

TRAILBLAZERS

Erin Rushing
Trailblazers
PO Box 2821
Bentonville, AR 72704

March 11, 2024

Metroplan
Attn: Casey Covington, Executive Director
501 W. Markham St., Ste. B
Little Rock, AR 72201

RE: Letter of Commitment for Arkansas Tri-Region Coalition's CPRG application

Dear Mr. Covington:

This letter is intended to express Trailblazers strong, long-term commitment to supporting the greenhouse gas emission reduction and equity goals outlined in the Arkansas Tri-Region Coalition's Climate Pollution Reduction Grant (CPRG) implementation application.

Trailblazers is a nonprofit formed in 2021 through the merger of NWA Trailblazers, an organization that has developed 300+ miles of multi-use trails, including the OZ Trails network, and BikeNWA, a bicycle advocacy and education-focused organization that has led the region in advocating for active transportation. Our mission is to lead the development of an innovative regional recreation and transportation movement that places trails, cycling, and active transportation infrastructure at the core of an inclusive, vibrant, and healthy culture. Our core areas of work include trail development, consulting, community outreach, and advocacy.

Trailblazers will partner with Metroplan and coalition members the Northwest Arkansas Regional Planning Commission and City of Fort Smith to contribute to the effective implementation of the regional e-bike incentive program, which will reduce greenhouse gas emissions, improve air quality, and provide energy and transportation cost savings to coalition members that represent nearly one-half of Arkansas' population.

Trailblazers will use its subaward to provide the following assistance with the design and performance of the following projects included in the Arkansas Tri-Region Coalition's CPRG implementation application:

- Execution and management of the regional e-bike incentive program including:
 - Designing the parameters of the program such as eligible participants, eligible purchases, and prioritized applicants and/or areas;
 - maintaining records and compiling reports to satisfy federal grant requirements;
 - procuring a contractor, in accordance with federal standards, to provide digital administration of the e-bike voucher application and award system;
 - coordinating with local bicycle shops in Northwest Arkansas and Central Arkansas to encourage participation and connection with the contractor;
 - organizing e-bike demonstrations and group rides to increase interest and teach safe e-bike operation;

- strategically promoting the program and elevating its visibility through targeted marketing, paid media, and compelling materials across many different channels; and
- leveraging existing partnerships with community organizations to advertise and market the program.

I appreciate our inclusion in the Arkansas Tri-Region Coalition's CPRG application. We are eager to participate in the coalition's efforts to protect the Natural State and ensure environmental and economic benefits to some of its most vulnerable residents.

Sincerely,

A handwritten signature in cursive script that reads "Erin Rushing".

R. Erin Rushing, PLA
CEO

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