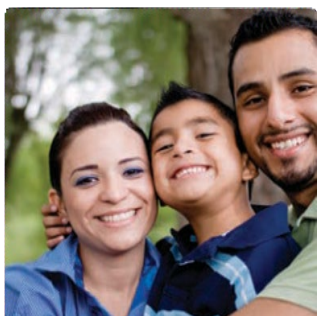




**BOLD  
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DRIVING  
REAL-WORLD  
IMPACT**

General Services Administration | Federal Acquisition Service  
Authorized Federal Supply Schedule FSS Price List

## Multiple Award Schedule (MAS) FSC Group: Professional Services



**Contract Number:** GS-00F-252CA  
**Contract Period:** August 11, 2020–August 10, 2025  
**Business Size:** Other Than Small  
**FSC/PSC Codes:** R499, F999, R701, R708, R422, T006, Y1PB

**Contractor Name:** Abt Associates Inc.  
**Address:** 6130 Executive Boulevard  
Rockville, Maryland 20852

**Phone Number:** 301-347-5829  
**Fax Number:** 301-828-9589  
**Website:** [www.abtassociates.com](http://www.abtassociates.com)  
**Contract Administrator:** Krista L Pages, [BDU@abtassoc.com](mailto:BDU@abtassoc.com)

**Pricelist Current thru Mod PS-0028, effective May 5, 2023.**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address GSA Advantage! is: [GSA Advantage.gov](http://GSA Advantage.gov)

For more information on ordering go to the following website: <https://www.gsa.gov/schedules>.

# Multiple Award Schedule(MAS)

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# ABT AT-A-GLANCE

## Bold Thinkers Driving Real-World Impact

### Practice Areas



Education



Environment  
Natural Resources  
& Climate Change



Food Security  
& Agriculture



Health—U.S. &  
International



Housing &  
Communities



Income Security &  
Workforce

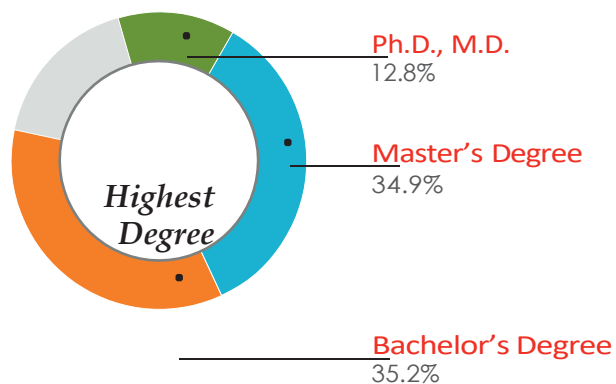
CROSS-CUTTING

### Expertise

- Implementation & Technical Assistance
- Information Technology Applications & Analytical Computing
- Research, Monitoring & Evaluation
- Social Marketing & Behavior Change
- Survey & Data Collection

### Clients

- U.S. federal, state, and local governments
- International governments
- International organizations
- Nonprofit associations and institutions
- Universities and foundations
- Corporations



### Our Values

#### MISSION-DRIVEN.

We are united by our mission to improve the lives of people worldwide.

#### GLOBAL.

We are a global community, bringing diverse knowledge, expertise and perspectives to the many challenges faced by today's world.

#### COMMITTED TO EXCELLENCE.

We strive to meet and exceed the highest professional standards.

#### COLLABORATIVE.

We know that working collaboratively produces excellence.

#### ACCOUNTABLE.

We take responsibility for what we do and how we do it.

#### BALANCED.

We sustain the energy and commitment we bring to our roles by promoting a healthy balance between our personal and professional lives.

### Offices

Atlanta | Bethesda | Boulder | Brisbane | Cambridge | Chicago | Durham | London | New York | Washington, DC

#### PROGRAM OFFICES

Africa | Central and Southeast Asia | Asia-Pacific | Latin America and the Caribbean | Middle East and North Africa

# THE ABT ASSOCIATES ADVANTAGE

Abt Associates is a mission-driven, global leader in research, evaluation and implementing programs in the fields of health, social and environmental policy, and international development. Known for its rigorous approach to solving complex challenges, Abt Associates is regularly ranked as one of the top 20 global research firms and one of the top 40 international development innovators. The company has multiple offices in the U.S. and program offices in more than 40 countries.

## 57 Years of Bold Thinking

It was 57 years ago—on January 12, 1965—that Clark Abt started on his journey in a small Cambridge office to create a place where innovation, bold thinking and creativity could tackle the toughest social issues of the day. Almost 55 years later, Abt Associates has grown into a global company of more than 2,700 employees with offices around the world. Although the company has changed and grown far beyond its early days, one thing remains constant: Abt's mission to improve the quality of life and economic well-being of people worldwide

## Committed to Meaningful Change

We apply our energy and creativity to helping our customers—governments, businesses, and private organizations— make better decisions and deliver better products and services by providing them with the highest quality research, technical assistance, and consulting services available in the marketplace. We strive to exceed our client's expectations for the integrity of our methods and findings, the objectivity of our thinking, and the practical utility of our results. We are committed to hiring and retaining a diverse staff with the highest quality technical, management, and entrepreneurial talents. We aspire to provide our staff with a quality of work life characterized by mutual respect and a continuous learning environment that fosters creativity and high performance.



# CUSTOMER INFORMATION

GSA Federal Supply Schedule Contract Number: GS-00F-252CA

## Authorized Federal Supply Schedule Pricelist

1a. Table of Awarded Special Items Number (SINs)

SIN	Recovery Contracting	Special Item Description	Price List Page	Description Page
541611	541611	Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services	12	13-18
541620	541620	Environmental Consulting Services	28	29-33
541370GIS	541370GIS	Geographic Information Systems (GIS) Services	28	29-33
541810	541810	Advertising Services	39	41-44
541820	541820	Public Relations Services	39	41-44
541910	541910	Market Research and Analysis	39	41-44
512110	512110	Video/Film Production	39	41-44
541850	541850	Exhibit Design and Advertising Services	39	41-44
561920	561920	Conference, Meeting, Event and Trade Show Planning Services	39	41-44
541613	541613	Marketing Consulting Services	39	41-44
5418100DC	5418100DC	ODCs for Marketing and Public Relations Services	40	40
54151S	54151S	Information Technology Professional Services	45	46-47
ANCILLARY	ANCILLARY	Ancillary Supplies and Services	48-50	48-50
OLM	OLM	Order Level Materials	51-52	51-52

# CUSTOMER INFORMATION (CONTINUED)

- 1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply: N/A
- 1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate "Not applicable" for this item: See pages 13-48
2. Maximum Order: \$1,000,000.00
3. Minimum Order: \$100.00
4. Geographic Coverage (delivery Area): Domestic and Overseas
5. Point(s) of production (city, county, and state or foreign country): Same as company address
6. Discount from list prices or statement of net price: Prices Shown Herein are Net (discount deducted).
7. Quantity discounts: Applicable to SIN 541611: -5% over \$100,000, -6% over \$5,000,000; Applicable to SIN 54151S -1% over \$1,000,000
8. Prompt payment terms: Net 30 days.  
Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.
9. Foreign Items (list items by country of origin): N/A
- 10a. Time of Delivery: To be determined at time of task order.
- 10b. Expedited Delivery: Items available for expedited delivery are noted in this price list and must be discussed at time of order placement and depends on the size and nature of the order.
- 10c. Overnight and 2-day delivery: Contact Contractor
- 10d. Urgent Requirements: Contact Contractor
11. F.O.B Points(s): Destination
- 12a. Ordering Address(es): BDU@abtassoc.com; 6130 Executive Boulevard, Rockville, Maryland 20852
- 12b. Ordering Procedures: See Federal Acquisition Regulation (FAR) 8.405-3.
13. Payment address(es): Abt Associates Inc., P.O. Box 84-5586, Boston, MA 02284
14. Warranty provision: Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.
15. Export Packing Charges (if applicable): N/A
16. Terms and conditions of rental, maintenance, and repair (if applicable): N/A
17. Terms and conditions of installation (if applicable): N/A
- 18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): N/A
- 18b. Terms and conditions for any other services (if applicable): N/A
19. List of service and distribution points (if applicable): N/A
20. List of participating dealers (if applicable): N/A
21. Preventive maintenance (if applicable): N/A
- 22a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants): N/A
- 22b. Section 508 compliance information is available on Information and Communication Technology (ICT) supplies and services. Details regarding Abt Associates' Section 508 compliance information is available at: <https://www.abtassociates.com/contract-vehicles/ensuring-section-508-compliance-of-deliverables>. The EIT standards can be found at: [www.Section508.gov/](http://www.Section508.gov/).
23. Unique Entity Identifier (UEI) Number: C9S1NLQ67626
24. Abt Associates is registered in System for Award Management (SAM) database.

## **SPECIAL ITEM NUMBER (SIN) 541611:**

### **Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services**

- Study Design, Data Collection, and Analysis
- Questionnaire Development
- Cognitive Testing
- Qualitative Research
- Customer Satisfaction Surveys
- GPS Data Collection
- Real-Time Field Survey Mapping
- Geographically-Targeted Studies
- Data Collection
- Rapid Cycle Evaluation
- Experimental Evaluations
- Consulting Services
- Facilitation Services
- Research, Monitoring and Evaluation
- Social Marketing and Behavior Change



# SIN 541611 —AREAS OF EXPERTISE

## Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services

Abt Associates is recognized worldwide for its pioneering methodologies and consulting expertise that helps clients use information to plan, assess, implement, communicate, evaluate, and improve programs or services. The lessons learned from our 50-year portfolio of diverse consulting projects have taken Abt Associates in new directions and are ensuring that resources for social programs in the U.S. and around the world are spent effectively and wisely. Abt Associates' qualifications in integrated consulting services is provided in greater detail below.

### *Study Design, Data Collection, and Analysis*

Abt Associates has a staff of nationally-recognized sampling and statistical experts known for their ability to meet clients' needs for reliable and representative samples. We are leaders in developing cost-effective and innovative samples that meet the most demanding requirements. Staff members regularly publish in major journals and present at major professional conferences, such as the American Statistical Association and the American Association for Public Opinion Research. Several serve on high-level professional panels, such as the AAPOR Cell Phone Task Force.

Our expertise includes design of the following types of samples:

- Address-based samples (ABS)
- Face-to-face area and national probability samples
- Dual-frame RDD/cell frame samples, including national, state, and small area
- Hard-to-reach populations, including multi-frame samples
- Specialized samples, including health care providers, educators, students, business decision makers, and program participants
- Randomized trials
- Complex sample designs, including weighting and variance estimation
- Statistical modeling
- Non-response bias studies

### *Questionnaire Development, Cognitive Testing, and Qualitative Research*

Abt Associates instrument design experts work closely with clients to clearly identify research objectives and design survey instruments that achieve those objectives. We employ literature review, expert review, cognitive testing, and careful pretesting in instrument development. We have on-staff experts in cognitive testing, pretesting, and qualitative research, including in-depth interviewing and focus group moderation.

These instruments help ensure that the instruments used with respondents are as effective as possible:

- Cognitive testing investigates how well questions perform when asked of survey respondents. It tests the extent to which respondents understand a question correctly and if they can provide accurate answers. Testing enables researchers to modify and improve question items that are misunderstood by respondents or that are difficult to answer prior to fielding the survey, thereby increasing the overall quality of survey data.
- Focus groups are a form of qualitative research often used to illuminate underlying issues and better understand the full dimensions of the research. Abt SRBI conducts traditional in-person focus groups, mini groups, and online focus groups.
- In-depth qualitative interviews are an open-ended, exploration method to allow the interviewer to deeply explore the respondent's feelings and perspectives on a subject. This results in deep understanding of the research issues, which can shape and/or refine questionnaire items.

### *Customer Satisfaction Surveys*

What do customers really think and do? Abt Associates has over 50 years of experience developing and implementing successful customer measurement programs that target retail/residential and business customers. We have worked in many fields: Restaurants, Financial Services, Telecommunications, Electric Utilities, and Health Services, among others.

## SIN 541611 —AREAS OF EXPERTISE (CONTINUED)

We consider customer satisfaction and loyalty measurement among our primary areas of expertise. Thus, we have and will continue to invest heavily in the people, technology, and methods to:

- Provide flexible feedback channels that fit customers' ever-changing communication habits
- Provide deeper insights and Improve the actionability of results
- Motivate employees to change behavior
- Improve the overall customer experience.

Our portfolio of services has evolved rapidly to address the broad range of business factors that influence the customer experience. Because employees have an impact on the customer experience, we have also developed new tools to guide hiring practices, retain employees, improve training effectiveness, and identify the most important links between employee satisfaction and customer satisfaction.

### *Geographic Information Systems and Global Positioning Systems*

Abt Associates offers advanced Geographic Information Systems (GIS) capabilities to all survey research projects and clients. GIS is a system for data management, visualization, analysis of data referenced to geographic locations. Abt Associates is an industry leader in the application of GIS technology and methods for survey research.

#### *GPS Data Collection*

Abt Associates GIS has extensive experience in the utilization of GPS technology for survey data collection efforts. In the greater Minneapolis, Los Angeles, Philadelphia and Dallas regions, thousands of personal GPS devices have been deployed to survey participants, recording all travel movements. This precise data collection for every one second of travel activity results in millions of GPS data points for survey projects, generating rich datasets that add value to regional planning. Customized Abt GIS algorithms developed for processing the millions of GPS data points are applied to identify travel patterns and create regional travel reports utilized by regional planning agencies and travel modelers.

#### *Real-Time Field Survey Mapping*

Abt Associates GIS provides support to survey projects with field interviewing components through the use of a real-time customized mapping application for tablet computers. The touchscreen interactive mapping application assists field interviewers with live updates on sample plans, interviewing locations, GPS coordinates and base street network. The mapping application has been used extensively throughout the nation on recent high-profile survey efforts. Abt hosts GIS servers publishing secured data updating hundreds of interviewers with tablets PCs anywhere in the nation. This mapping application and use of tablets in the field allows for adjustments to sample plans, data, and targets in real-time for project needs.

#### *Geographically-Targeted Studies*

Through the use of GIS methods, Abt customizes survey projects to meet specific project needs. Study areas are created specific to project needs of Census Tracts, Zip Codes, distances from exact places, coast lines, built environment patterns, or demographic trends. Boundaries of natural events such as wildfires, floods, and tornados are quickly mapped and survey project plans and boundaries are created accordingly. Abt GIS provides expertise on "geo-statistics" for validity of sample plans with spatial analysis, data visualization, and statistical methods.

#### *Experimental Evaluations*

A cornerstone of Abt Associates' mission is to improve the education, housing, and health outcomes of people worldwide. Abt staff advance this mission by pioneering and refining new evaluation methodologies to meet society's need for evidence-based practices, including the use of rapid cycle analytics.

## SIN 541611 —AREAS OF EXPERTISE (CONTINUED)

### *Data Collection Capabilities*

Abt Associates has extensive, in-house capabilities in all interviewing modes for data collection. Government, foundation, and academic clients turn to us for large-scale, rigorous, complex, and often sensitive data collection because our in-house capabilities ensure high quality, rapid turnaround, and close accountability.

### *Data Collection Experience*

- State-of-the-art technology to facilitate and manage data collection in all interviewing modes, including integrated multi-mode interviewing software
- Extensive interviewer training protocols, tailoring training and management to the specific requirements of each individual study
- Specialization in the conduct of sensitive surveys of vulnerable populations in such areas as family violence, military combat veterans, and post-traumatic stress disorder (PTSD)
- Specific experience in conducting biologic and environmental samples
- Use of digital measurement devices in both household travel and health-related surveys to go beyond survey self-reports, with an entire department specializing in GIS and digital device utilization
- Nationally recognized expertise in all sampling modes, including RDD/cell frames, address-based sampling, special rare-population sample frames, and in-person household sample frames

### *Data Collection Capabilities*

- Large, centralized and fully-supervised telephone interviewing facilities in New York City; Fort Myers, FL; West Long Branch, NJ; Hadley, MA; and Huntington, WV, with a capacity of 450 fully monitored CATI telephone positions
- An elite corps of executive interviewers specializing in interviewing difficult-to-reach business, scientific, media, and other elite decision makers
- In-person household interviewing fully directed and supervised by our National In-Person Field Department, utilizing computer-assisted personal interviewing (CAPI), audio computer-assisted self-interviewing (ACASI), and other advanced interviewing software
- Multi-language interviewing capabilities, including multiple dialects of Spanish, Chinese, Russian, Farsi, and other languages
- Tracking/location for epidemiological, evaluation, and follow-up capabilities
- Interactive voice response (IVR)
- In-house web survey hosting with multi-language capability
- Complete mail survey processing with optical scanning on site
- Full-time coding, sampling, and data processing departments on site

### *Rapid Cycle Evaluation*

A cornerstone of Abt Associates' mission is to improve the education, housing, and health outcomes of people worldwide. Abt staff advance this mission by pioneering and refining new evaluation methodologies to meet society's need for evidence-based practices, including the use of rapid cycle analytics.

Rapid Cycle Evaluations (RCEs) measure the effectiveness of interventions more rapidly than traditional evaluations and provide ongoing feedback to program implementers to support continuous quality improvement. RCEs typically apply rapid-but-rigorous methodologies that blend quantitative and qualitative research approaches.

These approaches are designed to provide reliable impact estimates and an understanding of how the interventions affect program participants. This information is used to adjust the interventions as needed and improve the chances of program success. Thus, unlike traditional evaluations, RCEs blur the lines between evaluator and program implementer, placing evaluators in the role of influencing the ongoing implementation of programs.

## SIN 541611 —AREAS OF EXPERTISE (CONTINUED)

### Strategic Planning and Consulting Services

To meet both short- and long-run objectives, strategic planning is the key to organizational performance. To assist with strategic planning, Abt Associates works collaboratively with clients to understand their organization, its goals and objectives, and the resources and constraints for operating efficiently.

Business improvement services provided through program audits/evaluations and organizational assessments help our clients decide whether the benefits of a program outweigh the costs. We also help managers restructure and refine programs to make them more efficient. We develop performance measures and indicators for monitoring program activities against goals and objectives. Performance measurement systems are central to implementing, monitoring, and modifying the strategic plan. Of course the foundation of a performance measurement system is to determine if organizational resources are being efficiently applied to satisfy the organization's mission.

### Facilitation Services

As part of our work with public agencies, we implement many problem-solving techniques in order to assist our clients in addressing issues relating to the improvement of management, organizational and business delivery issues. We frequently facilitate group meetings of essential stakeholders and/or agency staff. We have routinely been asked to organize and facilitate Community Task Forces. In this politically-charged setting, we take an active part in the meetings, helping the group to establish an agenda, identify both common ground and differences of opinion, and find a balance among competing priorities. In other cases, our role has been to facilitate internal decision-making processes.

Our staff is also accomplished at facilitating focus group meetings, where the goal is to stimulate an in-depth discussion of an issue and collect information about participants' views. In recent years, we have led focus group discussions of groups of mortgage lenders, realtors, landlords, housing counselors, borrowers under HUD's Home Equity Conversion Mortgage program, chief financial officers of hospitals, public housing residents, participants in welfare-to-work programs, stakeholders in U.S. Environmental Protection Agency regulations, and individuals at high risk of contracting HIV and AIDS, to name a few. Our approach to focus group facilitation typically entails videotaping and/or audiotaping the session. Depending on the needs of the client, a verbatim transcription may be prepared. In all cases, a written summary of the proceedings is produced.

### Research, Monitoring and Evaluation

Drawing on state-of-the-art research, monitoring and evaluation methods from a range of technical expertise, Abt Associates ensures its clients are effective and on the leading edge of policy change and program impact. We help answer questions like—What are the most promising approaches to address current policy challenges? Do those approaches actually help? Are they cost-effective? Given that a program can work, is it being implemented well? What's its impact? Will it work in another context?

We perform research—using qualitative fieldwork and theoretical perspectives from psychology, economics, and organizational behavior—to identify policy problems and promising approaches. We conduct evaluation—using random assignment, non-experimental designs, and qualitative methods to establish whether programs work, test innovations, and determine cost-effectiveness. We design monitoring systems—so program managers implement their programs to achieve maximum impact.

Our ability to draw on our global experience and our involvement at each stop of the continuum—research/evaluation/monitoring—gives us a richer perspective, allowing us to provide more insightful products for our clients. Several strengths set us apart:

- Technical expertise in public health, economics, demography, epidemiology, sociology, political science, management, communications, and market research
- Application of a mix of state-of-the-art qualitative and quantitative methods
- Ability to adapt rigorous approaches to low-resource environments
- Proven record in applying findings to program and policy implementation worldwide
- Comprehensive network of research partners around the world.

## SIN 541611 —AREAS OF EXPERTISE (CONTINUED)

### Information Technology Applications and Analytical Computing

Abt Associates assists clients in leveraging information technology and executing sophisticated analyses to further policy development. We expand the frontiers of the use of technology in research and international development while adhering to all applicable standards and best practices for interoperability with existing systems and information security. Abt's internationally recognized experts in data management and analytic computing develop effective and elegant programming solutions to specific, often complex problems.

#### *Data Systems, Applications, and Visualization*

Our IT Solutions experts offer clients ways to use technology to collect and visualize data and support a wide range of automation to extend the impact of their programs or research activities. We can turn your ideas into reality on the web or as a native app. We have developed projects using multiple user permissions, offline support, intuitive user interfaces, and data harmonization. We can help you tell a story with data. We can turn your raw numbers into actionable, inviting, and interactive displays.

#### *Data Science and Analytic Computing*

Our data science and analytic computing experts are widely known for their skill in using advanced statistical modeling, simulations and predictive analytics in our research and evaluation.

#### *Websites and Mobile*

We have developed more than 60 websites in recent years, from the basic to the advanced. Our sites use responsive design, HTML5, CSS 3, and are 508 compliant while still supporting older web browsers often found in many government offices. We have worked with smartphones, tablets, feature phones, and basic phones; text messaging and voice calling; and applications.

#### *E-Learning*

Education should be enjoyable, compelling, and interactive. We build digital products that treat learners as people, not robots. We tailor our trainings to match the specific cultural expectations and needs of the specific target audience.

#### *Cybersecurity*

Security should not be a roadblock but instead a partner that helps projects operate without incident. We employ CISSP-certified security professionals who support the entire project, system, and application lifecycle from compliance requirements like FISMA, FERPA and HIPAA to security operations and monitoring.

### Social Marketing and Behavior Change

The goal of Abt Associates' Social Marketing and Behavior Change Practice is to improve the quality of life for our constituents. Our multidisciplinary team works across domestic and international programs to ensure people are served in meaningful and lasting ways.

We use a science-based approach. We start with research and a situation analysis, followed by audience segmentation, objective setting, message and program development, channel and tool selections, a management plan, and monitoring and evaluation. We then draw on a whole-system perspective by combining communication approaches, behavior change theories, and formative research in a methodology that incorporates interpersonal communication, community mobilization, mass media, and policy advocacy. To improve conditions, we aim to improve knowledge, shift attitudes, and facilitate the adoption of policies and practices to improve health, protect the environment, increase agricultural productivity, and improve the economic well-being of low-income populations.

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## SIN 541611 -- GSA-APPROVED LABOR RATES

### Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services

<b>SIN 541611 - Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services</b>					
<i>Labor Category</i>	<i>August 11, 2020-August 10, 2021</i>	<i>August 11, 2021-August 10, 2022</i>	<i>August 11, 2022-August 10, 2023</i>	<i>August 11, 2023-August 10, 2024</i>	<i>August 11, 2024-August 10, 2025</i>
Senior Consultant 1	\$410.18	\$423.72	\$437.70	\$452.15	\$467.07
Senior Consultant 2	\$345.76	\$357.17	\$368.96	\$381.13	\$393.71
Midlevel Consultant 1	\$231.31	\$238.94	\$246.83	\$254.97	\$263.39
Programmer 1	\$211.01	\$217.97	\$225.16	\$232.60	\$240.27
Midlevel Consultant 2	\$178.84	\$184.74	\$190.84	\$197.13	\$203.64
Programmer 2	\$166.93	\$172.44	\$178.13	\$184.01	\$190.08
Programmer 3	\$148.82	\$153.73	\$158.80	\$164.04	\$169.46
Midlevel Consultant 3	\$124.01	\$128.11	\$132.33	\$136.70	\$141.21
Programmer 4	\$116.88	\$120.74	\$124.73	\$128.84	\$133.09
Consultant 1	\$108.02	\$111.58	\$115.26	\$119.07	\$123.00
Director of Operations	\$163.15	\$168.53	\$174.09	\$179.84	\$185.77
Senior Survey Director	\$233.26	\$240.96	\$248.91	\$257.13	\$265.61
Survey Director	\$156.38	\$161.54	\$166.87	\$172.38	\$178.07
Assistant Survey Director	\$105.76	\$109.25	\$112.85	\$116.58	\$120.42
Survey Support Manager	\$124.82	\$128.94	\$133.20	\$137.59	\$142.13
Survey Support Specialist	\$99.09	\$102.36	\$105.74	\$109.22	\$112.83
Survey Research Assistant	\$86.58	\$89.44	\$92.39	\$95.44	\$98.59
Survey Support Assistant*	\$71.86	\$74.23	\$76.68	\$79.21	\$81.82
Sr. Graphics Specialist*	\$112.09	\$115.78	\$119.61	\$123.55	\$127.63
Consultant 2*	\$92.99	\$96.06	\$99.23	\$102.51	\$105.89
Graphics Specialist*	\$92.99	\$96.06	\$99.23	\$102.51	\$105.89
Unit AA*	\$112.07	\$115.77	\$119.59	\$123.54	\$127.62
Contract AA*	\$92.99	\$96.06	\$99.23	\$102.51	\$105.89
Survey Worker*	\$70.19	\$72.50	\$74.90	\$77.37	\$79.92
<p>* The Service Contract Labor Standards, formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a (**) in this pricelist are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).</p>					
Volume discount: 5% over \$100,000; 6% over \$5,000,000					

# LABOR CATEGORY DESCRIPTIONS – SIN 541611

## SIN 541611 -- Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services

### Allowable Substitutions

High School Diploma is equivalent to a GED.

Two (2) years of experience is equivalent to an Associate's degree.

Two (2) years of experience and an Associate's degree is equivalent to a Bachelor's degree. Three (3) years of experience and a Bachelor's degree is equivalent to a Master's degree. Three (3) years of experience and a Master's degree is equivalent to a PhD.

Labor Category Title and Functional Responsibilities	Required Education and Experience
<p><i>Senior Consultant 1</i></p> <p>Design projects through technical and/or substantive expertise and leadership that address the client's needs. Oversee the planning, design and implementation of technical work. Ensure specific deliverables are completed in a high-quality, timely and cost-efficient manner. Manage client relations. Regarded as an expert in the field.</p>	<p><i>Minimum Education:</i> Master's Degree  <i>Minimum Experience:</i> 15 years experience  <i>Certification:</i> None required  <i>Allowable substitution for minimum education/experience requirement:</i> See allowable substitutions</p>
<p><i>Senior Consultant 2</i></p> <p>Oversee and direct the planning, design and implementation of projects. Serve as client contact and translate client needs and/or objectives into specific deliverables in a high-quality, timely and cost-efficient manner. Ensure that all projects are conducted with sound methods and techniques. Regarded as an expert in the field.</p>	<p><i>Minimum Education:</i> Master's Degree  <i>Minimum Experience:</i> 13 years experience  <i>Certification:</i> None required  <i>Allowable substitution for minimum education/experience requirement:</i> See allowable substitutions</p>
<p><i>Midlevel Consultant 1</i></p> <p>Direct and manage the planning, design and implementation of projects. Serve as client contact and translate client needs and/or objectives into specific deliverables in a high-quality, timely and cost-efficient manner. Ensure that all projects are conducted with sound methods and techniques.</p>	<p><i>Minimum Education:</i> Master's Degree  <i>Minimum Experience:</i> 7 years experience  <i>Certification:</i> None required  <i>Allowable substitution for minimum education/experience requirement:</i> See allowable substitutions</p>
<p><i>Midlevel Consultant 2</i></p> <p>Lead a variety of project tasks such as data collection, analysis, technical assistance, or project management. Apply quantitative and/or qualitative analysis techniques and methods as appropriate. May provide training and technical supervision to less experienced staff.</p>	<p><i>Minimum Education:</i> Bachelor's Degree  <i>Minimum Experience:</i> 6 years experience  <i>Certification:</i> None required  <i>Allowable substitution for minimum education/experience requirement:</i> See allowable substitutions</p>

## LABOR CATEGORY DESCRIPTIONS – SIN 541611

Labor Category Title and Functional Responsibilities	Required Education and Experience
<p><i>Midlevel Consultant 3</i></p> <p>Independently perform a variety of project tasks in such areas as data collection, analysis, technical assistance, or project management. May provide training and technical supervision to less senior or less experienced staff. May use standard software packages and apply specialized quantitative and/or qualitative analysis techniques and methods. Work on assignments that are moderately complex with minimal direct supervision.</p>	<p><i>Minimum Education:</i> Bachelor's Degree  <i>Minimum Experience:</i> 3 years experience  <i>Certification:</i> None required  <i>Allowable substitution for minimum education/experience requirement:</i> See allowable substitutions</p>
<p><i>Consultant 1</i></p> <p>Assist in a variety of project tasks such as data collection, analysis, technical assistance, or project management. Work on assignments under supervision but with some degree of independence, implementing standard policies and procedures. May use standard software packages and apply specialized quantitative and/or qualitative analysis techniques and methods.</p>	<p><i>Minimum Education:</i> Bachelor's Degree  <i>Minimum Experience:</i> 1 year experience  <i>Certification:</i> None required  <i>Allowable substitution for minimum education/experience requirement:</i> See allowable substitutions</p>
<p><i>Consultant 2* (01312 – Secretary II)</i></p> <p>Assist in a variety of project tasks such as data collection, analysis, technical assistance, and project management. Work on assignments under close supervision, implementing standard policies and procedures.</p>	<p><i>Minimum Education:</i> High School Diploma  <i>Minimum Experience:</i> 0 years experience  <i>Certification:</i> None required  <i>Allowable substitution for minimum education/experience requirement:</i> See allowable substitutions</p>
<p><i>Programmer 1</i></p> <p>Manage programming support for projects. Provide management and technical support to senior programmers and other research staff in support of contracts or corporate functions.</p> <p><b>Special skills:</b> Multiple programming languages such as SAS, Stata, Access, and Python. Highly proficient in software packages necessary for the completion of our work. Skilled in all aspects of data processing management.</p>	<p><i>Minimum Education:</i> Bachelor's Degree  <i>Minimum Experience:</i> 10 years experience  <i>Certification:</i> None required  <i>Allowable substitution for minimum education/experience requirement:</i> See allowable substitutions</p>
<p><i>Programmer 2</i></p> <p>Provide complex programming support to projects. Provide technical support to less senior programming staff. Work independently, under general supervision. Manage data processing tasks. Work independently to design solutions to analytic or data management problems, select the most appropriate and efficient programming tool and system platform. Demonstrated ability to solve difficult technical problems and to provide technical support to other programmers. Multiple programming languages such as SAS, Stata, Access, and Python.</p>	<p><i>Minimum Education:</i> Bachelor's Degree  <i>Minimum Experience:</i> 5 years experience  <i>Certification:</i> None required  <i>Allowable substitution for minimum education/experience requirement:</i> See allowable substitutions</p>

\*Denotes SCA Eligible Category

## LABOR CATEGORY DESCRIPTIONS – SIN 541611

Labor Category Title and Functional Responsibilities	Required Education and Experience
<p><i>Programmer 3</i> Provide programming and technical support to projects by working independently on programming tasks. Develop and execute programs that enable the control, manipulation and analysis of data.</p> <p><b>Special skills:</b> Multiple programming languages such as SAS, Stata, Access, Python</p>	<p><i>Minimum Education:</i> Bachelor's Degree <i>Minimum Experience:</i> 2 years experience <i>Certification:</i> None required <i>Allowable substitution for minimum education/experience requirement:</i> See allowable substitutions</p>
<p><i>Programmer 4</i> Provide programming and technical support to projects by working independently on programming tasks. Develop and execute programs that enable the control, manipulation and analysis of data.</p> <p><b>Special skills:</b> Multiple programming languages such as SAS, Stata, Access, and Python.</p>	<p><i>Minimum Education:</i> Bachelor's Degree <i>Minimum Experience:</i> 0 years experience <i>Certification:</i> None required <i>Allowable substitution for minimum education/experience requirement:</i> See allowable substitutions</p>
<p><i>Senior Survey Director</i> Manage and direct the planning, design, and implementation of large, complex survey research projects. Manage and direct all operations of large and complex data collection efforts including budget preparation/estimation and monitoring; instrument design, preparation of training materials; data collection; data preparation and file construction. Direct complex data collection efforts that may include multi-model surveys with many inter-related instruments; different or especially difficult respondent population; complicated sampling algorithms; and/or strata and overlapping or interlocking waves of data collection. Responsible for quality control for the entire data collection and processing effort. Responsible for adherence to all budgets and timelines. Acts as the primary internal and external client interface. Responsible for maintaining current client relationships.</p>	<p><i>Minimum Education:</i> Bachelor's Degree <i>Minimum Experience:</i> 10 years experience <i>Certification:</i> None required <i>Allowable substitution for minimum education/experience requirement:</i> See allowable substitutions</p>
<p><i>Director of Operations</i> Manage and direct the planning, design, and implementation of complex survey research projects. Manage and direct all operations of large scale data collection efforts, including budget preparation/estimation and monitoring; instruments design; preparation of training materials; data collection; data preparation and file construction. Direct complex data collection efforts that may include multi-model surveys with many inter-related instruments; different or especially difficult respondent populations; complicated sampling algorithms; and/or strata and overlapping or interlocking waves of data collection. Responsible for quality control for the entire data collection and processing effort. Responsible for adherence to all budgets and timelines. Maintain current internal and external client relationships.</p>	<p><i>Minimum Education:</i> Bachelor's Degree <i>Minimum Experience:</i> 6 years experience <i>Certification:</i> None required <i>Allowable substitution for minimum education/experience requirement:</i> See allowable substitutions</p>

## LABOR CATEGORY DESCRIPTIONS – SIN 541611

Labor Category Title and Functional Responsibilities	Required Education and Experience
<p><i>Survey Director</i></p> <p>Manage and direct the planning, design, and implementation of small to medium sized survey research projects, or a portion of a large, complex survey research project. Manage and direct all operations of data collection efforts, which may be parts of larger evaluation projects, including budget preparation/estimation and monitoring; instruments design; preparation of training materials; data collection; data preparation and file construction. Direct complex data collection efforts that may include multi-model surveys with many inter-related instruments; different or especially difficult respondent populations; complicated sampling algorithms; and/or strata and overlapping or interlocking waves of data collection. Responsible for quality control for the entire data collection and processing effort. Responsible for adherence to all budgets and timelines. Maintain current internal and external client relationships.</p>	<p><i>Minimum Education:</i> Bachelor's Degree  <i>Minimum Experience:</i> 6 years experience  <i>Certification:</i> None required  <i>Allowable substitution for minimum education/experience requirement:</i> See allowable substitutions</p>
<p><i>Assistant Survey Director</i></p> <p>Manage and direct the planning, design, and implementation of large, complex survey research projects. Manage and direct all operations of large and complex data collection efforts including budget preparation/estimation and monitoring; instrument design, preparation of training materials; data collection; data preparation and file construction. Direct complex data collection efforts that may include multi-model surveys with many inter-related instruments; different or especially difficult respondent population; complicated sampling algorithms; and/or strata and overlapping or interlocking waves of data collection. Responsible for quality control for the entire data collection and processing effort. Responsible for adherence to all budgets and timelines. Acts as the primary internal and external client interface.</p>	<p><i>Minimum Education:</i> Bachelor's Degree  <i>Minimum Experience:</i> 5 years experience  <i>Certification:</i> None required  <i>Allowable substitution for minimum education/experience requirement:</i> See allowable substitutions</p>
<p><i>Survey Support Manager</i></p> <p>Manage and oversee the day-to-day. General activities to be managed include coding, editing, key entry, and data processing operations. General management responsibilities hiring staff, staff development, budget monitoring, workflow and productivity scheduling.</p>	<p><i>Minimum Education:</i> Bachelor's Degree  <i>Minimum Experience:</i> 5 years experience  <i>Certification:</i> None required  <i>Allowable substitution for minimum education/experience requirement:</i> See allowable substitutions</p>
<p><i>Survey Support Specialist</i></p> <p>Assist with the production and preparation of data by ensuring the quality of data meets the accepted level. Serve as a lead production and preparation expert on projects.</p>	<p><i>Minimum Education:</i> Bachelor's Degree  <i>Minimum Experience:</i> 0 years experience  <i>Certification:</i> None required  <i>Allowable substitution for minimum education/experience requirement:</i> See allowable substitutions</p>

## LABOR CATEGORY DESCRIPTIONS – SIN 541611

Labor Category Title and Functional Responsibilities	Required Education and Experience
<p><i>Survey Research Assistant</i></p> <p>Assists experienced professionals in a variety of research and analysis tasks by collecting, compiling and checking data using standard practices and techniques in the field(s) of specialization. Under close supervision, may perform computer modeling, simulation or simple forecasting using standard software packages. Learns to apply specialized quantitative and/or qualitative analysis techniques and methods. Works on assignments that are simple to moderately complex under close supervision, implementing standard policies and procedures.</p>	<p><i>Minimum Education:</i> Bachelor's Degree</p> <p><i>Minimum Experience:</i> 1 year experience</p> <p><i>Certification:</i> None required</p> <p><i>Allowable substitution for minimum education /experience requirement:</i> See allowable substitutions</p>
<p><i>Survey Support Assistant* (01113 – General Clerk III)</i></p> <p>Substantive knowledge varies depending on the role. Typical roles include the following: maintain text databases, conduct keyword searches and prepare reports for professional staff, serve as information resource for professional staff. Continually improves existing and new services to increase cost-effectiveness.</p>	<p><i>Minimum Education:</i> High School Diploma</p> <p><i>Minimum Experience:</i> 0 years of related experience</p> <p><i>Certification:</i> None required</p> <p><i>Allowable substitution for minimum education/experience requirement:</i> See allowable substitutions</p>
<p><i>Survey Worker* (01420 – Survey Worker)</i></p> <p>Conducts interviews with survey participants/respondents, most often, by phone. Qualifications may or may not involve substantive knowledge on the interview topic and/or foreign language skills.</p>	<p><i>Minimum Education:</i> High School Diploma</p> <p><i>Minimum Experience:</i> 0 years experience</p> <p><i>Certification:</i> None required</p> <p><i>Allowable substitution for minimum education/experience requirement:</i> See allowable substitutions</p>
<p><i>Senior Graphics Specialist* (01312 – Secretary II)</i></p> <p>Provides graphics and design consulting to staff, produces graphics and design work, provides advanced technical support and guidance to information specialists and others. Implements report and graphic standards of the company and provides advanced technical support and guidance to others. Possesses strong knowledge of multiple PC and Macintosh application packages including word processing, spreadsheets, graphics, and drawing packages. Responsible for overall management of budget for graphics work done on projects. Recruits, trains, and provides ongoing supervision to support staff. Negotiates with vendors and consultants for services and subcontractors or service bureaus media.</p>	<p><i>Minimum Education:</i> Bachelor's Degree in graphics design, computer information systems, or related field</p> <p><i>Minimum Experience:</i> 7 years experience</p> <p><i>Certification:</i> None required</p> <p><i>Allowable substitution for minimum education/experience requirement:</i> See allowable substitutions</p>

*\*Denotes SCA Eligible Category*

## LABOR CATEGORY DESCRIPTIONS – SIN 541611

Labor Category Title and Functional Responsibilities	Required Education and Experience
<p><i>Graphics Specialist* (01312 – Secretary II)</i></p> <p>Provides graphics and design consulting to staff, produces graphics and design work, provides advanced technical support and guidance to information specialists and others. Implements report and graphic standards of the company and provides advanced technical support and guidance to others. Possesses strong knowledge of multiple PC and MacIntosh application packages including word processing, spreadsheets, graphics, and drawing packages. Responsible for overall management of budget for graphics for work done on projects. Recruits, trains, and provides ongoing supervision to support staff. Negotiates with vendors and consultants for services and subcontractors or service bureaus media.</p>	<p><i>Minimum Education:</i> Bachelor's Degree  <i>Minimum Experience:</i> 2 years experience  <i>Certification:</i> None required  <i>Allowable substitution for minimum education /experience requirement:</i> See allowable substitutions</p>
<p><i>Unit AA* (01312 – Secretary II)</i></p> <p>Work is generally of a critical or confidential nature and requires a broad working knowledge of departmental and company practices, policies, and programs. Provide specialized administrative support acting on own initiative and direction of a non-routine, non-repetitive nature to relieve and assist management with complex details and advanced administrative duties. Independently investigate assigned problems and determine method of research, data and information requirements as well as analysis techniques.</p>	<p><i>Minimum Education:</i> Associates Degree  <i>Minimum Experience:</i> 3 years experience  <i>Certification:</i> None required  <i>Allowable substitution for minimum education/experience requirement:</i> See allowable substitutions</p>
<p><i>Contract Administrative Assistant* (01312 – Secretary II)</i></p> <p>Assignments generally involve work of a confidential nature and require a thorough knowledge of the company's practices, procedures, policies, products and programs and the practices and procedures of the contract. Perform advanced secretarial and complex administrative duties to support contracts. Compile and analyze information; prepare reports, manuals, agendas, correspondence and memoranda as required to support the contract. Follow up with other departments to ensure that requests are carried out and information is coordinated.</p>	<p><i>Minimum Education:</i> High School Diploma  <i>Minimum Experience:</i> 3 years experience  <i>Certification:</i> None required  <i>Allowable substitution for minimum education/experience requirement:</i> See allowable substitutions</p>

*\*Denotes SCA Eligible Category*

## SPECIAL ITEM NUMBER (SIN) 541620: ENVIRONMENTAL CONSULTING SERVICES—ES

- Economic Incentive Programs
- Global Climate Change
- Environmental Labeling
- Program Evaluation
- Environmental Outreach
- Institutional Strengthening
- Benefit Cost Analysis
- Non-market Valuation Methods
- Regulatory Impact Analysis
- Regulatory Flexibility Analysis
- Financial and Affordability Analyses
- Environmental Justice Analysis
- Monetizing Risk Reduction Benefits
- Cumulative Exposure Analysis
- Environmental Effects on Children's Health
- Media and Pollutant-Specific Analyses
- Comparative Risk Assessment
- Fate and Transport Modeling
- Air Quality Impact Modeling
- Water Quality Impact Modeling
- Toxic Chemical Impact Modeling
- Environmental Information Policy
- Environmental Right-to-know Information
- Internet and Software Applications
- Environmental Survey Research
- Soil Conservation and Project Implementation
- Water Resource Management and Watershed Planning
- Assessing and Valuing Natural Resource Damages
- Environmental Impact Assessment



# SIN 541620—AREAS OF EXPERTISE

## ENVIRONMENTAL CONSULTING SERVICES

The skills required for environmental planning projects are as diverse as the projects themselves. Thorough execution of such projects may include some, or all, of the following: identify, collect, develop, and interpret data; prepare human health risk and environmental impact evaluations; prepare regulatory and economic analyses; design and execute surveys; analyze comments; and prepare material for public meetings. We discuss Abt Associates' qualifications under each of these topics in greater detail below.

### Risk Evaluations

Thorough assessments of multimedia risk and risk screenings provide essential information for setting environmental priorities, both at a facility level for individual company goals and at a national level to focus public policy development. Abt Associates can provide expertise in both human health and ecological risk assessments. For example, we have evaluated the human health and ecological risks associated with a "cluster" of pesticides now used on field corn, and compared potential risk reductions resulting from regulatory options. Going beyond previous registration-related pesticide analyses, this new approach simultaneously considered all herbicides and insecticides in the cluster and applied a consistent methodology for predicting risks from each. Abt Associates has also assessed the risks posed by wastes from the pulp and paper industry, sludge disposal, MTBE use, drinking water and ground water contamination, air pollution, and pesticide residue in food; and developed indicators to track the impacts of multimedia pollutant releases from the Toxics Release Inventory (TRI). We performed one of the first non-U.S. comparative risk assessments, in Bangkok, Thailand, to set environmental priorities for that city.

### Regulatory and Economic Analyses

Economic Impact Analyses (EIAs) examine the economic and financial changes resulting from regulatory or non-regulatory policies or programs. While a benefit-cost analysis is concerned with whether the overall benefits justify new program costs, an EIA focuses on the program's distributional effects and tries to answer questions of who gains and who loses from a policy and by how much. Impacts are typically analyzed for various affected groups that may include industries, governments, consumers, supplier, investors, and other stakeholders. Estimating benefits is another key component in evaluating any environmental initiative, program, or regulation consistently. One way to express the combined effect of multiple outcomes is to calculate and sum their values in monetary terms. Monetizing benefits also allows their comparison with the economic costs of a policy or program. Such regulatory and economic analysis underlies many of Abt Associates' projects. Using a wide variety of tools, including economic models, physical effects models, databases, and spreadsheets, our staff is capable of sophisticated analyses related to cost analyses, market analyses, and other science policy and economic analysis applications.

One example of our RIA and EIA experience is the TSCA Section 403 RIA and EIA. Under the Residential Lead-Based Paint Hazard Reduction Act of 1992, the Toxic Substances Control Act (TSCA) was amended, directing the U.S. Environmental Protection Agency (EPA) to undertake a number of regulatory, certification, and information dissemination actions relating to lead exposure reduction. Included among the requirements of these TSCA amendments is Section 403, Identification of Dangerous Levels of Lead, which requires the EPA Administrator to promulgate regulations that identify lead-based paint hazards, lead-contaminated dust, and lead-contaminated soil. Abt Associates Inc. is producing an Economic Impact Analysis (EIA) and a Regulatory Impact Analysis (RIA) of this rule for EPA. Both the EIA and the RIA present estimates of the economic benefits and costs of avoiding the risks posed to children from lead in residential paint, soil, and dust. We draw upon our earlier work, which constructed analytical framework models to estimate (1) the benefits of different lead abatement regulations, (2) the process of exposure over time and resulting damages, and (3) the effectiveness of alternative abatement scenarios. A key component of the EIA is a model that calculates the net benefits of alternative hazard standards, assuming that interventions occur at the time of greatest benefit, i.e., just before a child is born into the housing unit. This analysis identifies the standards yielding the maximum net benefits. The RIA extends this analysis to incorporate likely behavior on the part of property owners, under the assumption that they will not necessarily perform interventions at the most efficient time.

## SIN 541620—AREAS OF EXPERTISE (CONTINUED)

Additional examples of the RIAs that Abt Associates has supported and/or drafted include:

- (1) Economic and Benefits Analysis of Clean Water Act (CWA) Section 316(b) Regulation of Cooling Water Intakes
  - Identified relevant subcategories for economic analyses
  - Developed financial and economic screener and detailed industry questionnaires. Responsible for all aspects of administering and managing the financial/economic parts of the detailed questionnaires
  - Developed detailed financial/economic profiles for the subject industries (Steam-electric utilities and non-utilities, and Paper and Allied Products, Chemicals and Allied Products, Petroleum and Coal Products, and Primary Metal Industries)
  - Responsible for conducting all economic analyses, including analyses required under Small Business Regulatory Enforcement Fairness Act (SBREFA) and Unfunded Mandates Reform Act (UMRA)
  - Studied effects of deregulation
  - Project will culminate in the development the Economic Analysis (EA) report for the 316(b) regulation
- (2) Economic Impact Assessment of the Effect of Effluent Limitations on the Pesticide Manufacturing and the Pesticide Formulating, Packaging, and Repackaging Industries
  - Identified relevant subcategories for rules
  - Developed and administered financial and economic industry questionnaires
  - Developed detailed financial/economic profiles for the subject industries
  - Conducted all economic analyses, including analyses required under the Regulatory Flexibility Act, required for the Economic Impact Analysis
  - Project culminated in the development of proposed and final Economic Impact Analysis (EIA) reports for the Pesticide Manufacturing and the Pesticide Formulating, Packaging, and Repackaging Industries
- (3) Technical and Regulatory Support for the Ground Water Rule
  - Conducted the economic analyses necessary to promulgate the proposed ground water rule (GWR). These analyses include national compliance cost modeling, household affordability analysis, regulatory flexibility and SBREFA analyses, and modeling of both health and nonhealth benefits resulting from the rule.
  - Developed the Ground Water Regulatory Analyses Tracking Model, or GREAT Model to allow EPA to see the distribution of compliance costs among drinking water systems in each system size/type category. The GREAT Model also included a module for modeling SBREFA and Regulatory Flexibility compliance.
- (4) Regulatory Impact Analysis of the Supplemental Proposed Rule for Reporting Pollution Prevention Act Required Information and to Redesign Form R
  - Estimated the costs and benefits to industry and government of expanding Form R to include the information required by the PPA, as well as the cost and benefits of issuing new guidance for the requirements of section 6607 of the PPA and of redesigning Form R.
  - Estimated costs the regulated community will incur to become familiar with the new guidance and the redesigned form, to develop estimates for the source reduction and recycling data elements as well as the new data elements added in the form redesign, to complete Form R, and to keep records.
  - Estimated costs EPA and states will incur to process the new source reduction and recycling data elements.

# SIN 541620—AREAS OF EXPERTISE (CONTINUED)

## Design and Execute Surveys

Surveys can be used to collect economic, technical, organizational, and behavioral information to determine the possible effects of regulatory or non-regulatory policy options. They directly poll individual stakeholders in firms, industry groups, all levels of government, environmental groups, and the public, who may be affected by such policy options. Successful survey projects require expertise and experience in sample design, design of survey instruments, pretesting, survey organization and management, and survey data analysis. Sampling can range from the simplest random samples to extremely complex cluster and multi-sample designs. During our long history of designing effective samples that are both workable and that yield the data necessary to fulfill research objectives, Abt Associates has consistently met the challenge of balancing the statistics of pure research with the practical constraints of most projects. When designing survey instruments, we carefully check that items are unambiguous, unbiased, non-repetitive, and properly sequenced, and that skip patterns are clear; and that answer categories are mutually exclusive and collectively exhaustive. Abt Associates has designed and administered surveys since the company's inception nearly 35 years ago.

Our survey projects during that time have included designing large-scale national sample surveys and small, local surveys. We conducted CDC's National Immunization Survey, the largest government funded survey to date. Our survey research experts team with our clients to select the most appropriate type of survey and sampling method; develop survey instruments to minimize the potential for bias; and administer the surveys cost-effectively from our state-of-the-art Survey Research Center; and then work with our statisticians to analyze the results. This rigorous and proven approach develops meaningful results that stand up to public scrutiny. Our Survey Research Center conducts more than one million interviews annually, and frequently employs a Computer-Assisted Telephone Interviewing (CATI) system. Our work has included all methodological aspects of sample surveys including construction of sampling frames, stratification, sample size determination, allocation, and sample selection. Abt Associates is also a leader in web-based surveys, including the development of advanced encryption methodologies and related statistical analyses. Examples of the range and type of surveys that have been conducted by Abt Associates' Environmental Research Area follow:

- Evaluation of the Massachusetts Toxics Use Reduction Program (TURP) - Abt Associates conducted and analyzed a telephone survey of all firms reporting under TURP, to determine how firms have implemented toxics use reduction, assess whether program goals are being met, support a cost-benefit analysis of the program, and guide future program improvements.
- Pollution Prevention Motivation Survey - We designed this study to identify factors that affect businesses' environmental performance and pollution prevention strategy implementation. The study included a survey of business and product-line managers in randomly selected printing companies and large manufacturers.
- Office of Water Customer Satisfaction Survey - Abt Associates completed a customer satisfaction survey for EPA's Office of Water (OW). OW used the survey results to examine its grant management practices, operations, and regulations as they affect three grant programs. The evaluation included a survey of states to assess customer satisfaction and to identify potential program improvements.
- Toxic Release Inventory Non-Respondent Survey - Abt Associates conducted a survey of over 3,000 manufacturing facilities nationwide to determine compliance rates with reporting requirements under Section 313 of the Emergency Planning and Community Right-to-Know Act (EPCRA) and to assess reasons for non-compliance. We employed specialized interviewers with backgrounds in chemistry and chemical engineering.

# SIN 541620—AREAS OF EXPERTISE (CONTINUED)

## Data Analysis

Numerous and diverse sources of data might be relevant for any given environmental project. Knowing the best information sources, having the expertise to access and manage this information, understanding its limitations and strengths, and being able to present it in a usable format are critical qualifications for supporting tasks related to collecting and analyzing environmental data. We are particularly adept at using multiple sources of information and information collection tools in unique and creative ways to solve problems. For example, in a Survey Evaluation of Industry Motivation for Pollution Prevention, Abt Associates interviewed hundreds of industrial facility managers to understand their motivations for improving their environmental performance. We then used Environmental Protection Agency (EPA) databases to link their individual responses to their facility's Toxics Release Inventory releases, facility characteristics, and compliance and enforcement records. In doing so, we were able to analyze the relationships among actual trends in environmental performance, inspections and enforcement actions, reported motivations for improved environmental performance, facility size, and industry sector.

Some projects require widespread data collection, but sometimes the only way to get accurate and independent information is through first-hand information-gathering at facilities. Onsite visits can be invaluable in better understanding the drivers and barriers affecting a facility's or an industry's environmental performance. Abt Associates' on-site information collection has ranged from gathering performance, cost, and risk data on specific industrial processes at more than 100 facilities, to conducting interviews with construction contractors, designers, EPA management, and furniture and wall manufacturers involved with renovating EPA's offices using green building concepts.

## Analyze Comments

In any forum where stakeholders are given an opportunity to submit comments, it is critical to establish a system that lets those commenting know that their input was considered in the process. Such a system leads to a balanced final decision, increased trust among participants, and improved acceptance of the final outcome. Additionally, systematic and meaningful consideration of comments can help avoid future adversarial relationships or litigation. Abt Associates has worked extensively on summarizing and analyzing public comments. For example, for the review of the standards for particulate matter and ozone, we summarized over 40,000 written public comments.

To handle this unprecedented volume of comments effectively, we developed a sophisticated Windows-based computer application to identify and organize each issue raised in the comments. Our staff also reviewed all written comments and summarized each issue addressed. In so doing, we identified and classified issues on every aspect of the two standards. By using a database approach to organize the public comments, Abt Associates was able to produce separate final reports organized by topic, author, and specific rule. We also produced interim special reports and an analysis of the overall "for or against" positions of the commenters.

## Prepare for Public Meetings

Abt Associates' experience assisting the EPA in a variety of public forums has given us the necessary skills to prepare information thoroughly and to deal effectively with potentially adversarial groups. One key component of a successful and productive meeting is a skilled facilitator who understands both the technical concepts and the motivators of different participants. For example, Abt Associates provided the meeting facilitator for a public hearing announcing the intended launch of an innovative project to provide public access to facility-level environmental information. We have provided similar public hearing support at various stages of several rulemaking efforts and critical stakeholder meetings to discuss pollution prevention strategies. Some of the facilitation involves meeting and working cooperatively with individuals and organizations interested in particular Agency activities and initiatives. We recently completed our support for a planning group, made of many different stakeholder groups, in a project dealing with completely revamping the permitting process for small printers.

## SIN 541620—AREAS OF EXPERTISE (CONTINUED)

### International Environmental Planning Support

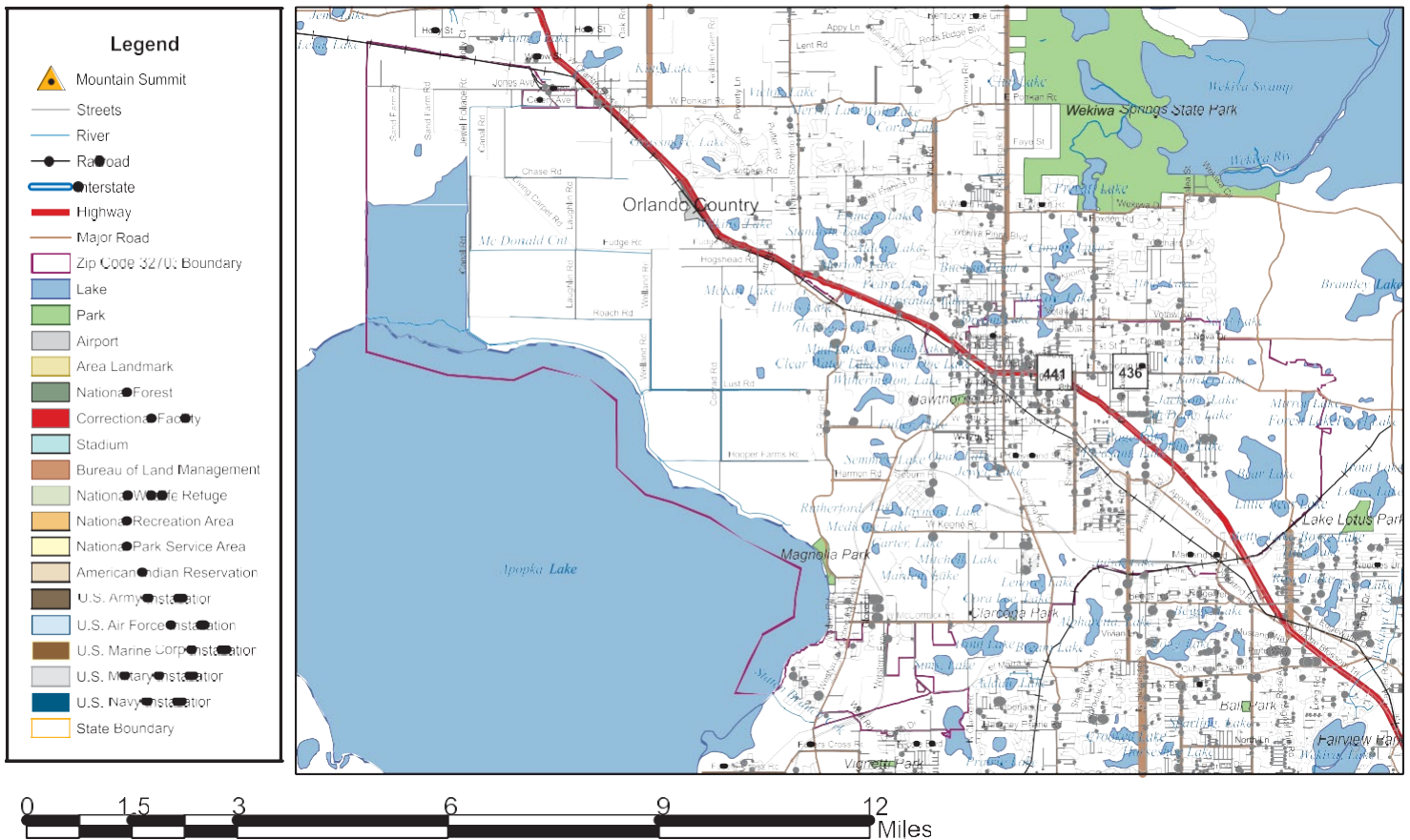
Abt Associates has provided environmental planning services to support specific development projects, as well as to support better environmental management by local and national governments. For example, we evaluated strategies for environmental institutional strengthening and legal reforms, use of economic incentives, and environmental actions as part of a project to protect the Río Grande de Tárcoles watershed. The resulting studies provide the basis for future planning of environmental activities in the region. Abt Associates also developed a multi-sectoral management plan for the Government of Nicaragua to improve human health, well-being and water quality in the southern watershed of Lake Managua. In India, we worked with local entities to develop improvement plans for urban waterways in two cities. We also developed an integrated environmental management strategy and implementation plan for Tegucigalpa, Honduras. This comprehensive environmental management strategy for the Municipality of Tegucigalpa addressed a broad range of environmental management issues, including (a) an institutional process for auditing municipal facilities, (b) requirements for environmental impact assessments (EIAs) and their specifications, (c) EIA preparation, (d) environmental standards and criteria from the EIA, and (e) monitoring. We developed a detailed action plan outlining activities, personnel, time-line, and budget for implementing the proposed strategy. The Government of Bolivia contracted Abt Associates to design an environmental action plan for the oil and gas sector. This plan included elements to address potential impacts on protected areas and indigenous populations, institutional roles at the national and local level, public participation, and geographic and other information systems.



# SERVICES SPECIAL ITEM NUMBER (SIN) 541370GIS: GEOGRAPHIC INFORMATION SYSTEMS (GIS)

- Creation/enforcement of environmental legislation
- Cultural resource GIS
- Environmental cost assessment
- Environmental impact analyses
- Environmental regulatory compliance
- Groundwater monitoring
- Growth forecast modeling
- Habitat conservation plans, habitat modeling
- Image analysis support for emergency response
- Mapping and cartography and mashups
- Migration pattern analysis
- Natural resource planning
- Remote sensing for environmental studies
- Terrestrial, marine, and/or atmospheric measuring/management
- Vegetation mapping
- Watershed characterization for mitigation planning
- Internet and Software Applications

## SAMPLE GIS



# SIN 541370GIS—AREAS OF EXPERTISE

## GEOGRAPHIC INFORMATION SYSTEMS (GIS) SERVICES

Much of the data involved in developing, analyzing, and enforcing EPA regulations have an inherent geographic component. Geographic information systems (GIS) have a unique ability to (1) display data based on their geographic elements, and (2) manipulate and analyze those elements according to the latest geographic and cartographic principles. Below, we describe our broad range of analyses using GIS.

### Mapping and Cartography

GIS has the fundamental capability of displaying information graphically for clear presentation and interactive data exploration. A map can easily illustrate the physical associations among such disparate features as pollution point sources, affected water bodies or other impacted environmental features, and the population characteristics of the surrounding areas. Maps are also useful for quickly illustrating where and to what degree the economic impacts of proposed regulation will be felt, or where regulatory enforcement actions are concentrated and which areas need more attention. Additionally, GIS facilitates changes in categorization, symbolization, scale, and attributes displayed, allowing exploration of patterns that reveal themselves in the data. Abt Associates has produced report-quality maps for a wide range of projects. For example, our staff produced a series of maps illustrating the potential benefits of proposed Metal Products and Machinery regulations for affected water bodies. The maps depicted how facilities used in the analysis cluster geographically around specific water bodies, the proximity of facilities to water-related recreational sites, and how water bodies that would benefit from the proposed regulation are situated in areas of high population. These maps were designed using the latest cartographic principles for inclusion in the report delivered to EPA.

### Spatial Modeling

The science of geography has developed many tools that are implemented by or that make use of GIS technology, and which may be applied to a considerable number of EPA analyses. Spatial statistics have been developed that measure such things as spatial clustering and the degree of spatial association among features of interest. Kriging and other interpolation methods are available to produce continuous surface models for a wide range of applications. Kriging is a sophisticated spatial interpolation method that fills in the "missing" values of a continuous surface (like a contour map) from a collection of individual data points. The method estimates the value at any unsampled point using a weighted linear combination of the available data that minimizes the mean residual error, and is distinguished from other linear interpolation methods (i.e., most methods) because it also minimizes the error variance. Distance decay models can be developed on a case-by-case basis to measure pollution point source impacts or other range-of-influence-types of effects. Attribute values can be assigned to one set of features based on their proximity to another set that has the desired information, and distance variables can be created based on the measure of that proximity.

Abt Associates staff members are utilizing these capabilities to allocate the impacts of groundwater contaminated with MTBE to the attributable sources for EPA's Office of Pollution Prevention and Toxics. MTBE is a chemical compound used as a fuel additive in gasoline to meet the Reformulated Gasoline (RFG) requirements of the Clean Air Act. MTBE dissolves and spreads in the groundwater more easily than other components of gasoline, however; does not degrade easily; and is difficult and costly to remove from groundwater. We are developing stochastic spatial models relating MTBE groundwater contamination levels; drinking water point sources, such as wells and water treatment facilities; and possible contamination sources in the form of above-ground and underground gasoline storage tanks.

### Site Selection

GIS spatial modeling functions are particularly well suited for analyses involving characterizing and identifying desirable locations for a range of activities. The decision process used to select potential locations typically involves the consideration of many different criteria. GIS have the unique ability to analyze all the factors under consideration in terms of their geographic references; that is, how they vary over space and what their values are at any given point.

Additionally, GIS can measure and compare the degrees of access to individual locations by a site's potential users. Our staff members have used this type of information to build complex spatial models to identify such things as ecological zoning restrictions for potential sites of hydrocarbon development in Central America.

# SIN 541370GIS—AREAS OF EXPERTISE (CONTINUED)

## Spatial Decision Support Systems

GIS form is the most critical components of an effective spatial decision support system (SDSS). GIS support the spatially-sensitive integration of biophysical and economic modeling. As flexible analysis tools, SDSSs, integrate software for accessing, retrieving, and generating reports on simulation and decision models and database information. Policy and cost-benefit analysis, spatial sensitivity, and alternative testing can be achieved using GIS in an SDSS environment. For example, Abt Associates staff members have used SDSS for watershed assessment, management, and policy evaluation. They assessed least-cost effective nonpoint source pollution control strategies in terms of equity, effectiveness, and policy adoption risk. We are in the process of upgrading a watershed SDSS used for prior projects.

## Web-Based GIS Applications

More and more spatial information is becoming available on the World Wide Web each day. Government agencies, advocacy groups, and other sectors are implementing Web-based GIS applications to assimilate and display information conveniently and efficiently online. Maps are often a more useful method for distributing information to users than are tables and graphs. Abt Associates staff has experience developing Web pages that are integrated with GIS for environmental problem solving, data manipulation, and displaying various environmental and human health impacts.



# SINs 541620; 541370GIS —GSA-APPROVED LABOR RATES

## Environmental Consulting Services and Geographic Information Systems Services

SINs 541620; 541370GIS --Environmental Consulting Services (ES) and Geographic Information Systems (GIS) Services					
<i>Labor Category</i>	<i>August 11, 2020-August 10, 2021</i>	<i>August 11, 2021-August 10, 2022</i>	<i>August 11, 2022-August 10, 2023</i>	<i>August 11, 2023-August 10, 2024</i>	<i>August 11, 2024-August 10, 2025</i>
Principal Environmental Specialist	\$330.36	\$341.27	\$352.53	\$364.16	\$376.18
Senior Environmental Specialist	\$214.82	\$221.91	\$229.23	\$236.80	\$244.61
Environmental Specialist	\$174.12	\$179.87	\$185.80	\$191.93	\$198.27
Senior Environmental Analyst	\$148.44	\$153.34	\$158.40	\$163.63	\$169.03
Environmental Analyst	\$114.73	\$118.52	\$122.43	\$126.47	\$130.64
Associate Environmental Analyst	\$99.28	\$102.55	\$105.94	\$109.43	\$113.04
Environmental Research Assistant*	\$78.60	\$81.19	\$83.87	\$86.64	\$89.50
Lead Environmental Programmer	\$245.81	\$253.93	\$262.31	\$270.96	\$279.90
Senior Environmental Programmer	\$138.94	\$143.52	\$148.26	\$153.15	\$158.21
Environmental Programmer	\$129.35	\$133.62	\$138.03	\$142.59	\$147.29
Associate Environmental Programmer	\$100.35	\$103.66	\$107.08	\$110.61	\$114.26
Contract Administrator Specialist	\$167.86	\$173.40	\$179.13	\$185.04	\$191.14
Environmental Administrative Specialist*	\$87.05	\$89.93	\$92.90	\$95.96	\$99.13
* The Service Contract Labor Standards, formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a (**) in this pricelist are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).					

## LABOR CATEGORY DESCRIPTIONS—SINs 541620; 541370GIS

### Environmental Consulting Services and Geographic Information Systems Services

#### Allowable Substitutions

High School Diploma is equivalent to a GED.

Two (2) years of relevant experience is equivalent to an Associate's degree.

Two (2) years of relevant experience and an Associate's degree is equivalent to a Bachelor's degree.

Three (3) years of relevant experience and a Bachelor's degree is equivalent to a Master's degree.

Three (3) years of relevant experience and a Master's degree is equivalent to a PhD.

Labor Category Title and Functional Responsibilities	Required Education and Experience
<p><i>Principal Environmental Specialist</i></p> <p>Highest level of proven technical expertise and sought out as an expert within and outside the Company. Oversees and manages particularly complex and large projects with primary responsibility for client relations and may act as technical and quality reviewer on large and complex projects. May also serve as a lead technical design expert on projects. Oversee policies and protocols to carry out research by providing technical guidance to less senior staff through the application of advanced techniques, concepts and methods related to a particular field of specialization. Establish and oversee technical protocols and procedures to carry out research by providing guidance to less senior staff through the application of advanced techniques, concepts and methods within a particular field of specialization. Collaborate with peers in other Divisions of the Company to identify new research approaches.</p>	<p><i>Minimum Education:</i> Master's Degree</p> <p><i>Minimum Experience:</i> 15 years in environmental science/ engineering and/or environmental economics/policy analysis fields</p>
<p><i>Senior Environmental Specialist</i></p> <p>Direct and manage complex components of large projects or series of smaller projects with responsibility for budget management, project deliverables, client relations, and staff supervision or with responsibility for the application of advanced methods and techniques in a particular field of specialization. Set priorities to ensure the completion of projects in an accurate, timely and cost efficient manner. Direct and establish policies and protocols to carry out research and provide technical guidance to less senior staff through application of advanced techniques, concepts, and methods related to a particular field of specialization. Direct and serve as the subject-matter expert in the preparation of complex statistical and methodological reports and findings with responsibility as the senior technical writer. Serve as the primary reviewer of the analytical and technical writing of less senior staff. Maintain an industry presence as a subject-matter resource by publishing regularly in peer reviewed journals and/or by presenting at annual conferences and meetings. Collaborate with peers in other Divisions of the Company to identify new research approaches.</p>	<p><i>Minimum Education:</i> Master's Degree</p> <p><i>Minimum Experience:</i> 13 years in environmental science/engineering and/or environmental economics/policy analysis fields</p>

## LABOR CATEGORY DESCRIPTIONS—SINs 541620; 541370GIS

Labor Category Title and Functional Responsibilities	Required Education and Experience
<p><i>Environmental Specialist</i></p> <p>Lead and coordinate components of large projects or series of smaller projects with responsibility for budget management, project deliverables, client relations, and staff supervision or with responsibility for the application of advanced methods and techniques in a particular field of specialization. Set priorities to ensure the completion of projects in an accurate, timely and cost efficient manner. Review the work and provide technical guidance to less senior staff. Serve as a resource capable of applying advanced techniques, concepts, and methods related to a particular field of specialization. Serve as a scientific/ technical resource in a particular field of specialization and supervise less senior staff in application of quantitative and qualitative analysis, techniques, and methods. Collaborate with applications programming staff to design and develop questionnaires, instruments, and databases for data collection. Exercise initiative and lead the preparation and review of project reports and findings. Review applications, data sets and models for anomalies to ensure accuracy. Establish an industry presence as a subject matter expert by publishing in peer-reviewed journals and/or by presenting at annual conferences and meetings.</p>	<p><i>Minimum Education:</i> Master's Degree</p> <p><i>Minimum Experience:</i> 7 years in environmental science/engineering and/or environmental economics/policy analysis fields</p>
<p><i>Senior Environmental Analyst</i></p> <p>Apply general and specialized knowledge of principles, concepts and business operations in the field(s) of specialization. Using independent judgment and discretion apply standard and non-standard quantitative and/or qualitative methods and techniques. Draft and manage the implementation of procedures for data collection, manipulation and analysis during all project phases. May participate in the establishment of new or revised systems, policies or methods. Exercise initiative to resolve complex non-routine matters. Implement and manage project schedules, plans, goals and budgets under the indirect supervision of more senior staff. Independently analyze issues to reconcile and resolve problems. Apply knowledge and experience of general operations, systems, and project procedures. Establish an industry presence as a subject matter expert by publishing in peer-reviewed journals and/or by presenting at annual conferences and meetings. Review project reports and findings. Review applications, data sets and models for anomalies to ensure accuracy.</p>	<p><i>Minimum Education:</i> Bachelor's Degree</p> <p><i>Minimum Experience:</i> 6 years in environmental science/engineering and/or environmental economics/policy analysis fields</p>

## LABOR CATEGORY DESCRIPTIONS—SINs 541620; 541370GIS

Labor Category Title and Functional Responsibilities	Required Education and Experience
<p><i>Environmental Analyst</i></p> <p>Applies general and specialized knowledge of principles, concepts and business operations in the field(s) of specialization. Using independent judgment and discretion applies standard and non-standard quantitative and/or qualitative methods and techniques. Applies knowledge of resources to review professional journals and publications to extract and summarize relevant information for proposals and research projects. Uses internet-based search techniques to expand knowledge of subject matter, resources and available tools. Summarizes findings for review and takes initiative on collaborations with client and project team. Exercises initiative to refer complex nonroutine matters. Coordinates information for review to ensure adherence to schedule, plans, goals and budgets. Independently analyzes issues to reconcile and resolve problems. Applies knowledge and experience of general operations, systems, and project procedures and in depth knowledge of subject matter. May assist with the development or recommendation of new procedures. Under indirect to general supervision, collaborates with clients by telephone or in person to survey, solicit or collect information or to direct interviews. Implements procedures for data collection, manipulation and analysis during all project phases. May participate in the establishment of new or revised systems, policies or methods. Applies knowledge of intermediate level computer-based word processing, applications, spreadsheets and database applications. May apply statistical programming applications such as SAS, SPSS or other specialized applications. May validate data and/or perform statistical modeling and forecasting and trend analysis using creative judgment on assignments of moderate complexity. Develops charts, graphs and presentations applying intermediate level application skills. May assist on high impact and complex projects. May manage project components, delegating and reviewing work for accuracy, and quality. Keeps abreast of trends and developments in related fields.</p>	<p><i>Minimum Education:</i> Bachelor's Degree</p> <p><i>Minimum Experience:</i> 3 years in environmental science/engineering and/or environmental economics/policy analysis fields</p>
<p><i>Associate Environmental Analyst</i></p> <p>Assists experienced professionals in a variety of research and analysis tasks by independently collecting, compiling, checking and analyzing data using standard practices and techniques in the field(s) of specialization. Under direction, may perform computer modeling, simulation or simple forecasting using standard software packages. Applies specialized quantitative and/or qualitative analysis techniques and methods. Works on assignments that are simple to moderately complex under direct supervision.</p>	<p><i>Minimum Education:</i> Bachelor's Degree</p> <p><i>Minimum Experience:</i> 1 year in environmental science/engineering and/or environmental economics/policy analysis fields</p>

## LABOR CATEGORY DESCRIPTIONS—SINs 541620; 541370GIS

Labor Category Title and Functional Responsibilities	Required Education and Experience
<p><i>Environmental Research Assistant*</i> (01312 – Secretary II)</p> <p>Assists experienced professionals in a variety of research and analysis tasks by collecting, compiling and checking data using standard practices and techniques in the field(s) of specialization. Under close supervision, may perform computer modeling, simulation or simple forecasting using standard software packages. Learns to apply specialized quantitative and/or qualitative analysis techniques and methods. Works on assignments that are simple to moderately complex under close supervision, implementing standard policies and procedures.</p>	<p><i>Minimum Education:</i> Bachelor's Degree</p> <p><i>Minimum Experience:</i> 0 years, but must have strong academic record in environmental science/engineering and/ or environmental economics/policy analysis fields</p>
<p><i>Lead Environmental Programmer</i></p> <p>Manages programming/computer support for areas and/ or a series of projects. Provides management and technical support to senior programmers and other research staff in support of contracts or corporate functions. Special skills: Multiple programming languages, SAS, SPSS, Cobol, Fortran, QSL. Multiple IBM utilities, JCL, Syncsort. Multiple system platforms ex: IBM mainframe, UNIX servers and workstations, Novel files servers and PC. WindowsNT Database design and database applications (Access) CATI. Highly proficient in software packages necessary for the completion of our work. Skilled in all aspects of data processing management.</p>	<p><i>Minimum Education:</i> Bachelor's Degree</p> <p><i>Minimum Experience:</i> 10 years in environmental science/engineering and/or environmental economics/policy</p>
<p><i>Senior Environmental Programmer</i></p> <p>Provides management leadership and technical support to programming staff. Works independently, under general supervision. Manages data processing tasks and staff, budgets and conducts client briefings. Works independently to design solutions to analytic or data management problems, select the most appropriate and efficient programming tool and system platform. Demonstrated ability to solve difficult technical problems and to provide technical support to other programmers.</p>	<p><i>Minimum Education:</i> Bachelor's Degree</p> <p><i>Minimum Experience:</i> 5 years in environmental science/engineering and/or environmental economics/policy</p>
<p><i>Environmental Programmer</i></p> <p>Provide programming and technical support to Area research and survey projects. Develop moderately complex programs that enable the control, manipulation and analysis of data.</p> <p><b>Special skills:</b> Multiple programming languages, SAS, SPSS, Cobol, Fortran, QSL. Multiple IBM utilities, JCL, Syncsort. Multiple system platforms ex: IBM mainframe, UNIX and PC. WindowsNT. Database design and database applications (Access). CATI</p>	<p><i>Minimum Education:</i> Bachelor's Degree</p> <p><i>Minimum Experience:</i> 2 years in environmental science/engineering and/or environmental economics/policy</p>

\*Denotes SCA Eligible Category

Labor Category Title and Functional Responsibilities	Required Education and Experience
<p><i>Associate Environmental Programmer</i> Provide programming and technical support to area search and survey projects. Develop routine programs that enable the control, manipulation and analysis of data.</p> <p>Special Skills: Multiple programming languages, SAS, SPSS, Cobol, Fortran, QSL, Multiple IBM utilities, JCL, Syncsort. Multiple system platforms, Ex: IBM mainframe, UNIX and PC. Window NT. Database design and database applications (Access) CATI.</p>	<p><i>Minimum Education:</i> Bachelor's Degree</p> <p><i>Minimum Experience:</i> 0 years; prefer Degree or experience in environmental science/engineering and/or environmental economics/ policy</p>
<p><i>Contract Administrator Specialist</i> Responsible for the administration of contracts and subcontracts; narrowly involved in the definition of new contracts; meet with client's contracting officers to discuss project issues or modifications to contracts; maintain ongoing day to day interaction with subcontractors, grantee organizations and vendors regarding task assignments, billing questions etc. Responsible for the creation of sub contracts (including negotiations, description, compliance to all US Government, other US legal and local contractual requirements), or works narrowly with Contract Ops to create sub contracts; fully responsible for vendor and consultant contracts; work with Contract Ops when any issue arises and to create new and modifications to (sub) contract. Define and develop contract management procedures for specific contracts; inform and train Abt project employees and contractors on contractual procedures. Assure compliance with Abt Associates, client, local and other legal administrative requirements and regulations; ensure timely completion of project deliverables; perform project and field audits to control compliance and create audit reports. Responsible for correct financial reporting to client and AAM / AM. Oversee projection, backlog, rates of expenditures, workload assignments, burn rates and levels of financial support to the contract technical activities. Review and finalize data measurements of financial performance. Prepare monthly (regular) progress reports for client as required by contract. Monthly reporting and financial analysis.</p>	<p><i>Minimum Education:</i> Bachelor's Degree</p> <p><i>Minimum Experience:</i> 10 years in environmental science/engineering and/or environmental economics/policy</p>
<p><i>Environmental Administrative Specialist* (01020 – Administrative Assistant)</i> Maintain contract files and work with PDs and accounting. May monitor contract budgets and track contractual documents, including unbilled revenue, and accounts receivable. Develop and maintain various databases. Produce correspondence and documents, either generated by others or composed on own under minimal direction. Coordinate domestic travel arrangements, and assist with expense reports.</p>	<p><i>Minimum Education:</i> High School Diploma</p> <p><i>Minimum Experience:</i> 5 years of administrative of environmental project support experience</p>

\*Denotes SCA Eligible Category

## MARKETING AND PUBLIC RELATIONS SERVICES

**SIN 541810** Advertising Services

**SIN 541820** Public Relations Services

**SIN 541910** Marketing Research & Analysis

**SIN 512110** Video/Film Production

**SIN 541850** Exhibit Design & Advertising Services

**SIN 561920** Conference, Meeting, Event & Trade Show Planning Services

**SIN 541613** Marketing Consulting Services

**SIN 541810ODC** - ODCs for Marketing and Public Relations Services



## AREAS OF EXPERTISE —MARKETING AND PUBLIC RELATIONS SERVICES

At Abt Associates, we help clients communicate, engage, and build relationships with their stakeholders by providing cutting-edge, field-tested, award-winning social marketing, outreach, behavior change, and knowledge dissemination communications strategies. We use an evidence-based approach, starting with research and a situation analysis, followed by audience segmentation, objective setting, message and program development, channel and tool selection, a management plan, and monitoring and evaluation. Abt Associates comprehensive approach combines communication strategies, behavior change and social marketing principles, and formative research in a methodology that incorporates audience-driven communications, stakeholder engagement, community mobilization, broad scale dissemination, mass media reach, and advocacy perspectives.

The foundation of Abt Associates' work lies in social marketing, outreach, and behavior change communication research. From conceptualization through execution, we have developed numerous award-winning programs to increase awareness and outreach, disseminate information, build collaborative learning networks, and promote learning and diffusion among various audiences. We have the ability to translate scientific information into plain language for the general public and low-literacy audiences, and bring expertise in communicating with minority and hard-to-reach populations. Abt Associates identifies appropriate and cost-effective channels and tactics for targeted messaging that help our clients meet their communications goals.

The Abt Associates team consists of seasoned social marketing, outreach, information dissemination, learning and diffusion, behavior change communications, research and audience analysis, stakeholder engagement, and graphic design professionals, including former public relations agency account managers. In addition, Abt Associates teams partner with large advertising agencies and public relations firms to complement our capabilities. Abt Associates engages innovative, audience-driven integrated marketing and communication strategies to realize positive social change. We operate as full strategic partners with our clients—carefully selecting, tailoring, and integrating communication tactics to maximize the performance of information dissemination campaigns, programs, and projects.

Abt Associates can perform a full range of marketing, communications, and creative services for any federal agency. Services we provide under this schedule include management and creative consulting; strategic outreach and communications planning; target audience positioning; partnership development and community engagement; marketing and promotional strategies; market research and audience analysis; consumer-driven print, web, and multimedia product development and dissemination; graphic design; website development; integrated marketing and social media campaigns; public relations; media and paid advertising; communications evaluation; distribution and inquiry response; exhibit design and implementation; and conference, event, and tradeshow services. We know government compliance and printing policies; are familiar with OMB procedures having performed research and surveys for numerous federal clients; created hundreds of Section 508-compliant materials, and guided hundreds of documents through the Government Printing Office process. We discuss Abt Associates' qualifications to provide integrated marketing solutions in greater detail below.

### Advertising Services

Abt Associates develops a converged media content strategy that reaches audiences by conducting market analyses and audience profiling. We use demographic data and integrate two or more paid, owned, or earned media channels into a campaign or initiative. Abt Associates uses a consistent storyline, look, and feel—ensuring that communications reach professional and consumer audiences exactly where, how, and when they want—regardless of channel, medium, or device. Additionally, we negotiate the best price and earned media opportunities with vendors. This media content strategy brings real power to our advertising activities.

#### *Paid Advertising*

For an advertising campaign to be effective it must resonate with an audience by delivering a meaningful message, and stand for values beyond the service, program, or product itself. By using a variety of digital, broadcast, and print media channels, Abt Associates develops memorable advertising campaigns that create brand awareness, engage, and move target audiences to action. Paid media offerings: television advertising, radio advertising, print advertising, outdoor advertising, direct mail, sponsorships, and content syndication.

## SINs 541810, 541820, 541910, 512110, 541850, 561920, 541613

### AREAS OF EXPERTISE (CONTINUED)

#### *Earned Media*

As a natural result of our public and media relations efforts that expertly navigate the ever evolving media landscape, Abt Associates leverages this cost-effective tactic to break through the media clutter and hyper-target client messages. We craft the right messages, to connect with the right reporters, to reach the right audiences— helping shape the opinions of those who matter most to our clients. The outcome is enhanced exposure, awareness, and campaign reputation. For dissemination we use databases such as PR Newswire and Radian6. Earned media offerings: media relations, media events, satellite media tours (SMT), radio media tours (RMT), PSA placement, feature releases, media partnerships, consumers' social media posts and content through online communities, monitoring reports.

#### Digital Communications, Social Media, and Web-Based Marketing

The Abt Associates team has the breadth of experience to help clients successfully navigate the ever-evolving digital marketing landscape. Abt Associates delivers a suite of flexible digital marketing solutions that help enhance our clients' online presence and drive visitors to their websites. We provide design and development support for websites, and help clients create strategies and content for engaging digital audiences. We produce creative designs that are optimized across all digital platforms, for viewing on mobile, desktop and tablet.

Our communications and digital experts' technical knowledge and industry expertise enrich online outreach and engagement for clients. We help organizations create and distribute content that both propels the digital conversation and provides business value. We understand the myriad opportunities to reach narrowly targeted professional and consumer audiences through digital channels and social media.

We conduct audience analyses, develop and facilitate web and mobile surveys to gather data; and offer data visualization services providing insight into the data collected. From this data we develop recommendations to expand our clients' social media presence, and implement creative solutions. From digital outreach campaigns in the U.S., to audio and text messages that are timed to the delivery dates of new mothers in Bangladesh, Abt Associates provides innovative digital communications solutions that impact people's daily lives. Digital/social media offerings: social media networks, online and mobile multimedia and interactive solutions, conversation/sentiment analysis, brand monitoring, social audit, banner ads, paid search marketing, social media monitoring and aggregation, Wikis and blogs, online community management, email newsletters/eblasts, online surveys, Facebook, Twitter, YouTube, Pinterest, LinkedIn.

Our Web-based marketing offerings include:

- Digital marketing strategies, information architecture, user experience design and testing, website design, content strategy and production. Search engine optimization, search engine marketing, section 508 compliance, and performance analysis.
- Social media strategies and content production. Social media campaign development, execution and performance analysis.
- Website development, maintenance, hosting, and information security. Mobile apps, infographics and data visualizations.
- Email marketing strategies and content production. Email campaign development, execution and performance analysis.

#### Public Relations Services

We view public relations as a strategic communication process that builds mutually beneficial relationships between organizations and their publics. As a global leader in research, evaluation and program implementation, Abt Associates anticipates, analyzes and interprets public opinion, attitudes and issues that might impact our client's programs. We use this information so that our clients broadcast a clear and authentic message. Abt Associates works hand in hand with our clients on setting specific objectives, planning, budgeting, and executing behavior change and information dissemination efforts. Public relations offerings: press events, content development, press releases, multimedia press kits, media pitching, editorial outreach, feature releases, article placement, speechwriting, partnership building.

## AREAS OF EXPERTISE (CONTINUED)

### Market Research and Analysis

Drawing on state-of-the-art industry and audience research, monitoring and evaluation methods from a range of technical expertise, Abt Associates ensures its clients' communications and messaging are effective and impactful. We know that well-planned and expertly executed research is key to successful campaign performance. We use qualitative and quantitative methods and theoretical perspectives from psychology, economics, and organizational behavior to identify communications problems and promising approaches. We work with our clients to define and quantify their objectives, develop agreed upon metrics, analyze the effectiveness of each tactic and refine as we go, constantly drive and track desired engagement, and achieve measures of success. Abt Associates conducts evaluations to apply rigor and consistency across program elements. The outcome is quantifiable delivery of results and continual improvement. Market research and analysis offerings: primary and secondary research, literature reviews, environmental scans, audience and market segmentation, audience personas, focus groups, telephone and in person interviews, surveys, attitudinal research, data analytics, and evaluations (random assignment, non-experimental designs).

### Video and Film Production

A well-told story needs a purpose in order to inspire, educate, or inform the public. Our goal is to develop outreach/awareness, educational, and training videos that connects with audiences, and drives them to take action. Abt Associates' approach towards creating the best videos and films is to understand the purpose, marshal the right resources to bring it to life, and follow our strategy and process to produce the most creative and effective videos. Video and film production can be expensive. Abt Associates guides our clients through pre-production, logistics, script development, production and post production, paying special attention to deadlines and cost-control. Video/film offerings: strategy development, concepting, script development, on-site/off-site/studio creative direction, filming/production, rough/fine/final cuts, editing to master, final delivery and packaging.

### Graphic Design for Print, Web, and Multimedia Product Development

Abt Associates has evolved into an enterprising, mission-driven agent of social change. It is the boldness and insight of its founder and the keen minds of its staff that Abt Associates draws upon to deliver innovative design solutions that further support our mission to improve the quality of life and economic well-being of people worldwide.

With strategic purpose, carefully-crafted messages, and visionary designs, Abt helps clients transform ideas into mission-driven communications. Through print, web, and multimedia design solutions, we work collaboratively to offer creative insights tailored to the unique needs of your program, project, or initiative. As Abt's in-house creative studio, Abt Creative Partners leverages the collective expertise of our technical staff, coupled with the global reach of our field personnel, to deliver compelling communications products that educate, inform, and affect change among diverse audiences across the globe.

Our commitment to excellence, dedication to achieving our clients' missions as well as our own, and our passion for creativity are the key ingredients to the special blend of services available through Abt Associates.

Abt Associates applies its proprietary blend of bold design with bold thinking to take strategic marketing, communications, and materials development efforts to the next level. Our process delivers compelling messages, engaging images, and complementary design features that enhance the appearance of print, web, and multimedia products; brand consistency and alignment with clients' mission, objectives, and communications goals; and collaborative, cost-competitive, and customized creative solutions.

### Campaigns

Finding the perfect mix of products to support a communications campaign or marketing initiative begins with a strategy for materials development. We use a creative brief to guide all campaign development. This ensures that our visual approach and key messaging aligns with your campaign goals. It eliminates unanswered questions, false starts, and provides a solid foundation for the creative solutions that follow.

## SINs 541810, 541820, 541910, 512110, 541850, 561920, 541613

### AREAS OF EXPERTISE (CONTINUED)

#### *Infographics and Data Visualization*

With shorter attention spans and competing messages from a variety of channels, infographics are used more every day to display nuggets of information that are to the point, factual, and colorful. Data visualization is the wave of the future and our team works to develop simple, visual graphics that quickly convey the meaning behind complex data.

#### *Graphic and Web Design*

Nothing is more disappointing than having a report you've worked so hard to create just placed on a shelf with countless similar print products. Abt Creative Partners goes the extra mile to design actionable, user-friendly, and attractive print publications that encourage readers to take notice. Exploring new ways to package traditional reports, training materials, and consumer publications is key to delivering valuable, easily digestible, and visually-engaging information.

#### *Logo Development*

A logo is a graphic mark, emblem, or symbol that is used to identify an organization, company, corporation, or even a product or service. Abt Creative Partners creates logos that reinforce a product brand and leave an easily recognizable and memorable impression. Whether you are seeking a traditional logo or contemporary design, we infuse an audience-centric approach into developing the perfect blend of visual and verbal elements.

#### *Web and Multimedia*

Technology has revolutionized the way that we can share our work with more energy, more personality, and more impact. We produce web layouts, information architecture plans, and navigation systems that promote usability and ensure accessibility. Through content management systems or custom-designed websites and e-learning tools, we can educate, inform, and build awareness of virtually any topic with a click of a button.

#### *Conference and Event Planning, Exhibit Design, and Implementation Services*

Conferences and meetings provide valuable opportunities for effective information exchange, collaborative problem solving, and professional networking. Abt Associates works together with clients to maximize the client's participation in strategic conferences and industry meetings. We manage and support cost-effective events—conferences, workshops, trainings, awards ceremonies, trade shows, public hearings, and more—as well as related communications, website design, facilitation, and post-event follow-up. Services include meeting design, venue selection, agenda development, speaker identification and recruitment, travel and accommodations, catering, audio-visual, budgets and invoices, registration (online and in-person), website design, meeting materials, exhibit design and production, marketing and media, facilitation and note-taking, onsite staffing and logistics, evaluations, proceedings and summary reports.

We manage all stages of exhibiting, logistics planning, leading working groups and team meetings, training onsite representatives on booth staffing best practices and social media, planning of receptions and other conference auxiliary events, promotional planning to raise the client's visibility of participation in the conference, and collateral development and production.

Abt Associates designs and produces high-quality artwork for the exhibit space using graphic software such as the Adobe Creative Suite. Our engaging exhibits, banners, and signage, help clients stand out in a crowded exhibit hall, facilitate networking with attendees, and maximize event marketing activities. To ensure top-quality, timely production, we have relationships with eco-friendly manufacturing vendors that are on the GSA schedule. Abt Associates' offices have in-house, on-demand printing capabilities to produce outreach literature as needed, thus reducing external expenses and turnaround time. Exhibit offerings: exhibit and material design and production, tabletop displays (pop-up and modular), kiosks, backwalls (8'-10'), scalable islands of all sizes, banners and signage, equipment and furnishings selection, lead capture services, printing, inventory tracking, transportation, onsite staffing, maintenance and repair.

Abt Associates provides web conference and webinar services with desktop sharing, integrated audio, telephone or headsets, which can be recorded for later distribution or for archival purposes. Audio and videoconferencing is also available at all office locations allowing for joint meetings of staff, clients, and advisors.

**SINs 541810, 541820, 541910, 512110, 541850, 561920, 541613**  
**GSA-APPROVED LABOR RATES**  
**MARKETING AND PUBLIC RELATIONS SERVICES**

<b>SINs 541810, 541820, 541910, 512110, 541850, 561920, 541613</b> <b>MARKETING AND PUBLIC RELATIONS SERVICES</b>					
<i>Labor Category</i>	<i>August 11, 2020-August 10, 2021</i>	<i>August 11, 2021-August 10, 2022</i>	<i>August 11, 2022-August 10, 2023</i>	<i>August 11, 2023-August 10, 2024</i>	<i>August 11, 2024-August 10, 2025</i>
Executive Officer	\$390.85	\$403.74	\$417.07	\$430.83	\$445.05
Communication Officer – Level 1	\$367.98	\$380.12	\$392.67	\$405.63	\$419.01
Communication Officer – Level 2	\$220.72	\$228.01	\$235.53	\$243.31	\$251.33
Communication Officer – Level 3	\$174.26	\$180.01	\$185.95	\$192.09	\$198.43
Communication Officer – Level 4	\$141.47	\$146.14	\$150.96	\$155.94	\$161.09
Communication/Marketing Researcher – Level 1	\$344.94	\$356.32	\$368.08	\$380.22	\$392.77
Communication/Marketing Researcher – Level 2	\$271.52	\$280.48	\$289.73	\$299.29	\$309.17
Communication/Marketing Researcher – Level 3	\$202.81	\$209.50	\$216.42	\$223.56	\$230.94
Communication/Marketing Researcher – Level 4	\$157.92	\$163.14	\$168.52	\$174.08	\$179.82
Communication/Marketing Support – Level 1	\$125.72	\$129.87	\$134.15	\$138.58	\$143.15
Communication/Marketing Support – Level 2	\$98.77	\$102.03	\$105.40	\$108.87	\$112.47
Communication/Marketing Support – Level 3	\$84.64	\$87.44	\$90.32	\$93.30	\$96.38
Writer/Editor	\$173.87	\$179.61	\$185.54	\$191.66	\$197.99
Graphic Designer – Level 1	\$175.11	\$180.89	\$186.86	\$193.02	\$199.39
Graphics Designer – Level 2*	\$126.97	\$131.15	\$135.48	\$139.95	\$144.57
IT/Security/Digital Media/Web Staff – Level 1	\$271.75	\$280.72	\$289.98	\$299.55	\$309.44
IT/Security/Digital Media/Web Staff – Level 2	\$185.35	\$191.47	\$197.79	\$204.32	\$211.06
IT/Security/Digital Media/Web Staff – Level 3	\$115.26	\$119.06	\$122.99	\$127.05	\$131.25
Programmer Staff – Level 1	\$218.77	\$225.99	\$233.45	\$241.15	\$249.11
Programmer Staff – Level 2	\$166.22	\$171.70	\$177.37	\$183.22	\$189.27
Programmer Staff – Level 3	\$112.24	\$115.94	\$119.77	\$123.72	\$127.80
Financial Coordinator – Level 1	\$176.92	\$182.76	\$188.79	\$195.02	\$201.46
Financial Coordinator – Level 2	\$123.27	\$127.34	\$131.54	\$135.88	\$140.37
Survey Worker*	\$73.06	\$75.47	\$77.96	\$80.53	\$83.19
* The Service Contract Labor Standards, formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a (**) in this pricelist are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).					

## SIN 5418100DC — GSA-APPROVED ODC RATES

### MARKETING AND PUBLIC RELATIONS SERVICES

SIN	Support Product (ODCs)	Unit of Issue	Price Offered to GSA (including IFF)
5418100DC	Publications, Subscriptions, Memberships	year	\$4,875.37
5418100DC	Transcription – Rush	Per Audio Minute	\$3.17
5418100DC	Translation	Per Hour	\$79.22
5418100DC	Transcription Standard	Per Audio Minute	\$2.19
5418100DC	Video Captioning – 4 min video	per video	\$336.40
5418100DC	Focus Groups	per focus group	\$6,519.72
5418100DC	Video Service – 4 min video	per video	\$5,217.87
5418100DC	Speechwriting	per speech	\$2,624.69
5418100DC	Conference and Seminars	per conference	\$111,202.34
5418100DC	Web hosting	per month	\$1,102.37
5418100DC	Email Broadcast	per month	\$157.48
5418100DC	Posters: 3"x40" print, mounted on gator board, laminated	each	\$181.61
5418100DC	Brochures: 3 panel, 8.5"x11" flat size, 100# endurance, silk text, 4/4 color, trim & fold, 250 units	each brochure	\$2.43
5418100DC	Postcard: 4"x6", 100#endurance silk cover; 4/4 color, CMYK, trim, 250 units	per card	\$1.61
5418100DC	Copy Center Case Charge	per page	\$0.09
5418100DC	Convenience Copy Charge	per page	\$0.12
5418100DC	FedEx Pak: Next day service up to 1 lb.	each	\$7.33
5418100DC	FedEx Pak: Next day service up to 20 lbs./gov't rate	each	\$31.33
5418100DC	Telephone Line Charge	per hour	\$1.50
5418100DC	Web Access Fee per Interview	each	\$0.16

# LABOR CATEGORY DESCRIPTIONS — SINs 541810, 541820, 541910, 512110, 541850, 561920, 541613

## MARKETING AND PUBLIC RELATIONS SERVICES

### Allowable Substitutions

High School Diploma is equivalent to a GED.

Two (2) years of relevant experience is equivalent to an Associate's degree.

Two (2) years of relevant experience and an Associate's degree is equivalent to a Bachelor's degree.

Three (3) years of relevant experience and a Bachelor's degree is equivalent to a Master's degree.

Three (3) years of relevant experience and a Master's degree is equivalent to a PhD.

Labor Category Title and Functional Responsibilities	Minimum Education and Experience
<p><i>Executive Officer</i> Provides strategic and corporate leadership and serves as key decision maker for programs and campaigns, as well as for contract oversight.</p>	<p><i>Minimum Education:</i> Master's Degree <i>Minimum Experience:</i> 20 years experience</p>
<p><i>Communication Officer – Level 1</i> Directs, leads and manages the planning, design, implementation and evaluation of comprehensive marketing, communication, and conference planning projects. Serves as primary client contact for methodological and technical expertise and translates client needs and/or objectives into project deliverables in a timely and cost efficient manner.</p>	<p><i>Minimum Education:</i> Master's Degree <i>Minimum Experience:</i> 14 years of related experience</p>
<p><i>Communication Officer – Level 2</i> Directs and manages components of national communication/marketing programs overseeing planning, implementation and evaluation of communication design, testing media relations and consumer outreach. May serve as a task lead for conference and meeting support tasks, including meeting space selection, program development, schedule tracking, and coordination of third-party vendors.</p>	<p><i>Minimum Education:</i> Master's Degree <i>Minimum Experience:</i> 9 years experience</p>
<p><i>Communication Officer – Level 3</i> Conducts components of communication/marketing/media programs including planning, dissemination of materials and messages. May support conference and meeting planning tasks, including program development and on-site support.</p>	<p><i>Minimum Education:</i> Master's Degree <i>Minimum Experience:</i> 5 years experience</p>
<p><i>Communication Officer – Level 4</i> Conducts components marketing/ media/ web/ communication programs including development and dissemination of media messages and materials. May support conference and meeting planning tasks, including note taking and on-site registration support, interviews with survey participants/respondents, most often, by phone. Qualifications may or may not involve substantive knowledge on the interview topic and/or foreign language skills.</p>	<p><i>Minimum Education:</i> Bachelor's Degree <i>Minimum Experience:</i> 3 years experience</p>

# LABOR CATEGORY DESCRIPTIONS — SINs 541810, 541820, 541910, 512110, 541850, 561920, 541613

## MARKETING AND PUBLIC RELATIONS SERVICES

Labor Category Title and Functional Responsibilities	Minimum Education and Experience
<p><i>Communication/Marketing Researcher – Level 1</i></p> <p>Directs, lead and manages communication/marketing research for national campaigns and programs, overseeing planning, implementation and analysis of formative, process and/or outcome evaluation. May direct development of conference programs, including marketing, outreach strategy, and meeting facilitation. Responsible for client contract for research and assures that client objectives are met.</p>	<p><i>Minimum Education:</i> Master's Degree</p> <p><i>Minimum Experience:</i> 14 years experience</p>
<p><i>Communication/Marketing Researcher – Level 2</i></p> <p>Conducts components of communication/marketing research for national and regional campaigns and educational programs, including formative, process or outcome evaluation. Participates in planning implementation and analysis of research. May serve as a task lead for development of conference programs, including marketing, outreach strategy, and meeting facilitation.</p>	<p><i>Minimum Education:</i> Master's Degree</p> <p><i>Minimum Experience:</i> 9 years of related experience</p>
<p><i>Communication/Marketing Researcher – Level 3</i></p> <p>Conducts components of marketing/ communication research to assist overall research and program efforts. Implements conference programs, including marketing, outreach strategy, and meeting facilitation.</p>	<p><i>Minimum Education:</i> Master's Degree</p> <p><i>Minimum Experience:</i> 5 years experience</p>
<p><i>Communication/Marketing Researcher – Level 4</i></p> <p>Provides research support to formative, process or outcome evaluations for national campaigns and marketing efforts. Provides support for implementation of conference programs, including marketing, outreach strategy, and meeting facilitation.</p>	<p><i>Minimum Education:</i> Bachelor's Degree</p> <p><i>Minimum Experience:</i> 3 years experience</p>
<p><i>Communication/Marketing Support – Level 1</i></p> <p>Conducts components of marketing/ media/ web/Provides assistance to communication, marketing, and conference programs including materials development and dissemination, media relations support, etc.</p>	<p><i>Minimum Education:</i> Bachelor's Degree</p> <p><i>Minimum Experience:</i> 2 years experience</p>
<p><i>Communication/Marketing Support – Level 2</i></p> <p>Provides assistance to communication/media, marketing, and conference programs and/or research and evaluations for marketing efforts.</p>	<p><i>Minimum Education:</i> Bachelor's Degree</p> <p><i>Minimum Experience:</i> 0 years experience</p>

# LABOR CATEGORY DESCRIPTIONS — SINs 541810, 541820, 541910, 512110, 541850, 561920, 541613

## MARKETING AND PUBLIC RELATIONS SERVICES

Labor Category Title and Functional Responsibilities	Minimum Education and Experience
<p><i>Communication/Marketing Support – Level 3</i> Provides support to communication and conference programs and/or research and evaluations for national campaigns and marketing efforts.</p>	<p><i>Minimum Education:</i> High School Diploma <i>Minimum Experience:</i> 2 years experience</p>
<p><i>Writer/Editor</i> Provides writing and editing services, acting as lead for development of consumer and provider materials, articles, news releases, conference proceedings, etc.</p>	<p><i>Minimum Education:</i> Bachelor's Degree <i>Minimum Experience:</i> 5 years experience</p>
<p><i>Graphic Designer – Level 1</i> Develops and designs the aesthetics, visual design and/or layout of artwork, component design, marketing materials and packaging of both print and electronic products to enhance product and program image. Requires knowledge of industry relevant multimedia software.</p>	<p><i>Minimum Education:</i> Bachelor's Degree <i>Minimum Experience:</i> 7 years experience</p>
<p><i>Graphic Designer – Level 2* (15080 – Graphic Artist)</i> Provide creative conceptualization, layout, design and production of high quality, complex documents— which may include proposals, reports, presentations, marketing collateral, event materials, posters, and newsletters— utilizing various desktop publishing software applications.</p>	<p><i>Minimum Education:</i> High School Diploma <i>Minimum Experience:</i> 3 years experience</p>
<p><i>IT/Security/Digital Media/Web Staff – Level 1</i> Coordinates the design, development, testing, and maintenance of digital/web and technology projects across the company. Advises project teams on business strategies, application design, contractor engagement, products, and all aspects of developing and deploying successful digital solutions for media campaigns and conferences.</p>	<p><i>Minimum Education:</i> Bachelor's Degree <i>Minimum Experience:</i> 10 years experience</p>
<p><i>IT/Security/Digital Media/Web Staff – Level 2</i> Responsible for hands on analysis, development, troubleshooting, programming, and documentation. Provides support for existing web applications, including conference websites.</p>	<p><i>Minimum Education:</i> Bachelor's Degree <i>Minimum Experience:</i> 5 years experience</p>

\*Denotes SCA Eligible Category

## LABOR CATEGORY DESCRIPTIONS — SINS 541810, 541820, 541910, 512110, 541850, 561920, 541613

### MARKETING AND PUBLIC RELATIONS SERVICES

Labor Category Title and Functional Responsibilities	Minimum Education and Experience
<i>IT/Security/Digital Media/Web Staff – Level 3</i> Responsible for hands on analysis, development, troubleshooting, programming, and documentation. Provides support for existing web applications.	<i>Minimum Education:</i> Bachelor's Degree <i>Minimum Experience:</i> 1 year experience
<i>Programmer Staff – Level 1</i> Provides programming and technical support to Division research, data collection, and survey projects. Has overall responsibility for building and analyzing complex data files and providing leadership in the development of survey support systems. Proficient in several high-level programming languages and serves as a key resource in solving complex technical problems.	<i>Minimum Education:</i> Bachelor's Degree <i>Minimum Experience:</i> 10 years experience
<i>Programmer Staff – Level 2</i> Provide programming and technical support to Division research, data collection, and survey projects. Manage data processing tasks and manage staff. Proficient in several high level programming languages and ability to manage several large projects.	<i>Minimum Education:</i> Bachelor's Degree <i>Minimum Experience:</i> 5 years experience
<i>Programmer Staff – Level 3</i> Provides assistance to programmer and research staff, including performing data processing tasks. Has working knowledge of program languages.	<i>Minimum Education:</i> Bachelor's Degree <i>Minimum Experience:</i> 0 years experience
<i>Financial Coordinator – Level 1</i> Provides financial and contract management direction and support for projects, including activities such as, financial planning, budget tracking, risk analysis, and contract administration.	<i>Minimum Education:</i> Bachelor's Degree <i>Minimum Experience:</i> 7 years experience
<i>Financial Coordinator – Level 2</i> Responsibilities include budget tracking, processing invoices, preparation of consultant and subcontractor agreements.	<i>Minimum Education:</i> Bachelor's Degree <i>Minimum Experience:</i> 1 year experience
<i>Survey Worker* (01420 – Survey Worker)</i> Administers survey questionnaires to respondents either in- person or over the telephone to collect survey data used for research and analysis. Questionnaires may be computer-based.	<i>Minimum Education:</i> High School Diploma <i>Minimum Experience:</i> 0 years experience

\*Denotes SCA Eligible Category

## SIN 54151S – INFORMATION TECHNOLOGY PROFESSIONAL SERVICES

Database planning and design; systems analysis, integration, and design; programming, conversion and implementation support; network services, data/records management, and testing.

### GSA-APPROVED LABOR RATES

INFORMATION TECHNOLOGY PROFESSIONAL SERVICES					
LABOR CATEGORY	September 01, 2020 – August 31, 2021	September 01, 2021 – August 31, 2022	September 01, 2022 – August 31, 2023	September 01, 2023 – August 31, 2024	September 01, 2024 – August 31, 2025
Data Specialist 1 **	\$ 78.21	\$ 79.62	\$ 81.05	\$ 82.51	\$ 84.00
Data Specialist 2	\$ 83.06	\$ 84.56	\$ 86.08	\$ 87.63	\$ 89.21
Data Specialist 3	\$ 102.10	\$ 103.94	\$ 105.81	\$ 107.71	\$ 109.65
Data Specialist 4	\$ 162.40	\$ 165.32	\$ 168.29	\$ 171.32	\$ 174.41
Developer 1	\$ 87.56	\$ 89.14	\$ 90.74	\$ 92.37	\$ 94.04
Developer 2	\$ 125.36	\$ 127.62	\$ 129.91	\$ 132.25	\$ 134.63
Developer 3	\$ 138.34	\$ 140.83	\$ 143.37	\$ 145.95	\$ 148.57
Developer 4	\$ 194.58	\$ 198.08	\$ 201.65	\$ 205.28	\$ 208.97
Financial Analyst 1	\$ 127.67	\$ 129.97	\$ 132.31	\$ 134.69	\$ 137.12
Financial Analyst 2	\$ 183.91	\$ 187.22	\$ 190.59	\$ 194.02	\$ 197.51
Subject Matter Expert 1	\$ 199.21	\$ 202.79	\$ 206.44	\$ 210.16	\$ 213.94
Subject Matter Expert 2	\$ 233.23	\$ 237.43	\$ 241.70	\$ 246.05	\$ 250.48
Subject Matter Expert 3	\$ 344.26	\$ 350.46	\$ 356.77	\$ 363.19	\$ 369.73
<p>* The Service Contract Labor Standards, formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a (**) in this pricelist are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).</p>					
Volume Discount: 1% over \$1,000,000					

# SIN 54151S – INFORMATION TECHNOLOGY PROFESSIONAL SERVICES

## Labor Category Descriptions

In addition to the allowable substitutions provided in each labor category, the following substitution of work experience for education applies to all labor categories:

Two (2) years of experience is equivalent to an Associate's degree.

Two (2) years of experience and an Associate's degree is equivalent to a Bachelor's degree.

Three (3) years of experience and a Bachelor's degree is equivalent to a Master's degree.

Three (3) years of experience and a Master's degree is equivalent to a PhD.

LABOR CATEGORY	FUNCTIONAL RESPONSIBILITIES	MINIMUM EDUCATION/ CERTIFICATION LEVEL	MINIMUM YEARS OF EXPERIENCE
<b>Data Specialist 1 **</b>	Supports analysis of complex data; assists in conducting analyses and interpreting results; provides other project support as needed.	Bachelor's degree	1
<b>Data Specialist 2</b>	Defines scope of analysis; develops and implements methodologies for analyzing complex data; implements analyses and interprets results; provides subject matter expertise; manages projects and supervises junior staff.	Bachelor's degree	2
<b>Data Specialist 3</b>	Defines scope of analysis; develops and implements methodologies for analyzing complex data; implements analyses and interprets results; provides subject matter expertise; manages projects and supervises junior staff.	Master's degree	5
<b>Data Specialist 4</b>	Leads project teams and performs/manages a variety of research and analysis tasks including collecting, compiling, and checking data inputs to IT tools and systems, developing models, simulations, forecasts, and other analyses for incorporation into IT tools and systems; assists in project management and supervision of junior staff.	Master's degree	12
<b>Developer 1</b>	Assists in development of web and/or software applications, compatibility checks, and implementation.	Bachelor's degree	1
<b>Developer 2</b>	Designs and develops web and/or software applications; ensures design is compatible with all necessary systems; establishes system for ensuring functionality.	Bachelor's degree	2
<b>Developer 3</b>	Designs and develops web and/or software applications; ensures design is compatible with all necessary systems; establishes system for ensuring functionality; provides technical oversight and supervision of junior staff.	Bachelor's degree	10
<b>Developer 4</b>	Leads programming, development, compatibility checks, and implementation of web and/or software IT applications and systems; responsible for overall development of IT applications and systems and serves as a key resource in solving complex technical problems; proficient in several high-level programming languages.	Master's degree	12

\*\* Denotes SCA Eligible Category

# SIN 54151S - INFORMATION TECHNOLOGY PROFESSIONAL SERVICES

## Labor Category Descriptions (Continued)

LABOR CATEGORY	FUNCTIONAL RESPONSIBILITIES	MINIMUM EDUCATION/ CERTIFICATION LEVEL	MINIMUM YEARS OF EXPERIENCE
<b>Financial Analyst 1</b>	Manages budgets, invoices, and consultant and subcontractor agreements in support of IT service projects.	Bachelor's degree	1
<b>Financial Analyst 2</b>	Provides financial and contract management direction and support (including financial planning, risk analysis, and contract administration) for IT service projects.	Bachelor's degree	15
<b>Subject Matter Expert 1</b>	Contributes expertise and insight to anticipate and meet client needs; provides guidance and supervision of junior and mid-level staff.	Bachelor's degree	6
<b>Subject Matter Expert 2</b>	Contributes programmatic insights and best practices related to analytical approaches to meet client needs; provides guidance and supervision of mid-level and other senior staff.	Master's degree	15
<b>Subject Matter Expert 3</b>	Contributes to selection of most appropriate methods and analytical approaches, and programmatic expertise on large, complex multi-faceted analytical needs of clients; directs or oversees teams lead by senior staff; provides expert technical review	Doctorate degree	20

\*\*Denotes SCA Eligible Category

## SIN ANCILLARY — GSA-APPROVED RATES

### ANCILLARY SUPPLIES AND SERVICES — (Applicable to All Services)

SIN	Support Product (ODCs)	Unit of Issue	Price Offered to GSA (including IFF)
ANCILLARY	Assembly Charge/per hour	each	\$32.00
ANCILLARY	Assembly Charge (OT) per hour	each	\$35.00
ANCILLARY	CD/DVD Duplicating, 1-500	each	\$2.00
ANCILLARY	CD/DVD Duplicating, 501-1000	each	\$1.50
ANCILLARY	CD/DVD Duplicating, 1001+	each	\$1.20
ANCILLARY	Clear Acetate Covers	each	\$0.25
ANCILLARY	Coil/Wire Binding	each	\$2.50
ANCILLARY	Copies-Black & White	each	\$0.07
ANCILLARY	Copies-Color 11x17	each	\$0.70
ANCILLARY	Copies-Color 8.5x11, 10,000+	each	\$0.25
ANCILLARY	Copies-Color 8.5x11	each	\$0.40
ANCILLARY	Custom Abt Covers - per set	each	\$1.65
ANCILLARY	GBC Binding	each	\$2.50
ANCILLARY	Lamination 11x17	each	\$2.00
ANCILLARY	lamination 8.5x11	each	\$1.00
ANCILLARY	Lamination 8.5x14	each	\$1.30
ANCILLARY	Note Padding	each	\$0.35
ANCILLARY	NCR Paper (2 part)	each	\$0.20

## SIN ANCILLARY — GSA-APPROVED RATES

### ANCILLARY SUPPLIES AND SERVICES (Applicable to All Services)

SIN	Support Product (ODCs)	Unit of Issue	Price Offered to GSA (including IFF)
ANCILLARY	NCR Paper (3 part)	each	\$0.30
ANCILLARY	Plotter Projects, per square foot	each	\$8.00
ANCILLARY	Scanning Services	each	\$0.03
ANCILLARY	Tabs (set of 5)	each	\$0.85
ANCILLARY	Tape Binding	each	\$2.50
ANCILLARY	Transparencies (clear)	each	\$0.85
ANCILLARY	Data Purchase	each	\$150,000.00
ANCILLARY	Publications/Subscriptions	each	\$4,000.00
ANCILLARY	Telephone Line Charge, per interviewer labor hour	each	\$1.36
ANCILLARY	Transcription-Rush Type1, per minute	each	\$2.60
ANCILLARY	Transcription-Standard Type 1, per minute	each	\$1.80
ANCILLARY	Transcription-Rush Type 2, per minute	each	\$3.10
ANCILLARY	Transcription-Standard Type 2, per minute	each	\$2.30
ANCILLARY	Translation - English > Amharic 100% Match - per word	each	\$0.05
ANCILLARY	Translation - English > Amharic Fuzzy Match - per word	each	\$0.08
ANCILLARY	Translation - English > Amharic New Text - each	each	\$0.26
ANCILLARY	Translation - English > Spanish 100% Match - per word	each	\$0.04

## SIN ANCILLARY — GSA-APPROVED RATES

### ANCILLARY SUPPLIES AND SERVICES (Applicable to All Services)

SIN	Support Product (ODCs)	Unit of Issue	Price Offered to GSA (including IFF)
ANCILLARY	Translation - English > Spanish Fuzzy Match per word	each	\$0.08
ANCILLARY	Translation - English > Spanish New Text-per word	each	\$0.18
ANCILLARY	Translation - English > French 100% Match - per word	each	\$0.04
ANCILLARY	Translation - English > French Fuzzy Match - per word	each	\$0.08
ANCILLARY	Translation - English > French New Text - per word	each	\$0.20
ANCILLARY	Translation - English > Portugese 100% Match - per word	each	\$0.04
ANCILLARY	Translation - English > Portugese Fuzzy Match - per word	each	\$0.08
ANCILLARY	Translation - English > Portugese New Text - per word	each	\$0.19
ANCILLARY	Web Hosting, per month	each	\$1,050.00

## ORDER LEVEL MATERIALS — SIN OLM

Order-Level Materials (OLMs) are supplies and/or services acquired in direct support of an individual task or delivery order placed against a Federal Supply Schedule (FSS) contract or FSS blanket purchase agreement (BPA). OLMs are not defined, priced, or awarded at the FSS contract level. They are unknown before a task or delivery order is placed against the FSS contract or FSS BPA. OLMs are only authorized for inclusion at the order level under a Time and Materials (T&M) or Labor-Hour (LH) Contract Line Item Number (CLIN) and are subject to a Not To Exceed (NTE) ceiling price. OLMs include direct materials, subcontracts for supplies and incidental services for which there is not a labor category specified in the FSS contract, other direct costs (separate from those under ODC SINs), and indirect costs. OLMs are purchased under the authority of the FSS Program and are not “open market items.”

Items awarded under ancillary supplies/services or other direct cost (ODC) SINs are not OLMs. These items are defined, priced, and awarded at the FSS contract level, whereas OLMs are unknown before an order is placed. Ancillary supplies/services and ODC SINs are for use under all order type CLINs (Fixed-Price (FP), T&M, and LH), whereas the Order-Level Materials SIN is only authorized for use under T&M and LH order CLINs.

The Order-Level Materials SIN is only authorized for use in direct support of another awarded SIN. Price analysis for OLMs is not conducted when awarding the FSS contract or FSS BPA; therefore, GSAR 538.270 and 538.271 do not apply to OLMs. OLMs are defined and priced at the ordering activity level in accordance with GSAR clause 552.238-82 *Special Ordering Procedures for the Acquisition of Order-Level Materials*. Prices for items provided under the Order-Level Materials SIN must be inclusive of the Industrial Funding Fee (IFF). The cumulative value of OLMs in an individual task or delivery order cannot exceed 33.33% of the total value of the order.

The Maximum Order Threshold for the OLM SIN is \$250,000.

c.) See clauses 552.212-4 *Contract Terms and Conditions - Commercial Items* (JAN 2017) (Deviation - FEB 2018) (Alternate I - JAN 2017) (Deviation - FEB 2007) and 552.238-82 *Special Ordering Procedures for the Acquisition of Order-Level Materials* (JAN 2018) for additional information on inclusion of OLMs in task and delivery orders placed against an FSS contract or BPA.

d.) OLMs are only authorized for inclusion at the order level under a T&M or LH CLIN and are subject to an NTE ceiling price.

e.) The Order-Level Materials SIN contains no items or pricing, since by definition OLMs are *unknown* at the time of FSS contract award. The ordering activity contracting officer is responsible for defining OLMs and determining proposed OLM pricing fair and reasonable for a particular order.

f.) OLMs are purchased under the authority of the FSS Program and are not “open market items.”

g.) Items awarded under ancillary supplies/services and other direct cost (ODC) SINs are not Order-Level Materials. These SINs are reserved for items that can be defined and priced *up-front* at the FSS contract level.

h.) The Order-Level Materials SIN cannot be the only SIN awarded on a contract. The Order-Level Materials SIN is only authorized for use in direct support of another awarded SIN.

i.) The Order-Level Materials SIN is exempt from *Commercial Sales Practices* disclosure requirements.

j.) The Order-Level Materials SIN is exempt from the following clauses:

- 552.216-70 *Economic Price Adjustment - FSS Multiple Award Schedule Contracts*
- I-FSS-969 *Economic Price Adjustment - FSS Multiple Award Schedule*
- 552.238-71 *Submission and Distribution of Authorized FSS Schedule Pricelists*, 552.238-75 *Price Reductions*

## ORDER LEVEL MATERIALS — SIN OLM

k.) Terms and conditions that otherwise apply to the FSS contract also apply to the Order-Level Materials SIN. Examples include but are not limited to:

- Trade Agreements Act (TAA)
- Sales reporting and IFF remittance
- Environmental Attributes clauses
- AbilityOne Program Essentially the Same (ETS) compliance

l.) The Order-Level Materials SIN is subject to any transactional data reporting (TDR) requirements in effect under the FSS contract.

m.) Prices for items provided under the Order-Level Materials SIN must be inclusive of the IFF. The cumulative value of OLMs in an individual task or delivery order cannot exceed 33.33% of the total value of the order.

2. The following clause is ADDED to this contract:

- 552.238-82 *Special Ordering Procedures for the Acquisition of Order-Level Materials* (JAN 2018)

## SCA MATRIX—GS-00F-252CA

### MULTIPLE AWARD SCHEDULE (MAS)

SCA Eligible Labor Category*	SCA Equivalent Code Title	Wage Determination Number
<i>Survey Worker</i>	01420 –Survey Worker	2015-4187
<i>Graphic Designer – Level 2</i>	15080 – Graphic Artist	2015-4281
<i>Unit AA</i>	01312 - Secretary II	2015-4281
<i>Graphics Specialist</i>	01312 - Secretary II	2015-4281
<i>Consultant 2</i>	01312 - Secretary II	2015-4281
<i>Contract AA</i>	01312 - Secretary II	2015-4281
<i>Sr. Graphics Specialist</i>	01312 - Secretary II	2015-4281
<i>Survey Support Assistant</i>	01113 - General Clerk III	2015-4281
<i>Environmental Administrative Specialist</i>	01020 - Administrative Assistant	2015-4281
<i>Environmental Research Assistant</i>	01312 – Secretary II	2015-4281
<i>Data Specialist 1</i>	01312 – Secretary II	2015-4281

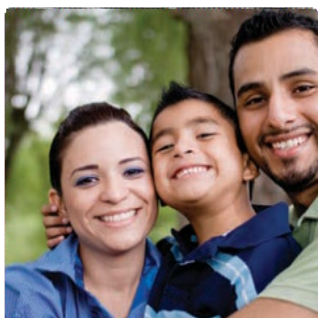
\* The Service Contract Labor Standards, formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a (\*\*) in this pricelist are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).



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