

TEAM 3 PROJECT COMMUNICATION PLAN

Approved Project Charter

by

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Introduction

With concerns for climate change, energy prices and the efficient use of natural resources, the trend is to develop single family homes that meet the needs of the community, family social life, environmental concerns and economic capabilities. An ideological change in how we build with regards to materials, structural standards and energy efficiency that began with the automotive industry in the 1980's has been passed on to the housing industry for the 21st century. Now a home is more than a refuge from the elements and a place of privacy; it is becoming an energy efficient nerve center of communication, power production, and self-sustaining resources with an eye on reducing the carbon foot print and providing the space required for long-term leisure and enjoyment for the home owner. This project will focus on such a building with Leadership in Energy and Environmental Design (LEED) Certification ability. If successful, this project will be used as a model for other homes in the community and will be a source of positive cash flow for the construction companies, local suppliers, developers and the community at large. The following document will provide a general overview of the project with purpose, goals and financial opportunity. It will also explain the benefits to issues addressed above: proposed budget, time line and a list of resources, critical factors, and assumptions and constraints to the project.

Overview of Project

The proposed project is to build a 4000-square-foot home in the State of Florida that meets LEED Certifications for being energy efficient, built with renewable resources and capable of being electrically self-sustaining within a 8-month period. This will be done through the E-Home Builders Design and Contracting Company, local construction contractors including excavation, plumbing, electrical, home communications specialist, masonry, cabinet, insulation,

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roofing and landscaping. Solar and Wind power systems will be installed by LEED certified installers who provide the highest quality most cost effective design estimate. Remaining within 15% of the average high-end home cost will provide a market for future high efficiency homes and possibly whole communities built on this design.

Purpose of Project

This project will prove that LEED certified homes are marketable to the general population and meet the niche market for efficient renewable energy homes. Meeting this need will provide profits, jobs and further develop a market to build and upgrade homes to meet LEED standards. It will reduce the carbon foot print for entire communities, providing peace of mind to the environmentally conscious consumer. It will also reduce the strain on local power grids due to the energy self-sufficiency of each home.

Business Need or Opportunity

This project will further develop a market for renewable energy home building in the State of Florida, capitalizing on a social push for homes to become energy independent and ecologically responsible while remaining luxurious and comfortable. The successful completion of the project will establish the viability of such a home, which can be constructed on a smaller scale for middle class participants.

Financial Benefits of the Project

The project will increase the market shares for the company as we become more involved in the state of Florida. Once the LEED home has become a popular option with the high-end home buyer, the technology can be transmitted to more traditional scope homes. The corporate name will become synonymous with the market and allow for future projects at all levels.

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Expected Benefits

As the economy continues to recover, the market is wide open for renewed building prospects within the eco-friendly genre. Being the first well organized company to enter this niche market will garner an increase in the market share of 15%-20% of the overall home construction market.

Objective and Goals of Project

The Objectives for this project are to build a single family dwelling on a reasonable budget, allowing upper income buyers the ability to purchase a high-quality, energy-efficient home with the latest in communications and home comfort features. Maintaining quality at a reasonable cost will be the goal.

Project Scope:

The scope of the project is to build a 4,000-square-foot energy-efficient, self-powered home on a \$900,000 budget in 8 months' time. The home will be LEED certified and contain solar and wind power generation, updated telecommunications wiring, updated energy-efficient appliances, geothermal heating, cooling and water heater, and high-quality construction materials and styling at the customer's request.

Project Budget

The budget of \$900,000 was established based on research of home costs and recent past projects. A review of home prices in Florida for 4,000-square-foot homes shows a range from \$575,000 to \$1,800,000. A previous project with similar green options for a 3,500 square-foot home in Colorado was priced at \$685,000. The \$900,000 budget was deemed to be reasonable and allows for 15% flexibility in case of unforeseen circumstances.

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Project Start and Finish Dates

Building in the Florida area has a few timing risks. June 1st - November 30th is the hurricane season for the Atlantic area. The most active time periods have historically been between July and October, leaving the least possibility of facing these weather phenomena between November and June. The proposed start time for the project is October 1, 2015. This start date allows for 45 days of architectural, planning and zoning licenses and environmental impact studies to be completed prior to the optimal construction start time of mid-November. The project is to be completed prior to the start of the next hurricane season: May 31, 2016.

Major Deliverables

A list of major deliverables can be found in following table.

Table 2

Deliverable	Start	Finish
Architectural Design	Oct 1, 2015	Nov 1, 2015
Building Permit	Oct 15, 2015	Nov 15, 2015
Excavation concrete foundation and flat work	Nov 30, 2015	Dec 15 2015
Rough framing & roofing	Dec 15, 2015	Jan 15, 2016
Wiring & Plumbing	Jan 10, 2016	Jan 31, 2016
Exterior sheeting, Insulation, drywall and HVAC	Jan 15, 2016	Feb 15, 2016
Interior finish and painting	Feb 15, 2016	Mar 15, 2016
Exterior finish and painting	Mar 01, 2016	Mar 15, 2016
Appliance and Cabinetry	Mar 25, 2016	Apr 15, 2016
Flooring, trim and landscaping	Apr 15, 2016	May 15, 2016
Final inspections and acceptance	May 15, 2016	May 31, 2016

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Resources

The resources for this project are readily available. There are no project issues needing research and development. The pulling together of existing technologies is the primary niche for the project. Research of solar and wind patterns for the construction site will need to be accomplished, but are already part of the contractual installation of the subsystems. Ground stability, public utility and sewage sources will be identified by the Project Team prior to the permit start date (see deliverables in table 2). Local high-end contractors will be utilized, pulled together from a list of past construction contracts in the area. Customer input for style and taste with regards to design, appliance options, and overall finish will be gathered by the Project Team prior to the start of rough frame work (see deliverables in table 2).

Critical Success Factors of Project

Critical to the success of this project is the ability to construct a home with the LEED certifiable options that reduce energy bills, increase energy independence, provide a comfortable home without substantial increase in cost to the consumer, and provide increased market shares, profitability and enhanced corporate recognitions throughout the single family home buying/building community.

Assumptions and Constraints

Assumptions for this project are that the weather and other natural phenomena will remain within established average conditions. The economy will remain on a growth-oriented path. There are no major shortages in materials that develop contrary to current forecasts. The possible constraints which may cause delay or cancelation of the project may be construction labor disputes, failure of the environmental study requiring a new site, drastic economic

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downturns and unforeseen natural disasters. Any of the above outside influences can change the schedule, scope or cost of the project, requiring reevaluations by the stakeholders whether to proceed or not.

Sign-offs:

The terms above are agreeable for implementation and further development of the project. The signatories below have affirmed their commitment to continue development of the said project.

X_____

(Corporate Management)

Date_____

X_____

(Signature of Customer)

Date_____

X_____

(Project Manager)

Date_____

X_____

(Signature of Contractor)

Date_____

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