

DEOD SUMMARY

CUSTOMER EXPERIENCE RESEARCH SERVICES BENCH/
PS43815000 - PS43815006**A. Small Business Participation**

The Diversity and Economic Opportunity Department (DEOD) will determine Disadvantaged Business Enterprise (DBE), Small Business Enterprise (SBE) and Disabled Veteran Business Enterprise (DVBE) goal for this multiple-funding source bench contract, prior to the issuance of each Task Order proposal request for Customer Experience On-Call Research Services. Proposers were encouraged to form teams that include DBE, SBE, and DVBE firms to perform the scopes of work identified without schedules or specific dollar commitments prior to establishment of this contract.

For each Task Order, a DBE goal will be recommended based on scopes of work and estimated dollar values for a task order that are federally funded. Participants on the Bench will be required to meet the DBE contract-specific goal by obtaining enough DBE participation to meet the goal or by successfully demonstrating Good Faith Efforts. SBE/DVBE goals will be established based on the scope of work and estimated dollar value for task orders funded with state and/or local funds. Participants on the Bench will be required to meet the SBE/DVBE contract-specific goal to be considered for award.

Bench participants that did not list any DBE, SBE or DVBE subcontractors at the time of proposal, must add DBE, SBE or DVBE subcontractors to their team to be responsive to a Task Order solicitation. The Local Small Business Enterprise (LSBE) Preference Program will be applied at the Task Order level. There are two LSBE primes and two LSBE subcontractors on the bench. Overall DBE, SBE and DVBE achievement will be determined based on the cumulative DBE, SBE and DVBE participation of all Task Orders awarded.

The Customer Experience On-Call Research Services Bench is subject to the Small Business Prime Program. If there are at least three certified small business within a bench discipline, the task order solicitation shall be set aside for small businesses only. Three (3) Disciplines currently have at least 3 SBE firms: Discipline 1: Intercept Survey, Discipline 2: Online and Telephone Survey and Discipline 3: Qualitative Research.

Discipline 1: Intercept Survey

Prime: ETC Institute

	Subcontractors	SBE	LSBE	DVBE	DBE
1.	N/A				

Prime: Hispanispace, LLC dba ThinkNow Research

	Subcontractors	SBE	LSBE	DVBE	DBE
1.	Hispanispace, LLC dba ThinkNow Research (DBE/SBE/LSBE Prime)	X	X		X

Prime: Maroon Society, Inc.

	Subcontractors	SBE	LSBE	DVBE	DBE
1.	Maroon Society, Inc. (DBE/SBE/LSBE Prime)	X	X		X

Prime: Redhill Group, Inc.

	Subcontractors	SBE	LSBE	DVBE	DBE
1.	Redhill Group, Inc. (SBE Prime)	X			
2.	Temps, Inc. (LSBE)	X	X		X
3.	Lazar Translating & Interpreting	X			X

Discipline 2: Online and Telephone Survey

Prime: Barrios and Associates, LLC dba Communications Lab

	Subcontractors	SBE	LSBE	DVBE	DBE
1.	Barrios and Associates, LLC dba Communications Lab (SBE/DBE Prime)	X			X

Prime: EMC Research, Inc.

	Subcontractors	SBE	LSBE	DVBE	DBE
1.	Customer Research International (LSBE)		X		X

Prime: Maroon Society, Inc.

	Subcontractors	SBE	LSBE	DVBE	DBE
1.	Maroon Society, Inc. (DBE/SBE/LSBE Prime)	X	X		X

Prime: Quantum Market Research, Inc.

	Subcontractors	SBE	LSBE	DVBE	DBE
1.	N/A				

Prime: Redhill Group, Inc.

	Subcontractors	SBE	LSBE	DVBE	DBE
1.	Redhill Group, Inc. (SBE Prime)	X			
2.	Temps, Inc. (LSBE)	X	X		X
3.	Lazar Translating & Interpreting	X			X

Discipline 3: Qualitative Research

Prime: Barrios and Associates, LLC dba Communications Lab

	Subcontractors	SBE	LSBE	DVBE	DBE
1.	Barrios and Associates, LLC dba Communications Lab (SBE/DBE Prime)	X			X

Prime: EMC Research, Inc.

	Subcontractors	SBE	LSBE	DVBE	DBE
1.	Customer Research International (LSBE)		X		X

Prime: Hispanispace, LLC dba ThinkNow Research

	Subcontractors	SBE	LSBE	DVBE	DBE
1.	Hispanispace, LLC dba ThinkNow Research (DBE/SBE/LSBE Prime)	X	X		X

Prime: Maroon Society, Inc.

	Subcontractors	SBE	LSBE	DVBE	DBE
1.	Maroon Society, Inc. (DBE/SBE/LSBE Prime)	X	X		X

Prime: Quantum Market Research, Inc.

	Subcontractors	SBE	LSBE	DVBE	DBE
1.	N/A				

Prime: Redhill Group, Inc.

	Subcontractors	SBE	LSBE	DVBE	DBE
1.	Redhill Group, Inc. (SBE Prime)	X			
2.	Temps, Inc. (LSBE)	X	X		X
3.	Lazar Translating & Interpreting	X			X

Discipline 4: User Experience Testing

Prime: Redhill Group, Inc.

	Subcontractors	SBE	LSBE	DVBE	DBE
1.	Redhill Group, Inc. (SBE Prime)	X			
2.	Temps, Inc. (LSBE)	X	X		X
3.	Lazar Translating & Interpreting	X			X

Discipline 5: General Research Support

Prime: Maroon Society, Inc.

	Subcontractors	SBE	LSBE	DVBE	DBE
1.	Maroon Society, Inc. (DBE/SBE/LSBE Prime)	X	X		X

Prime: Redhill Group, Inc.

	Subcontractors	SBE	LSBE	DVBE	DBE
1.	Redhill Group, Inc. (SBE Prime)	X			
2.	Temps, Inc.	X	X		X
3.	Lazar Translating & Interpreting	X			X

B. Living Wage and Service Contract Worker Retention Policy Applicability

The Living Wage and Service Contract Worker Retention Policy is not applicable to this contract.

C. Prevailing Wage Applicability

Prevailing wage is not applicable to this contract.

D. Project Labor Agreement/Construction Careers Policy

Project Labor Agreement/Construction Careers Policy is not applicable to this Contract. PLA/CCP is applicable only to construction contracts that have a construction related value in excess of \$2.5 million.