



UNSOLICITED PROPOSAL PROJECT HYGIENE AT THE MAILBOX

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Hygiene at the Mailbox	3
Introduction and Issue Statement	4
Proposed Solutions (and Related Benefits).....	4
Who's Paying for This?.....	5
Qualifications	7
Conclusion.....	8
References.....	9
Appendix 1: Unsolicited Proposal Reflection	10
Appendix 2: Audience Analysis.....	12



Hygiene at the Mailbox

Prepared for

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Hygiene at the Mailbox

Introduction and Issue Statement

Stone Canyon is about as an idyllic portrait of a suburb as you can find almost anywhere. There are lovely semi-recently built homes, spacious streets, and a lush greenbelt running throughout. On a daily basis, residents in the Stone Canyon neighborhood must visit one of the several mailbox clusters to retrieve their mail. Many times, the appearance of these clusters fail to equal the beauty of the neighborhood. The appearance of the mailboxes becomes dingy and grimy over time, making them unappealing to approach. Upon further inspection, the mailboxes are not clean to the touch. The dirtiness creates a gross-out factor causing people to avoid their mailbox, which results in mail accumulating over extended periods of time. This creates the potential for mess. There are numerous generic ads and junk mail around the area that people leave behind. A disorderly appearance could potentially give the impression that the areas are not being surveilled, therefore becoming targets for mail theft and possibly other criminal activity, such as vandalism or robbery. Especially during the current pandemic, there is a necessity for areas where groups of people convene to be as clean as possible, both tangibly and aesthetically.

This proposal will discuss possible steps the homeowners' association can take to actively keep the communal mailbox cluster area clean and sanitized for the residents; not only as a matter of keeping the neighborhood looking nice, but also as a matter of keeping residents healthy and safe.

Proposed Solutions (and Related Benefits)

To promote individual cleanliness and health, I propose that the Stone Canyon Owners Association install hand sanitizing stations at all of the mailboxes. The Centers for Disease Control and Prevention (also known as "the CDC") states that using a hand sanitizer with at least 60% alcohol can help you avoid getting sick and spreading germs to others (CDC, 2020). Now more than ever, it is important to take care to avoid conditions which enable germs and bacteria to collect and spread in areas where multiple people convene to stay healthy.

Implementing a cleaning maintenance schedule that places emphasis on the mailboxes and their surrounding areas would also be helpful. The CDC has found that while cleaning surfaces may not necessarily kill germs, removing germs can help to lower their numbers and the risk of spreading infection. A routine cleaning schedule could make a significant difference in helping to keep residents healthy.

With regards to the implementation of an increase to the cleaning schedule, I propose two viable options:

- An increase to the amount of times the landscaping team works on the area and amend their contract for them to handle this work; or
- Hire a small team of people dedicated specifically to the purpose of cleaning the mailbox clusters and surrounding areas twice weekly.

These are just two ways that additional cleaning can be implemented. The homeowners' association could potentially generate a path to achieving these steps by formulating a plan that works better with their existing infrastructure.

Who's Paying for This?

Clean-up

Employing either of the above-referenced options to implement a cleaning schedule could fall under the Landscaping or Repair & Maintenance portions of the operating budget to cover these expenses. If using a current vendor, the cost would depend on what amount the vendor would charge. Perhaps they could possibly discount the service since the homeowners' association are current clients. If hiring additional people, the homeowners' association could use current overages in the budget to assist in the determination of the amount they would want to pay, and how many people they could to hire.

Hand Sanitizer

Hand sanitizer can be placed in outdoor hand sanitizing stations placed strategically next to the entrance of the mailbox cluster for ease of use. If the mailbox cluster is approachable from either side, then ideally, there should be a stand on each side. If this is not fiscally possible, then one stand next to the mailbox cluster will be sufficient.

There are several different types of hand sanitizer stations for outdoor use available. The price will depend on at least two factors:

- the type of station (pump, handsfree, etc.), and
- how many are installed.

Hand sanitizer stations cost anywhere in the range of \$99 - \$500. Figures 1-3 below show a few of the different stations available and their prices:

Figure 1.

Argento Brand Automatic Hand Sanitizer Steel Floor Stand



Hands free with automatic dispensing, the Argento Brand Automatic Hand Sanitizer Steel Floor Stand would be an ideal option for the neighborhood's outdoor hand sanitizing needs. The automatic dispensing function could be considered superior to a lever model, as there would be one less part to break. A set of 4 can be purchased for \$379.00 on www.Amazon.com.

Figure 2

Duralec Foot Operated Hand Sanitizer Stand



The Duralec Foot Operated Hand Sanitizer Stand dispenses sanitizer by the user depressing a foot pedal, allowing for handsfree use. This hand sanitizer stand can be purchased for \$149.99 at www.amazon.com.

Figure 3

Hand Sanitizer Lever Lockbox Stand



This Hand Sanitizer Lever Lockbox Stand dispenses using a lever. A lever may be less convenient than using handsfree because it could the lever could easily be broken. Allowing the HOA to lock the sanitizer in the stand could potentially lower costs by deterring theft of the sanitizer. This stand is available to purchase for \$499.00 on www.gametime.com/products/hand-sanitizer-lever-post-mount.

Once a stand is picked, the amount of hand sanitizer needed to be purchased can be determined. A pack of four 32 ounce bottles of hand sanitizer can be purchased for \$11. 96, and a pack of four 128 ounce bottles of hand sanitizer can cost around \$99.99. Prices are from Amazon.com.

An additional factor that must be considered when determining cost will be the cost of labor to have the stations installed. It is possible to save on this cost, however, by soliciting volunteer help to do their community a service by installing the stations free of charge.

Qualifications

I am qualified to discuss these issues and make this proposal because I have been a homeowner in this community for over ten years and have experienced these conditions firsthand. I am sure the community would agree with the homeowners' association taking measures that will keep our community looking clean and help the community stay healthy.

Conclusion

Living during this pandemic has been a scary time for most people. Talk of hygiene has been featured on the news morning, noon, and night, with clean hands consistently being talked about. Our neighborhood is beautiful, and there is no reason that the cleanliness of the mailbox clusters shouldn't reflect the beauty of the surrounding area. It is well worth the residents' health, peace of mind, and association dues, to offer hand sanitizer at a clean communal area where we are required to pick up our mail. Please consider implementing a cleaning schedule for the mailbox clusters and installing hand sanitizer stations at those locations. Taking these measures would be considered by most of the community a worthwhile investment in keeping residents healthy and happy.

REFERENCES

- Centers for Disease Control and Prevention. (2020). *How to Clean and Disinfect Schools to Help Slow the Spread of Flu*. <https://www.cdc.gov/flu/school/cleaning.htm>
- Centers for Disease Control and Prevention. (2020). *Show Me the Science – When & How to Use Hand Sanitizer in Community Settings*. <https://www.cdc.gov/handwashing/show-me-the-science-hand-sanitizer.html>

Appendix 1: Unsolicited Proposal Reflection

Revision Reflection

I believe the revisions I've made to my proposal have helped it to be easier to read. I've made revisions to cut back on wordiness and hopefully get to my point quicker. I am pleased with the changes and additions I made to the hand sanitizer stands information. Making the table into figures seemed to be a change towards the proposal being more clear for the reader. I know this change deviated from the revision plan, but it was a change for the better.

The skills that I feel are transferable to other situations include using the paramedic method to edit wordiness, and knowledge of formatting a proposal. I will begin to include using this method of editing in my works from now on. I feel that now that I am aware of a way to cut down on wordy sentences and editing at the sentence level will greatly help my efficiency as a writer.



Appendix 2: Audience Analysis

Audience Analysis Exercise

XYZ Statement: I, Tisha Savannah, am trying to persuade Kaci Maglich, Association Manager, Stone Canyon Owners Association, to establish hand sanitizing stations and implement a cleaning schedule to improve cleanliness at the mailbox areas of the Stone Canyon neighborhood.

Write it above as approved.

In this exercise you will analyze your audience needs and fill in the grid so that you can determine the kinds of information and data users must have to respond effectively to your documents. Definitions and guidelines are listed below the grid.

Question	Primary Audience	Secondary Audience
Who will read this document? (Use name(s) and job titles.)	Kaci Maglich, Association Manager Homeowners Association ("HOA") Board of Directors	Homeowners within the Homeowners Association (HOA members)
What are their job responsibilities?	Association manager: duties include but are not limited to: <ul style="list-style-type: none">the supervision of maintenance of properties and facilities used by community homeowners;collect monthly fees;prepare financial statements and budgets;negotiate with contractors; andhelp resolve complaints.¹	HOA Member duties: <ul style="list-style-type: none">Pay dues;Adhere to deed restrictions and HOA guidelines;Committee participation

¹ Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook website, What Property, Real Estate, and Community Association Managers do, <https://www.bls.gov/ooh/management/property-real-estate-and-community-association-managers.htm> (visited September 16, 2020).

	<p>Board of Directors²: Various, dependent upon position held.</p> <p>President:</p> <ul style="list-style-type: none"> • overall community leader; • decides meeting agendas. <p>Vice President:</p> <ul style="list-style-type: none"> • substitutes for the President on an as-needed basis. <p>Secretary:</p> <ul style="list-style-type: none"> • Assists President with meeting agendas; • Takes and posts minutes of meetings. <p>Treasurer:</p> <ul style="list-style-type: none"> • handling funds of the association; • tracking the collection of dues and payments to vendors and contractors <p>Members at Large:</p> <ul style="list-style-type: none"> • committee participation 	
What are their levels of education, expertise, or experience? (do some background research to fill this portion out; you can make assumptions based on what you discover)	Association Manager: Their level of education could be a high school diploma or equivalent, depending upon	HOA Members: various

² <https://cedarmanagementgroup.com/functions-of-an-hoa-board-of-directors/>, accessed September 16, 2020.

	<p>industry experience. (Ms. Maglich's education info and job information was not visible on her LinkedIn page, and was therefore unavailable.)</p> <p>Board of Directors: Various, as they are usually voted in by members of the HOA</p>	
What <i>kinds</i> of information do they need from this document?	<p>Information they need from this document includes:</p> <ul style="list-style-type: none"> • a clear description of the issues; • plausible, viable suggestions for solutions; and • the costs of said solutions. 	<p>Information the HOA Members would need from this document would be a clear description issues that need attention, proposed solutions, and source of funds to pay for said solution.</p>
What is the "bottom line" information they need to make a decision?	<p>The bottom line information they will need to make a decision will be:</p> <ul style="list-style-type: none"> • what solution(s) will be put in place, • how much will the solutions cost to implement and maintain, and • where will the funds to paid for said solution be paid from? 	<p>The bottom line information they will need to make a decision will be a description of what solutions are being implemented and where the funds to pay for said solution will be from.</p>
What are the reader's expectations and attitudes toward you and your topic? (Do they already know you? Are they eager to do a new project? Are they dreading a new hire or a new project?)	<p>The Association Manager's and the Board's expectation towards me and the topic I bring up</p>	<p>HOA members may know me, as some of them are my neighbors.</p>

	may either be one of helpfulness if they agree with that there is an issue that needs to be addressed, or annoyance if they feel the issue is not really an issue at all.	
Under what conditions will they read/use the document? (Scan? Read carefully? Give to someone else? Noisy? Quiet? Under glaring lights? While eating?)	Ideally, both the Association Manager and the Board will carefully review the document with their full attention.	HOA Members: some will scan it in passing, and others will read it more closely in a quiet environment
With what other relevant documents are they familiar? (Do they see a lot of these documents or will this be a rare occasion?)	The HOA annual financial statements and budget as well as the costs of their preferred vendors and contractors.	The HOA annual financial statements and budget

Definitions:

Primary audience – the main person or group of people to whom you are telling the information. They will be the ones to use the material you offer. Theirs are the primary concerns you need to address.

Secondary audience – others who read the document to stay abreast of the information you present. You'll need to consider their needs as secondary to the first group, but still important to an effective document.

Kinds of information— when you define the kinds of information your audiences will need to know think about data and how it could be relayed. Does it need to be in numeric form? Will a narrative paragraph help explain a graph? Or might your audience be expecting a particular format for the information they receive, such as an annual report or an expense report. What formal guidelines would need to be followed in that case?

Bottom line information – This is more closely related to the call to action you will be giving your reader. What will be the final deciding factor that they will consider? Will the ultimate deal breaker be the cost of your proposal, or might the timeliness of the project be the more important factor. When considering the bottom line information think about what factor will have the most influence on your reader and will present the most important component of your argument.