In my opinion, the critique of my PO/PU was done hurriedly without much thought. The comments stated that both the PO and PU covered all of the required information, when in retrospect I can say that my outline did not. I see this as attempting to take an easy way out without having to get into too much detail with the critique. Aside from the lack of constructive comments, the critique is poorly written with repeated thoughts, poor grammar, and the use of informal terms such as “I find the arrows to be...kind of all over the place.” Nevertheless, I have reread my PO/PU and have my own critique.

Regarding the proposal outline I feel that I created a decent layout for never having assembled a proposal before. I included the title page, table of contents, the project understanding, and the scope of services. At the time of the assignment included the sections that I felt were relevant, although I paid more attention to the details such as page layout, text formatting, headers and footers, and appearance issues. These details are important to the success of a proposal and I believe that I focused more on them because we had not yet gone over the key elements of a proposal in class. Since I have had no prior experience in assembling a proposal, I focused on what I did know and that was presentation.

As for the content of the outline, several key elements that I left out were the transmittal letter, executive summary, budget, schedule, and qualifications. Once we discussed these elements in class I knew that they were important and that I had not originally thought of them. Doing it again, I would include these sections and I feel that the best order would be the following: title page, transmittal letter, table of contents, executive summary, project understanding, scope of services, qualifications, budget, schedule, and resumes in the appendices.

Regarding the project understanding I feel that I covered all of the important aspects of the project with no apparent omissions or misunderstandings. I read through the request for engineering services several times and I had a good grasp on the project details when I wrote the understanding. At the time of the assignment I looked at the project from an academic standpoint and I included the proposal details and submission dates in the project understanding. Later, looking at the project more in a real world sense, I realized that the actual project understanding that would go in a proposal would not include this information. Compiling a proposal and seeking a project is an overhead expense at the cost of the company and the client. The details for the project understanding should include what the client wants done.

Overall, I believe that I did an adequate job for the first time attempting to assemble a proposal outline and a project understanding. I learned from the experience and I know that any future work that I perform regarding project proposals outside of this class will be improved from it.
Project Understanding

Things that were done well
1. I described each aspect of the project and thought I organized it well
2. Each description was concise.
   a. I explained the aspects of the project without going into a lot of detail and
techical explanations.
3. Instead of just talking about the engineering aspects, I also went into detail about
   the owner's goals and overall goals of the City of Newark.
4. I thought that my introduction was well written and interesting.
5. I explained the need for a trail system in Newark, showing that I understand the
   need for the project.

Things to Improve upon
1. Word choice needs to be expanded.
   a. The reviewer was right when they state that I use the phrase "This project"
      or "This train" a lot in the writing.
2. Project descriptions may be a little too brief. Some of the ideas need to be
   expanded and explained more fully.
   a. I say what the components are, but do not describe the process of
      completing them or go into any detail.

What I Would Have Done Differently
If I had a chance to write the project understanding over, I would go into more detail
about the different project aspects while still keeping the paper concise and easy to read. I
would also change around some of my wording because some of the sentence beginnings
are repetitive.