



DYNAMIC AND INNOVATIVE
RESEARCH SOLUTIONS

"HELPING YOU LEVERAGE YOUR DATA"

Company Data

Principal: Gillian Marshall, MSW, MPH, PhD

Phone: 206.308.3858

Email: gillian@dirsolutions.org

CAGE Code: 9RJS9

UBI Number: 603586899

Unique Entity ID: CHZJCN61YFB8

NAICS Codes:

- **541720** - Research & Development in Social Sciences
- **541611** - Administrative Management & General Consulting
- **541690** - Other Scientific & Technical Consulting
- **541990** - All Other Professional Scientific & Technical Services
- **923120** - Administration of Public Health Programs
- **621330** - Mental Health Practitioners

Commodity Codes:

- **961-56** - Program/Project Development & Management Services
- **952-77** - Research & Evaluation, Human Services (Including Productivity Audits)
- **924-19** - Educational Research Services
- **918-27** - Community Development Consulting
- **918-32** - Consulting Services
- **918-82** - Scientific/Technical Consulting
- **924-05** - Advisory Services, Educational
- **924-16** - Course Development Services, Instructional/Training
- **924-64** - Partnering Workshop Facilitation Services
- **948-07** - Administration Services, Health
- **948-43** - Health Information Services
- **948-82** - Research and Sciences Services, Medical

Small Business Certifications

- DBE
- Public Works
- WOSB
- MWBE



About DIRS

DIRS is a small Washington State-based company using the intersection of scientific rigor and practice to design, administer, and report on how people interact with their built environment.

We are a team of dynamic, highly skilled research professionals who are passionate about the community, data, accuracy, and delivering exceptional results with real-world outcomes.

Core Capabilities

- Advanced Data Analysis & Interpretation
- Capacity Building
- Community Outreach & Stakeholder Engagement
- Data Collection & Management
- Economic Impact Studies
- Interviews, focus groups
- Literature & Landscape Reviews
- Research design and methodology
- Needs Assessments
- Protocols and regulatory reviews
- Survey Development & Administration

Areas of Expertise

- Behavioural Health
- Older Adult Population
- Social Determinants of Health
- Quantitative & Qualitative Research Methods

What Sets Us Apart

- We are local and part of the community
- We approach projects with scientific rigor and practical expertise
- All team members have a PhD with 10+years in community health and research design
- We are a multidisciplinary team with expertise in: applied psychology, child development, economics, education, public health and social work.



DYNAMIC AND INNOVATIVE
RESEARCH SOLUTIONS

Relevant Experience & Past Performance

Agency & Project Name

Work Scope

Services Provided

Seattle Metropolitan Chamber of Commerce (2024-2025)



Process Evaluation: conducted mixed-methods of data collection and analysis for the CBC pilot program, culminating in a final report with recommendations.

- Program/Process Evaluation, Analysis & Translation
- Quantitative & Qualitative Research Methods
- Data Analysis & Interpretation

City of Seattle (2023-present)



Research Project: designed and implemented surveys and community listening sessions, data collection & analysis, final report with actionable recommendations.

Economic Impact Study: analysis of existing data to measure a contract's direct and indirect economic impact on the community

- Program/Process Evaluation, Analysis & Translation
- Research Consultation
- Technical Assistance
- Needs and Strengths Assessments

King County (2023-present)



Program Evaluation: designed evaluation frameworks and performance measures, conducted mixed-methods data collection and analysis, and delivered final report with recommendations.

- Program/Process Evaluation, Analysis & Translation
- Research Consultation
- Technical Assistance

Sound Transit (2023-present)



Research Study: conducted one-on-one interviews and focus groups - study design, protocols, questionnaires, data collection, analysis and report.

- Research Consultation
- Survey Development
- Data Collection & Cleaning

ADDITIONAL CLIENTS

