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HR&A ADVISORS, INC.

General Services Administration (GSA)
Federal Supply Service
Authorized Federal Supply Schedule Price List
Schedule 874

Contract Number: GS-10F-0216T



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 of GSA Advantage! is:
<http://www.gsadvantage.gov/>



Schedule Title: Mission Oriented Business Integrated Services (MOBIS)

FAS Group: 874



SIN Awarded: 874-1 Consulting Services

Contract Number: GS-10F-0216T

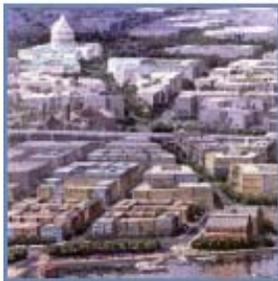
Contract Period: 4/10/2007 – 4/9/2012



Contractor Name: HR&A Advisors, Inc.
99 Hudson Street
Floor 3
New York, NY 10013

Telephone: 212-977-5597

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Contractor Website: www.hraadvisors.com

Contract Administrator: Eric Rothman, President
Phone: 212-977-5597 x246
Email: erothman@hraadvisors.com

DUNS number: 800-904042

1. COMPANY OVERVIEW

HR&A Advisors, Inc. (HR&A) is an industry leader in economic development, real estate and public policy consulting. Equipped with a unique understanding of the intersection of the public and private sectors, HR&A has served a diversity of clients since 1976. With corporate offices in New York and Los Angeles, HR&A's clients include the nation's most prominent real estate developers, corporations, financial institutions, not-for-profit organizations, universities, public and quasi-public agencies.

HR&A's knowledge base, expertise in establishing public-private partnerships, and experience with government entities will help federal agencies to further MOBIS' goals. HR&A excels at developing economic growth and implementation strategies for mixed-use developments, affordable housing, waterfront revitalization, downtown development, transportation, energy efficiency, brownfields, and parks. From Austin to Brooklyn and Toronto to London, our passion and unique approach have allowed hundreds of public and private clients to transform real estate and economic development concepts first into actionable plans, then into job-producing and community-strengthening assets.

We offer services under **SIN #874-1: Consulting Services** in the following practice areas:

- Real Estate Advisory Services
- Economic Development and Public Policy
- Transportation and Capital Program Management
- Sustainability

Client List:

HR&A has worked with numerous public organizations and government agencies across the nation. Past clients include the:

Anacostia Waterfront Corporation
Battery Park City Authority
Boulder Urban Renewal Authority
Brooklyn Bridge Park Development Corp.
Brooklyn Navy Yard Development Corp.
Catskill Watershed Corporation
City of Cincinnati & University of Cincinnati
City of Los Angeles
City of Phoenix
Community Redevelopment Agency of the
City of Los Angeles
Economic Development Growth Enterprises,
Oneida County, NY
Los Angeles County Metropolitan
Transportation Authority

Los Angeles World Airports
Lower Manhattan Development Corporation
Massachusetts Bay Transportation Authority
Memphis Riverfront Redevelopment Corp.
New York City Department of Planning
New York City Economic Development Corp.
New York State Energy Research and
Development Authority
New York State Office of General Services
New York State Urban Development Corp.
Philadelphia Housing Authority
Port Authority of New York and New Jersey
U.S. Department of Transportation
Washington, D.C. Office of Planning

2. OUR APPROACH

Our approach to project management and quality assurance is central to the firm's success. HR&A partners are continuously and substantively involved in the execution of every project. We believe that an engaged, experienced management style - led by senior professionals - brings maximum value to our clients. It also provides us the most professional satisfaction. We routinely work with teams including experts from real estate, urban design, engineering, and legal fields. We can help federal agencies via MOBIS succeed because we:

- **Imagine the possibilities for growth and restoration** inherent in, but often hidden in, troubled downtowns, transitional communities, waterfronts, obsolete land uses, and a host of other areas. We create visionary solutions.
- **Maintain the discipline of pragmatism**, recommending only what we believe to be realistically possible based on a rigorous assessment of the conditions affecting our clients. We communicate these assessments with honesty to our clients and to all of their audiences.
- **Partner with our clients** to immerse ourselves in the communities and organizations in which they live and work. We offer client-specific diagnoses and recommendations — not one-size-fits-all approaches.
- **Integrate market research, analysis and policy**, providing clients with a seamless process that is both practical and innovative.

3. PROJECT EXPERIENCE

NYCEDC Economic Development Incentives Analysis



HR&A, in partnership with CB Richard Ellis, performed a wide-ranging analysis of all commercial incentive programs in New York City on behalf of the New York City Economic Development Corporation (NYCEDC). The two-part study evaluated the utilization, performance, net economic impact, and relative effectiveness of programs available to businesses currently located in, or considering locations in New York City. Additionally, the study included an analysis of the factors that influence business location decisions in general, and New York City specifically. The findings from this analysis will be used by NYCEDC to improve the effectiveness of economic development programs available in New York and to make the City a more attractive business location in the regional and global economy.

Washington, DC Convention Center



On behalf of the Mayor of the District of Columbia, HR&A and the firm of Skidmore Owings & Merrill (SOM) developed a reuse plan and development program for the former Washington Convention Center site. HR&A advised a Mayoral Task Force on the unique opportunities presented to the District in the redevelopment of the 10-acre site located in the middle of downtown DC. HR&A and SOM created a development program for the site that will achieve the district's economic and policy goals, including transformation of downtown into a destination, and long-term economic benefits for the public. Ultimately, HR&A prepared the District's RFQ/RFP process to designate a Master Developer. HR&A evaluated the submissions and advised the District regarding the policy and economic implications of each submission. HR&A identified the urban design and financial impacts of the various development scenarios.

PlaNYC, Long-term Sustainability Plan



HR&A contributed to the development of PlaNYC, Mayor Michael Bloomberg's bold plan for sustainable growth in New York City through 2030. HR&A contributed to the development of the transportation and brownfields initiatives in the plan. HR&A served as a project management and strategic advisor for the development of this long-range transportation plan for the City to support projected growth and development through 2030. HR&A led an inter-agency team with representation from City Hall, the NYC Department of Transportation, City Planning, and NYC Economic Development Corporation to articulate the City's goals, objectives, and key challenges with respect to regional transportation capacity. The results of this work were incorporated into PlaNYC, which Mayor Bloomberg released to the public.

Cincinnati Revitalization & Strategic Plan



HR&A developed a strategic investment plan for the City of Cincinnati, the Cincinnati Business Committee and Downtown Cincinnati, Inc. The result of this plan was the creation of the Cincinnati Center City Development Corporation (3CDC), a non-profit development corporation charged with leading downtown revitalization efforts. In partnership with Cooper, Robertson & Partners, HR&A's work included an initial assessment of the barriers to growth in Cincinnati, as well as identifying development opportunities. In addition, HR&A provided strategic implementation direction for one of the city's most troubled neighborhoods, Over the Rhine. HR&A delivered a final plan that identified detailed area strategies, including developer solicitation and selection, financial feasibility analyses, and implementation guidance. HR&A was also engaged to prepare a development strategy on behalf of five major Cincinnati institutions known as the Uptown Consortium. The University of Cincinnati, Children's Hospital, The Cincinnati Zoo, Health Alliance and Tri Health had convened to establish a coordinated development agenda for the Cincinnati community, Uptown. HR&A directed the establishment of an implementation vehicle and developed a targeted action plan to address concerns about Uptown's public safety, urban design and overall economic role within the city.

4. CUSTOMER INFORMATION

1 a. Table of awarded special item numbers (SIN):

SIN: 874-1, Consulting Services

1 b. Pricing (please refer to page 8)

1 c. Labor Categories (please refer to page 9)

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

3. Minimum Order: \$300

4. Geographic coverage: Domestic and Overseas

5. Points of Production: New York, NY 10013
(branch office in Santa Monica, CA 90405)

6. Prices: Government net prices (discount already deducted). See page 8.

7. Quantity Discounts: N/A

8. Prompt payment terms: Net 30 days

9 a. Annotate if Government Commercial Credit Card is Accepted: No

9 b. Discount for Payment by Government Commercial Credit Card: N/A

10. Foreign Items: None

11 a. Time of Delivery: Specified on the Task Order.

11 b. Expedited Delivery: Contact Eric Rothman, Contract Administrator.

11 c. Overnight and 2-day delivery: Contact Eric Rothman, Contract Administrator.

11 d. Urgent Requirements: Contact Eric Rothman, Contract Administrator.

12. FOB Points: Destination

13. Ordering Address: Attn. Eric Rothman
HR&A Advisors, Inc.
99 Hudson Street
Floor 3
New York, NY 10013

- 13b. **Ordering procedures:** For supplies and services, 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:** HR&A Advisors, Inc.
99 Hudson Street
Floor 3
New York, NY 10013
15. **Warranty Provision:** Contractor's standard commercial warranty.
16. **Export packing charges:** N/A
17. **Terms and conditions of Government purchase card acceptance:** Contact Eric Rothman, Contract Administrator.
18. **Terms and conditions of rental, maintenance and repair:** N/A
19. **Terms and conditions of installation:** N/A
20. **Terms and conditions of repair parts:** N/A
21. **List of service and distribution points:** N/A
22. **List of participating dealers:** N/A
23. **Preventative maintenance:** N/A
- 24a. **Special Attributes:** 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.): N/A
25. **DUNS number:** 800-904042
26. HR&A Advisors, Inc. is registered in the Central Contractor Registration (CCR) database.

5. PRICING

HR&A's approved pricing is based on an economic price adjustment according to Clause I-FSS-969 – FSS Multiple Award Schedule (JAN 2002), (b) (2), which states that adjustments are based on an agreed-upon market indicator such as the DOL, BLS, Employment Cost Index (ECI), Table 2, 12-month Percent Change, for Professional and Business Services. These prices include the required 0.75% Industrial Funding Fee (IFF) and represent Government discounts ranging from 1.20 to 18.02 percent from HR&A's market prices. The following rates were approved on July 15, 2009.

Effective 2009-2010

Position	GSA Rate
Partner	\$344.05
Principal	\$272.16
Director	\$256.75
Senior Analyst	\$175.10
Analyst	\$128.38
Administrative	\$97.57

6. LABOR CATEGORIES

Partner: Senior member of firm responsible for project oversight and quality assurance of all project deliverables; acknowledged industry expert in the field; oversees negotiation of task orders and design phases of MOBIS tasks; plans and organizes resources to deliver tasks in a timely fashion; manages all aspects of the project and provides industry expertise; attends critical meetings and delivers presentations as appropriate; holds Master's degree with 12+ years of relevant experience.

Principal: Senior member of firm responsible for project oversight and quality assurance of all project deliverables; acknowledged industry expert in the field; plans, organizes, and manages performance of work; provides senior level management to analytical project team; attends critical meetings and delivers presentations as appropriate; holds Master's degree with 10+ years of relevant experience.

Director: Mid-level professional responsible for daily project oversight and providing guidance and expertise to project staff; ensure that the tools and methodologies utilized in the performance of the work are effective and successful; responsible for ensuring that deliverables meet quality standards; plans work efforts to ensure that product is delivered in a timely fashion, and that schedules and budgets are appropriate for the completion of project objectives; substantially contributes to content of deliverables; holds Master's degree with 5+ years of relevant experience.

Senior Analyst: Mid-level professional responsible for daily project management; substantially contributes to content of deliverables, which would include performing high-level economic analysis, research tasks, and presentations, ensures that the tools and methodologies utilized in the performance of the work are effective and successful; ensures that the quality of work meets standards; assists in planning work efforts and monitoring project budget; works independently or under supervision of Director, Principal, or Partner; holds a Bachelors degree or Master's degree, with 3+ years of relevant experience.

Analyst: Entry-level professional responsible for assisting upper management with entry-to mid-level research, economic analysis, creating presentations, and general project management; ensures that the tools and methodologies utilized in the performance of the work are effective and successful; assists in planning work efforts and monitoring project budget; ensures that the quality of work meets standard; works independently or under supervision of upper management; holds a Bachelors degree with 1+ years of relevant experience.

Administrative Support: Provides administrative support to executives and professional staff; schedules all meetings and events; manages daily operations of office; assists in production of proposals and deliverables; takes on project tasks on an ad-hoc basis; Minimum high school degree with 1+ years of experience.