



Authorized Federal Supply Schedule Price List

Prices Shown Herein are Net (discount deducted)

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. The Internet address GSA Advantage is: www.GSAAdvantage.gov.

Schedule Title: Schedule for – Professional Services Schedule

Solicitation No. FCO00CORP000C

For more information on ordering from Federal Supply Schedules, visit the GSA Schedules homepage at: www.gsa.gov/schedules.

Contract Number: GS-00F-0008W (BF0008W).

Contract period: April 23, 2015 to April 22, 2020

Contractor's Name: Outreach Process Partners, LLC

Address: 2521 Riva Road, Suite P-1, Annapolis, MD 21401

Phone number: 888-OPP(677)-0101

Fax: 888-391-5006

Internet: www.OutreachProcessPartners.com

Business size: Small woman-owned disadvantaged business.

Contacts:

- a) **President:** Janice Roper-Graham, 888-677-0101, x701, Janice@opp-llc.com
- b) **Business Development:** Melissa Bitter, 888-677-0101 x756, Melissa@opp-llc.com or BusDev@opp-llc.com
- c) **Sales Director:** Amanda Smith, 888-677-0101 x759, amanda@opp-llc.com

OPP GSA Price List

Price list includes SINs for Professional Services. Outreach Process Partners participates in Recovery Purchasing.



Consolidated SIN	SIN Description
100 03	Ancillary Supplies and/or Services
541 1	Advertising Services
541 1RC	Advertising Services
541 2	Public Relations Services
541 2RC	Public Relations Services
541 3	Web Based Marketing Services
541 3RC	Web Based Marketing Services
541 4A	Market Research and Analysis
541 4ARC	Market Research and Analysis
541 4B	Video/Film Production
541 4BRC	Video/Film Production
541 4C	Exhibit Design and Implementation Services
541 4CRC	Exhibit Design and Implementation Services
541 4D	Conference, Events and Tradeshow Planning Services
541 4DRC	Conference, Events and Tradeshow Planning Services
541 4E	Commercial Photography Services
541 4ERC	Commercial Photography Services
541 4F	Commercial Art and Graphic Design Services
541 4FRC	Commercial Art and Graphic Design Services
541 5	Integrated Marketing Services
541 5RC	Integrated Marketing Services
874 1	Integrated Consulting Services
874 1RC	Integrated Consulting Services
874 7	Integrated Business Program Support Services
874 7RC	Integrated Business Program Support Services

i) GSA Labor Description

Labor	Min. Educ. ¹	Yrs. Exp.	Responsibilities
Mgmt/ Outreach Intern	BA/ BS	0	Provides support to project team including data entry, Internet research, coordinating schedules to set appointments, distributing flyers, manning registration table, and other entry level duties as assigned.
Mgmt/ Outreach Spec. I	BA/ BS	>1	Provides support to project team including distributing flyers, manning registration table, placing ads, data entry, Internet research, and/or other entry level duties as assigned.
Mgmt/ Outreach Spec. II	BA/ BS	1+	Implements tasks including drafting meeting minutes, progress reports, PowerPoint presentations, press releases, targeted information campaigns and/or other project admin/communication tasks. Arranges media interviews. Sets up public meetings, monitors the news and prepares associated reports. Meets with client daily to discuss progress, resolve issues, and set priorities.
Mgmt/ Outreach Spec. III	BA/ BS	6+	Develops strategic approaches to improve program effectiveness, implements efficient work processes and outreach campaigns, and high-quality products/services. Supervises and mentors junior staff. Meets with client regularly to ensure work meets/exceeds client objectives, discuss initiatives, and set priorities.
Mgmt/ Outreach Director I	BA/ BS	8+	Leads program/task area, develops information product and service strategy. Builds team capable of providing a range of support services. Prepares strategic reports and stakeholder/executive briefings. Regularly meets with client to review performance, propose initiatives, and set priorities.
Mgmt/ Outreach Director II	BA/ BS	10+	Leads multiple program areas, developing integrated product and service strategy, building and maintaining successful cross-team management structure capable of providing broad range of strategic stakeholder relations, new media and program support services. Regularly meets with client management to review team performance, propose initiatives, and set priorities.
Mgmt/ Outreach Director III	BA/ BS	15+	Provides senior strategic counsel to client leadership and oversees multifaceted program areas. Directs and mentors junior staff in developing/implementing product and service strategy. Provides senior level quality assurance reviews of products produced by team members, reviews trend analyses, and fine-tunes processes based on client/stakeholder intelligence. Regularly meets with client to review team performance, propose initiatives, develop long-range strategy, and set priorities.
New Media Com I	BA/ BS	2+	Supports the development of new media products and services by researching content hosting venues, posting/maintaining content, data import/export, and/or providing support to video productions including setting up interviews, location scouting, field support, logging tapes, and/or researching music/video B-roll.



Labor	Min. Educ. ¹	Yrs. Exp.	Responsibilities
New Media Com II	BA/BS	5+	Provides story boarding, scripting, photography, videography, video editing, animations, illustrations, and/or web applications development.
New Media Com III	BA/BS	8+	Develops strategy and leads teams engaged in story boarding, scripting, video editing and/or web applications development.
New Media Com IV	BA/BS	12+	Leads strategy development and oversees integrated new media strategy implementation encompassing websites, applications, social media, and/or complex video productions. Mentors staff and meets with client regularly to evaluate performance, discuss initiatives, and set priorities.
Visual Com II	BA/BS	2+	Prepares graphical layouts, illustrations, animations and/or other visual communication within a defined set of parameters/style sheet.
Visual Com III	BA/BS	8+	Develops overall branding design concepts and style sheets for client programs/projects. Leads/mentors junior staff in the design of documents, brochures, illustrations, animations and other visual communication. Meets regularly with client and project team leadership to review performance, discuss initiatives, and set priorities.
Program Admin	BA/BS	5+	Leads project/program administration including financial tracking, budgeting, and reporting. Ensures adherence to contract financial requirements, handles subcontractor/vendor financial transactions, and manages all associated financial documentation/receipts. Meets with client as needed to review financial information or for special administrative projects such as conference logistics management and media buys.
Program Manager	BA/BS	12+	Strategically manages program/project, working with the client to develop contract/task vision and associated metrics. Establishes management structure and monitors program financials, including subcontractors. Meets regularly with client management to obtain performance feedback, discuss new initiatives, and set priorities.
Subject Matter Expert	MA/MBA	12+	Brings extensive knowledge in specialized field or discipline to offer strategic analysis, technical or policy review and input to ensure a quality solution.

¹ Degree equivalent: A Bachelor's Degree is equal to a high school diploma plus at least six years of relevant professional experience. A Master's Degree is equal to a Bachelor's degree plus a minimum of five years of professional experience. A Doctorate is equal to a Bachelor's Degree plus 10 years of professional experience.



ii) **Pricing—Base Year through Year 5**

Rates for subsequent years are calculated at a 2% escalation.

Consolidated Labor	April 23 rd to April 22 nd				
	2015-16	2016-17	2017-18	2018-19	2019-20
Outreach/Mgmt Specialist I	\$58.94	\$60.12	\$61.32	\$62.55	\$63.80
Outreach/Mgmt Specialist II	\$72.54	\$73.99	\$75.47	\$76.98	\$78.52
Outreach/Mgmt Specialist III	\$85.18	\$86.89	\$88.63	\$90.40	\$92.21
Outreach/Mgmt Director I	\$112.08	\$114.33	\$116.61	\$118.94	\$121.32
Outreach/Mgmt Director II	\$132.99	\$135.65	\$138.36	\$141.13	\$143.95
Outreach/Mgmt Director III	\$185.38	\$189.09	\$192.87	\$196.73	\$200.66
New Media Com I	\$94.71	\$96.60	\$98.53	\$100.50	\$102.51
New Media Com II	\$139.04	\$141.82	\$144.65	\$147.55	\$150.50
New Media Com III	\$154.15	\$157.23	\$160.38	\$163.58	\$166.85
New Media Com IV	\$184.12	\$187.80	\$191.56	\$195.39	\$199.30
Visual Com II	\$101.96	\$104.00	\$106.08	\$108.20	\$110.36
Visual Com III	\$140.55	\$143.36	\$146.22	\$149.15	\$152.13
Program Administration	\$101.96	\$104.00	\$106.08	\$108.20	\$110.36
Program Manager	\$184.12	\$187.80	\$191.56	\$195.39	\$199.30
Subject Matter Expert	\$226.69	\$231.22	\$235.85	\$240.56	\$245.37

²Volume rate requires a minimum of 1,920 hours in that labor category (9% discount).

³On-site rate assumes both the volume of 1,920 hours and government-furnished office/equipment 14% discount).

- 1) **Maximum order:** \$1,000,000
- 2) **Minimum order:** \$100
- 3) **Geographic coverage:** Domestic and overseas
- 4) **Point(s) of production** (city, county, and State or foreign country): Arlington, Virginia; Annapolis, Maryland; and New Orleans, Louisiana
- 5) **Discount from list prices or statement of net price:** None



- 6) **Quantity Discount:** All prices listed are Net prices and already reflect a 9% discount when a full-time equivalent number of hours (1,920 hours) per year is required under a single labor category and a 14% discount for full-time equivalent on-site labor. Additional discounts may be offered on a task order basis.
- 7) **Prompt payment terms:** None. Payment is net 30 days
- 8) **Government purchase cards:**
 - a) Are accepted at or below the micro purchase threshold
 - b) Are accepted above the micro purchase threshold
- 9) **Foreign items** (list items by country of origin). Not applicable.
- 10) **Time of delivery:**
 - a) Time of delivery will be negotiated with the ordering agency for each individual task order.
 - b) Items may be available for expedited delivery as specified in the task order.
 - c) Items may be available for overnight and 2-day delivery as specified in the task order. The schedule customer may contact Outreach Process Partners for rates for overnight and 2-day delivery.
 - d) Urgent Requirements. Agencies are encouraged to contact the Contractor's representative to effect a faster delivery:
- 11) **F.O.B. point(s):** Destination
- 12) **Ordering information**
 - a) **Address:** 2521 Riva Road, Suite P-1, Annapolis, MD 21401
 - b) **Ordering procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).
- 13) **Payment address(es):**

Check via U.S. Mail: 2521 Riva Road, Suite P-1, Annapolis, MD 21401

Wire/Electronic Funds Transfer: Financial Institution: PNC Bank. Call for ABA and account number
- 14) **Warranty provision:** OPP warrants that the services provided will be in accordance with the scope of work for the task order and will be of the highest quality. Should any errors occur, we will correct them at our own expense.
- 15) **Export packing charges (if applicable):** Not applicable.
- 16) **Terms and conditions of Government purchase card acceptance** (any thresholds above the micro purchase level). Government credit card payments will be accepted for orders



above, at or below the micro-purchase threshold. Bank account info will be provided on the invoice.

17) Terms and conditions of rental, maintenance, and repair (if applicable): Not applicable.

18) Terms and conditions of installation (if applicable): Not applicable.

19) Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices **(if applicable):** Not applicable.

a) **Terms and conditions for any other services (if applicable):** Not applicable.

20) List of service and distribution points (if applicable): Not applicable.

21) List of participating dealers (if applicable): Not applicable.

22) Preventive maintenance (if applicable): Not applicable.

23) Special attributes:

a) **Environmental attributes** (e.g., recycled content, energy efficiency, and/or reduced pollutants): Not applicable.

b) **Section 508 compliance information** will be addressed on a task order basis. The EIT standards can be found at: www.Section508.gov. Outreach Process Partners creates 508 compliant websites and videos as part of our service offering. Additional details will be provided upon request for appropriate task orders. OPP will use our in-house tools (such as MAGpie software for multi-media captioning, Adobe Acrobat Professional, and other tools at no additional cost on task orders that require Section 508 compliant deliverables.

24) Data Universal Number System (DUNS) number: Annapolis (Headquarters) 60-9691832; New Orleans (Southern Division) 80-6997867

25) System for Award Management (S.A.M.) database: Outreach Process Partners is listed in S.A.M. under both our Annapolis, Maryland and New Orleans, Louisiana addresses.

SCA Matrix		
SCA Eligible Labor Category	SCA Equivalent Code - Title	WD Number
Program Administration	01013-Accounting Clerk III	05-2247 (Rev 12)
Visual Com II	13042-Illustrator II	2005-2247 (Rev 16)
Visual Com III	13043-Illustrator III	2005-2247 (Rev 16)
The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the indicated SCA labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the matrix. The prices offered are based on the preponderance of where work is performed and should the contractor perform in an area with lower SCA rates, resulting in lower wages being paid, the task order prices will be discounted accordingly.		