

ARKANSAS TRI-REGION E-BIKE INCENTIVE PROGRAM



Community-Based Organization (CBO) Engagement Coordinator Request for Qualifications

Issued: March 26, 2026

Qualifications Due: April 17, 2026, 5:00 PM CT

Request for Qualifications (RFQ) Information

APTIM, the Program Administrator for the Arkansas Tri-Region E-Bike Incentive Program (the “Program”), issues this Request for Qualifications to identify a CBO Engagement Coordinator (the “Coordinator”) to identify and develop relationships with relevant CBOs who can provide customer support in support of Program participation.

Description

The Arkansas Tri-Region E-Bike Incentive Program is a regional initiative managed by the Northwest Arkansas Regional Planning Commission and Metroplan to distribute at least 5,844 e-bike vouchers across the Fayetteville-Springdale-Rogers AR, Fort Smith AR-OK, and Little Rock-North Little Rock-Conway AR, Metropolitan Statistical Areas (MSAs). The program prioritizes equitable access by reserving 60% of all incentives for income-qualified residents and utilizes community partnerships to provide localized outreach and in-person application support. We are seeking a Coordinator to recruit, train, and coordinate with a network of local CBOs that will provide direct, individualized assistance to ensure diverse and underserved populations can successfully access these program benefits. The Coordinator will be an agent of the Tri-Regional E-Bike Program and will interact with the community in that capacity.

Job Summary

The Coordinator will work under the direction of the Program Administrator (APTIM) to expand Program visibility and provide direct, localized support to residents in the three MSAs. Through the Coordinator’s collaboration with CBOs, the Program will assist income-qualified residents, seniors, and those with language or digital barriers in successfully navigating the e-bike voucher application and redemption process.

Key Responsibilities

Community Outreach & Visibility: Recruit and mobilize community groups within each of the three MSAs to publicly announce the Program and promote its benefits, particularly in high-priority income-qualified areas.

Training & Collaboration: Participate in "train the trainer" webinars to become an expert on Program requirements, eligible e-bike models, and the digital application portal. This will include training CBOs to provide individualized participant support and specialized support for participants who have difficulty interacting digitally or who may require translation services (specifically in Spanish or Marshallese).

Community Events & Testing: Organize and host local events with partnering retailers, such as e-bike information sessions where residents can explore various e-bike options before they redeem their vouchers.

Flyer Distribution: Utilize provided marketing materials, such as CBO-specific flyers, to inform community members about application phases and deadlines.

CBO Oversight: Contract directly with and oversee CBOs as Program sub-consultants.

Required Qualifications & Capabilities

Local Expertise: Must have deep-rooted connections and a proven track record of service within the specific local communities of the three MSAs.

Equity Focus: Experience working with low-income and disadvantaged communities (LIDACs) to ensure they meet the program goal of reserving 60% of vouchers for income-qualified applicants.

CBO and Event Management: Capability to coordinate with CBOs and staff in-person outreach efforts and "office hours" in accessible community locations.

NOTE: Bilingual capability in Spanish and/or Marshallese is desirable and will be considered a value-added enhancement; however, it is not a mandatory requirement for proposers to be deemed responsive.

Deliverables & Compensation

Primary Engagement Period: Much of the localized outreach and in-person support will center around the Program's three random voucher selection events, which are currently expected to take place in July 2026, October 2026, and April 2027.

Deliverables:

- Selecting and contracting and coordinating with at least one to two CBO per MSA
- Successful execution of a community engagement plan
- Hosting of community events
- Distribution of Program marketing materials

Compensation: Compensation will be paid at a not-to-exceed contract amount of \$133,200 plus \$10,000 for printing costs. The Coordinator is responsible for determining appropriate budgets for the CBO sub-consultants.

Period of Performance: While the most intensive engagement occurs during the Program application and selection phases through 2027, this role will remain active until all allocated funding for the vouchers has been distributed, which is set to be no later than September 30, 2029.

Submission Format, Deadlines and Key Dates

All submissions are due by 5 pm CDT on **April 17, 2026**, via this online [submission form](#). Applicants will receive email confirmation that their submission has been received. Applicants can expect to be notified of selection by end of day, **April 24, 2026**. APTIM reserves the right to accept any part of this submission or to accept or reject any or all submissions, or to extend the date by which a successful bidder is notified.

If you have questions related to the RFQ, submit them to RFQ-EBikeAR@Aptim.com with the subject line *NW AR- CBO Engagement Partner RFQ*. Responses to questions received will be posted [here](#) by **April 10, 2026**.

Key Events	Key Dates
RFQ issued	3/26/2026
Application questions due	4/8/2026
Applicant Q&A response posted	4/10/2026
Qualification submission due	4/17/2026, 5:00 PM CT
Notification of selection	On or before April 24

Submission Selection Criteria

The information submitted will be reviewed by APTIM to determine if requirements are met. Responses to all required questions and inclusion of all required documents will be reviewed before advancing to the review stage by the selection committee. Key considerations include:

- The percentage of low-income households in the geographic area you serve.
- Demonstrated expertise in and the ability to deliver the listed services.
- Confidence that the Applicant would deliver at least one CBO per MSA to participate in this Program.

Accepted submissions will be reviewed by a selection team and scored against **the following criteria**:

1. Professional Experience

- Minimum 3-5 years of experience in community engagement, grassroots outreach, community development, or stakeholder relations.
- Proven experience coordinating or managing multiple CBOs, nonprofit partners, or community coalitions.
- Demonstrated experience working with diverse, multilingual, and historically underserved communities.
- Experience developing community engagement plans, outreach strategies, and reporting metrics.

2. Project & Program Management Skills

- Ability to manage multiple partners, timelines, deliverables, and reporting requirements.
- Familiarity with project management tools (e.g., MS Planner, Asana, Trello, Smartsheet).
- Proven ability to resolve conflicts, support capacity-building, and maintain partner accountability.

3. Communication & Facilitation Skills

- Strong verbal and written communication across diverse audiences.
- Experience organizing and leading community meetings, focus groups, workshops, or training sessions.
- Ability to translate technical project information into community-friendly messaging.

4. Cultural Competence & Community Knowledge

- Demonstrated cultural humility and sensitivity to community dynamics.
- Established relationships or familiarity with the communities affected by the project (or similar communities).
- Ability to work with populations experiencing language, technological, or accessibility barriers.

5. Data & Reporting Skills

- Experience collecting, analyzing, and reporting qualitative and quantitative outreach data.
- Ability to develop dashboards, metrics, or summaries showing outreach outcomes.
- Knowledge of cyber security and confidentiality protocols and ethical community data collection.

6. Specialized Requirements (Optional, add if relevant)

- Multilingual skills in Spanish and/or Marshallese.
- Experience with public-sector or grant-funded projects.
- Background in equity-focused engagement, Title VI/ADA considerations, or environmental justice.

Scoring Matrix

Category	Criteria	Weight
Experience & Qualifications	Years and relevance of experience; prior management of CBOs or coalitions	25%
Community Engagement Expertise	Demonstrated success with diverse communities; methods used; cultural competence	20%
Project Management Capability	Coordination ability, reporting skills, managing deadlines and deliverables	20%
Approach & Methodology	Proposed outreach plan, strategies for managing multiple CBOs, innovative practices	15%
Knowledge of Local Communities	Understanding of community landscape, relationships, multilingual capacity	10%
Equity & Accessibility Commitment	Approach to reach low-income populations, accessibility practices, equitable engagement	10%

Applications may also include

Recommended, but not required: Letter(s) of support from local governments and/or local utility demonstrating the applicant's experience with respect to communications and outreach efforts.

Terms and Conditions of Submission

All responses, along with all other documentation, submitted in connection with this RFQ will become and remain the property of the Northwest Arkansas Regional Planning Commission. By submitting the documents pursuant to this RFQ, applicant acknowledges and agrees that (a) it will be fully bound by the terms and conditions of this RFQ and the provisions contained in the sample contract, (b) it had the opportunity to seek independent legal advice of their own choosing with respect to this RFQ and their responses, (c) it has obtained all necessary authorizations, approvals and waivers, if any, required by them as condition of submitting a response, and (d) it is submitting its response subject to all applicable laws.

Contract

The selected applicant is required to execute a Contract with APTIM, which can be found at [this link](#). Additional federal flow down terms will be provided upon project award.