

District Department of Transportation (DDOT)

SPARKING BIKE TRAVEL THROUGH E-BIKE INCENTIVES

📍 Washington, DC

In FY24, the District Department of Transportation (DDOT) launched the District E-Bike Incentive Program that allowed residents to apply for vouchers toward the purchase of e-bikes and other covered items at authorized local shops. The program intended to increase transportation options and security for disadvantaged District residents, as well as shift driving trips to more sustainable e-bike trips through increased e-bike ownership.

The program required that DDOT issue at least 50% of the \$500,000 available to Preferred Applicants, defined as District residents enrolled in SNAP, TANF, Medicaid, or the DC Healthcare Alliance. DDOT decided to distribute all funds to Preferred Applicants.

DDOT hosted 14 outreach and application assistance events in all 8 wards, translated the application into 6 languages, promoted the program through 31 community partners, and entered into grant agreements with 9 local bike shops to become Authorized Retailers. **DDOT received 2,868 eligible applications. Due to demand vastly outpacing the supply of vouchers, voucher recipients were chosen via a lottery.**

A total of **293 vouchers** were redeemed by the end of the fiscal year. A randomized control trial found that the program increased transportation security for those who did not have reliable forms of transportation, increased bicycling trips, and reduced CO2 emissions.



IMPACT IN NUMBERS



Voucher recipients took **1.8 times as many bicycling trips**. 10% of voucher recipients' trips were by bicycle vs. only 5.6% of non-recipients' trips.



Voucher recipients rode **3.1 miles per ride** on average vs. only **2.5 miles per ride** by non-recipients. Average total distance was **51 miles** per voucher recipient and only **18 miles** per non-recipient.



Voucher recipients saved **51 lbs. of CO2** per year on average by e-biking instead of using other modes.



A 270% increase in transportation security for recipients: only 15% reported having complete transportation security before receiving their e-bike.

After 6 months of e-bike ownership, 41% of them reported being secure.