GENERAL SERVICES ADMINISTRATION
MULTIPLE AWARD SCHEDULE
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 for GSA Advantage! is http://www.gsaadvantage.gov/. For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

SCHEDULE TITLE: Multiple Award Schedule
Federal Supply Group: Professional Services

CONTRACT NUMBER: GS-07F-435AA

CONTRACT SCHEDULE PERIOD: April 15, 2018 through April 14, 2023

CONTRACTOR: Lista Design Studio, Inc.
12793 Golden Leaf Drive
Rancho Cucamonga, CA 91739
Phone: 909.238.5516
Fax: 909.899.6411
Web: www.lista-design.com

BUSINESS SIZE: Small

Price list current as of Modification #PS-0025 effective March 24, 2022.
CUSTOMER INFORMATION

1a. Special Item Numbers (SINs)
   - SIN 541430: Graphic Design Services
   - SIN 541810ODC: Other Direct Costs
   - OLM: Order Level Materials
   - SIN 541930: Translation and Interpretation Services

1b. Lowest Priced Model Number and Price for each SIN:
   - N/A

1c. Hourly Rates:
   - See Price List

2. Maximum Order:
   - SIN 541430, 541810ODC: $1,000,000
   - 541930: $350,000
   - OLM: $250,000

3. Minimum Order:
   - $100

4. Geographic Coverage:
   - Domestic, 50 States, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.

5. Point(s) of Production:
   - California

6. Discount from List Prices:
   - Government Net Prices (discounts already deducted.)

7. Quantity Discounts:
   - None

8. Prompt Payment Terms:
   - +2% 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.

9. Foreign Items:
   - N/A
10a. Time of Delivery:  
To be determined at time of task order.

10b. Expedited Delivery:  
Contact Lista Design Studio, Inc. for expedited delivery.

10c. Overnight and 2-Day Delivery:  
Contact Lista Design Studio, Inc. for Overnight or 2-Day delivery.

10d. Urgent Requirements:  
Contact Lista Design Studio, Inc. for Urgent requirements.

11. FOB Point:  
Destination

12a. Ordering Address:  
Lista Design Studio, Inc.  
12793 Golden Leaf Drive | Rancho Cucamonga, CA 91739  
Phone: 909.238.5516 | Fax: 909.899.6411 | Email: patricia@lista-design.com

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

13. Address By Mail:  
Lista Design Studio, Inc.  
12793 Golden Leaf Drive | Rancho Cucamonga, CA 91739  
Phone: 909.238.5516 | Fax: 909.899.6411 | Email: patricia@lista8a.com

14. Warranty Provision:  
Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

15. Export Packing Charges:  
N/A

16. Terms and Conditions of Rental, Maintenance, and Repair (If Applicable):  
N/A

17. Terms and Conditions of Installation (If Applicable):  
N/A
18a. Terms and Conditions of Repair Parts
    Indicating Date of Parts Price List and
    Any Discounts From List Prices

18b. Terms and Conditions for any
    Other Services (If Applicable):

19. List of Service and Distribution Points:

20. List of Participating Dealers
    (If Applicable):

21. Preventive Maintenance
    (If Applicable):

22a. Environmental Attributes:

22b. Section 508 Compliance:
    Information is available on Electronic and Information Technology
    (EIT) Supplies and Services and show where full details can be
    found. The EIT standards can be found at www.section508.gov.
    Contact Contractor Administrator for more information.

23. Unique Entity Identifier
    (UEI) Number:
    KA8JAMKQXMD5

24. Notification Regarding Registration
    in System for Management
    Award (SAM) database:
    Registered and currently Active
ABOUT LISTA

Lista, incorporated in April of 2007, is a minority, woman-owned (WOSB/EDWOSB), 8(a) professional service company that helps organizations reach large audiences in their outreach and marketing efforts. As a full-service graphic design firm, Lista’s services include art direction, conceptualization, design, layout, translation and copywriting. From initial concept through final delivery, Lista ensures that each detail is attended to at every stage of the project. Lista specializes in brand development, corporate identity and printed communications materials for marketing, promotion and information. With over 35 years of combined management and graphic design experience in the two partners alone, the team has produced brochures, corporate identity collateral, logos, tour books, advertisements, web design, newsletters, fact sheets, packaging and various other marketing collateral for clients ranging from large and small businesses (in transportation, health care, employment staffing, and other service endeavors), to nonprofits, and educational institutions.

THE LISTA TEAM HAS THE ABILITY TO

- Design creative and professional marketing materials;
- Design and develop project work plans, project budgets and adhere to a production schedule;
- Work with professional photographers and stock photo agencies; and use photographic images that “tell the story”;
- Identify and assess solutions, and ways of presenting technical information;
- Work collaboratively with client staff to design and produce creative marketing collateral; and
- Work with translators, copywriters and print vendors, from inception through to completion of projects.
GSA SERVICES

SINs Offered:
541430 Graphic Design Services
541810ODC Other Direct Costs
541930 Translation and Interpretation Services

CAPABILITIES

• Logos
• Brand Development
• Information Campaigns and Supporting Materials
• Interactive/Web-based Outreach and Advertising
• Print Outreach and Advertising Publications and Training Resources (Print and Web-based)
• Promotional Materials
• Signage and Packaging
• Web Sites and Social Media Site

PRICE LIST

Senior Graphic Designer
$98.74 per hour

Project Manager
$123.43 per hour

Graphic Designer
$74.06 per hour

Illustrator
$74.06 per hour

Translation and Interpretation Services
Arabic $0.18 per word
Armenian $0.18 per word
Chinese $0.16 per word
Farsi $0.22 per word
German $0.16 per word
Kinyarwanda $0.20 per word
Korean $0.22 per word
Kurdish $0.24 per word
Spanish $0.14 per word
Vietnamese $0.16 per word

OTHER DIRECT COSTS

541810ODC Translation
.15 per word

541810 Copywriting Services-Editing/Proofreading
$100.76 per hour
LABOR CATEGORY DESCRIPTIONS

**Senior Graphic Designer**

The Senior Graphic Designer is responsible for creating and/or coordinating the development of a wide range of digital and printed materials requiring expert knowledge of specialized, visual design concepts and media. Conceptualize, plan, design, and produce a wide range of specialized graphic and/or illustrative material, maintaining company branding standards and adhering to established guidelines. They effectively communicate and coordinate with Clients, writers, and production artists to ensure that the visual design communicates the desired message. Must be capable of leading the creative aspects of a project and have demonstrated strong business acumen.

**Education/Experience:** Bachelor’s degree and 7 years experience.

**Project Manager**

Responsible for overseeing the successful completion of all projects including the creation, organization, execution and completion of projects. In addition, sets deadlines, communicates with the design team and clients about the state of the projects, ensures projects stay on track and on budget, and adjusting when necessary to meet new requirements.

**Education/Experience:** Bachelor’s degree and 5 years of related experience.

**Graphic Designer**

Performs all aspects of computer-based design and production. Can create designs for printed materials, websites, electronic documents, or displays. Has the ability to produce layouts, create illustrations, manipulate photographs, and perform all other necessary tasks in executing final designs. Prepares design files for print and web production.

**Education/Experience:** Bachelor’s degree and 2 years experience.

**Illustrator**

Responsible for creating visuals using a variety of techniques and media. Works with two-dimensional art forms, using shading, perspective, and color to produce scenes. Create illustrations and designs for print, books, brochures, leaflets, trade publications, and other forms of media.

**Education/Experience:** Bachelor’s degree and 3 years experience.
CLIENT WORK

GATEWAY CITIES AND METRO BROCHURE

STRATEGIES THAT WILL MAKE A DIFFERENCE
Six early action strategies that Gateway Cities Communities can implement early to directly improve air quality.

- Reduce Truck Idling
- Implement Clean Transportation Technology
- Implement Air Quality Monitoring along the I-10 Freeway
- Reduce Emissions at Warehouses and Distribution Centers
- Reduce Exposure of Sensitive Reception and Protection
- Reduce Emissions at New Commercial Development Areas

Community Strategies for Improving Air Quality:

What Is the Early Action Plan?

The Gateway Cities Air Quality Action Plan: A strategic plan to address air quality issues in Gateway Cities.

Practical Approaches

Supporting and implementing “anti-idling” programs in the Gateway Cities will increase the effectiveness of CAIR efforts.

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Building Bridges, Raising Economies
THE REPLACEMENT OF THE GERALD DESMOND BRIDGE

The Gerald Desmond Bridge has become a vital part of the nation’s infrastructure, with nearly 9 percent of the nation’s waterborne cargo truck traffic passing through it. It is a critical access route for the Port of Long Beach and surrounding communities.

PROJECT BENEFITS:
- Three lanes in each direction for improved traffic flow
- Emergency lanes on both sides to reduce traffic delays and safety hazards from accidents and vehicle breakdowns
- A two-foot vertical clearance to accommodate the world’s largest “gigantic” vessels
- A reduction in the bridge’s energy usage, for further improvements to traffic flow
- A planned pedestrian path with scenic overlooks
- Additional improvements include reconstruction of the Terminal Island East Interchange and the 1-10-Carroll Desmond Bridge Interchange

WHAT IS A DESIGN-BUILD PROJECT?
The Gerald Desmond Bridge Replacement Project is one of an “design-build” projects that are underway in the State of California. This method combines project design and construction into one contract, in opposition to the standard process done in three stages: design, build, and operate. As a result, project owners have the potential to be cost-effective, and at a lower cost, than traditional construction projects.

FUNDING BREAKDOWN
The reconstruction of the Gerald Desmond Bridge is part of the $1.5 billion in improvements at the Port of Long Beach to remain modern and competitive. The bridge is expected to cost approximately $1 billion. Funding is provided by the following sources:

- State
  - $40 M
- Local
  - $114 M
- Federal
  - $28 M
- Private
  - $310 M

$1 Billion

RESOURCES
Traffic Updates: www.GoPgh.com
Commute Info and Incentives: (866) RIDEPRETTY
Rideshare: (866) RIDESHARE
Travel Info and Finding a Rideshare Partner: www.RideShareSmart.info

CONTACT US
www.newybbridge.com
www.facebook.com/newybbridge
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ybbidgeproject.com

GERALD DESMOND BRIDGE MARKETING COLLATERAL
CLIENT WORK

CITY OF FONTANA CITRUS AND CHERRY INTERCHANGE PROJECTS MARKETING COLLATERAL
CLIENT WORK

GATEWAY CITIES STRATEGIC TRANSPORTATION PLAN POWERPOINT PRESENTATION