GSA Schedule

Westat®

General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule Price List

Professional Services Schedule (PSS)
Contract No GS-00F-009DA
Contract Period: October 1, 2015 through September 30, 2020

Westat

1600 Research Boulevard

Rockville, Maryland 20850

301-251-1500

www.westat.com

Business Size: Large

Online 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. www.gsaadvantage.gov.

Please be advised that the following individual Schedule contracts have been migrated to this Consolidated Schedule. As a result, no additional standalone Task Orders can be awarded or BPAs established under these contracts:

Single Schedule Name	Former Contract Number
AIMS	GS-23F-0155K
MOBIS	GS-23F-8144H

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About Westat

Westat is an employee-owned corporation known for the quality of its statistical design, data collection, and analysis work, and its expertise in strategic communications. Since 1963, we have successfully provided research and consulting services across Government program areas, in fields as diverse as health and biomedicine, education, employment and training, social policy, environment and energy, transportation, workforce, military and veterans, and science and technology. With headquarters in the Washington, DC, metropolitan area, we are conveniently located near our Federal Government clients. Through the Professional Services Schedule (PSS), Westat offers a diverse set of technical capabilities including survey expertise, marketing and communication services, and integrated consulting.

Westat's most important resource is its diverse staff of more than 2,000 professionals. Included in this group are social scientists; management analysts; communications, public relations and marketing professionals; web development experts; computer systems and related staff; program area specialists; and survey operations specialists. We offer complete teams of organizational specialists and technical experts to evaluate programs, assess performance and quality in meeting program objectives and goals, and, when applicable, recommend program changes. Our statistical staff includes some of the best known names in the field of research statistics. We are thoroughly experienced in program assessment, evaluation, strategic planning, and market research. We also have extensive experience in developing and tracking measures of program performance, designing research and data collection systems, and collecting and analyzing information——taking advantage of the appropriate information technology to meet client needs for efficiency and timeliness.

Westat uses a project-oriented management approach that enables us to assemble the most appropriate and responsive team for each assignment. With a long tradition of specialized research, we are qualified to address the most daunting research and marketing challenges facing Government agencies.

Customer Information

Professional Services Schedule | PSS

1a. Table of Awarded Special Item Numbers (SINs):

SIN	Recovery	SIN Description
AIMS		
541-4A	541-4ARC	Market Research and Analysis Services
541-5	541-5RC	Integrated Marketing Services
541-1000	541-1000RC	Other Direct Costs
MOBIS		
874-1	874-1RC	Integrated Consulting Services
874-5	874-5RC	Ancillary Supplies and/or Services
874-7	874-7RC	Integrated Business Program Support Services
100-3	100-3-RC	Ancillary Supplies or Services

1b. Lowest priced model number and lowest unit price for that model for each SIN awarded in the contract. See specific SIN pricelists.

1c. A description of labor categories and education and experience requirements for each. See specific SIN descriptions.

2. **Maximum Order:** $1,000,000.00

3. **Minimum Order:** $100.00

4. **Geographic Coverage:** Worldwide.

5. **Points of Production:** Rockville, Montgomery County, Maryland USA

6. **Discount from List Prices:** Net Price (discounts already deducted) - See attached price list. Additional discounts may be negotiated for task orders over $1,000,000.

7. **Quantity Discounts:** None.

8. **Prompt Payment Terms:** Net 30 days.

9a. **Government Purchase Cards:** Accepted at or below the micro-purchase level.

9b. **Government Purchase Cards:** Not accepted above the micro-purchase level.

10. **Foreign Items:** Not applicable.

11a. **Time of Delivery:** Specified on the Task Order.

11b. **Expedited Delivery:** Negotiated at the Task Order level.

11c. **Overnight and 2-Day Delivery:** Negotiated at the Task Order level.

11d. **Urgent Requirements:** Agencies may contact contractor's representative to effect a faster delivery.

12. **F.O.B. Points:** Destination.

13a. **Ordering Address:**
Westat
1600 Research Blvd.
Rockville, MD 20850-3129

13b. Ordering Procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) and a sample BPA can be found at GSA/FSS Schedule homepage (ffs.gsa.gov/schedules).

14. Payment Address:
Westat
P.O. Box 1004
Rockville, MD 20850-3195

15. Warranty Provision: Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

16. Export Packing Charges: Not applicable.

17. Terms and Conditions of Government Purchase Card Acceptance: See 9a and 9b.

18. Terms and Conditions of Rental, Maintenance, and Repair: Not applicable.

19. Terms and Conditions of Installation: Not applicable.

20. Terms and Conditions of Repair Parts: Not applicable.

20a. Terms and Conditions for Any Other Services: Not applicable.

21. List of Service and Distribution Points: Not applicable.

22. List of Participating Dealers: Not applicable.

23. Preventive Maintenance: Not applicable.

24a. Environmental and Other Special Attributes: Not applicable.

24b. Section 508 Compliance for Electronic and Information Technology (EIT): EIT supplies and services are customized to agency- specific requirements that include posting the Accessibility Policy on site pages, providing hot links to the Accessibility Coordinator if reading problems are encountered, and providing an accessibility feedback form to identify issues encountered for the Accessibility Coordinator. The EIT standards are found at: www.Section508.gov.

25. Data Universal Number System (DUNS) Number: 049508120

26. Notification Regarding Registration in System for Award Management (SAM): CAGE Code 1D075.

27. Uncompensated Overtime: Uncompensated overtime is not billed to the client. It is compressed to regular compensated hours. Regular compensated hours are used for client billings.

28. Non-labor Items: Non-labor items (shown on pp. 14-15) are priced at actual costs plus associated indirect costs in accordance with Westat's Disclosure Statement effective January 1, 2013 and the current Provisional Indirect Rate Agreement negotiated with the National Institutes of Health.

29. Notification Regarding Registration in System for Award Management (SAM) Database: Registered.

30. Final Pricing: The rates shown are including discounts and the Industrial Funding Fee (IFF) of 0.75%.

Services Ordering Process

PSS is a competitively awarded contract. Each client agency has specific contract procedures that it will follow when using this simplified procurement process. Orders flow directly from the client agency to Westat. The following are general rules that GSA has proposed.

A. If a customer solicits proposals from firms on the Schedule, these are the steps that can be followed:

Step 1: The Customer sends a Task Request to Westat's PSS Coordinator or Contractual Representative via fax or email. The request should include Westat's PSS Contract Number GS00F009DA.

> Mr. Payton Smith, PSS Coordinator
> 301-294-2090
> Fax: 301-738-3500
> paytonsmith@westat.com
>
> Mr. Rod Mohadjer,
> Contractual Representative
> 301-294-3941
> Fax: 301-738-3500
> rodmohadjer@westat.com

Step 2: Westat reviews the request and develops a proposal consisting of two parts: Technical and Price.

Step 3: Westat submits the proposal to the Customer (as either a letter proposal or an oral presentation).

Step 4: The Customer reviews the proposal and makes a best-value determination.

Step 5: If Westat is selected, the Customer issues a delivery order/task order to Westat.

B. When the Customer selects Westat based on a best-value determination, these are the steps that can be followed:

Step 1: Westat meets with the Customer to define and document the requirements.

Step 2: The Customer reviews the project definition and modifies it as necessary.

Step 3: Westat advises the Customer of the labor mix and the cost to meet the identified project requirements.

Step 4: The Customer provides the project definition and funding documents to its internal Contracting Officer.

Step 5: The Customer's Contracting Office executes the purchase order and issues it directly to Westat. The purchase order should include Westat's PSS Contract Number GS00F009DA.

Step 6: Westat begins the work.

SIN 541: Advertising and Integrated Marketing Solutions—AIMS

Market Research and Analysis Services | SIN 541-4A/RC

Westat is a leading provider of data, information, and insights that help guide and support Federal agency programs. Our concentration in Federal programs allows us to extend our services, ranging from developing strategic plans to increasing public awareness of our clients' products, services, and programs.

We work closely with our clients to conduct formative research that guides the development of theory-based communications and marketing plans. Research activities might include collecting primary data, analyzing extant data, or conducting comprehensive literature reviews, environmental scans, or other research to inform the process. Westat helps clients to establish program objectives, identify and segment target audiences, develop and test program messages and products, and evaluate program impact.

Westat is a recognized leader in all phases of survey design and development, data collection, and data analysis. We have extensive experience in program evaluation and provide the tools to help clients assess how well the objectives of a marketing program are being met after program implementation.

We can help clients select appropriate communication channels (e.g., traditional or social media, word-of-mouth), taking into consideration client knowledge and preferences.

Westat also offers experience and expertise in data analysis and evaluation. We can help our clients to interpret and apply research findings from focus groups, surveys, and other sources of information about target audiences, market penetration, and the content and acceptability of materials.

Integrated Marketing Services | SIN 541-5/RC

Westat offers quality and value in the purchase of comprehensive communications and marketing services, including advertising; public and media relations; web-based marketing; digital and social media outreach; market research and analysis; video production; exhibit design and implementation; and conference, event, and tradeshow services. We are specialists in applying creative message development, design, and production services to research and science-based content.

Westat combines research and data analysis with the full variety of communication and graphics services necessary to disseminate knowledge learned to our clients, special audiences, and the public. We create campaigns and deliver messages in any medium to local, national, and international audiences. Our customers get the best value on every project through Westat's combination of experience, technical qualifications, flexibility, and organizational efficiencies. We know how to use plain language in advertising and marketing to communicate important scientific, technical, and other complex messages to any audience.

Westat has more than 80 full-time communication and graphics professional staff based in our corporate offices. The majority are housed in 5,000 square feet of specialized media facilities. We also maintain separate 1,100-square-foot focus group and usability testing facilities in our Rockville Conference Center. Our full-service advertising and integrated marketing capabilities include the following.

- Advertising

- Public and Media Relations

- Web-Based Marketing

- Market Research and Analysis

- Video, Film, and Multimedia Production

- Exhibit Design and Implementation

- Conference, Event, and Tradeshow Planning and Support

- Commercial Photography

- Commercial Art and Graphic Design

- Plain Language Communication

- Public Inquiry Response

- Distribution and Fulfillment

Westat's commitment to communications excellence is reflected by its participation in the Center for Plain Language (charter member), Plain Language Association International, Society for Technical Communication, National Association of Government Communicators, American Institute of Graphic Artists, and League of American Communications Professionals.

Labor Categories for SINs 541-4A/RC, 541-5/RC, 541-1000/RC

The following are typical descriptions for each category; some variation exists by skill and specialty. The level of each category is not simply tied to degree and skill but also reflects the amount and type of relevant experience, levels of responsibility, and demonstrated achievement for which there is no simple metric. For each proposal, as required by the Request for Quote, staff resumes are provided.

Labor Category	Description	Experience and Education
Senior Officer	Responsible for staff assignments and overall performance review, ensuring adequate resources, and oversight of quality work across a broad range of projects. Typically, a Director of a Westat Study Area or Department.	**Experience:** 20 years of successful management and leadership of large and complex projects. **Education:** College degree is a minimum requirement, but advanced degrees are common.
Officer	Provides management and leadership or technical direction of large, complex projects. Typically, an Associate Director of a Westat Study Area or Department. Also includes very senior technical staff.	**Experience:** 15 years of successful management and leadership or technical direction of large and complex projects. **Education:** College degree is a minimum requirement, but advanced degrees are common.
Senior Manager – Level 1	Provides managerial or technical oversight responsibilities for multiple projects.	**Experience:** 15 years of successful management and leadership or technical direction of large and complex projects. **Education:** College degree is a minimum requirement, but advanced degrees are common.
Senior Manager – Level 2	Senior-level manager or analyst with major responsibilities on a project with skills in such areas as survey design, operations analysis, information processing, research reports, etc.	**Experience:** 10 years of successful management and leadership or technical direction of large and complex projects. **Education:** College degree is a minimum requirement, but advanced degrees are common.
Manager	Manages a project or a major component of a larger project. Often uses a range of technical skills.	**Experience:** 8 years of successful management and leadership or technical direction of large and complex projects. **Education:** College degree is a minimum requirement, but advanced degrees are common.

Labor Categories for SINs 541-4A/RC, 541-5/RC, 541-1000/RC (continued)

Labor Category	Description	Experience and Education
Researcher – Level 1 Researcher – Level 2	Usually a research analyst, survey developer, or systems staff member at Level 1 or Level 2. May provide senior editorial or graphics support. Frequently plays a major technical role in the project.	**Experience:** 5 years of experience for Level 1 and 3 years of experience for Level 2 in a technical role on projects of varying size and complexity. **Education:** College degree is a minimum requirement, but advanced degrees are common. Master's is equivalent to 2 years of experience and doctorate is equivalent to 5 years of experience.
Junior Researcher	Provides skills similar to the Researcher Level 2 but less often in a major role. May provide editorial or graphics support.	**Experience:** 2 years of experience in a project research role. **Education:** College degree is a minimum requirement. Master's is equivalent to 2 years of experience.
Senior Support Staff	Provides technical skills in support of project development and operations. (Sometimes referred to as a Research Assistant)	**Experience:** 3 years of project support using relevant technical skills are required. **Education:** College degree required.
Support Staff – Level 1 Support Staff – Level 2 Support Staff – Level 3	Three levels of Support Staff are frequently involved in survey operations and in supervising and conducting data preparation and editing records.	**Experience:** Level 1 – 2 years of experience. Level 2 – 1 year of experience. Level 3 – No prior experience required. **Education:** High school diploma required.
Telephone Center Supervisor Telephone Center Interviewer	Supervisor provides quality control and support for the telephone interviewing staff. Interviewer conducts interviews by telephone with participants in research studies.	**Experience:** For both positions, the ability to successfully perform the required tasks after training is the only experience requirement. **Education:** For both positions, high school diplomas are required, but college degrees are common.

Labor Categories for SINs 541-4A/RC, 541-5/RC, 541-1000/RC (continued)

Labor Category	Description	Experience and Education
Coder/Editor	Reviews and codes data records according to defined rules and procedures.	**Experience:** The ability to successfully perform the required tasks after training is the only experience requirement. **Education:** High school diploma required, but college degrees are common.
Field Supervisor Field Interviewer	Supervises and conducts data collection activities.	**Experience:** Field Supervisor position requires some prior supervisory experience. Field Interviewer does not require prior experience. The ability to successfully perform the tasks required according to specifications after training is the only requirement. **Education:** Field Supervisor requires high school diploma, but 2 years of successful interviewer or related experience may substitute. Field interviewer requires no educational achievement.

Price Lists for SINs 541-4A/RC, 541-5/RC, and 541-1000/RC

Table 1.   Price List for SIN 541-4A/RC and 541-5/RC by Labor Category

Item	Awarded Labor Category	Site	Year 1	Year 2	Year 3	Year 4	Year 5
1	Senior Officer	Both	$334.58	$342.61	$350.83	$359.25	$367.87
2	Officer	Both	$277.50	$284.16	$290.98	$297.96	$305.11
3	Senior Manager - Level 1	Both	$242.49	$248.31	$254.27	$260.37	$266.62
4	Senior Manager - Level 2	Both	$201.75	$206.59	$211.55	$216.63	$221.83
5	Manager	Both	$161.70	$165.58	$169.55	$173.62	$177.79
6	Researcher - Level 1	Both	$137.47	$140.77	$144.15	$147.61	$151.15
7	Researcher - Level 2	Both	$114.72	$117.47	$120.29	$123.18	$126.14
8	Junior Researcher	Both	$96.79	$99.11	$101.49	$103.93	$106.42
9	Senior Support Staff	Both	$82.28	$84.25	$86.28	$88.35	$90.47
10	Support Staff - Level 1	Both	$69.07	$70.73	$72.43	$74.16	$75.94
11	Support Staff - Level 2	Both	$59.30	$60.72	$62.18	$63.67	$65.20
12	Support Staff - Level 3	Both	$53.84	$55.13	$56.46	$57.81	$59.20
13	Telephone Center Supervisor	Both	$47.06	$48.19	$49.35	$50.53	$51.74
14	Telephone Center Interviewer	Both	$33.73	$34.54	$35.37	$36.22	$37.09
15	Coder/Editor	Both	$35.72	$36.58	$37.46	$38.35	$39.27
16	Field Supervisor	Both	$46.59	$47.71	$48.85	$50.03	$51.23
17	Field Interviewer	Both	$28.56	$29.25	$29.95	$30.67	$31.40

Table 2.   Price List for SIN 541-1000/RC—ODCs

Support Product/ Labor (ODCs)	Unit of Issue (e.g. Hour, Task, Sq ft)	Contractor or Customer Facility or Both	Domestic or Overseas	Ceiling Price/Rate Offered to GSA (including IFF)
Copying	Per page	Both	Worldwide	$ 0.07
Computing - PC	Per month	Both	Worldwide	$ 275.83
Telephone Charge	Per interview hour	Both	Worldwide	$ 22.44
Field Expense	% of interviewer labor dollars	Both	Worldwide	18.4100000%
Rockville-Prime Service	Per CRU	Both	Worldwide	$ 0.0005500
Rockville-Non-Prime Service	Per CRU	Both	Worldwide	$ 0.0003250
12 Oaks-CATI Service	Per CRU	Both	Worldwide	$ 0.0003250
VAX Data Services	Per block of 512 characters per Month	Both	Worldwide	$ 0.0000475
Black and White Impression	Per impact	Both	Worldwide	$ 0.03
High Speed Laser	Per impression	Both	Worldwide	$ 0.03
Wesnet Network & Data Services	Per block of 512 characters per Month	Both	Worldwide	$ 0.0000475
Microsoft IIS Web server	Per month based on 100% usage	Both	Worldwide	$ 1,400.00
SAS Batch server	Per month based on 100% usage	Both	Worldwide	$ 3,500.00
OracleRemote Data Capture Web server	Per month based on 100% usage	Both	Worldwide	$ 2,000.00
Acorde Document Management server	Per month based on 100% usage	Both	Worldwide	$ 3,500.00
Image Processing server	Per month based on 100% usage	Both	Worldwide	$ 8,000.00

Table 2.   Price List for SIN 541-1000/RC—ODCs (continued)

Support Product/ Labor (ODCs)	Unit of Issue (e.g. Hour, Task, Sq ft)	Contractor or Customer Facility or Both	Domestic or Overseas	Ceiling Price/Rate Offered to GSA (including IFF)
Office PCs (desktop, fully configured PC)	Per month based on 100% usage	Both	Worldwide	$ 176.00
Field PCs (laptop, tablets and other devices)	Per month based on 100% usage	Both	Worldwide	$ 60.00
Support Magic	Per month based on 100% usage	Both	Worldwide	$ 1,000.00
Webex	Per month based on 100% usage	Both	Worldwide	$ 26,900.61
Sharepoint	Per month per site	Both	Worldwide	$ 795.97
Teleconference Services	Per minute per person per call	Both	Worldwide	$ 0.05
Black and White	Per copy	Both	Worldwide	$ 0.05
Color	Per copy	Both	Worldwide	$ 0.15
Standard Transcriptions	Per page	Both	Worldwide	$ 3.50
Time-coded Transcriptions	Per page	Both	Worldwide	$ 4.00
Minimum Price Transcriptions	Per job	Both	Worldwide	$ 50.00
On-location Audio Production (includes equipment	Per day	Both	Worldwide	$ 796.00
On-location Videographer (includes equipment)	Per day	Both	Worldwide	$ 926.00
Advance Letter	Per unit	Both	Worldwide	$ 0.07
Badge	Per unit	Both	Worldwide	$ 1.30
Booklet	Per unit	Both	Worldwide	$ 1.52

Table 2.   Price List for SIN 541-1000/RC—ODCs (continued)

Support Product/ Labor (ODCs)	Unit of Issue (e.g. Hour, Task, Sq ft)	Contractor or Customer Facility or Both	Domestic or Overseas	Ceiling Price/Rate Offered to GSA (including IFF)
Booklet Envelope	Per unit	Both	Worldwide	$ 0.59
Booklet Window Envelope	Per unit	Both	Worldwide	$ 0.18
Brochure	Per unit	Both	Worldwide	$ 1.00
Envelope	Per unit	Both	Worldwide	$ 0.41
Flyer	Per unit	Both	Worldwide	$ 0.06
Folder with Inserts	Per unit	Both	Worldwide	$ 12.83
Form	Per unit	Both	Worldwide	$ 0.43
Label	Per unit	Both	Worldwide	$ 0.07
Letterhead Shell and Survey	Per unit	Both	Worldwide	$ 0.04
Newsletter	Per unit	Both	Worldwide	$ 0.16
News Letter and Insert	Per unit	Both	Worldwide	$ 0.09
Postcard	Per unit	Both	Worldwide	$ 0.31
Postcard and Envelope	Per unit	Both	Worldwide	$ 0.43
Questionnaire	Per unit	Both	Worldwide	$ 3.78
Survey	Per unit	Both	Worldwide	$ 1.50
Window Envelope	Per unit	Both	Worldwide	$ 0.40
Survey Incentive	Per unit	Both	Worldwide	$ 90.00
U.S. Post Office, Standard Postal Rates	Standard	Both	Worldwide	Standard

SIN 874: Mission Oriented Business Integrated Services – MOBIS

Integrated Consulting Services | SIN 874-1/RC

Westat is a leading provider of expert advice, assistance, and guidance to Federal agencies focused on improving their mission-oriented business and substantive program functions. Our concentration in Federal programs allows us to extend our consulting services from program assessment, evaluation, and strategic goal and plan development to all types of measurement and business process improvement support. The following are some of our key consulting services.

- Strategic Business and Operational Planning

- Program Evaluation and Research Design

- Performance Measurement

- Process Management and Improvement

- Change Management

- Operational Assessment

- Data and Information Communications

- Other Consulting Services

Facilitation and Decision Support Services

Many of the goals and objectives clients need to accomplish in mission-oriented efforts require support for groups working together. Westat provides a full range of facilitation services to support group work, including several in which we have unique or highly specialized capabilities. All of our facilitators have extensive experience and hold advanced degrees in relevant fields. We use a variety of group dynamics techniques for enhancing decision making, defining roles, resolving disputes, maintaining focus, and managing group behavior. We also offer specialized facilitation through our customized focus group facilities and interactive data definition and analysis capabilities. Our systematic approach is tailored to meet client objectives.

Survey Services

Westat is a full-service company with state-of-the-art capabilities in survey design, data collection, analysis, and data utilization. All of our survey services are tailored precisely to the client's requirements to ensure that the organization's unique problems and concerns are properly addressed. Our survey work covers all key constituencies of an organization, including customers, employees, suppliers, stakeholders, and the public at large. Westat has conducted hundreds of survey projects for organizations of all sizes, in both the public and private sectors. This work has spanned all Federal program areas, including health and nutrition, education, social services, substance abuse, science and technology, and employment and training. Of particular relevance to this SIN is our extensive experience

in designing, implementing, and analyzing program evaluations and surveys of customer satisfaction, employee opinion, organizational culture, diversity assessment, and communication patterns.

Westat uses the latest technologies to ensure the highest possible response rates and on-time delivery. Another key to success is the involvement of our senior staff in every stage of the process. We have developed unparalleled quality control standards for all aspects of survey operations to ensure performance on time, within budget, and of exceptional quality. Finally, all of our surveys are conducted in a manner that generates action on the priority issues requiring attention.

Ancillary Supplies and/or Services | SIN 874-5/RC

Ancillary supplies and/or services are for orders and blanket purchase agreements that complete work on a project that is solely associated with the supplies and/or services purchased under this schedule. SIN 874-5 excludes purchases that are exclusively for supplies and/or services already available under another schedule.

Integrated Business Program Support Services | SIN 874-7/RC

Westat provides services to assist in planning, initiating, managing, executing, and closing out mission-oriented business programs and projects. Our approach focuses on quality, schedules, and resources and the necessary controls and coordination required to complete tasks on time. We deliver successful project performance because we rely on our highly experienced team members, integrated technological solutions, and standards and best practices. Our emphasis on close coordination and effective communication with our clients ensures excellent results.

Our program/project management services include the following:

- Program/project leadership and communications

- Program/project planning and scheduling

- Earned value management support

- Program/project management, including performance monitoring and measurement

- Cost/Schedule control

- Monitor quality

- Reporting and documentation

- Stakeholder briefings, meetings, and related project support services

- Project close-out services.

Labor Categories for SINs 874-1/RC, 874-5/RC, 874-7/RC, 100-3/RC

Labor Category	Description[1]	Minimum Experience and Education
Senior Officer	This position has overall accountability and signature authority for the company's largest and most complex projects. The Senior Officer works with the client to establish clear expectations and working relationships for the project. The Senior Officer provides leadership in strategic and operational planning and budgeting and also makes staff assignments, conducts independent quality reviews and ensures that contract requirements are being met. She/he may also act as the technical or substantive lead for projects, or provide guidance and advice as a Subject Matter Expert in technical and substantive issues on projects.	At least 20 years leading large and complex projects in one of the following areas: Consulting services including providing expert advice, assistance and guidance to organizations focused on improving their mission attainment and program functions; Facilitation services including conducting focus groups and team building; Survey services including survey design, data collection, analysis, and data utilization; and Program Management including planning, initiating, managing, executing, and closing out mission-oriented programs and projects. **Education**: At least a bachelor's degree in a relevant field such as economics, business, psychology, statistics, survey design, organizational development or similar fields.
Officer	This position has overall accountability and signature authority for mid-sized to large projects. The Officer works with the client to establish clear expectations and working relationships for the project. The Officer provides leadership in strategic and operational planning and budgeting and also makes staff assignments, conducts independent quality reviews, and ensures that contract requirements are being met. She/he may also act as the technical or substantive lead for projects, or provide guidance and advice as a Subject Matter Expert in technical and substantive issues on projects.	**Experience**: At least 15 years leading small, mid-size, and/or large projects in one of the following areas: Consulting services including providing expert advice, assistance and guidance to organizations focused on improving their mission attainment and program functions; Facilitation services including conducting focus groups and team building; Survey services including survey design, data collection, analysis, and data utilization; and Program Management including planning, initiating, managing, executing, and closing out mission-oriented programs and projects. **Education**: At least a bachelor's degree in a relevant field such as economics, business, psychology, statistics, survey design, organizational development or similar fields.

Labor Categories for SINs 874-1/RC, 874-5/RC, 874-7/RC, 100-3/RC (continued)

Labor Category	Description[1]	Minimum Experience and Education
Senior Manager – Level 1	This is the project management position responsible for the execution of mid-size projects independently or large projects under the direction of a Senior Officer or Officer. The Senior Manager – Level 1 is responsible for the detailed planning and performance monitoring of the project. The manager's responsibilities include providing technical guidance, supervising, managing, and evaluating staff assignments, and formulating and enforcing goals, policies, work standards, schedules, budgets, and performance metrics. Where appropriate, this position is responsible for the implementation of Westat's Earned Value Management (EVMS). This position may also provide subject matter expertise in one of the following areas: Consulting, Facilitation, Surveys, or Program Management. In the area of Consulting, the Subject Matter Expert may advise on measurement and evaluation strategies, strategic and operational planning, program evaluation and research design, performance measurement, change management, operational assessment, data and information communication, and other consulting services. In the area of Facilitation, the Subject Matter Expert may conduct focus groups and team building sessions, facilitate change management, develop group performance measures, and facilitate group problem solving. In the area of Surveys, the Subject Matter Expert may provide guidance on survey design, data collections, analysis, statistics, and data utilization. In the area of Program Management, the Subject Matter Expert may provide guidance on planning, initiating, managing, executing, and closing out mission-oriented programs and projects. Typically, Subject Matter Experts are recognized in their profession,	**Experience:** At least 10 years managing small and mid-size projects independently or large projects under the leadership of a Senior Officer or Officer. Project experience would be in one of the following areas: Consulting services including providing expert advice, assistance, and guidance to organizations focused on improving their mission attainment and program functions; Facilitation services including conducting focus groups and team building; Survey services including survey design, data collections, analysis, and data utilization; and Program Management including planning, initiating, managing, executing, and closing out mission-oriented programs and projects. **Education:** At least a bachelor's degree in a relevant field such as economics, business, psychology, statistics, survey design, organizational development or similar fields.

Labor Category	Description[1]	Minimum Experience and Education
	speakers at conferences, and extensively published in professional journals.	
Senior Manager – Level 2	This is the project management position and is responsible for the execution of small or mid-size projects independently or large projects under the direction of a Senior Officer or Officer. The Senior Manager – Level 2 is responsible for the detailed planning and performance monitoring of the project and includes providing technical guidance, supervising, managing, and evaluating staff assignments, and formulating and enforcing goals, policies, work standards, schedules, budgets and performance metrics. Where appropriate, this position may be responsible for the implementation of Westat's Earned Value Management (EVMS). This position may also provide subject matter expertise in one of the following areas: Consulting, Facilitation, Surveys, or Program Management. In the area of Consulting, the Subject Matter Expert may advise on measurement and evaluation strategies, strategic and operational planning, program evaluation and research design, performance measurement, change management, operational assessment, data and information communication, and other consulting services. In the area of Facilitation, the Subject Matter Expert may conduct focus groups and team building sessions, facilitate change management, develop group performance measures, and facilitate group problem solving. In the area of Surveys, the Subject Matter Expert may provide guidance on survey design, data collections, analysis, statistics, and data utilization. In the area of Program Management, the Subject Matter Expert may provide guidance on planning, initiating, managing, executing, and closing	**Experience**: At least 10 years managing large and complex projects under the leadership of a Senior Officer or Officer in one of the following areas: Consulting services including providing expert advice, assistance, and guidance to organizations focused on improving their mission attainment and program functions; Facilitation services including conducting focus groups and team building; Survey services including survey design, data collections, analysis, and data utilization; and Program Management including planning, initiating, managing, executing, and closing out mission-oriented programs and projects. **Education**: At least a bachelor's degree in a relevant field such as economics, business, psychology, statistics, survey design, organizational development or a related field.

Labor Category	Description[1]	Minimum Experience and Education
	out mission-oriented programs and projects. Typically, Subject Matter Experts Level 2 are active in their professional organizations and have published in professional journals.	
Manager	This is a lead position on a mid-size or large project under the direction of a Senior Manager. The Manager is responsible for the following tasks within her/his assigned area: technical deliverables and services, schedules, budgets, performance monitoring, and supervision. When Westat's Earned Value Management System is applied, this position would be a Control Account Manager (CAM). This position may also provide subject matter expertise in one of the following areas: Consulting, Facilitation, Surveys, or Program Management. In the area of Consulting, the Subject Matter Expert may advise on measurement and evaluation strategies, strategic and operational planning, program evaluation and research design, performance measurement, change management, operational assessment, data and information communication, and other consulting services. In the area of Facilitation, the Subject Matter Expert may conduct focus groups and team building sessions, facilitate change management, develop group performance measures, and facilitate group problem solving. In the area of Surveys, the Subject Matter Expert may provide guidance on survey design, data collections, analysis, statistics, and data utilization. In the area of Program Management, the Subject Matter Expert may provide guidance on planning, initiating, managing, executing, and closing out mission-oriented programs and projects. Typically, Subject Matter Experts are active in their professional organizations.	**Experience:** At least 8 years of experience as task leader on projects of various sizes. **Education:** At least a bachelor's degree.

Labor Categories for SINs 874-1/RC, 874-5/RC, 874-7/RC, 100-3/RC (continued)

Labor Category	Description[1]	Minimum Experience and Education
Researcher – Level 1	This is a specialist position. This person provides assistance and research in one of the following specialties: Consulting, Facilitation, Surveys, or Program Management. In the area of Consulting, the Researcher Level 1 may do literature searches and critiques on evaluation strategies, strategic and operational planning, program evaluation and research design, performance measurement, change management, operational assessment, data and information communication, and other consulting services. In the area of Facilitation, the Researcher Level 1 assists in focus groups and team building sessions, facilitates change management, develops group performance measures, and facilitates group problem solving. In the area of Surveys, the Researcher Level 1 may review and critique survey design, data collections, analysis, statistics, and data utilization on previous studies. In the area of Program Management, the Subject Matter Expert may assist in planning, initiating, managing, executing, and closing out mission-oriented programs and projects. Typically, Researchers Level 1 are active in their professional organizations.	**Experience:** At least 5 years of experience in Consulting, Facilitation, Surveys, or Program Management. A master's degree may be substituted for 2 years of experience and a doctorate degree may be substituted for 5 years of experience. **Education:** At least a bachelor's degree.
Researcher – Level 2	This is a specialist position. This person provides assistance and research in one of the following specialties: Consulting, Facilitation, Surveys, or Program Management. In the area of Consulting, the Researcher Level 2 may do literature searches and critiques on evaluation strategies, strategic and operational planning, program evaluation and research design, performance measurement, change management, operational assessment, data and information communication, and other consulting	**Experience:** At least 2 years of experience in Consulting, Facilitation, Surveys or Program Management. A master's degree or a doctorate may be substituted for experience. **Education:** At least a bachelor's degree.

Labor Category	Description[1]	Minimum Experience and Education
	services. In the area of Facilitation, the Researcher Level 2 assists in focus groups and team building sessions, facilitates change management, develops group performance measures, and facilitates group problem solving. In the area of Surveys, the Researcher Level 2 may review and critique survey design, data collections, analysis, statistics, and data utilization on previous studies. In the area of Program Management, the Subject Matter Expert may assist in planning, initiating, managing, executing, and closing out mission-oriented programs and projects. Typically, Researchers Level 2 are active in their professional organizations.	
Junior Researcher	This is a staff person that is in the early stages of developing a specialty. This person may provide assistance and research in any area of Consulting, Facilitation, Surveys or Program Management. The Junior Researcher is developing her/his expertise through college degree programs, continuing education, professional conferences and applying that knowledge to work assignments. This position works under the direction of a Manager or Subject Matter Expert.	**Experience:** At least 1 year of experience in any aspect of Consulting, Facilitation, Surveys or Program Management. A master's degree may be substituted for experience. **Education:** At least a bachelor's degree.
Senior Support Staff[2]	This is a senior support staff position. This position directly supports the Project Manager or Subject Matter Expert in administrative matters. The position may oversee other administrative support staff.	**Experience:** At least 3 years of experience. Four years of additional experience may be substituted for a bachelor's degree. **Education:** At least a bachelor's degree.
Support Staff – Level 1[2]	This is a support positions that provides data formatting, processing, and reporting support to the Manager or Subject Matter Expert.	**Experience:** At least 2 years of experience. **Education:** At least a high school diploma or GED.

Labor Categories for SINs 874-1/RC, 874-5/RC, 874-7/RC, 100-3/RC (continued)

Labor Category	Description[1]	Minimum Experience and Education
Support Staff – Level 2[2]	This is a support position that provides data formatting, processing, and reporting support to the Manager or Subject Matter Expert.	**Experience:** At least 1 year of experience. **Education:** At least a high school diploma or GED.
Support Staff – Level 3[2]	This is a support position that provides data formatting, processing, and reporting support to the Manager or Subject Matter Expert.	**Experience:** None. **Education:** At least a high school diploma or GED.
Telephone Center Supervisor[2]	This position provides quality control and support for the telephone interviewing staff. The position typically reports to a Manager.	**Experience:** No prior experience is necessary but they must demonstrate the ability to perform the tasks required according to specification after training. **Education:** High school diploma or GED.
Telephone Interviewer[2]	Conducts telephone interviews with participants in research studies.	**Experience:** No prior experience is necessary but they must demonstrate the ability to perform the tasks required according to specification after training. **Education:** High school diploma or GED.
Coder/Editor[2]	Assists with the preparation, entry, and processing of data. The position typically reports to a Manager.	**Experience:** None. **Education:** High school diploma or GED.
Field Supervisor[2]	This position supervises data collection activities. The position typically reports to a Manager.	**Experience:** Some supervisory experience in data collection. **Education:** High school diploma or GED.
Field Interviewer[2]	This position collects data by various methods including interviews, administering survey instruments, abstracting records.	**Experience:** No prior experience is necessary but they must demonstrate the ability to perform the tasks required according to specification after training. **Education:** High school diploma or GED.

[1] These are typical descriptions for each category; some variation exists by skill and specialty. The level of each category is not simply tied to degree and skill but also reflects the amount and type of relevant experience, levels of responsibility, and demonstrated achievement for which there is no simple metric. For each proposal, as required by the Request for Quote, staff resumes are provided.

[2] Subject to Service Contract Act prices.

Revised March 5, 2013

Price Lists for SINs 874-1/RC, 874-5/RC, 874-7/RC and 100-3

Table 3.   Price List for SIN 874-1/RC, 874-7/RC by Labor Category

Item	Awarded Labor Category	Site	Year 1	Year 2	Year 3	Year 4	Year 5
18	Senior Officer	Both	$339.27	$347.41	$355.75	$364.29	$373.03
19	Officer	Both	$281.37	$288.12	$295.04	$302.12	$309.37
20	Senior Manager Level 1	Both	$245.88	$251.78	$257.82	$264.01	$270.35
21	Senior Manager Level 2	Both	$204.58	$209.49	$214.52	$219.67	$224.94
22	Manager	Both	$163.96	$167.90	$171.92	$176.05	$180.28
23	Researcher - Level 1	Both	$139.40	$142.75	$146.17	$149.68	$153.27
24	Researcher - Level 2	Both	$116.33	$119.12	$121.98	$124.91	$127.91
25	Junior Researcher	Both	$98.13	$100.49	$102.90	$105.37	$107.90
26	Senior Support Staff	Both	$83.43	$85.43	$87.48	$89.58	$91.73
27	Support Staff Level 1	Both	$70.05	$71.73	$73.45	$75.22	$77.02
28	Support Staff Level 2	Both	$60.12	$61.56	$63.04	$64.55	$66.10
29	Support Staff Level 3	Both	$54.60	$55.91	$57.25	$58.63	$60.03
30	Telephone Center Supervisor	Both	$47.71	$48.86	$50.03	$51.23	$52.46
31	Telephone Interviewer	Both	$34.19	$35.01	$35.85	$36.71	$37.59
32	Coder/Editor	Both	$36.23	$37.10	$37.99	$38.90	$39.84
33	Field Supervisor	Both	$47.24	$48.37	$49.53	$50.72	$51.94
34	Field Interviewer	Both	$28.96	$29.66	$30.37	$31.10	$31.84

Table 4. Miscellaneous Survey Expenses for SINs 874-5/RC and 100-3

Support Product/Labor (ODCs)	Year 1 10/1/2015- 9/30/2016	Year 2 10/1/2016- 9/30/2017	Year 3 10/1/2017- 9/30/2018	Year 4 10/1/2018- 9/30/2019	Year 5 10/1/2019- 9/30/2020
Copying	$0.07	$0.07	$0.07	$0.08	$0.08
Computing-PC (per month)	$275.83	$282.45	$289.23	$296.17	$303.28
Telephone Charge	$22.44	$22.98	$23.53	$24.09	$24.67
Field Expense	18.41%	$0.19	$0.19	$0.20	$0.20
Rockville-Prime Service	$0.0005900	$ 0.0006042	$ 0.0006187	$ 0.0006335	$ 0.0006487
Rockville-Non-Prime Service	$0.0003500	$ 0.0003584	$ 0.0003670	$ 0.0003758	$ 0.0003848
12 Oaks-CATI Service	$0.0003500	$ 0.0003584	$ 0.0003670	$ 0.0003758	$ 0.0003848
VAX Data Services	$0.0000510	$ 0.0000522	$ 0.0000535	$ 0.0000548	$ 0.0000561
Black and White Impression	$0.03	$0.03	$0.03	$0.03	$0.03
High Speed Laser	$0.03	$0.03	$0.03	$0.03	$0.03
Wesnet Network & Data Services	$0.0000510	$ 0.0000522	$ 0.0000535	$ 0.0000548	$ 0.0000561
Microsoft IIS Web server	$1,503.24	$1,539.32	$1,576.26	$1,614.09	$1,652.83
SAS Batch server	$3,758.10	$3,848.29	$3,940.65	$4,035.23	$4,132.07
Oracle Remote Data Capture Web server	$2,147.48	$2,199.02	$2,251.80	$2,305.84	$2,361.18
Acorde Document Management server	$3,758.10	$3,848.29	$3,940.65	$4,035.23	$4,132.07
Image Processing sever	$8,589.93	$8,796.09	$9,007.19	$9,223.37	$9,444.73
Office PCs (desktop, fully configured PC)	$188.98	$193.52	$198.16	$202.92	$207.79
Field PCs (laptop, tablets and other devices)	$64.42	$65.97	$67.55	$69.17	$70.83
Support Magic	$1,073.74	$1,099.51	$1,125.90	$1,152.92	$1,180.59
Webex	$28,884.31	$29,577.53	$30,287.39	$31,014.29	$31,758.63
Sharepoint	$854.67	$875.18	$896.19	$917.69	$939.72
Teleconference Services	$0.05	$0.05	$0.05	$0.05	$0.05
Black and White	$0.05	$0.05	$0.05	$0.05	$0.05
Color	$0.16	$0.16	$0.17	$0.17	$0.18
Standard Transcriptions	$3.76	$3.85	$3.94	$4.04	$4.13
Time-coded Transcriptions	$4.29	$4.39	$4.50	$4.61	$4.72
Minimum Price Transcriptions	$53.69	$54.98	$56.30	$57.65	$59.03

Table 4.   Miscellaneous Survey Expenses for MOBIS SIN 874-5 and SIN 100-3 (continued)

Support Product/Labor (ODCs)	Year 1 10/1/2015- 9/30/2016	Year 2 10/1/2016- 9/30/2017	Year 3 10/1/2017- 9/30/2018	Year 4 10/1/2018- 9/30/2019	Year 5 10/1/2019- 9/30/2020
On-location Audio Production (includes equipment	$854.70	$875.21	$896.22	$917.73	$939.75
On-location Videographer (includes equipment)	$994.28	$1,018.14	$1,042.58	$1,067.60	$1,093.22
Advance Letter	$0.08	$0.08	$0.08	$0.09	$0.09
Badge	$1.40	$1.43	$1.47	$1.50	$1.54
Booklet	$1.63	$1.67	$1.71	$1.75	$1.79
Booklet Envelope	$0.63	$0.65	$0.66	$0.68	$0.69
Booklet Window Envelope	$0.19	$0.19	$0.20	$0.20	$0.21
Brochure	$1.07	$1.10	$1.12	$1.15	$1.18
Envelope	$0.44	$0.45	$0.46	$0.47	$0.48
Flyer	$0.06	$0.06	$0.06	$0.06	$0.07
Folder with Inserts	$13.78	$14.11	$14.45	$14.80	$15.15
Form	$0.46	$0.47	$0.48	$0.49	$0.51
Label	$0.08	$0.08	$0.08	$0.09	$0.09
Letterhead Shell and Survey	$0.04	$0.04	$0.04	$0.04	$0.04
Newsletter	$0.17	$0.17	$0.18	$0.18	$0.19
News Letter and Insert	$0.10	$0.10	$0.10	$0.11	$0.11
Postcard	$0.33	$0.34	$0.35	$0.35	$0.36
Postcard and Envelope	$0.46	$0.47	$0.48	$0.49	$0.51
Questionnaire	$14.80	$15.16	$15.52	$15.89	$16.27
Survey	$1.61	$1.65	$1.69	$1.73	$1.77
Window Envelope	$0.43	$0.44	$0.45	$0.46	$0.47
Survey Incentive	$96.64	$98.96	$101.33	$103.77	$106.26
US POST OFFICE, Standard Postal Rates	Standard	Standard	Standard	Standard	Standard
FedEx	Standard	Standard	Standard	Standard	Standard
United Parcel Service (UPS)	Standard	Standard	Standard	Standard	Standard

Service Contract Act

The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the cited SCA labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCA matrix (Table 5). The prices offered are in line with the geographic scope of the contract (i.e., nationwide).

Table 5.   SCA Matrix

SCA Eligible Contract Labor Category	SCA Equivalent Code Title	Occupation Code	Wage Determination Number
Senior Support Staff	Administrative Assistant	01020	05-2103
Support Staff Level 1	Secretary III	01313	05-2103
Support Staff Level 2	Secretary II	01312	05-2103
Support Staff Level 3	Secretary I	01311	05-2103
Telephone Center Supervisor	Administrative Assistant	01020	05-2103
Telephone Center Interviewer	Survey Worker	01420	05-2103
Coder/Editor	Data Entry Operator II	01052	05-2103
Field Supervisor	Administrative Assistant	01020	05-2103
Field Interviewer	Survey Worker	01420	05-2103