

Wisconsin Department of Transportation



Proposal Preparation Instructions for the Wisconsin Highway Research Program



Proposal Preparation Instructions

An individual or group of colleges, universities, industry professionals, research institutions, foundations, or engineering consultants that has demonstrated capability and extensive proven experience in the project area is welcome to submit proposals to conduct research for the Wisconsin Department of Transportation (WisDOT) under the Wisconsin Highway Research Program (WHRP).

Each submitted proposal will be forwarded to the appropriate WHRP Technical Oversight Committee (TOC) for review and evaluation. Follow the instructions below carefully. Proposals that are not complete may be rejected without consideration. Any questions regarding information required for the proposal should be emailed to: research@dot.wi.gov.

Requirements

- WisDOT templates must be used when provided.
- The entire proposal cannot exceed 25 pages
- The Research Plan (Sections 1-7 below) cannot exceed 10 pages.
- Use single space or greater horizontal spacing.
- Include page numbers.
- Be clear, concise, and complete.
- Use an 11 or 12 -point font.
- Use .5" margins or greater.

Documents and Templates Referenced in These Instructions

These documents can be found on the Wisconsin Department of Transportation Research WHRP Page at: <https://wisconsindot.gov/pages/about-wisdot/research/default.aspx>

- [WHRP Proposal Title and Summary Pages](#)
- [WHRP Proposal Summary of Hours](#)
- [WHRP Proposal Budget Worksheet](#)
- [WHRP Proposal Commitments of Research Team](#)
- [DOA-3027 Designation of Confidential and Proprietary Information Form](#)

NOTICE: Submission of a proposal does not guarantee an award. The Wisconsin Department of Transportation (WisDOT) reserves the right to reject any and all proposals received; however, in the event WisDOT does award a project, such award will be based on uniform evaluation criteria.

Proposal Contents Overview - Items to Include (in the order listed below)

- **Cover Page & Summary Page**
 - Contains the project title, Limited Use Disclaimer and identifies the submitting agency, principal investigator and proposal amount.
 - Use the template in [WHRP Proposal Title and Summary Pages](#).
- **Designation of Confidential and Proprietary Information Form**
 - See Proprietary Information and Wisconsin Public Records in Section 18 of the RFP and under Additional Information below.
 - Use the form [DOA-3027 Designation of Confidential and Proprietary Information Form](#)
- **Table of Contents**
- **Acronyms and Definitions**
- **List of Tables and Figures**
- **Research Plan**
 - **Maximum of 10 pages**
 - **This includes Sections 1 through 7 in the Request For Proposal**
 - Detail the specific steps that will be taken to address the problem statement.
 - Carefully consider the scope of the project outlined in the Request for Proposal (RFP) when developing these steps.
- **Research Results and Implementation Plan (Sections 8-10)**
 - Copy the Implementation Plan and Deliverables table from Section 8 of the RFP and add any additional information specific to your proposal.
 - Copy the Reports, Presentation and Deliverables table from Section 9 of the RFP and add any additional information specific to your proposal.
- **Project Schedule and Deliverables (Section 11)**
 - [WHRP Proposal Summary of Hours](#)
 - Gantt Chart, including all Deliverables
- **Budget (Section 12)**
 - [WHRP Proposal Budget Worksheet](#)
 - Budget Justification
- **Qualifications of Research Team (Section 13)**
- **Summary of Other Commitments (Section 14)**
 - Complete the Summary [WHRP Proposal Commitments of Research Team](#).
- **Facilities and Information Services (Section 15)**
 - Facilities
 - Certifications
 - Information Services
- **Data Management Plan (Section 16)**
 - Information links
 - <https://ntl.bts.gov/public-access/creating-data-management-plans-extramural-research>
 - https://rosap.ntl.bts.gov/collection_pa_dmp
- **References (Section 17)**

End of Proposal Contents (not to exceed a total of 25 pages)

Additional Information

Proprietary Information in Proposal

- [DOA-3027 Designation of Confidential and Proprietary Information Form](#)
- Any restrictions on the use of data contained within a proposal must be clearly stated in the proposal itself. Proprietary information submitted in response to a request will be handled under applicable Wisconsin procurement regulations and the Wisconsin public records law. Proprietary restrictions usually are not accepted. However, when accepted, it is the proposer's responsibility to defend the determination in case of an appeal or litigation.
- Any material submitted in response to this request that the proposer considers confidential and proprietary information and which qualifies as a trade secret, as provided in s. 19.36(5), Wis. Stats., or material which can be kept confidential under the Wisconsin public records law, must be identified on a [Designation of Confidential and Proprietary Information form \(DOA-3027\)](#).
- Proposal prices cannot be held confidential.

Public Records

- WisDOT intends to maintain an open and public process in the solicitation, submission, review, and approval of procurement activities. Notwithstanding the foregoing, records may not be available for public inspection before issuance of the award of the proposal.
- The proposer shall retain all records produced or collected under an awarded contract for five (5) years following final payment under the contract and allow access to such records in accordance with requirements established under 49 Code of Federal Regulations 18.42, subch. II of Chapter 19, Wis. Stats. and Chapter 16, Wis. Stats.

WisDOT Research Proposal Evaluation Criteria and Scoring Matrix

Definition of Evaluation Criteria

- **Background – Awareness of Recent Work (up to 15 points):**
The proposal demonstrates an awareness of current practice and recent research efforts through identification of the technical and practical barriers that must be addressed to fulfill the scope of the research project in the background section of the proposal.
- **Work Plan – Understanding of the Problem (up to 15 points):**
In the proposal the researcher has demonstrated a clear understanding of the problem and how it relates to WisDOT practices. The proposal addresses the objectives defined in the RFP and the anticipated products of the research that will improve current WisDOT practice.
- **Work Plan – Activities & Techniques (up to 30 points):**
The proposal presents a sound research approach that fully addresses the scope outlined in the request for proposal and includes evaluation of material properties, conditions and practices consistent with Wisconsin experiences. The proposal should document reasonable support from WisDOT for project activities. When defining “reasonable” the reviewer should compare the TOC defined contribution of WisDOT staff outlined in the RFP to the expectations of the researcher. If researcher requests more than what is listed in the RFP, the proposal may be penalized at the discretion of the reviewer. When applicable, the researcher should provide a letter of commitment from industry or other parties for field investigations or to supply equipment or materials. Should Traffic Control be anticipated as necessary to conduct fieldwork the inclusion of traffic control measures and budget will be considered in evaluating the Work Plan – Activities & Techniques.

- **Deliverables & Implementation Plan (up to 15 points):**

The proposal includes specific statements describing anticipated research results and how they can be integrated into practice. The deliverables specified by the researcher are adequate in terms of providing testing and data analysis to produce sufficient conclusions to change practice. The implementation plan in the proposal properly addresses the following sections:

- The product expected from the research.
- The stakeholder or intended audience that the results of the research will most likely impact.
- Potential impediments to implementation.
- Activities necessary for successful implementation.

- **Qualifications Certifications, Experience of the Research Team, and Facilities (up to 25 points):**

The key members of the research team have academic, research and practical expertise relevant to the project and will contribute to its success. Past involvement with WHRP funded research and past experience in conducting tests specified in the RFP that are not certified by WisDOT should also be considered. The Summary of Commitments table in the proposal indicates that the PI and key members of the research team are not over committed and have the appropriate time available to fulfill the scope presented in the research plan. The distribution of the hours for the research team is consistent with the technical needs outlined in the proposal. Proposals should be penalized if it is felt that an inadequate amount of time or qualified staff is being dedicated to a specific task.

Also consider:

- **Facilities:**

The researcher has the laboratory facilities and equipment necessary to complete the research plan outlined in the proposal. If they do not have a required piece of equipment, proper arrangements have been made through subcontracting or rentals to obtain the equipment. Arrangements should be verified through letters of commitment.

- **Information Services:**

The proposer has adequate library and information services to support the work specified in the proposal. This includes access to required literature and technology suitable for data analysis.

- **Certifications:**

The researcher has the appropriate laboratory and technician certifications as required in the RFP. If the proposer does not have the required certifications, the proposal includes a plan to obtain certifications or TOC approval to conduct testing in their facilities.

Scoring Matrix

Background – Awareness of Recent Work	(up to 15 points)
Work Plan – Understanding of the Problem	(up to 15 points)
Work Plan – Activities & Techniques	(up to 30 points)
Deliverables & Implementation Plan	(up to 15 points)
Qualifications of the Research Team and Facilities	(up to 25 points)
Total Points	(up to 100 points)

NOTICE: Submission of a proposal does not guarantee an award. The Wisconsin Department of Transportation (WisDOT) reserves the right to reject any and all proposals received; however, in the event WisDOT does award a project, such award will be based on uniform evaluation criteria.