



## Why Optimal?

- Innovative and rigorous small **policy research, data analytics and software development firm** - University of Maryland Discovery District location with 40+ multidisciplinary staff
- Successfully completed over **300 evaluations, analytics and software projects** as a prime contractor
- Developed Real-Time Framework that uses agencies' evaluation, security and accessibility guidelines
- Leader in automated data collection, analysis, and visualization by **enabling real-time and evidence-based decision-making** through rigorous methods, proven technology and standards-based processes
- 15 years of experience in **advanced AI/ML, analytics and RPA** experience, skills and tools

## Core Competencies

- 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

## 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
- Maryland State Department of Education
- Maryland Health Care Commission (Sub to Abt Global)
- Maryland Health Services Cost Review (Sub to NORC)

## Past Performances

- DHS Readiness, Citizenship, IT system evaluations
- USDA AI for Acquisitions, Telework and Performance Appraisal
- ED Web Quality Assurance and Accessibility Tools
- SBA Vets Boots-to-Business, WOSB, HZ evaluations
- HUD Move-to-Work, Housing Insecurity evaluations
- SBA Evaluation of Jobs and Innovation Accelerator Challenge
- SBA Emerging Leaders Evaluation
- SBA Regional Innovation Cluster Evaluations
- Montgomery Co. Fatherhood Quality Improvement Evaluation
- USAID automated data collection/analysis/reporting 50+ countries and studies/evaluations in 24 countries
- ED/NCES statistical support 15+ years
- NIST Manufacturing Extension Partnership BPA holder

### Contact Information

Mark Turner, PhD  
5825 University Research Court  
Suite 1100  
College Park, MD 20740

**Phone:** 301-306-1170 ext. 700

**Email:** [info@optimalsolutionsgroup.com](mailto:info@optimalsolutionsgroup.com)

### Company Information

**UEI:** WR4LJXNPX627

**Cage Code:** 3C0L6

**Tax ID:** 52-2216205

**NAICS Codes:** 541720, 541611, 541990, 541511, 541512

### Contract Vehicles

#### OASIS POOL 1 SB

Contract #47QRAD21D1012

#### GSA MAS (+EVALUATION Sub Group)

Contract #47QRAA18D00GN

#### ED PRESTO IDIQ

Contract #91990023D0039

#### SBA EVALUATION BPA

Contract #73351023A0017

#### DOL CEO EVALUATION BPA

Contract #1605C2-23-A-0023

#### DHS PA&E EVALUATION BPA

Contract #70RDAD23A00000004

#### NIST MEP BPA

Contract #. 47QRAA18D00GN/1333ND21ANB8003

## Project References

- U.S. Department of Education - **Web Quality Assurance and Accessibility Tools**, \$70,000, 09/25/2023-09/25/2025, Brent Heavner (brent.heavner@ed.gov)
- U.S. Department of Education - **Educational Statistical Services Network**, \$15 million, 12/10/2012-10/1/2023, Grady Wilburn (gwilburn@ed.gov)
- U.S. Department of Health and Human Services, Centers for Medicare & Medicaid Services - **Learning System Data Management**, \$4 million, 10/1/2014 - 10/1/2020, Tarnisha Boone (tboone@cms.hhs.gov)
- U.S. Department of Health and Human Services, Centers for Medicare & Medicaid Services - **Website Governance**, \$350,000, 10/19/2019- 10/18/2023, Alikia Mack (amack@cms.hhs.gov)

## Analytics Tools Developed by Optimal



Revelo automates data validation, harmonization and linking. Built for multi-level stakeholder needs.

e-508

Document Remediation

AcquisitionAI

Streamlined Market Research and Analysis



Website accessibility, usability, plain language testing, organizational reporting



Customized Content and Data Synthesis ChatBot

CommentsAI

Automated Comments Processing



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



Links education administrative and contextual data with interactive dashboards