

Communication Assignment 2

MEMORANDUM TO THE CITY

Imagine yourself as a city planner. City officials have obtained a state grant to help construct a new recreational area in a scenic location outside of town and are considering the following three alternatives:

- Build 40 picnic sites, each with a table, barbecue, and parking space
- Build 30 picnic sites and 20 camping sites (including parking space)
- Build 20 picnic sites, 20 camping sites, and 12 cabins (including parking space)

You have gathered some cost and benefit estimates for each of the three types of facilities based on similar facilities built by the city and county in the recent past. You estimate that each picnic site would cost \$900 to build, \$120/y to maintain, and would be used approximately 180 times per year. Each camping site would cost \$2000 to build, \$180/y to maintain, and would be rented approximately 80 times per year at \$2/day. Each cabin would cost \$8000 to build, \$500/y to maintain, and would be rented approximately 60 nights per year at \$12/night. The recreational area is expected to have a useful life of 20 years for any of the three alternatives. City officials have said that they think the three plans are equally attractive to the public (ignoring the cost factor).

As a planner for the city, you have been asked to write a 1-page memo recommending the least expensive course of action (ignore the time value of money, inflation, and the cost of disposing/recycling at the end of 20 years). When presenting your recommendation, include all of the information that you think the officials making the decision would want (i.e., city officials would not likely be content with one sentence that conveys the best alternative). Also try to present the recommendation in a way that you think the officials would find most useful (such as for sharing with interested citizens, state officials connected with the grant or the news media).

DUE: Wednesday, January 24. See p. 41-43 of CCEE Technical Communication Guide for style and presentation. You may want to go through the pages up to that point too. Submit an electronic copy to rmeagleone@msn.com