

SANDAG E-Bike Incentive Pilot Program



Project Overview

SANDAG partnered with Pedal Ahead to incentivize the use of electric bikes (e-bikes) to make it easier for people to travel throughout their communities. Building upon the existing Pedal Ahead program, the pilot project will help people reduce their dependence on cars for neighborhood trips and better connect to regional transit options. E-bikes are a great way to get to work, school, shopping destinations, and more while supporting health and well-being.

How Does the Pilot Program Work?

In fall 2022, SANDAG and Pedal Ahead recruited 125 new pilot program participants to help us better understand how e-bikes enhance quality of life while expanding access to destinations in the San Diego region.

Pedal Ahead is an e-bike loan-to-own program that enables pilot program participants to work toward owning an e-bike by riding a minimum of 100 miles per

month over two years, recording trips, and sharing regular feedback about the experience. The pilot program provides each participant with a pedal-assist “Electra Townie GO! 7D Step-Through” e-bike in exchange for fulfilling pilot program requirements. SANDAG and Pedal Ahead will provide ongoing support to users through personalized onboarding, e-bike education, safety training, e-bike tune-ups, and routine maintenance support.

Community Center Partners

Pedal Ahead partnered with bicycle repair shops and community-based organizations throughout San Diego County; this e-bike resource network of locations continues to grow as we expand regionally. These locations will host participant meet-ups, group rides, e-bike distribution and maintenance, skills training, and rider safety education.

Program Participants

SANDAG prioritized lower-income residents needing expanded travel options that also enhance access to public transit. The pilot program sought a range of participants residing across the region with varying lifestyles, including students, retired people, and people desiring a new travel option for errands, physical exercise, and social activities.

Learn More

Visit SANDAG.org/ebike to learn more about the pilot program.



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