

FHWA – CFLHD TECHNOLOGY DEPLOYMENT PROPOSAL PREPARATION

PROPOSAL ORGANIZATION

The proposal should be a well-prepared document that defines the problem and objectives and provides a detailed work plan for achieving the objectives. Proposals should simply and economically provide a straightforward description of the proposer's ability to meet the requirements of the Request for Proposal (RFP.) The RFP requirements take precedence over these guidelines. A proposal should not exceed 15 pages to include text, tables, and figures. The primary text font size is to be at least 11 pt; margins no less than 1 inch. Resumes and price estimate will not be included in the 15-page count. Though not mandatory, these guidelines will help in preparing a proposal that needs minimum clarifications.

Title Page

The proposal cover should include the following information, as illustrated by Figure 1:

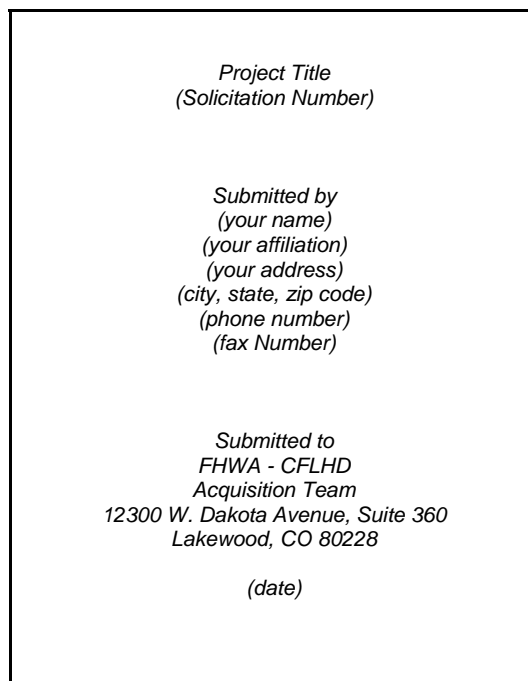
- Project title (from RFP)
- Solicitation number (from RFP);
- "Submitted by" name, institution, address, and phone and fax numbers of offeror
- "Submitted to FHWA CFLHD, Acquisition Team, 12300 W. Dakota Avenue, Suite 360, Lakewood, CO 80228"
- Proposal date

Table of Contents

On a separate page, list the proposal's sections and page numbers.

Problem Statement

Concisely express your understanding of the problem presented in the RFP. Do not simply repeat the wording of the RFP, but rather demonstrate your own insight into the problem.



The figure shows a rectangular box representing a sample proposal title page. The text inside is centered and includes the following information: Project Title (Solicitation Number), Submitted by (your name), (your affiliation), (your address), (city, state, zip code), (phone number), (fax Number), Submitted to FHWA - CFLHD Acquisition Team, 12300 W. Dakota Avenue, Suite 360, Lakewood, CO 80228, and (date).

Figure 1. Sample proposal title page.

Background Summary

Include background information on the study topic. Summarize the findings of a preliminary literature search and state the relationship of the proposed study to prior research. The summary should reveal your understanding of underlying principles and should clearly express your appreciation of the problem.

The importance of the background summary should not be underestimated. A comprehensive summary ensures that all aspects of the topic have been adequately considered so new efforts can build upon prior work rather than duplicate it.

Objectives

State, in order, each of the study's technical objectives as it is cited in the RFP. Describe how each objective will be accomplished in the course of the study. Any deviations from the objectives listed in the RFP must be explained and justified.

Plan

Describe how the objectives will be achieved through a logical and innovative plan. State, in order, each task as it is cited in the RFP. Describe in appropriate detail how each task will be performed, how each task contributes to accomplishing the study's stated objectives, and approaches to use to achieve the results. Any deviations from the tasks listed in the RFP must be explained and justified.

The plan should also describe the technical basis of the study. Describe the following, as appropriate:

- Principles or theories to be used
- Significant variables to be tested
- Analytical and statistical procedures
- Experimental and testing procedures
- Evaluation criteria
- Inspection and survey methods
- Controls to be used
- Material or procedure development

The plan should be complete, providing the greatest level of detail that demonstrates the proposer's understanding of the problem.

Products

List the products that will be delivered during the project. Deliverables might include:

- Reports
- Physical models
- Video, CD, DVD, or other audio/visual materials
- Computer programs
- Photographs
- Data bases
- Manuals

Unless directed otherwise in the RFP, always include the following items as products:

- Quarterly progress reports
- Final report
- Draft final report
- Executive summary

Time Schedule

Provide a bar chart as a minimum, or other graphical presentation illustrating the scheduling of the major tasks as illustrated by Table 1. Indicate the number of months allocated to each task. The schedule should take into consideration the Government review periods as defined in the RFP. Identify milestones, reports and other deliverables, meetings, and travel.

Table 1. Sample time table schedule.

Task	Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1 Field Surveys																	
2 Literature Review																	
3 DOT Interviews																	
4 Field Tests																	
5 Observe Construction																	
6 Analyze Cost Effectiveness																	
7 Develop Recommendations																	
8 Prepare Final Report																	

Staffing

Include pertinent background information for principal investigators and other team members significantly participating in the project. Describe how academic, professional and research experiences relate to the project. Include summary of past accomplishments in the same or

closely related problem areas. Provide a list of all contracts, including the client’s name and telephone number, completed in the last three years of similar size and type to the current proposal.

Provide a table showing the number of person-hours, and percentages of time that will be devoted to each task by team members, as illustrated by Table 2. List the names of principal investigators and other key professionals who will be involved. Support personnel may be identified by classification. If subcontracting is necessary, include subcontractors' key personnel and support staff in the table. Clearly identify subcontractors' involvement.

Describe current commitments to other work in sufficient detail to permit assessment of the ability to meet the proposal's commitments. Include a statement that proposed principal and professional members of the team and their level of effort will not be changed without written consent of the CFLHD.

Table 2. Sample breakdown of person hours.

Name of Principal Professional or Support Classification	Role in Study	Task					Total
		1	2	3	4	5	
Company President A	Principal Investigator	20	30	10	0	10	70
Professor B	Co-principal investigator	15	25	20	20	0	80
Graduate Student 1	Field Testing	10	15	5	10	10	50
Technical Staff 2	Analysis	10	15	5	15	5	50
Administrative Staff	Administrative Support	5	5	5	10	5	30
Clerical Staff	Report Preparation	5	10	5	10	20	50
TOTAL		65	100	50	65	50	330

Equipment and Materials

Describe the equipment and materials available to accomplish the study and specify any restrictions on their use. If additional equipment and materials are to be purchased with project funds, identify them in the budget estimate. Equipment and materials purchased with project funds normally become the property of the CFLHD at the conclusion of the project.

CFLHD Involvement

Describe any assistance required from the CFLHD. Quantify the required level of effort as fully as possible. Include such items as:

- Traffic control
- Construction
- Highway maintenance
- Drilling and sampling
- Access to transportation facilities
- Access to records or databases
- Interviews
- Material tests

Budget

Show the estimated price for the entire project by task, as illustrated by Table 3.

Table 3. Sample budget.

Item	Task 1	Task 2	Task 3	Total
Salaries	\$12,000	\$14,000	\$7,000	\$33,000
Fringe Benefits	\$2,400	\$2,800	\$1,400	\$6,600
Travel to CFL	\$750	\$1,500	\$800	\$3,050
Other Travel	\$0	\$1,400	\$800	\$2,200
Equipment Purchase	\$6,000	\$2,000	\$0	\$8,000
Expendable Supplies	\$940	\$800	\$560	\$2,300
Subcontracts	\$0	\$12,000	\$4,000	\$16,000
Overhead/Indirect Costs	\$4,400	\$5,600	\$4,600	\$14,600
Report Publication	\$0	\$0	\$580	\$580
Profit	\$2,250	\$3,840	\$3,400	\$9,490
TOTAL	\$28,740	\$43,940	\$23,140	\$95,820

If the proposal includes effort by subcontractors, a similar budget table should be included for each. Other travel, which is defined as travel between the proposer's base and destinations other than CFLHD, must be identified separately. Simple performance measures or deliverables that assure progress for partial payments should be included in the proposal. Total funding should not exceed the amount indicated as "Price Range" in the RFP. This range represents what the CFLHD feels the study topic merits and what level of funding should be necessary to complete the work. Proposers should set the scope and depth of study accordingly. Because of budget constraints, additional funding is unlikely.