

**Kittitas County Requests Proposals for Information and Education Funds**

This is Elmview’s request for funding for one-time funds through Kittitas County to provide targeted information and education to the community.

* Elmview’s proposal will build relationships with local employers to educate them about the benefits of hiring persons with developmental disabilities. The project will produce a video used to engage the employer community, as well as, the community in general, through the implementation of a marketing plan which utilizes internet, social media, and other interactive platforms. Effective utilization and marketing will lead to greater employment opportunities for people with disabilities throughout Kittitas County.

Applicants who are interested in applying for one-time funding must meet the following qualifications:

* **Exhibit ability to successfully develop and implement the proposed plan.**

Elmview has provided vocational and residential services for people with developmental disabilities for over fifty years. During that time, the agency has worked with a number of funding agencies on time-limited specific projects. Through the years, Elmview has worked with agencies such as, the State of Washington, Division of Vocational Rehabilitation, the State of Washington Developmental Disabilities Council, the Community Transportation Association of America, Boeing Community Fund, and United Way of Central Washington among others on time specific outcome based projects.

* **Demonstrate the ability to provide services in accordance with Developmental Disabilities Administration County Guidelines.**

Elmview is accredited by the Commission for the Accreditation of Rehabilitation Facilities (CARF), certified by the State of Washington, Residential Care Services for Supported Living, Diversion, and Respite Services, and reviewed and audited by Kittitas County for contract compliance.

All of the above utilize the values and framework of the DDA County Guidelines in reviewing Elmview’s programs. No program has had accreditation/certification withheld or revoked. All programs have received the maximum accreditation and certifications available.

* **Exhibit administrative capabilities necessary to safeguard public funds, including maintaining book, records, documents, and other materials relevant to the provision of goods and services.**
	+ An independent auditor conducts a full audit of the organization annually. The last audit was for 2015. There were no findings. No management letter was issued.
	+ Elmview has recently migrated all data to a server based system. The system has established firewalls that prevent external access to internal data. The system is monitored 24/7 by contracted IT professionals.
	+ Client data is increasingly stored in a cloud-based system (Therap). Therap is HIPPA compliant. Client data, profiles, and programs are stored in the HIPPA compliant cloud-based system.
	+ Elmview staff review and sign Elmview’s Confidentiality Policy annually.
* **Maintain a management system that provides for systematic accumulation, filing, and retention of timely records and reports.**

Elmview increasingly relies on Therap, a cloud-based system, for client profiles and files. The State of Washington utilizes Therap for their community-based residential services.

* **Have at least one staff member with two years of experience related to the service for which the agency is applying to provide.**

The following staff will be involved in the development, oversight, and implantation of the project.

* + Bruce Tabb, Executive Director, 28 years experience with Community-based programs for people with developmental disabilities.
	+ Sherie Bury, Vocational Administrator, 15 years experience with Community-based programs for people with developmental disabilities, former Division of Vocational Rehabilitation Counselor.
	+ Sheri Powers, Vocational Administrator, 33 years experience with Community-based programs for people with developmental disabilities.
	+ Rochelle Sitton, Community Employment Specialist, 20 years experience with Community-based programs for people with developmental disabilities.

Proposals for funding must include:

* **Thorough explanation of how the proposal addresses one or more of the above listed priorities**

This proposal focuses on activities aimed at building relationships with local employers to educate them about the benefits of hiring persons with developmental disabilities.

People with developmental disabilities are working in a variety of jobs throughout Kittitas County with Elmview’s support. Tenure on the jobs ranges from 30 years to 30 days. People are working in jobs on campus at CWU, in retail stores, lumber and hardware businesses, in all more than 30 businesses have or are providing employment for people. Jobs range from office work, cooking and food preparation, shelf stocking, grounds, custodial, and more.

Even as people enjoy working and contributing to their employer’s business, there is more that can be done. People with disabilities are valuable employees. People show up and do their job. When employed, people with developmental disabilities add to the overall value of the business, help improve productivity and profitability, and promote a business which celebrates a diverse workforce and community. This project proposes to showcase those attributes to the employer community throughout Kittitas County.

The skills and aptitudes of people with developmental disabilities and their value in the workplace will be captured on video. The video will be embedded on a variety of websites—Elmview, Kittitas County, Chamber of Commerce (Note: The video will focus on employers and people with developmental disabilities. It will not promote a specific organization and will be made available for all to use on websites, social media, or community presentations.) Portions of the video will be edited and distributed through FaceBook, Instagram, Snapchat, and other social media. The marketing plan will outline short and long-term utilization of the video imaging. The video is not the end product, but a product which can be utilized in a variety of ways across a multitude of platforms.

* **A plan specifically outlining how the funding will be used**

The funding requested will be used to achieve two specific products/outcomes.

1. Production of a video which demonstrates the value of employing an individual with developmental disabilities to employers.

$10,000

1. Development and implementation of an on-going marketing plan using video footage created for the video production. Elements to be utilized may include, but not be limited to, internet placement, web site development, Facebook placement, Snapchat, Instagram, and promotional materials.

$ 2,500

* **Measurable goals and SMART objectives for the program presented**

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| Goal: | Create Video |  |  |
| Action | Person Responsible | Outcome | Date |
| Determine Video Focus and Length | JW/BT | Length and focus of video production known | 12-15-16 |
| Meet with Production Company | JW/BT | Production company formed and aware of project goals | 12-10-16 |
| Determine timeline for production | JW/BT/Crew | Timeframe for shooting and delivery of video product set | 1-15-17 |
| Determine storyboard for timeline | JW/BT/Crew | Storyboard and shooting sequence set | 2-1-17 |
| Identify players—employers, individuals, family members  | BT/Vocational Staff | Individuals and employers identified with agreement to participate in place | 1-15-17 |
| Initiate filming  | JW/Crew | Filming initiated | 2-1-17 |
| Raw stock filmed | JW/Crew | Film ready for editing | 3-15-17 |
| Raw film edited 1st cut | JW/Crew | Film ready for first screening | 4-15-17 |
| Initial Screening of video | JW/Crew/Elmview staff/Lee H. | Feedback on initial film incorporated into video | 5-1-17 |
| Video re-edited with feedback | JW/Crew | Final cut ready for viewing | 5-15-17 |
| Video ready for release | JW/Crew | Release party planned | 6-1-15 |
| Video Released | JW/Crew/Elmview staff/Lee H. | Release party and video available for media use | 6-15-17 |
|  |  |  |  |
| Goal: | Outreach to Community |  |  |
| Action | Person Responsible | Outcome | Date |
| Develop targeted marketing to impact employer community | LH(Alpine Lake Designs)/ BT | Initial media targeted | 12-15-16 |
| Identify type of engagement | LH(Alpine Lake Designs)/ BT | Type of marketing identified  | 12-22-16 |
| Marketing infrastructure for identified media developed | LH(Alpine Lake Designs) | Infrastructure developed | 1-15-17 |
| Review film output for incorporation into marketing | LH(Alpine Lake Designs)/BT | Film content integrated (1st edit) | 4-15-17 |
| Test content on media | LH(Alpine Lake Designs) | Content consistent with media coding | 5-1-17 |
| Final film content available for beta testing | LH(Alpine Lake Designs) | Film content tested | 6-1-17 |
| Content uploaded and live on media | LH(Alpine Lake Designs) | Internet/Social Media campaign live | 6-15-17 |
|  |  |  |  |
| Goal: | Ensure on-going monitoring and use of materials |  |  |
| Action | Person Responsible | Outcome | Date |
| Review internet/social engagement | LH/BT | Information reviewed on effective use of media/film | 8-1-17 |
| Adjust target markets as indicated by review | LH/BT | Focused effort for more effective use of materials | 9-1-17 |
| Use film for public outreach | BT/Vocational Staff | Four Community presentations at appropriate venues | 12-31-17 |
| *Note: Activities are outlined beyond the end of the grant cycle. These are critical to ensure utilization and effectiveness of the effort. Elmview proposes to support these efforts as part of the overall project. (see budget)* |

* **Description of how the proposed service is unduplicated in the County or why duplication of services is justified.**

There are currently no tools available made specifically for Kittitas County which focus on expanding the awareness and knowledge of the employer community. The development of effective tools will lead to increased employment opportunities for people with developmental disabilities in the County. The products do not duplicate any services or products available.

* **Budget detailing precisely how the funds will be used.**

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| **Kittitas County Requests Proposals for Information and Education Funds** |   |   |   |
| Respondent: Elmview |   |   |   |
|   |   |   |   |
| **Budget** | Kittitas County | Elmview  | Totals |
| Clearwater Studios (Jon Ward) | **$10,000** | 0 | $10,000 |
| Alpine Lakes Design (Lee Honeycutt) | **$2,500** | $1,500 | $4,000 |
| In-Kind Contributions | **$0** | $1,500 | $1,500 |
| Marketing Materials/Social Media Placement | **$0** | $4,200 | $4,200 |
| Project Total | **$12,500** | $7,200 | $19,700 |

**Contractor Information:**

**Clearwater Studios**

Jon Ward, founder and owner of Clearwater Studios, is an award winning filmmaker. Clearwater Studios has been created to develop scripts and low budget independent films in conjunction with students who are attending the Film and Video Studies (FVS) program at Central Washington University. Clearwater Studios is run by independent film producer and CWU Professor Jon Ward.[**http://www.clearwaterstudios.net/**](http://www.clearwaterstudios.net/)

**Alpine Lakes Design**

Lee Honeycutt knows the web and how to design sites to exacting standards. For 12 years, he taught website design, desktop publishing, and technical communication at Iowa State University. He is the founder and owner of Alpine Lakes Design LLC, a full-service website design and document services firm, specializing in responsive design, content strategy, web marketing, search engine optimization, and social media. Alpine Lakes Design serves small businesses and non-profits in Central Washington and the Pacific Northwest. [**https://alpinelakesdesign.com/**](https://alpinelakesdesign.com/)

**Proposal Contact**

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