



May 8, 2008

The National Center for Safe Routes to School and the Safe Routes to School National Partnership are excited to release this request for a host agency to organize the 2nd Safe Routes to School (SRTS) National Conference in 2009.

Hosting the National Conference will bring national recognition to the host organization and host city as leaders in SRTS. The host organization can build local capacity and strengthen ties with stakeholders regarding SRTS issues and build more local support for SRTS. Additionally, the National Conference provides excellent teambuilding and networking opportunities for the host organization and all conference participants.

The National Conference will provide an opportunity for an intense training experience not otherwise available to people interested in working on SRTS. Additionally, the conference is an opportunity for local and regional staff to attend a national conference in their state, and for state and local safe routes practitioners, advocates, engineers and elected officials to present their projects and successes. Being in the company of hundreds of people who share values about advancing SRTS will foster new partnerships, ideas, and projects. This synergy can be a real boost to local and state efforts, long after the conference is over.

The National Center for Safe Routes to School and the Safe Routes to School National Partnership will convene a conference call to further discuss and field questions surrounding this request for a host agency on Wednesday, June 4, 2008 from 1:00 – 2:30 EDT. To register for the conference call, please visit http://www.saferoutesinfo.org/conference/rfp_call.cfm.

The completed applications are due on July 1, 2008 and submission guidelines are outlined within the request. If you have questions about the application in advance of the conference call on June 4, please contact: info@saferoutesinfo.org or 1-866-610-SRTS. We look forward to receiving applications for hosting the 2nd SRTS National Conference.

Best Regards,

Lauren Marchetti
Director, NCSRTS

Deb Hubsmith
Director, SRTSNP

Request for Agency to Host
the 2nd Safe Routes to School (SRTS) National Conference

I. Introduction

The National Center for Safe Routes to School (NCSRTS) and the Safe Routes to School National Partnership (SRTSNP) are soliciting applications from institutions and organizations interested in the opportunity to host the 2nd Safe Routes to School (SRTS) National Conference. The purpose of the conference is to provide an opportunity for individuals and organizations interested and involved with SRTS to network, engage in educational opportunities, and form partnerships to enhance their SRTS work.

The intent of this request is to identify and select an experienced organization that will be responsible for conference and event support, planning, coordinating, fundraising and implementing all aspects related to a three day national meeting of 300-600 SRTS program representatives, state DOTs, engineers, elected officials, and community members.

The 1st SRTS National Conference, convened in Dearborn, Michigan, in November 2007, exceeded expectations for registration and is considered to have been a resounding success. 2009 will be a pivotal time, with the growth of SRTS programs nationally, to convene the 2nd SRTS National Conference.

II. Conference Background

The inaugural National Conference was held in Dearborn, Michigan in November 2007. The conference was “presented” by the NCSRTS —the Federal Highway Administration’s contractor for the federal SRTS program, and the SRTSNP—the national SRTS advocacy network. The Michigan Department of Transportation (MDOT) was Michigan’s state agency sponsor for the conference. MDOT’s private non-profit contractor for its SRTS program is the Michigan Fitness Foundation/Governor’s Council on Physical Fitness, Health and Sports (MFF). MFF was the Michigan host organization for the conference and chaired the conference planning committee which included the agencies already mentioned, as well as several additional Michigan agencies and individuals. Another essential participant in the conference development was a Michigan based event coordination firm contracted by MFF to handle logistics for the conference venue and conference registration. More than 400 people from around the country attended the first conference to share knowledge about creating, building and sustaining the momentum of SRTS programs.

III. Organizational Roles

Both the 1st and 2nd SRTS National Conferences are co-presented by the NCSRTS and the SRTSNP. These organizations’ roles and responsibilities are as follows:

1. **Presenting sponsors:** NCSRTS and SRTSNP
 - Participating on the conference committee
 - Assistance with advertising the conference to generate participation

- Participating with the selection of proposals and speakers
- Final approval of a venue and dates
- Assistance with budget development and allocations
- Available to provide advice based on the 1st Conference and other national knowledge

2. **Managing sponsor:** NCSRTS.

The NCSRTS will provide \$50,000 of funding to be used towards conference support, and will manage the application process and subsequent contract.

Upon selection of a host agency, an agreement between the NCSRTS and the host agency will be signed. After the contract is signed, a minimum of \$25,000 will be awarded directly to the host agency in accordance with federal reimbursement policies to commence conference planning and development. An additional \$25,000 will be supplied by the NCSRTS for conference support at a future date, but its use will be determined by NCRSTS.

The funding provided by the Center in support of the 2nd Safe Routes to School National Conference can only be used for the following items or services:

- Audio visual and room rental costs
- Conference Coordinator services
- Printing/copying costs
- Speaker honorariums and their associated travel expenses utilizing federal lodging and per diem rates
- Information packets
- Signs/banners

This funding provided may NOT be used for the following:

- Alcohol
- Meals\beverages and snacks provided at the conference
- Salaries
- Lobbying activities

3. **Host agency:** The agency or organization selected through this application process to manage the conference is the host agency. The host agency may be an institution of higher learning, a state or local agency, a state or local government agency, or a non-profit organization. Additional funds raised by the host agency will provide significant financing for the conference and will be a necessary task. The host agency, along with the conference committee, will determine the use for these additional funds. See section IV. Hosting Responsibilities for other details.

4. **Conference committee:** Chaired by the host agency, this committee will include presenting sponsors and relevant organizations. The conference

committee will make recommendations pertaining to graphic design for conference related materials, invitation of speakers, meeting venue, marketing strategies, and other tasks as needed.

IV. Hosting Responsibilities

The conference is expected to be held in the summer or autumn of 2009. It is anticipated that approximately 300-600 persons will be in attendance over three days and two nights. The selected firm/agency will be required to have available personnel either in-house or on contract who have been successful in the professional services and activities of conference and event support, execution, planning, fundraising and coordination services. As directed by the conference committee, the services will include the following:

A. Overall

1. Organize, perform and manage tasks necessary to meet the conference/event requirements and objectives outlined in this document.
2. Convene a conference committee to develop strategy and manage tasks.
3. General project management.
4. Preparation of a post conference report to include, at a minimum, conference evaluation results, a list of participants, a budget report and reports to funders, as well as any photographs or recordings managed by the host agency.
5. Other conference or post-conference duties as assigned.

B. Fiscal

Overall conference costs could be in the vicinity of \$200,000 depending on the relative costs of the host city and conference venue, the amount and type of in-kind services provided by the host agency and others, and other factors.

Generally, funds for conference support may be expected from the following sources: \$50,000 from NCSRTS, \$60,000 - \$100,000 from meeting registration and \$50,000 to \$100,000 from additional sponsors that will be solicited by the host agency.

1. Develop sponsorship and exhibitor levels/guidelines. These guidelines can be adapted from the 2007 conference support levels and materials.
2. Recruit and secure financial commitments from local, state and/or national agencies or organizations to fund the conference.
3. Collect registration fees.
4. Pay all conference-related invoices.
5. The host agency accepts financial responsibility for the conference.

C. Accommodations and Transportation

1. Procure competitive quotes from area hotels or centers available to host the conference. Lodging and meals costs must be within Federal government rates.

2. Negotiate contract terms with selected hotel or center subject to final approval by the conference committee.
3. Provide conference coordinator to plan and arrange for the lodging and accommodations for approximately 300-600 conference attendees at or within walking distance from the conference site.

D. Registration

1. Work with the conference committee to set a registration fee and early registration deadline.
2. Provide the opportunity for participants to register online, by fax or by mail.
3. Promote registration in conjunction with the conference committee.
4. Collect and process registration fees.
5. Maintain and update database of registered participants.

E. Logistics

1. Arrange, coordinate, and schedule all conference-related meals, including refreshment services and breaks.
2. Determine AV needs for each session and arrange for all necessary conference rooms, including any audio-visual equipment such as computers, powerpoint projectors, overhead projectors, microphones, data port connection, and video playback equipment.
3. Arrange for a photographer and videographer, if determined to be beneficial by the conference committee.
4. Provide on-site supervision during the conference, support personnel to the staff registration desk during the conference, and help troubleshoot AV needs for each session.

F. Program development

1. Coordinate and lead the agenda/program review committee for selection of speakers and workshops. The committee will include the presenting sponsors, host agency and others as needed.
2. Solicit proposals for presentations, workshops and keynote speakers.
3. Secure organizers and speakers for sessions.
4. Negotiate keynote speakers fees as appropriate.
5. Arrange excursions (such as SRTS site visits) as needed.
6. Develop an evaluation form for conference program sessions, and process the evaluation forms at the end of the conference.

G. Marketing/Communications

1. Establish a program review committee.
2. Ensure that all mailings, invitations and registration materials are distributed in a timely manner.
3. Design, edit, produce and print all conference materials that will include, but not be limited to the following: meeting agenda, participant list, speaker list, handouts, name badges, signage, information packets, bags

and any other ancillary print materials required by presenting sponsors. Obtain approval from the conference committee on graphic design. These items can also be adapted from the 2007 conference graphical materials.

4. Ensure that releases are obtained from each speaker and/or presenter and that the conference proceedings are recorded (audio, video, or multimedia).
5. Assemble information/handout packets and/or collate printed conference materials.
6. Provide a means for participants to evaluate the conference and the individual sessions. Collect evaluation data and provide compiled data back to the presenting sponsors.
7. Develop and distribute press releases for the event that will be approved by the conference committee (the presenting sponsors will assist with national distribution).
8. Conduct national outreach to generate interest in the conference through grassroots approaches by working with the presenting sponsors.
9. Arrange for at least 10 participants to attend via scholarship.

IV. Eligibility requirements for applicants and responding to the application

Each entity responding to the request must respond specifically to the following questions and provide complete information. Total length of response to items 1 through 7 should be no longer than seven pages; the applicant should repeat the question before providing an answer. Letters of support and a workplan should be included as appendices in the application and do not count toward the seven pages.

1. Provide the name of the lead organization submitting the proposal and the following contact information: Name of contact person, Representative Organization, mailing address, daytime phone number, fax number and email address.
2. Provide the professional background of the applicant proposing to host the conference. Describe the entity's involvement with and understanding of Safe Routes to School principles and programs.
3. Describe your motivations for hosting the conference and the qualities of your organization that make it uniquely qualified to be the host. List and describe the names and experience of each administrative and staff person that will be assigned to this project. Indicate each person's capacity to manage activities and the level of effort on this project. This includes coordination with subcontractors and/or event planners.
4. Describe the applicant's capability to perform the work on schedule, with a proposed location. Also indicate how and if the state DOT will be involved with the conference. We encourage involvement with the state DOT.
5. Describe recent experience on similar project(s) and how those similarities might relate to planning this conference. Specifically, describe experience with meeting/event planning implementation and management capacity,

knowledge, skills, and experience to oversee the implementation of conference agenda.

6. Describe the applicant's approach to fundraising for this conference, identify potential targets, and describe fundraising goals to reach those targets.
7. Provide a draft budget for the conference for both income and expenses.

Appendix information:

1. Provide a draft work plan, including a timeframe for the conference with quarterly milestones.
2. Provide at least two (2) letters of support from clients that have worked with the entity in the last 5 years.

VI. Summary of Required Contracting Provisions

If a proposal is selected for funding, the applicant will be required to sign a binding agreement with the NCSRTS, the managing sponsor. Until both parties have signed an agreement, no express or implied commitment has been made to provide financial support or to authorize an announcement about the conference. Applicants are not authorized to commence work until the agreement is fully executed. If applicants opt to commence work, they do so at their own risk. No oral or written statement other than the signed, written agreement will govern or modify the relationship.

VII. Filing Deadline

A pre-submission conference call will be held on Wednesday, June 4, 2008, from 1:00 – 2:30 EDT, to provide additional detail on expected tasks and budget, and answer any questions. To register for the call, please visit http://www.saferoutesinfo.org/conference/rfp_call.cfm.

All proposals should be received by 5:00 EDT on July 1, 2008. We reserve the right to contact respondents to schedule a Q&A session by phone. The NCSRTS and SRTSNP anticipate selecting the host agency in early August 2008, with the project beginning immediately thereafter upon contract execution.

VIII. Submission

Please submit proposals electronically as a PDF at http://www.saferoutesinfo.org/conference/RFP_submit.cfm.

File Submission Guidelines: All files must be submitted as a PDF and should be titled using the name of your organization, city and state separated by underscores with no spaces. For example: NCSRTS_chapelhill_nc.PDF.

Once you submit your application electronically, you will receive an email confirmation of its receipt.

If you have additional questions, you may contact: info@saferoutesinfo.org or 1-866-610-SRTS.