

MERCURY

**General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule Price List**

**Logistics Worldwide (LogWorld) Schedule
Federal Supply Group: 874
Class: R706**

**Contract Number
GS-10F-0026T**

SINS: 874-501, 503, 504, 507

**Contract Period
October 31, 2011, through October 30, 2016**

MERCURY ASSOCIATES, INC.
7361 Calhoun Place, Suite 680, Rockville, MD 20855
301 519 0535 phone · 301 519 0536 fax
www.mercury-assoc.com

TABLE OF CONTENTS

CONTACT INFORMATION
CUSTOMER INFORMATION
LOGWORLD SERVICES
CLIENTS
PRICES

CONTACT INFORMATION

Contractor: Mercury Associates, Inc.
7361 Calhoun Place, Suite 680
Rockville, MD 20855-2765

Business Size: Small Business

Telephone: (301) 519-0535

FAX Number: (301) 519-0536

Web Site: www.mercury-assoc.com

Email: dthomas@mercury-assoc.com

Contract Administration: Diane M. Thomas, Business Manager

Authorized Negotiators: Paul T. Lauria, President
Diane M. Thomas, Business Manager

CUSTOMER INFORMATION

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

- ✓ SIN 874-501: Supply and Value Chain Management Services
- ✓ SIN 874-503: Distribution and Transportation Logistics Services
- ✓ SIN 874-504: Deployment Logistics
- ✓ SIN 874-507: Operations & Maintenance Logistics Management and Support Services

For further information, see LogWorld Services and Prices below.

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer should show the range of the lowest price, and cite the areas to which the prices apply.

For pricing of Mercury's LogWorld services, see below. Prices do not vary based upon geographic location.

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. If hourly rates are not applicable, indicate “Not applicable” for this item.

Client Service Executive (CSE)

- Serves as a liaison between Mercury’s project team and client project manager (Contracting Officer’s Representative).
- Provides technical oversight of and guidance to project directors on matters relating to project plans, milestones, deliverables, methods, and technical issues and challenges encountered during an engagement.
- Leads quality assurance review of key deliverables and participates in key project meetings and presentations.

Qualifications include one of the following:

- Master’s Degree and a minimum of 15 years of experience in management consulting and/or professional mobility management
- Bachelor’s Degree and a minimum of 20 years of experience in management consulting and/or professional mobility
- High School Diploma and a minimum of 30 years of experience in management consulting and/or professional mobility

Certifications held may include Certified Automotive Fleet Manager, Certified Equipment Manager, Certified Management Consultant, but are not a substitute for educational requirements.

Project Director (PD)

- Directs Mercury’s project team and serves as principal point of contact.
- Provides technical direction for an engagement, including development of project plans, definition of milestones, production of deliverables, establishment of methods, and presentation of findings, conclusions and recommendations.
- Manages administrative requirements of an engagement, including progress reporting and client invoicing.
- Undertakes quality assurance review of key deliverables and participates in key project meetings and presentations.

Qualifications include one of the following:

- Master’s Degree and a minimum of 10 years of experience in management consulting and/or professional mobility management
- Bachelor’s Degree and a minimum of 15 years of experience in management consulting and/or professional mobility
- High School Diploma and a minimum of 20 years of experience in management consulting and/or professional mobility

Certifications held may include Certified Automotive Fleet Manager, Certified Equipment Manager, Certified Management Consultant, but are not a substitute for educational requirements.

Project Manager (PM)

- Provides day-to-day direction to Mercury's project team members in the execution of project plans and the production of deliverables.
- Plays a substantive technical role in the performance of project tasks, the preparation of deliverables, and the conduct of key meetings and/or presentations.
- Serves as a point of contact in addition to the project director and CSE (if latter is involved in a project).
- Assists project director, as appropriate, in performing administrative tasks.

Qualifications include one of the following:

- Master's Degree and a minimum of 7 years of experience in management consulting and/or professional mobility management
- Bachelor's Degree and a minimum of 10 years of experience in management consulting and/or professional mobility
- High School Diploma and a minimum of 15 years of experience in management consulting and/or professional mobility

Certifications held may include Certified Automotive Fleet Manager, Certified Equipment Manager, Certified Management Consultant, but are not a substitute for educational requirements.

Senior Analyst

- Performs project tasks in accordance with plans and methods defined by the PM or PD.
- Applies structured data-gathering and analysis methods to a) the evaluation of client business practices, b) the identification of opportunities for improvement, and c) the performance of tasks associated with the implementation of recommended process improvements.

Qualifications include one of the following:

- Master's Degree and a minimum of 4 years of experience in management consulting and/or professional mobility management
- Bachelor's Degree and a minimum of 7 years of experience in management consulting and/or professional mobility
- High School Diploma and a minimum of 10 years of experience in management consulting and/or professional mobility

Analyst

- Performs project task in accordance with plans and methods defined by PM or PD.
- Applies structured data-gathering and analysis methods to a) the evaluation of client business practices, b) the identification of opportunities for improvement, and c) the performance of tasks associated with the implementation of recommended process improvements.

Qualifications include one of the following:

- Master's Degree and a minimum of 2 years of experience in management consulting and/or professional mobility management
- Bachelor's Degree and a minimum of 4 years of experience in management consulting and/or professional mobility
- High School Diploma and a minimum of 7 years of experience in management consulting and/or professional mobility

Data Collection Technician

- Assists in collection of quantitative data and documentary material required by project team members to perform project tasks, including preparation and submission of structured information requests and data collection templates.
- Assists in the design of web-based and paper-based questionnaires and survey forms.
- Reviews client-furnished documentation and data for accuracy and completeness.
- Assists project team members in performing data analyses using software tools (such as Microsoft Excel and Access).

Qualifications include one of the following:

- Master's Degree, no minimum experience requirement
- Bachelor's Degree and a minimum of 2 years of experience in management consulting and/or professional mobility
- High School Diploma and a minimum of 4 years of experience in management consulting and/or professional mobility

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

3. Minimum order: \$100.00

4. Geographic coverage (delivery area): Domestic and Overseas

5. Point(s) of production (city, county, and State or foreign country): Same as company address

6. Discount from list prices or statement of net price: List is under Prices, below

7. Quantity discounts: None offered

8. Prompt payment terms: Net 30 days

9a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold: Yes

9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: Will accept over \$2,500

10. Foreign items (list items by country of origin): None

11a. Time of delivery. (Contractor insert number of days.) Specified on the Task Order.

11b. Expedited Delivery. The Contractor will insert the sentence "Items available for expedited delivery are noted in this price list." under this heading. The Contractor may use a symbol of its choosing to highlight items in its price lists that have expedited delivery. Contact Mercury

11c. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery. Contact Mercury

11d. Urgent Requirements. The Contractor will note in its price list the “Urgent Requirements” clause of its contract and advise agencies that they can also contact the Contractor’s representative to effect a faster delivery. Contact Mercury

12. F.O.B. point(s). Destination

13a. Ordering address(es). Same as company address

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).

14. Payment address(es). Same as company address

15. Warranty provision. Mercury’s standard commercial warranty

16. Export packing charges, if applicable. Not applicable

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level). Not applicable

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

19. Terms and conditions of installation (if applicable). Not applicable

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

20a. Terms and conditions for any other services (if applicable). Not applicable

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

22. List of participating dealers (if applicable). Not applicable

23. Preventive maintenance (if applicable). Not applicable

24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants). Not applicable

24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: www.Section508.gov/. Not applicable

25. Data Universal Number System (DUNS) number. 11-4800001

26. Notification regarding registration in Central Contractor Registration (CCR) database. Registered

LOGWORLD SERVICES

Mercury Associates Inc. is pleased to offer its services under the General Services Administration Federal Supply Services' Logistics Worldwide (LogWorld) Schedule. Key facts about Mercury include:

- ✓ An employee-owned small business.
- ✓ A Maryland corporation headquartered in Gaithersburg (a suburb of Washington, D.C.).
- ✓ A virtual company with work offices and employee consultants scattered across the United States, including CA, CO, FL, GA, IL, KS, MD, NC, TX, VA, and WI.
- ✓ Possesses the largest team of experienced, dedicated logistics and fleet management consultants in the U.S.
- ✓ Most consultants have worked as logistics and fleet managers running operations for such entities as the military services, states, counties, cities, utility companies, and corporations.
- ✓ Aggregate logistics-related experience of consultants exceeds 400 years.
- ✓ Over their careers, company consultants have undertaken more than 500 projects.
- ✓ Undertake consulting projects in the federal, state, county, city, utility, and corporate sectors.

Fields of Expertise

Historically, at any one time, Mercury's consultants are engaged in more than 20 projects. Our expertise (in alpha order) includes:

- ✓ Analysis and Development of Per Diem, Allowance, and Reimbursement Programs
- ✓ Charge-Back System Review, Program Creation, and Rate Development
- ✓ Conduct Field Problem Analysis and Recommend Corrective Action
- ✓ Contractor Selection, Contract Negotiation, and Contractor Performance Reviews
- ✓ Cost Analysis, Reduction, and Containment Studies
- ✓ Dashboard Design and Implementation of Programmed Display of Performance Measures
- ✓ Determination of Optimal Vehicle Replacement Cycles and Life Cycle Management
- ✓ Development of Fleet Replacement Plans
- ✓ Development of Requests for Proposals for Contractual Services

- ✓ Development of Strategic Business Plans
- ✓ Development of Specifications or Performance-based Work Statements and Task Estimates
- ✓ Develop, Document and Support Maintenance Procedures and Technical Manuals
- ✓ Driver, Traveler, Assignee and/or Transferee Survey Research
- ✓ Evaluation of Lease versus Buy and other Capital Financing Strategies
- ✓ Expansion and Consolidation Studies
- ✓ Fit-gap Analysis of Enterprise Systems for Logistics and Fleet Management
- ✓ Fleet Planning, Operation, and Maintenance
- ✓ Internal Service Fund Audits and Replacement Funding Needs Assessment
- ✓ Inventory/Asset Management and Operation
- ✓ Logistics Business Process Re-engineering
- ✓ Maintenance Facility Assessment, Network Consolidation Analysis, Facility Master Planning
- ✓ Maintenance, Repair and Overhaul (MRO process management)
- ✓ Market Research and Acquisition Planning
- ✓ Operating-Unit Surveys
- ✓ Outsourcing Feasibility Studies
- ✓ Performance Reviews and Competitiveness Assessments
- ✓ Policy and Standard Operating Procedure Development and Web-enabled Communication
- ✓ POV Mileage Tracking, Breakeven Analyses, and Reimbursement Management
- ✓ Process Reengineering & Implementation
- ✓ Program and Management Consolidation and Organizational Restructuring Studies
- ✓ Program and Project Management
- ✓ Property Disposal Management
- ✓ Selection, Implementation and Hosting of Logistics and Fleet Management Information Systems
- ✓ Supply Chain Management/Integration Planning
- ✓ Vehicle Allocation Methodology (VAM) Studies and Program Development
- ✓ Vehicle Utilization Studies
- ✓ Vendor/acquisition Management

In addition to the areas listed above, our logistics consultants focus on rightsizing (having the correct number and types of fleet assets), improving asset utilization and performance, and reducing logistics and asset-related costs. We advise organizations on how to manage their logistics operations better, whether they perform such functions as vehicle maintenance and fueling in house or they outsource these activities to retail vendors, contractors, or a logistics or fleet management company. Our logistics and fleet review model and related performance measures (we track 60) supply crucial analytical information that identify and promote improvement opportunities.

A recently completed project example included these subjects (with LogWorld associated services shown in parentheses):

- ✓ Fleet Age and Replacement Financing (covering inventory management, asset management, acquisition, funding, planning, budgeting, and disposal)
- ✓ Fleet Size and Utilization (covering logistics performance measures, inventory management and operation, needs assessment, data management, fleet planning and operation, and deployment)
- ✓ Opportunities to Collaborate and Centralize (covering system assessment, asset management, expansion and consolidation, maintenance support and process management, acquisition and funding, fleet planning and operation and maintenance, and asset management)
- ✓ Replacement and Capital Financing Plan (covering asset management, acquisition, funding, and disposal)
- ✓ Commercial Vendor Repair Program (MRO support and process management, vendor management, and fleet maintenance)
- ✓ Shop Certification Program (covering MRO support and process management, and fleet maintenance)
- ✓ Fleet Information Systems (covering system assessment, inventory management and operation, information processing, and system modernization)

Experience and Capabilities

Overall, our consulting services range from broad-based reviews of all facets of an organization's management practices to focused analyses of a single issue or opportunity. Our experience includes assessment of supply-chain and outsourcing alternatives, where appropriate, and focused efforts to improve performance to sustain in-house programs.

Our consultants – who include experts with corporate, utility, law enforcement, federal, state, and city management experience in our practice areas – have undertaken projects for more than 400 private and public-sector clients, including: the Office of the Secretary of Defense, the Military Services, and numerous Departments, Agencies, Bureaus, and Administration entities. Our range of experience across all these sectors enables us to identify management and performance best practices and measures outside our clients' typical frames of reference. Moreover, to conduct our work effectively and efficiently, we have developed an array of analytical software tools that put information into the hands of decision-makers. Overall, government organizations can tap Mercury's logistics and fleet research and consulting services and systems to achieve new levels of efficiency, cost-reduction, and regulatory compliance.

Our consultants apply facilitation skills and quality-management processes and techniques (e.g., brainstorming and affinity grouping, force-field analysis, flowcharting and process analysis, meeting management, leading discussion groups), as needed, in conducting their projects. Deming's PDSA (Plan, Do, Study, Act) cycle is our foundational quality-management model, and we apply such methods as Quality Function Deployment (QFD), Hoshin Planning, and other management and planning tools as appropriate.

In the rapidly changing operational areas that comprise logistics, strategic and business planning are essential for identifying and promulgating policies and programs for tomorrow. As organizational-change consultants, we assist clients with preparation of policies suitable to organizational goals, objectives, culture, and constantly shifting external forces. Strategic planning and policy projects invariably include a due diligence cost study (as-is vs. to-be), best practice(s) assessment, benchmarking (cost, typical policies among organizations), and development of tiered programs and approaches for personnel categories and/or diverse organizational missions.

Organizational, Consultation and Project Management Controls and Processes

Most projects follow a tested consultation process:

- ⇒ Step 1 – Review of client background materials
- ⇒ Step 2 – Kick-off meeting (review expectations, Gantt of tasks and timelines, communication protocol, “political” sensitivities, security, required information, points of contact, etc.)
- ⇒ Step 3 – On-site/multi-site fact-finding (interviews, process and database review, etc.)
- ⇒ Step 4 – Off-site fact-finding (surveys, information-gathering)
- ⇒ Step 5 – Aggregation of on-site and off-site information for assessment
- ⇒ Step 6 – Additional fact-finding as needed
- ⇒ Step 7 – Review of findings and proposed recommendations with client (a no-surprises meeting)
- ⇒ Step 8 – Preparation and submission of report (and/or presentation as required)

Mercury consultants have extensive experience managing large and complex projects with short turn-around times. We have the proven ability to coordinate a team of experts and to oversee multiple subcontractors. We apply tested management tools and techniques, including project plans, responsibility matrices, process/people flowcharts, and work-flow diagrams. Mercury employs a formal quality control program to ensure that our services provide maximum value to our clients. It consists of several key processes.

Project plan and budget:

A requirement for every task order is to develop a plan of work and budget. At a kick-off meeting, the Mercury project director presents a Gantt that illustrates the plan of work, allocated resources by task, and a timeline specifying milestones and deliverables. The purpose of this step is to ensure clarity of goals and objectives and to secure plan concurrence (generally with the Contracting Officer’s Technical Representative). Mercury then uses its scheduling, time management, and time and expense reporting procedures for delivering services in accordance with the plan and budget. Our experience has demonstrated that our project planning and procedures keep the plan of work on track and ensure client satisfaction.

Time management and cost control:

Reports from our budget and expense system enable the project director to manage labor and cost relative to plan. In our experience, active oversight of time and cost is critical to assuring service quality (a budget overrun can lead to cutting corners and deterioration of service quality).

Progress monitoring and reporting:

We communicate regularly with our clients throughout the course of each engagement to ensure that they are aware of our progress and to give them a “preview” of our findings, conclusions, and recommendations as they emerge from our field work and data analysis. Depending on the size, complexity, and duration of the engagement, our progress reporting may be relatively informal, occurring through conversations when we are on site and through periodic telephone calls with the client’s project manager, or it may be highly structured, encompassing the use of written reports and formally scheduled and conducted meetings with a steering committee. The key objective is to avoid surprises by encouraging the frequent and candid exchange of information between client and consultant.

CLIENTS

Although Mercury Associates is relatively young, incorporated in early 2002, many of its professionals have been providing consulting services to the public and private sectors for 20 or more years. Overall, in the logistics and fleet industries alone, our principals and employees have over 400 years of experience, including more than 200 years as full-time fleet management consultants and the balance as fleet managers.

Testifying to Mercury’s experience and expertise and to the value we bring to organizations that contract with us is more than 300 new clients in the past 13 years, including: the Department of the Army, Department of the Navy, and United States Marine Corps; NASA; U.S. General Services Administration; National Park Service of the U.S. Department of the Interior; U.S. Department of Homeland Security; U.S. Department of State; over 12 states; 5 state universities, 10 of the largest cities in the U.S.; and several of the largest U.S. counties including the 1st (Los Angeles, CA) and 3rd (Harris, TX).

In the public sector, the types of organizations with which we have worked include:

- ✓ City and County Councils and State Legislatures;
- ✓ City and County Executives;
- ✓ Departments of Budget, Accounting, and Finance;
- ✓ Departments of General and Administrative Services;
- ✓ Departments of Parks, Recreation, Conservation, and Environmental Protection;
- ✓ Departments of Police and Public Safety, Fire, and Emergency Medical Services;
- ✓ Departments of Public Works;
- ✓ Departments of Streets, Highways and Transportation;
- ✓ Internal Auditors;
- ✓ School Districts and Higher Education Institutions;
- ✓ Transit Authorities; and
- ✓ Water, Power, Sewer, and Flood Control Departments and Districts.

Mercury's principals have also provided logistics and fleet management consulting services to at least 28 states. Our experience working with logistics and fleet operations in major metropolitan areas is extensive as well. In fact, 24 of the 30 largest metro areas in the U.S. include at least one current or former client of ours. For previous and current clients and background information on our projects, please see our web site: www.mercury-assoc.com.

PRICES

Mercury will accept Labor Hour (LH) and Firm Fixed Price (FFP).

Government awarded prices:

| Labor Category Name | GSA Hourly Rates |
|-----------------------------|-------------------------|
| Client Service Executive | \$167.93 |
| Project Director | \$157.44 |
| Project Manager | \$120.70 |
| Senior Analyst | \$104.96 |
| Analyst | \$92.36 |
| Data Collection Technician* | \$62.97 |

*SCA labor category

SCA Matrix

| GSA Labor Category | SCA Equivalent Code Title | WD Number |
|----------------------------|----------------------------------|------------------|
| Data Collection Technician | 01420 – Survey Worker | #05-2103 |

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.