



Program Evaluation Services Subgroup SIN 541611 Ordering Procedures

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1. Introduction

At the request of the Office of Management and Budget (OMB) and the interagency Evaluation Officer Council, GSA has added Program Evaluation Services to our professional services offering on the Multiple Award Schedule (MAS) to support the need for a government-wide solution to support efficient and effective procurement of program evaluation services. After extensive market research and community engagement, GSA and OMB determined that a Program Evaluation Services subgroup under MAS-Professional Services Category SIN 541611 was the best solution. The Program Evaluation subgroup was added to MAS in July 2023. The Program Evaluation Services subgroup creates a pool of pre-vetted, capable vendors who are poised to respond to program evaluation RFPs, and it also opens new avenues for ongoing engagement between Federal agencies and subgroup holders. Participation in the subgroup is limited to vendors under SIN 541611 who have expertise and experience in conducting outcome and impact evaluations, at minimum. Vendors may have expertise and experience in other types of program evaluation as well, and Federal agencies may use the subgroup for any type of program evaluation.

Program evaluation as defined in [Office of Management and Budget Memorandum M-20-12](#) as "an assessment using systematic data collection and analysis of one or more programs, policies, and organizations intended to assess their effectiveness and efficiency." This includes evaluations on the implementation, effectiveness, or variability of a program, policy, or organization. They can also include evaluations that examine questions related to understanding the contextual factors surrounding a program, as well as how to effectively target specific populations or groups for a particular intervention ([OMB Circular A-11, Section 200.24](#)). Evaluations may address questions related to the implementation of a program, policy, or organization; the effectiveness of specific strategies related to or used by a program, policy, or organization; and/or factors that relate to variability in the effectiveness of a program, policy, or organization or strategies of these. For more information, see [evaluation.gov](https://www.evaluation.gov).

2. Resources

- [GSAM/R 538](#) - Federal Supply Schedules
- [Revolutionary FAR Overhaul \(RFO\)](#)
- [M-20-12 Phase 4 Implementation of the Foundations for Evidence-Based Policymaking Act of 2018: Program Evaluation Standards and Practices](#)
- [OMB Circular A-11, Section 200.24](#)
- GSA [Program Evaluation eLibrary Page](#)

3. Audience

This guide describes the ordering process for agency users including for warranted Federal ordering contracting officers (OCO) considering or intending to utilize the Program Evaluation Subgroup. The guide addresses contracting issues and concepts unique to the Program Evaluation Subgroup. It does not address general contracting issues or concepts unless necessary for complete understanding. The guide presumes the OCO is familiar with [GSAR Subpart 538.71 \(GSA Class Deviation RFO-2025-FSS-GSAR 538 and RFO-2025-08\) Federal Supply Schedule Ordering Procedures](#), of which contains procedures for ordering on MAS.

Contact us at sinevalsubgroup@gsa.gov to share your feedback on how to improve this guide, as well as to request GSA assistance with your agency procurement requirements.

4. Roles and Responsibilities

Presented below is a high-level overview of GSA and ordering agency roles and responsibilities.

GSA is responsible for the administration and management of the subgroup and the Schedule contracts. GSA responsibilities include:

- Monitor and assess applications and acceptance of vendors against the subgroup requirements, in collaboration with the Technical Evaluation Board (TEB)
- Monitor the list of vendors on the GSA [Program Evaluation eLibrary Page](#) and ensure that only approved vendors are included
- Review, approve, and incorporate contractual changes at the master contract level
- Provide advice and guidance to ordering/requiring activities and OCOs regarding procurement-related matters
- Conduct meetings with contractors as necessary

Agencies who are ordering from this SIN Subgroup (also known as Ordering Agencies) are responsible for:

- Defining task order requirements
- Preparing Performance Work Statement (PWS)/Statement of Objectives (SOO), or Statement of Work (SOW) for task order
- Issuing Request for Quote (RFQ)
- Funding requirements
- Applying regulatory and statutory requirements applicable to the ordering agency.

5. Authorized Users

Any warranted Contracting Officer from [authorized users of the Schedules program](#), within the scope of their delegated procurement authorities, may place orders against the Program Evaluation Subgroup.

6. Task Order Terms and Conditions

Only the GSA Schedule procurement contracting officer (PCO) is authorized to modify the Schedule contract terms and conditions. Ordering activities may include their own local terms and conditions in their orders if they do not conflict with the basic terms and conditions set forth by GSA in the Schedule contract.

In the event of any conflict between the Schedule contract and the task order, the terms and conditions of the contractor's Schedule contract shall prevail over the task order.

Ordering activities may add non-conflicting terms and conditions to individual orders, to include specific agency terms and conditions. Additionally, any clauses incorporated at the task order level required for small business set-aside orders shall be applicable to that order even if those clauses have not been incorporated to the Schedule contract.

7. General Ordering Procedures

Ordering activities must follow procedures outlined in [GSAR Subpart 538.71](#) (GSA Class Deviation RFO-2025-FSS-GSAR 538 and RFO-2025-08) Federal Supply Schedule Ordering Procedures for placing orders and establishing blanket purchase agreements (BPAs) against Federal Supply Schedule (FSS) contracts. Additional questions not already addressed in this document may be sent to sinevalsubgroup@gsa.gov.

Step 1 – Acquisition Planning

Orders against Schedule contracts and BPAs are not exempt from Acquisition Planning as prescribed in [FAR Part 7 \(GSA Glass Deviation RFO-2025-07\)](#).

Conduct market research for your requirement in accordance with regulation as you would do with any procurement. As part of sound market research, you should review the Schedule contract terms and conditions, Schedule contract holders, and Schedule contract pricing. Market research can be limited to the vendors within the subgroup, subject to agencies' own guidelines and regulations. Vendors within the subgroup can be contacted directly via e-mail, which is listed on the [Program Evaluation Services eLibrary page](#), or posted on eBuy. If the requirement is posted on eBuy, the entire vendor pool within SIN541611 will have access to view the RFI, in order to continue fostering growth and development in capabilities.

Important considerations in developing your acquisition plan include:

- a. Pricing: Ceiling pricing is established at the schedule contract level for Program Evaluation Services, and can be viewed on the [Program Evaluation eLibrary Page](#) after clicking on a specific contractor. OCO's may negotiate discounted pricing below that of the Schedule price. Any order not issued on a firm fixed price basis must be justified in accordance with [FAR Subpart 16.6 \(GSA Class Deviation RFO-2025-16\)](#).
- b. NAICS Code: The services under the Program Evaluation Subgroup are aligned with the North American Industrial Classification System (NAICS) code of 541611– Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services. This NAICS code of 541611 that you assign to your task order will not necessarily be the same code assigned to the task order award report in the Federal Procurement Data System – Next Generation (FPDS-NG). This is due to the current FPDS-NG system limitation which defaults all orders to the NAICS code assigned at the Schedule contract level which is shown for each contractor in [eLibrary](#).
- c. Task Order Funding and Funding Limitations: All task orders are subject to any agency funding and appropriation limitations.
- d. Task Order Duration: The ordering activity shall specify the period of performance for each task order awarded under the Program Evaluation subgroup.. Orders issued will have their own period of performance. Orders issued prior to but not completed before the Schedule contract expires shall be completed (including any order options exercised) in accordance with the Schedule contract [FAR Clause 52.216-22, Indefinite Quantity \(Deviation\)](#).
- e. Minimum and Maximum Order Limitations: Each Schedule contract contains [FAR Clause 52.216-19, Order Limitations](#). The minimum order limitation dollar value may vary depending on the contract. The minimum order limitation is posted on each contractor's Schedule price list. The maximum order limitation dollar value is \$1 million; contractors have the right to refuse any order exceeding the maximum order threshold (MOT). However, this is simply a threshold for contract administration purposes and does not constitute a maximum order limitation.

Please reference the MAS ordering guide for more information on acquisition planning.

Step 2 – Define the Requirements and Develop the RFQ

The ordering activity must follow the ordering procedures at [GSAR Subpart 538.71](#) (GSA Class Deviation RFO-2025-FSS-GSAR 538 and RFO-2025-08) for orders under Federal Supply Schedules.

- a. In accordance with [FAR Part 37 \(GSA Class Deviation RFO-2025-37\)](#), ordering activities must use performance-based acquisition methods for service contracts

to the maximum extent practicable. Because Program Evaluation services under SIN 541611 are services based, task orders should be structured around a Performance Work Statement (PWS) or Statement of Objectives (SOO) that clearly defines the required outcomes, performance standards, and surveillance methods. Ordering agencies should avoid prescribing contractor staffing levels or internal work processes unless necessary for mission requirements. The PWS should describe the government's objectives, expected deliverables, measurable performance indicators (e.g., timeliness, accuracy, completeness, quality of reviews), and the method by which the government will evaluate contractor performance.

- b. Ensure the requirements fit within the scope of the Program Evaluation subgroup as described in the [Professional Services category attachment under the MAS Solicitation on SAM.gov](#).
- c. To target the solicitation to the approved vendors in the Program Evaluation Services subgroup, include the following sample language in the SOW or PWS:

"This Request for Quotes (RFQ) is being issued against GSA's Multiple Award Schedule (MAS) Special Item Number (SIN) 541611, Subgroup "Program Evaluation Services" ([link to eLibrary Subgroup](#)). Offerors must have a current MAS contract with SIN 541611 and have received written approval for inclusion in the Subgroup "Program Evaluation Services" as of **<insert date>** to be considered responsive to this RFQ.

Offers from any contractor that has not received written approval from GSA for inclusion to the Program Evaluation Services subgroup will not be evaluated."

- d. The ordering activity may include other agency specific language, regulations/terms and conditions in the task order that do not conflict with the Schedule contract.
- e. The ordering activity shall ensure all internal reviews (e.g. legal review) as required by ordering activity policies have been completed.
- f. The ordering activity agency may utilize Order Level Materials (OLM) procedures to acquire other direct costs (ODCs) and material support items to meet the requirements of a specific order. For more information on OLMs, see www.gsa.gov/olm.
- g. Use the RFQ form and format normally prescribed and used by your agency for task order RFQs, consistent with [GSAR Subpart 538.71](#) (GSA Class Deviation RFO-2025-FSS-GSAR 538 and RFO-2025-08)
- h. The ordering activity agency should include language to address any potential organizational conflicts of interest (OCI) within the solicitation as Program Evaluation services are advisory in nature. See [FAR Subpart 2.101](#) (GSA Class Deviation RFO-2025-02) and [FAR Subpart 9.5](#) (GSA Class Deviation

RFO-2025-09)

Step 3 – Issue the Solicitation

[GSAR Subpart 538.71](#) (GSA Class Deviation RFO-2025-FSS-GSAR 538 and RFO-2025-08) allows solicitations to be solicited in the following ways:

For all solicitations	To ensure fair opportunity, the suggested method for issuing the RFQ is to utilize GSA eBuy . Regardless of the solicitation method (e.g. eBuy, email, or an agency-specific solicitation system), the procedures of GSAR Subpart 538.71 (GSA Class Deviation RFO-2025-FSS-GSAR 538 and RFO-2025-08) must be followed.
Acquisitions valued above the micro-purchase threshold, but not above the simplified acquisition threshold (SAT).	By providing the RFQ (including the statement of work and evaluation criteria) to at least three schedule contractors that offer services that will meet the agency's needs or document the circumstances for restricting consideration to fewer than three schedule contractors based on one of the reasons at GSAR Subpart 538.71 (GSA Class Deviation RFO-2025-FSS-GSAR 538 and RFO-2025-08)
Acquisitions valued above the SAT.	Issue an RFQ to as many FSS (MAS) contractors offering the product, service, or solution as practicable, to reasonably ensure that quotations will be received from at least three PES contractors. If fewer than three quotations are received, document the file by describing how no additional FSS (MAS) contractors capable of meeting the need could be identified despite reasonable efforts taken. GSAR Subpart 538.71 (GSA Class Deviation RFO-2025-FSS-GSAR 538 and RFO-2025-08)

Step 4 – Evaluate Proposals

OCO's must assess all responses received based on the methodology stated in the task order RFQ to maintain fairness in the ordering process and mitigate protest risk. If the RFQ includes the sample language specified in Step 2(c), then you should not assess offers from any contractor not listed in the GSA [Program Evaluation eLibrary Page](#) as of

the date specified in the language.

Step 5 – Award the Task Order and Reporting Requirements

Document your task order award in accordance with regulation and local policy. At a minimum, all orders shall include the following information:

- a. Complete shipping and billing addresses
- b. Task order / BPA number
- c. Agency order number
- d. Discount terms (if applicable)
- e. Period of performance
- f. NAICS 541611
- g. SOW/PWS/SOO (if required)
- h. Number of units (if applicable)
- i. Unit price (if applicable)
- j. Total price of order

Order actions must be reported in FPDS within three days after execution of the action. To ensure reporting of the subgroup is captured, reference Program Evaluation in the description section of the report.

Step 6 – Administer the Order/Execute the Work/Close-Out the Order

The ordering activity is responsible for administering the resulting task order and for ensuring that the contractor's performance on each order is reported in CPARS in accordance with the policies in FAR [Subpart 42.11](#) (GSA Class Deviation RFO-2025-42). Follow your agency procedures for preparation, review, and submission of performance reports.

The contract closeout procedures prescribed in [FAR Subpart 4.308](#) (GSA Class Deviation RFO-2025-04) shall be used except when it is appropriate to use the quick closeout procedures in [FAR Subpart 42.507](#) (GSA Class Deviation RFO-2025-42).

GSA Point of Contact: sinevalsubgroup@gsa.gov

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