

Request for Qualifications

City of Atlanta E-Bike Rebate Program – Local Vendors

INTRODUCTION & BACKGROUND

The Atlanta E-Bike Rebate Program, managed by the Atlanta Regional Commission (ARC), is an innovative initiative to accelerate the adoption of sustainable transportation within the City of Atlanta and to support the strategic goals outlined in ARC's One Great Region. This initiative primarily aims to boost e-bike adoption among City of Atlanta residents, particularly among moderate- and low-income residents. By providing rebates, the program seeks to make e-bikes more accessible, thereby reducing traffic congestion, decreasing carbon emissions, and improving mobility in a sustainable, eco-friendly manner.

City of Atlanta residents can apply for a limited number of rebates. The program is expected to re-launch in summer 2026. Residents are eligible to receive a rebate (\$1,600, \$1,100 or \$550) toward the purchase of an e-bike. The rebate amount is based on a resident's household annual income. Rebates are limited to one per resident and e-bikes must be purchased at a participating local business. About 600-800 e-bikes are expected to be purchased through the rebate program. The program will provide an upfront rebate known as a point-of-sale rebate, which means the rebate amount is deducted from the price of the bike when you buy it at a local business.

SCOPE OF WORK

ARC's Mobility Services Department seeks to contract with local businesses to provide point-of-sale discounts to participants of the City of Atlanta E-Bike Rebate Program. Local businesses will be reimbursed by ARC. ARC seeks to onboard local businesses by summer 2026 for project completion by December 31, 2027. The contract would be awarded in summer 2026.

The maximum budget for this contract is \$960,000.00. This only includes the cost for e-bikes, and certain e-bike accessories, reimbursements based on the value of rebate redemptions.

Required Qualifications for the selected businesses include:

- Brick and mortar location in the City of Atlanta;
- Registered entity with Georgia Corporations Division;
- Established and in business for at least one (1) year prior to submission response;
- Business sells new e-bikes at the physical location;
- Business provides basic on-site maintenance of e-bikes;
- Business must be able to provide a balance sheet, income statement, and statement of cash flow and IRS Form W-9 upon request.

Program Qualifications

Business must be a registered entity with the Georgia Corporations Division ([Secretary of State](#)), have been established and in business for at least one (1) year prior to submission response, and maintain a brick-and-mortar store location within the City of Atlanta boundaries. (An interactive map of the boundaries can be found here: <https://gis.atlantaga.gov/lotboundary/>)

1. Business sells new e-bikes at the physical location indicated above.
 - a) Rebates will be available for new Class 1, 2, and 3 standard e-bikes, e-cargo bikes, and e-trikes.
 - b) E-bike must have two or three wheels and fully operable pedals; the electric motor must be 750 watts or less and cannot be gas-powered.
 - c) E-bikes must meet the UL 2849, UL 2271, EN 15194 or comparable safety standard for e-bike batteries.
 - d) E-motos, e-bike conversion kits, refurbished e-bikes and used e-bikes are **excluded** from the program.
2. Business provides basic on-site maintenance of e-bikes.
 - a) Business must be capable of servicing e-bikes sold to program participants.

Customer Service

The business agrees to consult (via email, in person, or over a voice/video call) with the program participants to discuss the following:

- Appropriate bike type (Class 1, 2, or 3) for the participant.
- Appropriate bike size/style for the applicant.
- Available stock at the bike shop.
- Answer, to the best of the business' ability, the applicant's e-bike related questions.
- Provide general recommendations that are in the participant's best interest.
- Provide test rides for participants.
- Bike shop agrees to communicate with Propel ATL on education, resources, and classes related to the City of Atlanta E-Bike Rebate Program.

Rebate Redemption

The business agrees to the following regarding redemption:

1. Business agrees to use the ARC portal and process to redeem rebates at the point of sale.
2. Business agrees to attend at least one training session on how to use the ARC portal and process to verify and redeem rebates.
3. Business agrees to verify customer information (applicant name, applicant identification, rebate expiration date, rebate type, rebate amount and rebate number) at the point of sale.

4. Business agrees to submit the standardized e-bike rebate redemption report, using the ARC provided template, with each rebate reimbursement (invoice) submission package.
5. Business agrees to provide the following information for each e-bike rebate sales transaction within the e-bike rebate redemption report:
 - a) Sales date
 - b) Employee Name
 - c) Manufacturer
 - d) Model
 - e) Class
 - f) Serial Number
 - g) E-Bike Safety Standard Compliance
 - h) Cost
 - i) E-bike sales amount
 - j) Rebate Type
 - k) Rebate Code
 - l) Rebate recipient name
6. Business agrees to provide a scan or photograph of each applicant's photo ID used to verify identification at the time of sale with each rebate reimbursement (invoice) submission package.
7. Business agrees to be reimbursed by ARC for the value of the e-bike rebate redeemed toward the purchase of the indicated e-bike type. Any remaining voucher value may be applied solely toward the purchase of a helmet and/or bike lock. Any value remaining on the voucher after such purchases shall be forfeited.
8. The business agrees to only be reimbursed for valid redeemed rebates issued as part of this program and will be solely responsible for any costs incurred for improper sales.
9. Business agrees to accept returns based on business return policy. Rebate reimbursements from returned bikes will be credited to business for future reimbursements from ARC. If credit remains, business must return funds to ARC within 30 days of the end of contract.
10. Business agrees to notify ARC of returned bike within (1) week of return; notification must include applicant information.
11. Business may not apply rebates retroactively to past purchases.
12. Business agrees to maintain such records as are deemed necessary by ARC to ensure proper accounting of the ARC rebate and funds. The records shall be available for inspection and copies shall be provided to the ARC. Business shall maintain the records for a minimum of five (5) years from the date of the transaction.
13. Business agrees to assume all risk of injury or harm relating to the e-bike rebate program and agrees to release, indemnify, defend, and forever discharge ARC, its officers, agents, or successors and assigns, from all liability, claims, demands, damages, losses, costs, expenses, and causes of action due to death, injury, loss, or damage to the Business.

Criteria for Termination from the Program

The Business agrees that the business may be terminated from the City of Atlanta E-Bike Rebate Program upon the occurrence of one (1) or more of the following:

1. Failure to meet the Program Qualifications indicated in Section I at any time during the program.
2. Failure to provide information to the participant that is in the participant's best interest.
3. Failure to verify that customer information on the participant's rebate matches the copy provided to the business by ARC.
4. Failure to use the ARC rebate redemption portal and process to redeem rebates at the point of sale.
5. Failure to include the total cost of the e-bike sold, rebate type redeemed, voucher number redeemed, and a scan of the redeeming participant's photo ID that the business used to verify identification at the time of sale.
6. Failure to apply the rebate value to the sale of the e-bike.
7. Failure to sell applicants only e-bikes approved in advance by ARC.
8. Failure to notify ARC of returned bike within (1) week of return.

REQUEST FOR QUALIFICATION TIMELINE

All work activities for the contract must be completed by December 31, 2027. The successful vendor should be prepared to begin work in summer 2026. ARC reserves the right to award all or part of the available funds for this project. The contract would be awarded in summer 2026.

Response must include the following information:

1. Name of firm/vendor as it appears on Georgia Corporations Division.
2. Address of Business
3. Date business license was approved.
4. Confirmation that respondent has read and agrees to qualifications within the scope of work signed by CEO or business owner on company or business letterhead.
5. The point of contact (name, title, phone number, mailing address, and email address).
6. A complete list of all e-bikes (models, manufacturers and retail prices) that the business intends to sell within the program.

REQUEST FOR QUALIFICATION SUBMISSION THROUGH WEBSITE

Electronic Submission Requirements

All Request for Qualifications must be submitted electronically through the Atlanta Regional Commission (ARC) procurement website. Requested information submitted by any other method (including email, mail, fax, or hand delivery) may not be accepted unless specified in the solicitation document.

Respondents must register on the ARC procurement website to submit qualifications. It is the responsibility of the respondent to ensure successful registration and timely submission.

Vendors may register by going to <https://procurement.atlantaregional.org/opportunities/> and clicking the Register box. This is a two-step process, creating an account and completing the vendor application. There is a User Guide link located at the top of the page for guidance

Request for Qualifications must be received no later than 4:00 p.m. EST on Thursday, July 23, 2026. The procurement system will automatically record the date and submission. Late qualifications will not be accepted under any circumstances.

The Respondent(s) is solely responsible for:

- Uploading all required documents;
- Verifying that files are complete, readable, and properly labeled; and
- Ensuring submission is finalized prior to the deadline.
- Only one submission containing all required information may be uploaded per responder.

ARC is not responsible for technical difficulties, internet outages, user errors, or system delays experienced by the respondent. Respondents are strongly encouraged to submit qualifications well in advance of the deadline.

Upon successful submission, the system will provide email confirmation. This confirmation serves as proof of receipt.

CONFIDENTIALITY AND CONFLICT OF INTEREST

ARC is subject to the Georgia Open Records law. All proposals submitted will become public records to be provided upon request. Any information containing trade secrets or proprietary information, as defined by state law, must be marked as confidential to prevent disclosure. Confidential markings must be limited to protected information. Entire proposals marked confidential will not be honored. Additionally, conflicts of interest are governed by the ARC Standards of Ethical Conduct available here: [Standards of Ethical Conduct](#). Respondents must disclose any potential conflicts of interest that may arise from the provision of services described herein. Such disclosure should include the name of individual(s) with whom there is a conflict, any relevant facts to the potential conflict, and a description of the internal controls proposed to mitigate any such conflict.

ARC's Staff Legal Counsel will determine whether such disclosure presents a potential organizational conflict of interest that should preclude award to the respondent.