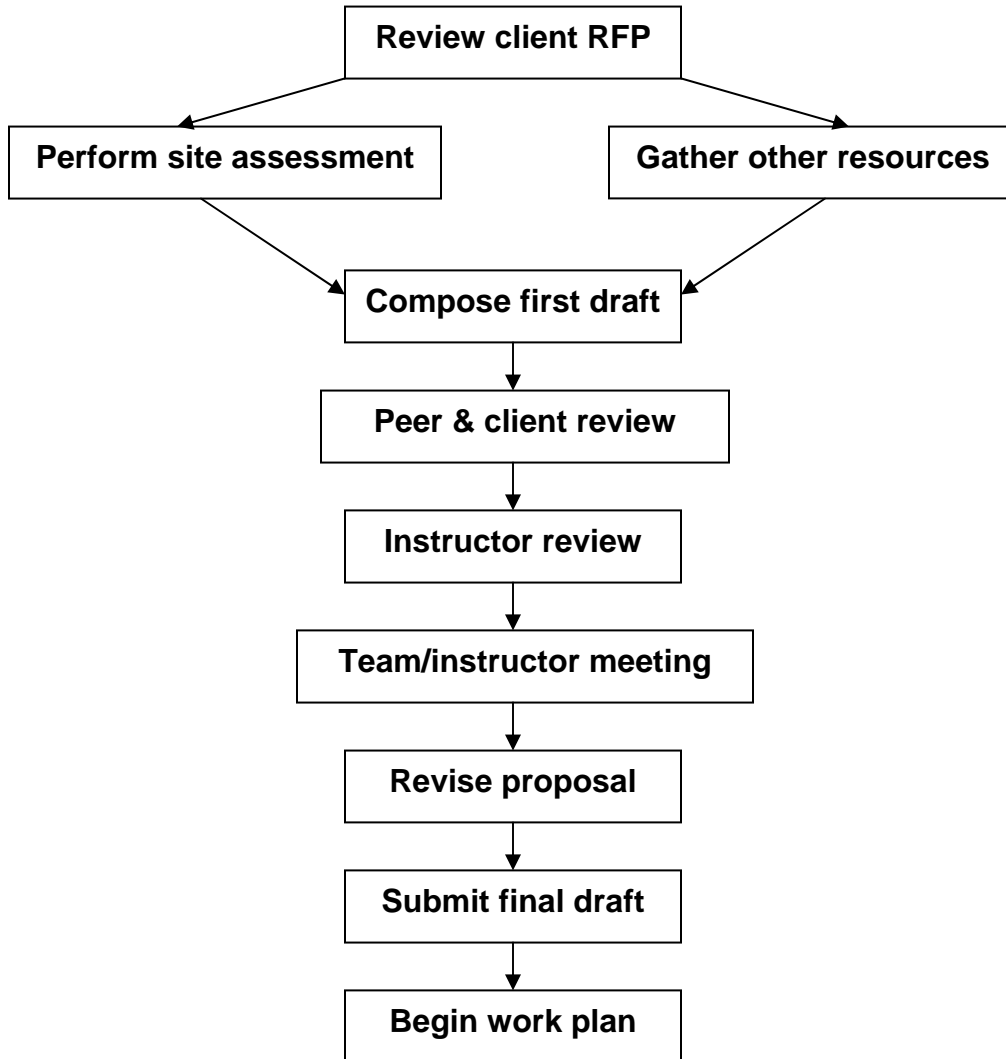


## Proposal Instructions

Your client has submitted a document for consideration called a **request-for-proposal (RFP)**. This document briefly outlines the **client** (or **problem owner**) information, project location, scope, goals, resources, and other pertinent details. This document is intended to solicit **proposals** from prospective consultants and/or contractors who are competing for the contract to do the work desired by the client. Developing a proposal in response to you client's RFP will be the first step toward implementing your project. The proposal process flow goes like this:



A proposal is not meant to be a detailed, lengthy document. Rather, it should be a concise description (2-4 pages) of how you propose to address the project outlined in the RFP. Since this is an educational endeavor rather than a commercial one we are requiring that you follow a specific format so that you can learn how to breakdown a complex project into comprehensible units and then organize those units so that they effectively accomplish the results desired by your client. In the proposal you will be interpreting the information derived from the RFP in terms of preliminary **goals** and **objectives**. You will modify these preliminary goals and objectives using information gathered from performing a **site assessment** and from other resources. The RFP reviewing and information gathering process allows you to identify the **functional requirements** and **constraints** that will help define your operative goals and objectives.

**Goals are broad site-specific statements of intent.** For example;

*Goal 1: Promote the establishment and dominance of native vegetation typical of low elevation Puget Sound riparian zones along Yesler Creek.*

Compare this to;

*Goal 1: Plant native plants*

which is too vague and not site specific. Also note that goals are not 'how-to' statements.

*Goal 1: Plant 50 Sitka spruce trees along the creek at 2.5 meter spacings*

is not a goal but a task that helps meet the goal.

**Objectives break goals down into a series of actions that ensure that the goal will be met.** Objective statements are tricky to formulate. The tendency is to make 'how-to' statements rather than action statements. For example under "Goal 1: Promote the establishment and dominance of native vegetation typical of low elevation Puget Sound riparian zones along Yesler Creek" a proper objective stated as an action would be;

*Objective 1-1: Remove and suppress recurrence of invasive plant species along the creek.*

Note that the accomplishment of this objective is crucial to satisfying the stated goal; without removing and suppressing invasives you will most likely not have successful establishment of native vegetation. An example of a 'how-to' objective statement is;

*Objective 1-1: Cut Himalayan blackberry and remove root wads along the creek.*

You will be addressing the 'how-to's or **tasks** of each objective in your **work plan** next quarter.

Put together the goal-objective format goes like this:

**Goal 1:** *Promote the establishment and dominance of native vegetation typical of low elevation Puget Sound riparian zones along Yesler Creek*

*Objective 1-1: Remove and suppress recurrence of invasive species along the creek*

*Objective 1-2: Install a structurally and biologically diverse suite of native riparian plant species*

**Goal 2:** *Improve quality and quantity of amphibian habitat along Yesler Creek*

*Objective 2-1: Create off-channel breeding areas*

## *Objective 2-2: Install structural features suitable for amphibian hibernation*

In addition to the statement of goals & objectives, which form the kernel of your proposal, your proposal should contain the following sections in sequence:

### **1. Site Description**

Describe your site in terms of its physical features (e.g., location, topography, elevation, relationship to water bodies, etc.), its biological features (e.g., present vegetation, soils, and general ecological conditions), and major disturbances (e.g., erosion, waste, foot traffic, etc.). This need not be an exhaustive site description, but enough to get a clear picture of the important aspects of the site that will significantly influence the environment with regard to species selection, project design, and ecological goals. **INCLUDE** a location map!

### **2. Goals & Objectives**

See above.

### **3. Basic Approach**

Explain your basic approach to this restoration, including what kind of communities you wish to create or initiate, and in very general terms how you will modify existing vegetation and site conditions, how you will deal with invasives in a general sense, etc. **These elements should be explicitly connected back to your goals and objectives!** Reference which goals and objectives are being satisfied in your basic approach statements. For example, “We intend to establish a mixed native conifer forest along both sides of Yesler Creek dominated by Sitka spruce (*Picea sitchensis*) and western red cedar (*Thuja plicata*) (goal 1) after removal of Himalayan blackberry (*Rubus armeniacus*) which currently dominates the site (objective 1-1).” All your goals and objectives should be referenced in your basic approach.

### **4. Long Term Prospects**

How do the goals and objectives enhance the chances for long-term success of this project? What challenges do you anticipate (e.g., continued disturbance, harsh site conditions, etc.) beyond completion of your project and how do the goals and objectives address them? Include a ‘vision statement’ that describes what your site will be like 50 years as a result of your work.

### **6. Rough Timeline**

Provide a general timeline of when crucial aspects of your project need to be accomplished (by month not specific dates). This is particularly crucial with regard to activities the client needs to be involved in (e.g., procurement of supplies and plants, volunteer organizing, site preparation, etc.).

**Remember that you are responding to the client’s RFP – you must address all of the concerns and issues raised in that RFP! Write this for an audience of your peers – in other words, do not assume prior knowledge of the site.**