

State of Washington
Department of Transportation
Community Centered Transportation Leadership to Curb Carbon
SOQ "Packet A"
Submitted by Klimt, LLC

A.

• **Listing of all firms on your proposed team;**

Klimt Consulting, LLC (Klimt)
The Harriet Tubman Foundation for Safe Passage (HTFFSP)
Rokkit, LLC
Motivated Life, LLC,
Lada Nada
Civic Group West company

• **List the type(s) of expertise that each firm on your team can provide;**

Klimt Consulting, LLC (Klimt), The Harriet Tubman Foundation For Safe Passage (HTFFSP), Rokkit, LLC, Motivated Life, LLC, Lada Nada, and Civic Group West company are poised and qualified to successfully design and implement an innovative, best in class evidence-based set of solutions directly aligned with requirements needed for a successful implementation of the Washington Department of Transportation Community Centered Transportation Leadership to Curb Carbon Program. Klimt and their strategic partners have an impactful track record with over 79 years of progressive experience in Grant and Program Management, Public Policy, Technical Assistance, Community Engagement as well as Technology Integration for overburdened communities throughout the United States. Washington State and California are the primary geographical areas that have been served

Harriet Tubman Foundation For Safe Passage (HTFFSP)

Expertise: Project Management, planning and design of grant program & community engagement. Which includes outreach and technical assistance as well as collaboration with local, regional, and state government agencies. HTFFSP will be subcontracted to serve as the Project Manager. Building on the HTFFSP recent success co-designing an evidence-based 200 million Community Reinvestment Plan with Washington Department of Commerce over the seven-month period; HTFFSP will engage diverse small businesses, public officials, Tribes, and stakeholders located in the heart of areas continuously economically and environmentally distressed. Assist with engaging faith-based community organizations, and African Diaspora affinity groups. Assist with RFP design, RFP evaluation, co-creation of grant program design execution.

Klimt Consulting, LLC

Expertise: Klimt Consulting LLC is certified as a Minority Business enterprise (MBE) by the Southern California Minority Supplier Development Council (SCMSDC), as well as a small, Women-Owned Business Enterprise. As the Prime Contractor, Klimt is uniquely qualified for this role. Their impressive 25-year history of providing technical assistance

(virtual and in-person), grant writing, community outreach and engagement, client advocacy as well as program implementation for the Los Angeles County, State of California and numerous other local municipalities and agencies clearly demonstrates they are competent to lead the Washington State Department of Transportation (WSDOT) Community Centered Leadership to Curb Carbon Program.

Klimt Consulting, LLC is a full-service consulting firm, offering project management, grant writing, land use planning, labor compliance, rent relief assistance and a variety of HUD services to Los Angeles and San Bernardino counties. Klimt, LLC succinct in-depth knowledge of Federal, State, and Local grant funding processes allows successful execution of all phases of grant-funded projects, from conception, funding acquisition, and public outreach, to overseeing the implementation, construction, and completion of the project. Core Services to be provided for this contract include: Community Engagement, Outreach (in-person virtual, phone, text and email), technical assistance, program design and implementation, program, grant administration, grant writing, and training. As such, a process has been started to obtain their Washington State Business License and Washington OMWBE certification. Klimt, LLC proposed solution far exceeds the voluntary 26% small, minority-owned participation goal.

Rokkit Solutions, LLC - Small, Minority & Women-Owned Business Enterprise

Expertise: Outreach, Technical Assistance, Marketing, Community Engagement, & Project Coordination. Assist with engaging K-12 school districts, LGBT, unhoused, disabled, youth, and unhoused persons. Assist with RFP design, RFP evaluation, and co-creation of grant program design execution.

Motivated Life, LLC - Small, Minority-Owned Business Enterprise

Expertise: Contract Compliance, data analytics, report writing, community engagement, media, and content development & marketing. Assist with video production, podcasts, reports, marketing, and outreach strategy.

Lada Nada – Sole Proprietor -Small, Women, and Minority Owned Business Enterprise

Expertise: Outreach, Marketing, and Community Engagement. Assist with development of marketing and outreach, design of radio and television public service announcements, podcast, engagement of Tribal, Refugees, Immigrants, Rural, and Latinx communities.

Lada Nada is a proven effective marketing professional with over 10 years' experience in business branding. She has consistently demonstrated her creative campaign leadership and empowering team management by using her knowledge in content marketing and social media platforms. In addition, she has excellent organizational

skills, with expertise in handling multiple projects efficiently and with integrity. With her strong interpersonal skills and history of extensive face to face client interactions, as well as being bi-lingual, she will bring a sense of familiarity and identity with the Latino communities.

Urban Civic Group West - Edward Hill-Veteran Owned Business Enterprise

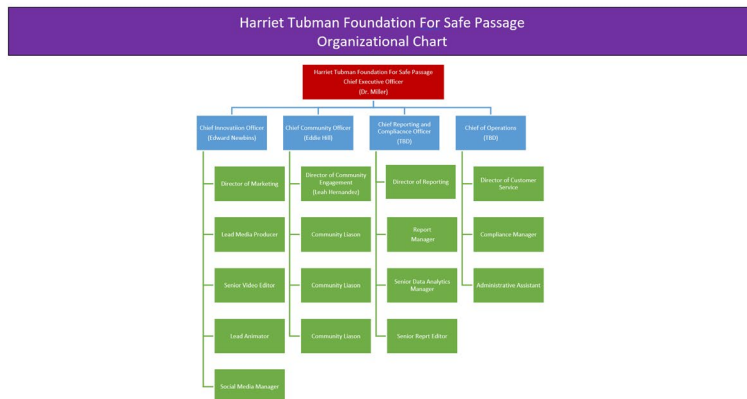
Expertise: Community Engagement

B. Include the following items:

Provide table identifying current availability of key staff and resources for each firm on the proposed project team. The availability of staff must be identified as hours available per month for the length of the project, not in percentages of time available.

FIRM	HOURS AVAILABLE MONTHLY
HTFFSP Dr. Jesse Miller	160-200
Klimt, LLC Renea Ferrell	160-240
Klimt, LLC Senior Associate-MP	160-200
Klimt, LLC Senior Associate-MM	160-200
Klimt, LLC Senior Associate-TF	160-200
Klimt, LLC Senior Associate-JC	160-200
Klimt, LLC Project Associate II-VD	160-240
Klimt, LLC Project Associate II-JH	160-200
Klimt, LLC Project Associate I-LF	160-240

Klimt, LLC Administrative Assistant-TW	120-160
Klimt, LLC Media Specialist-PV	160-200
Klimt, LLC Media Specialist-RR	160-240
Motivated Life, LLC Edward Newbins	160-200
Lada Nada Leah Hernandez	160-200
Rokkit Solutions, LLC Rhonda Tilford	160-200
Urban Civic Group West Edward Hill	160-200



The projects for Dr. Jessie Miller will be used for the three team projects and her direct project experience. Three of the subcontractors worked as Dr. Jessie Miller's subcontractors on the projects below.

Qualifications of Proposed Project Manager-Dr. Jesse Miller

Project#1

Aug 2022-March 2023 State of Washington- Washington Department of Commerce “Community Reinvestment Plan” (CRP) Served as lead project manager working with WA Department of Commerce to design the Washington State Community 200 million Reinvestment Plan. Collaborated with over 37 organizations, including focus group participants, small business networks, reentry-focused community organizations and people, tribal liaisons, community healers, and other community advisors.

In addition, the project elicited the following involvement:

- 289 focus group attendees
- 18,975 website views
- 1,028 in-person interactions about the work

Responsibilities included:

Community Engagement and Facilitation

A. Working with WA Dept of Commerce and the Office of Equity, HTFFSP developed a communications and engagement plan that ensured diverse participation that empowers community and increases civic engagement, including funding for compensating participation of individuals and community groups where appropriate.

1. The plan included means for outreach and collaboration with Black, Latinx, Native American, and other communities of color.

2. Other consulted communities included those who are currently and previously justice-involved, families of color impacted by the foster care system, individuals or families denied access to education, housing, or employment due to a drug-related charge or conviction, individuals and families who receive public assistance, LGBTQ-centered substance abuse support groups, tribal-affiliated recovery program participants, and Narcotics Anonymous participants who have been involved with the illegal sale/manufacturing of drugs.

A. The plan included other methods of communication with stakeholders where feasible, including text message campaigns, social media, flyers, trusted messenger campaigns that engage with our target audience.

B. The communication and engagement plan utilized a trauma-informed approach that includes mental health support resources for stakeholders who have lived experience in this work. Strategies should be in place to ensure the

mental and psychological welfare of stakeholders during their interactions with COMMERCE or the consultant group.

C. The consultant created a data security contract with any stakeholders from whom we collect information.

D. Dr. Jessie Miler for HTFFSP collaborated with Commerce and the Office of Equity to create agendas for at least 40 regional stakeholder meetings, facilitated by HTFFSP. The meetings were aligned with the consultant's findings from the data gathering and analysis, and/or with key decisions that required input from stakeholders.

E. Dr. Jessie Miler for HTFFSP developed content for a public-facing website including a project timeline, background, and information for members of the public on how to engage. Content and documents on the website included information about Commerce's process for requesting translations into other languages.

Project #2

October 29, 2020 – February 28, 2021 \$34,000 monthly - King County Equity Now

Company provided independent research (the "Services") as part of a King County-wide community-led research project to imagine community safety, health, and thriving.

Such Services included:

- Research activities, as determined by Client
- Team podcasts, at least 2x per week
- Project management support, as needed
- Volunteer coordination
- Coordination with translators and interpreters, as needed
- Administrative tasks
- Research training and support
- Mandatory Human Subjects Certification through CITI
- Community needs assessment recruitment
- Delivering support to community members, with coordination with Client
- Reporting to City and County Councils, as needed
- Data sharing with Client, as needed.
- Managing own team
- Collaborating with Client, and other project team's
- Attending an online two-hour All-teams meeting at least once per week
- Contractor provided weekly status reports at the beginning of each work week to discuss the upcoming week's agenda and the prior week's work, as applicable; and

- Contractor responded to Client's questions in a timely fashion

Company provided the following deliverables (the "Deliverables"):

- Final research report and any supporting reports as reasonably requested by Client

CRITERIA 3

Prime Consultant

Klimt Consulting, LLC

Key Member: Renea Ferrell

Project #1- CA COVID-19 Rent Relief Program (State of California)

Period of Performance: (May 27, 2021, to current)

Role: Local Partner under Working under fiscal sponsor, non-profit: Fair Housing Foundation and Neighborhood Housing Services of the Inland Empire

Work Conducted:

- Outreach - in-person; by phone, email, text, zoom, in-person (community meetings and community events), website, and social media (Instagram, Facebook, etc.).
- Technical Assistance – assist applicants with program application, required support documentation, submittal, tasks, appeals and status updates. TA is from initial contact till payment received and or applicant appeal is denied.

Duties Included as follows:

Set up, input, update and submit data in the designated system provided by the governing agency

- **Dedicated Call Center** 9am to 5pm operation, Monday thru Thursday; evening hours 6pm to 8pm Tuesday and Thursday; Friday's and Saturdays are by appointment only
- Offer virtual (Zoom), in-person, phone and text appointments to assist clients with questions and concerns regarding application submittal
- Prepare weekly reports that include statuses of client intake and work completed
- Prior to submittal, collect and review support documentation for completeness and program eligibility (income eligibility)
- Create and maintain electronic files of each applicant
- Attend trainings and meetings, as needed

- Provide customer service to clients and landlords in need of assistance with filling out required forms
- Assist in both English, Spanish, and other languages when necessary (request accommodation in advance)
- Conduct in-person workshops Note: We will be equipped to upload documents and submit applications on site. Create a schedule in advance, so potential applicants can be prepared to attend and bring documents.
- Host virtual and in-person informational sessions at various locations throughout project area to prepare applicant for submittal
- Social media posts and email blasts (in partnership with various community partners) to encourage participation
- Community Outreach will include attending in person community meetings, local churches, local food banks/giveaways, grocery stores, local parks, daycare centers, laundromats, non-profit agencies, County Service Agencies, property management offices and WIC Mother's Stores. During these trips, we will provide flyers and pamphlets on the programs. Community Outreach will be conducted (5 to 6 days a week).
- For communities that are digitally remote and or have limited access to technology, the team will bring laptops, iPads and hot spots to connect clients to our Call Center.

Project #2 – Los Angeles County Rent Relief Program

Period of Performance:

Role: Local Partner under Working under fiscal sponsor, non-profit: Fair Housing Foundation

Work Conducted:

- Outreach – by phone, email, text and zoom, social media.
- Technical Assistance – assist both tenant and landlord with program application, required support documentation, submittal, tasks, and status updates. Our work included inputting payment information into the finance system for review.

Contract Awarded: \$884,771.25

Project #3- City of Huntington Park CDBG Street Reconstruction Project

Period of Performance: Contract period of 12/07/21 thru 12/7/2022

Role: Consultant for CDBG Administration and Compliance, as well as Labor Compliance Officer. Liaison to Public Works Department for CDBG funded projects

Work Conducted:

- Review bids and specifications for street reconstruction project. Conduct weekly meetings with prime contractor and subcontractors. Review payroll support documentation for labor compliance. Submit reports to HUD on progress payments. Completion updates and milestones. Coordinate with Public Works Director and staff. Engage community businesses and residents impacted by the project.

Contract Awarded: \$196,000

Subconsultants

Name: Rhonda Tilford

Role: Community Advisor

Project #1-State of Washington- Dept of Commerce “Community Reinvestment Plan” Worked as Consultant for HTFFSP to assist with lead the development of the Washington State Community Reinvestment Plan. Period of Performance (January, 2023- May, 2023)

Project #2- State of Washington “Learn to Return” Initiative-“Get VAXX’D”

Contract 1-\$385,729-Performance dates 3/22-7/22

Contract 2-\$312,416-Performance dates 2/23-7/23

Designed, implemented, and managed all aspects of “Get VAXX’D” Program. Served as Senior Project Manager. Secured funding through grant writing. Hired staff and Consultants. Managed budget, timelines, resources, data tracking, and outcomes. “Get VAXX’D” was a comprehensive BIPOC youth-led digital and health promotion campaign designed to make getting COVID-19 testing and vaccination a viral and cool movement amongst youth.

Through a comprehensive marketing strategy featuring digital, print, social media, and television advertising; the youth raised awareness of the significance of getting tested for COVID-19 and vaccinated in their own voices. Using inclusive strategies over 30 Community- Based Organizations, 10 Consultants and registered 189 underserved youth. Black, LatinX, Migrant Farmworkers, Immigrants, Refugees, and Rural populations were engaged. Marketing and outreach reached millions of people through print, radio, television, and social media.

Youth ambassadors met in-person to curate creative content to film two TV commercials and 2 Radio commercials. Which reached over 1.2 million (1,216,955) people and garnered over 3 million (3,011,000 impressions). The youth ambassadors created over 731 varieties of social media content which attracted over 124,000 views on the various social media platforms (TikTok, Twitter, Facebook, and Instagram).

Project #3- Consultant

Provided RFP design, grant writing, grant evaluation, outreach, community engagement for various entities including US Department of Health and Human Services, City of Seattle, Island County, Washington, US Department of Labor, National Science Foundation, US Department of Treasury.

Name: Edward Newbins, Motivated Life, LLC

Project #1 – Community Reinvestment Plan for State of Washington Department of Commerce.

Period of Performance: April 2023 to December 2023

Role: Director of Data Analytics and Auditing

As the Director of Data Analytics and Auditing I worked with The Harriet Tubman Foundation for Safe Passage in developing a framework for accountability and reporting of the allocation of funds to grantees across Washington State. In addition, I helped the organization develop a financial reporting dashboard, accounting methodology and overall compliance structure for the oversight of \$200 million being awarded to those communities negatively affected by the War on Drugs.

Project #2 - National Premiere of the “The Picture Taker” Documentary for PBS in Collaboration with Central Area Collaborative.

Period of Performance: November 2022 to January 2023

Role: Director of Marketing and Community Engagement

As Director of Marketing and Community Engagement for the nation-wide premiere of the documentary in Seattle, WA I was responsible for overseeing the creation and execution of marketing materials and strategies to promote the film's debut. This involved coordinating with the production team, designing promotional materials, developing press kits, managing social media campaigns, and engaging with media outlets to generate buzz and interest in the

documentary. In addition, I filmed, edited and produced several commercials, podcasts, and social media clips ensuring a successful launch and maximizing the reach and impact of the film.

Project #3 - Development of Business Curriculum and Training for Small Businesses Affected By COVID-19 in Washington State in Partnership with Central Area Collaborative and the City of Seattle.

Period of Performance: November 2021 to January 2022

Role: Director of Data Analytics and Business Development Coach

As one of the Business Coaches and Director of Data Analytics, I developed a training curriculum for small and minority-owned businesses with Debrena Jackson Gandy, one of the top business coaches for women in the country and a national best-selling author. Here, I designed a survey to understand the needs of the community and designed a structured curriculum teaching participants the value of marketing, positive mindsets, developing a strong brand, financial forecasting and budgeting. The curriculum aimed to address specific skill gaps and business challenges, with the goal of enhancing productivity and performance while increasing business resilience, seizing economic opportunities, fostering a growth mindset, and increasing sales revenue and access to resources.

Name: Leah Hernandez - Lada Nada

Project #1- Seattle UrbanBook Expo for BIPOC Authors:
Outreach Engagement & Accountability Director

As the Outreach Engagement & Accountability Director, I assisted in this community-driven initiative to organize a Book Expo specifically aimed at promoting and showcasing the works of BIPOC (Black, Indigenous, and People of Color) authors. This event aimed to address the systemic lack of representation in the literary world and provide a platform for marginalized voices to be heard. Through strategic partnerships with local publishers, community organizations, and grassroots initiatives, we curated a diverse lineup of authors, workshops, and panel discussions. The expo not only celebrated cultural diversity but also fostered dialogue and empowerment within the community. By leveraging social media campaigns, targeted outreach efforts, and community engagement strategies, we successfully attracted a diverse audience and garnered widespread support for the event. The impact was profound, as it not only highlighted the richness of BIPOC literature but also inspired aspiring authors and readers alike to embrace diverse narratives and perspectives.

Project #2 – Community Reinvestment Plan for State of Washington Department of Commerce. (CRP)

Period of Performance: April 2023 to December 2023

Role: Community Engagement -Consultant Project Management & Liaison-
Project Recovery Specialist

As a hired contractor, I gathered a dedicated team, comprised of individuals who share a deep-rooted commitment to the community, in crafting the accountability framework of the Community Reinvestment Plan (CRP). This team, carefully assembled for their expertise and unwavering dedication, held high regard within the communities we served, ensuring that our efforts resonated authentically and effectively.

Together, we collaborated closely with stakeholders to develop an accountability section within the CRP, ensuring that it not only met regulatory standards but also reflected the unique needs and aspirations of the communities involved. Drawing upon our collective experience in strategic planning and program management, we designed comprehensive metrics, reporting mechanisms, and evaluation criteria to monitor progress, measure impact, and maintain transparency throughout the implementation process.

Simultaneously, our team spearheaded a multifaceted community outreach campaign to inform and engage residents in the CRP. Recognizing the importance of trust and inclusivity, we leveraged our established relationships and credibility within the community to disseminate information, solicit feedback, and encourage active participation in shaping the revitalization efforts.

Project #3 – Community Growth and Collaboration Initiative

Role: Community Engagement - Consultant Project Management & Liaison
Community Engagement: Champion robust engagement strategies to ensure projects are informed by the needs and aspirations of local residents. This involves leveraging partnerships, fostering relationships with community stakeholders, and facilitating dialogue, collaboration, and capacity-building initiatives.

Project Success Assistance: Provided support and assistance to diverse projects across Washington, leveraging expertise in community engagement, partnership building, and project management to drive positive outcomes.

Key Responsibilities:

Collaborated with project teams to develop and implement community engagement strategies tailored to the unique needs and aspirations of local residents. Fostered relationships with community stakeholders, including government agencies, nonprofit organizations, businesses, and grassroots initiatives, to ensure project success.

Facilitated dialogue, collaboration, and capacity-building initiatives to empower communities and foster ownership of project outcomes. Provided guidance and support to project teams in navigating challenges, leveraging partnerships, and maximizing impact.

Success Metrics: Increased community involvement and ownership in project initiatives. Strengthened partnerships and collaborations with diverse stakeholders. Positively impacted community well-being and prosperity, evidenced by measurable outcomes such as improved infrastructure, economic development, and social services. Enhanced project outcomes and sustainability through effective community engagement and collaboration.

Name: Eddie B. Hill, Ecodistricts AP. -Urban Civic Group West

Role: Community Resilience & Sustainability Planner, Outreach and Engagement

PROJECT #1-Powell-Division Transit Project, City of Portland; 03/2015-02/2016;
Co-Lead Community Engagement Consultant

Designed and implemented inclusive community engagement strategies including 8 workshops and focus groups with over 300 participants from diverse backgrounds. Facilitated discussions between residents, developers, and city officials to gather feedback on transit corridor priorities. Synthesized input into recommendations reports for the client. Led a team of consultants of color in conducting multi-lingual outreach and engagement with residents and business owners along the corridor. Developed customized engagement materials and discussion guides tailored to the community's needs and priorities. Ensured participation from marginalized groups through partnerships with local organizations.

PROJECT #2- 23rd Avenue Business Corridor Improvements, City of Seattle;
05/2018-03/2019; Lead Community Engagement Consultant

Conducted outreach to gather priorities from residents and businesses for streetscape improvements along 23rd Ave. Hosted public meetings and created recommendation reports for clients including the Central Area Collaborative and Seattle DOT. Administered city funding for impacted businesses. Built relationships with local business owners through one-on-one interviews along the corridor. Conducted research on case studies and best practices for equitable corridor revitalization initiatives. Facilitated collaborative discussions between diverse community stakeholders to align on a vision for the corridor.

PROJECT #3 -Local and Equitable Food Procurement Program, City of Seattle;
12/2023-12/2024; Lead Research and Planning Consultant

Conducted research, stakeholder interviews, and outreach to develop a plan for formalizing equitable and sustainable local food procurement for the City. Engaging regional BIPOC food system stakeholders to inform program vision and principles. Synthesizing findings into recommendations reports for City staff. Leading literature review on current municipal local food procurement programs nationally. Identifying and interviewing Seattle-area BIPOC farmers, producers, and distributors to understand barriers and opportunities for increasing City

purchasing. Developing metrics and evaluation criteria for assessing program impacts on equity and sustainability goals.

Criteria 4

Deliverables Tasks/Approach

<p>Task 1: Grant Program Development/Design</p>	<p>Project team will work collaboratively with WSDOT and community members to co-create innovative grant program:</p> <ul style="list-style-type: none"> • Hold Kickoff meeting and planning meetings with WSDOT to clearly identify overarching goals and objectives of the grant program. Map out schedule and strategies to identify which of the 16 grants mentioned in the Washington Climate Action Plan are priority. Team involved includes Program Manager, Project Manager, Senior Associates, and Consultants. <p>Create and implement a comprehensive outreach plan to engage community. Research which communities are overburdened. Divide them into regions.</p> <ul style="list-style-type: none"> • Hold focus group sessions in at least 6 different overburdened regions. Host meetings with representatives of Tribal communities as well. • Align grant program application, timeline, and deliverables to ensure that the resources will support community-centered carbon reduction strategies. • Develop grant decision-making process to ensure transparency in allocation of resources.
<p>Task 2: Application and Award</p>	<p>Decision-making and technical assistance:</p> <ul style="list-style-type: none"> • Provide one on one and group technical assistance for community members during application process. This will be in-person and online. • Form advisory group to evaluate grants. Determine eligibility

	<p>criteria for serving on group. Train all participants on effective evaluation and scoring methods.</p> <p>Group will meet to make recommendations on awards to be made. Grant decisions will be made in writing, on social media, website, and Press Release.</p> <ul style="list-style-type: none"> • Debriefing sessions can be arranged for applicants not selected.
<p>Task 3: Partnership</p>	<p>With WSDOT:</p> <ul style="list-style-type: none"> • Identify what WSDOT partnership would entail. • Report out on progress of each grant and the resulting community effort. • Collaboratively identify which partners are needed internally and externally.
<p>Task 4: Grant Delivery and Oversight</p>	<p>Support grantees in reaching their stated goals:</p> <ul style="list-style-type: none"> • Provide facilitation, organization, and any other hands-on technical support to ensure community groups are prepared to meet can the goals and deadlines. • Resources for this support have been included in proposal response. • Provide technical assistance in person or thru technical assistance hotline.

<p>Task 5: Grant Reporting and Close Out</p>	<ul style="list-style-type: none"> • Deliver strategies for WSDOT can apply any learning to future actions. • Keep accurate record of grant process documents including application process, decision- making process, and deliverables. • Deliver final report with agreed upon deliverables. Host meeting to gather feedback concerning report. Make adjustments as requested at least 30 days prior to presenting to legislators.
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Goals:

- Enhance community readiness for individuals to access services related to technical assistance, sustainability, grant writing, and capacity building.
- Foster enduring and meaningful relationships between WSDOT, Tribal, and community-based organizations.