Project Proposal Essay, Research Paper

INTRODUCTION

Topic and Purpose

This proposal identifies the need for a document, which will propose and develop reasons why a for-profit transportation service for Kent should be perused. This service should be considered because of the recent parking and commuting problems both on and off campus.

There have been many reasons why on-campus parking has become difficult in recent years. Increased student enrollment at Kent State University has posed many problems. The parking lots cannot facilitate the growing need for vehicle parking. Campus officials have undertaken construction projects to curb the parking problem, but these renovations have closed lots in the near term. Also, the increased enrollment of students has caused overcrowding on campus buses. These on-campus parking problems also have indirectly affected off-campus parking problems.

Off-campus parking in the city of Kent can be described as dismal. The bus service provided by Kent State University is not geared to individual parking needs and lacks the spontaneity students often crave. Increased challenges of off-campus parking include a higher degree of regulation from City Hall. Furthermore, limitations of guest parking at apartment complexes and leased property have increased at an increasing rate over the past three years. These off-campus and on-campus parking problems serve as catalysts for commuting problems across the board.

The transportation problems of Kent go beyond that of parking. The campus buses that run from Kent to Akron and neighboring cities have operated inefficiently at best. The demand for student bus transportation has far exceeded the supply. Also, vandalism and automotive theft has nearly doubled since 1997. DUI convictions have quadrupled in the city of Kent since last year. The need for public transportation is quite clear.

Because of this evident crisis in transportation, a solution must be in order.

Scope

This proposal will outline and validate the impending document generally. First the general nature of the document will be discussed; then the ensuing proposal will be outlined.

DISCUSSION OF PROPOSAL

Proposal

The proposed document must be constructed to demonstrate the need for a new for-profit transportation service. It will present a business plan, and then go into detail about characteristics specific to this service.

Methodology

Information about competitive transportation services will be gathered. Questionnaires will be distributed to students and faculty of Kent State University in order to gather customer insight. Also, a financial consulting firm will be hired to provide professional assistance.

Document Outline

The proposed document will include the following specific sections. This outline is tentative and may be adjusted in accord with new developments.

Description of Business Entity and General Operations

Type of Business

Type of Legal Entity

Type of Facilities

Organizational Structure

Type of Service the Business will provide

Features/Benefits Analysis

Timetable for Completion of Development

Business Facility Assessment

General Location of Facility

Equipment Needed for Operations

Action Plans

Operating Plan

Financial Plan

Management Plan

CONCLUSION

Benefits

The current Kent State University parking and transportation crisis needs finality. Students, faculty, and citizens need comfort and peace of mind when commuting to school and other destinations. The proposed document will elicit an active response to this crisis and strive for commuting closure.

Timeline

The research will be completed by October 28. A rough draft will be completed by November 10. The final draft, with any suggested revisions, will be completed by December 7 to potential investors and lobbyists.