Impact. Empowerment. Resiliency.

THE CLOUDBURST GROUP

Creating Impact, Empowering Communities, Building Resilience—Where and When It Matters

HOUSING AND COMMUNITY DEVELOPMENT CAPABILITIES STATEMENT

The Cloudburst Group, founded in 2005, is an impact-driven small business focused on empowering communities to build social, economic, and environmental resilience. To increase the reach, impact, and return on investment for public and private clients, we collect and analyze data; monitor and evaluate programs; communicate promising and evidence-based practices; and provide outcomes-focused training and technical assistance. We are headquartered in the Washington, DC area with a network of satellite offices, consultants, and partners spread across the globe.

We have a long history of working with HUD and their grantees to improve the performance of their programs. Clients include Community Planning and Development, Fair Housing and Equal Opportunity, Policy Development and Research, Office of Housing, Office of Environment and Energy, and more. Cloudburst staff are experts in HUD regulations and programs and have proven past performance in executing highly complex data-driven solutions to advance the impact of HUD programming.

Contact Information:
Cloudburst Consulting Group, Inc.
8400 Corporate Drive, Suite 550
Landover, MD 20785-2238
(301) 918-4400

Michelle Hayes, President
Michelle.Hayes@cloudburstgroup.com
(202) 253-2346 (Direct)

Company Information:
SBA: Women-Owned Small Business (WOSB)
Size Standard: $24.5M
UEI: N3E3BBNSAE78
NAICS: 541611 (Primary)
CAGE CODE: 43AB5
GSA MAS Contract # GS-10F-0218U

TECHNICAL ASSISTANCE • TRAINING • COMMUNICATIONS • DATA ANALYTICS • EVALUATION

TECHNICAL ASSISTANCE

We provide expert level assistance to grantees in a variety of HUD program areas including:

- Affordable housing development.
- Data-driven comprehensive planning.
- Homeless prevention and housing.
- Disaster resilience and recovery.
- Fair Housing.
- Economic Development.
- Environmental compliance.
- End-user MIS support (IDIS, DRGR, HMIS, e-snaps).
- State & local government & nonprofit capacity-building.
- Strategic plan development.
- Program compliance.

TRAINING

We provide interactive trainings that use innovative adult learning methodologies to develop knowledge, skills, and abilities. Our core training competencies include:

- In-person and remote instructor-led trainings.
- Instructional design.
- Course management.
- Training of trainers.
- Workshops.
- Conference support.
- Massive open online courses.

COMMUNICATIONS

We offer full-service solutions for communications, knowledge management, and marketing. Our staff are experts in designing and implementing multi-channel communications strategies that gain stakeholder buy-in, influence target audiences, and amplify public outreach. Our core communications and knowledge management services include:

- Strategic communications and marketing.
- Social and behavioral change communications.
- Website management and development.
- Digital communications and social media.
- Multimedia: photography, videography, animation, infographics, and data visualization.
- Events and webinars.
- Public and media relations.
- Graphic design.
- Issue-driven communications.
- Organizational knowledge management.

DISASTER RESILIENCY

We have helped HUD and its grantees prepare for and respond to the immediate and long-term impacts of disasters, especially for our nation's most vulnerable populations. From Hurricanes Katrina, Sandy, and Maria to COVID-19, our teams have:

- Supported disaster shelter transition efforts, coordinating with FEMA and the American Red Cross.
- Designed Rapid Rehousing programs post-hurricane and supported shelter population relocation due to COVID-19.
- Targeted CDBG-DR on housing recovery for low-income populations.
- Advised program design for CDBG-DR grantees including models to leverage mainstream resources.

DATA ANALYTICS

Our services include procedures for data collection, data cleaning, data validation, and analysis of small and large complex data. We are skilled at integration of data across disparate systems to generate program- and performance-level analytics. Our services include:

- Survey, focus group, and interview design.
- Data collection, quality assessment, and cleaning.
- Application of simple and complex analytic techniques.
- Data visualization for printed or online dissemination.
- MicroStrategy and Tableau report generation.

RESEARCH AND EVALUATION

We provide academic-level research under Institutional Review Board standards to design evaluations, collect data, and generate qualitative and quantitative evidence. We are skilled at impact, performance, and process evaluations for large and small organizations and interventions.

- Research Methods: Randomized controlled trials, quasi-experimental methods, focus group discussions, ethnography, literature reviews, qualitative data analysis, mixed methods, computer-assisted interview methods and data collection.
- Evaluations: Impact evaluations, performance evaluations, process evaluations, formative and summative evaluations, program monitoring.
- Research Capacity-Building: On-site and remote training and technical assistance to build the capacity of in-country partners for data collection and analysis.