



ASSOCIATION OF METROPOLITAN PLANNING ORGANIZATIONS

How to Submit a Good Proposal

Guidelines for a Successful Proposal:

- **Review the conference guidelines:** Carefully read and understand the conference guidelines and submission requirements. Follow the instructions precisely to ensure your proposal meets the specific criteria, which include:
 - All sessions must include an MPO presenter or co-presenter or a public agency such as a State DOT, local municipality, or federal agency.
 - All the organizations, activities, and projects mentioned by the proposal must consent to being included in the proposal and potential presentation.
- **Choose a compelling topic and provide strong justification:** Consider the novelty, uniqueness, significance, and potential impact of your topic. Clearly articulate the problem you're addressing and explain why it matters. Discuss how your work contributes to the field, addresses a gap in knowledge, or offers practical applications. Show why your session topic is timely and valuable. Highlight what a participant can take back to their agency after the conference.
- **Craft a clear and concise session description:** Your session description is the first thing reviewers will read, so make it engaging and concise. Clearly state the objectives or expected outcomes of your session. Make sure it grabs the reader's attention and conveys the value of your session. You can upload and provide links to documents and projects to provide more details for the reviewers.
- **Include preliminary results (if available):** If your session is based on recent or ongoing research, include any preliminary results in your proposal. This demonstrates progress and can strengthen your case for acceptance. If you haven't collected data yet, clearly explain your expected outcomes and the potential impact of your work.
- **Showcase your credentials and expertise:** Briefly highlight your qualifications, expertise, and relevant experience that make you well-suited to conduct this session. This could include training you've had, similar sessions you've facilitated, or relevant projects you have worked on.

- **Proofread and edit:** Ensure your proposal is free of grammatical errors, typos, and other mistakes. A well-written and polished proposal indicates professionalism and attention to detail. Review your proposal multiple times and consider seeking feedback from colleagues or mentors to enhance its clarity and coherence.
- **Submit before the deadline:** Be mindful of the submission deadline and submit your proposal in advance of it. Late submissions will not be considered. Give yourself ample time to review and refine your proposal.

Remember, competition can be fierce, so it's essential to make your proposal compelling and persuasive. Tailor your submission to the conference's specific requirements and demonstrate the value and significance of your work.

Address the Three P's: Purpose, People, and Process

A good proposal will be scored based on the 3Ps, so be sure to address them each in detail.

Purpose

- **Demonstrate Relevance:** Clearly articulate how your session is relevant to MPO practitioners. Explain how the information or tools you will provide address current issues and challenges faced by MPOs. Emphasize the practical applications and benefits that participants will gain from attending your session.
- **Show the broader impact:** Explain how the topic covered in your session contributes to the field and its potential broader impact. Highlight potential applications, benefits, or collaborations that could benefit other MPOs.
- **Enable Action:** Describe how your session will empower participants to take action and improve their day-to-day operations. Highlight specific skills, techniques, or knowledge that attendees will acquire by the end of the session. Ensure that participants will leave with actionable insights that they can implement effectively.

People

- **Link to Day-to-Day Issues:** Explain how your session directly connects to the day-to-day issues and responsibilities of MPO practitioners. Illustrate how your topic will address their challenges, improve decision-making, or enhance their work processes. Demonstrate a clear understanding of the practical realities and constraints faced by MPO professionals and the broader MPO community.
- **Effective Communication:** Describe how you will effectively communicate the benefits and lessons that you expect participants to learn. Outline your strategies for delivering the content and instructions in a concise and engaging manner. Consider utilizing storytelling,

case studies, or real-world examples to make the information relatable and easily understood.

Process

- **Engaging Activities and Demonstrations:** Explain the activities or demonstrations you will incorporate into your presentation to actively engage the participants. Describe how these interactive elements will reinforce the concepts and allow for hands-on learning experiences. Highlight any unique approaches or methodologies that you will employ to create an engaging and interactive session.
- **Practical Methodologies, Tips, and Tools:** Clearly outline the practical methodologies, tips, and tools that attendees will gain from your session. Explain how these resources will assist them in overcoming challenges or improving their work processes. Emphasize the practicality and applicability of the techniques and tools you will share.
- **Learning Aids and Resources:** Mention any resources, materials, or learning aids that you will provide to participants to support their learning and implementation. This could include handouts, templates, guides, or online resources that will enhance their understanding and facilitate application after the session.
- **Interactivity:** Describe how you will make the presentation interactive and encourage active participation from attendees. Explain how you will incorporate discussions, Q&A sessions, group exercises, or technology platforms to foster engagement and create a collaborative learning environment.

By addressing the three P's and considering the specific needs and expectations of MPO practitioners, your proposal will effectively demonstrate that your session will provide valuable information, tools, and practical insights to the participants at this AMPO event.

Final Proposal Checklist:

- Confirm presentation includes an MPO presenter or co-presenter or a public agency such as a State DOT, local municipality, or federal agency.
- Confirm consent by all the organizations, activities, and projects mentioned in the proposal.
- Ensure your proposal addresses the 3 P's (*Purpose, People, and Process*).
- Showcase your credentials and relevant experience.
- Proofread and edit.
- Submit prior to the deadline.

Good luck with your proposal!