



Contracting with Responsive Management is easier than ever before. U.S. federal agencies and other eligible organizations can procure Responsive Management services through the General Service's Administration (GSA) Federal Supply Schedules program by using the Mission Oriented Business Integrated Services (MOBIS) Schedule. GSA established this Federal Supply Schedule to create an expedited procurement process by pre-qualifying contractors that provide professional management services. This streamlined system makes it faster and easier for you to select qualified contractors who best support your needs. GSA has already reviewed and approved Responsive Management's qualifications, cost schedules, small and disadvantaged business subcontracting plans, and other contract requirements so that you don't have to.

The MOBIS Schedule facilitates contracting to help you improve your management and organizational effectiveness through the use of specialized consulting, surveying, and facilitation services. Under MOBIS, an agency client may ask Responsive Management to develop or conduct:

- √ Telephone surveys
- √ Mail surveys
- √ Personal interviews
- √ Park/outdoor recreation intercepts
- √ Web-based surveys
- √ Focus groups
- √ Needs assessments
- √ Literature reviews
- √ Data collection
- √ Marketing plans
- √ Communications plans
- √ Outreach plans
- √ Business plans
- √ Programmatic evaluations
- √ Policy analysis
- √ Public relations plans

GSA AWARDED TERMS AND CONDITIONS FOR RESPONSIVE MANAGEMENT

Contract Information

Schedule Title: Mission Oriented Business Integrated Services (MOBIS)

Industrial Group Number: 871

DUNS number: 80-2715334

Contract Number: GS-10F-0246N

Contract Period: February 13, 2003 - February 13, 2008

Business Size: Small

Contract Administration:

Mark Damian Duda, Executive Director / Contract Administrator

130 Franklin Street

Harrisonburg, VA 22801

Phone: (540) 432-1888

Fax: (540) 432-1892

E-mail: mark@responsivemanagement.com

Website: <http://www.responsivemanagement.com>

1a. Awarded Special Item Numbers:

SIN 871-1: Consulting Services

SIN 871-3: Survey Services

1b. Lowest Price Model Number and Lowest Unit Price:

Not Applicable

2. Maximum Order:

\$1,000,000.00

3. Minimum Order:

\$300.00

4. Geographic Coverage:

Domestic and Overseas

5. Points of Production Office Locations:

Same as company address (see above)

6. Discount from List Prices / Prices Shown in Catalog:

Government net prices (discounts already deducted)

7. Quantity Discounts:

None offered.

8. Prompt Payment Terms:

Net 30 days

- 9a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold:** Yes
- 9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold:** Accept over \$2,500.00
- 10. Foreign Items:**
None
- 11a. Time of Delivery:**
To be negotiated with the customer on each Task Order
- 11b. Expedited Delivery:**
To be negotiated with the customer on each Task Order
- 11c. Overnight and 2-day delivery:**
To be negotiated with the customer on each Task Order
- 11d. Urgent Requirements:**
To be negotiated with the customer on each Task Order
- 12. F.O.B. Point(s):**
FOB Destination
- 13. Ordering Address:**
Mark Damian Duda, GSA FSS Contract Administrator
Responsive Management
130 Franklin Street
Harrisonburg, VA 22801
- 14. Payment Address:**
Responsive Management
130 Franklin Street
Harrisonburg, VA 22801
- 15. Warranty Provision:**
None
- 16. Export Packing Charges:**
Not applicable
- 17. Terms and Conditions of Government Purchase Card:**
Contact contractor
- 18. Terms and Conditions of Rental, Maintenance, and Repair:**
Not Applicable

- 19. Terms and Conditions of Installation:**
Not Applicable
- 20. Terms and Conditions of Repair Parts:**
Not Applicable
- 20a. Terms and Conditions of Other Services:**
Not Applicable
- 21. List of Service and Distribution Points:**
Not Applicable
- 22. List of Participating Dealers:**
Not Applicable
- 23. Preventative Maintenance:**
Not Applicable
- 24a. Environmental Attributes:**
Not Applicable
- 24b. Environmental Attributes:**
Not Applicable
- 25. Data Universal Number Systems (DUNS) Number:**
80-2715334
- 26. Central Contractor Registration:**
Registered

Who Can Use This Schedule?

- Executive and other federal agencies.
- Government contractors authorized in writing by a federal agency pursuant to CFR 51.1.
- Mixed ownership government corporations.
- The government of the District of Columbia.
- Any other organizations authorized to procure services from GSA.

How To Use This Schedule

You retain control of your project by dealing directly with the contractor and are ensured long-term support by the five-year duration of Federal Supply contracts.

Using the schedule for MOBIS you can now access Responsive Management in just a few steps.

Step 1.

Provide your Contracting Officer with your Statement of Work (SOW) and any special terms and conditions of delivery you need. Be sure to include a description of the work required and a schedule for delivery of the work.

Step 2.

Request that your Contracting Officer issue your SOW to three contractors, including Responsive Management, approved to provide Mission Oriented Business Integrated Services.

Step 3.

You and the Contracting Officer review the contractors' responses and rates to determine the best value of the three.

Step 4.

The Contracting Officer issues a contract order to the selected contractor, using their federal supply schedule contract.

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!, a menu-driven database system. The Internet address for GSA Advantage! is <http://www.gsadvantage.gsa.gov>. For more information on ordering from Federal Supply Schedules, select the FSS Schedules button at <http://www.fss.gsa.gov>.

Descriptions of Special Item Numbers

Below are descriptions of the Special Items Numbers (SINs) for which Responsive Management is approved for GSA contracting:

871-1 Consulting Services

Services required under this SIN involve providing expert advice, assistance, guidance, or counseling in support of agencies' management, organizational, and business improvement efforts. This may also include studies, analyses, and reports documenting any proposed developmental, consultative, or implementation efforts.

871-3 Survey Services

Services required under this SIN involve expert consultation, assistance, and deliverables associated with all aspects of surveying within the context of MOBIS. Contractors shall assist with, and/or perform all phases of the survey process to include, but not limited to: planning survey design sampling; survey development, pretest/pilot surveying, survey database

administration, assessing reliability and validity of data, determining proper survey data collection methodology, administering surveys using various types of data collection methods and analyses of quantitative and qualitative survey data. Production of reports to include, but not limited to: description and summary of results with associated graphs, charts, and tables; description of data collection and survey administration methods; discussion of sample characteristics and the representative nature of data; analysis of non-response; and briefings of results to include discussion of recommendations and potential follow-up actions.

Telephone Surveys

Telephone surveying is a method of public opinion polling where telephone numbers are randomly generated to contact potential respondents, either from the general population or from a known sample (for example members of an organization or license holders). Responsive Management is the leader in the use of telephone surveys in natural resource and outdoor recreation issues, having performed over 1,000 research projects over the past 18 years. It specializes in researching only natural resource and outdoor recreation issues, and its interviewers conduct surveys only on natural resource and outdoor recreation issues including wildlife, fisheries, and parks, and environmental/conservation issues.

Questionnaire Design and Pretesting

Responsive Management designs the survey instrument collaboratively based on close consultation, discussions, and reviews with the client. Responsive Management conducts all phases of survey development based on client input and past experience with similar studies.

Telephone Interviewing Procedures and Facilities

High-quality data collection is critical to good survey research. Responsive Management has designed a state-of-the-art telephone interviewing facility that stresses the importance of highly trained telephone interviewers with experience conducting computer-assisted telephone interviews and who work under the close supervision of Responsive Management's professional staff. Because Responsive Management specializes in researching natural resource issues, its interviewers conduct surveys only on natural resource and outdoor recreation issues.

To ensure the data collected is of the highest quality, interviewers are trained according to the standards established by the Council of American Survey Research Organizations. The project supervisor conducts in-depth project briefings with the interviewing staff prior to working on the specific project. Interviewers are instructed on survey goals and objectives, type of study, handling of survey questions, interview length, termination points and qualifiers for participation, reading of interviewer instructions, reading of survey, reviewing of skip patterns, and probing and clarifying techniques necessary for specific questions on the survey instrument. Methods of instruction include lecture, role-playing, and video training.

The Survey Center Manager and Assistant Manager oversee the data collection process. The Managers randomly monitor telephone workstations without the interviewers' knowledge as to which interviews will be monitored. Monitoring allows the project supervisor to maintain strict quality control over the data collection process. The managers and statisticians edit each completed survey to check for clarity, understanding, completeness, and form.

Mail and Internet Surveys

Responsive Management operates a state-of-the-art, multi-modal research center with the experience and facilities for the creation, implementation, and interpretation of survey research by mail, phone, and web. Mail surveys entail using various postal or postal like (i.e., fed ex) delivery techniques to deliver pencil and paper surveys to potential respondents. Mail surveys are effective in a variety of settings, most notably when contacting named respondents (for instance members of a club), when contacting respondents who are unlikely or unwilling to respond by phone or other media, or when delivering some sort of stimulus about which a response will be measured (for instance, through a visual appeal for marketing).

Personal Interviews

Responsive Management has knowledge and experience in a variety of qualitative research methods used to gain more robust perspectives on issues, to test the effectiveness of messages, and to identify important issues for further exploration. Personal interviews are an appropriate qualitative data collection methodology in a variety of settings including exploration of issues in sensitive areas such as internal evaluations or internal satisfaction studies. Personal interviews allow participants to share qualitative information in a manner that allows freer expression of ideas and opinions.

Personal interviews are an excellent method when there are highly knowledgeable individuals whose expertise is needed for the understanding of an issue prior to survey design, prior to focus group design, or as an elucidating factor for a complex phenomenon. Personal interviews allow for open conversation between Responsive Management staff and individuals in a one-on-one setting. Responsive Management has performed many personal interviews in a variety of settings, for example, to evaluate internal and external program implementation, and for a range of clients such as federal, state, and conservation organizations.

Focus Groups

Responsive Management conducts focus groups using state-of-the-art research methodology for qualitative research. The preferred methodology for most focus groups is formal. One-way mirrors and unobtrusive observation occur at established and approved focus group facilities. For a complete discussion of the uses of focus group research, see Morgan and Krueger (1997). An experienced, trained moderator leads the focus groups, as unobtrusively as possible, through a discussion guide and looks for new insights into why individuals feel the way they do about particular issues.