



**REQUEST FOR PROPOSALS  
FOR PRESENTATIONS  
11th Annual Choose Clean Water Conference  
May 19-21, 2020  
Omni Hotel  
Richmond, Virginia**

The Choose Clean Water Coalition (Coalition) is issuing a request for presentations from interested applicants who would like to lead an engaging presentation at the Coalition's 11<sup>th</sup> Annual Choose Clean Water Conference.

**Deadline for submissions: January 10, 2020**

*Please be sure to read these instructions carefully before applying.*

Each year, the Coalition's Choose Clean Water Conference brings together a comprehensive and diverse group of more than 300 people from throughout the Chesapeake Bay region. The conference provides a two-day forum for participants to learn about the most important and up-to-date Chesapeake restoration issues, network with fellow Chesapeake Bay supporters and activists, develop strategies to advance federal, regional and local restoration goals, and learn from successes.

This unique gathering offers a tremendous opportunity to gain broad exposure for a wide range of issues facing the Chesapeake. **Any person or organization** with valuable experience in restoration or other relevant issues is invited to apply to conduct a session at the Conference.

The Conference is typically attended by Chesapeake watershed advocates, including policy experts, project implementation staff, communications staff, and executive directors of local, state, regional, and national environmental nonprofits. Additionally, the conference draws representatives of state and federal agencies, community groups, business, agriculture and industry. Attendees have a range of knowledge about the Chesapeake and its rivers and streams, and are looking for compelling stories that explore policy issues, successful restoration projects, grassroots engagement strategies, and emerging issues.

This year's conference theme is *A Changing Chesapeake*. As we move into the year 2020, we see a lot of change occurring, both outside and inside our organizations. We are seeing and addressing new and emerging issues, shifting the way we think about community engagement and organizing, pushing ourselves outside of our comfort zones, and seeing literal change in large rain events and climate. With so much change, the Coalition would like to take our conference as an opportunity to dive deep into these

issues and others that represent a change in direction, thought, and action for the Chesapeake.

The Coalition is looking for applications from local, regional, and national organizations or people working on issues of relevance to Chesapeake restoration. Organizations, businesses, or people participating in projects in economically disadvantaged communities and/or representing cultural, racial, and other kinds of diversity are especially encouraged to apply and will receive higher priority. Due to the location of the conference and relevance to the Chesapeake restoration effort, the Coalition also welcomes unique and diverse voices specifically related to the agricultural community. The Coalition is dedicated to using the conference platform to highlight all voices of the Chesapeake Bay region and strives to be inclusive of the entire Chesapeake Bay community. We encourage you to contact Kristin Reilly at [reillyk@nwf.org](mailto:reillyk@nwf.org) if you have questions.

*Please closely follow the instructions in this document.*

## **I. Submitting a proposal for a 45-minute Session**

This year's conference theme is *Changing Chesapeake*, which we hope will bring forward presentations that address new challenges, the diversity of our movement, the literal change we are seeing with our climate, and other emerging issues. Proposals should incorporate this theme into their presentations. The Coalition is seeking innovative and creative proposals for 45-minute presentations on the following categories:

- Agriculture
- Campaign/Movement Building
- Chesapeake Bay Restoration Effort (TMDL)
- Clean Water
- Climate Change/Adaptation
- Communications
- Diversity, Equity, Inclusion, and Justice
- Land Conservation
- Local Government
- Pipelines/Shale/Fracking
- Policy/Advocacy
- Public Access/Recreation
- Public Health
- Public Engagement
- Source Water/Drinking Water
- Stormwater

*We do welcome proposals focused on topics outside of these subcategories.*

- **Requirements**

- May have **up to two speakers**; **no panel proposals will be accepted for 45-minute sessions.**
- Should leave at least 5-10 minutes for discussion and/or questions during the 45 minute period.
- Submissions must be received no later than **January 10, 2020**
- All presentation applications must be submitted using the [application form here](#).
- Presenters will have access to the standard audio/visual equipment provided by the Coalition, which includes projectors, screens and lectern microphones. Lectern computers will have internet access. Any additional audio/visual needs must be provided by the presenter, working with the Coalition staff and within the limitations of the conference facility.
- Applicants will be notified of receipt of submission by e-mail. Notification of acceptance for conference presentation will be emailed by **February 7, 2020.**
- **One presenter** from each accepted session proposal will receive free registration to the conference for the day they are presenting.

- **Evaluation**

45-minute sessions will be reviewed by the Coalition's Conference Planning Committee. Applications will be judged based on the following considerations:

- All applications must meet the requirements stated above. Incomplete applications will not be considered.
- Preferred applications will be able to make a connection between the theme and their topic and must closely match the Issue Areas described above.
- To the extent possible, preferred applications will include an **interactive component that effectively engages audience participants.**
- Preferred applications will include speakers with demonstrated expertise in their field.
- Preferred applications will include diverse voices, particularly speakers from or who work in underserved communities.
- Preferred applications will include creative visual presentations (Exhibits, before & after photos, models, charts, handouts, etc).
- Preferred applications will examine Chesapeake Bay issues in a compelling way that underscore the connection of the Bay to people, the urgency needed to solve the problem, and manageable solutions.

## **II. 90-minute workshop**

This year's conference theme is *Changing Chesapeake*, which we hope will bring forward presentations that address new challenges, the diversity of our movement, the

literal change we are seeing with our climate, and other emerging issues. Proposals should try to incorporate this theme into their presentations. The Coalition is seeking innovative and creative proposals for 90-minute presentations on the following categories:

- Agriculture
- Chesapeake Bay Restoration Effort (TMDL)
- Communications
- Diversity, Equity, Inclusion, and Justice
- Pipelines/Shale/Fracking
- Policy/Advocacy
- Stormwater

- **Requirements**

- **Panel proposals will be accepted for this type of session with up to three speakers and one moderator.**
- Workshops should have no more than 60 minutes of presentation time with the rest dedicated to audience engagement. This can include small group work, role playing exercises, games, group discussions, and more.
- Submissions must be received no later than **January 10, 2020**
- All presentation applications must be submitted using the [application form here](#).
- Presenters will have access to the standard audio/visual equipment provided by the Coalition, which includes projectors, screens and lectern microphones. Lectern computers will have internet access. Any additional audio/visual needs must be provided by the presenter, working with the Coalition staff and within the limitations of the conference facility.
- Applicants will be notified of receipt of submission by e-mail. Notification of acceptance for conference presentation will be emailed by **February 7, 2020**.
- One presenter from each accepted session proposal will receive free registration to the conference for the day they are presenting.

- **Evaluation**

90-minute workshop proposals will be evaluated by the Coalition staff and members of our workgroups. Applications will be judged based on the following considerations:

- All applications must meet the requirements stated above. **Incomplete applications will not be considered.**
- Preferred applications will be able to make a connection between the theme, public health and the environment, and their topic and must closely match one of the Issue Areas described above.
- Applicants must describe meaningful engagement activities during their presentation.

- Preferred applications will include speakers with demonstrated expertise in their field.
- Preferred applications will include diverse voices, particularly speakers from or who work in underserved communities.
- Preferred applications will include creative visual presentations (Exhibits, before & after photos, models, charts, handouts, etc).
- Preferred applications will examine Chesapeake Bay issues in a compelling way that underscore the connection of the Bay to people, the urgency needed to solve the problem, and manageable solutions.

Please direct all inquiries about your application to  
Kristin Reilly at [reillyk@nwf.org](mailto:reillyk@nwf.org)

*The Choose Clean Water Coalition consists of more than 240 environmental groups and conservation associations representing millions of people whose common goal is to restore and protect the Chesapeake Bay.*

**REQUEST FOR PROPOSALS  
FOR FIELD TRIPS  
11th Annual Choose Clean Water Conference  
May 19-21, 2020  
Omni Hotel  
Richmond, Virginia**

The Choose Clean Water Coalition (Coalition) is issuing a request for presentations from interested applicants who would like to lead a field trip at the Coalition's 11<sup>th</sup> Annual Choose Clean Water Conference.

**Deadline for submissions: January 10, 2020**

*Please be sure to read these instructions carefully before applying.*

Each year the Coalition's Choose Clean Water Conference brings together a comprehensive and diverse group of more than 300 people from throughout the Chesapeake Bay region. The conference provides a two-day forum for participants to learn about the most important and up-to-date Chesapeake restoration issues; network with fellow Chesapeake Bay supporters and activists; develop strategies to advance federal, regional and local restoration goals; and learn from restoration successes.

This unique gathering offers a tremendous opportunity to gain broad exposure for a wide range of issues facing the Chesapeake. The field trips are designed to highlight the host city's commitment to the restoration process, connection to clean water, natural resources, and general clean water projects. **Any person or organization** who is able

to make those connections is invited to submit an application to conduct a **field trip** at the Conference.

The Conference is typically attended by Chesapeake watershed advocates, including policy experts, project implementation staff, communications staff, and executive directors of local, state, regional, and national environmental non-profits. Additionally, the conference draws representatives of state and federal agencies, community groups, business, agriculture and industry. Attendees have a range of knowledge about the Chesapeake and its rivers and streams, and are looking for compelling stories that explore policy, successful restoration projects, grassroots strategies, and emerging issues.

The Coalition is looking for applications from local, regional, and national organizations or people working on issues of relevance to Chesapeake restoration. Groups or people participating in projects in economically distressed communities, including environmental justice projects, as well as groups and individuals representing cultural and racial diversity are especially encouraged to apply and will receive higher priority. The Coalition is dedicated to using the conference platform to highlight all voices of the Chesapeake Bay region and strives to be inclusive of the entire Chesapeake Bay community. We encourage you to contact Kristin Reilly at [reillyk@nwf.org](mailto:reillyk@nwf.org) if you have questions.

*Please closely follow the instructions in this document.*

## **I. Field Trips: Richmond and Surrounding Areas**

The most effective way to experience the progress being made to restore the Chesapeake watershed is by visiting the sites where restoration work is taking place and by interacting with the people who experience the connection to the Chesapeake firsthand.

**The Choose Clean Water Coalition typically schedules field trips for conference participants that:**

- **Complement conference issues**
- **Allow participants to see first-hand the important work being done by Coalition members and partners**
- **Allow participants to experience the culture and unique flavor of the conference host city and surrounding areas.**

The Coalition is seeking proposals for field trips on issues that intersect with the following specific priorities of the Coalition:

- Agriculture
- Campaign/Movement Building
- Chesapeake Bay Restoration Effort (TMDL)
- Clean Water
- Climate Change

- Communications
- Diversity, Equity, Inclusion, and Justice
- Land Conservation
- Local Government
- Pipelines/Shale/Fracking
- Policy/Advocacy
- Public Access/Recreation
- Public Health
- Public Engagement
- Source Water/Drinking Water
- Stormwater

*We do welcome proposals focused on topics outside of these subcategories.*

## **B) Description**

- Proposals will outline a **maximum three hour field trip (includes travel time each way)**, complete with proposed stops, descriptions, highlighted speakers, and overarching field trip theme. Travel time should not exceed 25 minutes in either direction.
- Proposals with experts able to talk about sites and provide context as well as proposals that highlight work in economically disadvantaged areas or with unique partners are preferred and will receive higher priority.

## **C) Field Trip Submission Information and General Instructions**

- Submissions must be received no later than **January 10, 2020**.
- All field trip applications must be submitted using the [application form here](#).
- The Coalition will provide one (1) bus for transportation, to and from field trip location(s), if necessary. Any alternative transportation or other needs must be included in the application and coordinated between field trip organizers and Coalition staff.
- Field trips will be held in the **afternoon of Tuesday, May 21, 2019**.
- Applicants will be notified of receipt of submission by e-mail. Notification of acceptance for conference field trip will be emailed by **February 7, 2020**.

## **D) Application Evaluation**

Your application will be reviewed by Choose Clean Water Coalition staff. Applications will be judged based on the following considerations:

- All field trip applications must meet the requirements stated in Section I of this document. Incomplete applications will not be considered.
- Preferred applications will closely match the field trip description in Section I.
- Preferred applications will include leaders or presenters with demonstrated expertise in their field and/or the field trip site
- Preferred applications will highlight work in economically disadvantaged communities or with unique partners.

- Preferred applications will examine Chesapeake Bay watershed issues in a creative, compelling, and fun way that underscores the connection of the Bay to people, the urgency needed to solve the problem, and manageable solutions.

[CLICK HERE TO START THE FIELD TRIP APPLICATION](#)

Please direct all inquiries about your application to  
Kristin Reilly at [reillyk@nwf.org](mailto:reillyk@nwf.org)

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