



TOWN COUNCIL STUDY SESSION AGENDA
January 9, 2023
5:00 PM

I. Staff/Council Updates

II. Study Session Items

1. Parker Chamber of Commerce Update - T.J. Sullivan - 20 minutes
2. E-Bike Rebate Program - Hall & Brown - 15 minutes

III. Town Council Items

1. Council Liaison Assignments - Mayor Toborg - 15 minutes

IV. Study Session Follow-Up Items to Council

These items are not intended for discussion, but are another resource to provide follow-up information to the Town Council and public.

1. October Contracts Memo - Engineering and Public Works
2. November Contracts Memo - Engineering and Public Works



MEMORANDUM

TO: Honorable Mayor and Town Councilmembers
FROM: Kelsey Hall, Assistant Town Attorney
Mary Lou Brown, Finance Director
DATE: January 9, 2023
SUBJECT: E-Bike Rebate Program

ISSUE:

Information Regarding Denver's E-Bike Rebate Program

FISCAL/BUDGET IMPACT:

N/A.

BACKGROUND:

In 2022, the City of Denver introduced a new program to provide residents with rebates for the purchase of e-bikes from shops located within five miles of the City. Town Council would like to explore creating a similar program for residents of the Town of Parker, and requested staff to provide information on Denver's program. This memo describes Denver's program in order to provide an analog for Town Council's consideration.

Denver's E-Bike Rebate Program: On August 3, 2020, Denver City Council passed a bill to put a measure on the ballot to create a climate protection fund, which would fund various programs to mitigate the impacts of climate change (the "Climate Protection Fund"). This measure, known as Initiative 2A, proposed to increase the local sales and use tax by 0.25% and was approved by Denver voters on the November 3, 2020, election. One of the programs now funded by the Climate Protection Fund is the E-Bike Rebate Program (the "Program").

The Program provides vouchers to Denver residents aged 16 and older who purchase qualified e-bikes from a bike shop that has a physical location either within Denver or within five miles of Denver and is registered with the Program. E-bikes must meet the definition for an e-bike as provided in state statute and must be used for the purchaser's individual use, rather than for resale. Residents are eligible for either a standard voucher or an income-qualified voucher. Individuals who are enrolled in certain defined low-income social safety net programs like Medicaid, or who have a household income below 60% of the state's median income, below 200% of the relevant federal poverty level, or below 80% of area median income are eligible for an income-qualified voucher. All other residents are eligible for the standard voucher. The standard voucher is \$400 for an e-bike and \$900 for an e-cargo bike, whereas the income-qualified voucher is \$1,200 for an e-bike and \$1,700 for an e-cargo bike.

Denver offers only a limited number of vouchers each month; however, it does issue an equal number of standard and income-qualified vouchers in order to pursue its equity goals. The process to redeem a voucher is as follows: an interested resident must submit an application for a voucher. If selected, the Program will issue the voucher to the individual. Next, the individual may go to a

participating bike shop and exchange the voucher for a discount on their e-bike. Finally, the bike shop returns the voucher to the Program, which reimburses the shop. Due to the high demand from consumers, Denver has engaged an outside vendor to process applications and issue rebates to the bike shops. The Program also employs two full-time staff members to manage the vendor contract, work with the bike shops, and answer questions. While the City initially anticipated that it would spend approximately \$500,000 on the Program, strong demand will result in the City spending an estimated \$4.5 million on the Program in 2022. In fact, on October 24, 2022, Denver announced that all funding for the Program had been exhausted, as it expended three years' worth of funding in only six months, and that the Program would relaunch in 2023.

At this time, there is no mechanism built into the Program to gather data from bike shops or voucher recipients; however, the Program is planning to send out surveys to try and get some data about the Program's effectiveness during its first year in operation. Unfortunately, most of the data at this time is anecdotal in nature only.

RECOMMENDATION:

If Town Council would like to pursue a similar program, it will need to consider the following factors:

- How to pay for the Program. Options may include increasing the Town's sales and use tax or exempting e-bikes from local taxation.
- Resources needed to run the Program. Depending on the scale of the Program, additional staffing or a contract with an outside vendor may be required.
- The amount of the rebate.
- The qualifications for participating bike shops.
- Whether there should be different types of rebates, based on factors like income.
- Whether the Program should track any data about the rebate recipients and participating shops.

REQUESTED DIRECTION:

Provide direction to staff as to whether Town Council would like to pursue a rebate program for e-bikes.

ATTACHMENT:

None



MEMORANDUM

TO: Mayor and Town Council

FROM: Tom Williams, PE, Director of Engineering/Public Works 

THROUGH: Michelle Kivela, Town Manager 

DATE: November 15, 2022

SUBJECT: October Contracts

The following contracts (over \$50,000 under \$100,000) were approved in October 2022:

Professional Services Agreement for Mainstreet (West) - Dransfeldt to Twenty Mile-Final Design with Stanley Consultants, Inc. dated October 12, 2022.

Professional services agreement to complete the final design of the proposed streetscape improvements on Mainstreet between Twenty Mile Road and Dransfeldt Road.

Project Cost: \$52,390.00



MEMORANDUM

TO: Mayor and Town Council

FROM: Tom Williams, PE, Director of Engineering/Public Works 

THROUGH: Michelle Kivela, Town Manager 

DATE: December 2, 2022

SUBJECT: November Contracts

The following contracts (over \$50,000 under \$100,000) were approved in November 2022:

Trade Contractor Agreement for Chase Bank-Fire Hydrant Relocation with Scheiner Commercial Group, Inc. dated November 14, 2022.

Relocation of a fire hydrant as part of the Mainstreet turn lane improvements at Parker Road. The Town was recently notified by Parker Water and Sanitation District that the fire hydrant on the SW corner of Parker Road and Mainstreet is too close to the future Chase Bank building, so it must be relocated.

Project Cost: \$61,658.53.00

Professional Services Agreement for Harvie Open Space Access Improvements-CM with Alfred Benesch & Company dated November 21, 2022.

This PSA is for construction management, inspection and material testing professional services needed for Harvie Open Space Access Improvements project.

Project Cost: \$57,900.00