



CALIFORNIA TRAILS & GREENWAYS 2017

April 19TH-21ST

Hyatt Regency Monterey Hotel & Spa

CALL FOR SESSION PROPOSALS

Proposals must be received by January 9, 2017

We are now seeking session proposals on the full range of trail and greenway topics for California Trails & Greenways 2017. Your contribution of knowledge and information will ensure that dedicated trail advocates and professionals like you continue to receive the high-quality, up-to-date trail management guidance they have come to expect from this event. It is also an opportunity to highlight your own leadership, dedication and expertise to California's trails community.

Sessions are from 1 to 1¼ hours in length, and will take place either Thursday (April 20th) or Friday morning, April 21st. Both expert and novice trail leaders attend the conference to learn basic skills, as well as practical, cutting-edge techniques. Proposals are requested on timely and relevant subjects about which you have proven expertise. It is essential that the session you propose focuses on the "teachable skills" you will provide. Guidelines for planning a session can be found on pages 2 and 3. Page 4 of this document lists some suggested topics and themes that came from last year's attendees. Past sessions can be reviewed at www.parks.ca.gov/trails/ctg.

To submit a session proposal, simply complete the Session Proposal Form found on page 5 and return by mail, email, or fax as directed at the bottom of the form. **Session proposals must be received by January 9, 2017. Submission of proposals does NOT constitute acceptance.** The Selection Committee will make the determination and notify the designated Session Chair in early February.

Carefully review the attached materials to assist you in preparing a successful proposal:

- **Session Guidelines (page 2)**
- **Tips for Successful Sessions (page 3)**
- **Topics to Consider (including those requested by past attendees) (pages 4)**
- **Session Proposal Instructions (page 5)**

Please Note: Due to the large number of proposals the selection process is competitive. For those session proposals with similar topics, we may ask you to work together to create a new session.

As a token of our appreciation, all presenters will receive a \$25 discount on their conference registration. We work diligently to keep our registration rates affordable, and appreciate your contribution to the conference.

California Trails & Greenways 2017 will take place at the Hyatt Regency in Monterey, April 19-21 (Wednesday through Friday). If you have any questions regarding your proposal, please contact **Callie Hurd at 916.324.0423 or trails@parks.ca.gov**.

CONFERENCE SESSION GUIDELINES

Audio, visual and other technical arrangements. The following equipment is provided in each session room: projector, screen, remote control/pointer and laptop with a **Windows XP** operating system and **Microsoft PowerPoint 2010**. Additional equipment may be provided **ONLY by prior arrangement**. Any software updates will be communicated as they become available. It is essential to the success of any presentation utilizing audio/visual equipment that the **presenter needs and expectations are made clear to us at least one month prior to the conference**. Prior to arriving at the event, **YOU ARE STRONGLY URGED** to schedule time to download and test your presentation. Colors and text sometimes look quite different when projected on a large screen compared to a small computer screen. Audio/visual staff will be available Wednesday, April 19th, and two hours before the first concurrent session on Thursday and Friday (April 20 - 21) to download and test presentations. Failure to do so will only add to the stress of your presentation. Electronic presentations may be submitted on flash drives. You may email your presentation at least one week prior to the conference to trails@parks.ca.gov.

- **Audience size:** Presenters should be prepared for a maximum of 65 people for concurrent sessions. If you are preparing handouts, please bring enough for your session. Remaining copies will be made available to other conference attendees. Please consider recycled paper, double-sided copies, and web citations instead of extensive text.
- **Handouts and electronic presentations:** We ask that your presentation and handouts be sent to us electronically prior to or immediately following the event so they may be posted on our website. Please include your contact information in the document.

TIPS FOR SUCCESSFUL WORKSHOPS

- **Set clear learning objectives for your presentation.** What is the specific value of the information you will present? Describe what efficiencies, performances, or other improvements will result from your presentation. Make sure your audience walks away with useful lessons that are practical. Proposals that highlight projects without providing clear teachable skills will be rejected.
- **Consider your audience.** What are the teachable skills you'll be providing and who are the people that will benefit the most by receiving these skills? Also consider interactive discussions or activities to engage the group in problem solving.
- **Define terminology and acronyms.** The audience is there to benefit and learn from your experience and it should be assumed that much of your terminology will be new to at least some. So, limit phrases and acronyms and speak plainly. Articulate your objectives without jargon.
- **PowerPoint tips:**
 - » Prior to the conference, **schedule an appointment the day before (April 19th) or at least 3 hours before your presentation to download and test your electronic files.** See details in *Sessions Guidelines* above.
 - » **Time your PowerPoint.** An audience's average attention span to any single PowerPoint slide is about 2 minutes or 15 slides for a 1/2-hour presentation. So limit the number of slides and projected text. **DO NOT** read your PowerPoint. A successful PowerPoint presentation augments your session, it does not dictate it.
 - » **Test your PowerPoint presentation with a projector** to ensure image clarity when slides are enlarged and projected in a fully or dimly lit room.
- **Limit panel size to 3** to enable reasonable time for each panelist to present their segment of the session. *We strongly urge not more than three panel members for any of the 1 to 1¼ hour sessions.*
- **Clarify panelists' roles in advance and make sure they are fully informed about the time they have.**
 - » Provide water and snacks in the vehicle.
 - » Plan for restroom breaks throughout the day, and let participants know during the introductory orientation when restroom breaks are scheduled.
- **Stay on topic,** provide relevant information about trails, and do NOT focus the presentation on yourself, your organization, or your project. Emphasize teachable skills that will directly benefit your audience.
- **Allow a minimum of 10 minutes at the end of the session for questions and discussion.**

TOPIC SUGGESTIONS

Topic suggestions come primarily from past conference attendees. If you have expertise in any of the areas listed below, or expertise on a topic not included on this list but you believe will be of value to the conference, we welcome your session proposal.

Trail Planning, Development & Design

- » Concept
- » Design and layout
- » Construction and maintenance, particularly emerging techniques
- » Cost estimating
- » Rails to trails
- » Heritage corridors
- » Amenities
- » Landscape architecture
- » User-specific trail design and techniques
- » Trail planning basics
- » Safety
- » Fire management
- » Policy and program development

Partnerships & Community Development

- » Integrating non-traditional partners
- » Cross-agency/ multi-jurisdictional planning
- » Partnering with federal agencies
- » Trail Events and programs
- » Negotiation basics
- » Tourism
- » Economic impacts
- » Public/private partnerships

Technology & Communications

- » Social media
- » Technology to enhance the trail experience
- » GIS/GPS
- » Mapping
- » Mobile applications
- » Research and analysis
- » New technologies for trail planning
- » Marketing
- » Communications and public relations

Trail Management

- » Funding
- » Natural and cultural resource management
- » Volunteers
- » Work crews
- » Advocacy
- » Designated use
- » Events and programs
- » Emerging trends
- » Case studies: successes and failures
- » Managing user conflict
- » Mitigating trail impacts and overuse
- » Grant writing
- » Safety and liability
- » Enforcement and compliance
- » Youth/conservation corps
- » Policy

Interpretation & Education

- » Basic interpretation skills and tools
- » Innovative interpretive programs
- » Keeping trails relevant and interesting
- » Interpretive panels
- » Using technology
- » Way-finding trends and techniques

Inclusion

- » Diversity
- » Youth
- » Accessibility and ADA
- » Stewardship
- » Demographics and socioeconomics

SESSION PROPOSAL INSTRUCTIONS

Proposals must be received by January 9, 2017

Please provide the following information in your proposal:

- 1. Session Title** - Limit title to 8 words
- 2. Session Description** - Limit session description to 200 words. Concisely describe the following: the topic, one sentence on what will be learned (to be more fully described below), and presentation format.
- 3. Educational Objectives** - What will attendees learn from your presentation? List 2-3 specific points that will assist registrants in their trails work. Proposals that focus on projects without providing concrete, teachable skills will be rejected.
- 4. Audience Level** - Will your session be geared toward individuals with specific skills or levels of expertise?
- 5. Session Structure** - How will the session be presented? Describe the panel discussion, demonstration, audience interaction, etc.
- 6. Session Chair** - For the individual responsible for coordinating the session, provide name, title, affiliation, address, phone, email, and a short 3-4 sentence biography that establishes the individual's credentials. Please note that the name of the session chair and their email address will be provided in program materials and on the website.
- 7. Additional Session Presenters** - We strongly urge no more than three presenters. For each additional presenter, provide their name, title, affiliation, address, phone, email, and a short 3-4 sentence biography establishing the individual's credentials.
- 8. Proposed Length of Session** - Note there are fewer slots for longer sessions.

1 hour

1 1/4 hours

PLEASE SUBMIT PROPOSALS BY JANUARY 9, 2017 TO:

Callie Hurd
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Phone: 916.324.0423