

Labor Category	October 2020	% FTE	Pre-Launch - Kickoff & Meeting Notes	Task 1.A - Mission/Vision Statement	Task 1.C - Successful Campaigns Research & Presentation	Task 1.D - Content Audit & Draft Editorial Calendar	#####
Content Director (Katie Trauth Taylor)	18	11.25%	4	6	4	4	30
Homeless Services Operations Cons. (Adam Ruege)	11	6.88%	1	6	4		29
Project Manager / Team Leader (Catherine O'Shea)	20	12.50%	8	2	2	8	9
Research Writer (Kendall Leon)	21	13.13%	1		16	4	32
Copywriter (Kelly Thomas)	7	4.38%	1	6			12
Graphic Designer (Sarah Grunkemeyer)	11	6.88%	1		6	4	0
Data Designer (Bruce Bolin)	1	0.63%	1				40
Data Visualization Consultant (Jeff Shaffer)	1	0.63%	1				40
PR Consultant (Assia Micheaux)	7	4.38%	1	6			13
	97		19	26	32	20	205
Total Hours Per Month	97						205

% FTE	Task 1.B - Data Viz Dashboard	Task 1.E.a.i - Content Strategy Sessions	Task 1.E.a.ii - Persona Canvases	Task 1.E.a.iii - Messaging Grid	Task 1.E.a.iv - Style Guide	December 2020 % FTE	Task 1.E.a.v Campaign Ideation / Prioritization Sessions	Task 1.E.a.vi - OHPI Comms Plan	Task 1.E.f and 1.E.a.vii - Editorial Calendar		
#####		8	6	6	6	4	30	18.75%	6	16	8
#####		16	6	2	4	1	11	6.88%	6	4	1
5.63%		4	2	1	2		22	13.75%	6	8	8
#####			6	6	12	8	16	10.00%	6	6	4
7.50%					4	8	4	2.50%		2	2
0.00%							10	6.25%		6	4
#####		40					4	2.50%			4
#####		40					0	0.00%			
8.13%			6	2	4	1	20	12.50%	6	8	6
	108	26	17	32	22		117		30	50	37
							117				

February 2021 % FTE	Task 1.E.c - Ongoing support of marketing for policymakers and public fundere	Task 1.E.d - Ongoing data and performance analysis	Task 1.E.e - Ongoing creation of data visualizations	Task 1.E.g - Ongoing support of marketing / comms with people experiencing	Task 1.E.k - Ongoing management of materials, websites, social media, and	March 2021 % FTE
28 17.50%	2	8	8	2	8	30 18.75%
32 20.00%		24	8			26 16.25%
36 22.50%	2	8	8	2	16	36 22.50%
32 20.00%	6		12	6	8	48 30.00%
44 27.50%	6		12	6	20	60 37.50%
42 26.25%	8		20	8	6	54 33.75%
38 23.75%	1	16	20	1		36 22.50%
8 5.00%		4	4			8 5.00%
8 5.00%	2			2	4	22 13.75%
268	27	60	92	27	62	320
268						320

Task 1.E.j - Generate Provider Toolkit for Housing Crisis Response System	Task 1.E.c - Ongoing support of marketing for policymakers and public fundere	Task 1.E.d - Ongoing data and performance analysis	Task 1.E.e - Ongoing creation of data visualizations	Task 1.E.g - Ongoing support of marketing / comms with people experiencing	Task 1.E.k - Ongoing management of materials, websites, social media, and	June 2021 % FTE	Task 1.E.c - Ongoing support of marketing for policymakers and public fundere
4	2	4	4	2	8	28 17.50%	2
4		12	8			32 20.00%	
4	2	4	4	2	16	36 22.50%	2
6	6		10	6	8	32 20.00%	6
8	6		8	6	20	44 27.50%	6
8	8		16	8	6	42 26.25%	8
	1	12	16	1		38 23.75%	1
		4	4			8 5.00%	
10	2			2	4	8 5.00%	2
44	27	36	70	27	62	268	27
						268	

Task 1.E.d - Ongoing data and performance analysis	Task 1.E.e - Ongoing creation of data visualizations	Task 1.E.g - Ongoing support of marketing / comms with people experiencing	Task 1.E.k - Ongoing management of materials, websites, social media, and	July 2021 % FTE	Task 1.E.c - Ongoing support of marketing for policymakers and public fundere	Task 1.E.d - Ongoing data and performance analysis	Task 1.E.e - Ongoing creation of data visualizations
8	8	2	8	40 25.00%	2	8	8
24	8			36 22.50%		24	8
8	8	2	16	44 27.50%	2	8	8
	12	6	8	62 38.75%	6		12
	12	6	20	44 27.50%	6		12
	20	8	6	72 45.00%	8		20
16	20	1		54 33.75%	1	16	20
4	4			8 5.00%		4	4
		2	4	16 10.00%	2		
60	92	27	62	376	27	60	92
				376			

Task 1.E.g - Ongoing support of marketing / comms with people experiencing	Task 1.E.k - Ongoing management of materials, websites, social media and	Quarterly Outcomes Report	August 2021 % FTE	Task 1.E.c - Ongoing support of marketing for policymakers and public fundere	Task 1.E.d - Ongoing data and performance analysis	Task 1.E.e - Ongoing creation of data visualizations	Task 1.E.g - Ongoing support of marketing / comms with people experiencing
2	8	12	28 17.50%	2	8	8	2
		4	32 20.00%		24	8	
2	16	8	36 22.50%	2	8	8	2
6	8	30	32 20.00%	6		12	6
6	20		44 27.50%	6		12	6
8	6	30	42 26.25%	8		20	8
1		16	38 23.75%	1	16	20	1
			8 5.00%		4	4	
2	4	8	8 5.00%	2			2
27	62	108	268	27	60	92	27
			268				

Task 1.E.k - Ongoing management of materials, websites, social media, and	##### % FTE	Task 1.E.c - Ongoing support of marketing for policymakers and public funders	Task 1.E.d - Ongoing data and performance analysis	Task 1.E.e - Ongoing creation of data visualizations	Task 1.E.g - Ongoing support of marketing / comms with people experiencing	Task 1.E.k - Ongoing management of materials, websites, social media, and	October 2021
8	28 17.50%	2	8	8	2	8	30
	32 20.00%		24	8			4
16	36 22.50%	2	8	8	2	16	8
8	32 20.00%	6		12	6	8	30
20	44 27.50%	6		12	6	20	0
6	42 26.25%	8		20	8	6	30
	38 23.75%	1	16	20	1		16
	8 5.00%		4	4			0
4	8 5.00%	2			2	4	8
62	268	27	60	92	27	62	126
	268						126

% FTE	Final Outcomes Report
18.75%	30
2.50%	4
5.00%	8
18.75%	30
0.00%	
18.75%	30
10.00%	16
0.00%	
5.00%	8
	126