

Public Initiative Proposals

...

By: Group Three

Dan Doherty, Matt Parlon, Djordje Vlajkovic, Sam Wagner & Sam Lazer

Genre: Public Initiative Proposals

How we chose this:

- Interested in methods of audience persuasion
- Proposals are a common ground for people at all levels of business
- Apply to a wide variety of professions

What we learned:

- First step in an assemblage of texts that work to complete a common goal.
- Uptake includes:
 - Town hall meetings
 - Board of Trustee meetings
 - Requests for Proposals (RFPs)
 - Budget Proposals
 - Marketing campaigns

Genre Research

- Phone interview with Pat Basler, director of the Stoughton public library board of trustees to discuss the town proposal for a new public library
- Examined multiple examples of completed public project proposals.
- Examined RFPs submitted prior to proposals to help better understand the rhetorical situation
- Analyzed a town revitalization project marketing campaign



Schema Structure

Cover Page: Required introductory page outlining project

Table of Contents: Outline of sections to be addressed in the proposal

Introduction: Brief synopsis of the project being proposed

Background: General information providing context for the problem

Purpose: Point of background requiring action and proposed solution

Approach: How the project will be achieved

Feasibility: Initial and long-term implications or obstacles in the implementation of the project

Conclusion: Brief description of the benefits potentially provided by the proposed project

References: List of cited works used in research

Schema: Introduction

A way to introduce your audience to the subject of the proposal.

- Letter of Intent
- Executive Summary
- Abstract

```
45.      </tbl_cont>

      <intro type="ltr_int"> <!--attribute options: ltr_int, exec_sum, abstract-->

        <p>In Boston there are a variety of public areas where one can choose to participate in sports. But there are some sports where
          being one of them. Because of the lack of courts in the city and crowdedness of the existing courts, many people are unable
50.      introduce others to the sport with limited options on when and where they can play. <note type="peer" resp="#d13">The conter
          city can have the opportunity to participate in the sport.</p>

      </intro>

      <background>
```

Schema: Background

The contextual discussion of the subject's past and present.

- Subject History
 - Any relevant information that has led to the current conditions or information that helps the audience better understand the situation
- Current Conditions
 - Information about the subject matter that establishes a need for change

```
<background>
```

```
<p>
```

```
<crnt_cond> The Boston subway system can only be described as old. The four main  
lines in the city, the Red Line, Green Line, Orange Line and Blue Line all use  
cars that were constructed prior to 1990. <q>"Out of the MBTA's 218 Red Line  
cars, 132 are over 25 years old."</q> The Orange Line cars were all  
implemented between 1979-1981 and have not undergone any major upgrades since.  
However, the Green Line currently uses some of the oldest cars, with a third of  
the fleet being originally constructed in the 1960's. These cars were never  
meant to accommodate the heavy commuter traffic they support daily and depend on  
outdated forms of technology that often fail and create delays, interrupting the  
city's economy. </crnt_cond>
```

```
<subj_hist> The problems of the MBTA subway system were especially apparent during
```

Schema: Purpose

What the proposal is trying to accomplish and the expected outcomes desired by the author.

- Scope
 - What
 - Who
 - When
 - Where
- Objective
 - Purpose
- Goal
 - Achievable outcomes

```
<purpose>
  <p>
    <scope type="when"> In the summer of 2017, the city of Kenmore hopes to begin
      construction on the vacant lot turned community park in hopes of realizing its
      value to the community and the organizations within it. </scope>
    <!--attribute options: what, who, when, where-->
    <scope type="who"> When completed this project will bring greatly added value to the
      city and to its residence in many forms. </scope>
    <objective> The proposed project includes a multi-purpose turf sports feild with
      small grandstand seating to serve as a practice area and play space for local
      teams. It will include a ecofriendly play space by updating and reinforcing the
      existing structure made out of local recycled materials. The existing lookout
      point at the top of the park's hill will be enhanced with a sculptural totem
      pole designed and carved by local artists and craftsman. All of which will be
      surrounded by patches of community gardens for town residents to manage and
      attend to. <!-- can include <q> element(s) for quoted material -->
    </objective>
  </p>
  <p>
    <goal> Goals:</goal>
```

Schema: Approach

Outline of how the project will be achieved

-Execution

-Tactic employed to achieve goal

-Action

- Executable Item that will lead to goal completion

```
<approach>
95.   <!--attribute options: execution, action-->
      <p>
        <action>Our number one goal is to provide a safe and productive space that fully
          utilizes all of the benefits that this land has to offer. Our proposed design
          for City Center Park would maximize its usefulness to the community while
100.    maintaining minimal costs to the city and its residence. The phases of this
        project are broken up into four main categories which can be constructed all at
          once on in progression depending on finances and disruption to the surrounding
          neighborhoods. The first, and most critical phase involves clearing the bramble
          that covers this already well graded plot of land and removing any remaining
105.    building debris and possibly hazardous waste that may remain on the site. The
        second phase includes structurally fortifying and updating the existing recycled
          play structure and surrounding picnic spaces. This phase can be followed by
          either the addition of a new multipurpose turf field and small grandstand area
          or improvement of the scenic lookout ridge above with the addition of several
110.    plots for community gardens for local residence to use. </action></p>
      </approach>
```

Schema: Feasibility

Initial and long-term implications or obstacles or obstacles in the implementation of the project.

-Environmental

-Economic

-Social

```
<feasibility>
  <!--attribute options: economic, social, environmental-->
  <p>
    <environmental> Solar panels offset more carbon than a tree can, using the same area. This is the
    justification most solar developers use to clear-cut a wooded area to replace it
    with panels. However, if Boston were to adopt a greater solar incentive program,
    panels would be used on rooftops, bridges, and as parking overhangs. Since such a
    large portion of Boston is covered with impermeable surfaces, panels would not be
    displacing any carbon sequestering organisms and would also deplete the solar
    radiation that is constantly being absorbed by the dark roofs and streets of Boston.
  </environmental>
  <!--text here-->
</p>
```

Final Uptake

The desired uptake:

- audience accepts that there is a problem and agrees that your project is a viable solution to fix it.

Explicit Goal = Approval of your action items

After reading a proposal the audience should be motivated to act on the stated problem.

