

**Kearns & West**

**GSA Consolidated (Professional Services) Schedule**

- C541-2 Public Relations Services**
- C541-5 Integrated Marketing Services**
- C541-4A Market Research and Analysis**
- C874-1 Integrated Consulting Services**
- C541 1000 Other Direct Costs**

Effective October 1, 2015, the Consolidated Schedule will become the Professional Services Schedule (PSS), with no changes to any terms and conditions found within this document.

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

<b>Single Schedule Name</b>	<b>Former Contract Number</b>
Mission Oriented Business Schedule (MOBIS)	GS-10F-0116U
Advertising and Integrated Marketing Services (AIMS)	GS-23F-0253N

Federal Supply Group: CORP  
 GSA Consolidated Schedule Contract Number: GS-00F-132CA  
 Contract Period: May 6, 2015 through May 5, 2020

Business Size: Small, Woman Owned Business

Contractor: Kearns & West  
 Address: 475 Sansome St  
 Suite 570  
 San Francisco, CA 94111  
 Website: [www.kearnswest.com](http://www.kearnswest.com)

Contract Administration: Amanda Roberts (Piasecki) Eldon Hayman  
 E-mail: [aroberts@kearnswest.com](mailto:aroberts@kearnswest.com) [ehayman@kearnswest.com](mailto:ehayman@kearnswest.com)  
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**OVERVIEW**

Kearns & West is a proven strategic communications and collaborative solutions firm that drives successful programs for its clients. The firm specializes in stakeholder identification, outreach, and collaboration. Through Kearns & West, clients achieve their goals by creating meaningful interaction with stakeholders through established communication and collaboration methods. Kearns & West helps clients understand the interests and issues of their stakeholders and plans, manages and implements outreach and education, collaboration, and communications programs. The firm provides a wide range of services that include stakeholder and other research, strategy and planning, collaborative planning and public involvement, change management, facilitated organizational planning, internal communication development, stakeholder relations, and program management office staffing. Kearns & West is a small,

woman-owned business with offices and staff in Washington, DC, Sacramento, CA, San Francisco, CA, Los Angeles, CA, and Portland, OR.

In addition to private-sector organizations, non-profits, and local and state government agencies, Kearns & West has communications and stakeholder engagement experience with agencies and offices within the:

- Centers for Disease Control and Prevention,
- Department of Agriculture,
- Department of Commerce,
- Department of Education,
- Department of Energy,
- Department of Homeland Security,
- Department of Interior,
- Department of Transportation,
- Environmental Protection Agency, and
- Federal Energy Regulatory Commission.

**CUSTOMER INFORMATION**

1a. Special Item Numbers:

<b>SIN</b>	<b>Recovery</b>	<b>SIN Description</b>
C541-1000	C541-1000RC	Other Direct Costs (ODCs); Expenses Other Than Direct Labor Hours
C541-2	C541-2RC	Public Relations Services
C541-4A	C541-4ARC	Market Research and Analysis
C541-5	C541-5RC	Integrated Marketing Services
C874-1	C874-1RC	Integrated Consulting Services

1b. Lowest priced model number and lowest unit price for that model for each SIN awarded in the contract: Not Applicable

1b. Labor category descriptions for hourly rates: See page 4.

2. Maximum Order: \$1,000,000

3. Minimum Order: \$100

4. Geographic Coverage: Domestic and Overseas

5. Point of Production: Same as company address

6. Discount from list prices or statement of net price: Government net prices (discounts already deducted). See price list below.

7. Quantity discounts: 3% on orders over \$750,000

8. Prompt payment terms: 1% 10 days/ Net 30 days

9a. Government purchase cards are accepted at or below the micro-purchase threshold.

9b. Government purchase cards are accepted above the micro-purchase threshold of \$3,000.

10. Foreign items: Not Applicable

11a. Time of delivery: Specified on Task Order

11b. Contact Contractor for items available for expedited delivery.

11c. Contact Contractor for overnight or 2-day delivery.

11d. Contact Contractor for urgent requirements.

12. F.O.B. Point: Destination

13. Ordering Address: 475 Sansome St  
Suite 570  
San Francisco, CA 94111

14. Payment Address: P.O. Box 34202

Washington, DC 20043-4202

- 15. Warranty Provision: Contractor’s standard commercial warranty
- 16. Export Packing Charges: Not Applicable
- 17. Contact contractor for terms and conditions of Government purchase card acceptance.
- 18 – 24. Not Applicable
- 25. Data Universal Numbering System (DUNS) number: 15-5317936
- 26. Contractor is registered in Central Contractor Registration (CCR) database.
- 27. Final Pricing: The rates shown below include the Industrial Funding Fee (IFF) of 0.75%.

SINS	Labor Category	May 6, 2015- May 5, 2015	May 6, 2016- May 5, 2017	May 6, 2017- May 5, 2018	May 6, 2018- May 5, 2019	May 6, 2019- May 5, 2020
C541-2, C541-4A, C541-5, C874-1	<b>Principal/Senior Facilitator</b>	\$247.08	\$252.02	\$257.06	\$262.20	\$267.44
C541-2, C541-4A, C541-5, C874-1	<b>Vice President/ Project Manager</b>	\$182.84	\$186.49	\$190.22	\$194.03	\$197.91
C541-2, C541-4A, C541-5, C874-1	<b>Director/Facilitator</b>	\$148.26	\$151.23	\$154.25	\$157.34	\$160.48
C541-2, C541-4A, C541-5, C874-1	<b>Senior Associate</b>	\$128.49	\$131.06	\$133.68	\$136.35	\$139.08
C541-2, C541-4A, C541-5, C874-1	<b>Associate</b>	\$108.72	\$110.90	\$113.11	\$115.38	\$117.68
C541-2, C541-4A, C541-5, C874-1	<b>Project Coordinator</b>	\$93.90	\$95.77	\$97.69	\$99.64	\$101.64
C541-2, C541-4A, C541-5, C874-1	<b>Support Staff**</b>	\$69.19	\$70.57	\$71.98	\$73.42	\$74.89
C541-2, C541-4A, C541-5, C874-1	<b>Intern</b>	\$69.19	\$70.58	\$71.99	\$73.43	\$74.90

28. Service Contract Act (SCA) Matrix

SCA Eligible Labor Category	SCA Equivalent Code Title	Wage Determination No
Support Staff	01020- Administrative Assistant	2005-2059

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 SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e. nationwide).

29. Labor Category Descriptions

Labor Category	Description
Principal 1 &2/ Sr. Facilitator	<p>Description: Capable of facilitating large meetings, trainings, and providing meeting recommendations including logistics planning and agenda development. May provide specialized technical expertise or subject matter knowledge. This person may hold a certification as a professional facilitator, senior mediator communications or in leadership. Fully responsible for planning, budgeting for project team management on accounts. Establishes administrative requirements and deadlines. Lead staff in developing and executing client programs according to project scope; implement project work as appropriate (collaborative management, stakeholder relations, strategic planning, training, materials development, etc). Manage client relations and provide status reports to clients, including budget updates, as required by the client. Provide strategic guidance to project team and ensure quality of work; think short- and long-term (strategic planning) to anticipate client issues and address them via current or potential new programs. Write new idea proposals, strategy memos, and reports as needed. Lead in client retention and growth.</p> <p>Education: Bachelors degree in policy, conflict resolution, communications, business administration or equivalent experience required.</p> <p>Skills &amp; Experience Required: 15+ years of experience. Proven leadership, organizational, complex project management and deadline-oriented capabilities. Proven communications skills and issue knowledge in areas related to project – collaboration, natural resource, environment, energy, federal policies, etc.</p>
Vice President/ Principal Project Manager	<p>Description: Is a qualified facilitator with facilitation experience but serves as the project manager responsible for planning, budgeting for project team management. Works to ensure administrative requirements and deadlines and project goals and deadlines are met. Oversee staff in developing and executing client programs according to project scope and budget. Manage client relations and provide status reports to clients, including budget updates, as required by the client. Provide strategic guidance to account team and ensure quality of work; think short- and long-term (strategic planning) to anticipate client issues and address them via current or potential new programs. Provide status reports on progress towards client goals. Write new idea proposals,</p>

Labor Category	Description
	<p>strategy memos, and reports as needed. Have lead role in client relationship and management at senior levels. Lead in client retention and growth. This person may hold a certification as a professional facilitator, senior mediator, communications or in leadership.</p> <p>Education: Bachelors degree in policy, conflict resolution, communications, business administration or equivalent experience required.</p> <p>Skills &amp; Experience Required: 10-20 years of experience. Proven leadership, organizational, complex project management and deadline-oriented capabilities. Proven communications skills and issue knowledge in areas related to project. Contribute to client retention/growth. Proven communications skills and issue knowledge in area related to project – collaboration, natural resources, environment, etc.</p>
Director/ Facilitator	<p>Description: Capable of facilitating large meetings, webinars, trainings, and providing meeting recommendations and support including logistics planning, note taking, and agenda development. This person may hold a certification as a professional facilitator, senior mediator, communications or in leadership. Responsible for planning, budgeting for project team management on assigned projects. Oversee staff in developing and executing client programs according to project scope; implement project work as appropriate (collaborative management, stakeholder relations, strategic planning, training, materials development, etc). Manage client relations and provide status reports to clients, including budget updates, as required by the client. Provide strategic guidance to account team and ensure quality of work; think short- and long-term (strategic planning) to anticipate client issues and address them via current or potential new programs. Provide status reports on progress towards client goals to Principal on project. Write new idea proposals, strategy memos, and reports as needed.</p> <p>Education: Bachelors degree in policy, conflict resolution, communications, business administration or equivalent experience required.</p> <p>Skills &amp; Experience Required: 5-10 years of experience. Proven leadership, organizational, complex project management and deadline-oriented capabilities. Proven communications skills and issue knowledge in areas related to project – collaborative, natural resource, etc. Contribute to client retention/growth. Proven communications skills and issue knowledge in area related to project – collaborative, natural resource, etc.</p>
Senior Associate	<p>Description: Capable of facilitating large meetings, webinars, trainings, and providing meeting recommendations and support including logistics planning, note taking, and agenda development. This person may hold a certification as a professional facilitator, senior mediator, communications or in leadership. Responsible for the day-to-day management of assigned client accounts including implementation of</p>

Labor Category	Description
	<p>tactics and tracking project team assignments against goals. Developing and executing client programs according to project scope; implement project work as appropriate (collaborative management, stakeholder relations, strategic planning, communications strategy, training, materials development, etc). Assist with client relations and development of status reports to clients, including budget updates, as required by the client. Track tasks to ensure client strategic goals are met. Monitor account team progress to ensure quality of work. Conduct short- and long-term (strategic planning) to anticipate client issues and address them via current or potential new programs. Provide status reports on progress towards client goals to project principal. Write new idea proposals, strategy memos, and reports as needed. Contribute to long-term strategies, anticipate client issues, and assist with conceiving and drafting memos &amp; reports on strategy.</p> <p>Education: Bachelors degree in policy, conflict resolution, communications, business administration or equivalent experience required.</p> <p>Skills &amp; Experience Required: 4-10 years of experience. Proven communications skills and issue knowledge in areas related to project – collaborative, natural resource, etc. Contribute to client retention/growth. Proven communications skills and issue knowledge in area related to project – collaborative, natural resource, etc.</p>
Associate	<p>Description: Capable of facilitating small meetings and webinars, assisting with facilitation in larger meetings, and providing meeting support including logistics planning, note taking, and agenda development. Responsible for implementing strategies and tactics to meet team account goals. Executing client programs according to project scope; implement project work as appropriate (collaborative management, stakeholder relations, strategic planning, training, materials development, etc). Assist with development of status reports to clients. Participate in short- and long-term strategic planning to anticipate client issues and address them via current or potential new programs. Provide status reports on progress towards client goals to project manager. Monitor news, web, etc to keep account team up-to-speed on issues.</p> <p>Education: Bachelors degree in policy, conflict resolution, communications, business administration or equivalent experience required.</p> <p>Skills &amp; Experience Required: 2-7 years of experience. Proven communications skills and issue knowledge in areas related to project – collaboration, natural resources, environment, etc.</p>
Project Coordinator	<p>Description: Capable of facilitating small meetings and webinars and providing meeting support including logistics planning, note taking, webinar support, and agenda development. Responsible for supporting project teams. Provide project support to account team to execute client programs according to project scope including research, planning</p>

Labor Category	Description
	<p>and organizing meetings, managing information and data by maintaining spreadsheets, and databases managing lists, etc. Assist with preparing for project engagements and facilitation sessions including preparing background documents, discussions with stakeholders, etc. Assist with project engagement follow-up by synthesizing information collected and working with project team to develop and implement next steps. Monitor news, web, etc to keep account team up-to-speed on issues. This includes an ability to understand and synthesize information related to client issues. Conducting stakeholder contacts and other contacts as needed. Research and understand current topics and issues to prepare research summaries, white papers, fact sheets, etc.</p> <p>Education: Bachelors degree in policy, conflict resolution, communications, business administration or equivalent experience required.</p> <p>Skills &amp; Experience Required: 1-5 years of experience.</p>
Project Assistant	<p>Description: Capable of facilitating small break-out groups and providing meeting support including logistics planning, note taking, webinar support, and agenda development. Assisting with execution of communications plans. Managing communications and staffing schedules, providing administrative, project management and research services support, assisting with writing and proofreading materials, and responding to information requests.</p> <p>Education: Bachelors degree in policy or conflict resolution or equivalent experience required.</p> <p>Skills &amp; Experience Required: 0-2 years of experience.</p>
Support Staff**	<p>Description: Assist with preparing project work such as mailings and agendas as necessary. Typing notes from project meetings and facilitation sessions. Responsible for providing administrative support.</p> <p>Education: Bachelors degree or equivalent experience required.</p> <p>Skills &amp; Experience Required: 1+ years of experience.</p>
Intern	<p>Description: Capable of facilitating small break-out groups and providing meeting support including logistics planning, webinar support, and note taking. Assisting with execution of communications plans. Managing communications and staffing schedules, providing administrative, project management and research services support, assisting with writing and proofreading materials, and responding to information requests.</p> <p>Education: High school diploma required.</p> <p>Skills &amp; Experience Required: No experience required.</p>