

Gensler

**GENERAL SERVICES
ADMINISTRATION**

Federal Acquisition Service

SCHEDULE SERVICES & AUTHORIZED PRICE LIST
**MANAGEMENT, ORGANIZATIONAL AND
BUSINESS IMPROVEMENT SERVICES (MOBIS)**

Contract # GS-10F-0178 SINS 874-1, 874-2, 874-3 and 874-7

FOR MORE INFORMATION ABOUT
THE SCOPE OF SERVICES INCLUDED
UNDER THIS CONTRACT CONTACT:

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CONTACT INFORMATION AND ORDERING INSTRUCTIONS

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An order should include the following:
Statement of work, period of performance, organization name and address, and point of contact name, address and phone number

For on-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order go to: www.GSAAdvantage.gov

For more information on ordering from Federal Acquisition Service go to: www.gsa.gov/schedules

SIN 874-1 CONSULTING

Consulting services help clients identify the right real estate solutions, thereby avoiding the time and costs of acquiring and/or altering space without a thoughtful rationale. When faced with expansion, reduction, or reorganization, agencies have called on Gensler to facilitate the comprehensive analysis of relevant factors such as lease expiration, utilization rates, mission, dependencies, and workload. Through strategic planning, agencies are assisted in coming up with a real estate plan that is workable and cost effective. Gensler services for SIN 874-1 include the consulting services listed below:

Portfolio Assessment

- Asset evaluation
- Benchmarking and best practices
- Building, site and location assessment
- Acquisition and disposition strategies
- Lease consolidation analysis
- Development and adaptive reuse assessment
- Exit strategy studies and simulation
- Move management planning
- Definition of performance measures and indicators
- Program audits and evaluations
- Occupancy cost tracking
- Space tracking of leases, floor plans, occupancy, equipment and costs
- Positioning and outreach

Procurement Process - Real Estate and Space

- Development of SFO technical requirements and performance criteria for base building core and shell and tenant improvements
- Technical advisor for development of solicitation and review of procurement offer assessment
- Development of delineated areas, site and building selection criteria,

process frameworks, guidelines and policy in conformance with federal regulations and executive orders

- Procurement process assessment for leasing guidelines, design process and construction cost
- RFP/RFQ preparation for planning and design contractors
- Outsourcing protocols/guidelines framework

Space Requirements Development

- Advisor on organizational and operational issues including integrated workplace, union agreements, changes in technology and work process, and organization consolidation.
- Program of Requirements (POR)
- Facility and occupancy mapping
- Macro level program verification
- Design guidelines for site, building and interiors
- Space standards evaluation and development (individual, shared, and support space)
- Facility management services consultation and policies
- Organization and work process assessment
- Modeling of new work processes
- Wayfinding and signage assessment

Green/Sustainable Design

- Creation of principles, policies and guidelines
- Establishing program and policies
- LEED assessments and audits

Alternative Work Strategies

- Integrated workplace feasibility assessment and definition
- Telework programs, policies, and guidelines for facilities, technology and cultural change implementation
- Hotelling suitability analysis
- Hotelling space benchmarks
- Office hotelling program management

Strategic Communication

- Programs and collateral in support of new communications program and/or facilities
- Development of materials to support internal and external communications plans
- Strategic communication plans for external or internal audiences
- Staff outreach programs and collateral including design and facilitation of change management programs and focus groups
- Identity systems and branding to introduce and support new programs

SIN 874-2 FACILITATION

Gensler offers facilitation services that help agencies examine issues, build consensus, and make decisions. Success requires linking organizational vision and values to the strategic goals, and developing strategic actions for implementation. Working with individuals and organizations, Gensler helps to gather and communicate information and to educate those involved on the dynamics of group process. Continuous clarification and follow-up are essential to arriving at solutions. Gensler provides to agencies the knowledge, skills, and tools to enable the decisions and consensus essential for workplace productivity. Gensler services for SIN 874-2 include the facilitation services listed below:

Process Design, Facilitation and Documentation

- Goal setting/visioning workshops
- Partnering workshops
- Large group facilitation
- Focus groups
- Project mobilization and partnering sessions
- Scope definition and work plan development
- Scenario modeling
- Simulation of decision making process including move and exit strategy, change management and others

Educational Components of Workshops to Address The Following Topics

- Project definition and purpose
- Communication and buy-in strategy
- Buy-in process to study, address and resolve issues
- Effective interface between agency/owner/architect

- Management steering committee white papers/presentations
- Education roundtables

Support Services for Education, Communication and Implementation of Decision-Making

- Communication strategy
- Copywriting and design development
- Banners, newsletters, summary brochures and other communication tools
- Web-based tools for data collection, decision simulation and evaluation
- Benchmarking
- Facilitation graphics
- Multimedia presentations

SIN 874-3 SURVEYING

Gensler provides surveying services to assist agencies in the management of their facilities and real estate portfolios. By gathering and analyzing data on facilities' performance, real estate portfolios, budget and finance, and human resources, Gensler helps agencies make better business decisions. Surveying services are based on an integrated process of data collection, analysis, and implementation. Surveying services include recommendation of CAFM systems, development of surveys and databases, data collection, space and staff management, staff projections, occupancy and departmental charge-back reports, furniture and equipment inventories, preventive and corrective maintenance work orders, and other facilities management information. Gensler services for SIN 874-3 include the surveying services listed below:

- Web based surveys
- Benchmarking
- Data systems analysis
- Space inventories
- Tenancy surveys and databases
- Lease surveys and space tracking
- Rentable Area Management studies
- Move management
- Facility asset survey and inventory sources
- Facilities systems

SIN 874-7 PROGRAM INTEGRATION & PROJECT MANAGEMENT

Gensler offers assistance to ensure that facilities projects are based on an overall plan that addresses objectives, budget, identification and allocation of resources, ongoing quality control, and evaluation. Gensler's program integration and project management services ensure that the organization's resources are protected by best practices, which ensure time and cost effective solutions.

Gensler provides management planning services to enhance the integration of the planning and design process with facilities decision-making. Program integration and project management services incorporate various management and business improvement programs and projects including budgeting, scheduling, and value & risk management. Value management ensures the organization gains real benefits from its investment. Risk management will be achieved with the development of a master schedule, including investigations into the establishment of a clear business case for the project, a thorough analysis of program needs, and a clear understanding of project objectives.

Program integration and project management services support and augment an organization's internal resources during the entire project process with best practices, additional manpower, and quality control techniques. They are focused on delivering on-time, cost-effective solutions. Gensler services for SIN 874-7 include the program integration and project management services listed below:

Project Definition and Structure

- Development of project goals and objectives
- Definition of project roles and responsibilities
- Assignment of program/project management structure
- Definition and reporting of project team structures
- Development of a project communication plan
- Identification of project success factors
- Definition of key project deliverables
- Formulation of project performance measures
- Establishment and monitoring of schedule requirements
- Development of framework for establishing and monitoring the project budget
- Monitoring of multiple projects

Definition of Program Requirements

- Oversight and supervision of process design to collect and define requirements
- Management and oversight of data collection approach, scope, and methodologies
- Monitoring of schedule and sequence of activities
- Coordination the interrelationship of parts and tasks, including missing or required activities
- Identification and alignment of program inconsistencies
- Definition and assignment of supplemental roles and activities
- Confirmation of fee and time requirements

Alternative Strategy Definition

- Leading the establishment of evaluation criteria
- Managing the development of alternative project options and scenarios
- Managing the development and analysis of financial performance
- Overseeing the structure, format, and message communicated in presentations
- Overseeing building consensus for successful alternative
- Assisting the evaluating the various options
- Assisting the development of recommendations and building consensus with Agency leadership

Contractor Management

- Development and coordination of scopes of work
- Establishment of framework agreements and contracts
- Development of short-lists of prospective contractors and consultants
- Coordination of the RFP process
- Participation in the evaluation and selection of proposals
- Facilitating orientation and ramp-up
- Monitoring delivery of contractor services

Implementation Management

- Reviewing design for compliance with project POR, schedule, and project goals and objectives
- Developing framework for monitoring compliance of offeror activities and deliverables to lease terms
- Advising on compliance of the offeror with the lease document
- Ensuring the maximum benefits due under the lease are delivered
- Monitoring compliance to key lease components (budget, schedule, deliverables, quality)

LABOR CATEGORY DESCRIPTIONS AND RATES

(Services covered by FAR Part 36 are not offered by any of the following labor categories)

STRATEGY LEADER

Principal-level role responsible for overall success of Gensler's services and collaboration with clients. Provides overall strategy leadership to drive successful completion of the project. Maintains thorough understanding of client's operations and business goals and is a key player in development of planning and real estate strategy.

KNOWLEDGE AND EXPERIENCE REQUIRED

Requires a degree in architecture and a Master's degree in a related area and a minimum of 15 years experience in relationship management, engagement management, and office wide management responsibilities and tasks.

Hourly Rate: \$284.68

STRATEGY DESIGN DIRECTOR

Principal-level role responsible for directing the strategic planning efforts of each engagement. Translates client operational objectives and vision into policies, programs and strategies. Helps clients identify opportunities to institute change, reduce operating costs, increase productivity and improve workplace quality for end users. Sets key parameters for, and tailors the project workplan and study process.

KNOWLEDGE AND EXPERIENCE REQUIRED

Requires a Master's degree in a related area and 15-20 years of experience in project leadership roles including; strategy deliverables, process, project scoping, definition of detailed tasks and activities, etc.

Hourly Rate: \$207.04

MASTER PLANNING DIRECTOR

Leads master planning efforts related to developing new projects, integrating new facilities with existing structures or redeveloping under-utilized properties, as well as site and location feasibility, design guidelines, and campus and community plans. Develops and implements site analysis and identifies evaluation criteria for evaluating development potential and suitability for multiple uses.

KNOWLEDGE AND EXPERIENCE REQUIRED

Requires a Master's degree in a related area and 12-17 years of experience in master plan leadership roles including; strategy deliverables, process, project scope, definition of detailed tasks and activities, etc.

Hourly Rate: \$186.34

PROCESS/DESIGN FACILITATOR

Designs and facilitates wide range of meetings, conferences, workshops, retreats. Engages in drawing information from different viewpoints and integrating them into a common focus using graphic and verbal tools. Other capabilities include; large group intervention, team building, survey design, and training. Knowledge and understanding of a wide range of topics including; change management, strategic planning, master planning, workplace planning, design and construction industry, etc.

KNOWLEDGE AND EXPERIENCE REQUIRED

Familiar with concepts, practices, and procedures within the field of facilitation. Requires an MBA, Master's degree or Organizational Development Certificate and 10-15 years of experience in facilitation, group leadership, and developing session proceedings.

Hourly Rate: \$175.99

PROGRAM STRATEGY DIRECTOR

Directs the overall strategic direction of the engagement and maintains alignment with client goals and objectives. Delivers fully-integrated solutions that addresses people, systems and processes, and workplace needs. Develops information channels needed to communicate effectively with client team, managers, and employees. Implements data collection and analysis methods through interviews, visioning sessions, and focus groups.

KNOWLEDGE AND EXPERIENCE REQUIRED

Requires an Architectural, Interior Design or Master Planning degree and a Professional Development Program Certificate in a related area and 12-17 years of experience, and ability to direct the efforts of programming and strategy development, strategy deliverables, developing alternatives options and recommendations.

Hourly Rate: \$175.99

ORGANIZATION AND FACILITY STRATEGIST

Directs the development and implementation of strategies, analysis of organizational structures, responsibilities, team work, business or operating procedures, reporting relationships and work processes, to ensure support of organization business strategies as they change over time. Develops recommendations related to design of procedures and policies that support efficient methods of accomplishing work.

KNOWLEDGE AND EXPERIENCE REQUIRED

Requires an Architectural, Interior Design or Master Planning degree and Professional Development Program Certificate in related area; 12-17 years of experience, and can direct efforts relating to process design, workshops and learning sessions, and group participation.

Hourly Rate: \$157.18

PROJECT STRATEGY LEADER

Leads the organization and implementation of data collection, analysis and documentation of all necessary quantitative and qualitative information into real estate, occupancy, building and interiors strategies. Directs programming activities required to quantify personnel, square footage, workspace, amenities and adjacencies. Directs research efforts, provide expert analysis and finalize recommendations on space utilization, best uses of facilities, real estate options and related cost implications.

KNOWLEDGE AND EXPERIENCE REQUIRED

Requires an Architectural, Interior Design or Master Planning degree and

Professional Development Program Certificate in a related area and 10-12 years of experience in programming and strategy development including; strategy deliverables, developing alternatives tasks and activities, etc.

Hourly Rate: \$157.18

PROJECT MANAGER

Day-to-day manager of the engagement responsible for monitoring project schedule, fee and deliverables and ensuring clear lines of communications between team members and the client. Manages other consultants or vendors and coordinates their work with larger project team. Builds critical communication channels and consensus among all project players, leading to informed decisions on all levels. Manages staffing, meetings, scheduling, quality assurance and budgeting.

KNOWLEDGE AND EXPERIENCE REQUIRED

Requires a bachelor's degree in a related area and 8-10 years of experience in the field or in a related area, typically Master's degree or above.

Hourly Rate: \$149.22

SENIOR GRAPHIC DESIGNER

Develops graphic components of a strategic communications package. Creates and implements graphic design concepts and appropriate creative solutions. Manages print-related vendors, illustrators and performs press and quality checks. Uses various design software applications to communicate design concepts. Coordinates conceptualization, presentation materials output, detailing and artwork production.

KNOWLEDGE AND EXPERIENCE REQUIRED

Requires a bachelor's degree in a related area and 8-10 years of experience in the field or in a related area. Has strong conceptual graphic design abilities and is familiar with using multiple design software applications in creative ways to achieve desired design solutions.

Hourly Rate: \$136.86

SENIOR STRATEGIST

Responsible for implementing all project activities under the under the direction of Strategy Leaders, including; collection, analysis and documentation of all necessary quantitative and qualitative information into real estate, occupancy, building and interiors strategies. Performs research efforts, provides preliminary analysis and drafts recommendations on space utilization, best uses of facilities, real estate options and related cost implications.

KNOWLEDGE AND EXPERIENCE REQUIRED

Requires a bachelor's degree in a related area and 6-8 years of experience in the field or in a related area.

Hourly Rate: \$127.91

GRAPHICS DESIGNER

Implements graphic components of a strategic communications package. Utilizes design software applications to communicate design concepts. Coordinates conceptualization, presentation materials output, detailing and artwork production.

KNOWLEDGE AND EXPERIENCE REQUIRED

Requires a bachelor's degree in visual or multimedia design and a minimum 4 years of experience in the field or in a related area. Proficiency with multiple design software applications, and possess in-depth knowledge of software operations.

Hourly Rate: \$112.26

ANALYST

Under direction of Project Strategy Leaders, collects and documents quantitative and qualitative information for the preparation of real estate, occupancy, building and interiors strategies. Performs research efforts and works with senior strategists to draft preliminary analysis and recommendations on space utilization, best uses of facilities, real estate options and related cost implications.

KNOWLEDGE AND EXPERIENCE REQUIRED

Requires a bachelor's degree in a related area and 2-4 years of experience in the field or in a related area.

Hourly Rate: \$85.28

CLERICAL

Performs typing, filing, organizing duties related to supporting project teams. Has skills in word processing, database and spreadsheet applications needed to fulfill duties. Helps project managers process invoices and other account management needs.

KNOWLEDGE AND EXPERIENCE REQUIRED

2-4 years of experience in the field or in a related area.

Hourly Rate: \$51.87