GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
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: GSAAdvantage.gov.

Multiple Award Schedule (MAS)
Large Category H – Professional Services

CONTRACT NUMBER:
GS-10F-023BA

Period Covered by Contract:
October 31, 2018 to October 30, 2023

Population Reference Bureau, Inc.
1875 Connecticut Avenue, NW, Suite 520
Washington, DC 20009-5728
Telephone: (800) 877-9881
Fax: (202) 328-3937
http://www.prb.org/

Contract Administration Source
Jeffrey N Jordan
(P) 202-939-5409
(F) 202-328-3937
jjordan@prb.org

Price list current through Mod #PS-0029, Effective December 15, 2021

Business Size: Other than Small Business

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.
1a. Table of awarded Special Item Numbers (SINs):

SIN 541611 & 541611RC: Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services

SIN OLM: Order-Level Materials

1b. Identification of the lowest priced model number and lowest unit price for that model for each SIN awarded in the contract:

Please see attached pricelist 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.

Please see attached pricelist for details

2. Maximum Order:

SIN 541611 & 541611RC: $1,000,000
SIN OLM: $250,000

3. Minimum Order:

$100

4. Geographic Coverage:

Domestic 48 Contiguous States, District of Columbia, Alaska, Hawaii, Puerto Rico, and Overseas Coverage (Worldwide)

5. Point of Production:

Population Reference Bureau, Inc.
1875 Connecticut Avenue, NW, Suite 520
Washington, DC 20009-5728
T: (800) 877-9881 / Fax: (202) 328-3937

6. Discount from List Prices or Statement of Net Price:

Net GSA pricing is listed in the attached pricing tables

7. Quantity Discounts:

None

8. Prompt Payment Terms:

0%, 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:

Not Applicable
10a. Time of Delivery:
The contractor shall deliver or perform services in accordance with the terms negotiated in the agency’s Statement of Work (SOW).

10b. Expedited Delivery:
Items available for expedited delivery are noted in this price list (Not Applicable). Expedited delivery time is to be negotiated between Contractor and Ordering Agency.

10c. Overnight and 2-day delivery:
Schedule customers may contact Population Reference Bureau, Inc. for rates for overnight and 2-day delivery. Overnight and 2-day delivery time is to be negotiated between Contractor and Ordering Agency.

10d. Urgent Requirements:
Agencies can contact Population Reference Bureau, Inc.’s representative to effect a faster delivery. Urgent Requirements delivery time is to be negotiated between Contractor and Ordering Agency.

11. F.O.B. Point:
Destination

12a. Ordering Address:
Population Reference Bureau, Inc.
1875 Connecticut Avenue, NW, Suite 520
Washington, DC 20009-5728
T: (800) 877-9881 / Fax: (202) 328-3937

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

13. Payment Address:
Population Reference Bureau, Inc.
1875 Connecticut Avenue, NW, Suite 520
Washington, DC 20009-5728
T: (800) 877-9881 / Fax: (202) 328-3937

14. Warranty Provision:
Not Applicable

15. Export Packing Charges (if applicable):
Not Applicable

16. Terms and Conditions of Rental, Maintenance, and Repair (if applicable):
Not Applicable

17. Terms and Conditions of Installation (if applicable):
Not Applicable

18a. Terms and Conditions of Repair Parts indicating Date of Parts Price Lists and any Discounts from List Prices (if applicable):
Not Applicable
18b. Terms and Conditions for other Services (if applicable):
   Not Applicable

19. List of Service and Distribution Points (if applicable):
   Not Applicable

20. List of Participating Dealers (if applicable):
   Not Applicable

21. Preventive Maintenance (if applicable):
   Not Applicable

22a. Special Attributes such as Environmental Attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants):
   Not Applicable

22b. 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

23. Unique Entity Identifier (UEI) Number: 069288181

24. Notification regarding Registration in System for Award Management (SAM) Database:
   Active
Population Reference Bureau
1875 Connecticut Ave. NW, Suite 520
Washington, DC 20009-5738
www.prb.org
GSAsales@PRB
202-483-1100

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· 202-939-5485

Founded in 1929, the Population Reference Bureau informs people around the world about population, health, and the environment, and empowers them to use that information to advance the well-being of current and future generations. PRB brings broad expertise and innovative, cost-effective approaches to research, analysis, information sharing, and capacity building.

PRB analyzes and synthesizes complex demographic data and research to provide objective, accurate, and up-to-date information in accessible and easy-to-use formats. Our clients include Federal government agencies, foundations and other nonprofit organizations, and businesses. PRB has a staff of 45 who are trained in demography, sociology, economics, public health, public policy, or communications and journalism; with expertise in quantitative and qualitative research methods, statistical analysis and programming, data visualization, survey research, and policy communication. PRB staff also have extensive knowledge and experience with a broad array of U.S. and international data sources including the U.S. decennial census, American Community Survey, Current Population Survey, Vital Statistics, National Survey of Children’s Health, and the Demographic and Health Surveys.

CORE SERVICES

Custom Research. PRB uses the latest data and best methods to develop specialized products that meet our clients’ needs, including new, comprehensive indices of child well-being for U.S. states and the nation as well as a cross-national index of well-being for the population ages 50 and older in 12 countries. PRB has produced state-level databases and policy briefs that highlight the characteristics and status of Latino children and of low-income working families in the United States. PRB has used complex multivariate techniques to analyze the effects of demographic and family background factors on college completion in the United States and has designed and administered surveys to collect feedback on client data products, publications, and websites from key stakeholders.

Data Analysis and Dissemination. PRB has extensive experience analyzing U.S. and international demographic, social, and economic trends and disseminating our results through high-quality reports, interactive maps and infographics, web articles, presentations, webinars, and media outreach.

Capacity Building, Workshops, and Training. PRB conducts face-to-face and online training that empowers advocates and researchers to access a wealth of U.S. demographic data; builds the communications capacity of institutions, researchers, and advocates; and supports media to influence policy change.

Developing and Supporting Communities of Practice. PRB has developed handbooks and training materials to help different audiences access and use data from the American Community Survey. PRB has also created a new ACS Data Users Group and developed a website and online community forum to support this group.
PAST PERFORMANCE

U.S. Census Bureau, American Community Survey Data Users Group. In partnership with the Census Bureau and Sabre Systems, PRB has created a new American Community Survey (ACS) Data Users Group to increase understanding of the value and utility of ACS data and to facilitate communication among ACS data users through an online community forum, webinars, special sessions at professional meetings, and an annual conference. An overview is available at: [www.acsdatausers.org](http://www.acsdatausers.org).

U. S. Census Bureau, Small Area Health Insurance Estimates Program. In collaboration with Sabre Systems, PRB developed online and telephone instruments and administered these surveys to targeted stakeholder groups to identify ways to improve the marketability and usability of data from the Small Area Health Insurance Estimates (SAHIE) program, as well as the structure and content of the SAHIE website.


U.S. Census Bureau, Handbooks on the American Community Survey. PRB authored two Compass Handbooks to help general audiences and teachers understand and use data from the U.S. Census Bureau’s American Community Survey. This handbook is available at: [www.census.gov/acs/www/guidance_for_data_users/handbooks/](http://www.census.gov/acs/www/guidance_for_data_users/handbooks/).

CONTRACT VEHICLES

GSA MAS Contract
GS-10F-023BA

- SIN 541611 & 541611RC: Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services

COMPANY DESIGNATIONS

NAICS Codes:
- 541611 - Administrative Management and General Management Consulting Services

Cage Code oGRV5
DUNS# 069288181
Federal Tax ID 53-0241030
Corporate Status Other than small business (Non-Profit Entity)

CERTIFICATIONS/CLEARANCE

Staff of PRB hold Special Sworn Status at the U.S. Census Bureau
PRB has a DSS facility clearance

CLIENT LIST

U.S. Agency for International Development
U.S. Census Bureau
Eunice Kennedy Shriver National Institute of Child Health and Human Development
National Institute on Aging
National Institute of General Medical Sciences
Appalachian Regional Commission
Brandon Roberts + Associates, LLC
Annie E. Casey Foundation
Ford Foundation
Foundation Center
Foundation for Child Development
Bill & Melinda Gates Foundation
Girl Scouts of the United States of America
William and Flora Hewlett Foundation
Lumina Foundation
National Council of La Raza
David and Lucile Packard Foundation
Lucile Packard Foundation for Children’s Health
Alfred P. Sloan Foundation
United Nations Population Fund
United Way
1. **Principal**

**Minimum Education:** Ph.D.

**General Experience:** A minimum of twenty (20) years of experience.

**Functional Responsibility:** The Principal serves as the head of a department and works with other senior leadership to develop organizational policies and strategic plans to ensure the future relevance, credibility and viability of the organization. The Program Director sets goals, monitors work, and evaluates results to ensure that departmental objectives and operating requirements are met, while providing the vision and leadership necessary to support the core business strategy and mission of PRB. The Principal is responsible for departmental business development and communications with clients. He/she develops and applies advanced methods, theories, and research techniques in the investigation and solution of complex and difficult concept, planning, design, and/or implementation problems requiring the expert application of advanced knowledge. The Principal is widely recognized for achievements, technical expertise, and meritorious standing within his/her professional field.

2. **Program Director**

**Minimum Education:** Ph.D.

**General Experience:** A minimum of ten (10) years of experience.

**Functional Responsibility:** The Program Director serves as the department's second-in-command and aids the Principal in managing departmental projects. The Program Director manages a portfolio of highly technical projects and implements activities that analyze, communicate, and use policy-relevant data and information on demographic, population, and health topics. He/she possesses strong technical skills in data analysis, training and implementation, facilitation, and program integration. He/she is expert in the use of relevant analytical, methodological, and management tools needed to organize, perform, and deliver agreed upon services. The Program Director has responsibility for developing new business, managing and extending relationships with existing key clients, and serves as a primary contact point with some clients. The Program Director manages technical staff and teams who assist him/her in implementing project activities.

3. **Principal Investigator**

**Minimum Education:** Ph.D.

**General Experience:** A minimum of ten (10) years of experience.

**Functional Responsibility:** The Principal Investigator manages a portfolio of highly technical projects and implements activities that analyze, communicate, and use policy-relevant data and information on demographic, population, and health topics. He/she possesses strong technical skills in research design, data analysis, program evaluation, and communication of research findings as well as expertise in presentation and interpretation of data. The Principal Investigator assists in developing new business, managing and extending relationships with existing key clients, and serves as a primary contact point with some clients. The Principal Investigator manages technical staff and teams who assist him/her in implementing project activities.
4. Senior Demographer

**Minimum Education:** Masters Degree; Ph.D. preferred

**General Experience:** A minimum of five (5) years of experience.

**Functional Responsibility:** The Senior Demographer performs activities such as computer programming, data analysis, mapping, and report writing mainly on U.S. demographic issues. The Senior Demographer has extensive knowledge about demographic data collection and analysis, has the ability to obtain and evaluate demographic data, and can synthesize and present concepts and data for technical and lay audiences. Contributes to print and electronic publications on demographic topics, provides data analysis and technical assistance to a variety of stakeholders in the public and private sectors. Manages budgets and coordinates administrative details for projects as needed.

5. Senior Research Associate

**Minimum Education:** Masters Degree; Ph.D. preferred

**General Experience:** A minimum of three (3) years of experience.

**Functional Responsibility:** The Senior Research Associate has substantial responsibility for collecting, analyzing, and reporting data and research about U.S. demographic issues. Employs advanced research, analytical, and programming skills to analyze complex statistical data. Assists with departmental business development efforts. Functions as a team leader or task coordinator for selected projects.

6. Research Associate

**Minimum Education:** Master’s Degree

**General Experience:** A minimum of two (2) years of experience.

**Functional Responsibility:** The Research Associate has responsibility for collecting, analyzing, and reporting data and research, mainly on U.S. demographic issues. Uses a broad range of data sources to conduct research and analysis; maintains databases on social, economic, and demographic trends; writes articles and reports; and provides technical assistance and custom analyses for stakeholders.

7. Senior Demographic Editor

**Minimum Education:** Master’s Degree

**General Experience:** A minimum of nine (9) years of experience

**Functional Responsibility:** The Senior Demographic Editor researches, writes, and edits articles and edits technical reports on U.S. and international demographic, population, health, and environment topics for web and print. Interacts with internal and external experts and authors to collect story ideas; shape news stories; conduct interviews and write news stories, briefs, and bulletins; and edit articles and reports written by others, ensuring adherence to PRB style and to basic rules of journalism regarding accuracy of facts and quotes. Uses skills to interview, research and gather information for relevant project deliverables. Develops technical materials, such as handouts, learning aids, manuals, and electronic books and magazines. Interprets documentation standards and instructions listed in the Statement of Work and produces documents that conform to instructions and applicable industry standards.
8. Program Associate

**Minimum Education:** Bachelor's Degree; graduate degree preferred.

**General Experience:** A minimum of five (5) years of experience

**Functional Responsibility:** The Program Associate advises and assists senior management with planning project budgets and managing expenditures. Prepares proposal budgets and other financial information for new business opportunities, monitors spending against budgets, prepares financial reports and billing, prepares and monitors subcontracts. Responsible for contractual, financial, and administrative aspects of projects.

9. Program Assistant

**Minimum Education:** Bachelor's Degree.

**General Experience:** A minimum of one (1) year of experience.

**Functional Responsibility:** The Program Assistant fulfills specific tasks associated with the coordination, implementation, and delivery of research projects. Provides support services to project team including but not limited to coordinating meetings and travel arrangements, maintaining contact databases and departmental files, handling correspondence, and other clerical support.
### Equivalency Substitution Table

**Years of Experience for Education**

**Table 1**

<table>
<thead>
<tr>
<th>Degree</th>
<th>Experience Equivalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelors</td>
<td>Associate degree + 4 years relevant experience, or 5-7 years relevant experience</td>
</tr>
<tr>
<td>Masters</td>
<td>Bachelors + 5 years relevant experience, or Associates + 6-8 years relevant experience</td>
</tr>
<tr>
<td>Doctorate</td>
<td>Masters + 6 years relevant experience, or Bachelors + 10 years relevant experience</td>
</tr>
</tbody>
</table>
## Awarded GSA Hourly Rates

<table>
<thead>
<tr>
<th>SIN</th>
<th>GSA Awarded Services</th>
<th>Minimum Education/Certification Level</th>
<th>Minimum Years of Experience</th>
<th>GSA Hourly Rate w/ IFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>541611 &amp; 541611RC</td>
<td>Principal</td>
<td>Ph.D.</td>
<td>20</td>
<td>$245.39</td>
</tr>
<tr>
<td>541611 &amp; 541611RC</td>
<td>Program Director</td>
<td>Ph.D.</td>
<td>10</td>
<td>$176.96</td>
</tr>
<tr>
<td>541611 &amp; 541611RC</td>
<td>Principal Investigator</td>
<td>Ph.D.</td>
<td>10</td>
<td>$166.46</td>
</tr>
<tr>
<td>541611 &amp; 541611RC</td>
<td>Senior Demographer</td>
<td>MA</td>
<td>5</td>
<td>$117.91</td>
</tr>
<tr>
<td>541611 &amp; 541611RC</td>
<td>Senior Research Associate</td>
<td>MA</td>
<td>3</td>
<td>$119.24</td>
</tr>
<tr>
<td>541611 &amp; 541611RC</td>
<td>Research Associate</td>
<td>MA</td>
<td>2</td>
<td>$79.71</td>
</tr>
<tr>
<td>541611 &amp; 541611RC</td>
<td>Senior Demographic Editor</td>
<td>MA</td>
<td>9</td>
<td>$123.60</td>
</tr>
<tr>
<td>541611 &amp; 541611RC</td>
<td>Program Associate</td>
<td>BA</td>
<td>5</td>
<td>$113.83</td>
</tr>
<tr>
<td>541611 &amp; 541611RC</td>
<td>Program Assistant</td>
<td>BA</td>
<td>1</td>
<td>$54.14</td>
</tr>
</tbody>
</table>

**Service Contract Labor Standards:** The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS/SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCLS/SCA eligible labor categories. If and/or when the contractor adds SCLS/SCA labor categories to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS/SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.