Proposal Outline Critique

- The first page of the PO contains some elements that should not be on the cover sheet. The cover sheet should not include a section thanking the owner, company history, project team information, or relevant past work. It is also missing a visual (for example, an image of the completed project). The omission of a traditional cover page is important because the owner's first impression of the proposal is based on the cover.
- Company history, project team information, and past experience should be separate sections each beginning on a new page with a separate heading. The owner will find the proposal to be more readable if it is broken into smaller sections.
- The project understanding and project approach should also be separate sections. The project understanding should only discuss the owner's requirements, while the project approach should explain how the company plans to meet the owner's requirements.
- The schedule and the budget should be separate sections as well.
- The PO is missing a table of contents. This is a significant part of the proposal that must be included because it organizes the proposal for the owner.
- No conclusion is necessary for the proposal. Thanking the owner should come at the beginning of the proposal, not at the end.
- The PO does not contain a cover letter. It does have an introduction thanking the owner but this sentiment should be expressed in the cover letter along with a paragraph emphasizing the company's interest in the project and highlighting characteristics of the company that will be attractive to the owner.
- The PO does not detail sections on scope of services, work plan, and project team management and organization. These might have been implied by the project approach section, but should have been listed in the outline.

- An appendix including resumes of project team members is not included in the proposal outline. The resumes are an important component of the proposal because the section on project personnel in the proposal can not go in-depth into the qualifications of the team members, but the resumes can serve this function.
- The PO thoroughly covers the company qualifications by providing information on company history, an introduction to the project team, and a description of past work.
- The PO would benefit from the addition of descriptive bullets detailing what exactly is contained in each section and on each page.

Project Understanding Critique

- The document contains typos, including missing words in the second paragraph of the second page. A number of sentences are grammatically incorrect. These errors detract from the professional tone that the paper should express.
- The PU should not break the project elements up by company division. The understanding is about what the owner requires, not how the requirements will be divided up by the company.
- The PU is comprehensive, though it contains some details about each division's submittals that are not necessary to include. For example, the paper discusses that the loading assessment for the pumping station will look at current flow patterns and projected patterns up to 20 years in the future. These details are about how the company will approach an aspect of the project (the pumping station) rather than simply stating that the owner requires a pumping station.
- The document does explain all significant project elements and owner requirements.
- The PU does not attempt to analyze or interpret ambiguous aspects of the project. It simply restates the information given in the Request for Engineering Services.
Proposal Outline

- Very well organized!
- All of the important content sections are included in the outline. Although, you may also include resumes in the company qualifications section.
- I thought that the cover letter in front of the title page was a great addition.
- A few suggestions for content organization:
  - Executive summary could go before the table of contents, not necessary, but a common approach.
  - Company overview is a tough one, because you want it to be important, but putting it first makes it seem like your primary concern is your own company. It might fit better between your project understanding, which is included in the introduction, and scope of work.
  - Company qualifications are important, especially for identifying related work experiences. References and resumes could be included at the end of the proposal as outlined, while related work experience may need to jump up into the company overview.
- Within each of the sections, you may want to elaborate on the content that they will include. For example, what does scope of work consist of? Will a work plan and a management plan be included? Also, what is in the schedule? Final dates? Will the work time for each item in the scope be identified?

Style or Packaging

- The cover page and title page show very good packaging details.
- The format and packaging of the main proposal content could be elaborated on. The outline shows what the content is, but the format is not specified or identified within the proposal.

Project Understanding

- The PU is a complete summary of all the important aspects of the project.
- Each specific project aspect is identified along with preferences and requirements resulting in a comprehensive analysis of the NPC’s project goals.
- Ambiguous project goals and requirements are analyzed well throughout the PU. For example, “the sewer system upgrade will allow room for expansion and the ability for Newark to grow without worry of overloading their sewer system.” Here, the goal of upgrading the sewer system is well interpreted.
- The PU is clear in concise, due to a very good organization and flow. It starts with a broad overview of the project goals and elements and then breaks each element down in order to identify more specific requirements and expectations. The final paragraph provides a summary of the main objectives.