



# General Services Administration

## Federal Acquisition Services

### *Authorized Federal Supply Schedule Price List*

## Management, Organizational, and Business Improvement Services (MOBIS)

Public Policy Research,  
Development,  
and Evaluation

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Federal Supply Group:	874
Class:	R499
SINs:	874-1 and 874-1 RC 874-2 and 874-2 RC 874-3 and 874-3 RC
Contract Number:	GS-10F-0138W
Contract Period:	March 22, 2010 through March 21, 2015
Contract Administration:	Jeffrey D. Padden
E-mail:	<a href="mailto:paddenjd@publicpolicy.com">paddenjd@publicpolicy.com</a>
Business Size:	Small Business

Online 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!<sup>TM</sup>, a menu-driven database system. The INTERNET address for GSA Advantage!<sup>TM</sup> is: <http://www.GSAAdvantage.gov>.

For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at <http://www.gsa.gov/schedules-ordering>.



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# Information for Customers

**1a. Table of Awarded Special Item Numbers (SINs)**

SIN 874-1 and 874-1RC Consulting Services  
See page 4

SIN 874-2 and 874-2RC Facilitation Services  
See page 4

SIN 874-3 and 874-3RC Survey Services  
See page 5

**1b. Prices**

See page 6

**1c. Labor Categories**

See page 7

**2. Maximum Order**

\$1,000,000

**3. Minimum Order**

\$300

**4. Geographic Coverage**

Domestic only

**5. Point of Production**

Lansing, Ingham County, Michigan

**6. Discount from List Prices**

All prices are net as shown

**7. Quantity Discounts**

Not applicable

**8. Prompt Payment Terms**

Net 30 days

**9a. Government Purchase Cards:**

Accepted at or below the micro-purchase level

**9b. Government Purchase Cards:**

Accepted above the micro-purchase level

**10. Foreign Items**

None

**11a. Time of Delivery**

Specified on Task Order

**11b. Expedited Delivery**

Contact Contractor

**11c. Overnight and 2-Day Delivery**

Contact Contractor

**11d. Urgent Requirements**

Contact Contractor

**12. F.O.B. Points**

Destination

**13a. Ordering Address**

[paddenjd@publicpolicy.com](mailto:paddenjd@publicpolicy.com)  
[vorabone@publicpolicy.com](mailto:vorabone@publicpolicy.com)  
Public Policy Associates, Inc.  
119 Pere Marquette Drive  
Suite 1C  
Lansing, MI 48912

**13b. Ordering Procedures**

For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs), and a sample BPA can be found at the GSA/FSS Schedule homepage ([fss.gsa.gov/schedules](http://fss.gsa.gov/schedules))

**14. Payment Address**

[vorabone@publicpolicy.com](mailto:vorabone@publicpolicy.com)  
Public Policy Associates, Inc.  
119 Pere Marquette Drive  
Suite 1C  
Lansing, MI 48912

- 
- |  |   |
|--|---|
| <p><b>15. Warranty Provision</b><br/>100% unconditional money back guarantee</p> <p><b>16. Export Packing Charges</b><br/>Not applicable</p> <p><b>17. Terms and Conditions of Government Purchase Card Acceptance</b><br/>Contact Contractor</p> <p><b>18. Terms and Conditions of Rental, Maintenance, and Repair</b><br/>Not applicable</p> <p><b>19. Terms and Conditions of Installation</b><br/>Not applicable</p> <p><b>20. Terms and Conditions of Repair Parts Indicating Date of Parts Price Lists and Any Discounts from List Prices</b><br/>Not applicable</p> | <p><b>21. List of Service and Distribution Points</b><br/>Not applicable</p> <p><b>22. List of Participating Dealers</b><br/>Not applicable</p> <p><b>23. Preventive Maintenance</b><br/>Not applicable</p> <p><b>24a. Environmental Attributes</b><br/>Not applicable</p> <p><b>24b. Electronic Information Technology Standards Can Be Found At:</b><br/><a href="http://www.Section508.gov/">www.Section508.gov/</a></p> <p><b>25. Data Universal Numbering System Number</b><br/>782597009</p> <p><b>26. Notification Regarding Registration in Central Contractor Registration (CCR) Database</b><br/>Registered</p> |
|--|---|

# Introduction

Public Policy Associates, Incorporated (PPA) is a national public policy research, development, and evaluation firm headquartered in Lansing, Michigan. PPA serves clients in the public, private, and nonprofit sectors at the national, state, and local levels by providing comprehensive consulting, research, evaluation, facilitation, and project management services designed to inform and support strategic decision making. PPA also provides technical assistance, capacity building, and strategic counsel to clients. Since its inception in 1991, PPA has conducted hundreds of projects for federal, state, and local government agencies, health and educational organizations, trade associations, universities, foundations and other charitable institutions, and commercial entities. Many of PPA's clients have turned to PPA time and again for help with their public policy needs.

Specific research capabilities of the firm include survey design, implementation, and analysis; statistical and extant data analysis; qualitative research design and analysis; formative and summative evaluation; performance measurement and program assessment; demographic analysis, trends, and forecasting; and client and customer satisfaction studies. In addition, PPA routinely provides technical support to its clients in the areas of strategic planning and analysis, administrative and technical capacity building, communications development and management, meeting facilitation, and conference planning and support.

## Staff Resources

PPA is a flexible organization that is accustomed to quick turnaround and is experienced in meeting tight planning and implementation deadlines for projects. At

the same time, the firm has the resources necessary to meet the requirements of even very large projects. Staff members have extensive research and analysis experience along with strong expertise in designing and managing complex research and program evaluation projects. PPA personnel have served as expert witnesses, testified before Congress, and briefed the White House and various cabinet members. The firm also regularly draws on the expertise of several top universities located in the area, and additional qualified staff can be recruited as necessary.

## Policy Area Expertise

PPA has applied its rigorous research and analysis skills to issues in economic development, workforce development, criminal justice, child welfare, prisoner reentry, diversity and minority issues, education, health care, public finance, and philanthropy. The firm's history of working with a variety of stakeholders on the most important public policy issues has built significant staff expertise and the capability to meet complex challenges in the future.

## Subcontractors

To better meet the needs of clients, PPA sometimes supplements in-house staff with external content experts. The firm has a wide network of local and national subcontractors with whom it has worked in the past. Subcontractors are selected based on prior experience and relevant knowledge, and are integrated into PPA project teams. PPA builds these teams to bring together individuals from inside and outside the organization who have rich experience and a strong track record in conducting large, complex, multilayered projects successfully.

## Awarded Services

### Consulting Services

*SINs 874-1 and 874-1RC*

PPA has almost 20 years of increasingly complex responsibility for providing clients with expert assistance and advice regarding mission-critical aspects of their policies and activities. A significant portion of these services has been provided through the design and management of evaluation studies and other research activities intended to inform clients about policy and programmatic development, effectiveness, and change. PPA has also been extensively engaged in providing clients with strategic consulting regarding implications of its economic analyses and model building, educational studies, and policy and regulatory reviews.

PPA provides expert advice, assistance, and guidance in support of mission-oriented business functions, as follows:

- Management or strategy consulting
- Program planning, audits, and evaluations
- Studies, analyses, scenarios, and reports relating to an agency's mission-oriented business programs or initiatives
- Customized business training needed for a consulting engagement
- Policy and regulation development assistance
- Expert witness services in support of litigation, claims, or other formal cases
- Advisory and assistance services in accordance with FAR 37.203

### Facilitation Services

*SINs 874-2 and 874-2RC*

PPA has significant experience providing facilitation services on a broad range of complex issues. Working closely with clients and stakeholders, the firm creates facilitation processes that provide real insight to the participants and that support high-level public policy decision making. PPA provides the following facilitation services:

- Defining, refining, and resolving disputes, disagreements, and divergent views (excluding EEO disputes)
- Leading or facilitating group briefings and discussions
- Enabling focused decision making
- Recording discussion content and related facilitation support services
- Debriefing stakeholders
- Consensus building through logic modeling
- Preparing and providing draft and final reports relating to the facilitated issues

## Survey Services

*SINs 874-3 and 874-3RC*

PPA has extensive experience in the design, administration, analysis, and reporting of survey data on a variety of policy issues. The firm uses methods that are appropriate to the target audience, are protective of confidentiality, and minimize respondent burden. Delivering results that are responsive to client needs for pertinent data is a primary focus for PPA. PPA performs all phases of survey processes, including:

- Survey planning, design, and development
- Use of appropriate survey data-collection methodology
- Pretest/pilot surveying
- Assessing reliability and validity of data
- Administering surveys using various data-collection methods
- Survey database management
- Analysis of quantitative and qualitative survey data
- Production of reports related to the survey
- Briefings of results, including discussion of recommendations and potential follow-up actions

## Labor Categories and Price Lists by SIN

### Consulting Services SINs 874-1 and 874-1RC

Labor Category	Hourly Rate
President/CEO	\$208.55
Business Group Leader	\$190.42
Senior Policy Consultant	\$136.01
Director of Business Management	\$136.01
Project Manager	\$136.01
Senior Research Associate	\$117.88
Research Associate	\$90.68
Research Assistant	\$63.47
Senior Editor	\$63.47
Editor	\$58.93
Administrative Assistant	\$58.93

### Facilitation Services SINs 874-2 and 874-2RC

Labor Category	Hourly Rate
President/CEO	\$208.55
Business Group Leader	\$190.42
Senior Policy Consultant	\$136.01
Director of Business Management	\$136.01
Project Manager	\$136.01
Senior Research Associate	\$117.88
Research Associate	\$90.68
Research Assistant	\$63.47
Senior Editor	\$63.47
Editor	\$58.93
Administrative Assistant	\$58.93

### Survey Services SINs 874-3 and 874-3RC

Labor Category	Hourly Rate
President/CEO	\$208.55
Business Group Leader	\$190.42
Senior Policy Consultant	\$136.01
Director of Business Management	\$136.01
Project Manager	\$136.01
Senior Research Associate	\$117.88
Research Associate	\$90.68
Research Assistant	\$63.47
Senior Editor	\$63.47
Editor	\$58.93
Administrative Assistant	\$58.93

## Labor Categories

All labor categories are applicable to SINs 874-1/874-1RC, 874-2/874-2RC, and 874-3/874-3RC.

Labor Category	Description	Education and Experience
President/CEO	<p>Design and management of complex research, policy development, and evaluation projects, which includes creating conceptual approach, reviewing research, consultation with clients, policy analysis and development, and approving reports. Involves strategic project work when relevant expert skills are needed in particular content areas. Contributes to development of research strategies and data-collection instruments, key informant interviews, and interpretation of data. Facilitates consensus-building processes and moderates focus groups and other meetings. Leads logic modeling processes. Provides guidance and coaching of top-level leaders and policy development support. Ensures that client needs are fully understood and addressed.</p>	<p>Master's degree in public administration or a related field and 30 years of public policy experience.</p>
Business Group Director	<p>Plays a strategic role in design and oversight of research, policy development, and evaluation projects and briefs clients and others on results. Management of staff on projects within a particular content area to ensure quality and timeliness of deliverables. Serves as a senior member of project teams, bringing significant substantive expertise to project tasks. Facilitates consensus-building processes and moderates focus groups and other meetings. Leads logic modeling processes. Assists with analysis and evaluation tasks, as well as writing or reviewing final reports.</p>	<p>Master's degree required, doctorate preferred, and a minimum of ten years of experience in a related field.</p>

Labor Category	Description	Education and Experience
Senior Policy Consultant	Includes extensive expertise in one or more policy areas. This position involves the managing of projects or serving as a senior member of a project task team, high-level research tasks, and data analysis and interpretation. Facilitates consensus-building processes and moderates focus groups and other meetings. Briefs clients and others on results of research, policy development, and evaluation projects.	Master's degree and a minimum of 10 years of relevant experience in a related field.
Director of Business Mgmt.	Monitoring of financial aspects of projects to ensure contract compliance. Works with clients to provide timely information on project-related financial issues. Assists project managers with analysis of project progress relating to budget constraints and timeliness of project delivery.	Bachelor's degree and a minimum of five years of increasingly responsible experience in financial management and human resources.
Project Manager	Leads the design and implementation of large-scale research, policy development, and evaluation studies. Includes overseeing qualitative and quantitative data collection and analysis, designing and conducting surveys and interviews, facilitating consensus-building sessions among key stakeholders, carrying out logic modeling exercises, producing high-quality reports, and briefing clients and others on results. Interprets research results and develops policy recommendations. Project managers often serve as project leaders with responsibility for supervising other research staff.	Master's degree required, doctorate preferred, in a related field and four years of directly related project leadership experience.

Labor Category	Description	Education and Experience
Senior Research Associate	Management and execution of the primary tasks associated with small studies as well as major components of larger studies, including supervising the work of other researchers. Core competencies include project leadership support, study design, survey methods and sampling, qualitative interviews, facilitation, and writing high-quality reports. Briefs clients and others on results. Facilitates consensus-building processes and moderates focus groups and other meetings.	Master's degree in related field and five years of relevant work experience.
Research Associate	Under the direction of senior staff, has significant responsibility for research, evaluation, and analysis tasks, including designing interview and focus group questions, contributing to survey sampling and design, conducting survey research and interviews, performing statistical analysis on data, and drafting project reports. Plays a leadership role on specific tasks within a project. Assists in briefing of clients on results. Supports and documents logic modeling processes. Contributes to project design and supports facilitation and documentation of consensus-building processes, focus groups, and other meetings.	Master's degree with one year of research experience, or bachelor's degree with four years of research experience and enrollment in a related graduate degree program.
Research Assistant	Organization of project materials, information, and resources; conduct of library and Web research; review and summarization of published literature and other written material; and coding of qualitative and quantitative data. Performs data entry and data management tasks, and provides general support to projects. Assists with organization of consensus-building processes, focus groups, and other meetings.	Bachelor's degree and one year of relevant work experience.

<b>Labor Category</b>	<b>Description</b>	<b>Education and Experience</b>
Senior Editor	Review of manuscripts, proposals, research instruments, newsletters, and other documents for format, content, grammar, punctuation, and flow, providing written feedback to primary authors. Senior Editors also manage PPA's style guidelines to ensure consistency across products.	Bachelor's degree and three years of relevant work experience.
Editor	Review of written documents for format, content, grammar, punctuation, and flow, providing written feedback to primary authors.	Bachelor's degree and one year of relevant work experience.
Administrative Assistant	Assistance with project support duties that relate to a MOBIS task. These support duties include services such as typing, assisting at meetings, transcriptions, copying and production of written materials, mailings, and scanning of documents. Supports project work under the direction of research staff.	High school diploma and six months of general office experience.