

GENERAL SERVICES ADMINISTRATION

Federal Supply Service

Authorized Federal Supply Schedule Price List for

**José E. Martínez LLC**



**an SBA 8(a) firm**

[www.jemtz.com](http://www.jemtz.com)

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!, a menu-driven database system. The Internet address for GSA Advantage! is <http://www.gsaadvantage.gov>.

## Information for Ordering Activities

### Mission Oriented Business Integrated Services (MOBIS)

Federal Supply Group: 874

Class: R499

**Contract Number: GS-10F-0154S**

Contract Period: February 14, 2006 through February 13, 2011

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at

<http://www.gsa.gov/Portal/gsa/ep/home.do?tabId=4> .

Contractor: **José E. Martínez LLC**  
2308 Rebel Rd.  
Austin, TX 78704-5247

Business Size: Small,  
Disadvantaged,  
8(a) Business

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Contract Administrator:  
**José E. Martínez**

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## General Contract Information

1a	Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers: 874-1, 874-2, and 874-7
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.
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.
2	Maximum Order: \$1,000,000.00
3	Minimum Order: \$300.00
4	Geographic Coverage (delivery area): Domestic and Overseas.
5	Points(s) of production (city, county, and state or foreign country): Same as company address.
6	Discount from list prices or statement of net price: Government net prices (discounts already deducted).
7	Quantity discounts: None Offered.
8	Prompt payment terms: 1.35% — 10 days, 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 the heading. The Contractor may use a symbol of its choosing to highlight items in its price list that have expedited delivery: Contact Contractor.

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 Contractor.
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 Contractor.
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 <a href="#">GSA/FSS Schedule homepage</a> .
14	Payment address(es): Same as company address.
15	Warranty provision: Contractor's standard commercial warranty.
16	Export Packing Charges (if applicable): N/A
17	Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): Contact contractor.
18	Terms and conditions of rental, maintenance, and repair (if applicable): N/A
19	Terms and conditions of installation (if applicable): N/A
20	Terms and conditions of repair parts indicating date of parts prices list and any discounts from list prices (if applicable): N/A
20a	Terms and conditions for any other services (if applicable): N/A
21	List of service and distribution points (if applicable): N/A
22	List of participating dealers (if applicable): N/A
23	Preventive maintenance (if applicable): N/A
24a	Special attributes such as environmental attributes, (e.g., recycled content, energy efficiency, and/or reduced pollutants): N/A
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 <a href="http://www.Section508.gov/">http://www.Section508.gov/</a> .

25	Data Universal Numbering System (DUNS) number: 02-3003085
26	Notification regarding registration in Central Contractor Registration (CCR) database: Registered

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## Company Overview

José E. Martínez LLC (*formerly a sole-proprietorship under the name José E. Martínez & Associates*) has worked in all three sectors of our American economy — public, non-profit and the private sector. We also have international work experience in three different continents. We have been in operation since 1996.

The following descriptive statements summarize what we have previously accomplished in the performance of our consulting functions, and offer to our federal clients.

- Determine and formulate policies and provide the overall direction of contract performance that may include private and public sector organizations within the guidelines set up by a client. Plan, direct, or coordinate operational activities at the highest level of management with the help of subordinate executives and staff managers. Include public relations programs designed to create and maintain a favorable public image for the client. Plan and direct activities to solicit and maintain funds for special projects and non-profit organizations.
- Develop comprehensive plans and programs for use of land and physical facilities of cities, counties, and metropolitan areas. Research, plan, and design urban design projects such as parks and residential or commercial subdivisions. Consult with clients to determine functional and spatial requirements, and provide information regarding costs and designs. Prepare sketches of proposed project for clients. Write specifications and prepare scale and full size drawings and other contract documents for use by building contractors and craftsmen.
- Provide policy planning and recommendations to address community economic problems. Conduct research, prepare reports, and formulate plans to aid in the solution of community economic problems. Study and analyze economic factors involved in the production, distribution and use of goods or services to ensure maximum use of assets and to develop desirable markets.
- Develop, write, and edit material for reports, manuals, briefs, proposals, and related technical and administrative publications concerned with work methods and procedures.
- Select or develop publicity or favorable persuasive material and guide its distribution through personal contact or various communications media such as newspaper, television, and radio, to promote goodwill,

develop credibility, or create favorable public image for individuals, establishment, groups, or organizations.

- Design and create *organizational structures* to facilitate discussions of issues at hand by an organization's internal and external stakeholders. Facilitate opportunities, such as focus groups, for input by the organization's stakeholders. Prepare the results for plan use.
- Design and create *organizational structures* to facilitate the public's involvement in public projects. Design and create *processes*, such as small and large public meetings and focus groups to facilitate the public's input. Facilitate such opportunities for the public's input. Prepare the results for plan use.

Our **Mission** is to assist our clients achieve performance improvement and/or self-sufficiency by realizing their organizational, economic, social or political goals through our strategic planning, program management, and facilitation services. Our services are needed where these goals are not being achieved — where an organizational management problem exists.

We have focused our consultant services in the public sector. We have successfully completed contracts with

- **the federal government,**
- **local governments,**
- **transit authorities,**
- **public universities, as well as**
- **non-profit agencies.**

**National Experiences** — See our website at [www.jemtz.com](http://www.jemtz.com) for details.

**International Experiences** — See our website at [www.jemtz.com](http://www.jemtz.com) for details.

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## How José E. Martínez LLC Intends to Accomplish Tasks Under the MOBIS Contract

José E. Martínez LLC addresses our clients' needs by creating a **Team** of professional associates with specialties needed to solve the clients' problems. We do this because problems we tackle are usually not solvable using a single specialty. As the MOBIS prime consultant, one of José E. Martínez LLC's major roles will be that of **Team Designer**. In this capacity we will:

- Identify possible **Team** members,
- Bring all relevant project stakeholders to the table,
- Analyze the client's current in-house operations,
- Determine and communicate to all **Team** members the expectations of how the **Team** will function,
- Assemble and organize the elements of the **Team**,
- Devise strategies to maintain the **Team**, and
- Activate it.

In the **Team Design Phase** we will ask the following questions:

- What goals does the client hope to accomplish?
- Which tools will be used to form and activate the **Team**?
- Who are the most appropriate professionals to help the client accomplish its goals?
- How should the **Team** be designed given the stated goals and objectives?
- How should the **Team** be managed?

The responses to these questions will be the guide around which the components and interactions of the **Team** are built.

We will first focus on the client's core mission, and then ask, "What outcome-based results or benefits is the client trying to create?"

To help determine the client's project goals and objectives we will consider the following **Key Principles**:

- Determine the important value expected from the project.
- Do not define the problem by analyzing only historical processes.
- Don't transition into a **Team** approach based on current organizational charts, existing capabilities, or the private sector's offerings.
- Structure the **Team** to deliver the desired outcome.

An important element in our **Team** approach is **Quality Planning**.

José E. Martínez LLC proposes to ensure quality in all MOBIS contracting activities by implementing **Quality Planning** — identifying which quality standards are relevant to the project and determining how to satisfy them. We will apply **Quality Assurance** by evaluating overall project performance on a regular basis to provide confidence that the project will satisfy the relevant quality standards.

And finally, we will track the project via **Quality Control** by:

1. Monitoring specific project results to determine if they comply with relevant quality standards, and
2. Identifying ways to eliminate causes of unsatisfactory performance.

We propose to eliminate surprises to the client by staying in *personal touch* with the client. We will remain flexible knowing that expectations change relative to time and culture, and with new data. We will always *anticipate the unexpected* and *go the extra mile*.

We are confident in our use of our **Team Approach** because we have worked previously with many of our existing list of consultant associates, and the breadth and depth of our professional experience in the following fields:

- **Strategic/Business Advocacy** — Guide clients in developing strategic plans.
- **Management Systems** — Conduct needs assessment, develop service plans, create implementing entities, hire staff, and implement service delivery plans.
- **Feasibility Studies** — Help clients identify potential roadblocks before investing in an idea.
- **Project Management** — Organize and manage consultant teams in the performance of our collective functions.
- **Leadership Development** — Identify and nurture local leadership to ensure local sponsorship and successful planning processes.
- **Local Organization** — Design and create organizational structures to facilitate public involvement.
- **Civic Engagement** — Design and create processes that ensure input is received.
- **Decentralization of Government Programs** — Design decentralized decision-making authority systems to increase government democratization and participation by constituents.

## Services Offered — SINs

José E. Martínez LLC will subcontract with professionals to build consultant teams to carry out contractual assignments — as we have in the past. We will consider ***GSA's Contractor Team Arrangements*** to build consultant teams that will provide the best possible solution for our clients. José E. Martínez LLC counts on a network of professionals ready to assist in assignments resulting from the desired MOBIS contract.

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**Labor Category Description** + Project Manager,  
+ Strategic Planner, &  
+ Facilitator

**Minimum Educational Requirement** — MA

**Minimum Years of Experience** — 5 Years

### **Awarded Special Item Numbers (SINS)**

- **874-1 — Consulting Services** — Consulting Services Services may include providing expert advice, assistance, guidance or counseling in support of agencies' mission oriented business functions. This may include studies, analyses and reports documenting any proposed developmental, consultative or implementation efforts. Examples of consultation include but are not limited to: strategic, business and action planning; high performance work; process and productivity improvement; systems alignment; leadership systems; organizational assessments; cycle time; performance measures and indicators; program audits, evaluations, and customized training.
- **874-2 — Facilitation Services** — Facilitation Services - Includes facilitation and related decision support services for agencies engaged in collaboration efforts, working groups, or integrated product, process, or self-directed teams. Agencies bringing together diverse teams and/or groups with common and divergent interests may require a neutral party to assist them in: the use of problem solving techniques; defining and refining the agenda; debriefing and overall meeting planning; resolving disputes, disagreements, and divergent views;

logistical meeting/conference support when performing technical facilitation; convening and leading large and small group briefings and discussions; providing a draft for the permanent record; recording discussion content and enabling focused decision-making; and preparing draft and final reports for dissemination.

- **874-7 — Program Integration and Project Management Services**  
— Program Integration and Project Management - Services include management or integration of programs and projects to include, but not limited to: program management, program oversight, project management and program integration of a limited duration. A variety of functions may be utilized to support program integration or project management tasks.

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## Description of Work Done for Federal Agencies

**Project/Contract Name:** Canyon Lake Recreational Area Study & Developmental Plan

**Contract No.:** FA3089-04-P-0372

**Point of Contact:** Karen Hermosillo, Community Support Flight Chief  
Randolph AFB, 12 MSG/SVR 415 B Street East, Bldg. 112, Rm. 206  
Randolph AFB, Tx 78150

Phone: (210) 652-3125

E-mail: [karen.hermosillo@randolph.af.mil](mailto:karen.hermosillo@randolph.af.mil)

José E. Martínez LLC was selected from the SBA 8(a) ProNet listing by the Randolph AFB purchasing office to respond in a "set-aside" mode to their solicitation for a planning project. Our team completed the project on time and under budget. Following is a description of the tasks our team performed. They are categorized by the Special Item Numbers (SINS) under our MOBIS contract.

### ***SIN 874-1: Consulting Services***

***Strategic, Business and Action Planning*** — As prime, José E. Martínez LLC, evaluated the project as described by the client — a comprehensive master plan for an outdoor recreation area on Canyon Lake outside of San Antonio, Texas. This facility serves current and retired military personnel and their families, and current and retired civilian federal employees and their families. José E. Martínez analyzed the tasks required to successfully complete the assignment, developed a work plan and budget to accomplish the assignment, and hired a sub-consultant with the needed architectural skills.

***Organizational Assessments*** — Using our **Team Approach**, our team assessed the recreation area — existing physical grounds and conditions of infrastructure and buildings. We also performed a comparative assessment of the physical plant, recreational programs, administrative policies, and management and operations of three other military bases' outdoor recreation areas in Texas, several Army Corps of Engineer-owned and -managed outdoor recreation areas, and three public parks in Central Texas owned and operated by the Lower Colorado River Authority.

***Process and Productivity Improvement*** — After the management and operations of all of the above referenced outdoor recreation areas were analyzed and compared to that of the Randolph AFB outdoor recreation area, our team drafted recommended improvements for the recreation area. Those recommendations included (1) improvements to the land (grading,

vegetation), (2) improvements to existing buildings (maintenance), (3) new facilities to broaden the recreational programming (ranging from camping areas to a restaurant and a motel), and (4) improvements to the management and operation of the outdoor recreation area. We prepared a ten-year capital improvement program and budget.

***Program Audits, and Evaluations*** — Our team met with and interviewed key management and operations staff of the Randolph AFB outdoor recreation area to determine their work responsibilities and gain their insights on the operations of the recreation area. Our team developed a survey of the recreation area users that was administered by staff. We tabulated and analyzed the survey findings and prepared the information for plan use.

### ***SIN 874-2: Facilitation Services***

***The Use of Problem-Solving Techniques*** — We analyzed the project's needs and recommended an approach that varied slightly from the client's predetermined process yet would satisfy the client's need of users' support and buy-in.

***Defining and Refining the Agenda*** — José E. Martínez interviewed all the members of the focus group prior to the focus group meeting. Based on those interviews, a general view of the desired improvements was gained. Using this knowledge, the agenda was prepared and presentation materials were made ready for use. The result was a streamlined focus group process that saved the client time and financial resources.

***Debriefing and Overall Meeting Planning*** — José E. Martínez planned the entire focus group planning process — from suggesting the categories of members — to debriefing of staff after the focus group meeting. The debriefing meeting was facilitated using a synopsis of the meeting's proceedings and graphics of the meeting's conclusions.

***Resolving Disputes, Disagreements, and Divergent Views*** — Using the focus group process to receive users' input prevented disputes and disagreements. Divergent views were discussed by the focus group, and consensus was achieved on how to upgrade the outdoor recreation area.

***Logistical Meeting/Conference Support When Performing Technical Facilitation*** — Under the direction of José E. Martínez, all focus group meeting logistics and support were made ready by both the staff and the consultant team.

***Convening and Leading Large and Small Group Briefings and Discussions*** — José E. Martínez convened the focus group meeting and

orchestrated the event with the support of the client's staff and the subcontracted architectural firm.

***Recording Discussion Content and Focusing Decision-Making*** — José E. Martínez orchestrated the recording of the focus group's discussion and decision-making using display-sized flip-charts. This was the basis for the text of the permanent record.

***Preparing Draft and Final Reports for Dissemination*** — The integrated team worked seamlessly in the preparation of the draft and final master plan. Hard and electronic copies were provided to the client for dissemination.

### ***SIN 874-7: Program Integration and Project Management Services***

***Program Management*** — José E. Martínez analyzed all the tasks required to successfully complete the assignment, led the development of the work plan and budget to accomplish the task, and hired a sub-consultant with the needed architectural skills. He supervised the entire process and was the sole contact with the client.

***Program Oversight/Quality Assurance*** — José E. Martínez was the overseer of the entire program, ensuring that all of the program's requirements were being met according to the work plan — timeframe and budget.

***Project Management*** — José E. Martínez was in charge of several project elements of the study, and he ensured that these elements dovetailed with others for a successful completion of the project.

***Program Integration (Team Leader)*** — As the prime, José E. Martínez LLC was the Team Leader who took charge of the integration of the team, communicating the expectations of the sub-consultant, and harmoniously orchestrated the team's networking and integration of the program's elements to ensure a successful project completion.

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## Description of Previous Work Done for Private Firms

José E. Martínez LLC has been in business since 1996 (*formerly a sole-proprietorship under the name José E. Martínez & Associates*), and its President, José E. Martínez, has been a **Strategic and Community Planner, Facilitator, and Project Manager** for over 35 years. As a consultant, José E. Martínez has ample experiences in creating teams of professional consultants to undertake major public projects.

The following are two examples of our prior work in the private sector. Please review our [web page](#) for additional work examples.

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**Contract:** [Citizens Development Corps \(CDC\)](#), Washington, D.C. October 2005 to November 2005.

**Project:** Assisted USAID—Lebanon in redesign of its Lebanon strategic program for 2007–2010 [2005 — 5 weeks in-country].

**Function Performed (874-1 & 874-2): *Community Planner / Facilitation*** — Conducted an extensive needs assessment of rural communities' needs throughout Lebanon. Interviewed numerous national government and local government elected officials, and non-profit executive directors to understand the type of services being delivered to rural Lebanese communities by the Lebanese national government, rural municipal governments, and international donor funded non-profit organizations (NGOs). Facilitated community development focus groups throughout the country consisting of Lebanese nationals with the assistance of an Arabic translator. Drafted a set of recommendations to improve the delivery of services to rural communities by USAID funded NGOs.

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**Contract :** [ROMA Design Group](#), San Francisco, Ca, August 1997-March 1999; October 1999-August 2000

**Project:** [Robert Mueller Municipal Airport Reuse and Redevelopment Master Plan](#) — Develop an interim reuse and permanent land use master plan for a tract of land that housed the former City of Austin's owned municipal airport. Our consulting team's philosophy was one of informing and involving the community thoroughly and throughout the process. We created a focus group of representatives of surrounding neighborhoods to offer their experience with the site and their perspective on our recommended design

solutions. We were involved with other stakeholder groups to ensure that we would find common ground for the best results.

**Function Performed (874-1, 874-2, and 874-7): *Local Project Manager*** of the consulting team of ten firms that included planners, architects, engineers, urban designers, economists, attorneys, and public relations professionals. Coordinated the flow of information to and from the prime consultant and others in our consulting team, other consulting teams, the City of Austin, the media, and neighborhood associations surrounding the project site. Supervised the civic engagement process and personally facilitated public meetings. Performed research on land use, zoning, assessed values and ownership of surrounding properties, and sustainability issues.

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## Labor Categories and Rates

Labor Categories	Hour	Day
Project Manager	\$135.00	\$1080.00
Strategic Planner	\$135.00	\$1080.00
Facilitator	\$135.00	\$1080.00

### Labor Category Description, Educational and Experience Requirements

Labor Category	Labor Category Description	Minimum Education	Minimum Experience
<b>Project Manager</b>	<p><b>SIN 874-1</b> — Including, but not limited to, strategic and scenario planning, organizational assessments, leadership systems, program audits and evaluations, behavioral evaluations and high performance work systems.</p> <p><b>SIN 874-2</b> — Including, but not limited to, problem-solving, dispute resolution, meeting planning and logistics, convening and leading small and large group discussions, decision-making and final report drafting.</p> <p><b>SIN 874-7</b> — Including, but not limited to, program and project management, and program oversight and integration.</p>	B.S./M.S.	15 or more years of senior management experience in government and/or private sector contracting.
<b>Consultant</b>	<p><b>SIN 874-1</b> — Including, but not limited to, strategic and scenario planning, organizational assessments, leadership systems, program audits and evaluations, behavioral evaluations and high</p>	B.S./M.S.	10 or more years of senior management experience in

	<p>performance work systems.</p> <p><b>SIN 874-2</b> — Including, but not limited to, problem-solving, dispute resolution, meeting planning and logistics, convening and leading small and large group discussions, decision-making and final report drafting.</p> <p><b>SIN 874-7</b> — Including, but not limited to, program and project management, and program oversight and integration.</p>		<p>government and/or private sector contracting.</p>
<p><b>Facilitator</b></p>	<p><b>SIN 874-1</b> — Including, but not limited to, strategic and scenario planning, organizational assessments, and leadership systems.</p> <p><b>SIN 874-2</b> — Including, but not limited to, problem-solving, dispute resolution, meeting planning and logistics, convening and leading small and large group discussions, decision-making and final report drafting.</p> <p><b>SIN 874-7</b> — Including, but not limited to, program and project management, and program oversight and integration.</p>	<p>B.S./M.S.</p>	<p>10 or more years of senior management experience in government and/or private sector contracting.</p>

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