

# INTERAGENCY AGREEMENT

Todd  
Stevenson

**FCG Agreement Number: F-30361**

**CPSC Agreement Number: CPSC-I-10-0021**

This agreement is entered into on behalf of the Federal Consulting Group (FCG) as the Providing Agency and the following Customer Agency. The Customer Agency will be responsible for telefaxing and returning the original signed copy of this agreement to the Providing Agency at the address identified below.

**CUSTOMER AGENCY NAME AND ADDRESS:**

**PROVIDING AGENCY NAME AND ADDRESS:**

Agency Name: U. S. Consumer Product Safety Commission (CPSC)

Address: 4330 East West Hwy  
Bethesda, MD 20814

Agency Location Code: 61000001

DUNS Number: 069287522

TAS: 6100100                      BETC: DISB

U.S. Department of the Interior (Franchise)  
National Business Center

The Federal Consulting Group (FCG)  
1849 C St NW, MS 314

Washington, DC 20240-0001

ALC: 14-01-0001

DUNS NUMBER: 828582127

TAS: 14X4529                      BET: COLL

**CUSTOMER AGENCY CONTACT:**

Name: Carl Philpott  
Phone Number: 301-504-7604  
Fax Number: 301-713-0047  
E-Mail Address: CPhilpott@cpsc.gov

**PROVIDING AGENCY CONTACT:**

Name: Susan Grow  
Phone Number: 202-513-7671  
Fax Number: 202-513-7686  
E-Mail Address: Susan\_Grow@nbc.gov

**SERVICES TO BE PROVIDED:** One, twelve-month measurement of customer satisfaction with the [www.cpsc.gov](http://www.cpsc.gov) website, utilizing the American Customer Satisfaction Index (ACSI) methodology, plus the use of one Premier Package of tools. An architectural scan (up to 15,000 objects) of the website is also included upon request. See the attached Service Level Agreement for details.

**PERIOD COVERED:** Estimated to be August 1, 2010 thru July 31, 2011; actual period will be twelve months from when the survey goes live on the website.

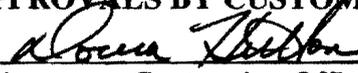
<b>FIRM FIXED PRICE:</b>	
Twelve mo. Measurement	\$29,000.00
Prem. Pkg.Total	<u>15,000.00</u>
<b>TOTAL</b>	<b>\$44,000.00</b>

**CUSTOMER AGENCY ACCOUNTING/APPROPRIATION CLASSIFICATION CODE:**  
0100A10DPS-2010-5455600000-EXFM002710-253G0

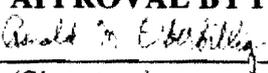
**PAYMENT PROVISIONS:** FCG will invoice the full amount when the survey goes live.

**PROVIDING AGENCY ACQUISITION AUTHORITY:** P. L. 104-208, Div. A, §101(d)[§113], as amended  
**CUSTOMER AGENCY AUTHORITY:** Section 27(g) of the Consumer Product Safety Act, 15 U.S.C. 2076(g)

**APPROVALS BY CUSTOMER AGENCY:**

 7/28/10  
(Signature - Contracting Officer) (Date)  
Donna Hutton  
(Typed Name & Title)

**APPROVAL BY PROVIDING AGENCY:**

 June 28, 2010  
(Signature) (Date)  
Ron Oberbillig, Chief Operating Officer  
(Typed Name & Title)



*Federal Consulting Group  
US Department of the Interior*

**SERVICE LEVEL AGREEMENT FOR THE  
U. S. CONSUMER PRODUCT SAFETY COMMISSION (CPSC)  
FCG IA Number: 30361**

**1. PURPOSE:**

This Service Level Agreement describes the support by the U.S. Department of the Interior's Federal Consulting Group to the U. S. Consumer Product Safety Commission (CPSC) for the delivery of twelve months of assessment and improvement service for the [www.cpsc.gov](http://www.cpsc.gov) website, utilizing the American Customer Satisfaction Index (ACSI) methodology, plus the use of the Premier Package of tools for twelve months.

**2. BACKGROUND:**

The FCG is a Federal government organization that has been serving the Federal community for over 20 years. It is a fee-for-service franchise activity within the Department of the Interior. The staff is comprised of senior leaders and executives from throughout the Federal government who have managed major programs and led the transformation process to achieve high performing, citizen centered organizations. Our Group is often referred to as "insiders with outsiders" knowledge. FCG invests in its customers' future and commits to their success in creating customer-driven, value-added organizations.

FCG is the executive agent for the American Customer Satisfaction Index (ACSI) and provides rapid access to this technology and other web analytics to help senior government leaders and web teams achieve top results. FCG offers a collaborative approach and seeks to support key managers at agencies so that they continue to pursue improvement with increasing independence. FCG consultants have visibility and regular contact with senior executives and program managers from many agencies and bring them together to share lessons learned and best practices to make government more results-oriented and citizen-centric.

**3. SCOPE OF WORK:**

The FCG team, including ForeSee Results, will collaborate with the CPSC web team in performing website assessment and improvement services using the American Customer Satisfaction Index (ACSI) methodology. These services shall include use of an econometric model based on the ACSI and customized for the designated website. This model shall include relevant elements that drive customer satisfaction, satisfaction itself, and desirable customer behaviors.

To obtain data for processing by the model, the FCG team shall work closely with CPSC in conducting an on-line survey with multiple, model-related questions for the selected website elements, satisfaction, and future behaviors. In addition, the survey shall include customized questions developed by CPSC that are not related to the model but desirable for informational purposes and general analysis. These questions may be deleted, modified, or replaced at appropriate intervals during the subscription period.

In collecting, analyzing and reporting the data, this project shall be executed in full compliance with the Privacy Act of 1974. Furthermore, FCG shall obtain clearance from the Office of Management and Budget for this survey under the Paperwork Reduction Act.

Customers using the CPSC website shall be selected to take the on-line survey based on sampling parameters that are determined by CPSC and implemented by parameter files provided by the FCG team. The FCG team shall process the survey data in the model and provide on-line access to the data, scores, reports, and analysis. The FCG team shall continue to contact CPSC periodically to discuss survey results, make necessary changes in sampling or non-model questions, provide additional analysis, and make recommendations regarding changes in the website.

Finally, CPSC shall upon request receive the results of an architectural scan (15,000 objects maximum) and quality assessment of the website, including reports and analysis reflecting website defects and visitor experience scores.

This service complies with Federal Section 508 guidelines for accessibility.

#### **4. CLIENT SERVICES :**

A **Satisfaction Research Analyst (SRA)** of the FCG team shall be assigned to work with the CPSC in order to provide a high-level of personalized service throughout the duration of the subscription. The responsibilities of this SRA include:

- Acting as CPSC's day-to-day contact, promptly responding to CPSC questions and issues and maintaining a strong relationship with CPSC throughout the duration of this agreement
- Working with CPSC to create a custom survey model with the appropriate blend of model and custom questions to meet business objectives
- Acting as liaison with the FCG team as necessary
- Orienting CPSC to the Online Portal and to other available tools and reports
- Analyzing survey data on a regular basis
- Coordinating the creation of monthly and other scheduled reports with the FCG team
- Interpreting survey results to find actionable insights, trends, improvement opportunities and other findings from the voice of customer data and creating Satisfaction Insight Review presentations based on the data
- Facilitating quarterly Satisfaction Insight Reviews with the CPSC client team in a phone based meeting.

**Skip Logic** – This enables CPSC to add and remove questions based on answers to previous questions.

**Continuous online reporting** is provided with 24/7 access to data that is continuously updated through an online portal. This portal enables CPSC to continuously monitor customer satisfaction, stay on top of performance trends and easily share voice of the customer data throughout the CPSC organization. CPSC can view data by day, month or a custom date range. In addition, data can be exported to Excel for sharing throughout CPSC. Through this online portal, CPSC can conveniently access:

- Satisfaction Summary – shows current scores for each element and respective impacts in an intuitive and graphical format for data in a range specified by CPSC
- Priority Map – shows the elements of the website that need the most attention in a “bubble chart” for data in a range specified by CPSC. This Priority Map provides an “at-a-glance” view of where CPSC should invest resources for site improvement which are based on elements with lower scores and higher impacts.
- Model Question Scores – CPSC can view responses on a 10-point scale for every model question in the survey.
- Custom Question Details – CPSC can view pie and bar charts question response distributions
- Open-ended Data – CPSC can see actual verbatim responses to open-ended survey questions.
- Activity Reports – provides CPSC with a graphical and text format showing the surveys presented and completed by customers over time for a specific date range.
- “What If” Calculator – allows CPSC to see the expected impact from increasing satisfaction with a specific element.
- Recent research commentaries and white papers by the FCG Team, including the quarterly ACSI E-Government Satisfaction Index.

### **Basic Scheduled Reports**

CPSC can receive these two reports via email at intervals selected at the beginning of its service term at intervals it chooses (weekly, monthly, etc.) up to daily. The two basic scheduled reports are:

- Satisfaction Summary: provides element, overall satisfaction and future behavior scores.
- Open-ended Comments: provides list of all verbatim responses to open-end questions.

**Monthly Summary Reports** are provided and include:

- Satisfaction Summary – shows element, overall satisfaction and future behaviors scores and impacts
- Priority Map – shows a quadrant chart that categorizes elements by priority for improvement based on scores and impacts.

- Satisfaction and Element Trend Lines – provides monthly trend lines for satisfaction and high-priority elements
- Model Question Averages – provides average scores on a 10-point scale for model questions
- Question Distributions – provides distributions by answer choice for both custom and model questions shown as pie or bar charts
- Open-ended Questions – provides text answers to open-ended questions

**Quarterly In-Depth Reviews** are provided and include:

- In-depth analysis by assigned SRA
- Collaborative presentation for CPSC in which the SRA walks CPSC through a comprehensive presentation containing facts, analysis and interpretation of the customer satisfaction analytics. The continuous process of analysis helps CPSC to understand site visitors better and to reveal actionable insights.
- Reports included with quarterly review:
  - Quarterly summaries of the monthly reports
  - Segmentation analysis
  - Benchmark reports which include:
    - FCG team Government Benchmark
    - FCG team E-Government Satisfaction Index Benchmark
    - ACSI E-Commerce and ACSI E-Business Benchmarks
    - ACSI Federal Government Benchmark
    - FCG team Client Benchmark
    - Element-level Benchmarks
    - Functionality Benchmarks
    - Department Benchmarks (for departments with five or more measured sites)
    - Private Sector Benchmarks
    - Custom Benchmarks (when there are five or more sites in a particular category)

**PREMIER PACKAGE OF TOOLS Includes:**

**Comment Cluster Tool** – This tool is a means to sort and analyze verbatim comments in ways that are meaningful to those involved in managing a website, including by satisfaction score, customer date ranges and/or keywords. Agencies can quickly spot customer problems and issues while reviewing automatically generated clusters that are created by the tool. Data can be used to generate reports that can be shared with other team members or organizations via email or Excel.

**Ad Hoc Tool** – This tool provides ongoing access to data for self-directed analysis. In addition to access to aggregate data, this tool gives agencies a means to analyze data across multiple survey measures on the same website and the ability to perform analysis of distinct site visitor segments of interest. Agencies can define the date range of the data to analyze. The tool also incorporates "and" and "or" logic between multiple

questions to enable "drill down" analysis. The tool then generates reports for the audience segment or segments:

- Satisfaction Summary
- Trend Lines by Week and Trend Lines by Month
- Average ACSI Model Question Responses
- ACSI Model Question Distributions
- Single-Select Custom Question Distributions
- Multi-Select Customer Question Distributions
- Open-ended Question Responses
- Satisfaction Comparisons
- Question Distribution Crosstabs

**Enhanced and Segmented Reports** - For both, these can be tailored to the frequency and types of reports to meet the needs of different team members. For example, the web manager may want to receive daily Satisfaction Summaries, while the communications manager prefers to receive monthly open-ended comments.

**Enhanced Reports** are those that agencies can elect to receive at scheduled time intervals (e.g., weekly, monthly) up to daily, as a complement to monthly summary reports. Scheduling occurs at the beginning of the service term and the following reports are included:

- Satisfaction Summary
- Priority Maps
- Question Averages
- Question Distributions
- Trend Lines
- Respondent Counts

**Segmented Reports** are those that agencies can elect to receive at scheduled time intervals (e.g., weekly, monthly) up to daily. These provide insights into audience segments of interest. Scheduling occurs at the beginning of the service term and the following reports are included:

- Satisfaction Summary
- Question Distributions
- Open-Ended Comments
- Satisfaction Comparison by Custom Question

## **Usability Audit Reviews (2)**

Upon identification of area of focus (based on Satisfaction analysis), agencies receive a usability compliance rating based on approximately 50 usability indicators, SWOT analysis and detailed review of top 10 usability violations.

Notwithstanding the client services just described, the CPSC may contact the FCG team to discuss issues or questions on an as-needed basis.

**5. PERIOD OF PERFORMANCE:**

The period of performance for this agreement shall commence upon signature by representatives of both agencies. However, the actual subscription period shall be for twelve months beginning with implementation of the survey code. This agreement shall have a base year and four option years requiring mutual and annual agreement of the involved agencies, as well as notification and acceptance of potential fee changes. The approximate dates of the subscription periods are detailed below.

Base Year	August 1, 2010 – July 31, 2011
Option Year 1	August 1, 2011 – July 31, 2012
Option Year 2	August 1, 2012 – July 31, 2013
Option Year 3	August 1, 2013 – July 31, 2014
Option Year 4	August 1, 2014 – July 31, 2015

**6. COST:**

The cost of this service is \$29,000.00 for all work related to twelve months of assessment and improvement support of the website and \$15,000.00 for the use of the Premier Package of tools for a total of \$44,000.00. This is a firm, fixed-price effort.

**7. RECORDS MANAGEMENT:**

All deliverables to the CPSC web team defined within this Agreement are Federal records owned by the CPSC and must be managed by the FCG as Federal records.

**8. TERMINATION FEE:**

In the event CPSC does not implement the survey code within 120 days of code delivery, CPSC will be charged a termination fee of \$3,000 for the work completed on the survey and implementation code. A new or modified agreement shall be required to reinitiate support services to the CPSC website team.

**9. REDEPLOYMENT FEE:**

If CPSC re-deploys the survey code to another website, sub-site or application other than the one designated initially by the CPSC point of contact, the term of service shall be continuous and remain as the number of months in the original subscription period. If re-deployment is supported by the FCG team, a re-deployment fee of \$3,000 will be charged. However, if the agency requires no support from the FCG team or support in transitioning to a new website, as in a relaunch of the website, then no redeployment fee will be charged based on the following conditions: 1) CPSC will be responsible for moving code and performing any necessary tests.

2) The model, model questions, log, etc. will remain the same. 3) There will be no additional reporting or distinction between data based on the movement of code.

#### **10. PAYMENT FOR SERVICES:**

FCG provides services to other Federal Agencies through the use of an Interagency Agreement (IA). A copy of the IA is attached for reference and signature. FCG will invoice for the subscription service using the Intra-agency Payment and Collection System (IPAC) when the survey goes live on the website or on the renewal date of the service or when additional services are implemented or delivered. A copy of the invoice(s) will be sent to the CPSC project officer for verification and review.

#### **11. COMMUNICATIONS:**

Questions related to the scope of work or changes to this agreement will be communicated by the CPSC point of contact to Susan Grow, Program Manager/Performance Measurement Consultant, Federal Consulting Group, (202) 513-7671.

#### **12. DURATION OF AGREEMENT/AMENDMENTS AND MODIFICATIONS/EFFECT OF AGREEMENT**

This agreement will become effective when signed by all parties. The agreement will terminate after 12 months of actual measurement using the ACSI, but may be amended at any time by mutual consent of the parties or renewed and extended in accordance with the option provisions of Article 5.

Either party may terminate this agreement by providing sixty days written notice to the other party. However, the party receiving service will be liable for the cost of any services provided prior to termination. If for any reason, this subscription service terminates through no fault of CPSC prior to the delivery of twelve months of continuous measurement, CPSC will be entitled to a pro rata refund for that portion of the subscription that has not been delivered.

This agreement is an internal Government agreement between the parties and is not intended to confer any right upon any private person or third party.

Nothing in this agreement will be interpreted as limiting, superseding or otherwise affecting either agency's normal operations or decisions in carrying out its statutory or regulatory duties. This agreement does not limit or restrict the Department of the Interior or CPSC from participating in similar activities or arrangements with other entities.

#### **13. DISPUTES:**

Intra-governmental disputes and major differences shall be resolved in accordance with Treasury Financial Manual, Bulletin #2007-03, Volume 1, effective October 1, 2006. Dispute resolution will involve program offices, accounting offices, contracting officers, or chief financial officers of both agencies, as appropriate. All major disputes must be documented in writing

with clear reasons outlining the dispute. If the issue is not resolved to the satisfaction of both parties, the dispute will be elevated to Interior Management Officials and, if necessary, to the Chief Financial Officers Council's Intra-governmental Dispute Resolution Committee for final resolution. *(Refer to Treasury Financial Manual, Bulletin #2007-03, Volume 1, for more detailed information.)*

***The Federal Consulting Group appreciates the opportunity to support the U. S. Consumer Product Safety Commission, as you are a valued customer.***