

# Optimal Solutions Group, LLC

*Enabling Real-Time, Data-Driven, Public Policy Decision Making*

## Why Optimal?

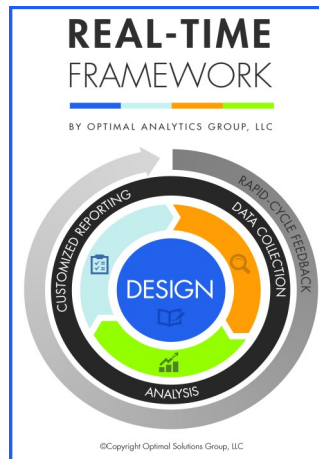
- Innovative and rigorous small minority-owned (SDB) **policy research, data analytics and software development firm** (founded in 2000).
- Located at and collaborates with the University of Maryland.
- Successfully completed over **200 evaluations, analytics and software projects** as a prime contractor.
- Developed Real-Time Framework which includes agencies' evaluation guidelines — policy leader in data collection, analysis, and visualization by **enabling real-time, evidence-based decision making** through rigorous methods, technology and standards-based streamlined processes.
- 40 professionals with expertise in multiple disciplines including economics, public policy, education, workforce development, business, statistics, information/data science, computer science, and communications.
- We have 15 years of experience in advanced AI/ML, analytics and robotic process automation experience, skills and tools.

## Client Base

- U.S. Department of Education
- U.S. Small Business Administration
- U.S. Department of Labor
- U.S. Health and Human Services
- U.S. Department of Housing and Urban Development
- U.S. Agency of International Development
- U.S. Department of Agriculture
- U.S. National Institute for Standards and Technology

## Project Highlights

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|---|--|
| • SBA Evaluation BPA holder for 10+ years/20+ task orders     | • Fatherhood in Public Housing Evaluation  |
| • SBA Vets Boots-to-Business evaluation                       | • Products, Services and Research for Disabled Populations                           |
| • SBA Woman-Owned Business Evaluation                         | • Evaluation of SBA Counseling and Training Initiatives                              |
| • Green Jobs report for Ford Foundation                       | • USAID data collection/analysis/reporting 50+ countries and studies in 24 countries |
| • SBA Evaluation of Jobs and Innovation Accelerator Challenge | • ED/NCES statistical support 15+ years  |
| • SBA Emerging Leaders Evaluation                             | • NIST Manufacturing Extension Partnership BPA holder                                |
| • SBA Regional Innovation Cluster Evaluation                  |  |



## Contact Information

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## Company Information

DUNS #: 124021077 Cage Code: 3C0L6  
Tax ID: 52-2216205

## Prime Contract Vehicles

OASIS Pool 1 SB  
Contract # 47QRAD21D1012

GSA PSS (MOBIS)  
Schedule #47QRAA18D00GN

GSA Schedule 70  
Contract #47QTC A18D00FC

## NAICS Codes

541330, 541360, 541370, 541611, 541612,  
541618, 541690, 541910, 541990

## Services Offered

- Survey Research and Qualitative Analysis
- Evaluation Design and Implementation
- Economic Research, Development & Consulting Services
- Data Science, Analytics, and SaaS
- Custom Computer Programming and Software Development Services

## Data Science & Software Applications

- State of MD Procurement AI Decision Support Tool
- iAccessible Section 508 Auto-Web Testing Platform
- HHS/CMS Web Governance Application
- HHS/CMS Learning System and Data Management, Analysis and Reporting System
- ED/NCES State Assessment and Education Policy Tool
- USAID Education Secondary Data Collection/Analysis

## Core Areas of Expertise

**Education.** Optimal has been a partner with the U.S. Department of Education since 2002. Optimal provides the following support centers within the Institute of Education Sciences (IES): program and implementation evaluations, developing web tools to catalog and visualize data, meetings support, expert recruitment, coordination of grant reviews, collecting administrative data, supporting randomized control trials, developing analysis plans, study participant recruitment, and report writing.

**Health.** Optimal's Health Policy Research Center (HPRC) provides objective research and evaluation on salient health issues. The projects completed by HPRC staff range from determining the potential effects of new initiatives and policies on various stakeholders to evaluating the outcomes and impacts of existing programs.

**International Practice.** Optimal's International Practice (IP) provides research and analysis to enhance evidence-based decision-making in the international development and public policy disciplines. Optimal's IP team consists of policy analysts, economists, statisticians, and evaluation and information technology specialists. IP projects cover a range of economic development issues, including education, public health, entrepreneurship, export promotion, agriculture, and global food security.

**Workforce Development.** The Workforce Development and Social Policy Research Center (WDSRPC) conducts program evaluation, and technical assistance on child welfare, youth development, adolescent risk behavior, job training, workforce development, welfare policy, family formation, and child support. Optimal's research studies have examined the operations and effectiveness of several major social programs.

**Housing, Economic Development and Transportation.** The Housing, Economic Development and Transportation Research Center (HEDTRC) performs research and technical assistance work designed to inform both policymakers and practitioners in the planning and development fields. Clients include local, state, and federal government agencies and organizations in the private and non-profit sectors.

## Highlights

### U.S. Small Business Administration

For over a decade, Optimal has design and implemented non-experimental, quasi-experimental, and experimental evaluations for the SBA chief evaluation officer. These evaluations include instrument design, data collection, analysis and reporting across a range of topics: national procurement scorecard, Scaling-Up America Initiative, Regional Innovation Cluster and Jobs and Innovation Accelerator Challenge, the Emerging Leaders Initiative, and programs for woman-owned, Native American-owned, Veteran owned, 8(a) Business Development program, and HUBZone program.

### Centers for Medicare & Medicaid Services

For more than 15 years, Optimal has conducted studies and provided technical assistance to multiple CMS divisions that included a myriad of technical approaches: case study analysis, systematic reviews, cost analysis, economic analysis, performance measurement and measurement development, process/policy/program analysis, risk assessment and analysis.

### U.S. Department of Education

For close to 20 years, Optimal has provided research, evaluation, and technical assistance services across ED. These studies have included topics on early reading teach instruction, charter schools, postsecondary education, service obligations systems, National Assessment of Education Progress reporting, adult education, development of statistical standards, statistical and writing style guidelines.

## Analytics Tools Developed by Optimal

Optimal created Revelo in order to automate data validation, harmonization and linking. Data analysis is embedded and also customized reporting whether dashboards, style-guide conforming reports, or emails. Built for researcher, analyst and reporting needs.



RPA website accessibility, usability, plain language testing, organizational reporting



Auto linked and harmonized administrative and secondary data using ETL across 50+ countries



Automated data collection, validation, analysis & reporting across multiple CMS healthcare learning models



Links education administrative and contextual data with interactive dashboards