



Association of Pedestrian and Bicycle Professionals

Webinar Request for Proposal

Submission deadlines

Immediately in 2010; thereafter:

January 15, 2011/April 15, 2011/July 15, 2011/October 15, 2011

APBP seeks talented bicycle and pedestrian professionals to present state-of-the-art information to colleagues via webinar presentations. Webinar topics must relate directly to subjects useful to professionals and advocates working in the field of bicycling and walking: planning, design, engineering, education, encouragement, evaluation, enforcement and advocacy. Innovative approaches that have achieved measurable results are most desirable. Presentations must be evidence-based.

Please submit APBP's Webinar Proposal Form (see last two pages)

For 2011, APBP is looking for presenters on the following specific topics (please note the presentation dates). You may also submit proposals for different topics, which will be considered for the 2012 program or as a possible addition to the published 2011 schedule.

- January 19: Bike sharing programs: Policy, funding and logistics
- February 16: Complete streets as sustainable transportation (focus on green streets, bio swales, heat islands, permeable surfaces)
- March 16: Design manuals and guides
- May 18: Social media as a tool to improve bicycle and pedestrian facilities
- June 15: Bicycle and pedestrian facility design within a constrained right of way (also retrofits)
- July 20: Crosswalk policies, design and signals (including mid-block crossings, HAWK, rapid rectangular flashing beacons and accessible APS)
- August 17: Designing and retrofitting bridges for active transportation (retrofits to existing bridges for bicycle and pedestrian accommodation)
- September 21: ADA compliance self evaluation and transition plans
- October 19: Multi-modal Level of Service
- November 16: Parking: Buffers, bikes and cars
- December 21: Maintaining pedestrian accessibility in work zones (aka MOT-Maintenance of Traffic)

APBP will not accept webinar topics intended purely to promote commercial products. Products may be mentioned during a presentation only if relevant to the topic and broadly useful to communities seeking to increase bicycling and walking for transportation.

Each webinar is one (1) hour in length (approximately 40 minute presentation plus 15 minutes for questions). Webinars are scheduled from 3:00 to 4:00 p.m. Eastern time on the third Wednesday of each month except in the event of a conflict with an official holiday (religious or secular).

An honorarium of \$600 per webinar is available, paid 30 days after the webinar. The honorarium will be divided evenly among the presenters.

Guidelines for your webinar proposal

Follow these guidelines in preparing your webinar proposal.

- Answer the questions succinctly.
- Do not exceed the word count.
- Choose from the following verbs when framing the learning objectives of your webinar: **count; define; describe; estimate; give examples; identify; list; name; outline; predict; read; recall; recognize; reproduce; state; summarize; write; discuss**
- Do not include the following verbs in your learning outcomes: **know; understand; appreciate; enhance; grasp; improve; learn**

Sample Learning Objectives:

“Bicycling, Walking and Transit – Connections That Work”

- To describe innovative transit programs that increase ridership by integrating bicyclists and walkers
- To identify points in transit planning that require attention to bicycle and pedestrian functionality
- To list marketing programs that capture the desirability of multimodal trips

You may submit up to two attachments (documents, photos, brochures, publications, videos, etc.) that help to further describe or clarify your proposed webinar topic/presentation. Attachments need not be in electronic format, but they must be submitted with the proposal.

Before you submit your webinar proposal

Scan for viruses prior to submission.

Submit your proposal in one of these formats: Rich Text Format (RTF), Microsoft Word (.doc), or Adobe (.pdf)

How to submit your webinar proposal

All proposals must be submitted electronically; e-mail is preferred.

To submit by e-mail, send your proposal and any electronic attachments in the same e-mail to info@apbp.org.

Please type “Webinar Proposal” in the subject line.

To submit by mail, send your proposal on disk and any hardcopy attachments in the same envelope to:

Association of Pedestrian and Bicycle Professionals
Attn: Webinar Proposal
PO Box 93
Cedarburg, WI 53012
USA

For questions regarding webinar proposals, please contact:

Kit Keller, Executive Director
Association of Pedestrian and Bicycle Professionals
PO Box 93
Cedarburg, WI 53012 USA
Phone: 262-375-6180
E-mail : info@apbp.org

Scoring process for webinar proposals

A five-member Webinar Proposal Review Team meets quarterly to score proposals using a point system. Members of the committee were appointed by the APBP Board of Directors.

What is the proposed title of your proposed webinar? <i>(significant, timely, catchy)</i>	5 points
Who is your audience? <i>(level of training, broad)</i>	5 points
What will your audience learn? List at least three learning objectives. <i>(see example)</i>	25 points
How you will deliver this information to maintain audience interest?	5 points
How is your topic relevant to bike/ped planning?	10 points
How is your topic relevant to bike/ped engineering?	10 points
Describe the need for your proposed webinar.	15 points
In two sentences, convince your own city staff and elected officials to attend your webinar.	10 points
List your experience presenting webinars.	5-10 of 10 points
List your co-presenter's experience presenting webinars (if applicable).	0-5 of 10 points
Other information relevant to your proposal.	5 points

APBP will notify proposers no later than 45 days after the quarterly submission deadline.



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2011 Webinar Proposal

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Check before proceeding:

- I am a current APBP member.
- I understand that webinar presenters must deliver a planning meeting and a practice session as well as the webinar itself.
- I grant permission for the live webinar to be recorded for later viewing and listening.
- My proposed webinar can occur on the date scheduled for this topic in 2011; **OR**
- This topic is not on the 2011 schedule. I'm available to present this webinar on any 3rd Wednesday from 3:00 to 4:00 p.m. Eastern. If I can't check this box, it is because I have these no-go dates:

_____.

Information about you

Name	
Title	
Business/agency/organization	
Address	
Telephone	
E-mail	
Web site	

Information about your co-presenter (if applicable)

Name	
Title	
Business/agency/organization	
Address	
Telephone	
E-mail	
Web site	

Information about your proposed webinar (please follow guidance offered in the Request for Proposal)	
What is the proposed title of your proposed webinar?	
Who is your audience?	
What do you want your audience to learn? List three or more learning objectives. <i>(answer in less than 150 words)</i>	
How you will deliver this information to maintain audience interest?	
How is your topic relevant to bike/ped planning? <i>(answer in less than 150 words)</i>	
How is your topic relevant to bike/ped engineering? <i>(answer in less than 150 words)</i>	
Describe the need for your proposed webinar. <i>(answer in less than 150 words)</i>	
In two sentences, convince your own city staff and elected officials to attend your webinar.	
List your experience presenting webinars.	
(If applicable) List your co-presenter's experience presenting webinars.	
Other information relevant to your proposal.	
Webinar acceptance notification occurs 45 days after each quarterly deadline.	
E-mail your application to info@apbp.org See guidelines for information on submitting your proposal on disk.	
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