Transportation Electrification Program

eBike Rebate

Survey Report

PNM.com/ev

2024 - 2025

Jim Ellis, Albuquerque, eBike rebate recipient

About

The Transportation Electrification Program

The Transportation Electrification Program was created to make the transition to EVs easier and more affordable for everyone. House Bill 521 (HB 521) was enacted into law June 14, 2019, and requires investor-owned utilities to file an application to expand transportation electrification with the New Mexico Public Regulation Commission (NMPRC).

In response, PNM developed their Transportation Electrification Program (TEP) which includes incentives for residential and commercial account customers, pilot electrical rates for the same, funding for education and outreach, and administrative costs for Program implementation.

Learn more at **PNM.com/ev**

Overview

Survey introduction

The eBike rebate survey was designed to evaluate how the eBike rebate program influenced participants' transportation choices, daily travel habits, and potential reductions in vehicle miles traveled.

The survey was created in Qualtrics and distributed by email to 420 rebate recipients. A total of 109 participants responded, resulting in a 26% response rate, providing a meaningful sample of user experiences and outcomes.

To keep the process accessible, the survey included 12 questions and took an estimated 3–5 minutes to complete. It was offered in English and Spanish to ensure broader participation and reduce language-based barriers. To maximize participation, survey invitations were sent in four waves: December 2, December 9, December 16, and a final reminder on January 6. This staggered approach ensured that recipients had multiple opportunities to engage, even during a busy holiday season.

The responses gathered through this process form the foundation of the findings presented in the following sections, offering insight into how the rebate influenced eBike adoption and how participants incorporated eBikes into their transportation routines.

2026 CABQ Bike to Work Day

eBike Rebate

Rebate structure, eligibilty, and program requirements

For some customers, alternative modes of electric transport may provide additional benefits at a reduced cost to entry. Electric bicycles represent such an alternative and, in compliance with NMPRC Rule 574.11(B)(2), PNM proposed a $250 incentive per residential customer for the purchase of a qualifying electric bicycle for the first 300 customers, and proposed a $1,000 incentive for the first 150 income-qualified residential customers for the purchase of a qualified electric bicycle. “Income-qualified” means annual household adjusted gross income, as defined in the Income Tax Act [Chapter 7, Article 2 NMSA 1978], of equal to or less than two hundred percent of the federal poverty level.

To qualify, the customer must purchase the electric bicycle through a participating bicycle dealer, which facilitates a point-of-sale rebate for participating customers. No single service address can qualify for more than one rebate, either market rate or income-qualified. Participation eligibility will be verified through participating electric bicycle dealerships.

To qualify for the rebate, the electric bicycle must:

- Be primarily intended to be used for transportation needs in order to offset car miles, purely recreational electric bicycles will not be incentivized;
- Utilize an electric motor to provide full- or partial-propulsion;
- Have an attached or detachable battery capable of being recharged via an external electrical source; and,
- Self-certify as income-qualified if claiming the income-qualified rebate.

CUSTOMER TYPE	EBIKE REBATE	REBATE LIMIT PER RESIDENTIAL SERVICE ADDRESS
Market Rate	$250	1
Income-Qualified Residential	$1,000	1

Survey Questions

1. Did you own an eBike before participating in the PNM rebate program?
2. What was your primary mode of transportation before purchasing your eBike?
3. For trips that could be taken by eBike or another mode (car, rideshare, public transportation, etc.), how often do you choose your eBike?
4. Has your eBike reduced your transportation costs? (e.g., gas, maintenance, insurance)
5. How do you use your eBike?
6. How often do you ride your eBike?
7. What is your eBike's current odometer reading?
8. Since receiving your eBike rebate, which safety accessories have you purchased?
9. Where did you learn about the rebate?
10. How satisfied were you with your eBike retailer purchasing experience?
11. Would you have purchased an eBike without the PNM rebate?
12. Please share any feedback, comments about your eBike rebate experience, or suggestions for improving the program.

2026 NMDOT Bike and Transit Commuter Resource Fair

“Thank you for this wonderful opportunity for myself and my family! We love and value it deeply.”

2026 NMDOT Bike and Transit Commuter Resource Fair

Program Impact

The eBike rebate program had on recipients getting an eBike

More than half of survey respondents said the rebate changed their decision to buy: 51% reported they would have been somewhat unlikely or not at all likely to purchase an eBike without PNM's rebate. At the same time, 77% of respondents did not own an eBike before participating in the program, indicating that the rebate reached a large group of first-time eBike users rather than primarily subsidizing existing riders. Together, these figures show the rebate both lowered a financial barrier and expanded the pool of people who now have access to electric bicycles.

Respondents described the rebate as the decisive factor for many purchases. One participant said they were "on the fence" until the rebate arrived, calling it "the little extra that I needed to go forward with the purchase." Others framed the incentive as essential to affordability: "Excellent program that allowed me to have an eBike – otherwise it would have been unaffordable," and "I LOVE my eBike and would not have been able to afford it otherwise." At the same time, some recipients noted the rebate complemented other motivations—enabling upgrades or signaling PNM's commitment to energy conservation—rather than being the sole reason for purchase.

The practical implication is straightforward: the rebate appears to be an effective lever for converting interest into ownership, especially among households without prior eBike experience. For policymakers and program designers, this suggests that targeted financial incentives can meaningfully increase adoption and that pairing those incentives with clear messaging about program goals may amplify their effect.

> **Excellent program that allowed me to have an eBike – otherwise it would have been unaffordable. It has really increased my quality of life.**

Impact on transportation behaviors

For many rebate recipients, the eBike has become a regular part of daily life. When asked how they use their eBike, respondents most often cited exercise, followed by running errands (doctor, groceries, etc.), spending time with family or friends, and commuting to work or school; less common uses included transporting family or children and other activities such as training, bird watching, and sightseeing. Several participants described mixed uses that blend recreation and practical trips: "Thanks so much. I'm exercising more and able to ride with my younger friends. Sometimes use to run errands." Others noted the eBike filled a critical mobility gap for neighbors and family members who lacked other options.

Riding frequency shows the eBike is not just an occasional toy. 38% of respondents ride 2–3 times per week, 16% ride 4–6 times per week, 14% ride once a week, and 13% ride daily. One rider captured the personal impact: "The experience has been wonderful. I've been able to get out more in the fresh air. I just turned 73 years old and I'm able to go out and feel more useful."

2023 2nd Annual Electric Car Show on the Plaza

Reported mileage underscores substantial use. Thirty-seven respondents provided odometer readings that sum to 20,930.4 miles, with several individuals reporting hundreds or even more than a thousand miles on their eBikes. One respondent wrote, "I have no car or family. I'm on SSI. I use this [eBike] to go everywhere. I have over 500 miles on it." Another described using the eBike for commuting and long trips: "I'm already over a thousand miles and I've had it almost a year. Smooth ride, excellent idea. Thank you so much."

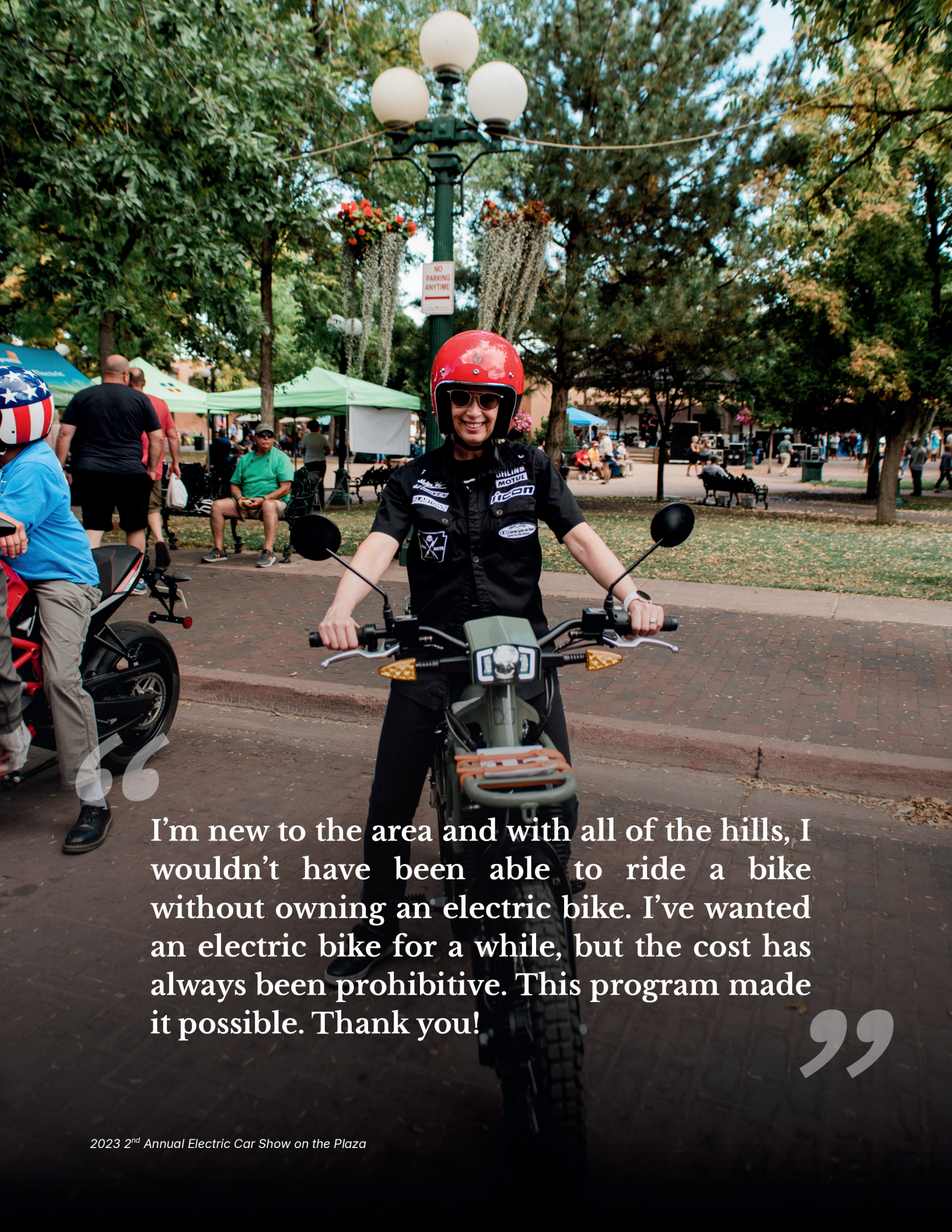
The eBike is replacing car trips for many owners. Before receiving an eBike, 79% of respondents relied primarily on gas vehicles. For trips that could be taken by eBike or another mode, 50% said they choose their eBike often or always, and 39% choose it some of the time.

One respondent described substituting the eBike for short errands and even longer rides: “I use it to run quick errands like buying lottery tickets. I’ve tested its limits and will ride it from Albuquerque to Sandia Park to have lunch with my mother (recharging it while I’m there). I’ve even taken it on road trip vacations and cruised around Durango, never touching my car while I’m there.”

Cost savings are a common outcome. 72% of respondents reported reduced transportation costs—less spending on gas, maintenance, or insurance—after getting an eBike. Comments reflect both practical savings and increased mobility: “Thank you for the rebate. The experience has been great… [It] gives me the freedom to go places without purchasing gas,” and “Loving the way it provides options for me to get around and save money.”

Recipients also invested in safety and security. The most commonly purchased accessories were helmets, followed by chain locks, u-locks, and lights; other purchases included mirrors, phone holders, and bike racks. One respondent noted the rebate enabled safer riding: “I appreciate the rebate offer tremendously. It allowed me to get a better eBike and accessories to make sure I ride safely. Thank you!”

> **It was [an] amazing thing to do for a lot of people out here. Made transportation to work a lot easier… I’m already over a thousand miles and I’ve had it almost a year. Smooth ride, excellent idea. Thank you so much.**



“I’m new to the area and with all of the hills, I wouldn’t have been able to ride a bike without owning an electric bike. I’ve wanted an electric bike for a while, but the cost has always been prohibitive. This program made it possible. Thank you!”

2023 2nd Annual Electric Car Show on the Plaza

Impact on Participating Retailers

The rebate program operated through a network of six participating retailers, and those small businesses played a central role in how customers learned about and accessed the incentive. When asked where they first heard about the rebate, the largest share of respondents pointed to the retailer, followed by recommendations from neighbors, family, or friends; online sources such as social media, websites, or news articles; direct communication from PNM; and other channels like community events. One respondent described the retailer's outreach plainly: "Our local retailer advertised on Facebook, and that brought in lots of people."

Retailers also shaped the purchase experience. Satisfaction with the retail transaction was high: 92% of respondents reported being satisfied or extremely satisfied with their eBike retailer purchasing experience. Several comments highlighted the retailer's role in simplifying the process and completing the rebate paperwork on behalf of the buyer. One participant noted that the rebate "pushed me over the top to make the purchase and the retailer took care of everything," while another said, "I was impressed with how easy it was to participate. Thanks!"

> **I am so grateful for being able to purchase my eBike and get to know Dave Baker at Silver City Cycles (a.k.a. Bike Works). He was and continues still to be the person/shop I go to for all my cycling needs.**

2026 Earth Day Festival eBike Demo Rides

Participating retailers experienced a clear economic benefit from the program. Based on reported purchase data, the average eBike cost was $1,666.96, and total eBike sales associated with the rebate reached $700,124.77. For small, locally owned shops, this level of sales represents a meaningful infusion of revenue—supporting staff hours, inventory turnover, and the broader cycling economy in the region. The rebate program therefore not only expanded access to eBikes for residents but also generated direct economic activity for the businesses that helped deliver them.

Taken together, the responses portray retailers as both information hubs and facilitators of the rebate process. Customers frequently encountered the program at the point of sale, and most reported a smooth, supportive retail experience that helped convert interest into completed purchases.

2026 Roads & Rails Transportation Festival eBike Demo Rides

6
participating retailers

$1,666.96
average eBike cost

$700,124.77
total in eBike sales

GHG Analysis

Greenhouse gas emmision reductions

By offsetting gas-powered vehicle miles traveled (VMT) with eBike miles, PNM customers can contribute to reductions in greenhouse gas emissions. PNM calculated estimated CO2 emission reductions from the eBike rebate program by calculating the reported share of survey respondents whose primary mode of transportation before the program was a gas-powered mode (Question 2), the share of respondents who reported taking trips by eBike that they would have otherwise taken via another mode of transportation (Question 3), the estimated eBike mileage of all rebate recipients using survey respondents as a representative sample (Question 7), and the U.S. Environmental Protection Agency's (EPA) CO2 emission factor of 400 grams per mile.

Using this methodology, PNM estimates that 56.7 metric tons of CO2 emissions have been avoided through customer participation in the eBike rebate program.

According the EPA Greenhouse Gas Equivalencies Calculator, this level of avoided emissions is equivalent to:

- CO2 emissions from:
  - 6,381 gallons of gasoline consumed
  - 131 barrels of oil consumed
- Greenhouse gas emissions avoided by:
  - 4,821 trash bags of waste recycled instead of landfilled
- Carbon sequestered by:
  - 938 tree seedlings grown for 10 years
  - 56.9 acres of US forests in one year

> **I LOVE my eBike and would not have been able to afford it otherwise. This is the direction our society needs to head in to have a livable future without fossil fuels. Thank you for this program!!**

eBike Resources

Participating Retailers

Albuquerque

Fat Tire Cycles - Montano
421 Montano Road NE,
Albuquerque, NM 87107

Fat Tire Cycles - Corrales
10701 Corrales Rd NW #16,
Albuquerque, NM 87109

Fat Tire Cycles - Foothills (Service Only)
12501 Candelaria Rd NE, Suite J,
Albuquerque, NM 87112
fattirecycles.com

Kickstand Cycles
1127 Alameda Blvd NW,
Albuquerque, NM 87114
kickstandcycles.com

Sport Systems
6915 Montgomery Blvd NE,
Albuquerque, NM 87109
nmsportsystems.com

Santa Fe

NM Bike N Sport
504 W Cordova Rd,
Santa Fe, NM 87505
nmbikensport.com

Silver City

Gila Hike and Bike
103 E. College Ave,
Silver City, NM 88061
gilahikeandbike.com

Silver City Cycles
914 N Pope Street,
Silver City, NM 88061
silvercitycycles.bike

eBike retailers throughout PNM's service area are encouraged to join the eBike rebate program to help expand access to electric biking, and customers can boost participation by recommending a favorite shop—interested shops can learn more or sign up by emailing Alanna Phillips, TEP Outreach Coordinator, at alanna.phillips@pnm.com.

Marion MacDonald, Silver City, eBike rebate recipient

New Mexico Bicycle Organizations

State

Free Bikes 4 Kids NM (FB4K NM)
Free Bikes 4 Kidz is a nonprofit organization geared toward helping all kids ride into a happier, healthier childhood by providing bikes to those most in need. FB4K NM has distributed over 3500 bikes around New Mexico with the help of volunteers, community partners and local businesses. Every kid should grow up with a bike! **fb4knm.org**

New Mexico Cycling
The mission of the New Mexico Bicycle Racing Association (NMBRA) is to promote and support bicycle racing of all kinds in the State of New Mexico and El Paso. **nmcycling.org**

New Mexico Touring Society
The New Mexico Touring Society is the largest bicycle club in New Mexico and is a recreational club for riders of all abilities, from beginners to experts. Club members plan and lead one-day and multi-day road and mountain bike rides. **nmts.org**

Velo New Mexico
Velo New Mexico's mission is to promote and celebrate bicycling by producing events that emphasize the unique character and qualities of New Mexico. We know that New Mexico is a great place to live and ride and we invite you to come discover how incredible cycling is in the land of enchantment! **velonewmexico.org**

Albuquerque

Albuquerque Mountain Bike Association (AMBA)
AMBA is a member-suppported, non-profit organization of volunteer mountain bikers serving the greater Albuquerque area. **ambanm.org**

BikeABQ
BikeABQ is a nonprofit organization with over 145 members that engages cyclists through advocacy, education, and outreach throughout Albuqueruqe. **bikeabq.org**

Duke City Wheelmen Foundation
Duke City Wheelmen was founded in 2010 by Jennifer Buntz, Steve Mathias and Dave Hamilton to give a home to their Ghost Bike efforts. Ghost Bikes are bicycles painted white and placed where a cyclist has died, typically in a crash with a motor vehicle. **dukecitywheelmen.org**

Esperanza Bicycle Safety Education Center
Esperanza's core goal is to work towards making Albuquerque better by promoting bicycle education, access, and transportation. By engaging with the community, we hope to show people, of all backgrounds, abilities, and ages, that bicycling can be a safe, healthy, dependable, inexpensive, and fun way to get around for a lifetime. **cabq.gov/bikes**

Story Riders
Story Riders empowers children and youth of color to reconnect with our natural and cultural heritage, while providing practical training in bicycle safety, maintenance, and guided cycling experiences in which participants explore local stories and spaces.
centerofsouthwestculture.org/storyriders

Ruidoso

Ruidoso Bike Club
Ruidoso Bike Club a community dedicated to creating a legacy of outdoor adventure and accessibility for generations to come. bikeruidoso.com

Santa Fe

Bike Santa Fe
Bike Santa Fe's mission is to promote cycling as a healthy, safe, affordable, and environmentally-sound means of transportation and recreation that benefits all neighborhoods and residents of Santa Fe. bikesantafe.org

Chainbreaker Collective
Chainbreaker is a membership-based economic and environmental justice organization. We work to expand access to affordable transportation and sustainable communities for working people in Santa Fe and surrounding areas. chainbreaker.org

Santa Fe Fat Tire Society (SFFTS)
The SFFTS is dedicated to the sport of mountain biking and to providing riders of all levels the opportunity to meet, socialize, improve their skills, and most of all, to have fun. santafefattiresociety.org

Santa Fe Rattlers
Santa Fe Rattlers, an inclusive, fun oriented mountain bike team for youth in the Santa Fe area. We are all about developing skills and having a great time out on the bike with awesome coaches and people! santaferattlers.com

Santa Fe Safe Routes to School
The objective of Santa Fe Safe Routes to School (SRTS) since 2021 has been to establish a city-wide SRTS Action Plan founded on development of pilot activities in the areas of the "Four Es" – Education, Encouragement, Enforcement, and Engineering, along with additional emphasis on Equity and Evaluation.. sfct.org/safe-routes-to-school/

Santa Fe Seniors On Bikes (SOBS)
SOBs are a group of road cycling enthusiasts who meet three times a week, Tuesday, Thursday, and Saturday mornings to ride the Santa Fe area. Our rides are of varying distances, usually 20 to 50 miles, but opportunities always exist to extend, or to turn around at any point along the way. santafesobs.com

Silver City

The Bikeworks
The Bike Works is a community-supported nonprofit that promotes creative and active lifestyles, self reliance and sustainability in southwest New Mexico. bikeworks-nm.org

2026 Roads & Rails Transportation Festival eBike Demo Rides

New Mexico Bicycle Maps

State

NMDOT Bicycle Map
arcg.is/11uDre

Albuquerque

City of Albuquerque Bikeways and Trails
cabq.gov/bike-map

Rio Rancho

Rio Rancho Bike Paths
rrnm.gov/1004/Parks-Bike-Paths-Open-Space-Trails

Ruidoso

Cycling in Ruidoso
discoverruidoso.com/ruidoso-cycling

Santa Fe

Santa Fe MPO Bikeways & Trail Map
santafempo.org/resources-2/bikeways-map/

Silver City

Visit Silver City Bicycle Routes
visitsilvercity.org/plan/

New Mexico eBike Laws

State

NM Stat § 66-3-708 (2025)
A. Every manufacturer or distributor of new electric-assisted bicycles intended for sale or distribution in New Mexico shall permanently affix to each electric-assisted bicycle, in a prominent location, a label that contains the classification number, top assisted speed and motor wattage of the electric-assisted bicycle. The label shall be printed in arial font in at least nine-point type.

B. A person shall not knowingly modify an electric-assisted bicycle so as to change the speed capability or motor engagement of the electric-assisted bicycle without also appropriately replacing, or causing to be replaced, the label indicating the classification required by Subsection A of this section.

C. An electric-assisted bicycle shall comply with the equipment and manufacturing requirements for bicycles adopted by the United States consumer product safety commission and codified at 16 CFR 1512 or its successor regulation.

D. A class 2 electric-assisted bicycle shall operate in a manner so that the electric motor is disengaged or ceases to function when the brakes are applied. Class 1 and class 3 electric-assisted bicycles shall be equipped with a mechanism or circuit that cannot be bypassed and that causes the electric motor to disengage or cease to function when the rider stops pedaling.

E. A class 3 electric-assisted bicycle shall be equipped with a speedometer that displays, in miles per hour, the speed that the electric-assisted bicycle is traveling.

History: 1978 Comp., § 66-3-708, enacted by Laws 2023, ch. 93, § 6.

ANNOTATIONS
Effective dates. — Laws 2023, ch. 93, § 8 made Laws 2023, ch. 93, § 6 effective July 1, 2023.

Albuquerque

City of Albuquerque E-Bike Rules and FAQs
cabq.gov/e-bikes

Santa Fe

City of Santa Fe Ordinance No. 2023-4
santafenm.gov/Electric_Bicycle_Ordinance_2023-4.pdf

209,341

miles in reported odometer readings

eBike Usage

Transporting family/children — 5%

Other — 12%

Commuting to work or school — 27%

Spending time with family and friends — 40%

Running errands — 51%

Exercise — 75%

50%

of respondents indicated they often or always choose their eBike over another mode of transportation

66%

report that they ride their eBike multiple times per week

79%

indicated that gas vehicles were their primary mode of transportation

92%

of respondents were satisfied or extremely satisfied with their eBike retailer purchasing experience

72%

of respondents indicated their eBike has reduced their transportation costs

Average eBike cost

$1,666.96

51%

reported that they would have been somewhat unlikely or not at all likely to have purchased an eBike without PNM's rebate

Most common safety accessories purchased

Helmets

Chain Lock

U-Lock

Lights

Transportation Electrification Program

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