



# WASHTENAW COUNTY OFFICE OF THE SHERIFF



JERRY L. CLAYTON  
SHERIFF

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MARK A. PTASZEK  
UNDERSHERIFF

September 30, 2023

CR 54047 2

Center for Healthcare Research & Transformation  
4251 Plymouth Road  
Arbor Lakes 1 – Suite 2200  
Ann Arbor, MI 48105

Dear Mr Traylor,

Washtenaw County wishes to amend contract 54047 with your agency Corporation Counsel has indicated that this amendment could be accomplished by a letter signed by both of us If this amendment is agreeable to you, please sign and return You will receive an executed copy of this letter upon completion.

Accordingly, I hereby amend the Service Contract between Washtenaw County and Center for Healthcare Research & Transformation dated April 1, 2022, as follows

Amended ARTICLE I – SCOPE OF SERVICES to amend the contract as follows.

The Contractor has developed and will provide the following evaluation for Washtenaw County's LEADD initiative of work in conjunction with the Washtenaw County Sheriff's Office Detailed work is outlined in Exhibit/Attachment A – Statement of Work, and Exhibit/Attachment B – Statement of Work

Amended ARTICLE II – COMPENSATION to amend the contract as follows.

Upon completion of the services outlined in Exhibit/Attachment "A" and submission of invoices the County will pay the Contractor an annual amount not to exceed One-Hundred thousand two hundred twelve dollars and fifty cents (\$100,212.50)

Upon completion of the services outlined in Exhibit/Attachment "B" and submission of invoices the County will pay the Contractor an annual amount not to exceed forty-one thousand five hundred ninety-two dollars and five cents (\$41,592.05)

Amended ARTICLE IV – TERM to amend the contract as follows.

The effective date of this amendment is September 30, 2023, and the contract shall expire on September 30, 2024

All other terms and conditions remain the same as in the original contract, subsequent amendments and any applicable RFP/RFQ

ATTEST:

02/13/2024

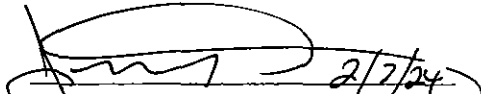
Lawrence Kestenbaum (DATE)  
County Clerk/Register

WASHTENAW COUNTY

02/13/2024

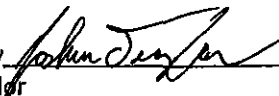
Gregory Dill (DATE)  
County Administrator

APPROVED FOR CONTENT.

  
Jerry L Clayton  
Sheriff

2/7/24  
(DATE)

CONTRACTOR

Accepted by  01/31/2024  
Joshua Traylor  
Executive Director

01/31/2024  
(DATE)

Original: Clerk  
Vendor  
cc Sheriff's Office  
Purchasing

# Exhibit A

## LEADD Evaluation – CHRT Statement of Work

The Center for Health and Research Transformation (CHRT) developed the following evaluation of Washtenaw County's LEADD Initiative of work in conjunction with the Sheriff's Office. The evaluation will be guided by four core aims, which cover a three-year project period. These aims are outlined below and accompanied by a description of activities for achieving that aim.

**Aim 1a: To identify Washtenaw LEADD's outputs, outcomes, and metrics for measuring success.**

Over the next year of the evaluation (October 2023 – September 2024), CHRT will continue to implement and update, as needed, the evaluation plan for the LEADD initiative, including the logic model and list of data elements (See Appendices 1 and 2). The evaluation plan outlines the outputs, outcomes, and data metrics that will be used for evaluation in measuring the success of the initiative. The evaluation plan includes outputs/outcomes that align with the goals of National LEADD Support Bureau (NSB), as well as site-specific outputs/outcomes to address the issues unique to Washtenaw County.

**Aim 1b: To establish data collection protocols that will provide infrastructure for continuous, multi-year evaluation of LEADD's implementation.**

Over the next year of the evaluation (October 2023 – September 2024), CHRT will establish and implement data collection protocols to access and collect the data outlined in the LEADD Evaluation Plan (See Appendices 1 and 2). Data collection protocols will be implemented and data collected in accordance with the evaluation plan.

**Aim 2: To evaluate the implementation of Washtenaw LEADD, documenting any barriers, learnings, and adaptations made throughout the course of the initiative.**

CHRT will continue to collect and analyze data to monitor the implementation of the LEADD initiative in Washtenaw County. Specifically, we will undertake the following activities:

- Use project records to measure key activities and outputs related to LEADD implementation, such as workforce training, referrals, and program enrollment. Develop monthly data dashboards to regularly share progress on key metrics of interest with project leadership and staff.
- Conduct qualitative interviews with key stakeholders, such as members of the PCG and OWG, LEADD staff, and program participants, to identify perceived barriers and facilitators to implementing LEADD in Washtenaw County.
- Document organizational changes made to support the initiative (new methods, cultural changes, budget allocations, public commitments, data sharing agreements, etc) using policy change forms. Document stages of change, estimated impact, key stakeholders involved, and any contextual information.
- Conduct Fidelity Self-Assessment Tool reviews with project leadership and staff to identify areas of alignment with and diversion from the national LEAD model.

We will continue monitoring LEADD implementation in Ypsilanti Township. As the LEADD initiative expands to other jurisdictions throughout Washtenaw County, we will conduct these same data collection and analysis activities in these new jurisdictions. This data will reveal the processes underlying Washtenaw LEADD and, in turn, factors that may contribute to or impede LEADD's success. These learnings can be used to make adaptations to organizational policy and operational protocol to ensure that the LEADD initiative is effective and sustainable across Washtenaw County. These learnings will also provide a roadmap for future LEADD efforts for jurisdictions in Washtenaw County as well as nationally.

**Aim 3: To evaluate the impact of Washtenaw County LEADD on participant, program, and systems-level outcomes.**

CHRT will continue to collect and analyze data to assess the impact of Washtenaw County LEADD on participant, deputy, initiative, and systems-level outcomes as outlined in the LEADD Evaluation Plan (See Appendices 1 and 2). We plan to use the following strategies to collect and analyze these outcomes:

**3.1 Identify, access, and analyze existing data sources**

We plan to leverage project data and other existing data sources to measure **participant outcomes**, such as

- Reduced criminal legal system involvement
- Harm reduction
- Improved health and wellbeing

**Initiative outcomes** such as

- Increased LEADD funding
- Program expansion
- Equitable program implementation
- Documentation of successes, challenges, learnings, and adaptations

And **systems outcomes** such as

- Increase in the number of individuals exhibiting behavioral health disorders who are evaluated and receive non-criminal justice system related community support services
- Reduction in number of individuals suspected of low-level criminal offenses in the criminal justice system (jail, court, probation)
- Reduction of disproportionate criminal justice system contact for African Americans and other individuals of color with behavioral health disorders that are suspected of low-level criminal offenses

**3.2. Design, collect, and analyze surveys of participants and other key stakeholders.**

CHRT will work with case managers to collect survey data from participants at baseline and follow-up. Some key measures could include, but are not limited to, substance use frequency, quality of life, psychological symptoms, social needs, and trust in law enforcement and community service providers.

CHRT will develop a survey to collect data from deputies regarding their knowledge of harm reduction principles and strategies, as well as their satisfaction with the LEADD initiative

CHRT will develop a survey of community partners to measure their perceived capacity to serve the LEADD eligible population, as well as their satisfaction with the LEADD initiative

### **3.3 Conduct Interviews with key LEADD stakeholders**

We will conduct interviews with a sample of participants to understand their experiences with LEADD, as well as their perceptions regarding the impact the LEADD program has had on their lives. We will also interview other key stakeholders, such as deputies and case managers, to better understand their perspectives on the LEADD program and the impact that the program has had on their work.

We will begin by conducting these data collection and analysis activities for Ypsilanti Township. As the LEADD initiative is expanded to other jurisdictions within Washtenaw County, we will also work with these new townships to establish and implement data collection and analysis activities.

**Aim 4: To share findings from the evaluation with key audiences, including both internal stakeholders (e.g. LEADD leadership and staff) and external stakeholders (e.g. community partners and members).**

In order to share findings from the evaluation, we will conduct the following activities.

- *Develop and share monthly data dashboards*

We will develop a data dashboard to provide monthly updates on key metrics of interest, such as number referred, number enrolled, and the demographics of program participants. These data dashboards will be shared monthly with LEADD leadership and staff to facilitate conversations about progress and barriers to implementing LEADD in Washtenaw County.

- *Prepare evaluation reports*

We will deliver interim reports at the end of Year 1 and Year 2. As part of these interim reports, we will report on key activities undertaken over the past year as part of the evaluation. We will discuss implementation progress, identified barriers to implementation, and any adaptations made to overcome barriers to implementation. We will also present preliminary analyses of client, program, and system outcomes. The key audience for these interim reports will be internal stakeholders (i.e. LEADD leadership and staff).

At the end of Year 3, we will deliver a comprehensive LEADD Evaluation Report. As part of the report, we will discuss key lessons learned throughout the course of implementing LEADD. We will discuss the impact of the initiative on client, program, and system level outcomes. The CHRT Evaluation Team will work with the CHRT Communications Team to format the LEADD Evaluation Report, along with a one-page visual summary of key

findings from the evaluation. The audience for the report and one-page visual summary will be both internal and external stakeholders

- *Implement a Communications Plan to share findings with internal and external stakeholders*

In year two, the CHRT communications team will work with the LEADD project coordinator to develop:

- A detailed press release announcing a project milestone (such as one year of operation) with data and quotes from police officers and individuals directly impacted by the LEADD program.
- An op-ed that could be pitched to media outlets (the communications team would interview the project manager or Sheriff and provide the WCSO with the full, verbatim transcript, as well as an edited op-ed suitable for pitching)

### Timeline

October 1, 2023 – September 30, 2024

	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept
<b>Project Management</b>												
Maintain regular meetings with Washtenaw LEADD Evaluation Workgroup, composed of LEADD stakeholders	X	X	X	X	X	X	X	X	X	X	X	X
<b>Develop data collection tools &amp; protocol</b>												
Develop / revise participant survey tools & protocol		X	X	X	X	X						
Develop and finalize deputy survey		X	X	X								
Develop community service provider survey											X	X
<b>Data Collection</b>												
Monthly data transfers	X	X	X	X	X	X	X	X	X	X	X	X
Field participant Surveys							X	X	X	X	X	X
Interviews with key project stakeholders						X	X					
Field deputy survey				X	X							
1. Data Cleaning and Analysis					X	X	X	X	X	X	X	X
<b>Data Reporting</b>												
Monthly Data Dashboards	X	X	X	X	X	X		X	X	X	X	X
Share Interim Report						X	X					
<b>Communications (CHRT Communications Team)</b>												
Implement Communications Activities					X	X	X	X	X	X	X	X

### Budget

**October 1, 2023 - September 30, 2024**

		Hours	Hourly Rate	Total
<b>A</b>	<b>Aim 1 To identify Washtenaw LEADD's outputs, outcomes, and metrics for measuring success. (all of the evaluation planning, data planning)</b>			
	Joshua Traylor      Executive Director	0	\$260	\$0
	Melissa              Director	10	\$225	\$2,250
	Marissa             Senior Program Manager	35	\$100	\$3,500
	Jadrienne          Program Manager	100	\$80	\$8,000
		<u>145</u>	<i>Aim 1 Subtotal</i>	<u>\$13,750</u>
<b>B.</b>	<b>Aim 2 To evaluate the implementation of Washtenaw LEADD, documenting any barriers, learnings, and adaptations made throughout the course of the initiative.</b>			
	Joshua Traylor      Executive Director	1	\$260	\$260
	Melissa              Director	28	\$225	\$6,300
	Marissa             Senior Program Manager	125.525	\$100	\$12,552.50
	Jadrienne          Program Manager	240	\$80	\$19,200
		<u>394.525</u>	<i>Aim 2 Subtotal</i>	<u>\$38,312.50</u>
<b>C.</b>	<b>Aim 3. To evaluate the impact of Washtenaw LEADD on participant, program, and systems-level outcomes.</b>			
	Joshua Traylor      Executive Director	2	\$260	\$520
	Melissa              Director	36	\$225	\$8,100
	Marissa             Senior Program Manager	110	\$100	\$11,000
	Jadrienne          Program Manager	267	\$80	\$21,360
		<u>415</u>	<i>Aim 3 Subtotal</i>	<u>\$40,980</u>
<b>D</b>	<b>Aim 4 To share findings from the evaluation with key audiences, including both internal (i.e. LEADD staff, the Operational Workgroup, and the Policy Coordinating Group) and external (community partners and members) stakeholders</b>			
	Erin                  Director	16	\$125	\$2,000
	Kimberly          Senior Communications Specialist	23	\$75	\$920
	TBD                  U-M Graduate Student Interns	50	\$30	\$4,250
		<u>89</u>	<i>Aim 4 Subtotal</i>	<u>\$7,170</u>
<b>E.</b>	<b>Total Direct Costs</b>			\$100,212.50
<b>F.</b>	<b>Total</b>			/ <b>\$100,212.50</b>

Appendix 1. LEADD Evaluation Logic Model

Outputs	Outcomes			
2. Participant:	3. Deputy/Officer:	4. Initiative:	5. Systems:	
<p><b>1.1 Referrals &amp; Enrollments:</b></p> <p>1.1.1 Number of referrals by referral source*+                      1.1.2 Missed referral opportunities*                      1.1.3 Percent of those referred who enroll in LEADD*+                      1.1.4 Reasons why referred participants are not enrolled*                      1.1.5 Demographic composition of participants*+                      1.1.6 Prior criminal-legal involvement of participants*                      1.1.7 Participant-to-case manager ratio*+    <b>1.2 Program Services:</b>                      1.2.1 Intake assessment completed*                      1.2.2 Participant's needs identified, overall and by type*</p>	<p><b>2.1 Improved Health and Wellbeing.</b></p> <p>2.1.1 Improved access to income and public benefits*                      2.1.2 Improved housing security*                      2.1.3 Improved access to education and vocational trainings*                      2.1.4 Improved healthcare access*                      2.1.5 Improved self-reported health                      2.1.6 Improved self-reported quality of life +                      2.1.7 Completion of client's goals*    <b>2.2 Harm Reduction:</b>                      2.2.1 Receipt of harm reduction tools*                      2.2.2 Improved access to SUD treatment*</p>	<p><b>3.1 Increased Knowledge:</b></p> <p>3.1.1 Increased knowledge of harm reduction principles / strategies *</p> <p><b>3.2 Perceived Value of LEADD:</b></p> <p>3.2.1 LEADD perceived to be valuable tool among deputies/officers</p>	<p><b>4.1 Stakeholder Satisfaction with LEADD</b></p> <p>4.1.1 PCG +                      4.1.2 OWG +                      4.1.3 CLT +                      4.1.4 Participants +                      4.1.5 Officers +                      4.1.6 Community service agencies +</p> <p><b>4.2 Increased Community Support:</b></p> <p>4.2.1 Increased community partnerships                      4.2.2 Community stakeholder support for the LEADD program *+</p>	<p><b>5.1 Reoriented Approach to Public Safety'</b></p> <p>5.1.1 Reduction in number of individuals suspected of LEADD-eligible offenses in the criminal justice system (cite, arrested, booked into jail, court, probation) *+                      5.1.2 Reduction in the number of incarcerated individuals in Washitenaw County living with a mental illness or SUD *                      5.1.3 Reduction in the recidivism rate among those living with behavioral</p>



<p>1.2.3 Participant's priority goals identified, overall and by type*  1.2.4 Referrals made to services, overall and by type**+</p> <p><b>1.3 Program participation</b></p> <p>1.3.1 Participant initiation in services**+</p> <p>1.3.2 Ongoing engagement with case* management</p> <p>1.3.3 Participant retention*</p> <p><b>1.4 LEADD Training:</b></p> <p>1.4.1 Number of trained deputies/officers*</p> <p>1.4.2 Percent of eligible deputies/officers who have received LEADD training</p> <p>1.4.3 Number of trained LEADD case managers</p> <p>1.4.4 Content covered during the trainings*</p>	<p><b>2.3 Reduced Criminal Legal System Involvement:</b></p> <p>2.3.1 Decreased citations, new arrests, criminal charges, convictions, and days in jail**+</p> <p><b>2.4 Increased Trust:</b></p> <p>2.4.1 Increased trust in law enforcement and the criminal justice apparatus*</p> <p>2.4.2 Increased trust in community service providers</p>		<p><b>4.3 Increased Funding</b></p> <p>4.3.1 Increased overall funding**+</p> <p>4.3.2 Increase in public funding as a proportion of LEADD's budget.**+</p> <p><b>4.4 Program Expansion:</b></p> <p>4.4.1 Expansion of the LEADD program to additional/all jurisdictions in Washtenaw County. +</p> <p>4.4.2 Eligibility expansion +</p> <p>4.4.3 Expansion of referral sources +</p> <p><b>4.5 Equitable Program Implementation</b></p> <p>4.5.1 Equitable representation</p>	<p>health conditions *</p> <p><b>5.2 Reduced Racial Disparities in Criminal Legal System Contact:</b></p> <p>5.2.1 Reduction of disproportionate criminal justice system contact for African Americans and other individuals of color that are suspected of LEADD-eligible offenses**+</p> <p><b>5.3 Improved Stakeholder Relationships:</b></p> <p>5.3.1 Increased system-wide coordination*</p> <p>5.3.2 Strengthened rapport between deputies/officers and case management</p>
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<p><b>1.5 Deputy/Officer Fidelity:</b></p> <p>1.5.1 Behavior consistent with WC-LEADD protocol*</p> <p>1.5.2 Interactions with case management*</p>			<p><b>5.4 Inspire Greater Investment in Community Services:</b></p> <p>5.4.1 Value proposition developed for greater investment in community services*</p> <p>5.4.2 Increased investment in social services*</p>
<p><b>1.6 Stakeholder Engagement:</b></p> <p>1.6.1 Frequency and attendance at stakeholder meetings (i.e. PCG, OWG, CLT)*</p> <p>1.6.2 Size and composition of the CLT*</p>			<p>4.5.2 Fidelity to the National LEAD Model &amp; WC-LEADD</p> <p>4.6 Documentation of successes, challenges, learnings, and adaptations:</p> <p>4.6.1 Operational Protocol**</p> <p>4.6.2 Structural and procedural changes / adaptations documented*</p> <p>4.6.3 Documentation of successes, challenges, and learnings*</p>
<p><b>1.7 Assessment of Service Capacity / Gaps:</b></p> <p>1.7.1 Number of incomplete / unavailable referrals**</p> <p>1.7.2 Service agencies' perceived capacity and needs related to</p>			

serving the LEADD eligible population*				
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\*Outcome is in alignment with WC-LEADD Ultimate Outcomes  
 +Outcome is strongly recommended by the LEAD National Support Bureau

## Appendix 2 LEADD Evaluation Data Elements

### Participant Data

Description Data that CHRT will collect/ have access to for each participant. Data organized by the stakeholder who will be collecting the data and/or providing the data to CHRT.

#### CMH:

- Participant name
- Date referred
- Referral source
- Date ROI signed
- Race/ethnicity
- Gender
- Date of birth
- Location / Zip Code
- Date intake assessment started
- Date intake assessment completed
- Needs identified in intake assessment, overall and by need type
- Top 3 priority goals identified by the participant
- Referrals made to services for each participant
- Number and percent of priority goals for which a referral was made
- Participant self-reported initiation in referred services
- Reasons why participant has not initiated referred service
- Number and percent of incomplete / unavailable referrals
- Total number of case manager contacts, # of case manager contacts per month, Dates of case manager contacts
- Access to income and public benefits
- Housing status
- Enrollment in educational, vocational, or training programs
- Healthcare access (i.e., health insurance coverage, primary care provider, receiving care for chronic conditions, receiving mental health care)
- Self-reported medical /physical health
- Self-reported emotional/ mental health
- Self-reported quality of life
- Completion of priority goals
- Receipt of safe use kits
- Receipt of Narcan
- Receipt SUD treatment
- Trust in law enforcement and the criminal justice system
- Trust in community service providers
- Satisfaction with LEADD

#### OWG:

- Participant name

- Participant status (active/ inactive)
- Reason why referred are not enrolled
- Reason why inactive

#### WCSD

- Participant name
- Number of citations in the year prior to and following enrollment
- Number of arrests in the year prior to and following enrollment
- Number of jail bookings & number of nights spent in jail in the year prior to and the year following enrollment, Booking date, Release date

#### WCPO & McLain and Winters

- Participant name
- Number of cases charged by your office in year prior to and following enrollment
- Number of convictions in cases charged by your office in the year prior to and following enrollment

### Case Manager Data

Description Data that CHRT will collect/ have access to about each case manager Data organized by the stakeholder who will be collecting the data and/or providing the data to CHRT.

#### CHRT:

- Perceived successes, challenges, and learnings
- Experiences interacting and collaborating with deputies
- Satisfaction with LEADD

#### CMH:

- Case manager caseload
- Total number of case management contacts with participants per month

### Deputy Data

Description Data that CHRT will collect/ have access to for each participating deputy Data organized by the stakeholder who will be collecting the data and/or providing the data to CHRT

#### CHRT:

- Self-reported knowledge of harm reduction principles and strategies
- Perceived value of LEADD
- Satisfaction with LEADD
- Experiences interacting and collaborating with case managers
- Behavior consistent with WC-LEADD protocol
- Perceived successes, challenges, and learnings

#### WCSD

- Behavior consistent with WC-LEADD protocol

### **Policy Coordinating Group Member Data**

Description Data that CHRT will collect/ have access to for each policy coordinating group member. Data organized by the stakeholder who will be collecting the data and/or providing the data to CHRT

#### **CHRT:**

- Satisfaction with LEADD
- Perceived successes, challenges, and learnings
- Perceived fidelity to the National LEAD Model and Washtenaw LEADD Operational Protocol
- Reported communication and collaboration among stakeholders

#### **PCG**

- Attendance at PCG meetings

### **Operational Workgroup Member Data**

Description Data that CHRT will collect/ have access to for each operational workgroup member. Data organized by the stakeholder who will be collecting the data and/or providing the data to CHRT

#### **CHRT**

- Satisfaction with LEADD
- Perceived successes, challenges, and learnings
- Perceived fidelity to the National LEAD Model and Washtenaw LEADD Operational Protocol
- Reported communication and collaboration among stakeholders

#### **OWG**

- Attendance at OWG meetings

### **Community Leadership Team Member Data**

Description Data that CHRT will collect/ have access to for each community leadership team member. Data organized by the stakeholder who will be collecting the data and/or providing the data to CHRT

#### **CHRT**

- Satisfaction with LEADD
- Perceived successes, challenges, and learnings
- Reported communication and collaboration among stakeholders

#### **CLT**

- Attendance at CLT meetings

### **Social Service Agency Data**

Description Data that CHRT will collect from each surveyed social service agency Data organized by the stakeholder who will be collecting the data and/or providing the data to CHRT

#### **CHRT:**

- Satisfaction with LEADD
- Perceived capacity and needs related to serving the LEADD eligible population

### **Aggregated Data**

Description Data about individuals that CHRT will only have access to in aggregated form Data organized by the stakeholder who will be collecting the data and/or providing the data to CHRT

#### **CMH/ WCSO:**

- Number of incarcerated individuals in Washtenaw County living with mental illness or SUD
- Recidivism rate among those living with behavioral health conditions

#### **WCSO**

- Number of individuals in Washtenaw County cited for a LEADD eligible offense, overall and by race/ethnicity
- Number of individuals in Washtenaw County arrested for a LEADD eligible offense, overall and by race/ethnicity
- Number of individuals in Washtenaw County booked into jail for a LEADD eligible offense, overall and by race/ethnicity

#### **WCPO & McLain & Winters**

- Number of individuals in Washtenaw County charged for a LEADD eligible offense, overall and by race/ethnicity
- Number of individuals in Washtenaw County convicted for a LEADD eligible offense, overall and by race/ethnicity

## LEADD Program Data

Description Data that will be collected about the LEADD program. Data organized by the stakeholder who will be collecting the data and/or providing the data to CHRT.

### CMH:

- Number of case managers who are LEADD certified
- Content covered during case management training

### WCSO

- Number and percent of deputies/officers who have completed National Support Bureau LEAD training
- Number and percent of deputies/officers who have completed Washtenaw LEADD training
- Content covered during Washtenaw LEADD training

### PCG / OWG

- Total annual or biannual budget
- Public dollars as percentage of total LEADD budget
- Millage renewal
- Percent of millage budget allocated to community service agencies
- Amount and percent of Washtenaw County budget allocated to social services
- Amount and percent of Ypsilanti Township (and other participating township/ cities) budget allocated to social services
- Number of jurisdictions in Washtenaw County participating in LEADD
- Eligibility criteria for LEADD expanded
- Structural and procedural changes / adaptations documented
- Documented communication / collaboration among stakeholder agencies

### CLT:

- Number and composition of the Community Leadership team



**CHRT**

EXHIBIT B

15 years of  
Improving Health. Informing Policy

Improving the visibility of millage-  
funded public safety initiatives

10/01/2023 – 09/30/2024

CENTER FOR HEALTH AND RESEARCH  
TRANSFORMATION  
4261 Plymouth Road,  
Arbor Lakes 1, Suite 2000,  
Ann Arbor, MI 48105-3640  
chrt-info@umich.edu

# CHRT

*NOTE: The following statement of work originally covered the period of 10/01/2022 – 09/30/2023 and included a budget of \$67,000. While the original statement of work is provided below, the budget has been reduced to \$41,592.05 as \$25,407.95 had been invoiced against the \$67,000 as of 09/30/2023.*

## Improving the visibility of millage-funded public safety initiatives with an emphasis on LEADD

The current LEADD communications plan includes several different communications vehicles to highlight LEADD's priorities, accomplishments, and impact

- a strategic communications plan,
- a media response protocol,
- a one-page visual summary of key findings from the LEADD evaluation,
- professional photos of LEADD participants (up to three),
- social media posts (six),
- press release (one),
- op-ed (one), and
- digital advertising

However, as the communications team began creating a strategic communications plan for the county, we recognized an opportunity to take responsibility for more of the communications components suggested by the LEAD National Support Bureau,

To operationalize this, the CHRT communications team is requesting funding to expand its current communications deliverables related to the prior contract

### Additional CHRT communications deliverables (LEADD and millage)

The proposed items listed below were developed with input from the Washtenaw County Sheriff's Office, suggestions from the LEAD National Support Bureau, and the existing LEADD communications plan. To successfully operationalize each deliverable, the CHRT communications team will need to meet regularly with WCSO and LEADD to ensure we are updated about ongoing initiatives and communication needs

**Website Support.** Create a dedicated millage microsite on the Washtenaw County Sheriff's Website with information about millage-funded criminal justice reform and programs. Highlight WCSO millage-funded partnerships. Support the LEADD website. CHRT will provide up to 100 hours to both WCSO millage microsite support and LEADD website support.

**Press releases** Write two press releases about WCSO initiatives and pitch to local news outlets and partners. Topics may include DDAR, re-entry services, WeLIVE, Street Outreach team, and CMH co-response unit

**Materials.** Develop and design materials about WCSO initiatives. Materials include printed materials for deputies to hand out (i.e. materials about re-entry, SURE MOMS, Street Outreach team, the CARES team, LEADD), and two publications such as concept papers about DDAR or other topics requested by the WCSO team

# CHRT

**Annual Report.** *Develop a WCSO millage annual report to highlight impact. Demonstrate the enhanced services made possible by millage-funded programs*

**LEADD Logo.** *Produce a LEADD logo*

## Budget

Deliverable		Staff cost	External cost	Total
<b>WEBSITE SUPPORT</b>	Support LEADD website	\$3,477.87	n/a	\$3,477.87
	Develop WCSO millage microsite	\$3,477.87	n/a	\$3,477.87
<b>PRESS RELEASES</b>	Write and disseminate two press releases; topics and timing TBD	\$1,449.11	n/a	\$1,449.11
<b>ANNUAL REPORT</b>	Similar to millage annual reports, focus on what's been accomplished with millage funds; including print and e-copies	\$11,766.80	\$3,589.11	\$15,355.91
<b>LEADD LOGO</b>	Develop and produce new logo for LEADD	\$536.17	\$1,202.73	\$1,738.90
<b>MATERIALS</b>	Develop two brief publications such as concept paper on DDAR	\$4,724.11	n/a	\$4,724.11
	Develop two print materials for deputies to distribute DDAR brochure and LEADD brochure	\$4,724.11	\$6,644.16	\$11,368.27
<b>Total</b>				<b>\$41,592.05</b>

*\*Note: The proposed deliverables are flexible. CHRT is happy to adapt the strategic communications plan as requested by the WCSO team.*