Response to:

The City of Oklahoma City and its Trusts
Request for Proposal (RFP)
For The
Strategy to Address Homelessness in Oklahoma City
RFP-OCITY-071

By:
Amazing Traditions, LLC

May 8th, 2019

1. LETTER OF SUBMITTAL

Kerri VanMeveren, President
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Amazing Traditions, LLC
25403 S. State Rt D
Cleveland, MO 64734
816-260-1067

City of Oklahoma City and its Trusts
200 N. Walker
Oklahoma City, OK 73102

RE: Strategy to Address Homelessness in Oklahoma City (RFP-OCITY-071)

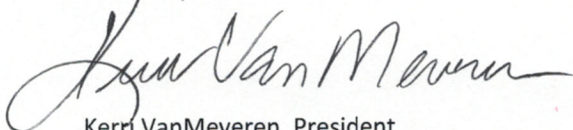Dear City Council and Key Stakeholders;

Amazing Traditions is pleased to submit a response to a Request for Proposal to develop a strategy for addressing homelessness in Oklahoma City.

Kerri VanMeveren, President is the owner of *Amazing Traditions*, a WBE and DBE certified Missouri business based serving clients across the Midwest with extensive experience in conducting Needs Assessments, Strategic Planning and Organization Improvement services. We are experienced in developing Specific Plans within the public and private sectors, have worked with numerous public agencies as well as within the private sector, and have demonstrated skills and abilities in:

- working with vulnerable and diverse populations, interest groups and decision-makers on a variety of complex and often controversial issues and projects;
- providing strategic planning services;
- facilitating meetings to achieve progress, clarity and conclusions;
- data research, analysis and presentation;
- preparing informational materials and policy-related documents; and
- understanding local issues and concerns

Thank you for your consideration of our proposal. We look forward to the opportunity to meet with you to further discuss approach and content for the sessions and development of a Specific Plan for MHDC, and we look forward to working with the City of Oklahoma City and its Trusts, if selected.

Sincerely,

Kerri VanMeveren, President
Amazing Traditions, LLC

2. COMPANY/AGENCY HISTORY AND TRACK RECORD

Amazing Traditions has been in business since 2014 and is based just outside the Greater Kansas City area. Our mission is "**Do Good. Make a Difference. Fulfill a Mission." ™** with an emphasis to help communities identify and implement strategies to increase their collective impact. The team has over 30+ years of combined experience in strategic planning, research, data analysis, performance evaluation, grant writing, community-level planning, advocacy and education. We have talented staff with extensive subject matter expertise and proven success in providing innovative, solution-focused technical assistance to communities.

Amazing Traditions, LLC 100% woman owned by Kerri VanMeveren State: DBE/WBE	Amazing Traditions, LLC 25403 S. State Rt D Cleveland, MO 64734 www.amazingtraditions.com kerri@amazingtraditions.com 816-260-1067

Examples of our relevant expertise include:

Statewide Needs Assessment for the Kansas Statewide Homeless Coalition
- Provided an in-depth assessment of the 101 counties that make up the geographic territory for the KS Statewide Homeless coalition using qualitative and quantitative data to gather accurate and relevant information representative of the needs of the community being served. The study provided necessary data across all the rural communities in Kansas to demonstrate the needs of individuals and families to help educate the donor community, elected representatives and the general community. Our work provided a road map to effectively plan ways to increase the impact for the CoC communities to engage the public and contribute to successful outcomes.

Strategic Planning with Measurable Outcomes for the Kansas City Police Department Social Service Program
- Developed a strategic plan with measurable outcomes, building a sustainable roadmap that clarified direction, identified a common vision, increased operational efficiency, developed budget reflective of the future program needs serving the metropolitan area for Kansas City.

Greater Kansas City Area Needs Assessment for The Salvation Army Headquarters
- Assessed current state and anticipated future human services needs impacting the Army's operations and its opportunity for improved/expanded services. Identified unmet/under served community needs, socioeconomic trends and projections likely to impact future operations. Identified community partner organizations to create a greater collective impact and the associated strengths, weaknesses and opportunities given other available community resources.

Developed a Strategic Plan for Mattie Rhodes
- Developed strategies through the collection of key data points to support programs serving the Greater Kansas City area, identifying the goals, impact and program level measurements. Additional services included gathering relevant and current social data trending to facilitate future strategic planning needs.

Report and Contract Development for Community Mental Health Centers
- The contracts and reporting were for selected SAMSHA and Kansas Department for Aging and Disability Services funded grants outlining the need for funding using Kansas's PIT count, Census data, Fair Market Rent reports, HIC and the Annual Homeless Assessment Report (AHR).

Grant Writing
- Wrote a successful $1.6 million HRSA grant for a Health Center Controlled Network managed by the primary care association in Ohio. Secured a $9 million federal grant for the State of Alabama for implementing a statewide initiative for the prevention of substance abuse.

Board, Committee and Task Force Membership
- Kansas Governor's Behavior Health Services Planning Council
- Housing and Homelessness Subcommittee
- Kansas Interagency Council on Homelessness
- Topeka/Shawnee County Homeless Task Force
- SOAR program (SSI/SSDI Outreach, Access, and Recovery
- Topeka Rescue Mission's Integrated Service Team
- Alive & Well Trauma Informed Communities Advisory Board

The *Amazing Traditions' Team* applies a disciplined approach using industry best practices to produce fundamental decisions that helps to shape the strategies for a successful project outcome. We value our client's Mission, Core Values, Vision and their overall structure. Within the framework of that structure and the business environment, strategies and goals are developed to produce sustainable and measurable results.

We work closely with our clients and community stakeholders as partners to help them achieve their goals. While conducting the research and analytics, we focus on current, relevant and outcome-based data to ensure our clients have the most up-to-date information to shape the future of their organization. Our collaborative approach with community partners helps our clients with fostering partnerships needed for change, engagement with resistant communities, and bringing leadership and stakeholders together.

We LISTEN, ADVOCATE and SERVE our clients that moves ideas into action. Our approach is practical and leverages the strengths within your organization to implement sustainable solutions using data driven strategies. We take great pride with the clients we serve and look forward to the opportunity to serve you.

3. PROFESSIONAL QUALIFICATIONS

Kerri VanMeveren, Project Director
Kerri has 20+ years experience of executive team experience creating high-impacting organizations with data-driven results, aligning leaders and associates for sustainable growth and developing strategic vision for sustainable results. Kerri has experience in government, nonprofit, health information technology, law enforcement and Fortune 500 corporations implementing cost-effective and high performing organizations with measurable outcomes. Her emphasis in driving continuous learning, innovation and strategic focus for her clients has led to building collaborative and empowered high trust teams to increase their impact.

Relevant Expertise
- Conducted a comprehensive operational assessment for the MO Department of Corrections identifying operational efficiencies, enhancing customer experience and identifying cost saving opportunities with the focus on ensuring the skills offenders are acquiring provide marketable job skills.

- Led development of a strategic plan creating the foundation for taking a Social Service pilot program for the Kansas City Police Department to a fully implemented program serving the metropolitan area for Kansas City.
- Conducted a Needs Assessment for the KS Statewide Homeless Coalition to help the Coalition identify goals, essential resources and develop a road map to increase their impact for the homeless population across the state of Kansas.
- Conducted a Needs Assessment for The Salvation Army HQ in Kansas City identifying gaps in services, resource partners and operational changes to best meet the needs for the underserved population across the Greater Kansas City metropolitan
- Developed strategies for Mattie Rhodes collecting key data points supporting programs supporting the Greater Kansas City area, identifying the goals, impact and program level measurements. Additional services included providing current social data trending to facilitate future strategic planning needs.
- Developed strategies and implemented a solution for the Archdiocese of KS, a 4,500-employee organization to standardize payroll, timekeeping and benefits to one single platform supporting a multi-employer environment, eliminating multiple feeds from 100+ entities for federal compliance reporting mandates.

Education
- B.S. Computer Information Science
- MBA w/Leadership emphasis
- M.S. Nonprofit Leadership & Mgt

Certifications
- PMP
- LSSGB
- CHTS-IM

Misty Bosch-Hastings, Sr. Consultant
Misty has 20+ years experience within the Federal and State behavioral health departments, Medicaid, and housing industries. Misty serves on the Kansas Governor's Behavior Health Services Planning Council, Housing and Homelessness Subcommittee, Kansas Interagency Council on Homelessness, and the Topeka/ Shawnee County Homeless Task Force. She is also a certified Local Lead for the SOAR program (SSI/SSDI Outreach, Access, and Recovery and sits on the Topeka Rescue Mission's Integrated Service Team.

Relevant Expertise
- Independently wrote applications for federal homelessness grants outlining the need for funding by providing a detailed statewide view of homelessness using Kansas's Point in Time count, Census data, Fair Market Rent reports, and many HUD reports including the Annual Homeless Assessment Report and the Housing Inventory Count (HIC).
- Developed contracts and reporting for Community Mental Health Centers that were selected for SAMSHA and Kansas Department for Aging and Disability Services funded grants.
- Developed processes and procedures to obtain effective coordination of projects and to perform better oversight of the programs.
- Monitored all activities of the PATH program to ensure that all conditions of the grant are being fulfilled.
- Maintained records/document for PATH, Interim Housing, and Supported Housing fund programs to maintain compliance with all applicable laws, statutes, policies and requirements.
- Provided technical support for SAMSHA's PATH Data Exchange (PDX) and for the Homeless Management Information System (HMIS) for PATH providers.

- Identified gaps and barriers in the behavioral health system as it pertains to the homelessness and created resolutions.
- Represented Kansas Department for Aging and Disability Services at various National and Statewide meetings and trainings, led quarterly PATH meetings, and presented Statewide on KDADS homelessness programs.

Education
- Allen County Community College
- Washburn University

Kristopher Vilamaa, Sr. Consultant

Kris has over eighteen years of nonprofit, public and private entities in the areas of strategic planning, policy and regulatory, information technology and operational assessments. He has worked with state and county health departments, managed care organizations, community mental health providers, behavioral health county boards, federally qualified health centers, safety net hospitals and large health systems to enact meaningful initiatives. Previously, he was Director of Behavioral Health for Germane Solutions and the first Chief Information Officer for the Alabama Department of Mental Health.

Relevant Expertise
- Led Strategic Planning for multiple county boards, community health centers and community behavioral health centers in Ohio, Connecticut, Hawaii and South Carolina.
- Developed the State Health Improvement Plan for the State of Wyoming Department of Health and the Community Health Needs Assessment for Dallas County, Texas.
- Working with providers and behavioral health county boards to develop transition strategies and support during a large managed behavioral health carve-in effort in Ohio.
- Secured and served as the project director for a $9 million federal grant to the State of Alabama for implementing a statewide initiative for the prevention of substance abuse.
- Led project to review compliance with the mental health parity act for the State of Wyoming Health Department
- Conducted a Community Health Needs Assessment and Strategic Planning development for Parkland Health & Hospital System.
- Developed and executed the IT vision and strategy for the Alabama Department of Mental Health, which was named one of the Elite 100 IT organizations in the country by Information Week under his leadership.
- Provided Managed Care Strategic Planning and Support for PartnerSolutions leading to additional services to support ongoing strategic direction.
- Led the implementation of a case management and claims processing information system for the Alabama Department of Mental Health – Substance Abuse Services Division that generated an additional $3 million in revenue for the state in the first year by appropriately sending claims for Medicaid-eligible services.

Education
- Purdue University, West Lafayette, IN
    Bachelor of Arts, Political Science (Emphasis in Public Policy and Public Administration)

Ashley Sloop, Research Assistant

Ashley has extensive experience conducting research for state and community-based organizations, collecting data, conducting analysis, creating policy briefs and fact sheets, developing surveys and implementing strategies for statewide data collection. She has experience with creating and implementing assessments, goal and intervention planning, evaluations for training programs.

Relevant Expertise
- Create a State by State National Food Assistance and a Metro Vendor Farmers' Market database
- Create and implement assessments, goal and intervention planning, evaluations, as well as informative flyers for the Community programs
- Evaluate agency programs and begin a program design to be implemented in the KC Metro area
- Conduct neighborhood surveys, conduct research, data collection and analysis identifying gaps, duplication of services in support of strategic planning initiatives
- Creation of policy briefs and fact sheets to support a large Kansas City nonprofit organization

Education
- MSW, University of KS
- CAN, Neosho County Community College
- B.A. Counseling

Kim Cook, Digital Content Creator & Strategist
Kim has 20+ years experience as a creative artist developing brochures, billboards, newsletters, annual reports and electronic media.

Expertise
- Designs direct mail pieces for international and local clients including newsletters, catalogs, brochures, booklets, laser-personalized letters and cards
- Conceptualizes and creates a variety of effective, results-generating direct mail and collateral pieces
- Working with public entities to create in-house and client presentations in slide, transparency and electronic formats.
- Creation of production videos, annual reports and other marketing reports used for national annual and stock holder meetings.

Education
- Kansas City Art Institute
- B.S Graphic Arts Technology & Mgt

4. PROJECT CAPACITY AND CAPABILITY

Staff Roles and Responsibilities
Amazing Traditions guarantees the availability of adequate personnel and resources to meet the demands and timelines of this project. Our proposed staff team has the requisite knowledge and expertise to carry out this project.

- Kerri VanMeveren will be the lead on this project, acting as the primary contact for Oklahoma City and its Trusts and all key stakeholders for all deliverables of this project. She will serve as the primary meeting facilitator, strategic planning sessions, research and data analysis, report preparation and recommendation development.
- Misty Bosh-Hastings will provide subject matter expertise in areas such as HUD, CoC, ESG, Coordinated Entry, HOPWA and other related federal and/or state programs to develop recommendations for developing short and long-term strategies and initiatives for the Homeless Strategy.
- Kris Vilamaa will assist the team coordinating key stakeholders and community partners, including the Mayor's Task Force in the assessment of existing conditions (current state), establishing goals to support the strategies and initiatives to implement the strategic plan for the Homelessness Strategy.
- Ashley Sloop will support the data research and collection to assess existing conditions (current state) from all designated federal, state, public, private and local agencies working with community partners as directed. Her work will focus on data collection as outlined in section B. 2 and 3 as outlined in the Scope of Work.
- Kim Cook will be responsible for the graphical representation of the final Strategy Report.

Proposed Timeline
- Some tasks will run parallel and information gathered throughout the project will be regularly evaluated for opportunities that can be included for the development of the Homeless Strategy.

Scope Task ID	Timeline	Task	Scope of Work Detail
A	**6/26/19 to 8/30/19**	**Coordinate with Task Force**	This will be ongoing throughout the duration of the project
A.1	6/26/19	Meet at key points of the project	
		Meet with City Council, Task Force and designated key stakeholders starting with a Kickoff meeting. Meetings will be ongoing at key points / milestones of the project taking place both onsite and phone conferences to provide status, review findings and recommendations and gather ongoing feedback.	
A.2	7/1/19 to 8/30/19	Identify Community Partners	
		Identification and outreach to community partners positioned to assist in helping to implement the Homeless Strategy. Examples include government agencies, foundations, businesses, and community organizations providing programs and/or services to serve the homeless population.	

B	8/30/19 to 12/13/19	**Assess Existing Conditions**	
B.1	8/12/19 to 10/18/19	Interviews, Focus Groups, Surveys	
		This will be a combination of on-site and remote activities with an estimated 40 to 50 interviews, 2 to 3 focus groups and online surveys distributed to various individuals and/or entities.	
B.2	7/15/19 to 10/25/19	Data gathering for the assessment of current state	
		Compile and analyze most recent data from reports such as the PIT count, HMIS, HIC, Fair Market Rent Reports, CoC recipients, City Departments, consumers, health, mental health, welfare, employment, veteran and human services as well as other relevant public private entities impacted by the homeless or at-risk homeless population.	
B.3	10/28/19 to 11/15/19	Needs identification, service gaps & evaluation	
		Review and evaluate data gathered to identify needs and gaps in services, as well as identifying the effectiveness of current programs and services using evidence-based practices for increased collective impact.	
B.4	12/13/19	Provide written assessment	
		Deliver a written assessment outlining the current strengths and challenges identifying where attention needs to be focused for improvements in providing services.	
C	12/16/19 to 1/10/20	**Establish Goals**	
		Work with the Task Force and community partners to develop goals to support increasing the effectiveness of the programs and services for the homeless or at-risk homeless population. Identify goals consistent with best practices that support the need for increased effectiveness of the homeless services in Oklahoma City.	
D	1/13/20 to 2/21/19	**Develop Strategies & Initiatives**	
D.1	1/13/20 to 1/31/20	Identification and evaluation of potential tools & funding resources from existing conditions	Identify and evaluate potential tools capable of supporting the needs of OK City and its Trusties using best practices and review of existing programs developed by other communities.
D.2	2/3/20 to 2/21/19	Identify tools, funding sources, and commitments from partner agencies	Evaluate tools and funding opportunities available from partner agencies to support short and long-term programs and resources that can be sustained by the City.
E	4/10/20	**Produce Strategy Report**	
		A draft report will be produced for the review of the Task Force for feedback. The Comprehensive Strategy document will provide a clearly outlined, multi-pronged approach providing: • An Executive Summary	

		• Summary of background and existing conditions • Short and long-term strategies and initiatives for immediate needs and root causes of homelessness • An implementation framework of action items with reasonable timeframes, action steps, estimated costs and responsible parties • Benchmark indicators and targets to track the visible, measurable, quantifiable change and performance of the outlined strategies. This will include recommendations of best practices for data collection working with partners to build a sustainable system for alleviating homelessness in Oklahoma City.

Estimated Budgeted Hours by Task from the Scope of Work

V11. Scope of Work Item No.	Task Description	Kerri	Misty	Kris	Ashley	Kim	Hours Per Task	Cost
A	**Coordinate with Task Force**							
A .1	Meeting at key points	X		X			96	16,800
A.2	Identifying community partners	X	X	X			24	3,800
B	**Assess Existing Conditions**							
B.1	Focus Groups/ Interviews	X		X	X		60	9,000
B.2	Data gathering	X		X	X		90	12,000
B.3	Needs identification, service gaps, evaluation	X	X	X			42	6,550
B.4	Provide written assessment	X	X	X			68	11,300
C	**Establish Goals**	X	X	X			28	4,500
D	Develop Strategies & Initiatives	X	X	X			46	7,550
D.1	Identification and evaluation of potential tools, funding sources and approach	X	X	X			32	5,400
D.2	Identification of tools, funding sources and commitments from partner agencies	X	X	X			20	3,250
E.	**Produce Strategy Report**	X	X	X		X	98	14,650
							Total	**$94,800**