

Evidence That Works

Analyze how a model proposal uses evidence, audience awareness, and specificity.

12.T.T.2 "Expository Techniques: Evaluate and apply expository techniques to enhance text's appeal to audiences or achieve specific purposes."

NAME _____

DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline a concrete detail that makes heat feel immediate, circle a phrase aimed at a particular audience, and number three places where the writer turns a broad idea into a specific, checkable plan. Use your marks to evaluate how the proposal builds support.

A Cooler Block by Design

- ① On a July afternoon, a bus stop can become a small heat island. Dark pavement absorbs sunlight, then releases heat after the sun has dropped. Trees change that experience: their leaves shade sidewalks, and water released through leaves helps cool the surrounding air. For residents walking to work, waiting for transit, or pushing a stroller, shade is not merely attractive. It can make a trip safer and more comfortable. A city tree plan, then, is public-health infrastructure as well as landscaping. The question is not whether streets need beauty, but which blocks need relief first.
- ② To choose those blocks, planners can pair temperature maps with residents' daily routes. A map may show that one neighborhood has little canopy, but a route survey reveals where older adults wait for a clinic shuttle or where students cross an unshaded parking lot. This combination turns an abstract color on a screen into a practical planting decision. It also prevents a common mistake: placing trees only where land is easiest to landscape. If the goal is lower heat exposure, the strongest evidence is not a photograph of a finished plaza. It is a record showing who uses the space, when they use it, and how conditions change.
- ③ Some residents may object that young trees cost money and require watering. That concern deserves a direct answer. A phased plan can begin with the hottest walking routes, use species suited to local conditions, and publish survival and maintenance data each year. Clear reporting matters because it lets taxpayers judge results instead of trusting a promise. Consider two messages: "Plant more trees" asks for goodwill, while "Shade the six blocks leading to the library and report summer surface temperatures" gives the public a goal they can inspect. Specificity makes the proposal more credible, and credibility makes action easier to support.

2 ANSWER WITH EVIDENCE _____ Use the passage

1 How does the bus-stop scene in paragraph 1 help the writer achieve the purpose of the proposal?

2 Why does the writer recommend using both temperature maps and route surveys when choosing planting locations?

3 How does paragraph 3 respond to a skeptical taxpayer who worries about cost and maintenance?

4 Why is the second message about planting trees more credible than "Plant more trees," according to the passage?

3 YOUR TURN _____ Your own words

Write a 90 to 120-word proposal to your school board about one change that would improve students' daily experience. Use a concrete opening, one specific piece of evidence or comparison, acknowledge one reasonable concern and answer it, and end with a measurable action.

PART 1 • READ AND MARK

Underline a concrete detail that makes heat feel immediate, circle a phrase aimed at a particular audience, and number three places where the writer turns a broad idea into a specific, checkable plan. Use your marks to evaluate how the proposal builds support. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	How does the bus-stop scene in paragraph 1 help the writer achieve the purpose of the proposal?	It makes extreme street heat concrete for people who walk, wait for transit, or push strollers, supporting the claim that trees are a safety and public-health need rather than decoration.
2	Why does the writer recommend using both temperature maps and route surveys when choosing planting locations?	Maps show areas with little tree canopy, while route surveys show who uses particular places and when. Together, they help planners target actual heat exposure instead of the easiest land to landscape.
3	How does paragraph 3 respond to a skeptical taxpayer who worries about cost and maintenance?	It acknowledges the concern, proposes a phased plan and locally suitable species, and promises public survival and maintenance data so taxpayers can judge results.
4	Why is the second message about planting trees more credible than "Plant more trees," according to the passage?	It names a specific location, sets a clear action, and includes a measurable result, summer surface temperatures, that the public can inspect.

PART 3 • YOUR TURN (SAMPLE ANSWER)

At 7:45 each morning, students crowd the single water fountain outside the gym, often leaving class thirsty rather than late. Adding two bottle-filling stations would turn a bottleneck into a quick stop. A count taken during one passing period found 28 students waiting, while the nearby hallway fountain served only nine because its stream was weak. Board members may worry about installation costs. Begin with the gym and cafeteria, where demand is highest, and publish repair costs after one semester. Approve two stations before January and compare average wait times during the next term.

Accept responses that explain the effect of a technique on a stated audience or purpose and support the explanation with passage details. For the proposal, accept varied topics if the response meets the word count and includes all required techniques and a measurable final action.