

April 8, 2021

Dear State Senators,

The Green Mtn Power E-bike rebate as had a dramatic effect on sales of electrically-assisted bicycles in Vermont over the two years of its existence. Recently published figures from the US bicycle industry show that 12.5% of Americans purchased a new bicycle in 2020 and that another 13% report the desire to buy in 2021. Brattleboro Bicycle Shop saw over 50% of dollars from 2020 new bike sales come from electric bikes and virtually all of those sales qualified for the rebates. This proved especially valuable as a tool to counteract the negative impact of the Vermont/New Hampshire Sales Tax disparity on sales of these big-ticket items. We have found that a new cyclist increases ridership and works cycling into their lifestyle in ever larger ways for a period of three to five years after initially purchasing a bike, and it has been shown that public funds spent to encourage transportation cycling can contribute to an increase in business for downtown merchants along bike routes. Therefore we expect to see a positive impact on Main Street sales for years to come from these rebates.

source:

"Measuring the Local Economic Impacts of Replacing On-Street Parking With Bike Lanes"
[<https://www.tandfonline.com/doi/abs/10.1080/01944363.2019.1638816?forwardService=showFullText&tokenAccess=XAKZKXBAV87MIAK4TACP&tokenDomain=eprints&doi=10.1080%2F01944363.2019.1638816&doi=10.1080%2F01944363.2019.1638816&doi=10.1080%2F01944363.2019.1638816&target=10.1080%2F01944363.2019.1638816&journalCode=rjpa20>]

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