



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 for GSA Advantage! is <http://www.gsaadvantage.gov>.

Mission Oriented Business Integrated Services  
Federal Supply Schedule  
FSC Group 874, ClassR499

**Contract Number:** GS-10F-0254S  
**Contract Period:** 10 May 2006 through 9 May 2011

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

**For more information, please contact:**  
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Business Office: 202.470.3311

**Lincoln Group, LLC**  
**801 Pennsylvania Avenue, NW Suite 325**  
**Washington, DC 20004-2625**

Email	<a href="mailto:andrew.owen@lincolngroup.com">andrew.owen@lincolngroup.com</a>
Web Address	<a href="http://www.lincolngroup.com">http://www.lincolngroup.com</a>
Phone	202.470.2211
Fax	202.595.0208

**Business Size:** Large

*Prices Shown Herein are Net (discount deducted)*  
**Price List current through 9 May 2007**



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<b>CUSTOMER INFORMATION</b>
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- 1a. Authorized Special Item Numbers (SINs):** *(See page 10 for Labor Rates)*
- Special Item No. 874-1 Consulting Services*  
*Special item No. 874-3 Survey Services*
- 1b. Lowest priced model number and lowest unit price for that model for each SIN awarded in the contract:** *Not Applicable*
- 1c. Labor Category Descriptions:** Labor category descriptions begin on page 6
- 2. Maximum order:** The maximum threshold value per order is \$1,000,000
- 3. Minimum order:** The minimum dollar value per delivery order is \$300
- 4. Geographic Coverage (delivery area):** *All domestic locations*
- 5. Point(s) of production:** *Not Applicable*
- 6. Discount from list prices or statement of net price:** *Government prices are net*
- 7. Quantity discounts:** None
- 8. Prompt payment terms:** *0%--Net 30 days*
- 9a. Acceptance of Government credit cards:** Government credit cards will be accepted for orders at or below the micro-purchase threshold
- 9b. Acceptance of Government credit cards:** Government credit cards will be accepted for orders above the micro-purchase threshold
- 10. Foreign items (list items by country of origin):** *Not Applicable*
- 11a. Time of Delivery:** *As negotiated between Contractor and Ordering Agency*
- 11b. Items available for expedited delivery:** *Not Applicable*
- 11c. Overnight and 2-day delivery:** *Not Applicable*
- 11d. Urgent Requirements:** *Not Applicable*
- 12. F.O.B. Point:** Destination
- 13a. Ordering address:**



*LINCOLN GROUP, LLC  
801 Pennsylvania Ave NW  
Suite 325  
Washington, DC 20004-2625  
Attn: Contracts\**

*Phone: 202.595.1330  
Fax: 202.595.0208*

*\*Please mail to the attention of the Contracts Administrator identified above*

**13b. Ordering Procedures:** *For supplies and services, the ordering procedures, and information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3*

**14. Payment address:**

*LINCOLN GROUP, LLC  
801 Pennsylvania Ave NW  
Suite 325  
Washington, DC 20004-2625*

*Phone: 202.595.1330  
Fax: 202.595.0208*

**15. Warranty provision:** *Not Applicable*

**16. Export packing charges:** *Not Applicable*

**17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level):** *None*

**18. Terms and conditions of rental, maintenance, and repair:** *Not Applicable*

**19. Terms and conditions of installation:** *Not Applicable*

**20a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices:** *Not Applicable*

**20b. Terms and conditions for any other services:** *Not Applicable*

**21. List of service distribution and points:** *Not Applicable*

**22. List of participating dealers:** *Not Applicable*

**23. Preventative maintenance:** *Not Applicable*



25. **Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants:** *Not Applicable*
26. **Data Universal Number System (DUNS) number:** *146065656*
27. **Central Contractor Registration (CCR) database.** Lincoln Group is registered in the Central Contractor Registration (CCR) database. *CAGE Code: 3WJQ6*

## **EXECUTIVE SUMMARY**

### **Introduction**

Lincoln Group is a strategic intelligence and communications firm uniquely positioned to deliver insight and influence in the world's emerging markets and most challenging environments. Our on-the-ground experts are immersed in these local cultures to provide our government and commercial clients with mission and market critical information. This insight enables us to develop communications strategies that resonate with our clients' target audiences.

### **874-3 Survey Services**

#### *Information Collection and Analysis*

Lincoln focuses on the use of human networks and open source research to collect information otherwise unavailable to the client. We recruit, train, and manage teams of three to thirty individuals who are employed to collect and report political, security, economic, and other information in support of our clients. Lincoln manages the collection and synthesis of data and provides recurring analysis and recommendations. We commonly integrate information collected by our human network with open source, proprietary, and secure client materials in order to fuse information and generate comprehensive analysis.

#### *Polls, Surveys and Focus Groups*

Lincoln conducts surveys and focus groups for select clients who are looking to measure the perceptions, awareness, education, and other aspects of a targeted demographic. Surveys employ state-of-the-art scientific data collection instruments, established demographic targeting techniques, collection process audits and quality control, statistical analysis, and contextual recommendations based on the collected data. We conduct surveys – and produce descriptive reports – for US government and other clients. We also conduct survey groups – a process which requires in-depth discussions and interviews with select members of key demographics. We use focus groups to augment existing measurement instruments. Surveys and focus groups are used as complementary efforts. Where surveys focus on a large sample size and limited detail, the focus groups concentrate on a small sample set and extensive analysis of key issues. Used together, their quantitative and qualitative properties provide an improved understanding of public perceptions, and the messages most likely to change them. Due to the sensitivity in conducting US government-sponsored surveys and focus groups, Lincoln develops unique approaches and plans that minimize bias-inducing influence. We commonly construct collection efforts which operate as educational or public sector initiatives to dramatically reduce undue influence or bias.

### **874-1 Consulting Services**

Lincoln Group can provide expert advice, assistance, guidance or counseling in support of agency missions. This may include studies, analyses and reports. Examples of consultation include but are not limited to: planning, development and execution of communication strategies, programs and products; media and cultural analyses; development and monitoring of metrics assessments; and cultural intelligence and research.

<b>LABOR CATEGORY DESCRIPTIONS</b>
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**Management****Job Title: Program Manager**

*Minimum/General Experience.* 10 years of managerial experience on large projects that include planning, setting strategic aims, reviewing management performance, reviewing current strategies and developing new strategies. Ability to analyze project operations and instill necessary changes. Experience serving as the lead program manager position within the government/federal agency environment.

*Functional Responsibility.* Provides entrepreneurial as well as functional leadership. Responsible for administration, overall project operation, as well as legal matters; ensure that project team is effectively communicating and executing projects.

*Minimum Education.* Masters Degree required

**Job Title: Project Manager**

*Minimum/General Experience.* 5 years Managerial experience planning, directing, and monitoring a team of employees.

*Functional Responsibility.* Provides overall support for technical, business, and financial management of programs and projects. Defines project objectives and analyzes current strategies. Monitors daily project operations. Reviews project effectiveness and achievements.

*Minimum Education.* Bachelors Degree in Business required

**Survey Services****Job Title: Senior Information Operations Director**

*Minimum/General Experience.* 8 years of experience providing tracking, coding and classification of collected data. Experience creating polling, data recording and tracking procedures and overseeing information operations staff.

*Functional Responsibility.* Identifies random samples of original source media (not from the database); Plans, organizes and directs the work of all project functions. Gives clear feedback on the ultimate effectiveness of the various initiatives and strategies employed. Conducts accurate impartial research to include random sampling, focus groups, house to house surveys, and demographic-centered polling; track qualitative and quantitative measures.

*Minimum Education.* Bachelor's Degree required.

**Job Title: Information Operations Manager III**

*Minimum/General Experience.* 5 years of experience providing data collection and polling services.

*Functional Responsibility.* Assists the organization and direction of survey and polling programs. Is able to evaluate and work on qualitative and quantitative efforts within the campaign.



*Minimum Education.* Bachelor's Degree required.

**Job Title: Information Operations Manager II**

*Minimum/General Experience.* 3 years of experience in polling and surveying services.

*Functional Responsibility.* Assists in the polling and surveying project development and project evaluation.

*Minimum Education.* Bachelor's Degree required.

**Job Title: Information Operations Manager I**

*Minimum/General Experience.* 1 year of experience assisting, developing and/or evaluating polling and surveying services.

*Functional Responsibility.* Identifies random samples of original source media (not from the database). Conducts accurate impartial research to include random sampling, focus groups, house to house surveys, and demographic-centered polling; track qualitative and quantitative measures.

*Minimum Education.* Bachelor's Degree required.

**Job Title: Information Operations Analyst**

*Minimum/General Experience.* 3 years of experience supporting operations in various projects.

*Functional Responsibility.* Supports several managers in information operations and evaluates qualitative and quantitative data.

*Minimum Education.* Bachelor's Degree required

**Subject Matter Disciplines**

**Job Title: Subject Matter Executive**

*Minimum/General Experience.* 15 years of professional experience. Has a thorough knowledge of all critical aspects as well as additional information regarding specific task performance.

*Functional Responsibility.* Assists in developing programs and implementing creative and innovative solutions. Researches and analyzes customer requirements. Applies expert knowledge to determine the accuracy and reasonableness of the data. Documents and summarizes the results and develops and recommends creative and innovative solutions to the customer's problems. Provides entrepreneurial and functional leadership to the company. Responsible for administration as well as providing leadership to the team of Subject Matter Experts. Ensures that necessary financial and human resources are in place to meet objectives.

*Minimum Education.* Masters Degree required.

**Job Title: Subject Matter Expert III**

*Minimum/General Experience.* 10 years of professional experience; instinctive knowledge of what is critical to the performance of a task; experience and knowledge of the job designates this person as a technical expert; experience performing jobs or a selected group of tasks to standards.



*Functional Responsibility.* Provides consulting services such as: evaluation of business processes; consult with clients to ascertain and define needs or problem areas, and determine scope of investigation required to obtain solution; analyze data to determine solution; advise client on alternate methods of solving needs or problems, or recommends specific solution; and conduct studies and surveys to obtain data. The SME III works with the SME II and I to provide expert analysis for the client.

*Minimum Education.* Master's Degree in the required field of expertise

**Job Title: Subject Matter Expert II**

*Minimum/General Experience.* 5 years of experience understanding business processes or areas well enough to answer questions from people in other groups who are trying to help and are less competent in the subject or technology.

*Functional Responsibility.* Helps define the problems and recommends the proper implementation of systems for the project. Provides support to the *SME III*. Performs consulting activities to satisfy SME III and, ultimately, customer objectives. Using technical and specialized skills, the SME II will assess, analyze and research processes and client needs. Provides assistance to the SME III on more complex projects.

*Minimum Education.* Bachelors Degree in the required field of expertise

**Job Title: Subject Matter Expert I**

*Minimum/General Experience.* 3 years of proven experience understanding business processes or areas well enough to answer questions from people in other groups who are trying to help and are less competent in the subject or technology.

*Functional Responsibility.* Develops requirements from a project's inception to its conclusion. Under the tutelage of SME II and III. Provides support to both the Subject Matter Expert II and III.

*Minimum Education.* Bachelors Degree in the required field of expertise

**Job Title: Subject Matter Advisor**

*Minimum/General Experience.* 10 years of professional experience; extensive knowledge of what is critical to the performance of a task and what is nice-to-know; experience and knowledge of the job designates this person as a technical expert; experience performing jobs or a selected group of tasks to standards.

*Functional Responsibility.* Provides consulting services such as: understand business processes or areas well enough to answer questions from people in other groups who are less competent in subject or technology; analyze data to determine solution; analyze data to advise on or recommend solution, using knowledge of theory, principles, or technology of specific discipline or field of specialization; devise methods to apply laws and theories.



*Minimum Education.* Detailed knowledge and experience in a specialized field of work; Master's Degree in the required field of expertise

**Administrative**

**Job Title: Administrative Manager**

*Minimum/General Experience.* 3 years of experience in administrative management; strong training/knowledge in planning, directing, and monitoring people and their work; display leadership and strong decision-making skills; detail oriented and conscientious; requiring little follow-up; strong verbal and written communication skills.

*Functional Responsibility.* Supports the senior staff, while overseeing administrative staff, organizing and tracking their activities; plan, organize, and direct various office initiatives; give clear feedback on office affairs.

*Minimum Education.* Bachelor's Degree required.

<b>LABOR CATEGORY RATES</b>
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<b>Labor Category</b>	<b>GSA Rate w/IFF</b>
<b>Management</b>	
Program Manager	\$ 118.26
Project Manager	\$ 107.51
<b>Survey Services</b>	
Sr. Information Operations Director	\$ 79.16
Information Operations Manager III	\$ 67.44
Information Operations Manager II	\$ 59.62
Information Operations Manager I	\$ 48.87
Information Operations Analyst	\$ 37.14
<b>Subject Matter Disciplines</b>	
Subject Matter Executive	\$ 89.91
Subject Matter Expert III	\$ 77.21
Subject Matter Expert II	\$ 68.41
Subject Matter Expert I	\$ 54.73
Subject Matter Advisor	\$ 42.03
<b>Administrative</b>	
Administrative Manager	\$ 57.66

*(Pricing is for all offered Special Item Numbers)*