GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
MULTIPLE AWARD SCHEDULE
INDUSTRIAL GROUP: PROFESSIONAL SERVICES

CURRENT GSA CONTRACT NUMBER
GS-00F-318GA

CURRENT CONTRACT PERIOD:
AUGUST 11, 2017 THROUGH AUGUST 10, 2022

PCG ENTERPRISES, INC.
dba PACIFIC CONSULTING GROUP
2100 Geng Rd, Suite 210
Palo Alto, CA 94303
(650) 327-8108 tel
(650) 362-4400 fax

Business Size: Small Business
Additional Designation: Economically- Disadvantaged Woman-Owned
Website: www.pcgfirm.com
Email: pcgmobis@pcgfirm.com

Principal: Yvonne Nomizu
Direct telephone: (650) 223-8230
Email: ynomizu@pcgfirm.com

Contract Administration: Yvonne Nomizu
Direct telephone: (650) 223-8230
Email: ynomizu@pcgfirm.com

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 to GSA Advantage! is: GSA Advantage.gov.

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-0014 effective April 02, 2021.
## GSA AWARDED TERMS AND CONDITIONS

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
</table>
| **1a.** | **Table of awarded Special Item Numbers (SIN)** | 541611 Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services  
541910 Marketing Research and Analysis  
611430 Professional and Management Development Training  
SIN OLM |
| **1b.** | **Identification of the lowest priced model number and lowest unit price for that model for each SIN awarded in the contract.** | See below labor category price list for details. |
| **1c.** | **If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided.** | See below labor category price list for details. |
| **2.** | **Maximum Order:** | $1,000,000 |
| **3.** | **Minimum Order:** | $100 |
| **4.** | **Geographic coverage:** | Domestic Only |
| **5.** | **Points of production:** | Same as company address. |
| **6.** | **Discount from List Prices or Statement of Net Price:** | Government Net Prices (discounts already deducted.) |
| **7.** | **Quantity discounts:** | None |
| **8.** | **Prompt payment terms:** | 1% at 10 Days, Net 30 days.  
Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions |
<table>
<thead>
<tr>
<th></th>
<th>Foreign items (list items by country of origin):</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>10a</td>
<td>Time of delivery:</td>
<td>Specified on the task order</td>
</tr>
<tr>
<td>10b</td>
<td>Expedited delivery:</td>
<td>Services are available for expedited delivery based on discussion at time or order and dependent on size and nature of order</td>
</tr>
<tr>
<td>10c</td>
<td>Overnight and 2-day delivery:</td>
<td>Written reports can be sent for overnight delivery as requested.</td>
</tr>
<tr>
<td>10d</td>
<td>Urgent requirement:</td>
<td>Contact Contractor</td>
</tr>
<tr>
<td>11</td>
<td>F.O.B. points:</td>
<td>Destination</td>
</tr>
<tr>
<td>12a</td>
<td>Ordering Address(es):</td>
<td>Same as company address.</td>
</tr>
<tr>
<td>12b</td>
<td>Ordering procedures:</td>
<td>For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.</td>
</tr>
<tr>
<td>13</td>
<td>Payment Address:</td>
<td>Pacific Consulting Group Finance Department 2100 Geng Road, Suite 210 Palo Alto, CA 94303 <a href="mailto:accounting@pcgfirm.com">accounting@pcgfirm.com</a></td>
</tr>
<tr>
<td>14</td>
<td>Warranty provision:</td>
<td>Standard Commercial Items</td>
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<tr>
<td>15</td>
<td>Export packing charges:</td>
<td>N/A</td>
</tr>
<tr>
<td>16</td>
<td>Terms and conditions of rental, maintenance, and repair:</td>
<td>N/A</td>
</tr>
<tr>
<td>17</td>
<td>Terms and condition of installation:</td>
<td>N/A</td>
</tr>
<tr>
<td>18a</td>
<td>Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices:</td>
<td>N/A</td>
</tr>
</tbody>
</table>
OVERVIEW OF CAPABILITIES AND EXPERTISE

For over 30 years, PCG has helped agencies in the public sector achieve operational and customer service goals. Improving service excellence and efficiency are critical for government agencies who are under constant scrutiny from various constituencies. PCG helps organizations be responsive to the public's expectations by understanding citizen needs, designing service experiences, and quantitatively gauging the expected customer and business results.
Key areas of expertise

- Research design and data collection
- Quantitative analysis of customer, market, product and healthcare data
- Customer satisfaction assessment
- Service operation improvement
- Customer experience innovation
- Data quality assurance and data security compliance
- Diagnostic and predictive modeling

SERVICES

For more information on our services, please see our website at http://www.pcgfirm.com

Customer Analytics, Customer Experience and Marketing Research Studies

- Qualitative and quantitative customer satisfaction research
- Market segmentation and persona profiling
- New services and program evaluation
- New product/service concept testing
- Customer needs assessment
- Message testing and behavioral influence assessment
- Channel mix optimization
- Employee engagement studies

Healthcare Research Analytics and Program Evaluation Services

- Analysis and reporting of Medicare data
- Evaluation of healthcare programs on patient satisfaction, outcomes and workflows
- Assessment of Sponsor and other stakeholder engagement
- Predictive physician adoption models for healthcare innovations
- Patient and physician satisfaction tracking
- Hospital and physician practice behavior change driver analysis
- Patient experience improvement

Process Improvement and Customer Experience Design Consulting

- Process streamlining
- Customer experience mapping and design
- Customer-centric change management
- Innovation facilitation
- Performance metric development
- Customer service improvement
- Organizational assessment
- High performing team development
## LABOR PRICE LIST

### NAICS 541611 Management and Financial Consulting

### NAICS 541910 Marketing Research and Analysis

(Rates listed include the Industrial Funding Fee Rate)

<table>
<thead>
<tr>
<th>Labor Category</th>
<th>Hourly Rate 8/11/2020 to 8/10/2021</th>
<th>Year 4</th>
<th>Hourly Rate 8/11/2021 to 8/10/2022</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Director</td>
<td>$371.55</td>
<td>$378.98</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subject Matter Expert</td>
<td>$319.39</td>
<td>$325.78</td>
<td></td>
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</tr>
<tr>
<td>Senior Consultant 1</td>
<td>$283.42</td>
<td>$289.09</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Senior Consultant</td>
<td>$234.20</td>
<td>$238.88</td>
<td></td>
<td></td>
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<tr>
<td>Senior Project Manager</td>
<td>$195.72</td>
<td>$199.63</td>
<td></td>
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</tr>
<tr>
<td>Research Manager</td>
<td>$189.06</td>
<td>$192.84</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statistician/Exp Research Analyst</td>
<td>$180.65</td>
<td>$184.26</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Senior Associate/Analyst</td>
<td>$182.27</td>
<td>$185.92</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Senior Associate/ Consultant</td>
<td>$166.86</td>
<td>$170.20</td>
<td></td>
<td></td>
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<tr>
<td>Consultant/Analyst</td>
<td>$148.62</td>
<td>$151.59</td>
<td></td>
<td></td>
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<tr>
<td>Operations Associate</td>
<td>$134.12</td>
<td>$136.80</td>
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<tr>
<td>Analyst**</td>
<td>$126.79</td>
<td>$129.33</td>
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<tr>
<td>Junior Analyst**</td>
<td>$92.56</td>
<td>$94.41</td>
<td></td>
<td></td>
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<tr>
<td>Administrative Support**</td>
<td>$81.51</td>
<td>$83.14</td>
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<tr>
<td>Research Assistant**</td>
<td>$74.30</td>
<td>$75.79</td>
<td></td>
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<tr>
<td>Operations Coordinator**</td>
<td>$64.21</td>
<td>$65.49</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

annual increase: 2%  2%
LABOR CATEGORY DESCRIPTIONS

Project Director: Directs and oversees research and consulting projects to completion including oversight of quality assurance, results/deliverables, and budgets. Ensures that business knowledge, technical proficiency and professional judgment at the executive level are incorporated into services and deliverables. Familiar with a variety of the field's concepts, best practices and procedures and performs a variety of tasks, leading and directing the work of others. Holds a leadership role within the company and manages multiple resources and programs. Earned an MS/MA or PhD and has 15+ years of experience in the business arena.

Subject Matter Expert: Provides specialized technical and subject matter expertise to support strategic direction and guides the application of up-to-date research, frameworks, or disciplines. Responsible for coaching project manager or senior client managers to ensure leading practices and research are effectively applied to project methods and program strategies. Recognized by industry as an expert through speaking, publishing, or consulting engagements. Provides expertise and best practices through assessments, client conversations and project design. Earned an MS/MA and has 12+ years of researching and applying subject matter discipline to client performance improvement.

Senior Consultant I: Manages teams and activities for specific projects, overseeing major work streams including resource management, technical direction and project/program planning. Formulates research and consulting proposals and crafts solutions for client's issues and goals. Autonomously manages highly complex projects spanning multiple months or years. Familiar with a variety of research concepts and evaluation practices and utilizes extensive experience and judgment to accomplish goals. Reports to executive leadership within the company. Earned an MS or MS and has 10+ years of experience in the business arena.

Senior Consultant: Accomplishes project tasks and work streams using technical and/or management expertise in the field of marketing research and consulting, such as designing and administering customer satisfaction surveys and managing research operations. Moderates focus group or interview discussions. Autonomously manages moderately to highly complex projects spanning multiple months. Reports to a Director or higher level within the company. Earned an MS or MA and has 10+ years of experience in the research arena.

Senior Project Manager: Manages activities on research projects, including overseeing research analyst staff to conduct well planned studies and produce high quality deliverables. Leads project teams on operating procedures, project plans and supervises staff task accomplishment. Moderates focus group or interview discussions and sets sampling strategy. Provides instruction and coaching to analysts. Qualifies and manages subcontractor and other external company relationships. Reports to a Director or higher level within the company. Earned a BS/BA and has 10+ years of experience in the research field or related arena.

Research Manager: Manages workstreams or series of tasks to achieve results on projects of moderate scope and complexity, including reviewing analytical plans and project activities. Leads analysts and junior analysts to accomplish the scope of work, organizing tasks, planning timetables, coordinating resources and overseeing execution of all relevant activities. Able to conduct one-on-
one interviews or consultative dialogue with mid-to lower level professional staff. Possesses an understanding of quality control processes. Communicates and coordinates with subcontractors and junior outside consultants. Reports to a Senior Project Manager or Senior Consultant. Earned a BS/BA and has 6+ years of experience in the research industry including 2 years managing projects.

**Statistician/Expert Research Analyst:** Develops statistical analysis plans to address business questions and support research objectives such as sampling strategy and stratification. Conducts complex analyses such as ANOVA, CHAID using SAS, SPSS, R, Python, or similar programming. Serves as expert and quality reviewer in how data sets are validated and managed. Reviews and approves all survey design and methodology to be conducted and oversees all data analysis and advanced statistical consultation to meet clients’ needs. Uses data science methods to identify trends, anomalies, relationships, and causal drivers, as applied to research or consulting engagements. Earned an MS or MA and has 5 years of experience as a statistician in a similar research enterprise. In lieu of Masters has a BS/BA and 10 years of experience as a statistician in a similar research enterprise.

**Senior Associate/Analyst:** Provides advanced research services and advice to client. Has significant experience managing quantitative projects such as survey projects and qualitative projects such as focus groups, online groups, or interviews. Familiar with best practice techniques for designing and executing data analytic techniques using appropriate software and programming tools. Conducts and consults on statistical issues. Skilled at summarizing project results in summary reports. Earned a BS/BA or MS/MA and has 5+ years of experience in the research field or related arena.

**Senior Associate/Consultant:** Provides advice, guidance and methodology in a particular area of expertise that helps improve client performance. Documents current, best and future practices and integrates them into successful implementation plans. Delivers presentations to mid-level client staff, leads client meetings and performs straightforward assessments. Applies experience to client's initiatives and tracks/monitors performance measures and key drivers. Coaches Consultant/Analysts, Analysts, Junior Analysts and Operations Coordinators to manage work streams to successful outcomes. Earned a BS/BA and has 5+ years of experience in the consulting field.

**Consultant/Analyst:** Collects and analyzes data on research projects across a variety of modes, such as online, phone or mail surveys. Familiar with and can independently conduct data analysis such as multi-variate regression, cluster analysis and segmentation. Skilled at summarizing project results and writing summary reports under the supervision of a senior consultant or senior project manager. Has an understanding of and is able to conduct most customer satisfaction survey and analysis processes. Earned a BS/BA and has 3+ years of experience in an analyst role.

**Operations Associate:** Oversees the implementation of more complex research and improvement consulting projects to ensure successful completion of tasks. Manages interdependencies, subcontractor and other parties, maintains/provides infrastructure such as technology platforms to facilitate operations, and coordinates work sessions and associated data. Assists Senior Project managers and Consultants to identify and remedy operational issues, including developing lean processes for ongoing data collection projects. Monitors the budget and schedule. Earned a minimum of an BA and has 4 years of experience in an operational role.
Analyst: Collects and analyzes data on research projects across a variety of modes, such as online, phone or mail surveys. Experience preparing data sets and databases for sampling/analysis, determining statistical samples, conducting basic data analysis, coding comments and documenting survey processes. BA or has attended applicable technical courses and has 1+ years of experience in an analyst role.

Junior Analyst: Supports the implementation of an overall analytical plan by transferring, organizing and validating data. Supports Research Managers and Consultants with documentation, preparation of materials for meetings, task coordination and organization of data files. Applies rudimentary level of analysis to simple data sets and uses automated algorithms and programs to run analyses. Earned a BS/BA.

Administrative Support: Assists in project preparation and execution as directed. Provides administrative support services such as copying, printing, document proofing and assembly. Handles research logistics such as scheduling of focus groups or interviews, securing of audio-visual equipment and project team travel. Works under the supervision of a consultant or above in the company. Earned a BS/BA or has such a degree in process and has 1+ year of experience in a support role.

Research Assistant: Assists in the preparation of project reports and in monitoring sampling. Conducts crosstabs and other basic tabulations. Assists in the organization and administration of research studies, including assisting with data transfer among firm, clients, and suppliers. Documents project findings in summary report and slides under the supervision of a consultant or higher. Has basic level understanding of research concepts, practices, and procedures. Earned a BA/BA or has such a degree in process and has 1+ years of experience in an operational assistant role.

Operations Coordinator: Provides general support to complex research and consulting engagements involving multiple work streams. Specific functional responsibilities include coordinating data files in support of research activities according to established protocols, maintaining project records, transcribing voice to text data, categorizing comments from surveys, and taking/distributing notes from key client and internal team meetings. Provides operational support by maintaining task lists, alerting managers to delays and assisting with communication flow. H.S. graduate with 1+ years of experience in operations.
EXAMPLES OF FEDERAL GOVERNMENT EXPERIENCE

Pacific Consulting Group has conducted **large scale quantitative studies** for tracking performance and understanding customers on a regular basis for the following agencies, collecting data and summarizing insights from Veterans, individual and business taxpayers, beneficiaries, claimants, patients, physicians, employees and other stakeholders.

- Internal Revenue Service (three consecutive five-year BPAs as a customer satisfaction research and improvement contractor), serving all business units as well as holding a single contractor BPA with the Taxpayer Advocate Service
- National Park Service annual visitor satisfaction tracking
- U.S. Navy Human Resources employee satisfaction surveys
- Office of Personnel Management Employee Viewpoint survey analysis
- Veterans Benefit Administration claims process satisfaction studies

Pacific Consulting Group has designed and implemented customized **program evaluation and modeling studies** for the following agencies, determining strengths and weaknesses of programs and identifying drivers of satisfaction or behavior.

- IRS Collection Enterprise Strategy compliance and segmentation model
- U.S. Courts PACER information web portal
- IRS agency-wide TAB service-channels strategy model
- Federal Highway Administration integrated customer satisfaction measurement

Pacific Consulting Group has served as prime contractor on **large-scale healthcare data management**, analytics and reporting projects for the following agencies.

- CMS Part D Payment Process Reconciliation
- CMS Part D Pharmaceutical Drug Event Analysis
- Assessment of 1-800-MEDICARE launch

Pacific Consulting Group has led complex **process and customer experience improvement** projects for the following agencies, leading client teams to assess the "as is" service experience and internal processes and facilitating the design of the "to be" state.

- SSA Organizational Effectiveness
- SSA In-Depth Operational Assessment
- IRS Taxpayer Experience Redesign
**SERVICE CONTRACT LABOR STANDARDS (SCLS) MATRIX**

<table>
<thead>
<tr>
<th>SCA Eligible Contract Labor Category</th>
<th>SCA Equivalent Code Title</th>
<th>WD Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analyst</td>
<td>14102 Computer Systems Analyst II</td>
<td>2015-5641</td>
</tr>
<tr>
<td>Junior Analyst</td>
<td>14101 Computer Systems Analyst I</td>
<td>2015-5641</td>
</tr>
<tr>
<td>Administrative Support</td>
<td>01020 Administrative Assistant</td>
<td>2015-5641</td>
</tr>
<tr>
<td>Research Assistant</td>
<td>01052 Data Entry Operator II</td>
<td>2015-5641</td>
</tr>
<tr>
<td>Operations Coordinator</td>
<td>01051 Data Entry Operator I</td>
<td>2015-5641</td>
</tr>
</tbody>
</table>

**SCLS Applicability Statement**

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).

**TRAINING COURSE DESCRIPTIONS**

**TRAINING 1: CUSTOMER-CENTRIC MANAGEMENT**

This 3-hour workshop, conducted online with a live instructor and facilitator, is designed to help the new customer experience or service operations professional understand how to assess customer experience and how to organize a customer-centric capability with a department, division or function. The agenda includes definitions of customer management, best practice examples from industry and key competencies needed. Provides a useful framework for all four phases of achieving customer experience results: insights, design, solution and implementation.

Length: 3 hours  
Format: Online  
Minimum number of participants: 4  
Maximum number of participants: 8

**TRAINING 2: CUSTOMER-CENTRIC INDUSTRY BEST PRACTICES**

This 3-hour course, conducted online with one instructor and 2-3 panelists, is designed to help the customer experience or service operations professional learn how other private sector organizations achieve improvements in service and customer value. Course includes at least two guest panelists from companies known to have made a commitment to customers in terms of resources, strategy and initiatives. Participants will understand key challenges and approaches for overcoming them. Format is interactive with Q&A periods built in.

Length: 3 hours  
Format: Online
Minimum number of participants: 4
Maximum number of participants: 12

**TRAINING 3: MOVING FROM INSIGHTS TO INNOVATION**

This 6-hour class, conducted in person with two facilitators, is designed to impart the customer experience, service operations or customer insights professional with the basic approaches to organizing teams to develop customer-driven solutions using a variety of methods, such as design sprints, lean streamlining, digital self-service, and value-based innovation. Each instruction module will have a participative exercise done in groups of three to practice a core methodology.

Length: 6 hours
Format: In person, client, contractor or third-party facility
Minimum number of participants: 6
Maximum number of participants: 18

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**TRAINING PRICE LIST**

611430 Professional and Management Development Training

(Rates listed include the Industrial Funding Fee Rate)

<table>
<thead>
<tr>
<th>Training Course</th>
<th>8/11/2020 to 8/10/2021</th>
<th>8/11/2021 to 8/10/2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer-Centric Management</td>
<td>$2,997.48</td>
<td>$2,997.48</td>
</tr>
<tr>
<td>Customer-Centric Industry Best</td>
<td>$4,282.12</td>
<td>$4,282.12</td>
</tr>
<tr>
<td>Moving from Insights to Innovation</td>
<td>$7,707.81</td>
<td>$7,707.81</td>
</tr>
</tbody>
</table>