UPPER VALLEY E-BIKE LENDING LIBRARY

2022 Season

Hosted by vital COMMUNITIES
Today's Presentation
UV E-Bike Lending Library 2022

01 Who We Are: Lending Library 101
02 Project Goals and History 2019 - 2022
03 2022 Season Takeaways & Highlights
04 Questions & Conversation
What is the Upper Valley E-Bike Lending Library?

Who We Are

- Traveling fleet of (4) e-bikes available to borrow for no cost to any resident of a host town April - October

- About 25 volunteers throughout the Upper Valley hosting the e-bike fleet at public libraries, town halls, and personal residences.

- Bikes are maintained, transported, and stored by Todd Chewning of Cowbell Mobile Bike Shop

82% of surveyed users report the loans as extremely helpful in "increasing knowledge of how e-bikes could be integrated into your lifestyle"
Project Goals

Primary Goal
The primary goal of the Upper Valley E-Bike Lending Library is to increase e-bike usage rates and awareness of e-bikes as a viable transportation mode within the Upper Valley region of Vermont and New Hampshire.

Objectives (2020 + 2021)
- Loan e-bikes to at least 40 different people for periods of at least three days
- Provide high-quality consultations with loanees to improve user experience
- Offer at least two "Demo Days" where the public can experience e-bikes on short test rides
- Maintain a 20% post-loan purchase rate as reflected in survey data
Project Timeline
UVELL 2019 - 2023

2019
Volunteers host Local Motion's VT Traveling Lending Library
2 bikes are hosted by the Norwich and Hartford Libraries for a total of (24) 3-6 day loans

2020
UV E-Bike Lending Library Established
Under Local Motion, (4) bike fleet is established & hosted by Norwich, Thetford, Cornish/Plainfield, Hartland, Hartford, and Hanover: (7) towns for (4.5) months

2021
UVELL Grows!
Vital Communities and Local Motion partner to expand to (9) towns over (8) months, adding Sharon and New London and another (3.5) months of active lending

2022
And Grows!
Vital Communities takes ownership of project from Local Motion - Expands to (14) towns and (2) employers, Approx. (8) month long season.

2023
Ready for More?
We have a list of (3) additional towns and (2) additional employers interested in being added for the 2023 season, as well as a volunteer group primed to re-imagine this project's future after three successful years.
The UVELL E-Bike Fleet
Variety of Types and Prices Is Key!

RadMini Folding Bike
This affordable e-bike has a strong 750 Watt motor and large battery while still being able to fold down to a small size for better portability and storage.

Bianci Cortina Conversion Kit
This Traditional upright riding position e-bike is great for riding around town while doing errands, commuting to work, or enjoying the day.

Specialized Turbo Como Road Tires
This e-bike feels like a rocket ship (if you want it to). Its oversized road tires absorb bumps and cracks in the road. The e-assist propels you over hills and across flats.

RadWagon Cargo Bike
The RadWagon is a cargo e-bike that can carry you and your kids, groceries, and other valuable cargo around town and some mild backroads.
Participating Towns and Employers

UV E-Bike Lending Library 2022
April 19 - October 19

- Newbury, NH (1 week)
- Sharon, VT (2 weeks)
- Norwich, VT (2 weeks)
- Hartland, VT (2 weeks)
- Hanover, NH (3 weeks)
- Thetford, VT (3 weeks, included Strafford, VT and Lyme, NH)
- New London, NH (3 weeks)
- King Arthur Baking Company (1 week)
- Cornish, VT – Plainfield, NH (2 weeks)
- Woodstock, VT (1 weekend)
- Windsor, VT (2 weeks)
- Andover, NH (1 week)
- Hypertherm (3 weeks)
Over 525 individual e-bike trials, hosted by 14 towns and 2 employers, from Thetford VT to Andover NH, from April - October.

According to post-loan user survey data, over 20 e-bikes have been purchased as a direct result of user trials and 37+ more are "planning on" or "seriously considering" a purchase.
E-Bike Lending Library Successes

2022

Flexibility

Freedom and Fun

Fostering Community
Flexibility

2022 UV E-BIKE LENDING LIBRARY TAKEAWAYS

- Variety of e-bike options and time periods for people to take advantage of
- Volunteer-dictated town schedules suited to the specific town's needs and volunteer capacity
- Volunteers structure loan period length and check in/ check out hours and procedures and demo locations
Flexibility: Towns hosted the lending library for 1, 2, or 3 weeks.

- Three Weeks: 30.8%
- Two Weeks: 38.5%
- One Week: 23.1%
- One Weekend: 7.7%
**Flexibility: Variety of Average Trial Periods**

Flexible options allow different towns and groups of volunteers to host the library with varied levels of volunteer support.

- **24hr**
  - Ex. 9AM Mon - 9AM Tues
  - Try riding an e-bike for recreation
  - Trial a certain commuting route

- **2-day**
  - Ex. 9AM Mon - 5PM Tues
  - Allows volunteers to charge bikes overnight
  - Allows rider to use e-bike for transportation

- **Demo**
  - Ex. 9-10AM
  - First Timers
  - Accessible
  - Larger numbers of individuals on an e-bike
FLEXIBILITY: E-BIKE PREFERENCES

E-bike distribution out of 89 Survey Responses

- Radwagon Cargo: 26.9%
- Specialized Turbo Como: 25.5%
- Bianci Conversion: 19.3%
- RadMini Folding Bike: 16.6%
- Finiss (backup): 10.3%
- I'm Not Sure: 1.4%

FINISS (BACKUP)
BIANCI CONVERSION
SPECIALIZED TURBO COMO
RADWAGON CARGO
RADMINI FOLDING
I'M NOT SURE
Fun and Freedom
2022 UV E-BIKE LENDING LIBRARY TAKEAWAYS

- Self-reported experiences with the e-bikes are overwhelmingly positive, often surprisingly the user with how much fun they find themselves having

- E-bikes allow some aging and disabled individuals opportunities to bike comfortably

- E-bikes offer independent transportation for people who can't afford or don't want to drive a car
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Fun and Freedom
User Feedback

Thank for this opportunity. It was so memorable and one of the highlights of my summer.

As an avid road cyclist I thought it would be dorky and pokey—instead I had a huge grin from the very start seeing what horizons this opened for me.

Just riding it was great, and it was incredible to see how it made those long climbs easy.
Fun and Freedom
User Feedback

I loved it. As a life long bike rider who is getting older, I found the "E" to be a game changer. **This could keep me riding my bike as I age.**

From the first 50 feet of my ride I had an **absolute blast!**
**Just riding it was great,** and it was incredible to see how it made those long climbs easy.

It was like being 10 years old again.

Just the **amazing wow factor** when the assist first kicks in.
Fostering Community

2022 UV E-BIKE LENDING LIBRARY TAKEAWAYS

- Volunteer group connects a geographically wide region through shared e-bike passion and goals

- As a volunteer-led project, it remains non-commercialized and grounded in community relationships

- Users report e-bikes as providing connecting opportunities among family, friends, and neighbors
Connection and Community

User Feedback

Fun to be out with my husband - we used to ride motorcycles and haven’t been 'out' together in years.

We just took a brief ride around Norwich to see if we were comfortable riding and bike. We brought our 4-year old along to see if she liked it, and she did!

I ended up buying an e-bike, as did my partner, we have been out on bikes on most nice days, I have more socializing riding with friends [...] and as I age, aren't socializing and exercising just the prescription for good mental and physical health!
Connection and Community
User Feedback

My 82 year old father used it while I biked alongside him. It was really great to be riding bikes with him again!

Something fun was seeing friends! It was easy to visit neighbors.

Lots of head turns and smiles from people we passed by riding through Woodstock!

One of the volunteers was extremely knowledgeable, having only used an eBike for all mobility related tasks for the past 8 years. Even after my ride was over, we sat and talked for almost an hour. He gave me many insights.
Fostering Community: Highlights
UV E-Bike Lending Library 2022

Demo Days hosted at Gil Hill Condo parking lot in Hanover, NH
Sustainable Hanover conducted intentionally located Demo Days attempting to reach a wider socioeconomic spectrum of Hanover residents

School Trials in Sharon, VT
"I know the experience changed at least one kid's life and had, at a minimum, a profound impact on a couple others."

Employer Sponsored Trials
King Arthur Baking Company and Hypertherm hosted the e-bikes for (1) and (3) weeks, respectively, encouraging their employees to trial commuting or inter-campus travel

Use of e-bikes by individuals with no other transportation option
Purchasing Power

2022 UV E-BIKE LENDING LIBRARY TAKEWAYS

- Trying a variety of e-bikes helps people become more confident about the type of e-bike they may want to purchase or build.

- Free loans make trialing an e-bike accessible for those who can't afford an e-bike rental trial.

- Volunteer advocates help support individuals weighing different preferences.
On a scale of 1-10, how helpful was the loan or test ride in terms of increasing your knowledge of how e-bikes could be integrated into your lifestyle?

89 responses
How inclined are you to purchase an e-bike in the next 12 months?

*out of 89 Survey Responses*

- **Already Purchased (20)** 22.2%
- **Planning On It (12)** 13.3%
- **Neutral (14)** 15.6%
- **Seriously Thinking About It (27)** 30%
- **Not Inclined (17)** 18.9%
- **I Have Already Bought an E-Bike, E-Trike, or Converted a Bike**
The entire ride was a fun rewarding experience that has convinced me to buy an ebike this coming spring.

It was beautiful day [...] and the ride was fun. The trial ride [...] accomplished two things for me. 1) I could see that I could still get sufficient exercise with an e-bike [...] 2) The e-bike would allow me to do errands to and from our house.

My husband put my daughter on the back of the rad wagon and as the rode off on her first ride, she was shrieking with delight. When they came back a while later, she was still yelling "weee", and my husband explained that she had been doing that the entire ride. We bought a rad bike that same week.
Purchasing Power

User Feedback

"Like the bike so much that my husband converted my bike and now I ride it to work 3 days a week. After trying it out with a lot of trepidation, I rented another ebike to try it some more. After that I BOUGHT a second hand ebike."

"I loved the experience so much that I am hoping to buy one soon. I have been looking into purchasing but wanted to be able to actually try the bike. So this was extremely helpful."

"Thank you! This library loan opportunity really helped inform and inspire my purchase. I loved the multi day period. Promotes a deeper understanding of how you might integrate a bike into your lifestyle."
THANK YOU
Please reach out with questions or interest in 2023 season!

The E-Bike Lending Library is Coming to your Town!
Learn More
www.vitalcommunities.org/upcoming-events/

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vitalcommunities.org/transportation/
upper-valley-e-bike-lending-library/