

## CAPABILITY STATEMENT

Contact: Gina Beim, P.E., Founder and President

### Company Description

MCDA Consulting helps organizations in the public, private or not-for-profit sectors prioritize competing alternatives. We specialize in doing this while considering multiple, conflicting objectives and employing Multi Criteria Decision Analysis, or MCDA: the methodology for which we named our firm. Whenever decisions are complicated, tradeoffs between alternatives exist, subjectivity is present, and accountability is necessary, MCDA may help in the ranking and alternative selection process. We can also analyze project alternatives in a more traditional way, through Benefit/Cost analyses and Life Cycle Cost Analyses.

### Certifications

- Professional Engineering Firm in the State of Ohio (No. 05125)
- Small Business Administration Woman Owned Small Business
- Ohio Department of Transportation Small Business Enterprise (SBE)
- Ohio Unified Certification Program SBE and Certified Disadvantaged Business Enterprise (DBE)
- Cuyahoga County Certified SBE and Woman Business Enterprise (WBE)
- City of Cleveland "Cleveland Area Regional Small Business" and Female Business Enterprise
- Northeast Ohio Regional Sewer District Certified WBE (20161115MCD)
- Cleveland Metroparks qualified for "under 50" Professional Design Services

### Core Competencies

- Prioritization of Engineering Solutions / Alternatives Evaluation
- Project portfolio allocation
- Facilitation of Decisions with Multiple Criteria
- Master Plans, Feasibility Studies, Reports
- Engineering Economics (Benefit Cost Analyses, Life Cycle Cost Analyses)
- Engineering Communications (reports, presentations and papers of technical nature)
- Water Resources Planning and Management
- Civil Engineering

### Codes

NAICS:

541330 (primary) ENGINEERING SERVICES  
541690 OTHER SCIENTIFIC AND TECHNICAL CONSULTING SERVICES  
541990 ALL OTHER PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES

CAGE: 7RHU2

DUNS: 080456763

### Gina Beim, P.E.- bio and selected project experience:

Gina is the founder and president of MCDA Consulting and an adjunct faculty at Case Western Reserve University (CWRU). She has a MS in Systems Engineering and an MBA from CWRU and is a registered Professional Engineer in the State of Ohio. Before starting her consulting business Gina was a water resources project engineer and project manager in both the public and private sectors, as well as the marketing director of an engineering firm. She has presented at multiple professional conferences and published numerous papers. Gina is a past president of the Cleveland Section of the American Society of Civil Engineers (ASCE) and chaired its Northeast Ohio Infrastructure Report Card committee. In 2017, she was awarded Outstanding Civil Engineer of the Year by the Cleveland Section of ASCE.

**Subconsultant:** City of Cleveland Willow Lift Bridge Preliminary Access to South Whiskey Island – evaluation of alternatives using Multi Criteria Decision Analysis;

Northeast Ohio Regional Sewer District (NEORS) Regional Stormwater Management Program – Stormwater Fee Toolset Policies

**Prime consultant:** Multi Criteria Evaluation of Southern New Hampshire University refugee education program.