

I. The **purpose** of this pilot program is to incentivize homeowners to convert from using gas-push lawn mowers to electric lawn mowers through a rebate program. The rebate program will provide homeowners with a rebate for turning in their gaspush lawn mower.

A. (This still needs to be worked out. Does the resident need to prove that they destroyed the lawn mower, donated it to Home Depot/ACE Hardware/any approved dismantler, physically turn it into the city, etc. During the toilet rebate program, the homeowner was allowed to keep the toilet, as long as they proved it was taken out.)

Is it better that they are just buying a new electric mower or do we need them to take the old one out of the system? Members feel that just buying new is the most important. Suggest old ones should be removed but not require proof of removal.

B. (Will the city provide a stipend to new homeowners who do not already own a lawn mower, but who plan on buying an electric lawnmower over a cheaper gas-push lawn mower?)

I. A tool 'library' is less effective because it does not incentivize people to switching from a working gas-push lawn mower to buying an electric lawnmower.

II. This program will rebate people for providing proof that they have purchased an electric lawn mower.

III. Will this program cover other tools, or strictly gas-push lawn mowers?

Should expand to include leaf blowers (2 cycle engines have just as bad if not worse emissions). As a pilot program, can we offer \$50 rebate on lawn mower and \$10 rebate on leaf blower. Doesn't matter if it is battery or plug in model.

IV. During the pilot program the city will run outreach to x amount of households with the goal of converting $x\%$ of the households who **own** a gas-push lawn mower, as opposed to an electric lawn mower or a hand-push lawn mower. Households that do not own a gas-push lawn mower will not be included in the statistics of the pilot program.

Can we target this program towards less affluent neighborhoods that could benefit from the rebate?

Program needs to add educational component of air pollution generated by gas powered equipment.

Possibly send a survey to target neighborhoods on their level of interest.

Can this be targeted in Alder Foster's district 15 but allow participants from all areas.

What type gas powered equipment does the City crews use? Can we work with Streets/Engineering/Parks operations crews for switching to electric mowers and leaf blowers??

V. Will the purchasing price of the gas-push lawn mower being turned in be a deciding factor in the rebate, or will the rebate be a constant price for everyone? If so, how much will the rebate be per household?

VI. The steps for the homeowner to receive the rebate are as follows:

1. Verify their residency to the city of Madison
2. Select an electric lawn mower, register it, and show proof of the receipt
3. Verify that the gas-push lawn mower was turned in to an approved dismantler.

<https://www.aqmd.gov/home/programs/community/electric-lawn-mower-rebateprogram>

<https://www.aqmd.gov/docs/default-source/Lawn-Equipment/electric-lawnmower-rebateguidelines.pdf?sfvrsn=16>

<https://www.aqmd.gov/docs/default-source/Lawn-Equipment/electric-lawnmower-rebateprogram-dismantlers-list.pdf?sfvrsn=30>

Family Auto Sales - 801 Atlas Ave, Madison

Clausen Automotive - 2118 S. Stoughton Rd., Madison

A to Z Auto Dismantling & Sales - 1034 Walsh Rd, Madison

A-1 Auto Removal - 5490 Cyt Tk Cv, Madison

Ricks Auto Repair - 705 Ruskin St, Madison

Auto Works - Madison

Suter's Speed Shop - Madison