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: GSAAdvantage.gov

**SCHEDULE TITLE**
Multiple Award Schedule

**FEDERAL SUPPLY GROUP**
Professional Services

**CLASS**
D304, D399, R499

**CONTRACT NUMBER**
47QRAA20D000H

**CONTRACT PERIOD**
October 23, 2019 through October 22, 2024

**CONTRACTOR**
Portland Webworks
5 Milk Street 2nd Fl, Portland, ME 04101
207-773-6600
207-775-1307
info@portlandwebworks.com

**CONTRACTOR’S ADMINISTRATION SOURCE**
Evan Rosenfield
Portland Webworks
5 Milk Street 2nd Fl, Portland, ME 04101
207-773-6600
207-775-1307
gsa@portlandwebworks.com

**BUSINESS SIZE**
Small Business
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<th>Section</th>
<th>Page</th>
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</tr>
</tbody>
</table>
VENDOR BACKGROUND

PORTLAND WEBWORKS

Portland Webworks has been in business delivering website development services since 1999. We offer customers a robust suite of consulting, planning, design, development, implementation, maintenance and sustainment services. Our custom solutions emphasize outstanding quality of user experience, compelling design, compatibility, interoperability, sustainability, extensibility and standards compliance.

We routinely operate in the government space under the emergent brand name of GovWebworks (www.govwebworks.com). This represents a natural evolution in our corporate identity, given our team’s long and reputable history of successful performance with government departments and agencies throughout the continental United States. Under this new moniker, we provide many government partners with access to industry-leading creative and technical professionals. Our personnel deliver fresh perspective and innovative ideas, making it possible for our customers to realize their mission-critical communication, engagement and service objectives through implementation of enterprise-grade, feature rich websites and portals that deliver spectacular citizen and administrator experiences – always within a responsible budget and with low risk exposure.

WHAT WE DO

Under the MAS schedule, our company will offer the following services:

1. **Digital Design for Websites, Portals and Other Interactive Web Products**
   Initial conceptualization, consultation, discovery and planning; followed by intensive design, prototyping, and user testing.

2. **Implementation, Maintenance and Sustainment**
   Technical development, legacy content migration, routine hosting support; patching and updates to keep systems, sites and platforms running, operable, optimized and compliant.

3. **Enhancements and Updates**
   Additional post-launch design, development and customization, introducing creative features, capabilities and extensions.

4. **Mentoring and Support**
   Technical support, creative and artistic assistance as needed; peer-to-peer knowledge and skills transfer, encouraging customers towards greater autonomy.

5. **Strategic Consultation**
   Professional recommendations and advisement, addressing matters of content strategy, modern digital product aesthetics, and how web technologies can be leveraged to the greatest effect to improve user experience, communications and audience engagement.
OUR VALUE PROPOSITION

User-Centered Design Expertise
We have earned many awards for our work on public-facing websites and portals that serve large and incredibly diverse user communities. Our processes place maximum emphasis on user experience and citizen engagement. We validate our approach through extensive user research and testing, enabling our customers to proceed with confidence.

Drupal Specialization
We work primarily with Drupal, an extremely reputable open source content management platform that has been widely adopted across the state and federal government IT landscape. Through a variety of signature system enhancements, we make the lives of system administrators and content contributors much easier, and help our customers to extract maximum value from this highly regarded technology.

Rapid Prototyping
We validate intentions and project direction by quickly producing functional proofs of concept that enable interactive testing, feedback and effective evaluation of alternatives; This helps to avoid expensive mistakes, assuring that each project can remain aligned to its true mission.

Advanced Technical Proficiencies
Our website products often incorporate powerful, rich and fully customized application functionality. We have been working in the software development industry for more than 20 years, and have completed numerous major application modernization and integration projects. We can handle the most complex and sophisticated technical requirements without breaking stride, applying the latest industry-embraced best practices.

Accessibility and Compatibility
Part of the mission of “meeting clients where they are” means ensuring that all different types of users can user and benefit from our solutions. Our solutions work across a broad spectrum of devices, meeting WCAG and 508 accessibility requirements.

Proven Team Resourcing
With Portland Webworks, what you see is exactly what you get. Unlike many larger consultancy shops that tend to assemble their assigned staff only on a temporary, project-by-project basis, we rely primarily on a longstanding, core team of experts, each of whom have, on average, more than decade of experience. We operate as a relatively small, highly cohesive, integrated task force that can be productive from day one. Our customers can always expect superior collaboration and immediate productivity from our team – blending exceptional creativity with the best and most sensible technology innovations, low-risk industry protocols and highly standardized operating procedures.

Deep Discovery
We invest extra time up front to gain a better understanding of requirements and meaningful milestones. We emphasize full-team engagement, deploying our team members to establish key relationships, building trust, confidence and consensus among product owners, stakeholders, and technical staff. This gives us the capacity to design and engineer responsible websites and interactive products that anticipate needs and that “nail it” from the start.

Agile
Our methods are conducive to total project transparency, enabling clients to observe, monitor, redirect and re-prioritize efforts on demand. We present customers with tangible progress at two week intervals. Our tools eliminate the traditional barriers between the project team and the stakeholders, so that ongoing conversation can occur throughout the entire project life cycle.
OUR VALUE PROPOSITION (continued)

Partnership-Driven Adaptability
We are a highly flexible and collaborative partner. We are able to accept direction, yet we are also able to step into the gap to push projects forward with effective leadership and facilitation. We routinely work in conjunction with executive teams, IT departments, and communications staff, always with acute sensitivity to matters of institutional identity and existing branding. We are committed to building longer-term relationships, and work in a way that cultivates and engenders trust, mutual respect, transparency, accountability, and a sense of operational partnership.

Low Risk, End-to-end Support
We have reliable resources in place to provide robust support for solution rollout and beyond. Our offerings can encompass manual quality assurance on all pages, content strategy, artistic review, periodic design refresh, user training, routine technical assistance and troubleshooting, as well as hosting and maintenance.

Holistic Content Strategy
We have many years of experience working on massive-volume content undertakings. We provide our customers with access to proprietary tools that provide insightful perspective, helping our customers to systematically assess the quality of their materials, so that content can be more effectively re-aligned with audience needs and mission priorities. Our distinctive toolset supports expeditious re-engineering of information architecture, and can also provide assistance with migration planning.

Security
Although it isn’t the only thing we do, we have considerable experience working with PII and FTI. We have experience delivering solutions on FEDRAMP certified infrastructure from leading providers like AWS. We accomplish our development work in environments that are compliant with NIST standards (800-171, 800-53).
CUSTOMER INFORMATION

1a Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).

<table>
<thead>
<tr>
<th>SIN-TITLE</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>541511</td>
<td>Web Based Marketing</td>
</tr>
<tr>
<td>541430</td>
<td>Graphic Design</td>
</tr>
<tr>
<td>54151S</td>
<td>Information Technology Professional Services</td>
</tr>
<tr>
<td>OLM</td>
<td>Order Level Materials</td>
</tr>
</tbody>
</table>

1b Lowest Priced Model Number and Price for Each SIN
Not Applicable, Services Only

1c Hourly Rates (services only) - Listed on page 5.

2 Maximum order
$1,000,000.00

NOTE TO ORDERING ACTIVITIES: *If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

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)
5 Milk Street 2nd Floor Portland, ME, 04101

6 Discount from list prices
GSA Net Prices are shown on the attached GSA Pricelist. Negotiated discount has been applied.

7 Quantity discounts
None

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.

9a Notification that Government purchase cards are accepted up to the micro-purchase threshold
Yes

9b Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold
Will Not Accept

10 Foreign items (list items by country of origin)
None

11a Time of delivery
Specified on the Task Order

11b Expedited Delivery
Contact Contractor

11c Overnight and 2-day delivery
Contact Contractor

11d Urgent Requirements
Contact Contractor

12 F.O.B. point
Destination

13a Ordering address
Same as contractor

13b Ordering procedures
For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3

14 Payment address
Same as contractor

15 Warranty provision
Contractor’s standard commercial warranty

16 Export packing charges
N/A

17 Terms and conditions of Government purchase card acceptance
Contact Contractor

18 Terms and conditions of rental, maintenance, and repair (if applicable)
N/A

19 Terms and conditions of installation (if applicable)
N/A

20 Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable)
N/A

20a Terms and conditions for any other services (if applicable)
N/A

21 List of service and distribution points (if applicable)
N/A

22 List of participating dealers (if applicable)
N/A

23 Preventive maintenance (if applicable)
N/A

24a Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants)
Not applicable

24b Section 508 Compliance for Electronic and Information Technology (EIT)
Information is available at: https://www.portlandwebworks.com/skills/design-usability/accessibility

25 Data Universal Number System (DUNS) number
141995121

26 Notification regarding registration in System for Award Management (SAM) database.
Contractor has an Active Registration in the SAM database.
## Labor Categories Pricing

<table>
<thead>
<tr>
<th>ITEM</th>
<th>SIN</th>
<th>AWARDED LABOR CATEGORY</th>
<th>CONTRACTOR / CUSTOMER FACILITY</th>
<th>YEAR 1</th>
<th>YEAR 2</th>
<th>YEAR 3</th>
<th>YEAR 4</th>
<th>YEAR 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>541511, 541430, 54151S</td>
<td>Web Marketing and Design Manager</td>
<td>Contractor</td>
<td>$123.43</td>
<td>126.15</td>
<td>$128.92</td>
<td>131.76</td>
<td>134.66</td>
</tr>
<tr>
<td>2</td>
<td>541511, 541430, 54151S</td>
<td>Web Developer</td>
<td>Contractor</td>
<td>$123.43</td>
<td>126.15</td>
<td>$128.92</td>
<td>131.76</td>
<td>134.66</td>
</tr>
<tr>
<td>3</td>
<td>541511, 541430, 54151S</td>
<td>Quality and Compliance Analyst</td>
<td>Contractor</td>
<td>$123.43</td>
<td>126.15</td>
<td>$128.92</td>
<td>131.76</td>
<td>134.66</td>
</tr>
<tr>
<td>4</td>
<td>541511, 541430, 54151S</td>
<td>Visual/Interactive Artist</td>
<td>Contractor</td>
<td>$123.43</td>
<td>126.15</td>
<td>$128.92</td>
<td>131.76</td>
<td>134.66</td>
</tr>
<tr>
<td>5</td>
<td>541511, 541430, 54151S</td>
<td>UX Consultant</td>
<td>Contractor</td>
<td>$123.43</td>
<td>126.15</td>
<td>$128.92</td>
<td>131.76</td>
<td>134.66</td>
</tr>
<tr>
<td>6</td>
<td>541511, 541430, 54151S</td>
<td>Content Consultant</td>
<td>Contractor</td>
<td>$123.43</td>
<td>126.15</td>
<td>$128.92</td>
<td>131.76</td>
<td>134.66</td>
</tr>
</tbody>
</table>
DESCRIPTION OF PROFESSIONAL SERVICES

Content Consultant

MINIMUM/GENERAL EXPERIENCE
4 years. Should be familiar with industry standard word processing software and collaborative writing tools.

FUNCTIONAL RESPONSIBILITY
Works on web marketing projects; Accomplishes content audit and analysis assignments; Provides input and recommendations regarding information architecture; Supports all user/audience research and testing requirements relative to content structure and strategy; Provides input and recommendations regarding information architecture and other aspects of content strategy; Leads discussions and planning with respect to governance processes; Writes and edits content as needed; Facilitates and coordinates the activities of content working groups; Maintains ongoing awareness of prevailing enterprise best practices for content production, governance, and maintenance.

MINIMUM EDUCATION
Bachelor’s Degree in Relevant Field. Potential examples include, but are not limited to, Communications, English, Linguistics, Liberal Arts, Web Development, and other domain-specific areas relevant to the project at hand.

Quality and Compliance Analyst

MINIMUM/GENERAL EXPERIENCE
5 Years.

FUNCTIONAL RESPONSIBILITY
Reviews products and outcomes from web marketing and design efforts; Assures that products are of a suitable professional quality, conforming to agreed contract standards, without errors and omissions; Also monitors compliance with regulatory standards (ex. 508); Leverages automated tools to support such efforts as needed; Reports perceived deficiencies to other team members.

MINIMUM EDUCATION
Bachelor’s Degree in Relevant Field. Potential examples include, but are not limited to, Business Administration, Project Management, Communications, Computer Science, other Information Technology.
UX Consultant

MINIMUM/GENERAL EXPERIENCE
4 Years.

FUNCTIONAL RESPONSIBILITY
Cultivates a grounded and evidence-justified perspective of a web marketing or design project's requirements, needs and ideal outcomes; Accomplishes interviews and focus groups with client stakeholders, as well as designated external stakeholders; Supports content auditing and analysis as needed; Provides input and recommendations regarding content architecture; Prepares wireframes and interactive prototypes; Conducts audience/user research and testing; Prepares reports analyzing research and test findings; Advocates for end users and stakeholders; Maintains ongoing awareness of prevailing best practices and conventions of website design.

MINIMUM EDUCATION
Bachelor's Degree in Relevant Field. Potential examples include, but are not limited to, Information Technology, Human-Computer Interaction, Visual Arts, Graphic Design, Web Development, Psychology.

Visual/Interactive Artist

MINIMUM/GENERAL EXPERIENCE
4 Years. Should also be familiar with contemporary graphic design technologies and computer software packages that are used to produce and develop graphics, animations, videos, and/or other miscellaneous media files.

FUNCTIONAL RESPONSIBILITY
Prepares creative for web marketing and graphic design assignments; Cultivates awareness of client visual styling/branding guidelines and preferences; Prepares high-fidelity artistic mockups; Makes pertinent recommendations relative to styling, formatting and layout; Finds required imagery, and makes any necessary arrangements to obtain usage authorizations; Manages and maintains a project's artistic libraries and archives; Facilitates and coordinates cycling and approvals for draft creative materials that are under consideration; Maintains ongoing awareness of prevailing aesthetic conventions, standards and trends.

MINIMUM EDUCATION
Bachelor's Degree in Relevant Field. Preference for degrees in visual arts. Potential examples include, but are not limited to, Visual Arts, Graphic Design, Communications.

Web Developer

MINIMUM/GENERAL EXPERIENCE
5 years.

FUNCTIONAL RESPONSIBILITY
Works on web marketing and digital design projects; Translates intended designs and plans for audience/user experiences into fully-functional, web-based, interactive products and deliverables; Provides comprehensive solution engineering; Accomplishes any necessary setup, configuration and manipulation of relevant web tools and platforms, including but not limited to content management systems; Prepares functional code as needed; Accomplishes any necessary technical testing, deployment and implementation

MINIMUM EDUCATION
Bachelor's Degree in Relevant Field. Potential examples include, but are not limited to, Information Technology, Computer Science, Software Development/Engineering, Web Development.
Web Marketing and Design Manager

MINIMUM/GENERAL EXPERIENCE

4 Years.

FUNCTIONAL RESPONSIBILITY

Works on contracts that have an emphasis on web marketing and graphic design; Serves as a primary client liaison; Manages, oversees and orchestrates activities of other assigned contract staff; Tracks and monitors contract progress; Assures that performance and progress remains in conformity with proposed schedules; Plans, forecasts and mobilizes required resources to accomplish assignments; Regulates and facilitates working group interactions, assuring that procedures conform to agreed methodologies and protocols.

MINIMUM EDUCATION

Bachelor’s Degree in Relevant Field. Potential examples include, but are not limited to, Business Administration, Project Management, Communications, Advertising.
EDUCATION / EXPERIENCE NOTES

The labor category definitions in our Pricelist describe the functional responsibilities and corresponding minimum education and experience requirements for each labor category. These requirements are intended to be a guide to the types of experience and educational background that would be typical of personnel in each labor category.

The specified levels of education and experience are intended to reflect minimums only. Portland Webworks reserves the right, at its own discretion, to assign staff that exceed the specified education and experience levels.

Education and experience may be substituted for each other as shown below. The intent is that each year of relevant experience may be substituted for 1 year of education, and vice versa (1:1 tradeoff). In addition, certifications, professional licenses, and vocational technical training may be substituted for experience or education with the written approval of the ordering activity.

<table>
<thead>
<tr>
<th>DEGREE</th>
<th>EXPERIENCE</th>
<th>OTHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASSOCIATES</td>
<td>2</td>
<td>RELEVANT VOCATIONAL OR TECHNICAL TRAINING</td>
</tr>
<tr>
<td>BACHELORS</td>
<td>4</td>
<td>RELEVANT PROFESSIONAL CERTIFICATION</td>
</tr>
<tr>
<td>MASTERS</td>
<td>6</td>
<td>RELEVANT PROFESSIONAL LICENSE</td>
</tr>
</tbody>
</table>

Years of experience for any candidate will be calculated in terms of time spent performing similar tasks and functions (ex. web developer might have experience planning applications, and/or preparing and reviewing code).

Education would be in a relevant domain, or in a discipline that would provide relevant professional skills (ex. For Web Marketing and Design Manager, acceptable degrees might include, but not be limited to, those in fields of program management, communication, or business administration; For Web Developer, acceptable degrees might include, but not be limited to, those in fields of computer science, or software engineering).

As is the case with other forms of education and training, it will similarly be possible for experience to be exchanged in place of professional certifications. This sort of exchange will be subject to consent from the customer, and will be an acceptable practice when dealing with projects involving well-established off-the-shelf solution platforms. As a general guideline, the intent would be to permit the exchange of one year of directly relevant professional experience and exposure to best practices for each 24 hours of training that would otherwise be required to achieve certification. The actual exchange rate would be agreed in writing with the customer on a case-by-case basis.

<table>
<thead>
<tr>
<th>LABOR CATEGORY</th>
<th>MIN EDU</th>
<th>MIN EXP</th>
<th>PHD</th>
<th>MASTERS</th>
<th>BACHELORS</th>
<th>ASSOCIATE</th>
<th>HIGH SCHOOL</th>
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</thead>
<tbody>
<tr>
<td>Web Marketing and Design Manager</td>
<td>Bachelors</td>
<td>4</td>
<td>1</td>
<td>2</td>
<td>—</td>
<td>6</td>
<td>N/A</td>
</tr>
<tr>
<td>UX Consultant</td>
<td>Bachelors</td>
<td>4</td>
<td>1</td>
<td>2</td>
<td>—</td>
<td>6</td>
<td>8</td>
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<td>1</td>
<td>3</td>
<td>—</td>
<td>7</td>
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<tr>
<td>Content Consultant</td>
<td>Bachelors</td>
<td>4</td>
<td>1</td>
<td>2</td>
<td>—</td>
<td>6</td>
<td>N/A</td>
</tr>
<tr>
<td>Visual/Interactive Artist</td>
<td>Bachelors</td>
<td>4</td>
<td>1</td>
<td>2</td>
<td>—</td>
<td>6</td>
<td>8</td>
</tr>
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<td>Bachelors</td>
<td>5</td>
<td>1</td>
<td>3</td>
<td>—</td>
<td>7</td>
<td>9</td>
</tr>
</tbody>
</table>
TERMS AND CONDITIONS APPLICABLE TO MAS

Service Contract Labor Standards

The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Multiple Award Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS/SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS/SCA eligible labor categories. If and/or when the contractor adds SCLS/SCA labor categories to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS/SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.