

E-BIKE ADVOCACY GUIDE FOR RETAILERS



peopleforbikes



WANT BETTER ACCESS FOR E-BIKES?

Electric bicycle (e-bike) laws differ in every state, and can be confusing for consumers, retailers, and suppliers. With clear rules on how and where to ride an e-bike, everyone stands to benefit, including local bicycle shops who will see increased business and customers who will no longer be confused about where to ride.

IF ENOUGH E-BIKE RIDERS AND RETAILERS SPEAK WITH A UNIFIED VOICE TO SUPPORT IMPROVED ACCESS, DECISION MAKERS WILL LISTEN.

AS A RETAILER EQUIPPED WITH THE RIGHT TOOLS, YOU CAN:

- » Raise awareness about e-bikes and the resources available to manage them.
- » Show decision makers that there is a growing contingent of e-bike riders.
- » Make the case for better e-bike access.

A SUCCESSFUL E-BIKE CAMPAIGN= *Business + Advocacy + Legislation*

YOU CAN HELP IMPROVE ACCESS FOR E-BIKES BY:

- » Attend meetings with legislators and decision makers: You are the e-bike technical expert and know the customer best. Talk about demographics, sales, economic development, the effects of a law or ordinance on your business, and the ins and outs of e-bikes.
- » Submit letters of support, make phone calls, and testify: If you don't speak up, you won't be heard. When input is solicited, make a call, send a concise letter, or testify in support or against a potential decision.
- » Conduct demos: The best way to raise awareness about e-bikes is to get people to test one out. Seek out events, festivals and community gatherings and offer to set up a demo area.
- » Rally fellow retailers: There's strength in numbers. Come together with your community of bike dealers to speak with a common voice for e-bikes and show that there is a growing contingent of people passionate about e-bikes.
- » Build relationships with non-endemic partners: The more diverse a group, the more powerful your message and the more people will listen. Partner with other business and community leaders, healthy living advocates, sustainable transportation proponents, foundations, and riders to broaden your reach.
- » Ask for help: PeopleForBikes can write a model bill, connect with legislators, explain what the current law is and how it can be improved, connect you to advocacy and rally industry players and retailers.

peopleforbikes.org/e-bikes

STEP BY STEP



TOP 10 E-BIKE TALKING POINTS

- 1 E-bikes make riding a bicycle for fun, commuting, and transportation easier and more convenient; and allow current bicycle users to bike more often and farther.
- 2 E-bikes are a dependable option for people limited by fitness, age, or disability; and whose work commutes are within the 5-20 mile range and who traditionally drive.
- 3 E-bikes are as safe, stable, and sturdy as traditional bicycles.
- 4 E-bikes are not gas-powered bicycles, and are quiet and emissions-free.
- 5 Studies show that e-bikes do not travel significantly faster than regular bicycles and some instances, are slower, depending on the location and the rider.
- 6 The three main components that differentiate an e-bike from a traditional bike are the rechargeable battery, small electric motor, and handlebar computer with speed, mileage, and battery life indicators.
- 7 E-bikes come in three classes:
 - Class 1** is a pedal assist e-bike with a motor that cuts off after the rider reaches 20 mph.
 - Class 2** is a throttle-assist e-bike with a motor that cuts off after the rider reaches 20 mph.
 - Class 3** is a pedal assist e-bike with a motor that cuts off after the rider reaches 28 mph.
- 8 E-bikes have to be labeled by their class and speed, which helps law enforcement officers detect the presence of an e-bike.
- 9 As with any vehicle or consumer product, responsible use and riding rests on the user, but if public safety is a concern, proper education and enforcement are recommended.
- 10 In 2016, e-bikes represented 1% of sales in the bicycle market and in 2017 that number was 7%.

The Bicycle Product Suppliers Association and PeopleForBikes are partnering with state and local decision makers to make riding an e-bike easy and accessible for all. PeopleForBikes.org/e-bikes has many helpful resources, including:

- » Handouts on e-bike laws in all 50 states
- » E-bike research and statistics
- » E-bike FAQs, stories and blogs
- » Management case studies, resources and handbooks

