PO FORMATION

WELL DEVELOPED, WITH DETAILS SPECIFIC TO PROJECT

PROPOSAL OUTLINE

(THOUGH NOT BEST WAY TO COMMUNICATE PACKAGING)

Cover Page

1.) Content
   a. "Proposal for Pomeroy Branch Rail to Trail Project"
   b. "Prepared for Newark Park Commission"
   c. Company/Team Name
   d. Date of submittal
   e. Photos of current site and proposed renderings of future site

2.) Layout
   a. The layout largely depends on available images and if presentation styles are requested by the owner.
   b. Assuming free range in presentation:
      i. The left-most one-third (or so) of the page would be a dark color (i.e. navy blue).
      ii. The right two-thirds (or so) would remain white as it pops and draws attention to whatever is placed here.
      iii. The text included in the white portion would be centered, and include items 1A through 1D in that order.
      iv. Small photos are then tastefully placed to the left of the text, lining the division between navy blue and white.
   c. The whole proposal would be bound in one of three ways and largely depends on availability and cost:
      i. Comb binding in white or navy blue – This allows for more flexibility in page turning and also means less bent pages.
      ii. Velo Binding – Probably the most expensive, but the presentation is of high quality.
      iii. Fast Binding – A quicker, cheaper version of Velo Binding, but does not allow for easier turning in pages.

Cover Letter

1.) Content
   a. Date
   b. "Newark Park Commission"
   c. Address – should one be provided
   d. "RE: Proposal for Pomeroy Branch Rail to Trail Project"
   e. One section to introduce the purpose of the report, which in this case is the proposal itself.
   f. The next section would briefly highlight some of the issues and suggestions.
   g. The next section would essentially be propaganda in that it would convince the Newark Park Commission to select our proposal.
   h. The final section would include a brief thank you note.

2.) The content will be formatted so that everything is left justified, the individual sections are comprised of just a couple sentences each and the layout is that of any generic cover letter. It will also be signed electronically and with a real signature.
Objective Feasibility

1.) This would be similar to the objectives section in that each project would have its own feasibility section.

2.) Content
   a. It is mentioned above that impact studies can be suggested at the owner’s expense or done as part of the teams’ work. Should these impact studies be done beforehand, information found from them can be included here.
   b. Any information such as traffic counts, soil stability, etc. that are used in the design of the projects needs to be included here.
   c. Any analysis done pre-design, during design and post design.
   d. Any other necessary and useful findings.
   e. Potential problems/issues
   f. Conclusion

Complete Project Feasibility

1.) The content is essentially the same as that of the individual feasibility sections. This is an overall summary.

Conclusions

1.) The content is nearly the same as that of the Executive Summary, however it is much more descriptive now that all the information has been presented. Also, pictures should not be included here. They need to be included in the objectives sections or referenced to the Appendices.

Appendices

1.) Should include, but are not limited to:
   a. Qualifications and organization of the firm
   b. Project Understanding
   c. Project Approach
   d. Time to completion estimate
   e. Site plans
   f. Conceptual drawings
   g. Local vicinity map
   h. State vicinity map
   i. Aerials of the site
   j. Photos of the site
   k. Photos of other, but similar projects (for comparison purposes only)
   l. Any collected data, such as traffic counts or soil profiles.
   m. Town, County and State ordinances (applicable portions only as some can be quite lengthy).
Cover Page

This will form the client's first impression of the proposal. It must communicate succinctly what is contained within, while maintaining a professional and inviting appearance.

Pomeroy Branch Rail to Trail Project
Newark, Delaware
Phase I

PROJECT PROPOSAL

Prepared for the Newark Park Commission
by
Always Better Concept & Design Engineering Firm, Inc.

First Page of Proposal

The formatting presented here is specific to the first page of the proposal, providing necessary information — contractor, contact information, project name — for those who only read the executive summary.

Page 1

Company name and address
Project Title
Section Heading
Section Sub-heading
Text
Page number in lower right
For the bulk of the proposal, excepting any drawings, pages will be formatted like this. Note sequential headings, corporate logo and address, and page numbering. Figures would be referenced in the text and appropriately captioned.

The proposal text will open with an executive summary, then go into a detailed description of the proposed trail design. Besides descriptions of the physical components of design, tables with the proposed budgeting and construction timeline would be included. These would be supplemented with explanatory diagrams located either in the text or in a separate appendix at the end of the report.
PROPOSAL OUTLINE

A. Cover Sheet
   a. Company Title at top
   b. Picture representing what company stands for in middle
   c. Name of Co-CEO’s at bottom

B. Introduction to Project
   a. Statement of how our company is excited for the project
   b. Statement of how our company is fully capable to take on this project
   c. Statement that Rugged Engineering understands all aspects of the project

C. Table of Contents
   a. Company Statement
   b. Company Qualifications
   c. Who we are
   d. Project Understanding
   e. Transportation Approach
   f. Structural Approach
   g. Civil/Land Development Approach
   h. Environmental Approach
   i. Time Estimate
   j. Summary of Company involvement in Project

D. Company Statement
   a. States goals as a company
   b. Statement about work ethic, morals, and how we go about business

E. Company Qualifications
   a. Company experience
   b. Describes previous work/projects

F. Project Understanding
   a. States project schedule
   b. Gives project background
   c. Lists Owner’s project requirements
   d. Show aerial photograph illustrating proposed trail alignment

G. Transportation Approach
   a. Statement of Transportation Elements Overview
   b. Description of preliminary design for reconstruction of five-point intersection at Cleveland Avenue, Chapel Street and Margaret Street
   c. Show effects of eliminating Margaret Street with charts/tables
   d. Show results of traffic data collection for decision on placing signal at Paper Mill Road and Creek View Road
   e. Description of preliminary design of multiple-user trail design
   f. Schematic drawing of trail location
   g. Description of preliminary design of a combination Transit Station Facility
   h. Address conceptual design of Transit Station, access to Delaware Avenue and Main Street
   i. Informal layout of parking facility and accommodations for pedestrians and bicyclists
H. Structural Approach
   a. Statement of Structural Elements Overview
   b. Description of preliminary design for pedestrian bridge at intersection of
      Cleveland Avenue, Chapel Street and Margaret Street
   c. Address project design constraints for pedestrian bridge
   d. Description of conceptual design for retaining wall in vicinity of Paul Run
   e. Description of conceptual design for observation tower along multi-
      purpose trail
   f. Statement of how it is one of the company's goals to remain under the
      $400,000 grant budget
   g. Address project design minimums for observation tower

I. Civil/Land Development Approach
   a. Show understanding of civil consulting engineer's services
      i. Bicycle and pedestrian pathway shown on documents provided by
         owner
      ii. Bicycle parking facility and transit station
      iii. Stormwater facilities for management of quality, quantity, and
           volume
      iv. Stream bank stabilization for problem area shown on documents
           provided by owner
      v. Wastewater pumping station for problem area defined by
         documents furnished by owner
   vi. Preliminary Construction plans supporting Environmental,
       Structural, and Transportation disciplines

b. Statement of understanding that project elements need to be designed
   based on industry standards

c. Description of scheduling so that permits and approvals do not delay the
   project

d. Description of identifying and discussing necessary regulatory project
   approvals

e. Proposal of how construction plans will be presented

f. Description for evaluation, analysis and preliminary design of new
   stormwater handling facility

g. Address water pumping station design and description hydraulic analysis
   of Paul Run

h. Description of how cost will be determined for construction materials and
   labor

J. Environmental Approach
   a. Statement of Environmental Elements Overview
   b. Description of how Environmental Engineer will assess wastewater flow
      and loading

c. Statement of understanding requirements for storm water management and
   stream bank improvements due to site project upgrades

d. Description of analysis of White Clay Creek assimilative capacity and
   wastewater treatment technologies
K. Schedule
   a. Evaluation of time towards conceptual and preliminary design
   b. Charts/Tables showing analysis of time estimate

L. Budget
   a. Shows cost for engineering work
   b. Based on hourly payment

M. Appendix
   a. Company biographies
   b. Resumes
   c. References