



Solicitation RFP-OCITY-071

Professional Consultant Services to Develop a Comprehensive Strategy to Address Homelessness in Oklahoma City

May 8th, 2019



Table of Contents

1.	Letter of Submittal.....	3
2.	Company/Agency History and Track Record	5
3.	Professional Qualifications	6
4.	Project Capacity and Capability	7
4.1	Approach	7
4.1.1	Scope of Work	7
4.2	Proposed Timeline.....	9
5.	Cost Proposal	10
5.1	Pricing and Payment	10
5.1.1	Terms of Payment:.....	10
5.2	Cost Breakdown.....	10
5.3	Electronic Funds Transfer Information	10
6.	Attachment 1 – Key Personnel Professional Biographies and Resumes	11
7.	Attachment 2 - Strategic Planning Process Model	16



1. Letter of Submittal

A cover letter introducing the company/agency, describing the ownership, including the Proposer's complete address, phone number, e-mail address and signed by an authorized agent.

Zarr Consulting Services (ZCS) is pleased to present our proposal submittal for the Request for Proposal, RFP-OCITY-071 for Professional Services to Develop a Comprehensive Strategy to Address Homelessness in Oklahoma City. We reflect a team that can bring to Oklahoma City the skillset needed to perform a successful analysis and plan development that will provide a strategy for this very important issue for the Oklahoma City citizens. We have an experienced skill set in the area of strategic discovery, assessment, planning, recommendations, quality presentation, and documentation. Our teams have the proven working relationship to meet the required strategic planning services.

Zarr Consulting Services is a woman owned small business (WOSB) and is a member of the Small Business Administration (SBA), located in Sandia Park, New Mexico. Our services include professional business transformation and technology consulting. ZCS resources are a culmination of consultants that have worked on large enterprise programs within vast market areas.

Zarr Consulting Services understand how to analyze, organize, document, and present discovery findings for strategic components. Our proven experience for large city and county organizations with specific internal and external programs, have exceeded customer's expectations. Our target project approach is to work through the organizational structure from a 360 perspective to gain insight on what is working and what is not working within each department. Our experience working with the community to gain insight on strategic needs and direction comes very naturally to our skilled resources. This intimate approach takes an adequate amount of on-site presence to fully understand where an organization currently is and where they want to be. The ability to balance the now strategies, with the interim and long-term strategic vision is essential for the balance of a strategic plan that can eventually transition to a working operational document. Our experience has shown that the strategic plan should encompass the specific components in such a way that each component can stand-alone, and yet come together as a whole.

Our project approach is to work with our customers in a collaborative nature. This work approach enhances a working environment that produces quality work product. We believe that working together with the Oklahoma City Task Force together we can provide the best discovery, planning and strategy that will address the current homelessness issue.

Our team's experience is such that we will have our expert resources on-site to understand, assess, and facilitate, working in conjunction with Oklahoma City Task Force staff, the required work components. The amount of on-site presence will be paced for sufficient time to complete the scope of work.

Thank you for the opportunity to submit a proposal for this issue.

Best Regards,

A handwritten signature in black ink that reads "Liza E. Zarr".

Liza E. Zarr

CEO/President

liza.zarr@zarrcs.com

cell phone: (505-259-1852)



CONSULTING SERVICES™
...transformation unleashed

Contact Information:

Legal Name of Business:	Zarr Consulting Services, LLC
Address:	783 La Vista Grande – unit 1155 Sandia Park NM, 87047
Phone/Fax:	855-792-7727
Email:	Info@zarrcs.com
Website:	http://www.zarrcs.com
Year established:	05/2017
Type of Business:	Professional Business Transformation and Technology Consulting



CONSULTING SERVICES™
...transformation unleashed

2. Company/Agency History and Track Record

Provide detailed information regarding the history of the professional firm, non-profit or individual and a description of past performance on similar services relevant to the size and scope of Oklahoma City. Provide information regarding the ability, relevant experience and capacity of the proposer; the management structure; and the procedures and practices for management of the services.

The following experience represents similar services for large county/city administration size and scope of work:

Name: Rondell Homes Enterprise Business Transformation Consulting Services 1249 E. Imperial Hwy, #A Placentia, CA 92870	Contact: Tim Garcia/Compunet, Owner/CTO 1249 E. Imperial Hwy, #A Placentia, CA 92870 (626) 393-4803
<ul style="list-style-type: none"> <i>Services Performed: (2018-current) Zarr Consulting Services (ZCS) consultants is working with Rondell Homes on their Tenant Project, Phase 1: Discovery/Research and Phase 2: Options/Recommendations to transform Rondell Homes to an enterprise level of operations. Phase 1 consists of gathering information, analyzing documents, and developing business requirements/workflows, from both an organizational and information systems/technology perspective. Phase 2 consists of assessing all of Phase 1 and providing options for executive management review of the best fit of the enterprise business transformation. Phase 2 also includes a strategy plan, roadmap and timeline in support of the interim and long-term business operations.</i> 	
Name: San Diego County Office of Education (SDCOE) 6401 Linda Vista Rd. San Diego, CA 92111	Contact: Steve Clemons, CIO Sacramento Municipal Utility District 6301 S. St. Sacramento, CA 95817 916-732-6770 (former SDCOE Assistant Superintendent, CTO)
<ul style="list-style-type: none"> <i>Services Performed: (2009-2015) Zarr Consulting Services (ZCS) consultants performed services for three (3) California county strategic, modernization, and transformation initiatives. The complex program included master strategic planning for the business operations and information systems/technology environment. Master planning included initial assessment, discovery findings, detail documentation, analysis and recommendations, presentations, and business and IT plans. Also, the strategic master plan transitioned into execution and program operational plans throughout the period of performance.</i> 	
Name: County of San Diego 1600 Pacific Hwy San Diego, CA 92102	Contact: Adrian Gonzales County of San Diego General Information Technology Manager (GITM) San Diego, CA 92102 (619) 895-1498
<ul style="list-style-type: none"> <i>Services Performed: (2007-2012) Zarr Consulting Services (ZCS) consultants performed services for a complex county office of administration to development a strategic transformation and innovation direction of San Diego County operations and services. The complex program included master strategic planning for its five (5) business groups and the overall IT environment. The vision was re-discovered for the citizens tagline of "out of line to on-line." Master planning included initial assessment, discovery findings, detail documentation, analysis and recommendations, presentations, and IT plans. Also, the master plan transitioned into business process re-engineering, organizational change management, implementation of enterprises products and services for better operational procedures and services for the county's citizens.</i> 	

3. Professional Qualifications

Describe the proposer's team members who will be managing and providing the services. Provide the name, resume, relevant training and background of the managing professional and other key individuals, affiliates and subcontractors to be associated with the services.

Our proposed team of seasoned experts fully understand how to perform the scope of work and are a collection of experienced, professional consultants who have performed seamlessly as a team on multiple programs across many market areas. This dynamic team has demonstrated the ability to work with detailed business and enterprise strategy and planning of both functional and technical environments.

The following represent brief biographies of two (2) key personnel will be assigned to perform the scope of services. Detailed biographies are included **"Key Personnel Professional Biographies and Resumes, Attachment 1"** for detail work experience.

Liza E. Zarr

Senior Program Manager, Business/IT Strategist

Professional Summary

29 years of information systems/technology (IS/IT) experience in government (federal, state, local, K-12/higher education, and commercial enterprise). Skillset includes enterprise wide business solutions and systems integration, enterprise resource planning (ERP) management, including advisory, implementation and hosting/data center operations. Leadership, program/project management, organization/change management expertise, data analytics expertise, business and enterprise strategy/planning, modernization, and transformation. Information technology (IT) expertise in infrastructure, cyber security, data analytics expertise, and proficient IT/technical writer

Randy J. Harrison

Senior Business Process/Requirements Strategist

Professional Summary

23 years of information and business systems/technology (IS/IT) experience in government (federal, state, local, K-12/higher-education, and commercial enterprise). Skillset includes enterprise wide business solutions and systems expertise, enterprise resource (ERP) implementation, business and enterprise strategy/planning, RFP development and analysis, multiple level management and organizational analysis and development, training analysis, development and deployment, business plan development and data analytics expertise, business process documentation, analysis and re-engineering, systems integration and functional analysis and organizational change management expertise. Proficient IT/technical writer.



4. Project Capacity and Capability

Provide sufficient information to convey that the capabilities and capacity of the Proposer's team can implement items in the Scope of Work. Provide an estimated budget of the hours and costs to complete each task listed in the Scope of Work, a brief description of the approach for accomplishing each task and a proposed timeline for completion.

4.1 Approach

Zarr Consulting Services has expert strategy and planning experience. To provide our customers with a visual of how to really work through a strategy process, we have created our **“Strategic Planning Process Model, Attachment 2”**, that depicts how the strategy process is a continual flow.

4.1.1 Scope of Work

1) Coordinate with Task Force

Estimated Timeline: Continuous Process

Estimated Hours: 80

Estimated Cost: \$17,232

Task force coordination is considered a continuous process throughout the project

Summary:

Our resources will be on-site as required per our proposal to work with the Oklahoma Task Force on the best approach to interact with the City's agencies. Having worked with large administration offices, our teams can collectively gather information for the major areas of how to develop the strategic direction to address the homeless issue. Our past experience has shown that listening and documenting the community in “reach-out” groups or “one-on-one” provides the information that is required for this scope area.

2) Assess Existing Conditions

Estimated Timeline: 90 Days

Estimated Hours: 240

Estimated Cost: \$48,472

Summary:

Our methodology for this scope area entails planning and utilizing the information gathered to organize information into the strategic components that are impacting and affecting the City's homeless issue. Our strategy includes analyzing the information from a “people” and “system” perspective. The issues, challenges, strengths, and weaknesses. Our documentation is presented in both information style reporting and presentation format.

3) Establish Goals

Estimated Timeline: 30 Days

Estimated Hours: 80

Estimated Cost: \$17,232

Summary:

Our strategy approach is a continual review of working through the proposed implementation strategies, options, and recommendations. As our teams work through the strategy process, we review,



analyze and set the strategic direction. Our “**Strategic Planning Process Model, Attachment 2**” shows a visual of our years of experience how to work through strategy goal planning.

4) Develop Strategies and Initiatives

Estimated Timeline: 60 Days

Estimated Hours: 160

Estimated Cost: \$31,032

Summary:

We will develop a draft strategy report that will outline options/recommendations that the City can review. Each area of the strategy document will be clearly articulated to capture the best approach for the homeless issue and also set down a roadmap/timeline for the next stages of how the strategy should be implemented.

5) Produce and Present Strategy Report

Estimated Timeline: 60 Days

Estimated Hours: 80

Estimated Cost: \$17,232

Summary:

The final product of a Strategy Report includes the following components:

1. Overview
2. Executive Summary
3. Summary of Findings
4. Issues/Challenges Analysis
5. Options/Recommendations
6. Roadmap/Timeline
7. Conclusion

We will work with the Oklahoma Task Force on the strategy report draft edits, questions and answers sessions, and complete a final strategy report that will be presented to the City.



CONSULTING SERVICES™
...transformation unleashed

4.2 Proposed Timeline

We are proposing the following eight (8) month timeline, based upon the anticipated date of award as stated in Section 4 Paragraph D of RFP-OCITY-071.

Figure 4.1 Proposed Timeline

Oklahoma City Strategy to Address Homelessness Proposed Timeline										
TASK	2019							2020		
	June	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Coordinate With Task Force										
Assess Existing Conditions										
Establish Goals										
Develop Strategies and Initiatives										
Produce and Present Strategy Report										



5. Cost Proposal

5.1 Pricing and Payment

Zarr Consulting Services, LLC wishes to quote the following firm, fixed, Oklahoma City to complete the scope of work as stated in RFP-OCITY-071: One Hundred Thirty-One Thousand, Two Hundred Dollars and Zero Cents (\$ 131, 200. 00).

5.1.1 Terms of Payment:

As the project timeline is estimated at eight (8) months, Zarr Consulting Services is proposing that payment for services rendered be payable in eight (8) billing cycles, beginning upon contract signature, with the final invoice upon project completion. Each billing cycle invoice will itemize a “by resource” hourly billing within three (3) business days of end of month billing cycle, with a net fifteen (15) days.

5.2 Cost Breakdown

The following represents our cost breakdown utilizing the General Service Administration (GSA) schedule rates. Since our resources are multi-talented, our resource roles/titles are stated below to reflect work scope.

Resource	Hourly	Hours	Travel	Total
Senior Program Manager, Business/IT Strategist	\$255	320	Inclusive	\$81,600
Senior Business Process/Requirements Strategist	\$156	320	Inclusive	\$49,600
Total		640	Inclusive	\$131,200

5.3 Electronic Funds Transfer Information

Banking information to support electronic transfer of fees billed will be provided within seven (7) business days of award of contract.



6. Attachment 1 – Key Personnel Professional Biographies and Resumes

Liza Zarr

Liza has over 29 years of experience in the Information Technology (IT) industry. Liza has extensive expertise in enterprise strategy and planning, implementation and systems integration. She has worked on a number of enterprise resource planning (ERP) implementations, for the federal, state and local, and commercial markets with the Oracle, PeopleSoft, JD Edwards, Lawson and SAP platforms. Liza worked with SDCOE to plan and achieve the vision of the SDCOE modernization efforts for the K-12 student information system and the business operations systems. Liza worked through a detail analysis of the required organizational change management and communication plans for SDCOE's local educational agencies, providing services for a complex student information system (SIS) implementation across three (3) counties located in California. Her work encompassed setting down the vision, planning, mentoring, guiding, executing, and advising the SDCOE Modernization, Improvement and Transformation Initiative (MITI) Project Team. Detailed oriented tasks included leading the MITI Team on the aspects of business requirements, business process re-engineering, RFP generation, vendor selection, implementation services and oversight (independent verification and validation-IV&V). Liza also worked through the building of a Customer Resource Center (CRC) in support of the SDCOE's modernization initiatives. Her background also includes technical expertise in enterprise-wide business systems, ERP, infrastructure and networking architecture, cyber security, data analytics, as well as data center operations across the federal, state and local, and commercial markets.

Randy Harrison

Randy brings over 23 years of experience in the Information Technology (IT) industry, with emphasis on fully integrated ERP implementation, along with organizational change and management development. Randy's focus has been working with ERP implementations primarily supporting Oracle, PeopleSoft and SAP solutions. His most recent project was the San Diego County Office of Education (SDCOE) Modernization and Transformation Initiative (MITI) in which his responsibilities included providing analysis and solutions while leading the HCM team through all aspects of organizational change management, leadership development, business requirements development, and implementation services and oversight. Detail oriented tasks included system configuration, business process documentation and re-engineering, configuration testing, data and interface mapping, and change management activities. His background includes approximately 15 years of extensive experience in the federal, state and local markets. Randy's cross functionality experience includes identifying and incorporating best practices in human resources, payroll, benefits, retirement, finance, inventory and purchasing. As a team lead, Randy also supported staff analysis and development, training needs analysis, development and execution, and organizational operations transition.



Liza E. Zarr

Professional Summary

29 years of information systems/technology (IS/IT) experience in government (federal, state, local, K-12/higher education, and commercial enterprise). Skillset includes enterprise wide business solutions and systems integration, enterprise resource planning (ERP) management, including both implementation and hosting/data center operations. Leadership, program/project management, organization/change management expertise, data analytics expertise, enterprise strategic/planning, modernization, and transformation. Information technology (IT) expertise in infrastructure, cyber security, data analytics expertise, and proficient IT/technical writer.

Zarr Consulting Services – Chief Executive Officer (CEO)/Present, Senior Consultant 2/2017-current

- Performs roles of strategic, business development, and management for the company.
- Works as a Senior Consultant for the company.
- Coordinates independent consultant roles as required to perform work assignments.

Northrop Grumman IS – LACOE Capture & Proposal Manager, Proposal Assignments 2/2015-2/2017

- Capture and Proposal Manager for the Los Angeles County Office of Education (LACOE) BEST Project pursuits.
- Mentor capture / bid and proposal teams on LACOE business operations.
- Provide analysis and reviews for California education business development.

Northrop Grumman IS / LEADER Replacement System (LRS) – LRS Project Support: Contract Deliverables 10/2014 – 8/2015

- Provide subject matter expertise to LRS contract deliverables (develop, review and approval process).

Northrop Grumman IS / LEADER Replacement System (LRS) – Deputy Program Manager/Contract Deliverables 10/2014 – 3/2015

- Provide program management to the Northrop Grumman staff.
- Work with Northrop Grumman staff and customer on contract deliverables (develop, review and approval process).
- Provide guidance and direction on day-to-day NG staff operations.
- Assisted the LRS Program Manager on tasks as required.

Northrop Grumman IS / San Diego County of Education (SDCOE) – Program Manager/Implementation Specialist 03/2008 – 10/2014

- Worked with the Chief Technology Officer (CTO) and Chief Financial Officer (CFO) on SDCOE's modernization roadmap.
- Planned and managed the Student Information (SIS) implementation in three counties (San Diego, Imperial and Orange).
- Performed recruiting and staff selection for SDCOE support services.
- Provided leadership and mentoring to the Modernization, Improvement and Transformation Initiative (MITI) Team.
- Directed the request for proposal (RFP) generation and issue for the MITI Project implementation.
- Performed advisory, project recommendations, and validation and verification services for the CTO.
- Provided implementation services expertise.
- Performed program management and direction to staff.



Northrop Grumman IT / County of San Diego (CoSD) – Customer Solutions Advocate

01/2005 – 12/2012

- Assigned to the Land, Use and Environment Group (LUEG) to research the streamlining of business operations for users.
- Worked with Group IT Managers on the roadmap of a Business Case Management System (BCMS).
- Development of business plans, decision documents and presentations to CoSD for review and approval.
- Worked through change management and communication plans and was co-lead on the LUEG Change Management Team.
- Worked with other CoSD groups to integrate systems, business processes and change management.
- Assisted the Finance and General Government Group (FG3) on the CoSD ERP Oracle update and systems integration.
- Researched and proposed new technologies for the County's business groups.

Northrop Grumman IT / State of New Mexico ERP Modernization Capture

11/2004 – 12/2005

- Performed capture tasks as the ERP Project Lead

NCI Information Systems – Department of Energy (DOE) CIO, Sr. Program Manager, WIPP Project

10/2000 - 08/2003

- Provided program management, direction and guidance to the NCI staff.
- Work with the customer Chief Information Officer (CIO) and staff on an Integrated Financial Management System (IFMS) roadmap.
- Planned and managed the implementation of the WIPP Project IFMS.
- Created and implemented an enterprise support structure for customer service.
- Researched and proposed new technologies for the WIPP Project business operations.

Rio Grande Portland Cement Corporation – MIS Manager

08/1996 – 05/2000

- Provided information systems management and technical support for the US and Mexico divisions.
- Planned and implemented an international ERP for company divisions and necessary external systems integration.
- Structured a help desk support to support the ERP implementation.

Horizon Healthcare Corporation – Computer Services Manager

04/1989 – 09/1995

- Provided IT program/project management for nationwide sites, both private and government facilities.
- Provided strategy/planning and recommendations for specialized healthcare system and network architecture.
- Team Lead of the nationwide systems healthcare implementation and performed technical support.

Education Summary: American Sentinel University, Columbia Southern University, Bachelor of Information Systems/Technology, (other focused courses as required throughout the United States)

(updating required information systems, information technology and computer science courses for doctorate goal “50 years of the Information Age”, 1950’s thru current day, Masters of Management Information Systems Drake Institute of Technology, studies in data management systems, networking technologies, and project management.

Certifications: Program/Project Management Institute (PMI), Program/Project Management Professional (PMP) (Project and Program focus).



Randy Harrison

Professional Resume

23 years of information systems/technology (IS/IT) experience in government (federal, state, local, K-12/higher-education, and commercial enterprise). Skillset includes enterprise wide business solutions and systems expertise, enterprise resource (ERP) implementation, enterprise strategy/planning, RFP development and analysis, multiple level management and organizational analysis and development, training analysis, development and deployment, business plan development and data analytics expertise, business process documentation, analysis and re-engineering, systems integration and functional analysis and organizational change management expertise. Proficient IT/technical writer.

Zarr Consulting Services – Sr. Business and Technologies Transformation Consultant **05/2016 – current**

- Senior level business and technical consultant providing professional and technical consultancy to in support of organizational transformation through business process and technologies implementation.
- Develops, reviews, analyzes and authors strategic plans and implementation road maps while supporting transformation risk mitigation.
- Develops and produced large scale implementation roadmaps to support multi-year integrated ERP implementations.
- Develops organizational change management and training strategies and plans to support implementation roadmaps.

PW Communications – Sr. Proposal/Technical Consultant **05/2014 – 04/2016**

- Senior technical consultant providing professional and technical consultancy to Northrop Grumman Systems Corporation in support of request for proposal analysis and response generation.
- Reviews, analyzes and authors responses to California based office of educational fully integrated ERP RFP's, specializing change management and human capital management, payroll functionality.
- Develops and produced large scale implementation roadmaps to support educational institution integrated ERP implementations.
- Develops organizational change management and training strategies and plans to support implementation roadmaps.

Northrop Grumman IS/SDCOE – Sr. Business Process Analyst/HR Lead **2011 – 04/2014**

- Team Lead and Senior Business Process Analyst in support of the implementation of new solutions to meet customer needs.
- Worked as an integral member of a customer embedded technology consulting, support and implementation team, encompassing all aspects of integration and change management.
- Reviewed, analyzed and mapped current business processes and provided recommendation for re-engineering for best practices.
- Assisted in the development of requests for proposals, business requirement documents, systems interface requirements, change management documents, and training requirements.
- Conducted proposal analysis, researched and analyzed software solutions and conducted fit/gap analysis.
- Provided solutions to off the shelf product functional gaps.
- Provided guidance and recommend solutions during the implementation phase and development of training plans.

State of California (Department of Corrections) – Associate Governmental Program Analyst **09/2009 – 02/2011**

- Benefits and Workers Compensation Analyst role in support of program development and systems configuration, testing and implementation with the California Department of Corrections, developed workers compensation processes, policies, and functional requirements to enable automation of the process.



- Supported the generation of required documentation and processes to support configuration and implementation of selected solution.
- Performed testing and analysis of selected solution, provided recommendations for change to the Workers Compensation module and integration with overall human resource management functionality.

HHB Global/Talon Group Inc, Vice President, Systems/Business Development

09/01 – 09/09

- Developed business plans and groomed government relations to support new product deployment into the marketplace.
- Developed and managed the implemented new product commercial, off the shelf governmental procurement solutions.
- Completed process mapping and wrote functional requirements for development of global solution. Conducted testing and wrote configuration logic to support transparency and process functionality of solution.
- Performed analysis of government organizations, contractors and supplier's software programs for customization requirements.
- Developed market penetration and sales strategies to support sales goals.
- Led international sales team with specific focus in the local and government markets.
- Served as action leader for special studies, projects and reports.
- Planned, directed, and managed overall activities of staff.

Military Service – US Army, Company First Sergeant

08/81 – 09/01

- Managed a US Army recruiting company to include the implementation of recruiting forecast and tracking tools. Identified cause and developed action plans for efficient operations and management of recruiting offices.
- Developed presentations for sales techniques, team enlistment statistics and training requirements and action plans.
- Provided leadership and guidance to staff.
- Supervised up to 32 offices and 121 personnel on day-to-day activities and other required work duties.
- Assisted area managers with training, operations, administration, and personnel matters

Education:

University of Maryland, studies in Business Administration. Completed multiple US Army specific courses, which includes the First Sergeants Academy and the Advanced Leadership Course, as well as multiple management and business development and sales courses to support successful coaching and leadership training.

Training:

Most recent professional training includes Managing Program Change, Issues Management, Customer Expectations Management, Configuration and Change Management, NGIS Program Management, and Leading for Front Line Leaders.



CONSULTING SERVICES™
...transformation unleashed

7. Attachment 2 - Strategic Planning Process Model

