Request for Proposals
2016 Pro Walk/Pro Bike/Pro Place Symposium

The Conference
Project for Public Spaces is requesting proposals to host Pro Walk/Pro Bike/Pro Place 2016. The Pro Walk/Pro Bike/Pro Place conference is North America’s largest gathering of pedestrian and bicycle professionals. The conference occurs in the first full week of September, in even-numbered years, attracting up to 1,000 persons for the 3.5 day event. The conference program features numerous breakout sessions, numerous plenary sessions with accompanying meal functions, poster sessions with accompanying refreshment breaks, offsite “mobile” workshops, and two special networking receptions.

The conference is convened, administered, and supported by Project for Public Spaces (PPS). PPS assumes responsibility for: publicity, all contracts and agreements, fundraising, event registration, program development, and daily conference functions among other responsibilities.

For each host city, a Local Host Committee (LHC) is convened to serve a number of invaluable roles including assisting PPS with: fundraising, venue and hotel selection, development of mobile workshops, development of the conference program, publicity, and creating a professional experience for attendees. PPS and the LHC collaborate closely in the 24 months leading up to the conference.

Hosting the Pro Walk/Pro Bike/Pro Place conference brings many benefits to the host city. The conference is credited with: catalyzing regional and local walking and bicycling infrastructure programs, galvanizing local advocacy and public support for better and safer walking and bicycling, and it contributes (on average) $2M+ to the local economy. Additionally, the host city benefits from mention in PPS’s publications and earned media for its support of active living/active transportation programs.

Selection Process
The selection process for hosting Pro Walk/Pro Bike/Pro Place 2016 is competitive. A screening committee comprised of PPS leadership, previous PWPB local host coordinators, and peers from the pedestrian and bicycling community will review applications that have been accepted by PPS. The final decision will be made by PPS based on the applicant’s response to this RFP, follow-up interviews, additional data, a site visit to the prospective host city, and the sustainability of the Pro Walk/Pro Bike/Pro Place conference.

Time Line
<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>LOI Deadline</td>
<td>March 31, 2014</td>
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<td>Full proposal invitation</td>
<td>April 14, 2014</td>
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<td>Full proposal deadline</td>
<td>May 30, 2014</td>
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<td>Finalist interviews</td>
<td>Rolling, upon receipt of completed applications</td>
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<td>Final notification</td>
<td>Mid July 2014</td>
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<td>Finalizing the local host agreement</td>
<td>Mid July/August</td>
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<td>Announcement</td>
<td>September 11, 2014</td>
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RFP Guidelines
The Letter of Interest for hosting Pro Walk/Pro Bike/Pro Place 2016 should not exceed 10 pages, including attachments. Applicants have significant latitude to respond; creativity and boldness are encouraged. At a minimum, applicants should address the following host city criteria:
• Local government support. Decision points include: evidence of political support, readiness to allocate staff and financial resources, and significant participation from staff during the event.
• Broad community support. Decision points include: support and participation by philanthropic foundations, educational institutions, private sector firms, non-profit organizations, and other entities.
• Advocates’ support. Decision points include: participation on the local host committee, and marshaling of volunteers to assist with the event.
• Fundraising support. Decision points include: ability to meet the local match of $200k through various local and state funding sources.
• Staffing support. Decision points include: ability to assign one FTE to the position of local coordinator.
• Readiness. Decision points include: evidence that hosting will catalyze local and state walking, bicycling, and Placemaking efforts, a willingness to host a warm-up event in 2015, and the likelihood that significant registrations will be generated from the region.

Submission
• Completed applications may be submitted as a PDF or MS Word format to mplotz@pps.org
• For files larger than 10mb, please contact us to arrange for transmittal.
• Applications must be received no later than March 31, 2014.

Completed Applications & Inquiries
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