

## Walkable Community Workshop Program

### Background and Application for Round VI (Spring/Summer 2007)

*2004 Winner, Institute of Transportation Engineers Award for Pedestrian Education Programs*

*Endorsed by the Association of Metropolitan Planning Organizations*

#### **BACKGROUND**

This application is for a competitive program uniting the National Center for Bicycling and Walking (NCBW) with regional and local partners to bring **Walkable Community Workshops** (WCWs) to cities and towns throughout North America. These workshops present information on how to make communities pedestrian- and bicycle-friendly places characterized by a strong local economy, a high degree of public safety, improved activity levels among the residents, and a heightened sense of community. The program combines practical presentations on community design and traffic operations with fieldwork where participants apply what they have learned. The workshops are hosted by local partners and led by our team of expert trainers who combine vision with real-world experience in implementation.

#### **PROGRAM FEATURES**

- The NCBW will provide trainers and training materials for **either** a week-long schedule of 8 half-day workshops, plus an introductory meeting and a concluding de-briefing session with partner staff, **or** an abbreviated schedule of 5 half-day workshops with shorter introductory and de-briefing sessions. This format will be modified to suit the particular needs of our partners.
- NCBW will advise partners on how to achieve maximum media coverage for the WCW program. Our catalog of news reports from previous workshops suggests the WCW program might well generate more publicity for our partners than any other event.
- NCBW will advise partners on how to achieve the participation of elected officials, professional staff, and community leaders at each workshop. With our guidance, partners are generally successful in obtaining participation from the key local players, including mayors and members of city council.
- The partners will provide a staff member to attend a 3-day training session on the content and logistics of delivering Walkable Community Workshops. The cost of attending this training session is included in the fee.
- NCBW will continue to work with the partners after the workshops to assist participants with identifying resources and tools for implementing their action plans.
- The partners and other community organizations may arrange with NCBW for additional services and support.

## **TYPICAL WORKSHOP AGENDA**

- Introductory discussion – instructors provide justifications for improving pedestrian and bicyclist accommodations – economic, safety, environmental, public health, quality of life; examples of satisfactory and unsatisfactory accommodations within the community; and illustrations of how other communities across the country have addressed similar concerns.
- “Walkabout”– instructors lead participants on a neighborhood walk, pointing out satisfactory and unsatisfactory conditions, noting special problems for children, the elderly, and people with physical handicaps.
- Map exercise – participants in small groups mark up community maps with suggestions on how specific infrastructure features could be improved. Participants also discuss policies and programs that will encourage residents to walk more frequently.
- Discussion of next steps – from all the ideas offered, participants identify specific actions they will take over the short-and longer-term.

Again, this format may be modified to fit the needs of our local and regional partners.

## **ELIGIBILITY**

Partners who were selected in previous rounds of the Walkable Community Workshop program are eligible for selection in this round.

## **TIMETABLE FOR THE WCW PROGRAM**

1. **Applications are due by October 27, 2006.** Winners will be notified by November. 10. **You can complete our on-line application form at:**  
<http://www.bikewalk.org/workshopapplication.php>
2. In February 2007, each selected partner organization will send a staff member to attend the 3-day training program.
3. Local workshops will begin as early as late March 2007.

## **COSTS**

Each partner will pay a \$20,000 fee to NCBW for the full program or \$17,000 for the abbreviated program, and will provide staff and logistical support (meeting rooms, equipment, etc.) for each of the workshops. We encourage partners to seek support for this program from a variety of sources: metropolitan planning organizations, state department of transportation, highway safety office, state and local departments of health, city and county governments, and the like. To help partner staff create a successful workshop series, each partner will send one staff member to an intensive 3-day training program, conducted by NCBW trainers. The cost of staff travel and living for this training is included in the fee. **Please note: Half of the fee will be due to NCBW by the beginning of the February Coordinator Training. The balance of the fee will be due within 30 days of workshop completion.**

## Sample Workshop Format

No week is typical, as every city has its own unique conditions and needs. Here is one example of a typical week during which 8 workshops are held. Note: the focus listed for each workshop is for illustration purposes only. All workshops will be customized as requested by the local coordinator.

Sunday	Afternoon	NCBW instructors arrive in the host city and meet with the Workshop Coordinator. The instructors, along with the Coordinator, visit each workshop site. There they meet local representatives (if requested) and conduct a preliminary audit of the walking route.
Monday	Morning	Preliminary briefing of agency staff by NCBW instructors.
	Afternoon	First Walkable Community Workshop. Focus is on downtown revitalization.
Tuesday	Morning	Second Walkable Community Workshop. Focus is on improving safety at elementary school located along a busy road.
	Noon	Interview with local television station.
	Afternoon	Third Walkable Community Workshop. Focus is on creating connectivity between destinations for walkers and bikers.
	Evening	Attend local bike advocates' meeting. Focus is on increasing efficacy of advocacy.
Wednesday	Morning	Fourth Walkable Community Workshop. Focus in on public health and the benefits of an active population.
	Noon	Meet with City Council and City Manager for a work session.
	Afternoon	Fifth Walkable Community Workshop. Focus is on improving pedestrian safety at a dangerous intersection.
	Evening	Attend local Chamber of Commerce meeting as guest speaker.
Thursday	Morning	Sixth Walkable Community Workshop. Focus is on awareness-building.
	Afternoon	Seventh Walkable Community Workshop. Focus is on building a bicycle-friendly community.
	Evening	Go to baseball game with local sponsor.
Friday	Morning	Eighth Walkable Community Workshop. Focus is on steering new growth in the city to create opportunities for walking and bicycling.
	Noon	Debriefing with agency and Workshop Coordinator.
	Afternoon	NCBW instructors depart.

## Workshop Options

Eight (8) Walkable Community Workshops for 1 week	Five (5) Walkable Community Workshops for 3 days	Other NCBW Services
<p>Two (2) Workshop Facilitators from the National Center for Bicycling &amp; Walking.</p> <p>Training for Designed Workshop Coordinator. The training lasts for 3 days and encompasses technical training in pedestrian and bicycle facility design, as well as preparation for coordinating the workshops. Past trainings have been held in Washington DC and San Jose, CA.</p> <p>Option to defer up to 4 of 8 workshops.*</p> <p>Technical support and advice from NCBW staff leading up to and following the workshops.</p> <p>A report on the workshops containing an assessment of existing conditions, recommendations, and identification of next steps for each community/location.</p> <p>An initial briefing of agency staff and Workshop Coordinator prior to the workshops. A debriefing following the workshops.</p> <p>One (1) Complimentary Delegate Level registration for the 2008 Pro Walk/Pro Bike conference in Seattle.*</p>	<p>Two (2) Workshop Facilitators from the National Center for Bicycling &amp; Walking.</p> <p>Training for Designed Workshop Coordinator. The training lasts for 3 days and encompasses technical training in pedestrian and bicycle facility design, as well as preparation for coordinating the workshops. Past trainings have been held in Washington DC and San Jose, CA.</p> <p>Technical support and advice from NCBW staff leading up to and following the workshops.</p> <p>A report on the workshops containing an assessment of existing conditions, recommendations, and identification of next steps for each community/location.</p> <p>An initial briefing of agency staff and Workshop Coordinator prior to the workshops. A debriefing following the workshops.</p>	<p>a) One (1) Facilitator from the National Center for Bicycling &amp; Walking for 1 day. Duties may include Walkable Community Workshops, day-long specialty workshops for Public Health Advocates, planning a local bike summit.</p> <p>b) Attending the 3 day workshop coordinator training.</p> <p>c) Specialty workshops: Safe Routes to School, Bicycle-Friendly Community Workshops, Active Community Consulting</p>
\$20,000	\$17,000	Cost varies. Please call for more information



\* for details please contact NCBW



## Application Walkable Community Workshops – Round VI

**PLEASE ANSWER ALL OF THE FOLLOWING QUESTIONS:**

### **PARTNER INFORMATION**

Organization Name: \_\_\_\_\_

Contact Person (person empowered to sign a contract): \_\_\_\_\_

Title: \_\_\_\_\_

Address1: \_\_\_\_\_

Address2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

E-mail: \_\_\_\_\_

### **FINANCIAL INFORMATION**

Partners agree to pay a fee of \$20,000 for the week-long program or \$17,000 for the three-day program to the NCBW. Please identify the source of your funding for this project. It may all come from your organization or it may come from one or more co-sponsors. We highly encourage, but do not require, you to find co-sponsors.

Your Fee: (circle one) \$20,000 or \$17,000

Your Share: \$ \_\_\_\_\_

#### **Co-sponsor 1**

Agency Name: \_\_\_\_\_

Financial Share: \$ \_\_\_\_\_

#### **Co-sponsor 2**

Agency Name: \_\_\_\_\_

Financial Share: \$ \_\_\_\_\_

#### **Co-sponsor 3**

Agency Name: \_\_\_\_\_

Financial Share: \$ \_\_\_\_\_

**YOUR PROGRAM MANAGER**

There must be a person within your organization assigned to implement this project. This person will participate in the February 3-day training session:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

E-mail: \_\_\_\_\_

**QUALIFICATIONS**

Summarize the educational background, professional experience and current job responsibilities of the person assigned to this project. Or, you may attach a copy of their resume with the application. (As part of the final selection process, we may conduct a brief interview with this person.):

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**EXISTING PLANING DOCUMENTS**

To your knowledge, are there policies or plans related to pedestrian oriented development, walkable or bike-friendly communities, or bicycle and pedestrian transportation modes included in local or regional transportation plans?

If yes, please cite the document name(s) and a short summary of what is included:

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**LOCAL JURISDICTIONAL INVOLVEMENT**

Each of the eight or five workshops typically involves a local jurisdiction or neighborhood group co-hosting the workshop. While we do not expect you to have identified all workshop locations and co-sponsors at this point, we are looking for evidence of local interest.

Please provide references to any local plans, letters, requests, etc. that would indicate local interest in promoting walkable community workshops. Feel free to include additional attachments:

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**REASONS FOR APPLYING**

Why does your organization want to host a Walkable Community Workshop series? What outcomes do you expect?

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Completed applications may be submitted via Fax, US Mail, or Email  
For assistance with this application please contact

Mark Plotz  
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National Center for Bicycling & Walking  
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Bethesda, Maryland 20814  
301.656.4220 phone  
301.656.4225 fax

**APPLICATIONS MUST BE RECEIVED BY October 27, 2006**