

**VAMCo**  
1133 Brooke Lane  
Miami, FL 33145

**To:** Dr. Vytautas Malesh, CEO, VAMCo  
**From:** Alexandria Deleon  
**Subject:** Project Proposal – Educational Talent Search Bus  
Transportation  
**Date:** 3/17/2024

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## **PURPOSE STATEMENT:**

The purpose of this proposal is posing a project that will find a solution to the Educational Talent Search Organization's bus transportation problem. I want to find a way to transport their student guests from seven different schools to their annual It Takes a Village Conference Event.

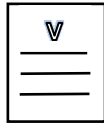
## **SUMMARY:**

This report is for VAMCo CEO Dr. Vytautas Malesh. It is meant to propose the project of helping the Educational Talent Search Organization find a way to transport their student guests to their It Takes a Village Conference coming up in May. To solve this problem, I have proposed many options that could lead to possible solutions. They include researching and recommending the most cost-effective bus company, planning a bus route using the event day agenda, and contacting the other programs involved in the event. I have done extensive research on what it takes to plan a bus route and how to choose a bus company that meets all your accommodations. I am also very familiar with the organization and have insider's knowledge of what it is and how it operates. I ultimately want to help solve this organization's problem for their benefit and that of the company's as this is a great opportunity that takes full advantage of what we can provide.

## **INTRODUCTION:**

The organization that this project is designed to aid is Educational Talent Search. According to the *Educational talent search* website, this organization is located at FIU Biscayne Bay Campus and provides educational resources to low-income, first-generation middle and high school students as well as helps them prepare for college. A problem they are now facing is in regard to their annual It Takes a Village Conference event. They are having trouble figuring out a way they can transport students from seven different schools to their location and back with the detriment of the increase in bus prices. I was already associated with the organization as I was in their programs and had an internship with them. I came across this problem by interviewing the head director about potential problems they were facing and eventually this issue came up in conversation.

## **PROPOSED TASKS:**



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### **Task 1: Research a suitable bus company**

To complete this project, we will first research a suitable bus company for the client that will be the most cost-effective and hopefully stay within the organization's budget. This will involve looking at many different options to see if they provide the needed accommodations and coverage. We can also reference ETS's previous experiences with bus transportation and bus companies.

### **Task 2: Plan a bus route**

To ensure the most cost-effective strategy we will also propose a bus route plan after looking over the planned event agenda for both Middle and High School and the locations of each of the schools attending. Using this information, we can hope to determine whether it would be possible to use the same bus to transport students from multiple schools. If so, we would continue planning a bus route that will take full advantage of the least number of buses possible. Additionally, according to authors Shiqi Ou, Wanjing Ma, and Chunhui Yu in *Journal of Advanced Transportation*, the MILP model can be used "to optimize bus scheduling of bus arrivals and the bus-berth matching at a curbside bus stop to improve the efficiency of bus services under the connected vehicle environment." This could be another useful tool we can utilize to help us with this task.

### **Task 3: Contact other programs/organizations**

Another task that will be of interest to accomplish if we are running out of options, will be to research and contact the other programs/organizations involved in the event and see if they can be of any help with this issue. The head director of the organization has already provided a list of such organizations and can provide a way of suitable contact with them.

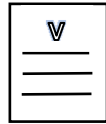
### **Task 4: Analyze our data and prepare a recommendation report**

After completing the previous tasks, we will analyze our research and put together a recommendation report for the client that will provide a detailed explanation of what we recommend solving this issue and how they can access them. According to authors Mike Markel and Stuart A. Selber in *Practical strategies for technical communication: A brief guide*, this will involve using "a problem-solving model for conducting the analysis that will enable you to write the recommendation report," in addition to following the writing process that would be the same for any other technical document.

### **SCHEDULE FOR COMPLETION:**

For the first five days or so we will be researching bus companies. Every day this will include the group doing individualized research and sharing what we found. By the end of the five days, we will decide which bus company is the best option for our client. This will be from March 22 to March 26.

In the following week, we will be planning a bus route. The first day or two we will be researching the locations of the schools as well as interviewing the organization's director to obtain more



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information about the day of the event. We will use the next day to determine if there is anything we can do to cut costs in order to make our plan as efficient as possible. In the following days, we will use what we learned as well as the event planning agenda to create a bus route that is plausible and would take full advantage of the least number of buses possible. This period of time will be from March 27 to April 3.

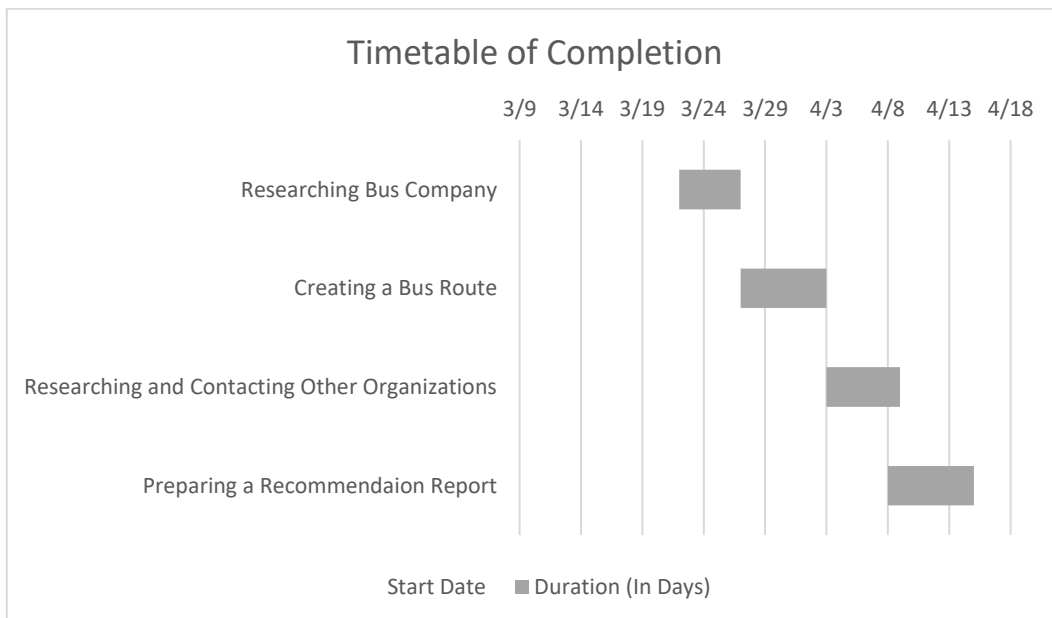
We will use the next day (April 4) to determine if contacting the other organization will result in a substantial solution. If so, the next five days we will be researching and contacting them, documenting the information we've gathered. This will therefore last until April 8.

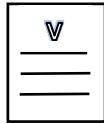
We will use the remainder of the time (until April 15) to prepare a recommendation report using all the data we've collected. This will involve solidifying our recommendations and writing, designing, editing, and revising our report to make sure it is as best as possible for our client.

### STATEMENT OF QUALIFICATIONS:

I have experience with the organization having been in the programs they provide and having an internship for a year with them. Additionally, I have experience going to the It Takes a Village Conference for two years and even participating in a panel at the event. I have been in close contact with the director of the organization for a long time, so I know certain intricacies of how we can help them. For this project, I have done research on how to properly document a recommendation report and what planning a bus route entail as shown with my references below.

### APPENDIX A – TIMETABLE OF COMPLETION:





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## **APPENDIX B – REFERENCES:**

Markel, M. H., & Selber, S. A. (2022). *Practical strategies for technical communication: A brief guide*. Bedford/St. Martin's, Macmillan Learning.

*Educational talent search*. (2023, June 1). Student Access & Success. <https://sas.fiu.edu/ets>

Ou, S., Ma, W., & Yu, C. (2022). Optimization of Bus Scheduling and Bus-Berth Matching at Curbside Stops under Connected Vehicle Environment. *Journal of Advanced Transportation*, 2022, 1–15. <https://doi.org/10.1155/2022/6198451>