

## **Pricing Memorandum**

### **Environmental Communications Specialist Consulting Services for Bannister Federal Complex Kansas City, MO 64131**

#### **Description of Acquisition**

This is an acquisition for environmental communications specialist consulting services for the GSA-controlled Bannister Federal Complex, Kansas City, MO. The Government determined a need to provide environmental communications consulting services for the Bannister Complex on 02/04/2010. Due to the unusual and compelling urgency of this procurement, a limited sources justification was completed in accordance with FAR 8.405-6(b)(3) to restrict the number of schedule contractors solicited to provide a quote for this procurement. In order to accommodate this procurement, it was determined that Federal Supply Schedule 541 "Advertising and Integrated Marketing Solutions (AIMS)" would be utilized to select a vendor to perform these services. The turn-around time for the quote to be back to the government was less than 24 hours; with a start date of Feb. 5<sup>th</sup>, 2010 via teleconference with the Assistant Regional Commissioner. The Government requested and obtained a quote from Jane Mobley & Associates on 02/04/2010 to perform these services as stated in the statement of work upon award of a task order. Therefore, a task order was issued to Jane Mobley Associates under their Federal Supply Schedule Contract Number GS-23F-0354P for the scope of work being requested.

#### **Responsibility Determination:**

A pre-award survey was waived for Jane Mobley Associates as this is a GSA schedule contract holder, and prior to award of the FSS contract, contractor competency had already been determined. In addition, in accordance with FAR 9.106-1(a), this contract is for the procurement of commercial items, and thus a pre-award survey is not required.

Jane Mobley Associates' Central Contractor Registration (CCR) status is active and valid until 01/15/2011; they are not listed on the Excluded Parties List System (EPLS) for debarments and suspensions. The contractor has also completed the online Representations and Certifications through the ORCA database.

#### **FAIR AND REASONABLE DETERMINATION:**

This effort is awarded utilizing the GSA Federal Supply Schedule. In order to determine fair and reasonable pricing, the Government conducted a comparison of the prices established in the following vendors Federal Supply Schedule contracts: Fenton Communications, JDG Communications, and Jane Mobley Associates.


The price comparison of those items yields the following results:

Labor Category	Jane Mobley Associates GS-23F-0354P	Fenton Communications GS-07F-0101W	JDG Communications GS-23F-0335K
Principal	\$270.41	\$310.33	\$195.59
Project Manager	\$152.79	\$236.98	\$130.40
Senior Consultant	\$104.52	\$262.97	\$195.59
Editor	\$72.84	\$171.44	\$114.40
Copy Writer	\$49.57	\$171.44	\$114.40
Producer	\$176.31	\$171.44	\$173.87
Account Executive	\$71.87	\$127.36	\$124.80
Account Coordinator	\$61.93	\$90.38	\$143.44
Graphic Designer	\$123.17	\$127.36	\$126.88
Administrative	\$61.41	\$50.43	\$72.80
Senior Researcher(s)	\$103.10	\$90.38	\$186.91
Researcher(s)	\$72.69	\$65.94	\$186.91
Rate Total	\$1,320.61	\$1,876.45	\$1,765.99

Therefore, based on the price comparison, it is deemed that that Jane Mobley has the lowest price cumulative rates for the project and the labor mix required to accomplish the work successfully, and those prices are fair and reasonable.

**Fair and Reasonable Statement**

Based on the above factors, the order for environmental communications consulting services at the Bannister Federal Complex is awarded to Jane Mobley Associates, and the total proposed project price of \$99,940.25 is considered fair and reasonable and in the best interest of the Government to provide the proper labor mix and hours for the scope of work being required.

  
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 Contracting Officer

02/05/2010  
 Date