

**GENERAL SERVICES ADMINISTRATION  
FEDERAL SUPPLY SERVICE  
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICELIST**

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 [www.gsaadvantage.gov](http://www.gsaadvantage.gov).

**FSS SCHEDULE #874  
CLASS R499**

**Mission Oriented Business Integrated Services  
(MOBIS)**

**Contract Number: GS10F0443Y**

For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at [www.fss.gsa.gov](http://www.fss.gsa.gov)

Period Covered: August 24, 2012 – August 23, 2017  
Contract Administrator: Neal Cohen  
Nealc@americandirections.com



**American Directions Research Group, Inc.**  
1350 Connecticut Avenue, NW, Suite 1102  
Washington, DC 20036  
Phone: 202-223-4747 ext. 18 or 301-651-9704 (mobile)  
Neal Cohen, Vice President  
Email: [nealc@americandirections.com](mailto:nealc@americandirections.com)  
[www.americandirections.com](http://www.americandirections.com)

**Business Size: Small, Veteran Owned**

## Information for Government Customers:

1. Special Item Numbers:

SIN 874-3, Survey Services

SIN 874-3 RC, Survey Services

2. Maximum Order: \$1,000,000.00

3. Minimum Order: \$100.00

4. Geographic Coverage: Domestic only

5. Point(s) of Production: 1350 Connecticut Ave NW, Washington DC 20036

6. Discount from List Price: government net prices (discounts already deducted).

See the following

7. Quantity Discounts: None offered

8. Prompt Payment Terms: Net 30 days

9. **SIN(s) / Recovery SIN(s) Awarded:** 874-3-874-3RC

10.

a. Government Purchase Cards are accepted at or below the micro-purchase threshold.

b. Government Purchase Cards are accepted above the micro-purchase threshold—Over \$2,500.

11. Foreign Items: None

12.

a. Time of Delivery: Specified on the Task Order

b. Expedited Deliver: Contact Contractor

c. Overnight and 2-Day Delivery: Contact Contractor

d. Urgent Requirements: Contact Contractor

13.F.O.B. Points: Destination

14.Ordering Address: 1350 Connecticut Ave NW, Washington DC 20036

15.Payment Address: 1350 Connecticut Ave NW, Washington DC 20036

16.Warranty Provision: None

17.Export Packaging Charges: N/A

18.Terms and Conditions of Government Commercial Credit Card Acceptance:  
Contact Contractor

19.Terms of conditions of rental, maintenance, and repair: N/A

20.Terms and conditions of installation: N/A

21.

a. Terms and conditions of repair parts: N/A

b. Terms and conditions for any other services (if applicable): N/A

22.List of service and Distribution Points: Washington, DC

23.List of participating dealers: N/A

24.Preventive maintenance: N/A

25.

a. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants: N/A

b. 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/](http://www.Section508.gov/)

26.DUNS Number: 78-5989583

27.ADG is registered in the Central Contract Registration (CCR) database:

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## About US

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American Directions Research Group (ADG) is a veteran-owned small-business founded in 1987 by Mr. Walter Clinton, a U.S. Army veteran. ADG's primary line of business has been, and continues to be, providing all aspects of multi-modal survey research services. Our team has a depth of experience and subject matter knowledge in designing, deploying and managing targeted survey, research and data collection acquisition methodologies. Over the years, ADG has built a portfolio of commercial and government clients and survey services offerings, allowing us to grow to become one of the most respected, survey research service companies in the United States.

ADG is comprised of 40 full-time professional, technical, and administrative staff, and approximately 800 part-time employees, led by senior survey research personnel who are thoroughly experienced in survey services methodologies and project management. Seventy percent (70%) of ADG's management staff hold advanced degrees with experience levels ranging from 5 to over 30 years. ADG continually draws on this pool of exceptional knowledge and experience to foster successively higher levels of performance and ensure high quality service. ADG's corporate headquarters is located in Washington DC which means that we are easily accessible to the federal government for meetings and other engagements. Additionally, ADG owns and operates four (4) state-of-the-art telephone call center facilities in the United States (Gainesville, FL; Lakeland, FL; Spokane, WA and El Paso TX), from which we conduct a large volume of telephone and online survey research work across all time zones. Our in-house bi-lingual capabilities provide a comprehensive one-stop solution for survey research services. We use state-of-the-art advanced technologies such as our 450 plus Computer Assisted Telephone Interviewing (CATI) stations, to collect data and then apply sophisticated statistical and modeling analysis techniques to produce meaningful reports. In addition, ADG has the capability to provide daily reporting of project delivery to clients, if desired. We believe that each project is unique and ADG strives to provide the highest level of survey services delivery to meet federal government clients' requirements using best business practices and our subject matter expertise..

## **Labor Categories**

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### **SUBJECT MATTER EXPERT**

#### **RESPONSIBILITIES:**

Possess highly specialized knowledge in areas of particular value to clients. Provides expertise including an understanding of current best practices and appropriate implementation of the latest techniques and tools. In addition to providing specialized advice, delivers presentations, leads client meetings, performs assessments, and authors reports.

#### **REQUIRED EXPERIENCE:**

10 Years

#### **MINIMUM EDUCATION:**

PhD or EdD

### **SENIOR CONSULTANT**

#### **RESPONSIBILITIES:**

Demonstrates mastery of, and provides advice in, a particular area of value to clients. Provides expertise including an understanding of current best practices and appropriate implementation of the latest techniques and tools. Identifies areas in which theoretical research may enhance clients' performance and leads efforts to advance understanding in these areas. Provides technical direction in planning and implementation of projects including leading the efforts of technical experts and other staff to design, implement, monitor and evaluate projects. Oversees management, budgetary, and administrative review and oversight of technical assistance projects and sets priorities for resources. Delivers presentations, performs assessments and authors reports. Represents organization at top level meetings with clients.

#### **REQUIRED EXPERIENCE:**

12 Years

#### **MINIMUM EDUCATION:**

MA or MBA

### **CONSULTANT**

#### **RESPONSIBILITIES:**

Demonstrates mastery of, and provides advice in, a particular area of value to clients. Provides expertise including an understanding of current best practices and appropriate implementation of the latest techniques and tools. Applies expertise and experience to execute client's initiatives and leads efforts toward positive change. Leads client meetings, delivers presentations, and performs assessments.

**REQUIRED EXPERIENCE:**

8 Years

**MINIMUM EDUCATION:**

BA or BS – Typically holds an advanced degree.

**PROGRAM MANAGER**

**RESPONSIBILITIES:**

Has leadership responsibility for delivery of complex services or custom products to customers. Supervises, manages, and leads research teams and project activities for multiple projects. Develops and directs project approach, schedules and budgets to ensure completion of product, program and/or service is delivered on schedule and within budget constraints. Knowledgeable about Federal contracting and procurement regulations. Serves as liaison between the company's staff and clients and directs collaboration with outside organizations. Directs and approves overall project approaches and plans for projects and resolves emergent issues with clients. Responsible for personnel and resource allocation, contract compliance, and project schedule.

**REQUIRED EXPERIENCE:**

BA or BS – Typically holds an advanced degree.

**MINIMUM EDUCATION:**

10 Years

**PROJECT MANAGER**

**RESPONSIBILITIES:**

Serves as liaison between company's team and clients. Develops overall project goals and project team structure for significant tasks. Has full technical responsibility for interpreting, organizing, executing and coordinating all project aspects within broad objectives and limits. Responsible for personnel and resource allocation as well as administrative, contractual, and financial aspects of a project. Leads client meetings, delivers presentations, and manages team efforts including those of any subcontractors.

**REQUIRED EXPERIENCE:**

BA or BS – Typically holds an advanced degree.

**MINIMUM EDUCATION:**

8 Years

### **PROJECT COORDINATOR**

#### RESPONSIBILITIES:

Responsible for coordinating all tasks and activities of individual or multiple projects to ensure accurate communication between client and contractor staff, identifying and resolving issues as they arise, alerting specialists to changes in project scope, and ensuring the quality and timeliness of each deliverable. Organize and track various aspects of the project for clients.

#### REQUIRED EXPERIENCE:

BA or BS

#### MINIMUM EDUCATION:

5 Years

### **SENIOR RESEARCH ANALYST**

#### RESPONSIBILITIES:

Provides guidance and direction for specific sub-tasks of a project. Holds specific expertise in one or more key areas and knowledgeable in other. Works independently and in teams to collect, analyze, and present data from structured research and evaluation activities. Describes results of research in text, process flow diagrams, and a variety of charts, graphs and oral presentations. Uses analytical tools to support conducting research activities. Conducts independent research using a variety of sources. Interfaces with the client on a regular basis. Produces deliverables with minimal supervision from senior team members including presentations, reports, etc. Supports the completion of project specific tasks within estimated time frames and budget constraints.

#### REQUIRED EXPERIENCE:

8 Years

#### MINIMUM EDUCATION:

MA or MBA

### **RESEARCH ANALYST**

#### RESPONSIBILITIES:

Works independently and in teams to collect, analyze and present data from structured research and evaluation activities. Describes results of research in text, process flow diagrams, and a variety of charts, graphs and oral presentations. Uses analytical tools to support conducting research activities. Conducts independent research using a variety of sources. Interfaces with the client on a regular basis. Produces deliverables under supervision of senior team members

including presentations, reports, etc. Supports completion of project specific tasks within estimated time frames and budget constraints.

**REQUIRED EXPERIENCE:**

5 Years

**MINIMUM EDUCATION:**

BA or BS – Typically holds an advanced degree.

**JUNIOR RESEARCH ANALYST**

**RESPONSIBILITIES:**

Works independently and with a designated team to conduct, organize, input and finalize data from structured research and evaluation activities. Assists in the development of various data collection mechanisms. Coordinates logistical arrangements and attends to operations needs of all stages of the contract. Enters raw data from completed surveys into SPSS and other databases. Assists with tracing activities. Proofreads documents, conducts literature searches and provides support to senior members of research teams as directed.

**REQUIRED EXPERIENCE:**

2 Years

**MINIMUM EDUCATION:**

BA or BS

**PROGRAMMER**

**RESPONSIBILITIES:**

Responsible for systems design and program development for complex data collection activities in survey research. May provide technical direction for other Survey Programmers. Performs software tasks of a significant scope and complexity which may require the use of higher and lower language routines, utilities, etc. Responsible for the daily activity of CATI/Web programming and/or tabulation/spec writing. Responsible for customization, installation, maintenance, setting of standards, and optimizing performance for systems in areas of expertise.

**REQUIRED EXPERIENCE:**

7 Years

**MINIMUM EDUCATION:**

BA or BS

**ASSOCIATE PROGRAMMER**

**RESPONSIBILITIES:**

Provides specialized expertise across several systems hardware, networking and/or software functions. Performs programming and technical support of systems and leads the planning and conversions for new hardware and software products. Responsible for customization, installation, maintenance, setting of standards, and optimizing performance for systems in areas of expertise.

REQUIRED EXPERIENCE:

3 Years

MINIMUM EDUCATION:

BA or BS

### **SENIOR TECHNICAL WRITER**

RESPONSIBILITIES:

Collects and organizes information required to draft and finalize written documentation to include: preparation of user's manuals, training materials, white papers, installation guides, proposals and reports. Edits functional descriptions, systems specifications, user's manuals, special reports, or any other customer deliverables and documents. Ensures documents adhere to applicable standards.

REQUIRED EXPERIENCE:

6 Years

MINIMUM EDUCATION:

BA or BS

### **SENIOR RESEARCH STATISTICIAN**

RESPONSIBILITIES:

Oversees a team of researchers and statisticians who provide computer analysis of the data files, including tabulations of quantitative and qualitative data sets, analysis pertaining to issues of tracing and non-response, and calculation of descriptive and inferential statistics. Interprets, reports and presents all findings from the analyses, and provides interpretation in narrative form. Oversees researchers who perform data collection and tracing activities. Supervises the accuracy of data cleaning and editing activities. Documents statistical processes/procedures, supervises and reviews data analysis, monitors the creation of files and linking of files. Develops charts and graphs displaying/explaining analytical results. Develops and generates reports. Participates in meetings and briefings.

REQUIRED EXPERIENCE:

10 Years

MINIMUM EDUCATION:

BA or BS – Typically holds an advanced degree.

### **DATA MANAGER/STATISTICIAN**

#### **RESPONSIBILITIES:**

Provides computer analysis of the data files, including tabulations of quantitative and qualitative data sets, analysis pertaining to issues of tracing and non-response, and calculation of descriptive and inferential statistics. Interprets certain findings from the requested tabulations, and provides interpretation in narrative form. Supervises, manages and assists in all data collection activities. Furnishes documentation for the data files and is responsible for cleaning and editing data files. Performs data analysis and assists with the creation of files and linking of files. Develops visual aids to explain/display analytical results. Develops and generates reports.

#### **REQUIRED EXPERIENCE:**

6 Years

#### **MINIMUM EDUCATION:**

BA or BS

### **JUNIOR SURVEY STATISTICIAN**

#### **RESPONSIBILITIES:**

Conduct telephone interviews according to protocol, enter data and complete necessary form and record-keeping. Assists Data Manager and Senior Statisticians as requested.

#### **REQUIRED EXPERIENCE:**

2 Years

#### **MINIMUM EDUCATION:**

BA or BS

### **SURVEY CENTER MANAGER**

#### **RESPONSIBILITIES:**

Responsible for the overall operation of a telephone interviewing facility. All telephone center supervisors report to this position. Communicates directly with survey management team.

#### **REQUIRED EXPERIENCE:**

5 Years

#### **MINIMUM EDUCATION:**

BA or BS

### **SURVEY CENTER SUPERVISOR**

**RESPONSIBILITIES:**

Responsible for training all newly hired telephone interviewers and coordinating all tasks and activities of a project. Incorporates knowledge of marketing research, call center interviewing, floor management, quality management, human resources and financial performance into supervision of survey center staff. Ensures accurate communication between client and contractor staff, identifying and resolving issues as they arise, alerting specialists to changes in project scope, and generally ensuring the quality and timeliness of each deliverable.

**REQUIRED EXPERIENCE:**

1 Year

**MINIMUM EDUCATION:**

AA – Common to have BA or BS

**DATA ENTRY CLERK**

**RESPONSIBILITIES:**

Enter and manage data from surveys and other research according to established protocols, complete necessary forms and record-keeping as directed by supervisor.

**REQUIRED EXPERIENCE:**

0 Year and company provided training.

**MINIMUM EDUCATION:**

HS/GED

**TELEPHONE INTERVIEWER**

**RESPONSIBILITIES:**

Conduct telephone interviews for data collection tasks associated with research and evaluation projects. Trained in interviewing techniques and protocols used at ADG and closely supervised and monitored. Participates in project-specific training for each separate data collection project. Duties include telephone interviewing for specified populations as defined by the project and as designed by the research management staff. Interviewers input interviewee responses into an online system, including open-ended comments and remarks as specified in the research methodology.

**REQUIRED EXPERIENCE:**

0 Year and company provided training.

**MINIMUM EDUCATION:**

HS/GED

## **CODER**

### **RESPONSIBILITIES:**

Responsible for codifying open-ended responses to questionnaires, editing data questionnaire content for accuracy and consistency, preparing data for data entry, data entry, and key verification.

### **REQUIRED EXPERIENCE:**

0 Year and training.

### **MINIMUM EDUCATION:**

HS/GED

## **INTERVIEWER**

### **RESPONSIBILITIES:**

Works independently and with designated team to collect, organize, and input data from interviews. Responsible for interviewing participants individually and in focus-groups.

### **REQUIRED EXPERIENCE:**

1 Year and company provided training.

### **MINIMUM EDUCATION:**

AA

## Price List

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Labor Category	Min Exp.	Min Ed.	Year 1	Year 2	Year 3	Year 4	Year 5
Subject Matter Expert	PhD	10	\$ 203.99	\$ 208.89	\$ 213.90	\$ 219.03	\$ 224.29
Senior Consultant	MA	12	\$ 186.73	\$ 191.21	\$ 195.80	\$ 200.50	\$ 205.31
Consultant	BA	8	\$ 152.34	\$ 156.00	\$ 159.74	\$ 163.57	\$ 167.50
Program Manager	BA	10	\$ 171.41	\$ 175.52	\$ 179.73	\$ 184.04	\$ 188.46
Project Manager	BA	8	\$ 146.17	\$ 149.68	\$ 153.27	\$ 156.95	\$ 160.72
Project Coordinator	BA	5	\$ 104.89	\$ 107.41	\$ 109.99	\$ 112.63	\$ 115.33
Senior Research Analyst	MA	8	\$ 104.82	\$ 107.34	\$ 109.92	\$ 112.56	\$ 115.26
Research Analyst	BA	5	\$ 90.62	\$ 92.79	\$ 95.02	\$ 97.30	\$ 99.63
Junior Research Analyst	BA	2	\$ 64.17	\$ 65.71	\$ 67.29	\$ 68.90	\$ 70.55
Programmer	BA	7	\$ 115.06	\$ 117.82	\$ 120.65	\$ 123.55	\$ 126.52
Associate Programmer	BA	3	\$ 91.03	\$ 93.21	\$ 95.45	\$ 97.74	\$ 100.09
Senior Technical Writer	BA	6	\$ 104.82	\$ 107.34	\$ 109.92	\$ 112.56	\$ 115.26
Senior Research Statistician	BA	10	\$ 144.72	\$ 148.19	\$ 151.75	\$ 155.39	\$ 159.12
Data Manager/ Statistician	BA	6	\$ 99.14	\$ 101.52	\$ 103.96	\$ 106.46	\$ 109.02
Junior Survey Statistician	BA	2	\$ 60.75	\$ 62.21	\$ 63.70	\$ 65.23	\$ 66.80
Survey Center Manager	BA	5	\$ 113.72	\$ 116.45	\$ 119.24	\$ 122.10	\$ 125.03
Survey Center Supervisor	AS	1	\$ 40.84	\$ 41.82	\$ 42.82	\$ 43.85	\$ 44.90
Data Entry Clerk	HS	0	\$ 33.11	\$ 33.90	\$ 34.71	\$ 35.54	\$ 36.39
Interviewer	AS	1	\$ 34.84	\$ 35.68	\$ 36.54	\$ 37.42	\$ 38.32
Telephone Interviewer	HS	0	\$ 28.03	\$ 28.70	\$ 29.39	\$ 30.10	\$ 30.82
Coder	HS	0	\$ 29.93	\$ 30.65	\$ 31.39	\$ 32.14	\$ 32.91

## Service Contract Act (SCA) Matrix

SCA Eligible Labor Category	SCA Equivalent Code and Title	Wage Determination No.
Data Entry Clerk	01051 – Data Entry Operator 1	2005-2103
Interviewer	01420 – Survey Worker	2005-2103
Telephone Interviewer	01420 – Survey Worker	2005-2103
Coder	14041 – Computer Operator I	2005-2103

The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the cited SCA labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCA matrix and above. 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.

### Mission Oriented Business Integrated Services Points of Contact

Mary E. Mitton  
GSA Administrative Contracting Officer  
(253) 931-7073  
[mary.mitton@gsa.gov](mailto:mary.mitton@gsa.gov)

Holly Jones  
GSA Contract Specialist  
(253) 931-7515  
[holly.jones@gsa.gov](mailto:holly.jones@gsa.gov)

