

# RFP Response | Proposal Development

**Client:** Performance Engineering

**Industry:** Engineering | Professional Services

## Opportunity

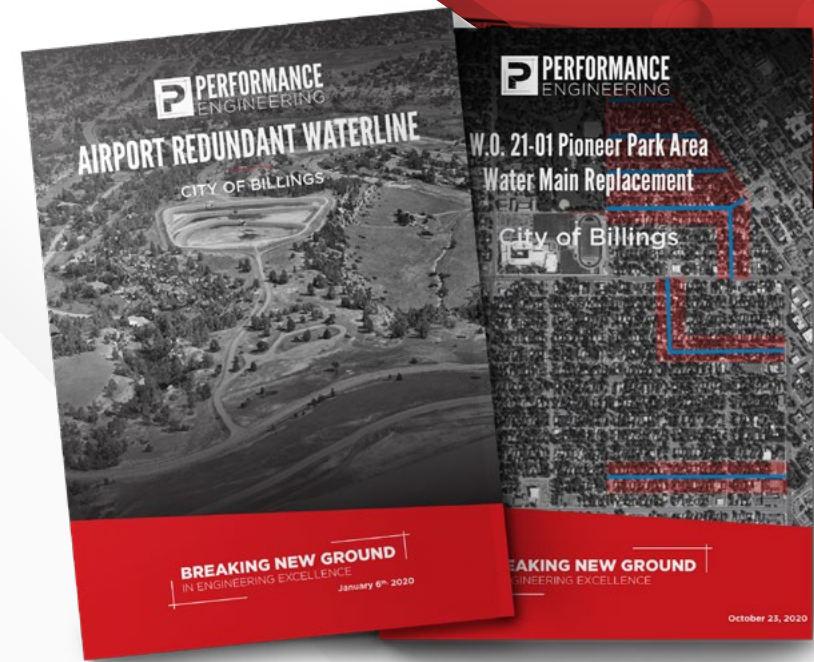
Performance Engineering (Performance), founded in Billings, MT, provides civil engineering, surveying and construction management services throughout the Rocky Mountain West. Because many of their clients are local, state and federal governmental entities, a large portion of their work is attained through Request for Proposal (RFP) processes. Since 2016, Kinetic Marketing & Creative has fulfilled their needs in developing winning proposals in this highly competitive industry.

## Actions

The Kinetic team offers the unique skillset and experience required to assess, understand and craft detailed and compelling responses that fulfill the nuanced requirements of various RFPs.

With each, Kinetic works closely with Performance internal teams of project managers, and leadership to glean a clear understanding of the project for which they are proposing – typically large-scale civil engineering, surveying and construction management efforts. We strategize and craft specific templates that emphasize their team's differentiators and distinct value. This allows them the ability to write to the template and provide content. Our team then proofs and edits for clarity and lays out the proposals.

Additionally, working with Performance, we assist in gathering resumes and develop the necessary content for the various sections proscribed in the RFP document. We also collect (or provide custom) photography and lay out the proposals — staying on-brand and on-message, giving each proposal a distinctive aesthetic, with concise and evocative messaging.



Consistently ranked in the  
**TOP 2**  
finalists for all City of Billings work



## Results

Performance Engineering continues to grow, thrive and expand across the region – achievements of which have largely come as a direct result of these successful proposal efforts. Specifically, (as a major underdog) Performance recently landed a multimillion-dollar parking lot design and repaving project at Metra Park to accommodate the space needs of the Montana State Fair. Performance is now also consistently ranked in the top two finalists for all City of Billings work, and they've seen significantly increased positive feedback from the Department of Public Works.

Additionally, proposal-writing is time consuming and often challenging. By engaging Kinetic to assist and simplify the proposal process, Performance is now able to focus more of their energies on quality and efficient project work – increasing their overall and on-going profitability.



**Table 1: Photogrammetry vs. LiDAR**

Photogrammetry	LiDAR
<p><b>Typical Uses:</b></p> <ul style="list-style-type: none"> <li>Preliminary topo for large project planning</li> <li>Bare earth surveys (gravel pits, construction quantities) where vegetation interference is minimal</li> </ul> <p><b>Pros:</b></p> <ul style="list-style-type: none"> <li>High point density</li> <li>Visually appealing photos</li> <li>Easier project interpretation</li> <li>Longer flight times</li> </ul> <p><b>Cons:</b></p> <ul style="list-style-type: none"> <li>Vegetative interference</li> <li>Not considered "survey grade" accuracy (+/- 10 cm)</li> <li>Quality subject to lighting variations</li> <li>Requires setting several ground targets for increased accuracy</li> <li>Slower data collection and processing</li> </ul>	<p><b>Typical Uses:</b></p> <ul style="list-style-type: none"> <li>Vegetated areas where survey-grade accuracies are required</li> <li>Utilized for surveying narrow features such as rivers, canals, drains and associated structures</li> <li>Preferred data source for riverine and hydraulic modeling</li> </ul> <p><b>Pros:</b></p> <ul style="list-style-type: none"> <li>High-point density</li> <li>Vegetation and shallow water penetration</li> <li>"Survey grade" accuracy (+/- 2 cm)</li> <li>Faster data collection and processing</li> </ul> <p><b>Cons:</b></p> <ul style="list-style-type: none"> <li>Can produce too much data at times</li> <li>Less visually appealing point cloud</li> <li>Shorter flight times</li> </ul>

Given the presence of vegetation throughout the project, and the ultimate end-use being hydraulic modeling, LiDAR would be the method employed for this project. In addition to the data collected with the LiDAR sensor, our unit is equipped with a high definition camera that will capture georeferenced photos during the survey and allows us to assign color to the 3D point cloud for project visualization. An example of color point cloud using LiDAR is provided.

**IMAGE 1: Colored LiDAR Point Cloud 1**



**ii. Unmanned Aerial Vehicle (UAV):** Our company owns and operates a multirotor UAV for deployment of our aerial surveying equipment, reducing field time and ultimately saving on project costs. Furthermore, the use of a multirotor UAV allows us to fly at lower elevations and increase our point cloud density within the canal area. Additionally, the hovering capabilities of the UAV, coupled with the LiDAR sensor, we can accurately detail irrigation