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**Schedule 874—Management, Organizational and Business Improvement Services  
(MOBIS)**

**Contract Number: GS-10F-0059V  
DUNS: 17-804-096**

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Contract Period: 01/07/2009 to 01/06/2014  
Minimum Order: \$300.00  
Maximum Order: \$1,000,000.00



**Resource Systems Group Inc.**

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Business Size: Large

## Resource Systems Group Inc. (RSG)

### SIN 874-1 Consulting Services

Since 1986, RSG has provided consulting services for the planning, analysis, and management of transportation, natural resources, technology, and business. We design sophisticated approaches to collecting, modeling, and communicating meaningful, nuanced data that companies, organizations, and governments at every level can use to make strategic investment, policy, and operational decisions. To promote best practices, we facilitate and manage peer exchange workshops, develop workshop training and content, formulate and moderate discussion scenarios and exercises, and produce user-friendly reports and guidebooks.

Our blend of superior expertise and hands-on experience enables clients to see results that are timely and cost-effective. In every consulting engagement, we make sure we appreciate the unique needs and circumstances before we start, ensuring that our clients receive high-quality, customized products. And, while we use cutting-edge technology and techniques, we never forget that your organization's policies and strategies directly affect the lives of people and the vitality of states and communities.

RSG's approach to policy analysis and strategic planning encompasses a balance of sophisticated tools and person-to-person communication and interaction, giving us an enviable record of success and innovation in a number of management consulting services.

RSG's consulting services help transportation agencies and governments at all levels tackle the key organizational challenges. A sample of our recent transportation clients includes:

- American Association of State Highway and Transportation Officials (AASHTO)
- Amtrak
- Chicago Transit Authority (CTA)
- Federal Highway Administration (FHWA)
- Federal Transit Administration (FTA)
- Metropolitan Planning Organizations (MPOs)
- Metropolitan Transit Authority (New York)
- New Jersey TRANSIT
- Port Authority of New York and New Jersey (PANYNJ)
- State Departments of Transportation (DOTs)
- Transportation Research Board (TRB)
- U.S. Department of Transportation (U.S. DOT)

**Transportation Policy and Program Analysis.** RSG helps clients ensure that their plans, policies, and programs are developed and implemented to meet their transportation goals and needs cost-effectively. We use state-of-the-art qualitative and quantitative policy analysis and program evaluation methods that deliver information—not just data—to support decision-making.

- Case study research
- Best practices identification and analysis
- National Environmental Policy Act planning and guidance
- Statistical analyses
- Transportation and land-use forecasting and modeling
- Transportation modeling and forecasting
- Visioning and scenario planning
- Financial analysis and strategies



**Strategic Planning.** RSG helps clients assess their goals and business environment and craft achievable plans for using their capabilities and resources to move the organization ahead. We work with clients to develop performance measurement approaches that are useful and provide value to decision-makers and staff. Our approach to strategic planning helps ensure that the agency's policies and programs are aligned to achieve transportation goals and objectives.

- Strategic planning facilitation
- Strategic plan development
- Best practices reviews and analyses
- Performance measurement and management systems

**Organizational Analysis & Development.** RSG helps clients manage change and enhance organizational performance in our dynamic and challenging world. We work with transportation agencies to understand organizational complexities and help address problems and opportunities in a systematic and credible manner. We believe that leaders who recognize the need to manage change will have organizations that remain vital and healthy.

- Action research
- Process mapping and analysis
- Strategic redesign of agency/organization
- Organizational and professional capacity-building
- Strategic advisory services



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

RSG's founders were at the vanguard of academic survey research and advanced quantitative and qualitative research tools and methods to help understand people's transportation choices, attitudes, and behaviors. The firm continues that history of intellectual rigor and commitment to insightful analysis essential to meaningful, actionable results to its survey services for clients in both the transportation public sector arena and the private, commercial sector.

RSG has carried out sophisticated survey services for the following public sector clients:

- CTA
- California Energy Commission
- PANYNJ
- Metropolitan Transit Authority (New York)
- National Park Service
- New Jersey TRANSIT
- U.S. Department of Energy
- U.S. Environmental Protection Agency

**RSG's Transportation Market Research** practice applies customized targeted approaches that enable clients to understand and forecast travel behavior and traveler preferences. Our experienced professionals listen to clients and provide individual attention to ensure that the information being collected, analyzed, and modeled aligns tightly with the decisions that must be made. We use cutting-edge technology and best practices to deliver high-quality data and analysis. We describe present transportation markets and forecast future demands in details that greatly facilitate project planning.

### **Selected Issues We Address**

- Mode, route, parking, transit choice studies
- Value pricing, high-occupancy toll lanes, all electronic tolling, and values of time for passenger & commercial vehicles
- Transit research, including on-board
- Household travel diaries, origin-destination, stated preference, and travel demand management surveys
- Customer satisfaction

### **Advanced Quantitative Capabilities**

- Stated preference and revealed preference choice model estimation
- Preference/choice simulation modeling and forecasting
- Real-time estimation of utility functions
- Estimation of individual-level logit or nested logit utility functions

### **Primary Data Collection**

- Survey programming and hosting
- Field management of intercept surveys
- Survey design and sampling
- Technology solutions, including interactive geocoding, fully customizable survey content
- Qualitative research, including focus groups and in-depth interviews



**RSG's Survey Research and Consulting** practice applies structured, fact-driven approaches that enable commercial clients to integrate the customer perspective into successful business and policy strategies. Our experienced professionals listen to clients and provide individual attention to ensure that the information being collected, analyzed, and modeled aligns tightly with the decisions that must be made. We offer domestic and international clients a unique combination of advanced survey research, analysis, and modeling expertise and applied knowledge from a broad client perspective.

RSG has developed lasting relationships with such clients as:

- American Express
- AT&T
- Condé Nast
- Ford Motor Company
- Green Mountain Coffee
- John Deere
- Motorola
- Time Warner
- Walt Disney Company

**Selected Issues We Address**

- Product and service development
- Market segmentation and opportunity development
- Customer acquisition and retention

**Data Collection Technologies and Resources:**

- Online survey programming and hosting, developed in-house using various survey methods
- Custom panel platform and management
- Product trials
- Individual interviews
- Focus groups (traditional, online)

**Analytical Methods**

- Discrete choice/conjoint analysis
- Advanced total unduplicated reach and frequency
- Maximum difference scaling
- Latent class segmentation
- Data collection and field management
- Survey design and sampling

