



March 28, 2024

Anna Roach
Executive Director and CEO
Atlanta Regional Commission
229 Peachtree Street NE, Suite 100
Atlanta, GA 30303

Dear Executive Director and CEO Roach,

I am writing to express Propel ATL's commitment as an engagement partner for the coalition application with the Atlanta Regional Commission (ARC) for a statewide E-Bike Voucher and Mobility Wallet Program under the United States Environmental Protection Agency's Climate Pollution Reduction Grant. We firmly believe in the significance of implementing sustainable transportation solutions throughout Georgia and look forward to partnering with ARC on this innovative new opportunity.

Together with fellow engagement partner organizations, Partnership for Southern Equity and Georgia Bikes, Propel ATL has worked with ARC to design a program that involves residents of low-income and disadvantaged communities in decisions about how it will be implemented. This will include upfront collaboration and events with communities before the allocation of e-bikes or mobility wallets; training for participants in what they need to make the program successful; and support for advocacy to create more opportunities to use the e-bikes.

About Propel ATL

Propel ATL envisions an Atlanta where everyone can move safely, easily, and sustainably throughout the city. Our mission is to transform Atlanta's streets into safe, inclusive, and thriving spaces for people to ride, walk, and roll.

Founded in 1991 by local environmental activists to improve conditions for cycling, our organization worked to make biking equitable, safe, and appealing. In 2019, our 28th year, we created a new strategic plan with partners, members, and supporters. This 2020-2025 strategic plan responds to changes in our environment and works with the updated mission and vision above and expanded goals, including promoting and supporting walking and transit. In 2021 we merged with PEDS, and in 2022 we rebranded as Propel ATL.

Propel ATL's Role

Propel ATL will hire two full-time staff persons, one manager and one coordinator, to administer this program within the core metro Atlanta counties of Fulton, DeKalb, and Clayton, and potentially Gwinnett. The metro Atlanta area is large, sprawling, and diverse and requires robust support staff to build relationships with low-income, disadvantaged communities and reach as many residents as possible. For new staff, Propel ATL will seek to hire people with diverse backgrounds and multilingual

capabilities, specifically targeting proficiency in the languages most commonly spoken in metro Atlanta beyond English: Spanish, Korean, Vietnamese, and Chinese.

Propel ATL will provide the following throughout the program:

Programming:

- Host e-bike rodeos to provide residents the opportunity to learn about e-bikes and the rebate, meet vendors, and get comfortable riding;
- Lead e-bike community rides;
- Offer e-bike safety education classes to teach safe e-cycling and how riders can use e-bikes for their daily commutes.

Civic Education:

- Educate community members on how to get safe infrastructure that supports cycling and creates last mile connections;
- Educate municipalities on the opportunity to create pedal parks so residents have areas they can practice cycling in order to safe and feel confident biking for transportation.

Thank you for considering our endorsement of this important initiative. We are eager to collaborate and contribute to the realization of a cleaner, greener, more connected Georgia.

Sincerely,

A handwritten signature in black ink that reads "Rebecca Serna". The script is fluid and cursive, with the first letter of each word being capitalized and larger than the others.

Rebecca Serna
Executive Director
Propel ATL