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

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: GSAAAdvantage.gov.

Multiple Award Schedule
FSC Group: Professional Services   FSC Class: R422
Contract Number: 47QSWA18D008K
Contract Period: 08/23/2018 - 08/22/2023/

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

Price list current as of Modification # PA-0013 effective 8/23/2022
Prices Shown Herein are Net (discount deducted)
CUSTOMER INFORMATION:

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

<table>
<thead>
<tr>
<th>SIN</th>
<th>SIN Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>541910</td>
<td>Market Research and Analysis</td>
</tr>
<tr>
<td>541611</td>
<td>Market Research and Analysis</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Other Direct Costs for Marketing and Public Relations</td>
</tr>
<tr>
<td>OLM</td>
<td>Order Level Materials</td>
</tr>
</tbody>
</table>

1b. LOWEST PRICE MODEL NUMBER AND UNIT PRICE: Research Assistant $56.03

1c. HOURLY RATES: See Price List

2. MAXIMUM ORDER*: $1,000,000.00

3. MINIMUM ORDER: $100.00

4. GEOGRAPHIC COVERAGE: Domestic Only 50 States, DC

5. POINT(S) OF PRODUCTION: Cape Elizabeth, ME

6. DISCOUNT FROM LIST PRICES: Government Net Prices (discounts already deducted)

7. QUANTITY DISCOUNT(S): +1% >$100,000,000.00

8. PROMPT PAYMENT TERMS: Information to Ordering Offices: Prompt payment term cannot be negotiated out of the contractual agreement in exchange for other concessions. Net 30 Days.

9 FOREIGN ITEMS: N/A

10a. TIME OF DELIVERY: As specified on task order and as mutually agreed upon

10b. EXPEDITED DELIVERY: To Be Determined at the Task Order level

10c. OVERNIGHT AND 2-DAY DELIVERY To Be Determined at the Task Order level

10d. URGENT REQUIREMENTS: To Be Determined at the Task Order level

11. FOB POINT: Destination

12a. ORDERING ADDRESS: Same as Company address

12b. Ordering Procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.

13. PAYMENT ADDRESS: Same as Company address

14. WARRANTY PROVISION: Standard Commercial Warranty Terms and Conditions

15. EXPORT PACKING CHARGES: Not applicable

16. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR: N/A

17 TERMS AND CONDITIONS OF INSTALLATION: N/A

18a. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE

18b. TERMS AND CONDITIONS FOR ANY OTHER SERVICES: N/A

19. LIST OF SERVICE AND DISTRIBUTION POINTS: N/A
20. LIST OF PARTICIPATING DEALERS: N/A

21. PREVENTIVE MAINTENANCE: 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 for EIT: N/A

23. UEI: XGAYLSDFZDJ3

24. NOTIFICATION REGARDING REGISTRATION IN the SYSTEM FOR AWARD DATABASE: Applied Curiosity Research, LLC is currently registered in the SAM database.
Applied Curiosity Research (ACR) conducts research to develop and evaluate programs, messaging, and materials that promote learning, health, and social impact. We design and deliver rigorous research aligned to our clients’ unique needs.

**Program Evaluation**
- Implementation evaluations
- Logic models & theories of change
- Process and outcome effectiveness evaluations
- Pilot studies
- Needs assessments
- Mixed-methods evaluations

**Surveys & Data Collection**
- Survey development and administration
- Data cleaning and quality assurance
- Technical assistance support for survey respondents
- Psychometric analysis
- Satisfaction surveys
- Online survey platforms

**Formative/Communication Research**
- Focus groups & in-depth interviews
- Environmental scans
- Qualitative analysis
- Concept & copy testing
- OMB & IRB reviews
- Formative and observational research

**Grant Evaluators**
- Technical assistance
- Data requests from state and city agencies
- Survey development and administration
- Literature reviews & secondary data analysis
- Grant reporting
- OMB & IRB reviews

**CORE COMPETENCIES**

**CLIENTS & PARTNERS**

**Federal**
- USDA - Food & Nutrition Services
- USDA - National Agricultural Library
- Center for Disease Control & Prevention
- Food & Drug Administration
- US Department of Education

**Non-Profit/Private Sector**
- The CDC Foundation
- UNICEF
- JED Foundation
- One8 Foundation
- Games for Change
- Massachusetts Institute of Technology (MIT)
- University of Massachusetts Lowell
- City University of New York
- University of Rhode Island/CS4RI

**State/City Agencies**
- Maryland State Department of Education
- Pennsylvania Department of Education
- Ohio Department of Education
- New York State Education Department
- NYC DOE Office of Community Schools
- DOE Office of Postsecondary Readiness
- Department of Health & Human Hygiene

**Partners**
- Sage Communications
- Wonder Why Consulting
- Banyan Communications
- JMH Education Marketing Inc
- L&G Research & Evaluation Inc
- The Joy of Impact

Gerad O’Shea, Co-Founder & President  
www.appliedcuriosityresearch.com  
goshea@appliedcuriosityresearch.com
FEATURED PROJECTS

USDA Food & Nutrition Service
Feeding Infants

ACR led interviews and focus groups in Spanish and English with parents and educators to inform the development of two Child & Adult Care Food Program (CACFP) training resources: Breastfed Babies Welcome Here and Feeding Infants in the CACFP.

The CDC Foundation
Child Sexual Abuse in Youth Organizations

To ensure the CDC’s revised child sexual abuse prevention policy implementation resources are appealing, resonant, inclusive, and usable, ACR is leading interviews and focus groups with youth organization staff, experts, parents, and survivors of child sexual abuse.

Hats & Ladders (US DOE SBIR Grant)
Powerskills Game Lab

As an SBIR grant evaluation partner, ACR is pilot testing the Powerskills Game Lab digital app from Hats & Ladders with high school students using a quasi-experimental design to test implementation fidelity, effectiveness, and educational promise.

Maryland State Dept of Education
CACFP Needs Assessment

ACR led a needs assessment with child care agency staff across Maryland to understand CACFP capacities, practices, and challenges, confidence administering program components, and training and technical assistance needs and preferences.

Computer Science for Rhode Island
Broadening Participation in Computer Science

ACR led focus groups with 200+ students, educators, and parents across Rhode Island to iteratively develop a school-based campaign and accompanying educational resources to promote computer science to students historically underrepresented in STEM.

Ohio Dept. of Education: STOP School Violence
US Bureau of Justice Assistance Grant

ACR designed and is implementing a survey, including ongoing technical assistance with over 150 school districts in Ohio to evaluate Sandy Hook Promise’s Safety Assessment & Intervention Training to reduce incidences of school violence.

USDA Food & Nutrition Service
Middle School Digital Nutrition

ACR pilot tested FNS’s Fueling My Healthy Life nutrition resources in 11 middle schools in 6 states. Our mixed-methods evaluation included surveys with 494 students, 40+ focus groups with teacher and students, and educator logs in 16 classrooms.

CDC Division of Violence Prevention
Social Norms Research

As a sub to Banyan Communications, ACR led 13 focus groups with diverse urban and rural parents (n=74) to understand social norms around parenting and corporal punishment. Research led to published research and informed social norms messages.

One8 Foundation
Leaders in the Light Institute

ACR is supporting logic model development and designing and administering a survey to evaluate the inaugural cohort of the Leaders in the Light Institute, an effort to train and empower diverse leaders in Cincinnati to help reduce extremism.

NYC Office of Community Schools
School-Based Summer Youth Employment Program

ACR led a mixed-methods evaluation of NYC’s School-Based SYEP in 38 schools, including a pre-post survey with 355 students and leading, 38 classroom observations, 45 educator surveys, and 16 focus groups with teachers and educators.
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).

### GSA Approved Labor Rates SIN 541910

<table>
<thead>
<tr>
<th>Labor Category</th>
<th>August 23, 2021 – August 22, 2022</th>
<th>August 23, 2022 – August 22, 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Director</td>
<td>$163.00</td>
<td>$166.43</td>
</tr>
<tr>
<td>Researcher 1</td>
<td>$127.35</td>
<td>$130.02</td>
</tr>
<tr>
<td>Researcher 2</td>
<td>$106.97</td>
<td>$109.21</td>
</tr>
<tr>
<td>Researcher 3</td>
<td>$86.59</td>
<td>$88.41</td>
</tr>
<tr>
<td>Research Assistant</td>
<td>$56.03</td>
<td>$57.20</td>
</tr>
<tr>
<td>Focus Group Moderator / Qualitative Interviewer</td>
<td>$208.84</td>
<td>$213.23</td>
</tr>
<tr>
<td>Analyst</td>
<td>$117.16</td>
<td>$119.62</td>
</tr>
<tr>
<td>Senior Project Manager</td>
<td>$142.63</td>
<td>$145.63</td>
</tr>
<tr>
<td>Project Manager</td>
<td>$122.25</td>
<td>$124.82</td>
</tr>
<tr>
<td>Project Coordinator</td>
<td>$61.12</td>
<td>$62.41</td>
</tr>
<tr>
<td>Technical Writer**</td>
<td>$106.81</td>
<td>$109.05</td>
</tr>
<tr>
<td>Editor</td>
<td>$86.59</td>
<td>$88.41</td>
</tr>
<tr>
<td>Graphic Designer**</td>
<td>$94.36</td>
<td>$96.35</td>
</tr>
<tr>
<td>Subject Matter Expert 1</td>
<td>$254.68</td>
<td>$260.03</td>
</tr>
<tr>
<td>Subject Matter Expert 2</td>
<td>$173.19</td>
<td>$176.83</td>
</tr>
<tr>
<td>Subject Matter Expert 3</td>
<td>$106.97</td>
<td>$109.21</td>
</tr>
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</table>

### GSA Approved Labor Rates SIN 541611

<table>
<thead>
<tr>
<th>Labor Category</th>
<th>August 23, 2021 – August 22, 2022</th>
<th>August 23, 2022 – August 22, 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Director</td>
<td>$163.00</td>
<td>$166.43</td>
</tr>
<tr>
<td>Research Assistant</td>
<td>$56.03</td>
<td>$57.20</td>
</tr>
<tr>
<td>Analyst</td>
<td>$117.16</td>
<td>$119.62</td>
</tr>
<tr>
<td>Senior Project Manager</td>
<td>$142.63</td>
<td>$145.63</td>
</tr>
<tr>
<td>Project Manager</td>
<td>$122.25</td>
<td>$124.82</td>
</tr>
<tr>
<td>Project Coordinator</td>
<td>$61.12</td>
<td>$62.41</td>
</tr>
<tr>
<td>Technical Writer**</td>
<td>$106.81</td>
<td>$109.05</td>
</tr>
<tr>
<td>Editor</td>
<td>$86.59</td>
<td>$88.41</td>
</tr>
<tr>
<td>Senior Consultant</td>
<td>$224.51</td>
<td>$229.23</td>
</tr>
<tr>
<td>Consultant</td>
<td>$204.55</td>
<td>$208.84</td>
</tr>
<tr>
<td>Senior Research Associate</td>
<td>$124.73</td>
<td>$127.35</td>
</tr>
<tr>
<td>Research Associate</td>
<td>$84.81</td>
<td>$86.59</td>
</tr>
<tr>
<td>Programmer</td>
<td>$124.73</td>
<td>$127.35</td>
</tr>
<tr>
<td>SCLS Eligible Contract Labor Category</td>
<td>SCLS Equivalent Code Title</td>
<td>WD Number</td>
</tr>
<tr>
<td>-------------------------------------</td>
<td>----------------------------</td>
<td>-----------</td>
</tr>
<tr>
<td>Graphic Designer</td>
<td>15080 Graphic Artist</td>
<td>2015-4187</td>
</tr>
<tr>
<td>Technical Writer</td>
<td>30463 Technical Writer III</td>
<td>15-4187</td>
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</tbody>
</table>

**Other Direct Costs – 541810ODC**

<table>
<thead>
<tr>
<th>Support Product (ODCs)</th>
<th>Unit</th>
<th>Rate Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interview incentive</td>
<td>Participant</td>
<td>$ 151.13</td>
</tr>
<tr>
<td>Survey incentive</td>
<td>Participant</td>
<td>$ 75.57</td>
</tr>
<tr>
<td>Facility Rental Fee (Internal)</td>
<td>Site</td>
<td>$ 1,007.56</td>
</tr>
<tr>
<td>Facility Fee (Recruitment firm)</td>
<td>Group</td>
<td>$ 654.91</td>
</tr>
<tr>
<td>Participant Meals</td>
<td>Participant</td>
<td>$ 15.52</td>
</tr>
<tr>
<td>Participant recruitment (Recruitment firm)</td>
<td>Recruit</td>
<td>$ 141.06</td>
</tr>
<tr>
<td>IRB - exempt</td>
<td>Task</td>
<td>$ 1,002.52</td>
</tr>
<tr>
<td>IRB - Non-exempt</td>
<td>Task</td>
<td>$ 2,211.59</td>
</tr>
<tr>
<td>Transcriptions - English</td>
<td>Minute</td>
<td>$ 2.32</td>
</tr>
<tr>
<td>Transcriptions - Non-English to English</td>
<td>Minute</td>
<td>$ 3.78</td>
</tr>
<tr>
<td>Printing - color</td>
<td>Page</td>
<td>$ 0.52</td>
</tr>
<tr>
<td>Printing - black and white</td>
<td>Page</td>
<td>$ 0.11</td>
</tr>
<tr>
<td>Stapling of copies</td>
<td>Unit</td>
<td>$ 0.03</td>
</tr>
<tr>
<td>Postcard</td>
<td>Each</td>
<td>$ 0.63</td>
</tr>
<tr>
<td>Window envelope</td>
<td>Each</td>
<td>$ 0.04</td>
</tr>
</tbody>
</table>
Title: Research Director

Minimum/General Experience: 7 years’ experience designing, executing, and consulting on complex program evaluations and business-related research projects.

Functional Responsibilities: Leads large program evaluation projects with internal and external clients. Designs qualitative and quantitative research methodology, data collection and analysis protocols. Responsible for preparation of research results reporting for client executives, managing researchers, and approving research measures and instruments.

Minimum Education: MA degree.

Title: Senior Consultant

Minimum/General Experience: At least 10 years of professional research experience including at least 6 years leading research projects.

Functional Responsibilities: Has mastery of and provides advice in a particular area of expertise. Provides expertise including an understanding of current best practices and appropriate implementation of the latest techniques and tools. Delivers presentations, leads client meetings, and performs assessments. Identifies areas in which theoretical research may enhance clients' performance and leads efforts to advance understanding in these areas. Provides technical direction in planning and implementation of projects including leading the efforts of technical experts and other staff to design, implement, monitor, and evaluate projects. Oversees management, budgetary, and administrative review and oversight of technical assistance projects and sets priorities for resources. Represents organization at top level meetings with clients.

Minimum Education: MA degree

Title: Consultant

Minimum/General Experience: At least 7 years of professional research experience including at least 4 years leading research projects.

Functional Responsibilities: Has mastery of and provides advice in a particular area of expertise. Provides expertise including an understanding of current best practices and appropriate implementation of the latest techniques and tools. Delivers presentations, leads client meetings, and performs assessments. Applies expertise and experience to execute clients’ initiatives and lead efforts toward positive change.

Minimum Education: MA degree

Title: Senior Researcher Associate

Minimum/General Experience: 5 years of relevant work experience, including program evaluation, studies and/or data analysis.

Functional Responsibilities: Designs research and study measures, develops quantitative analysis plans, and oversees data analysis. Manages data collection, compilation, and preparation activities for project related research. Researches policy and regulation change impact scenarios. Performs more advanced statistical analysis (e.g. sample weighting, modeling, regressions). Contributes to reports, presentations, and other client-facing documents.
Minimum Education: BA/BS degree.

Title: Research Associate
Minimum/General Experience: 2 years of relevant work experience, including program evaluation, and/or data analysis.
Functional Responsibilities: Performs literature reviews, data collection and compilation, and preparation activities for project related research.

Minimum Education: BA/BS degree.

Title: Researcher 1
Minimum/General Experience: 5 years of relevant work experience, including program evaluation, market research, or data analysis.
Functional Responsibilities: Designs research measures, develops quantitative analysis plans, and oversees fielding and data analysis. Manages data collection, compilation, and preparation activities for project related research. Writes discussion guides, screeners, and all other supporting documentation required for qualitative studies, cognitive interviews, or other facilitated inquiries. Performs more advanced statistical analysis (e.g. sample weighting, modeling, regressions). Contributes to reports, presentations, and other client-facing documents.

Minimum Education: BA/BS degree.

Title: Researcher 2
Minimum/General Experience: 3 years of relevant work experience, including program evaluation or data analysis.
Functional Responsibilities: Performs field research, qualitative coding, and quantitative analysis of moderate difficulty (comparing means, pre-post analysis) under the supervision of senior team members.

Minimum Education: BA/BS degree.

Title: Researcher 3
Minimum/General Experience: 2 years of relevant work experience, including program evaluation, market research, or data analysis.
Functional Responsibilities: Performs literature reviews, survey programming, data collection and compilation, and preparation activities for project related research.

Minimum Education: BA/BS degree.

Title: Research Assistant
Minimum/General Experience: One-year experience performing general research tasks.
Functional Responsibilities: Supports the research team members by conducting research as assigned. Has knowledge of technical sources, library, Web and research tools, databases, etc. Performs data entry.

Minimum Education: BA/BS degree.

Title: Focus Group Moderator/ Qualitative Interviewer
Minimum/General Experience: 5 years’ experience conducting focus groups/qualitative interviews.
**Functional Responsibility:** Directs and leads focus groups and interviews for projects. Skilled in drawing out responses and accurate, in-depth answers to thoughtful questions. Uses a host of skilled and advanced techniques to elicit opinions unobtrusively and objectively, including from hard to reach populations, very technical experts or other difficult topics. Has extensive knowledge and skills to bring forward key information while assuring respondents that they are being heard, and their privacy and the confidentiality of the information remains intact.

**Minimum Education:** Master’s Degree

**Title:** Analyst

**Minimum/General Experience:** 5 years’ experience in research, data collection, and analysis.

**Functional Responsibilities:** Works with internal departments on research instruments providing data cleaning, descriptive analysis, and database maintenance. Performs quality control checks on tabulations, weighting and statistics, and banner points.

**Minimum Education:** Bachelor’s Degree

**Title:** Senior Project Manager

**Minimum/General Experience:** 7 years’ experience managing multiple large and small projects.

**Functional Responsibilities:** Provides managerial oversight and direction of complex project teams, ensuring timely project completion within budget. Plans and manages all support for a particular project, including monitoring workflow, reporting progress to both the client and internal team personnel and management, identifying and assigning staff, developing and tracking budgets, coordinating technical support, and obtaining other required resources. Serves as the key point of project contact between internal functional departments, subcontractors and clients. Oversees every task of every project, coordinates functional department assignments and ensures the integration of client direction and feedback. Manages workflow and reassigns team members and resources as necessary. Provides status reports to internal team on a weekly basis and facilitates communication among team members. Serves as the client’s primary point of contact for all support provided to the project. Develops, implements, and monitors adherence to quality control programs.

**Minimum Education:** BA/BS degree

**Title:** Project Manager

**Minimum/General Experience:** 5 years’ experience in project management.

**Functional Responsibilities:** Provides managerial oversight and direction of project team, ensuring timely project completion within budget. Plans and manages support for a particular project, including monitoring workflow, reporting progress to both the client and internal team personnel and management, identifying and assigning staff, developing and tracking budgets, coordinating technical support, and obtaining other required resources. Serves as the key point of project contact between internal functional departments and subcontractors. Coordinates functional department assignments and ensures the integration of client direction and feedback.

**Minimum Education:** BA/BS degree
**Title: Project Coordinator**

**Minimum/General Experience:** 2 years’ experience in project management.

**Functional Responsibilities:** Supports the project manager in quality control, communications and workflow oversight. Schedules meetings and takes meeting notes.

**Minimum Education:** BA/BS degree

**Title: Technical Writer**

**Minimum/General Experience:** 5 years’ experience writing and editing technical documents.

**Functional Responsibilities:** Applies technical writing skills to research reports for technical components of the various research projects. Skilled in translating complex information into understandable language for all target audiences.

**Minimum Education:** BA/BS degree.

**Title: Editor**

**Minimum/General Experience:** 3 years’ experience providing professional editing services.

**Functional Responsibilities:** Editing and proofreading professional, technical, and lay publications, including brochures, reports, speeches, magazine articles, fact sheets, books, and Web content materials. Knowledge of publication styles (GPO, Chicago, APA, MLA, Blue Book, and others).

**Minimum Education:** BA/BS degree.

**Title: Graphic Designer**

**Minimum/General Experience:** 2 years’ graphic design experience.

**Functional Responsibilities:** Designs creative products based on the creative direction, conceptual design and image-branding decisions provided by the research team and the marketing team. Applies the creative design to all media and research instruments including: graphic design, layout execution, typography, photo research, illustration, photography, survey design, and recruitment materials.

**Minimum Education:** Associates degree.

**Subject Matter Expert 1**

**Minimum/General Experience:** 15 years’ experience applying principles, methods and knowledge of the functional area of capability to specific task order requirements.

**Functional Responsibilities:** Serves as subject matter expert, possessing in-depth knowledge and experience of a particular business area. Provides expert advice and insight in designated field or discipline to contribute to strategic formulation, and functional implementation and to improve business outcomes. This position has extensive knowledge and expertise in one or more specific technical fields and contributes to the development of recommendations to resolve complex problems. This position works closely with the project team and has the ability to explain complex and technical concepts effectively to the project team.

**Minimum Education:** PhD Degree in appropriate field.
**Subject Matter Expert 2**

**Minimum/General Experience:** 7 years’ experience applying principles, methods and knowledge of the functional area of capability to specific task order requirements.

**Functional Responsibilities:** Serves as subject matter expert, possessing in-depth knowledge and experience of a particular area. Provides expert advice and insight in designated field or discipline to contribute to strategic direction, and functional implementation and to improve business outcomes. This position has extensive knowledge and expertise in one or more specific technical fields and contributes to the development of recommendations to resolve complex problems. This position works closely with the project team and has the ability to explain complex and technical concepts effectively to the project team.

**Minimum Education:** Master’s degree

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**Subject Matter Expert 3**

**Minimum/General Experience:** 5 years’ experience applying principles, methods and knowledge of the functional area of capability to specific task order requirements

**Functional Responsibilities:** Serves as subject matter expert, possessing in-depth knowledge and experience of a particular area. Provides technical knowledge of operational environments. Provides strategic and functional implementation advice on subjects that need extensive knowledge of the subject matter.

Applies principles, methods and knowledge of the functional area of capability to specific task order requirements.

**Minimum Education:** BA/BS degree

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**Programmer**

**Minimum/General Experience:** 5 years’ experience in management and technical support to project team and research staff. Works independently to design solutions to analytic or data management problems, selects the most appropriate and efficient programming tool and system platform. Special skills: Multiple programming languages such as SAS, Stata, Access, and Python. Highly proficient in software packages necessary for the completion of the work. Skilled in all aspects of data processing management.

**Minimum Education:** BA/BS degree