



Electrify My Ride E-Bike Rebate Program

Electrify My Ride Handbook 2024

Part 1. CleanPowerSF and Hetch Hetchy Power Customer

Part 2. Participating E-Bike Retailer

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Introduction

In the United States passenger vehicle trips are the primary mode of transportation. Federal surveys indicate that most passenger vehicle trips account for less than three miles, a distance that can be easily replaced with a bike with connected and protected bike infrastructure. E-bikes reduce the barriers to cycling by helping people ride more often and for longer distances, and thus offer a more convenient replacement for short car trips than non-electric bikes. Encouraging this low-cost, accessible, and efficient solution can help us achieve our city's climate objectives.

Electrify My Ride is an e-bike Rebate Program (referred to here as the **Program**) operated by the San Francisco Public Utilities Commission (SFPUC) with the goal of creating a cleaner, healthier, and more affordable future for all San Franciscans through the advancement of micromobility, with a focus on helping our low-income customers who would benefit most from financial assistance for their transportation needs. Electrify My Ride offers a **\$1,000 customer rebate** on the purchase of a new e-bike, on a first come, first served basis. There is a limit of one rebate per SFPUC electric account. The program's target audience are qualifying low-income customers who may benefit from a new e-bike. To qualify for the program, the SFPUC electric account holder must reside within an Equity Priority Communities (EPC), a census tract-based designation used by local transit agencies that includes consideration of transit issues in addition to socioeconomic issues, etc. The rebates will be distributed to SFPUC customers via an online application and redeemed through local participating e-bike retailers. Customers can choose from a variety of qualifying e-bikes from the qualifying product list (QPL), present their coupon, and get an instant rebate in the form of a discount off the purchase.

Initial Program Term and Incentive Budget

Electrify My Ride has reserved \$1,000,000 in incentive funding for this initial program term. The program term for eligible customers to apply for an instant rebate coupon on the purchase of an e-bike will be from February 5 – April 1, 2024. Coupons are only available while funding lasts and remain valid for 30-45 days after being issued.

Upon completion of the initial program term, utilizing results from the customer survey and analyzing data from participating retailers, additional incentive funding may be made available for the program.

Part 1: SFPUC CleanPowerSF and Hetch Hetchy Power Customer

Customer Eligibility

To be eligible, customers must meet the following requirements:

- Be a residential CleanPowerSF or Hetch Hetchy Power electric customer of SFPUC;
- Have an electric account service address in the City and County of San Francisco within an EPC census tract as defined by the San Francisco Transportation Authority (SFCTA) [EPC map](#);
- Be currently enrolled in an Energy Assistance Program
 - **Hetch Hetchy Power**
 - Customer Assistance Program (CAP)
 - **CleanPowerSF**
 - California Alternative Rates for Energy (CARE)
 - Family Electric Rate Assistance (FERA); and
- Complete a pre-engagement survey; and
Pledge to complete a post-engagement survey that will be sent 45-60 days post coupon redemption.

To be eligible, e-bikes must meet the following requirements:

- Be a new electric bicycle as defined in Section 312.5 of the California Vehicle Code. All classes (Class 1, Class 2, and Class 3) are eligible with fully operable pedals and an electric motor of less than or equal to 750 watts.
- Have a UL 2849 or EN 15194 certified battery and electrical components.
- Have a minimum one-year manufacturer warranty.
- Total purchase price, excluding tax, is at least \$1000.

The SFPUC electric account holder of record must present valid identification to Participating Retailer to redeem the Electrify My Ride instant rebate coupon. Acceptable forms of identification:

- State identification (ID) card
- Driver license
- US passport or passport card
- US military card (front and back)
- Military dependent's ID card (front and back)
- Permanent Resident Card
- Certificate of Citizenship
- Certificate of Naturalization
- Employment Authorization Document
- Foreign passport
- San Francisco City Identification (SF City ID Card)

Electrify My Ride Website

The [Electrify My Ride website](#) provides a full list of bikes that are qualified for the program. Electrify My Ride offers a **\$1,000 customer rebate** on the purchase of a new e-bike; on a first come, first served basis. There is a limit of one rebate per SFPUC electric account, and only the account holder can apply for and/or redeem a coupon. The rebates will be distributed through participating e-bike retailers. Customers can choose from a variety of qualifying e-bikes, present their coupon, and get an instant rebate in the form of a discount off the purchase. Coupons are only available while funding lasts and remain valid for 30-45 days after being issued. Please review the list of participating e-bike retailers below in Participating Retailer section.

The website will be updated regularly with information related to participating e-bike retailers and the qualified product list of eligible e-bikes.

Electrify My Ride Email

For program inquiries, customers are encouraged to use the following email:
electrifymyride@sflower.org



Electrify My Ride Engagement Survey

Responses in the Electrify My Ride engagement survey is important to help us understand the effectiveness of this rebate program. This information will be used for program reporting, but individual responses will remain confidential. After completing the survey, customers will be directed to the Electrify My Ride application. If eligible, customers will receive the \$1,000 coupon instantly via email or text. SFPUC customers are required to take a pre-engagement survey as the first step in the application process to claim their Electrify My Ride rebate coupon. Customers who redeem a rebate coupon will pledge to take a post-engagement survey 45-60 days post rebate redemption. The application can only be accessed through completing a pre-engagement survey.

Customer Terms and Conditions

As a condition of participating in the Program, Customers must agree to and sign the Program Terms and Conditions, an excerpt of which is provided below.

Excerpt from Program Terms and Conditions

Electrify My Ride Instant Rebate Program Terms and Conditions, Release and Liability Waiver
If you are a person or entity that seeks to receive an incentive under the Program, you hereby agree:

- You have read, understand and agree to be bound by the Program rules (“Program Rules”) as they may be amended by the SFPUC from time to time.
- You understand that your zip code, CARE/FERA or Customer Assistance Program status will be used to verify your eligibility to participate in the Program and by applying to participate in the Program, you agree to allow SFPUC and Energy Solutions to verify your CARE/FERA or Customer Assistance Program status.
- You understand and acknowledge that your name, and a combination of your address, phone number or utility account number will be used to verify your identity.
- All data you supply through the Platform or otherwise shall be accurate, truthful and complete.
- The incentive will only be applied to offset the costs of eligible equipment purchased through an authorized participating store or distributor.
- The incentive amount shall not exceed the costs to you of the eligible equipment.
- You shall be responsible for the payment of taxes, shipping and handling charges associated with the acquisition of the equipment that qualifies you to receive the incentive.
- You will participate and fully cooperate with telephone, on-line or in person quality assurance, application verification or incentive eligibility surveys or inspections conducted by Energy Solutions, the SFPUC or either of their authorized agents, contractors or subcontractors. If Energy Solutions or the SFPUC determines you received an incentive for which you do not qualify, you shall promptly repay the incentive amount.
- Waiver and Release of Liability. As a condition of your participation in the Program, to the fullest extent permitted by applicable law, you, for yourself, your heirs, personal



representatives or assigns do hereby release, waive, discharge and covenant not to sue the City and County of San Francisco, which includes the San Francisco Public Utilities Commission, or its employees, contractors, insurers, agents, representatives or assigns (together, the “City Parties”) from any and all claims, demands, actions or causes of action resulting from your participation in the Program, and you will hold the City Parties harmless from the foregoing.

Part 2: Participating E-Bike Retailer

Retailer Eligibility

To be eligible, **retailers** must meet the following requirements:

- Be registered as a city vendor – Prospective participating retailers are responsible for reviewing the City and County of San Francisco policies on the vendor registration process and validating with the Program team that registration is complete. Please see the [City and County San Francisco Partner Business Tax Registration Tool Kit](#).
- Sign and return the Retailer Participation Terms and Conditions.
- Have a physical storefront in the City of San Francisco.
- Have a process in place to sell a fully assembled e-bike.
- Have the equipment and trained staff to service e-bikes that are sold to customers.
- Participate in all Program-provided trainings.
- Follow all Program requirements agreed to in the Retailer Participation Terms and Conditions.
- Submit rebate claims with itemized receipt via SharePoint, a secure document management system.

All e-bike sales must take place in the City and County of San Francisco.

To be eligible, **e-bikes** must meet the following requirements:

- Be a new electric bicycle as defined in Section 312.5 of the California Vehicle Code. All classes (Class 1, Class 2, and Class 3) are eligible with fully operable pedals and an electric motor of less than or equal to 750 watts.
- Have a UL 2849 or EN 15194 certified battery and electrical components.
- Have a minimum one-year manufacturer warranty.
- Total purchase price, excluding tax, is at least \$1000.

QPL for bikes on The [Electrify My Ride website](#) for provides a full list of bikes that are qualified for the program.

Retailer Enrollment Process

E-bike retailers in San Francisco wishing to participate must follow these five steps to enroll in the program:

1. Review the program documents on the [website](#), including the
 - a. E-bike Retailer Flyer,
 - b. Retailer Guide,
 - c. Retailer Participation Terms and Conditions form.
2. Meet with the Electrify my Ride team to:
 - a. Discuss program details and participation requirements.
 - b. Confirm which of your e-bike models meet the eligibility requirements.
3. Register as a San Francisco City Vendor. Please the City and County San Francisco Partner Business Tax Registration Tool Kit for more information.
4. Sign and return the Retailer Participation Terms & Conditions form.
5. Participate in an onboarding training with the Electrify My Ride team.

E-bike Returns & Exchanges

Participating retailers shall track all returns and exchanges for e-bike purchases with Electrify My Ride incentive funds. If the participating retailer permits the customer to exchange their purchase for a different, eligible e-bike, the \$1,000 discount shall be applied to the new sale.

Participating Retailers

Eligible customers with a valid coupon can redeem their coupon, and get \$1,000 off an E-Bike purchase, at these participating retailers:

Customer must redeem coupon at one of the following participating e-bike retailers and locations below.

Mike's Bikes of San Francisco

1233 Howard St.
San Francisco, CA 94103
(415) 241-2453



Ocean Cyclery

1935 Ocean Ave.
San Francisco, CA 94127
(415) 239-5004

Sports Basement Bryant Street

1590 Bryant St.
San Francisco, CA 94103
(415) 575-3001

Sports Basement Presidio

610 Old Mason St.
San Francisco, CA 94129
(415) 934-2900

Sports Basement Stonestown

3251 20th Ave. Suite 390
San Francisco, CA 94132
(415) 934-2922

The Bike Connection

1090 Folsom St.
San Francisco, CA 94103
(415) 934-8000

Warm Planet Bikes

1098A Market St.
San Francisco, CA 94102
(415) 974-6440

Participating Retailer Terms & Conditions

As a condition of participating in the Program, Retailers must agree to and sign the Program Terms and Conditions, an excerpt of which is provided below.

Excerpt from Program Terms and Conditions

PROGRAM INFORMATION

If you have any questions or concerns about the Program, please contact the Program Team.

Program Name	Electrify My Ride	
Current Program Term	February 1, 2024 to April 30, 2024	
Program Contact	Elise Mazzuca (415) 256-7750 electrifymyride@energy-solution.com	
Program Website	SFPUC Clean Energy Programs: Electrify My Ride	sfpuc.org/electrifymyride
Program Guide	Program Guide can be downloaded at: sfpuc.org/electrifymyride	
Coupon Amount	\$1,000.00	
Qualified Product List (QPL)	QPL can be downloaded at: sfpuc.org/electrifymyride	
Retailer Web Portal	Please use this site to redeem coupons: sfpuc.instant-rebates.com/retailer-portal	
Online Incentive Claim Site	After enrollment, retailers will be provided access to a secure folder to upload incentive claims.	



DEFINITIONS & TERMS OF PARTICIPATION

Participant

A Retailer Participant sells Qualifying Equipment (as defined below) to Eligible Customers (as defined below). Under certain circumstances, as determined by the Program Team, a manufacturer, retailer, distributor, or other entity may serve as a Participant, if their participation allows for a more streamlined transaction in consultation with the other market actors in the distribution chain. Participants are required to provide enrollment documents including, but not limited to, executing these Program Terms.

Eligible Customer

An “Eligible Customer” is someone who lives at a residential address that:

1. Receives electric service from SFPUC (either CleanPowerSF or Hetch Hetchy Power);
2. Is located in an Equity Priority Community (EPC) census tract as defined by the San Francisco County Transportation Authority (SFCTA) EPC map1; and
3. Is currently enrolled in a Hetch Hetchy Power or Clean Power SF Energy Assistance Program.

Retailer Web Portal

The Participant must verify customer and coupon eligibility prior to completing an e-bike sale. Upon enrollment in the Program, the Participant will be provided with a login to a Retailer Web Portal site for confirming coupon eligibility. Participants will open the Retailer Web Portal, choose the Participant name, and submit the customer name and coupon number for confirmation on whether a prospective sale is eligible for an incentive.

Online Incentive Claim Site

To receive reimbursement for eligible sales, the Participant shall upload required sales information (“Incentive Claim”). Upon enrollment in the Program, the Participant will be provided with a unique URL to a secure online file folder for uploading Incentive Claims (the “Online Incentive Claim Site”). The Program Team will utilize a paperless, online system for, processing and tracking Incentive Claims. The Online Incentive Claim Site is hosted by Energy Solutions but payments will be made by SFPUC.

Qualifying Equipment

“Qualifying Equipment” is an e-bike that is sold to an Eligible Customer within the Program Term from a Participant. Qualifying Equipment must:

- Be a new electric bicycle as defined in Section 312.5 of the California Vehicle Code. All classes (Class 1, Class 2, and Class 3) of bicycles with fully operable pedals and an electric motor of less than or equal to 750 watts are eligible.
- Have a UL 2849 or EN 15194 certified battery and electrical components.
- Have a minimum one-year manufacturer warranty.

A list of eligible e-bikes that meet these requirements will be listed on the Program Qualified Product List (QPL). The Program reserves the right to add or remove Qualifying Equipment from Program QPLs. Program QPLs will be provided to Participants and updated on a regular basis. Assembly fees, if available, can be included in the total purchase price of the e-bike. E-bike conversion kits, scooters, and mopeds are not eligible. Accessories including bike locks, helmets, etc. are not eligible.

Incentives

“Incentive” means the payment or payments made by SFPUC to a Participant for Qualified Equipment sold according to the terms and conditions of these Program Terms. Incentive amounts for Qualified Equipment are as set forth in the QPL and may vary throughout the Program Term. At no point will an Incentive exceed the MSRP cost of the Qualifying Equipment.

Program Guide

Upon enrollment, Participants will be provided with a “Program Guide” for the Program. The Program Guide provides detailed instructions and requirements for verifying customer eligibility through the Retailer Web Portal and submitting incentive claims through the Online Incentive Claim Site. The Program reserves the right to amend the Program Guide, in which case, such amendments will be provided to the Participant.

Program Period, Termination and Modifications

The initial term of the Program (the “Program Period”) is February 1, 2024 to April 30, 2024. The Program Period may be terminated or extended at any time by the Program Team. Participant shall be notified of any such termination or extension of the Program by the Program Team. Participant may choose to opt out of the Program at any time by sending a termination notice to the Program Team in accordance with the Notices section of the Program

Terms. Upon termination, Participant will not be eligible to continue its participation in the Program and will not be entitled to any incentives following the termination date. If the Program Period is extended, these Program Terms shall continue to apply for the duration of the extended Program Period unless otherwise modified in writing by the Program Team.

Applying for a Program Incentive

To receive the Incentives, the Program Team shall confirm customer eligibility following the process identified in the Program Guide, and Participant shall upload required information to the Online Incentive Claim Site along with a copy of the invoice or bill of sale for each sale of Qualifying Equipment (“Incentive Claim”).

The following information is required to complete an Incentive Claim: Qualifying Equipment Information:

- a. Manufacturer
- b. Model Number

Coupon Information:

- a. Unique coupon number

Sales Information:

- a. Store ID
- b. Invoice/Transaction number
- c. Date of sale
- d. Retail price
- e. Sale price (after discount)

The Participant shall be responsible for supplying accurate and complete information when submitting Incentive Claims. Insufficient information may result in rejection of the Incentive Claim.

Receiving a Program Incentive Payment

Participant must be a registered City Vendor. Participant is responsible for reviewing the City and County of San Francisco policies on the registration process and validating with the Program team that registration is complete by January 26, 2024. Incentive Claims will be processed for payment on a weekly basis and the Participant should anticipate up to 30 business days for receipt of invoice payment upon completion of Incentive Claim processing.

Definitions



CleanPowerSF – CARE/FERA Programs

CleanPowerSF customers can receive a monthly discount on their energy bills through the CARE (California Alternate Rates for Energy) and FERA (Family Electric Rates Assistance) programs. Customers can qualify for CARE or FERA based on household income or by participating in certain public assistance programs (like Food Stamps or Medicaid). Eligibility requirements and enrollment information can be found [here](#).

E-Bikes

Also known as an electric bicycle as defined in Section 312.5 of the California Vehicle Code. All classes (Class 1, Class 2, and Class 3) are eligible with fully operable pedals and an electric motor of less than or equal to 750 watts.

Electric Account

Billing invoice issued to a customer for electricity service from SPFUC.

EN 15194 Certification

EN 15194 is a European standard specifically developed for electric bicycles. The standard establishes the technical requirements for electric systems, construction, and safety features of e-bikes.

Equity Priority Community

Equity Priority Communities (EPCs) are census tracts that have a significant concentration of underserved populations, such as households with low incomes and people of color. A combination of additional factors helps define these areas. This is defined by the San Francisco Transportation Authority (SFCTA). The EPC map can be found [here](#).

Hetch Hetchy Power - Customer Assistance Program (CAP)

The Customer Assistance Program (CAP) provides utility bill discounts for eligible Hetch Hetchy Power customers. Eligibility requirements and enrollment information can be found [here](#).

Rebate Coupon

A discount offered to a customer by a participating retailer when a customer purchases an e-bike.

Retailer Participation Terms and Conditions Agreement



The Electrify My Ride form in which an e-bike retailer agrees to the associated Program terms and conditions.

SFPUC

The San Francisco Public Utilities Commission, Power Enterprise. SFPUC operates two utility operations for the City and County of San Francisco: Hetch Hetchy Power is the City’s publicly owned utility (POU), and CleanPowerSF is the City’s community choice aggregation (CCA) program.

UL 2849 Certification

The Standard for Electrical Systems for e-bikes, which provides fire safety certification by examining the electrical drive train, battery, and charger system combinations in e-bikes.

Qualified Product List (QPL)

Program list of products that have met the qualification requirements stated in the applicable specification for e-bikes.