

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

## **Multiple Award Schedule**

### **Federal Supply Group: Professional Services**

**Contract Number: GS-00F-189CA**

**Contract Period: July 7, 2015 through July 6, 2025**

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at  
[GSA.gov](http://GSA.gov)

Price list current as of Modification #PS-0014 effective March 3, 2021

ICF Macro Inc.  
9300 Lee Highway  
Fairfax, VA 22031

Business Size: Large Business

**Contract Administrator: Ilene Gerber**

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## **About ICF Macro**

ICF Macro, Inc. is a highly regarded professional services firm based in Fairfax, Virginia. Since 1966, ICF Macro has successfully provided management, organization, and business improvement services to thousands of Government, corporate, and nonprofit clients. Our consultants are experts in various areas of consulting and research, as well as in developing exceptional support products. We strive to provide our customers with unparalleled service.

We use innovative marketing research and communications strategies to educate, inform, and move our clients' target audiences to action. We welcome the opportunity to assist your organization in planning and implementing full-service solutions to your marketing, media, and public information needs.

Whether you require a strategic marketing plan to increase public awareness of an issue, or you need to disseminate information about a new policy or program, ICF Macro provides a wide range of communications vehicles and channels to expand the reach and penetration of your messages. By using the science of market research and the principles of branding to inform our strategies and inspire the creative process, we can help you effectively communicate the value of your agency's work to employees, policymakers, and the public.

From short-term projects to long-range services...from radio and television to website design...from concept through delivery, ICF Macro provides the full range of services to meet your specific requirements. We have earned a reputation for the high quality, reliability, and responsiveness of our work. We look forward to working with you to achieve your organization's objectives.

For your convenience we have included contract and pricing information for your review. We look forward to working with you soon in achieving your objectives.

**CUSTOMER INFORMATION:**

**1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers:**

NEW SIN	Geographic Coverage	SIN Description
541810ODC	Worldwide	Other Direct Costs (ODCs)
541910	Worldwide	Marketing Research and Analysis
541613	Worldwide	Marketing Consulting Services
541611	Worldwide	Management, and Business Program/Project Management Services
611430	Worldwide	Professional and Management Development Training
611512	Worldwide	Flight Training
OLM	Worldwide	Order-Level Materials

**1b. Prices shown in price list are nets, all discounts deducted, and valid for all domestic areas. See Item 6.**

**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. If hourly rates are not applicable, indicate "Not applicable" for this item N/A**

**2. Maximum Order:** \$1,000,000.00. For orders in excess of \$1,000,000, which may be placed, please contact ICF Macro, Inc. for additional information.

\*Under federal supply schedules, this amount represents the amount over which agencies are encouraged to seek price reductions. There is no price ceiling on individual task orders or on the maximum total amount that can be ordered under this contract.

**3. Minimum Order:** \$100.00

**4. Geographic Coverage (delivery Area):** Domestic and International Delivery.

**5. Point(s) of production (city, county, and state or foreign country):** Same as company icf

**6. Discount from list prices or statement of net price:** Government net prices (discounts already deducted). See Attachment.

**7. Quantity discounts:** None Offered

**8. Prompt payment terms:** 0% - Net 30 days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of contractual agreement in exchange for other concessions.

**9. Foreign items (list items by country of origin):** None

**10a. Time of Delivery (Contractor insert number of days):** ICF Macro, Inc. will adhere to the delivery schedule as specified by the agency's purchase order.

**10b. Expedited Delivery.** Contact ICF Macro, Inc. for expedited delivery.

**10c. Overnight and 2-day delivery.** Contact ICF Macro, Inc. for rates for overnight and two-day delivery.

**10d. Urgent Requirements.** Contact ICF Macro, Inc. to expedite urgent requirements.

**11. F.O.B Points(s):** Destination

**12a. Ordering Address(es):** Same as Contractor

**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):**

<b>Account Name</b>		ICF Consulting Group, Inc.
<b>Bank Name</b>		PNC Bank
<b>Bank Address</b>		800 17 <sup>th</sup> Street NW Washington, DC 20006
<b>Domestic EFT</b>	<b>ABA Number</b>	031207607
	<b>Account Number</b>	80-2637-4453
<b>International EFT</b>	<b>Swift Code</b>	PNCCUS33
	<b>Account Number</b>	80-2637-4453
<b>Payment by Check</b>	<b>Standard</b>	ICF Consulting Group, Inc. P.O. Box 775367 Chicago, IL 60677-5367
	<b>Overnight</b>	PNC Bank c/o ICF Consulting Group, Inc. Lockbox 775367 350 East Devon Avenue Itasca, IL 60143

- 14. Warranty provision:** Standard Commercial Warranty: ICF Macro, Inc. warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.
- 15. Export Packing Charges (if applicable):** N/A
- 16. Terms and conditions of rental, maintenance, and repair (if applicable):** N/A
- 17. Terms and conditions of installation (if applicable):** N/A
- 18. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable):** N/A
- 18a. Terms and conditions for any other services (if applicable):** N/A
- 19. List of service and distribution points (if applicable):** N/A
- 20. List of participating dealers (if applicable):** N/A
- 21. Preventive maintenance (if applicable):** N/A
- 22a. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants:** N/A
- 22b. Section 508 compliance information location:** 9300 Lee Highway, Fairfax, VA 22031
- 23. Data Universal Numbering System (DUNS) number:** 066783721
- 24. Notification regarding registration in System for Award Management (SAM):** Registered

# Professional Services – Marketing and Public Relations

## 541910: Marketing Research and Analysis

## 541613: Marketing Consulting Services

### Labor Category Descriptions

- **Level I – Executive/Senior Subject Matter Expert**

**Minimum/General Experience/Education:** Minimum 10 years of relevant work experience with a Master’s Degree and have highly specialized areas of expertise.

**Functional Responsibility:** Senior level corporate officers and expert consultants whose functional role on projects may include, but are not limited to – high level subject matter expertise in a content area or creative specialty, leading strategic communication initiatives and campaigns; creative directors that oversee and manage teams; act as primary interface with clients. This role would typically provide executive vision, leadership, and management oversight of the project.

- **Level II – Technical Director**

**Minimum/General Experience/Education:** Minimum 7 years of relevant work experience with a Master’s Degree or 10 years of relevant work experience with a Bachelor’s Degree and have highly specialized areas of expertise.

**Functional Responsibility:** Senior management staff or technical experts who are responsible for overall direction and management oversight of project operations and whose final approval is required on all commitments of ICF Macro’s corporate resources. Functions of this role may include, but are not limited to – project management, and the maintenance of an integrated project management structure; envisioning strategic communications initiatives and campaigns; subject matter expertise, including knowledge of the latest media and digital marketing channels, knowledge of content areas such as public health or a creative specialty; implementing the vision; and managing and supporting staff to meet project objectives. This role may include technical specialists that provide leadership and guidance on IT and web-based media strategies.

- **Level III – Senior Consultant/Senior Manager**

**Minimum/General Experience/Experience:** Minimum 5 years of relevant work experience with a Master’s Degree or 8 years of relevant work experience with a Bachelor’s Degree and have highly specialized areas of expertise.

**Functional Responsibility:** Senior technical staff who are responsible for all phases, activities, staffing, and outcomes involved in a project, including budget management, for the entire project. Functional roles at this level may include research and requirements gathering, conceptual and stylistic direction and implementation of communication and media initiatives/campaigns, developing relationships with media and clients, developing editorial or graphic products, and guiding junior staff.

- **Level IV – Consultant/Task Manager/Developer**

**Minimum/General Experience/Education:** Minimum 3 years of relevant work experience with a Master’s Degree or 6 years of relevant work experience with a Bachelor’s Degree and have specialized areas of expertise.

**Functional Responsibility:** : Senior midlevel staff whose well defined technical skills and experience in both general and specialized subject matter provide expertise that is critical to a project’s success. Functional responsibilities may include implementing and supporting media initiatives (web, print, Etc.), supporting the planning, rollout, and evaluation of campaigns; guiding junior staff; developing graphic and editorial content provide administrative and operational support.

- **Level V - Associate**

**Minimum/General Experience/Education:** Minimum 1 years of relevant work experience with a Master’s Degree or 2 years of relevant work experience with a Bachelor’s Degree.

**Functional Responsibility:** Functional responsibilities may include implementing and supporting media initiatives (web, print, etc.), providing support for rollout, evaluating initiatives/campaigns; providing administrative and operational support; developing graphic and editorial content. This level typically operates under guidance from senior staff.

- **Level VI – Administrative/Production Support (Service Contract Act category)**

**Minimum/General Experience/Education:** Minimum 1 year of relevant work experience with a Bachelor’s Degree.

**Functional Responsibility:** This level typically functions as general administrative and operational support for projects and initiatives, which may include editorial development, graphics, database maintenance, and quality assurance; may provide research initiatives.

- **Level VII – Clerical/Production/Research Support (Service Contract Act category)**

**Minimum/General Experience/Education:** Introductory position requiring no relevant experience with a High School Degree or equivalent.



**Functional Responsibility:** This position provides general administrative support, including word processing, filing, graphics support, database maintenance, and quality assurance; may provide research initiatives.

**Equivalent Experience Requirements for Marketing and Public Relations Labor Categories**

- Any combination of additional years of relevant experience plus full time college level study totaling four years will be an acceptable substitute for a Bachelors degree.
- A Bachelors degree plus any combination of additional years of relevant experience and graduate level study totaling two years will be an acceptable substitute for a Masters degree.
- Additional years of graduate level study in an appropriate field will be considered equal to years of experience on a one-for-one basis.
- Staff with highly relevant training and experience for a particular assignment may be considered to have additional years of experience for purposes of assignment to a labor category for that assignment.

**Pricing for Marketing and Public Relations**

Labor Category	Location	Year 6 7/7/2020- 7/6/2021	Year 7 7/7/2021- 7/6/2022	Year 8 7/7/2022- 7/6/2023	Year 9 7/7/2023- 7/6/2024	Year 10 7/7/2024- 7/6/2025
Level I, Executive/Senior Subject Matter Expert	Both	\$248.75	\$254.22	\$259.82	\$265.53	\$271.37
Level II, Technical Director	Both	\$178.68	\$182.61	\$186.63	\$190.73	\$194.93
Level III, Senior Consultant/Senior Manager	Both	\$138.25	\$141.29	\$144.40	\$147.58	\$150.82
Level IV, Consultant/Task Manager/Developer	Both	\$119.64	\$122.27	\$124.96	\$127.71	\$130.52
Level V, Associate	Both	\$101.05	\$103.27	\$105.55	\$107.87	\$110.24
Level VI, Administrative/Production Support*	Both	\$58.00	\$59.28	\$60.58	\$61.91	\$63.27
Level VII, Clerical/Production/Research Support*	Both	\$54.00	\$55.19	\$56.40	\$57.64	\$58.91

\*Denotes categories subject to Service Contract Act

**Other Direct Costs**  
**541810 ODC**

**Media Placement:**

7 Minute Video would cost approximately \$43,990 ‘Not to Exceed’ – Placement for public cable TV spot, video website placement and online video ads such as YouTube.

60 Seconds Radio Spot in Prime Drive time with a National network of radio stations would cost \$17,600 ‘Not to Exceed’ – Price may be dependent on flight length and frequency, gross rating point, cost-per-thousand, and designated media area.

60 Seconds Radio Spot in Nonprime/fringe time with a local station would cost \$630 ‘Not to Exceed’- Price may be dependent on flight length and frequency, gross rating point, cost-per-thousand, and designated media area.

30 Seconds TV Spot in prime time at a local station would cost \$87,900 ‘Not to Exceed’- Price may be dependent on flight length and frequency, gross rating point, cost-per-thousand, and designated media area.

30 Seconds TV Spot in fringe time at a local station would cost \$9,560 ‘Not to Exceed’ - Price may be dependent on flight length and frequency, gross rating point, cost-per-thousand, and designated media area.

**Media Buying Commission:** ICF Macro, Inc. will not use the commercial practice of charging a commission on media buys. All media commission and any quantity discounts received by ICF Macro, Inc. will be rebated back to the Agency.

**Full Service Marketing, Media and Public Information**

Total Project Cost \$252,599.85 ‘Not To Exceed’

Description includes the following:

Consultants	Ground Transportation	Postage
Telephone	FAX	Course Training Material
Delivery	Freight Service	Meeting Facilitation
Books & Publication	Strategic Planning	Conference
Computer Supplies	Seminar	
Meeting Cost	Reproduction	

Item	SINs	Awarded ODC	Site	Price
1	541-1000	7 Minute Video	Both	\$43,990.00
2	541-1000	60 Second Radio Spot Prime Drive with National Network	Both	\$17,600.00
3	541-1000	60 Second Radio Spot Nonprime with a local station	Both	\$630.00
4	541-1000	30 Second TV Spot in prime time at a local station	Both	\$87,900.00
5	541-1000	30 Second TV Spot in fringe time at a local station	Both	\$9,560.00
6	541-1000	Full Service Marketing, Media and Public Information	Both	\$252,599.85

# Professional Services – Business Administrative Services

**541611: Integrated Consulting Services: Management, Financial, Acquisition, Grants Management, and Business Program/Project Management Services**

**611430: Professional and Management Development Training**

## Labor Category Descriptions

- **Level I, Executive Manager**

**Minimum General Experience:** At least 15 years of progressively more responsible experience in managing complex, time-sensitive projects, including those with multiple activities, tasks and deliverables.

**Functional Responsibility:** Executives responsible for overall direction and management oversight of project operations and whose final approval is required on all project commitments for ICF Macro. Responsible for directing financial activities and overseeing project development with ultimate responsibility for ensuring completion of all work products and deliverables on time, within budget, and to the client's satisfaction, and for providing technical advisory and consultation expertise.

**Minimum Education:** MA, MS, or MBA in relevant content fields as appropriate to the project.

- **Level II, Technical Director**

**Minimum General Experience:** At least 10 years of progressively more responsible experience in the primary discipline required by the project. Demonstrated ability to manage numerous complex and time-sensitive project activities and tasks simultaneously.

**Functional Responsibility:** Senior managers and principals responsible for all phases, activities, staffing, and outcomes involved in a project, including budget management for the entire project. Responsible for managing technical tasks to meet all deadlines, budgets, and project requirements, and ensuring that problems encountered during the course of a project are identified, remedied, and prevented from reoccurrence.

**Minimum Education:** BA or BS in relevant content fields as appropriate to the project. In many cases, Technical Directors have Masters-level degrees or the equivalent.

- **Level III, Senior Project Manager or Principal Investigator or Senior Subject Matter Expert**

**Minimum General Experience:** Typically 8 years or more of progressively responsible experience in the primary discipline required by the project and/or in project and task management. Demonstrated experience directly producing client deliverables with limited technical supervision.

**Functional Responsibility:** Senior project managers, principal investigators, senior subject matter experts, and other project leaders whose well-defined technical skills in both general and specialized subject matter provide expertise that is critical to a project's success. Responsible for providing technical leadership for projects. Ensures standards of quality and applicability to project goals and client specifications are met within the context of the applicable technical field.

**Minimum Education:** BS as appropriate. In many cases, Level III personnel have Masters-level degrees or the equivalent.

- **Level IV, Task Manager or Team Leader or Mid-Level Consultant/Analyst/Trainer**

**Minimum General Experience:** At least 6 years of progressively responsible experience in technical work similar to the project.

**Functional Responsibility:** Responsible for coordinating all tasks and activities of a project to ensure 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. Demonstrated ability to manage technical tasks. Has knowledge of and experience in related functional areas addressed by the project, general knowledge of Government contracting practices, environments, standards, and procedures. Excellent written and oral communication skills and an ability to work and communicate effectively with ICF Macro's technical and managerial staff, as well as client staff. Produces client deliverables with technical supervision from Levels I-III managers and experts.

**Minimum Education:** BA or BS in appropriate technical field.

- **Level V, Associates**

**Minimum General Experience:** Bachelors degree and 1 year of experience in related project work.

**Functional Responsibility:** Trainers, researchers, consultants, and analysts at the associate level. Complete technical work as assigned under close technical supervision by Levels I-IV personnel.

**Minimum Education:** BA or BS in appropriate technical field.

- **Level VI, Administrative Support**

**Minimum General Experience:** At least 18 months of experience performing clerical and administrative duties on Government contracts.

**Functional Responsibility:** Graphic design generalists, desktop publishers, production and word processing staff, administrative assistants, editors, and other project support staff. Duties include formatting and preparing final deliverables including reports, tables, spreadsheets and presentations. Original documents are normally prepared by technical staff, then edited by Level VI staff, and prepared for final production. Supervise all elements of final production including printing and duplicating, shipping, etc. May include coordination of schedules and meetings, note taking, filing, writing business correspondence, and other general office work.

**Minimum Education:** High school degree and specialized training in office software products such as MS Word, PowerPoint, and Excel.

- **Level VII, Telephone Interviewers**

**Minimum General Experience:** Entry Level

**Functional Responsibility:** Staff conducting telephone interviews for data collection tasks associated with research and evaluation projects. Interviewers complete a basic training program that covers interviewing techniques and protocols used at ICF Macro, are closely supervised and monitored, and receive 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.

**Minimum Education:** High school degree.

**Equivalent Experience Requirements for Business Administrative Services Labor Categories:**

- Any combination of additional years of relevant experience plus full time college level study totaling four years will be an acceptable substitute for a Bachelors degree.
- A Bachelors degree plus any combination of additional years of relevant experience and graduate level study totaling two years will be an acceptable substitute for a Masters degree.
- Additional years of graduate level study in an appropriate field will be considered equal to years of experience on a one-for-one basis.
- Staff with highly relevant training and experience for a particular assignment may be considered to have additional years of experience for purposes of assignment to a labor category for that assignment on a one-for-one basis.

### Pricing for Business Administrative Services

<b>Labor Category</b>	<b>Location</b>	<b>Year 6 7/7/2020- 7/6/2021</b>	<b>Year 7 7/7/2021- 7/6/2022</b>	<b>Year 8 7/7/2022- 7/6/2023</b>	<b>Year 9 7/7/2023- 7/6/2024</b>	<b>Year 10 7/7/2024- 7/6/2025</b>
Level I, Executive Officer	Both	\$259.73	\$265.44	\$271.28	\$277.25	\$283.35
Level II, Technical Director	Both	\$151.00	\$154.32	\$157.72	\$161.19	\$164.73
Level III, Senior Project Manager, Principal Investigator, or Subject Matter Expert	Both	\$109.85	\$112.27	\$114.74	\$117.26	\$119.84
Level IV, Task Manager, Team Leader, or Mid-Level Consultant/Analyst/Trainer	Both	\$90.06	\$92.04	\$94.07	\$96.14	\$98.25
Level V, Associates	Both	\$76.60	\$78.29	\$80.01	\$81.77	\$83.57
Level VI, Administrative Support*	Both	\$61.83	\$63.19	\$64.58	\$66.00	\$67.45
Level VII, Telephone Interviewers*	Both	\$44.00	\$44.97	\$45.96	\$46.97	\$48.00

\*Denotes categories subject to Service Contract Act

### Service Contract Labor Standards (SCLS) Matrix

<b>SCLS Eligible Labor Category</b>	<b>SCLS Equivalent Code</b>	<b>WD Number</b>
Level VI, Administrative Support	01020 - Administrative Assistant	2015-4281 2015-4270 2015-4319
Level VII, Telephone Interviewers	01420 – Survey Worker	2015-4281 2015-4270 2015-4319
Level VI – Administrative/Production Support	01020 – Administrative Assistant	2015-4281 2015-4270 2015-4319
Level VII – Clerical/Production/ Research Support	01313 – Secretary III	2015-4281 2015-4270 2015-4319

The Service Contract Labor Standards, formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a (\*\*) in this pricelist are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).