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Public Comment--MCE E-Bike Incentive Program

From Colleen Noland <maeve628@gmail.com>

Date Fri 10/16/2026 8:00 AM

To MCE Clerk <clerk@mcecleanenergy.org>

Cc C Linder <calinder@gmail.com>; Dani Lanis <dani.lanis@bikeeastbay.org>; Justin Hu-Nguyen <justin@bikeeastbay.org>

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Good morning,

I am writing to share a public comment regarding the possibility of MCE starting an e-bike incentive program in 2027.

See below my signature for the comment.

Thank you,
Colleen Noland

My name is Colleen Noland and I am a resident of Walnut Creek. I am a Bay Area native and I have lived in Contra Costa County my whole life. I am commenting in support of MCE starting an e-bike incentive program.

As a biking instructor with Bike East Bay, I have been a part of three "E-Bike Test and Ride" events, as part of a collaboration between Bike East Bay and Ava Community Energy. I have seen firsthand hundreds of people trying out e-bikes, being hesitant at first but then smiling broadly as they test e-bikes in closed courses, trying out pedal assist and throttle features. I have seen kids wait excitedly to test ride with their parents, and then hear them react with joy as they experience being passengers. I have met folks in their 60s, 70s, and 80s and those with mobility challenges who often express that they haven't biked in years, but an e-bike will allow them to get back into biking, allowing them to navigate hills and accommodate changes that have occurred in their bodies. **E-bikes make biking more accessible by dismantling barriers for riders--whether that is distance, carrying groceries or passengers, or physical challenges.**

Creating an e-bike incentive program will allow Contra Costa cities to reduce vehicle miles traveled and reduce emissions. However, many folks I've talked to have expressed concerns about e-bike technology outpacing regulation. With increased e-bike use, there has also been an increase in related injuries. E-bike education, such as classes provided by Bike East Bay, is essential not only to teach safe handling practices, but to educate the public about the differences between e-bikes (Classes 1, 2, and 3) and e-motos.

I believe an e-bike incentive program is especially needed in Contra Costa because the California Air Resources Board (CARB) e-bike incentive program ended in 2025. According to CARB, over three years, the program distributed 2,246 e-bike incentives. The e-bike incentive program through Ava Community Energy, however, [distributed 6,000 incentives](#) in its first year alone! And it is estimated that 1.9 million miles have been ridden in just the this first year. I believe that a community energy provider is much better suited to providing e-bike rebates to users (through local messaging and nonprofit collaborations, such as with Bike East Bay) than a statewide agency!

Contra Costa County deserves a program like this! Though residents can access EV incentives, and CCTA offers some e-bike incentives, the e-bike incentives are paltry, to be honest. Even after the rebate, the cost of a new e-bike can still be over \$1000, which is out of reach for many. At Bike East Bay classes, I have shared the CCTA rebate information with attendees, but most of those I spoke with felt the incentive was not enough to make the purchase make financial sense.

We are in an affordability crisis. Inflation has drastically increased the cost of food and gas, and according to a [2025 study](#) by MarketWatch, half of car **owners say that cars are a significant financial stressor**, with levels highest among Gen Z (64%). As we've seen in many Bay Area cities, there is an increased demand for micro mobility options, with e-bikes exploding in popularity.

These factors make it obvious that an e-bike incentive program is needed--and would be utilized--in Contra Costa County. This is an opportunity to give residents more affordable and active transportation options, while also educating them on safe e-bike use.

I look forward to your work to make the e-bike incentive program a reality for Contra Costa residents.

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Colleen Noland (she/her)

LCI # 7,262

