```html
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8" />
  <meta name="viewport" content="width=device-width, initial-scale=1" />
  <title>Pedaling for Progress | TREK Community Program</title>
  <style>
    /* Reset and base */
    * {
      margin: 0;
      padding: 0;
      box-sizing: border-box;
    }
    body {
      font-family: 'Segoe UI', Tahoma, Geneva, Verdana, sans-serif;
      line-height: 1.6;
      background: #f9faf9;
      color: #333;
      padding: 20px;
      max-width: 900px;
      margin: auto;
    }
    h1, h2, h3 {
      color: #2a7a2a;
      margin-bottom: 10px;
    }
    h1 {
      font-size: 2.5rem;
      margin-bottom: 20px;
      text-align: center;
    }
    h2 {
      border-bottom: 3px solid #2a7a2a;
      padding-bottom: 5px;
      margin-top: 40px;
    }
    p {
      margin-bottom: 15px;
    }
    ul {
      margin-left: 20px;
      margin-bottom: 20px;
    }
    li {
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```css
      margin-bottom: 8px;
    }
    .highlight {
      background-color: #d3f9d8;
      padding: 8px 12px;
      border-radius: 5px;
      font-weight: bold;
      display: inline-block;
      margin-bottom: 15px;
    }
    .container {
      background: white;
      padding: 30px;
      border-radius: 8px;
      box-shadow: 0 4px 10px rgba(0,0,0,0.1);
    }
    footer {
      text-align: center;
      margin-top: 50px;
      font-size: 0.9rem;
      color: #666;
    }
    /* Responsive */
    @media (max-width: 600px) {
      body {
        padding: 10px;
      }
      h1 {
        font-size: 2rem;
      }
    }
  </style>
</head>
<body>
  <div class="container">
    <h1>Pedaling for Progress</h1>
    <p><em>Making TREK an inclusive, community-focused business by 2026 through social and environmental responsibility.</em></p>

    <section>
      <h2>The Problem</h2>
      <p>TREK is facing a major challenge with customer connection and loyalty. 82% of people are unaware if their local TREK store participates in charity or community programs.</p>
    </section>
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<section>
  <h2>Our Solution</h2>
  <p>We propose the <strong>"Future Riders"</strong> mentorship program, where TREK hosts free rides for underserved youth in Dallas, fostering social equity and community engagement.</p>
  <p>This is part of our broader strategy called <span class="highlight">"Pedaling for Progress"</span> to bridge the gap between the business and the community it serves, focusing on environmental sustainability and social equity.</p>
</section>

<section>
  <h2>Initiatives</h2>
  <h3>Future Riders</h3>
  <ul>
    <li>Mentorship and community inclusion for underserved youth in Dallas.</li>
    <li>Builds long-term relationships with families and strengthens local community ties.</li>
    <li>Positions TREK as a socially responsible brand.</li>
  </ul>

  <h3>TREK Loop</h3>
  <ul>
    <li>Reduce waste and promote sustainability through bike trade-ins and refurbishing.</li>
    <li>Responds directly to customer demand for trade-in programs.</li>
    <li>Encourages eco-friendly behavior and attracts eco-conscious customers.</li>
  </ul>
</section>

<section>
  <h2>SWOT Analysis</h2>
  <h3>Strengths</h3>
  <ul>
    <li>Specialized product offering with high-quality reputation.</li>
    <li>Expert craftsmanship and niche market appeal.</li>
  </ul>
  <h3>Weaknesses</h3>
  <ul>
    <li>No local community presence or charity involvement.</li>
    <li>Inefficient marketing strategies mainly relying on flyers and emails.</li>
  </ul>
  <h3>Opportunities</h3>
  <ul>
    <li>Launch a recycling and trade-in program to open new revenue streams.</li>
    <li>Tap into the growing market of eco-conscious consumers.</li>
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  </ul>
  <h3>Threats</h3>
  <ul>
   <li>Competition from larger retailers with established green programs.</li>
   <li>Risk of losing eco-friendly customers if TREK doesn't act soon.</li>
  </ul>
</section>

<section>
  <h2>Trend Analysis</h2>
  <ul>
   <li>Shift to circular economy models in sports with buy-back and refurbish systems.</li>
   <li>Growing focus on inclusion and accessibility in cycling.</li>
   <li>Customers prefer brands that actively promote social equity and sustainability.</li>
  </ul>
</section>

<section>
  <h2>Implementation Plan</h2>
  <h3>Phase One (Months 1-4)</h3>
  <ul>
   <li>Launch targeted social media campaigns on TikTok, Instagram, and YouTube.</li>
   <li>Focus on awareness and track community engagement.</li>
  </ul>

  <h3>Phase Two (Months 5-8)</h3>
  <ul>
   <li>Create sustainability participation goals.</li>
   <li>Host a volunteer-focused community event.</li>
   <li>Build a strong community around TREK.</li>
  </ul>

  <h3>Phase Three (Months 9-12)</h3>
  <ul>
   <li>Develop 3 major corporate social responsibility (CSR) milestones.</li>
   <li>Position TREK as a long-term community leader.</li>
   <li>Strengthen public image and create sustainable community impact.</li>
  </ul>

  <p><strong>Goals:</strong></p>
  <ul>
   <li>5,000 lbs of waste diverted from landfills.</li>
   <li>$50,000 in refurbished bike revenue.</li>
   <li>100 youth participants annually.</li>
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      <li>Brand trust score increase from 2.5 to 4.5.</li>
    </ul>
  </section>

  <footer>
    <p>© 2026 TREK Bikes | Pedaling for Progress Initiative</p>
  </footer>
 </div>
</body>
</html>
```