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 GSA Advantage!® is: GSAA Advantage.gov.

Schedule Title: Multiple Award Schedule
Federal Supply Group: Professional Services
Subcategory: H08. Marketing and Public Relations

FSC/PSC Code: R422

Contract number: GS-23F-061AA

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

Contract period: September 26, 2013 through September 25, 2023

Modification: PS-0020 Dated March 18, 2021

Contractor name: Zebra Strategies, Inc.
421 7th Avenue
Suite 1106
New York, NY 10001

Phone Number: 212-244-3960
Fax Number: 917-591-2934
E-mail: denene@zstrategies.net
Website: www.zstrategies.net

Contract Administrator: Denine Rodney

Business Size: Minority Woman Owned Small Business
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<th>Page</th>
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CUSTOMER INFORMATION:

1a. Table of awarded special item numbers (SINS)

<table>
<thead>
<tr>
<th>Ns</th>
<th>Recovery</th>
<th>SIN Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>541910</td>
<td>541910RC</td>
<td>Market Research and analysis</td>
</tr>
<tr>
<td>541810ODC</td>
<td>541810ODC/RC</td>
<td>Other Direct Costs</td>
</tr>
<tr>
<td>OLM</td>
<td>OLMRC</td>
<td>Order-Level Materials (OLMs)</td>
</tr>
</tbody>
</table>

1b. Lowest Priced Service and Price:
   (Government net price based on a unit of one)

<table>
<thead>
<tr>
<th>SIN</th>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>541910</td>
<td>General Clerk</td>
<td>$31.61 (includes IFF)</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Respondent Parking</td>
<td>$28.00 (includes IFF)</td>
</tr>
</tbody>
</table>

1c. Hourly Rates:
   Please See Attachment I

2. Maximum order.
   $1,000,000

3. Minimum order.
   $100

4. Geographic coverage:
   Domestic, 50 states, Washington, DC, Puerto Rice, US Territories and to a
   CONUS port or consolidation point for orders received from overseas activities.

5. Point(s) of production:
   New York, NY

6. Discount from list prices or statement of net price.
   “Government Net Prices (discounts already deducted)”

7. Quantity discounts.
   1% off entire invoice on all task orders +$250,000

8. Prompt payment terms.
   Information for Ordering Offices: Prompt payment terms cannot be negotiated
   out of the contractual agreement in exchange for other concessions. Net 30
9. **Foreign items (list items by country of origin).**
   Not Applicable

10a. **Time of Delivery**
   Contact Contractor

10b. **Expedited delivery.**
   Contact Contractor

10c. **Overnight and 2-day delivery.**
   Contact Contractor

10d. **Urgent Requirements.**
   Contact Contractor

11. **F.O.B. point(s).**
   Destination

12a. **Ordering address(es).**
   Zebra Strategies, Inc.
   421 7th Street, Suite 1106
   New York, NY 10001

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(es).**
   Zebra Strategies, Inc.
   421 7th Street, Suite 1106
   New York, NY 10001

14. **Warranty provision.**
   Standard Commercial Warranty Terms & Conditions

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.**
   Not Applicable
18b. Terms and conditions for any 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. Data Universal Number System (DUNS) number.
   DUNS number 794993126

24. Notification regarding registration in System for Award Management (SAM) database.
   Contractor registered and active in SAM
CAPABILITIES STATEMENT

WHO ARE WE

Zebra Strategies is a multi-disciplinary, women and minority owned market research firm based in New York City that specializes in qualitative and quantitative research methodologies. Zebra Strategies has garnered a reputation for successfully completing some of the most challenging projects in marketing research because of our ability to give access and interpretation to data from marginalized and underserved communities (low literacy, immigrant, non-English speaking, LGBTQ).

Zebra Strategies’ clients depend on us to offer research-based solutions and insights to target markets traditionally difficult to reach. Our general population and cross-cultural research is conducted by academically-trained researchers who assist our clients in understanding the socio-economic and cultural nuances of the various consumer groups and populations they seek to learn more about. In addition to English, we offer Spanish, Chinese, Russian, Bengali and Urdu in-language marketing research.

OUR CLIENTS

- New York City Department of Health
  - HIV Research
  - Diabetes
  - High Blood Pressure
- New York City Department of Education
  - Common Core Standards
- MTA (Metropolitan Transportation Authority)
  - Intercept Surveys
  - Qualitative Research
- Aetna Health Insurance
  - Oral & Heart Health
- Teen Pregnancy

COMPETITIVE DIFFERENTIATORS

Zebra Strategies is a NYC-based firm with strong national and international strategic partnerships which allow us to be at the helm of any project we undertake regardless of where it is based. Our expertise in community-based research has made our firm attractive partners to government, private and non-profit organizations. For our dynamic and academically trained research team, customer experience is of paramount importance to us, so our client’s objectives drive our research implementation, execution and timely completion.
ZEBRA STRATEGIES SERVICES

Field Management / Surveys

- Worldwide Field Coordination
- Facility Site Selection & Rental
- Intercepts (Mall / Street or Client-Specific Locations)
- Product/Promotional Hand-outs
- Vendor Selection
- Transcription
- Interpreters/Translation
- Incentive Check Writing & Distribution

Research Design & Implementation

- Research Study/Development
- Multi-Cultural Marketing Consultation
- Cultural Audits
- Competitive Analysis
- Brand Equity Research
- Usability Tests
- Product Placement
- Trend Spotting

Moderating

- Focus Groups, Dyads, & Triads
- General Market, Multicultural & Hispanic Moderating
- Multi-lingual Moderating
- Ethnographies & In-Depth Interviews
- Political & Polling Research
- Screener & Discussion Guide Development
- Top-line Analysis, Reporting & Recommendation

Qualitative Recruiting

- Nationwide Recruiting
- Substantial & Diverse Database
- Business-to-Business Recruiting
- Medical/Pharmaceutical Recruiting
- Consumer Recruiting
- Ethnographies & In-Depth Interviews
- Legal/Mock Juries
- Organizational Culture Analysis

CERTIFICATIONS

DBE Certification

MWBE Certifications
NMSDC: NY02652
NYC SBS: MWCERT-5177
Empire State Development: 51640
WBENC: 2005123499

Federal Contracting Vehicles

GSA
Schedule Contract #GS23F061AA
Advertising and Integrated Marketing Services (AIMS) SINs
541910
Market Research and Analysis and 541819 OLM- Other Direct Costs
Period of Performance - 9/26/13 to present
Labor Hour Category Descriptions

Subject: Z Strategies, Inc. Labor Hour Category Descriptions for SIN 541-4A

I. Job Title: Project Principal

Functional Responsibilities: Secure and manage new contracts, lead delivery of services, serve as primary contact with clients, assign tasks to staff and monitor work; approve budgets, lead administration report and lead strategic product/service planning and creative development.

Education: Bachelor's degree or better Work Experience: 10 years +

II. Job Title: Project Manager

Functional Responsibilities: Provide project/task order level personnel, scheduling, resources allocation and budgetary control/management of an individual project/task order. Must be able to communicate well with customer as well as senior management.

Education: Bachelor's degree

Work Experience: 3+ years

III. Technical Report Writer:

Functional Responsibilities: Responsible for preparing, editing and finalizing any final written reports of focus group or interview program results for client. Also will assist in technical preparation of screening questionnaire’s, surveys or direct mail. Must possess outstanding written communications and editing skills.

Education: Bachelor's degree

Work Experience: 2+ years

IV. Job Title: Design/Planning Team Leader

Functional Responsibilities: Responsible for creative design of screening questionnaire’s, written surveys and discussion group guide. Assists in coordinating creative resources with focus group logistics at individual project/task order level.
**Education:** Associates degree required and Bachelor's degree preferred

**Work Experience:** 2+ years

V. **Job Title: Project Specialist**

**Functional Responsibilities:** Primary assistant to the Project Manager for scheduling, personnel, resource allocation and budgeting at the project/task order level.

**Education:** Bachelor's degree

**Work Experience:** 1+ year

VI. **Job Title: Field Survey Supervisor**

**Functional Responsibilities:** Responsible for supervising 2 or more survey workers. Will coordinate coverage areas, monitor survey techniques and numbers of completed surveys. Insures that all survey workers are following specified sampling procedures.

**Education:** High School diploma required and Associates degree preferred

**Work Experience:** 2+ years of supervisory experience and 1 year of survey worker experience

VII. **Job Title: Field Survey Staff- SCA OCC 01420(Survey Worker)**

**Functional Responsibilities:** Responsible for interviewing people to obtain information on topics such as public issues or consumer buying habits. Contacts people at home, business or by telephone following specified sampling techniques or approaches them at random.

**Education:** High School diploma required and Associates degree preferred

**Work Experience:** 1+ year

VIII. **Job Title: General Clerk l-SCA OCC 0111(General Clerk l)**

**Functional Responsibilities:** Responsible for following specific procedures for coding/filing documents, posting to individual accounts, opening mail and operating
basic office equipment such as copiers, fax, computer and phones. May prepare basic correspondence.

**Education**: High School diploma

**Education/Work Experience Substitutions**:

High School diploma + 4 years work experience =

Bachelor's degree AA degree + 2 years work experience =

Bachelor's degree Bachelor's degree + 2 years work experiences Master's degree
Attachment I

GSA Award Pricing

<table>
<thead>
<tr>
<th>SIN</th>
<th>Awarded Labor Category</th>
<th>Site</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>541910/RC</td>
<td>Project Principal</td>
<td>Both</td>
<td>$142.14</td>
<td>$142.14</td>
<td>$142.14</td>
<td>$142.14</td>
<td>$142.14</td>
</tr>
<tr>
<td>541910/RC</td>
<td>Project Manager</td>
<td>Both</td>
<td>$79.31</td>
<td>$79.31</td>
<td>$79.31</td>
<td>$79.31</td>
<td>$79.31</td>
</tr>
<tr>
<td>541910/RC</td>
<td>Technical Writer</td>
<td>Both</td>
<td>$79.31</td>
<td>$79.31</td>
<td>$79.31</td>
<td>$79.31</td>
<td>$79.31</td>
</tr>
<tr>
<td>541910/RC</td>
<td>Design/Planning Team Leader</td>
<td>Both</td>
<td>$64.84</td>
<td>$64.84</td>
<td>$64.84</td>
<td>$64.84</td>
<td>$64.84</td>
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<tr>
<td>541910/RC</td>
<td>Project Specialist</td>
<td>Both</td>
<td>$59.85</td>
<td>$59.85</td>
<td>$59.85</td>
<td>$59.85</td>
<td>$59.85</td>
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<tr>
<td>541910/RC</td>
<td>Field Survey Supervisor</td>
<td>Both</td>
<td>$49.87</td>
<td>$49.87</td>
<td>$49.87</td>
<td>$49.87</td>
<td>$49.87</td>
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<tr>
<td>**541910/RC</td>
<td>Field Survey Staff</td>
<td>Both</td>
<td>$45.57</td>
<td>$45.57</td>
<td>$45.57</td>
<td>$45.57</td>
<td>$45.57</td>
</tr>
<tr>
<td>**541910/RC</td>
<td>General Clerk</td>
<td>Both</td>
<td>$31.61</td>
<td>$31.61</td>
<td>$31.61</td>
<td>$31.61</td>
<td>$31.61</td>
</tr>
</tbody>
</table>

The Service Contract Labor Standards, formerly the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Multiple Award Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If and/or when the contractor adds SCLS labor categories/employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.
## SIN 541810ODC/RC Other Direct Costs

<table>
<thead>
<tr>
<th>SIN Awarded</th>
<th>SUPPORT PRODUCT/LABOR (ODCs)</th>
<th>Unit of Issue</th>
<th>Contractor or Customer Facility or Both</th>
<th>Domestic or Overseas</th>
<th>Ceiling Price/Rate offered to GSA (including IFF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>541810ODC/RC</td>
<td>Facility Rental</td>
<td>Per Session</td>
<td>both</td>
<td>Domestic Only</td>
<td>$649.47</td>
</tr>
<tr>
<td>541810ODC/RC</td>
<td>Moderating FG Session (English)</td>
<td>Per hour</td>
<td>both</td>
<td>Domestic Only</td>
<td>$500.00</td>
</tr>
<tr>
<td>541810ODC/RC</td>
<td>Moderating FG Session (Spanish and Chinese)</td>
<td>Per hour</td>
<td>both</td>
<td>Domestic Only</td>
<td>$600.00</td>
</tr>
<tr>
<td>541810ODC/RC</td>
<td>Discussion Guide</td>
<td>Per Guide</td>
<td>both</td>
<td>Domestic Only</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>541810ODC/RC</td>
<td>Screener Questionnaire Development</td>
<td>Per Questionnaire</td>
<td>both</td>
<td>Domestic Only</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>541810ODC/RC</td>
<td>Full Report Production</td>
<td>Per Group</td>
<td>both</td>
<td>Domestic Only</td>
<td>$1,062.77</td>
</tr>
<tr>
<td>541810ODC/RC</td>
<td>Participant Recruitment</td>
<td>Per Person</td>
<td>both</td>
<td>Domestic Only</td>
<td>$147.61</td>
</tr>
<tr>
<td>541810ODC/RC</td>
<td>Participant Incentive</td>
<td>Per Person</td>
<td>both</td>
<td>Domestic Only</td>
<td>$147.61</td>
</tr>
<tr>
<td>541810ODC/RC</td>
<td>Interceptors</td>
<td>Per Person</td>
<td>both</td>
<td>Domestic Only</td>
<td>$147.61</td>
</tr>
<tr>
<td>541810ODC/RC</td>
<td>Questionnaire Tabulation Services</td>
<td>Per 400 records</td>
<td>both</td>
<td>Domestic Only</td>
<td>$2,952.14</td>
</tr>
<tr>
<td>541810ODC/RC</td>
<td>Focus Group Videotaping</td>
<td>Per Group</td>
<td>both</td>
<td>Domestic Only</td>
<td>$177.13</td>
</tr>
<tr>
<td>541810ODC/RC</td>
<td>Focus Group DVD</td>
<td>Per DVD</td>
<td>both</td>
<td>Domestic Only</td>
<td>$41.33</td>
</tr>
<tr>
<td>541810ODC/RC</td>
<td>Focus Vision Streaming</td>
<td>Per Day</td>
<td>both</td>
<td>Domestic Only</td>
<td>$2,125.54</td>
</tr>
<tr>
<td>Code</td>
<td>Description</td>
<td>Unit</td>
<td>Quantity</td>
<td>Domestic Only</td>
<td>Rate</td>
</tr>
<tr>
<td>---------------------</td>
<td>------------------------------------</td>
<td>---------------</td>
<td>----------</td>
<td>---------------</td>
<td>--------</td>
</tr>
<tr>
<td>541810ODC/RC</td>
<td>Participant Food</td>
<td>Per Person</td>
<td>both</td>
<td>Domestic Only</td>
<td>$30.00</td>
</tr>
<tr>
<td>541810ODC/RC</td>
<td>Stationary Video</td>
<td>Per Group</td>
<td>both</td>
<td>Domestic Only</td>
<td>$177.13</td>
</tr>
<tr>
<td>541810ODC/RC</td>
<td>Operating Video</td>
<td>Per Group</td>
<td>both</td>
<td>Domestic Only</td>
<td>$442.82</td>
</tr>
<tr>
<td>541810ODC/RC</td>
<td>Flat Screen TV Rental</td>
<td>Per Session</td>
<td>both</td>
<td>Domestic Only</td>
<td>$177.13</td>
</tr>
<tr>
<td>541810ODC/RC</td>
<td>Computer Rental</td>
<td>Per Day</td>
<td>both</td>
<td>Domestic Only</td>
<td>$295.21</td>
</tr>
<tr>
<td>541810ODC/RC</td>
<td>Transcript (English)</td>
<td>Per 2 hour Session</td>
<td>both</td>
<td>Domestic Only</td>
<td>$295.21</td>
</tr>
<tr>
<td>541810ODC/RC</td>
<td>Transcript (Spanish)</td>
<td>Per 2 hour Session</td>
<td>both</td>
<td>Domestic Only</td>
<td>$413.30</td>
</tr>
<tr>
<td>541810ODC/RC</td>
<td>Interpreter (Spanish)</td>
<td>Per 2 hour Session</td>
<td>both</td>
<td>Domestic Only</td>
<td>$472.34</td>
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<tr>
<td>541810ODC/RC</td>
<td>Translation (Spanish)</td>
<td>Per Discussion Group</td>
<td>both</td>
<td>Domestic Only</td>
<td>$826.60</td>
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<tr>
<td>541810ODC/RC</td>
<td>Respondent Parking</td>
<td>Per Participant</td>
<td>both</td>
<td>Domestic Only</td>
<td>$28.00</td>
</tr>
</tbody>
</table>