

# GSA Corporate Contract

## Multiple Award Schedule

Updated May 19, 2015



### CIRCLEPOINT FEDERAL SUPPLY SCHEDULE

### PRICE LIST

GENERAL SERVICES ADMINISTRATION  
Federal Supply Service

AUTHORIZED FEDERAL SUPPLY SERVICE  
CORPORATE CONTRACT MULTIPLE AWARD SCHEDULE  
PRICELIST

Advertising & Integrated Marketing Solutions (AIMS); Mission  
Oriented  
Business Integrated Systems (MOBIS); and Environmental Services

**SPECIAL ITEM NUMBERS:**

CR701 (541-1; C541-1RC)	Advertising Services
CR708 (541-2; C541-2RC)	Public Relations Services
CR422 (541-4A; C541-4ARC)	Market Research & Analysis
CR499 (874-1; C874-1RC)	Integrated Consulting Services
CR408 (874-7; C874-7RC)	Integrated Business Program Support Services
CF999 (899-1; C899-1RC)	Environmental Consulting Services

**Circlepoint**  
**1814 Franklin Street, Suite 1000**  
**Oakland, CA 94612**

**Tel: (510) 285-6700**

**Fax: (510) 285-6799**

<http://www.circlepoint.com>

Contract number: **GS-00F-0012R**

Period Covered by Contract: **January 26, 2005 to January 25, 2020**

General Services Administration Federal Supply Service

Pricelist current through Modification # **PS-0026**, dated **April 23, 2015**.

Business Size: Small

Authorized Negotiators: Scott Steinwert, President/CEO; Ben Strumwasser, Vice President; Cheryl Lee, CFO

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. Agencies can access GSA Advantage! via the Internet at [www.GSAAdvantage.gov](http://www.GSAAdvantage.gov). For more information on ordering from Federal Supply Schedules, visit [www.fss.gsa.gov](http://www.fss.gsa.gov).

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## CUSTOMER INFORMATION

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

Corporate Contract SIN	Skill Category	Unit of Issue	Price Offered to the Government Labor Rates (Loaded) On Site/Off Site
CR701 (541-1), CR708 (541-2), CR422 (541-4A), CR499 (874-1), CR408 (874-7), CF999 (899-1)	<b>Principal in Charge</b>	Hourly Rate	\$215.20
CR701 (541-1), CR708 (541-2), CR422 (541-4A), CR499 (874-1), CR408 (874-7), CF999 (899-1)	<b>Senior Project Manager</b>	Hourly Rate	\$156.38
CR701 (541-1), CR708 (541-2), CR422 (541-4A), CR499 (874-1), CR408 (874-7), CF999 (899-1)	<b>Project Manager</b>	Hourly Rate	\$117.28
CR701 (541-1), CR708 (541-2), CR422 (541-4A), CR499 (874-1), CR408 (874-7), CF999 (899-1)	<b>Senior Associate - Public Involvement</b> <b>Senior Associate - Planner</b>	Hourly Rate	\$102.62
CR701 (541-1), CR708 (541-2), CR422 (541-4A), CR499 (874-1), CR408 (874-7), CF999 (899-1)	<b>Associate - Public Involvement</b> <b>Associate - Planner</b>	Hourly Rate	\$85.18
CR701 (541-1), CR708 (541-2), CR422 (541-4A), CR499 (874-1), CR408 (874-7), CF999 (899-1)	<b>Coordinator - Public Involvement</b> <b>Assistant - Planner</b>	Hourly Rate	\$67.25
CR701 (541-1), CR708 (541-2), CR422 (541-4A), CR499 (874-1), CR408 (874-7), CF999 (899-1)	<b>Clerical</b>	Hourly Rate	\$53.80
CR701 (541-1), CR708 (541-2), CR422 (541-4A), CR499 (874-1), CR408 (874-7), CF999 (899-1)	<b>Art Director</b>	Hourly Rate	\$138.08
CR701 (541-1), CR708 (541-2), CR422 (541-4A), CR499 (874-1), CR408 (874-7), CF999 (899-1)	<b>Senior Graphic Designer</b>	Hourly Rate	\$71.73
CR701 (541-1), CR708 (541-2), CR422 (541-4A), CR499 (874-1), CR408 (874-7), CF999 (899-1)	<b>Graphic Designer</b>	Hourly Rate	\$59.18
<i>Option Period: Escalation is governed by the EPA Clause</i>			

1b. **Not Applicable**

1c. **Service Contract Act (SCA - clause 52.222-41):**

SCA MATRIX		
SCA Eligible Contract Labor Category	SCA Equivalent Code - Title	WD #
<b>Project Assistant/Clerical</b>	<b>011111 - General Clerk I</b>	<b>05-2059</b>

The SCA is applicable to this contract and it includes SCA applicable labor categories. The prices for the indicated SCA labor category is based on the U.S. Department of Labor Wage Determination Numbers(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.

Escalation for the identified SCA labor category shall remain as originally awarded (i.e. iaw the percent change in Circlepoint's Commercial Price List, updated April 2009, subject to the terms and conditions of 552.216-70, ECONOMIC PRICE ADJUSTMENT--FSS MULTIPLE AWARD SCHEDULE CONTRACTS).

1d. **Description of all corresponding commercial job titles, experience, functional responsibility and education for the types of employees or subcontractors who will perform services:**

#### **PRINCIPAL IN CHARGE**

This category position involves the monitoring and control of firm wide operations. Individuals under this labor category are skilled in practical knowledge of facilitation, mediation, public involvement, community relations, communications, and environmental planning methods and techniques.

Highest company line management level. Plans, supervises, manages and may participate technically in all projects within the operating unit. Typically supervises multiple project managers. Has authority for unsupervised technical and financial decisions and actions.

##### *Degrees/Minimum Training*

- Degree in communications, environmental planning or related field
- 15 years of project related experience plus a minimum of one year managing a staff and multiple projects.
- Knowledge of planning, environmental, and political issues
- Experience with CEQA and NEPA procedural requirements

#### **SENIOR PROJECT MANAGER**

This category position involves all aspects of daily project management and performance. Provides overall direction to all project level activities and personnel. Solves complex technical, administrative, and managerial problems and is responsible for interfacing with customer management and technical personnel, preparing reports, delivering presentations, and participating in meetings. Confers with project staff to outline work plan and to assign duties, responsibilities, and cope of authority. Directs the completion of tasks within estimated time frames and budget constraints.

Plans, directs, coordinates, and controls administrative and technical activities for an entire program. Supervises and trains staff in accomplishing assigned duties. Reviews and maintains the quality of work performed on the program. Makes technical judgments and provides advice on resolving technical problems. Prepares project reports for management, client, or others.

##### *Degrees/Minimum Training*

- Degree in communications, environmental planning, or related field
- Minimum of 9 years of project related experience
- Knowledge of planning, environmental, and political issues
- Experience with CEQA and NEPA procedural requirements

## **PROJECT MANAGER**

This category position involves all aspects of daily project management and performance. Provides overall direction to all project level activities and personnel. Solves complex technical, administrative, and managerial problems and is responsible for interfacing with customer management and technical personnel, preparing reports, delivering presentations, and participating in meetings. Confers with project staff to outline work plan and to assign duties, responsibilities, and scope of authority. Directs the completion of tasks within estimated time frames and budget constraints.

Plans, directs, coordinates, and controls administrative and technical activities for an entire program. Supervises and trains staff in accomplishing assigned duties. Reviews and maintains the quality of work performed on the program. Makes technical judgments and provides advice on resolving technical problems. Prepares project reports for management, client, or others.

### *Degrees/Minimum Training*

- Degree in communications, environmental planning, or related field
- Minimum of 6 years of project related experience
- Knowledge of planning, environmental, and political issues
- Experience with CEQA and NEPA procedural requirements

## **SENIOR ASSOCIATE, PLANNER/PUBLIC INVOLVEMENT**

This category position involves all aspects of daily project duties including: managing and implementing tasks at the direction of the project manager and supervising and delegating to other team members. Planner responsibilities include: directing and conducting research for projects and project reports; conducting site visits and documenting key project issues; producing reports, correspondence, and technical issue papers; preparing complete budgets including spreadsheets and charts; coordinating subconsultants; and meeting corporate quality and consistency standards. Public Involvement responsibilities include: preparing and conducting surveys, stakeholder interviews, and questionnaires; producing reports, press releases, display ads, and correspondence; preparing public involvement and media action plans; and attending external client meetings, public meetings, and project team meetings with project manager.

### *Degrees/Minimum Training*

- Degree in planning, environmental studies, communications or related field
- Knowledge of California planning, environmental, and political issues
- Minimum of 6 years of project related experience
- Strong communication and presentation skills
- Knowledge of CEQA and NEPA regulations and implementing guidelines
- Experience in proactive public outreach

## **ASSOCIATE, PUBLIC INVOLVEMENT**

This category position involves all aspects of daily project duties including: managing and implementing public involvement tasks at the direction of the project manager; supervising and delegating to other team members; task, schedule, and budget tracking; coordination of subcontractors, vendors, or other special services activities; direct research and preparation of project mailing lists and comment tracking reports; prepare and conduct surveys, stakeholder interviews, and questionnaires; produce reports, press releases, display ads, and correspondence, preparation of public involvement and media action plans; attend external client meetings, public meetings, project team meetings with project manager.

### *Degrees/Minimum Training*

- Degree in planning, environmental studies, or related field
- Knowledge of California planning, environmental, and political issues
- Minimum of 4 years of project related experience
- Experience in proactive public outreach
- Strong communication and presentation skills

## **ASSOCIATE, PLANNER**

This category position involves all aspects of daily project duties including: managing and implementing public involvement tasks at the direction of the project manager; supervising and delegating to other team members; task, schedule, and budget tracking; coordination of subcontractors, vendors, or other special services activities; direct research and preparation of project mailing lists and comment tracking reports; prepare and conduct surveys, stakeholder interviews, and questionnaires; produce reports, press releases, display ads, and correspondence, preparation of public involvement and media action plans; attend external client meetings, public meetings, project team meetings with project manager.

### *Degrees/Minimum Training*

- Degree in planning, environmental studies, or related field
- Knowledge of California planning, environmental, and political issues
- Minimum of 4 years of project related experience
- Strong communication and presentation skills

## **COORDINATOR**

This category position involves all aspects of daily project duties including: coordinating mailings and list creation, revisions, and maintenance; preparation and implementation of surveys, questionnaires, and stakeholder interviews; research activities; producing reports, press releases, display ads, presentations, and correspondence; and meeting planning. All these activities are done in conjunction with Public Relation and Advertising services, Research and Analysis, Strategic Consulting and Facilitation Services, and General Project Management Support.

### *Degrees/Minimum Training*

- Degree in communications, planning, environmental studies, or related field
- Minimum of 3 years of related project
- Knowledge of California planning, environmental, and political issues
- Strong communication/writing skills and skilled in grammar, punctuation, and proofreading
- Demonstrated proficiency in PC and MAC platforms

## **ASSISTANT PLANNER**

This category position involves all aspects of daily project duties including: conducting technical research as directed by Project Manager; Overseeing creation, maintenance, and updating of project mailing lists; production of reports, report sections, correspondence, meeting summaries, and other products as assigned; evaluation of technical data and prepare written summaries of key points; review of written products for appropriate content, format, pagination, and graphic presentation; oversee distribution of reports and other materials to clients and mailing lists as established by Project Managers; preparation of meeting materials as directed by Project Manager (i.e. agendas, handouts, overheads, etc.).

### *Degrees/Minimum Training*

- Degree in planning, environmental studies, or related field
- Minimum one year of job experience in environmental planning or related field
- Strong communications and presentation skills
- Knowledge of CEQA and NEPA regulations and implementing guidelines

## **CLERICAL**

This category position involves responsibility for general administrative support including: word processing/formatting; text and graphics layout and manipulation; proofreading and editing documents; mailing list and database maintenance; create mailing labels for mailings; photocopying and binding of documents and products; other duties as assigned to support the project staff.

### *Degrees/Minimum Training*

- Demonstrated proficiency in MS Office, Illustrator and PageMaker
- Accurate typist (60 wpm)
- Skilled in grammar, punctuation, and basic math
- Able to work with a diverse workforce using customer service techniques

## **ART DIRECTOR**

This category position provides art direction for the full range of Circlepoint products and services to all Circlepoint project teams and offices; oversees and manages all creative services at Circlepoint including product and materials development, QA/QC procedures, production schedules, staffing levels and vendor services; supervises and manages the creative services staff at Circlepoint; identifies and develops additional business opportunities for creative services both internally and externally; and partners with Circlepoint Project Managers and teams to deliver high quality creative services to our clients.

### *Degrees/Minimum Training*

- Degree in graphic design, art or related field
- 10 - 15 years of job experience in managing a graphic design team.
- Demonstrated proficiency in PC and MAC platforms
- Skilled in computer layout and design techniques

## **SENIOR GRAPHIC DESIGNER**

This category position involves developing and establishing graphic guidelines for company products. It's also includes responsibility for layout, design, and production activities to produce quality graphic-design artwork for a range of project materials, including covers, display boards, newsletters, brochures, presentation materials, signage, and internal communications and publications. Senior Graphic Designer is responsible for design and printing projects from conception through final production and providing art direction to in-house support staff.

### *Degrees/Minimum Training*

- Degree in graphic design, art or related field
- 5 - 7 years of job experience in graphic design or related field
- Demonstrated proficiency in PC and MAC platforms
- Skilled in computer layout and design techniques

## **GRAPHIC DESIGNER**

This category position involves responsibility for layout, design, and production activities to produce quality graphic-design artwork for a range of project materials, including covers, display boards, newsletters, brochures, presentation materials, signage, and internal communications and publications. Graphic Designer is responsible for design and printing projects from conception through final production.

### *Degrees/Minimum Training*

- Degree in graphic design, art or related field
- Minimum one year of job experience in graphic design or related field
- Demonstrated proficiency in PC and MAC platforms
- Skilled in computer layout and design techniques

2. Maximum Order (All dollar amounts are exclusive of any discount for prompt payment.): **The Maximum Order value for the following Special Item Numbers (SINs) is \$1,000,000.00:**

CR701	(541-1; C541-1RC)	Advertising Services
CR708	(541-2; C541-2RC)	Public Relations Services
CR422	(541-4A; C541-4ARC)	Market Research & Analysis
CR499	(874-1; C874-1RC)	Integrated Consulting Services
CR408	(874-7; C874-7RC)	Integrated Business Program Support Services
CF999	(899-1; C899-1RC)	Environmental Consulting Services

3. Minimum Order: **The minimum value for the following Special Item Numbers (SINs) is \$100.00:**

CR701	(541-1; C541-1RC)	Advertising Services
CR708	(541-2; C541-2RC)	Public Relations Services
CR422	(541-4A; C541-4ARC)	Market Research & Analysis
CR499	(874-1; C874-1RC)	Integrated Consulting Services
CR408	(874-7; C874-7RC)	Integrated Business Program Support Services
CF999	(899-1; C899-1RC)	Environmental Consulting Services

4. Geographic Scope of Contract: **Domestic and Overseas Delivery**

5. Circlepoint's Ordering Address and Payment Information:

**Circlepoint**  
**1814 Franklin Street, Suite 1000**  
**Oakland, CA 94612**  
**USA**  
**510.285.6700 phone**  
**510.285.6799 fax**

6. Discounts: **Circlepoint Prices are shown in Exhibit A, with the basic Discounts deducted.**

7. Quantity Discounts: **None**

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

9a. **Credit cards will be acceptable for payments equal to or less than the micro purchase threshold for oral or written delivery orders.**

9b. **Credit cards will be acceptable for payment above the micro-purchase threshold.**

10. **Not Applicable**

11a. Time of Delivery: **Circlepoint shall deliver or perform services in accordance with the terms negotiated in the agency's order.**

11b. **Not Applicable**

11c. **Not Applicable**

11d. Urgent Requirements: When the Federal Supply Schedule contract delivery period does not meet the bona fide urgent delivery requirements of an ordering agency, agencies are encouraged, if time permits, to contact Circlepoint for the purpose of obtaining accelerated delivery. Circlepoint shall reply to the inquiry within 3 workdays after receipt. (Telephonic replies shall be confirmed by Circlepoint in writing.) If Circlepoint offers an accelerated delivery time acceptable to the ordering agency, any order(s) placed pursuant to the agreed upon accelerated delivery time frame shall be delivered within this shorter delivery time and in accordance with all other terms and conditions of the contract.

12. **Not Applicable**

13a. Ordering address:

**Circlepoint**  
**1814 Franklin Street, Suite 1000**  
**Oakland, CA 94612**  
**510.285.6700 phone**  
**510.285.6799 fax**  
**Attn: Business Development**

13b. 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](https://fss.gsa.gov/schedules)).**

14. Payment address:

**Circlepoint**  
**1814 Franklin Street, Suite 1000**  
**Oakland, CA 94612**  
**510.285.6700 phone**  
**510.285.6799 fax**  
**Attn: Accounts Receivable**

15. **Not Applicable**

16. **Not Applicable**

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level).

(a) Definitions.

*“Governmentwide commercial purchase card”* means a uniquely numbered credit card issued by a contractor under GSA's Governmentwide Contract for Fleet, Travel, and Purchase Card Services to named individual Government employees or entities to pay for official Government purchases.

*“Oral order”* means an order placed orally either in person or by telephone.

(b) Circlepoint shall accept the Governmentwide commercial purchase card for payments equal to or less than the micro-purchase threshold (see Federal Acquisition Regulation 2.101) for oral or written orders under this contract.

(c) Circlepoint and the ordering agency may agree to use the Governmentwide commercial purchase card for dollar amounts over the micro-purchase threshold, and Circlepoint understands that the Government encourages payment by the purchase card. The dollar value of a purchase card action must not exceed the ordering agency's established limit. If Circlepoint will not accept payment by the purchase card for an order exceeding the micro-purchase threshold, Circlepoint shall advise the ordering agency within 24 hours of receipt of the order.

(d) Circlepoint shall not process a transaction for payment through the credit card clearinghouse until the purchased supplies have been shipped or services performed. Unless the cardholder requests correction or replacement of a defective or faulty item under other contract requirements, Circlepoint shall immediately credit a cardholder's account for items returned as defective or faulty.

- (e) Payments made using the Governmentwide commercial purchase card are not eligible for any negotiated prompt payment discount. Payment made using a Government debit card will receive the applicable prompt payment discount.
18. **Not Applicable**
19. **Not Applicable**
20. **Not Applicable**
- 20a. **Not Applicable**
21. **Not Applicable**
22. **Not Applicable**
23. **Not Applicable**
- 24a. Special attributes such as environmental attributes: The Contractor agrees to comply with any provision or clause that is incorporated herein by reference to implement provisions of law or Executive Orders applicable to acquisition of commercial items or components. The provision or clause in effect based on the applicable regulation cited on the date the solicitation is issued applies unless otherwise stated herein. The following provisions and clauses are incorporated by reference:
- 552.238-72, Identification of Energy-Efficient Office Equipment and Supplies Containing Recovered Materials or Other Environmental Attributes (SEP 2003)  
**[This Clause is Applicable to Electronic Office Equipment Items]**
- 24b. **Not Applicable**
25. Data Universal Numbering System (DUNS) Number: **19-418-8736**
26. **Circlepoint has registered with the Central Contractor Registration Database.**