

United States Court of Appeals for the Federal Circuit

HOWARD T. MARKEY NATIONAL COURTS
BUILDING 717 MADISON PLACE, N.W.
WASHINGTON, D.C. 20439

Request for Quotation (RFQ) Second Revised

Request Date: March 18, 2024
Request for GSA Supply Schedule Pricing

Overview

The U.S. Court of Appeals for the Federal Circuit (the “Court”) is seeking **Public Affairs and Marketing** services that will support the Court and its Circuit Learning Center (the “Learning Center”) initiative.

Background

As one of only two Article III Federal Appellate Courts with national jurisdiction, the Court adjudicates appeals from federal trial courts and federal agencies around the country in a variety of subject areas, including patents and trademarks, international trade, monetary claims against the U.S. Government, federal personnel decisions, veterans’ benefits, and government contract disputes.

The Court is creating a Learning Center, designed to serve and educate local public-school students at the court. With a planned opening in September 2024, the Court will unveil a new, state-of-the-art learning center in the heart of Washington, D.C. with a primary focus on providing a unique learning opportunity for students in the local community. Students will be able to tour the combined 2,400 square-feet of historic spaces and engage in interactive educational programming focused on the intersection between law and technology.

The Public Affairs and Marketing services contractor will foster a dynamic and collaborative environment, requiring expertise to develop strategic initiatives to enhance transparency and public awareness. This includes the launch and management of media campaigns that spotlight the Court's civic education efforts and work and role within the judiciary.

The tasks involve working in diverse settings and alternating between different environments. On one hand, it will be actively engaging in social settings, and on the other, it will be focused on behind-the-scenes tasks such as creating and coordinating a marketing campaign, social media communications, and crafting internal style guides, templates, and plans for future use by the Court. This multifaceted aspect of the services requires adaptability and versatility given navigation between public engagement and internal content development.

Statement of Work

The following deliverables will be submitted to the Court by the end of the terms of the agreement:

1. Learning Center Media and Publicity Campaign (Center launches September 2024)
2. Court Publicity and Public Awareness Campaign

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3. Court Media Strategy and Plan
4. Court Public Material Branding and Style Guide

Upon selection, the Court and the contractor will establish an agreed upon timeline for completion of the above deliverables by December 31, 2024. Deliverable 1 must be completed by June 28, 2024, in anticipation of the launch of the Learning Center in September 2024. Progress on deliverables will be shared with the Court through regular meetings and other communication channels.

In completing the above deliverables, the Public Affairs and Marketing services contractor will complete the following tasks, which outline the scope of requirements, duties, and responsibilities:

Marketing and Branding

- Develop local and nationwide communications planning and product development for, but not limited to the Court's Strategic Objectives, public concerns or news, workforce development, special emphasis programs, and other Court and senior leadership initiatives.
- Analyze public affairs trends and best practices of Court and judiciary branch peers and other related public relations entities.
- Promote general awareness and tracking capabilities of dis- and mis-information support and tactics to counter trends.

Analytics and Trending

- Research and analyze trends to consider for graphic design, video design, and web design to improve and enhance user comprehension and experience.
- Research and analyze trends to consider for engaging press, press release dissemination, and other press-related practices to increase interest and placement.
- Conduct strategic planning, trend research, and recommendations around agency media and social media efforts.

Public Relations Support

- Ensure proper management and execution of Courts-attended public and media events and communications campaigns, ensuring a cohesive, unified approach to outreach strategies, events, and activities.

Training, Training Tools, and Templates

- Develop style guides, templates, models, constructs, and approaches to be delivered to the Court for use in future public relations activities.
- Provide leadership, mentorship, coaching, and training to the Court team members to further develop the teams' skills and enhance internal public relations capabilities.

United States Court of Appeals for the Federal Circuit

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Duration, Scope, and Hours

- The period of performance for this award will commence from the date of the award and will extend through a period of fifty-two (52) weeks. All bids should include a base year with two (2) potential one-year options to extend.
- This is a firm fixed price (FFP) contract, with fixed hourly bill rates and a not-to-exceed limit.
- The Court does not have a defined number of hours necessary for this requirement and is looking for industry to propose their solution and all associated costs.

Contractor Technical Qualifications

- Five (5) years of experience in providing public affairs services; experience with government entities is a plus. The quotation should also include information about the contractor's experience for the past five (5) years in providing these services.
- Marketing experience, including public marketing and creating marketing materials.
- Social Media campaign development experience.
- Experience with the creation of a strategic communications plan for a government agency.
- Experience working with and preparing materials for C-level executives or senior government officials.
- Prospective contractors should provide a portfolio example for evaluation as part of the submission.
- Contractors may be either individuals or firms.

Hours of Operations and Work Site

Contractor staff will perform work during the hours agreed upon by the Contractor and the Court. A typical work schedule is defined as Monday through Friday, from 8:00 a.m. to 5:00 p.m. Hours will be primarily remote with occasional travel to the work site.

Place of Performance

The National Court Building Complex
717 Madison Place, NW
Washington, DC 20439

Security

Contractor staff will be subject to a confidentiality agreement. U.S. citizenship is required as this position supports the Federal Government.

Questions and Clarifications:

Email questions and requests for clarification to finance_procurement@cafc.uscourts.gov by **5:00 p.m. EDT on March 25, 2024**. The Court will answer those questions and provide written

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Visit the U.S. Court of Appeals for the Federal Circuit website at <http://www.cafc.uscourts.gov/>

United States Court of Appeals for the Federal Circuit

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responses to all proposers only if the answer to the questions changes any part of the statement of work or significant details related to this project.

Submission of Quotations:

Submitted quotes must include all applicable costs, including a fifty-two (52) week period performance and the two (2) potential one-year options and highlight past performance and experience. Bids that do not include this information will be considered technically unacceptable. The quote must be submitted in PDF searchable format and should not exceed a total of twenty-five (25) pages.

All responses to this request must be submitted by **no later than 5:00 p.m. EDT on March 28, 2024**, via email or fax to the contracting officer. Hand or mailed proposals must be delivered by the same time to:

Keisha Lynch
United States Court of Appeals for the Federal Circuit
717 Madison Place NW, Suite 412
Washington, DC 20439
Phone: (202) 275-8140
Fax: (202) 275-9678
E-mail: finance_procurement@cafc.uscourts.gov

If you are not interested in providing a proposal, the Court asks that you kindly reply with a "no-bid" via email to finance_procurement@cafc.uscourts.gov.

Evaluation of Quotations:

All quotations received will be evaluated under the same procedures. An award for this RFQ will be made based on the lowest priced, technically acceptable offer. Quotations not received by the submission deadline will be treated as a "no bid".

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APPLICABLE JUDICIARY TERMS AND CONDITIONS

The terms and conditions in the GSA contract are invoked by referencing the GSA contract number in the delivery order. The following standard judiciary provisions and clauses are also incorporated into this request and will be included in the resulting delivery order.

The following judiciary provisions, that the contracting officer has indicated are applicable, are incorporated in this solicitation: [*Contracting officer check as appropriate.*]

Provision B-1, Solicitation Provisions Incorporated by Reference (SEP 2010)

This solicitation incorporates one or more solicitation provisions by reference, with the same force and effect as if they were given in full text. Upon request, the contracting officer will make their full text available. The offeror is cautioned that the listed provisions may include blocks that must be completed by the offeror and submitted with its quotation or offer. In lieu of submitting the full text of those provisions, the offeror may identify the provision by paragraph identifier and provide the appropriate information with its quotation or offer. Also, the full text of a solicitation provision may be accessed electronically at this address:

<http://www.uscourts.gov/procurement.aspx>.

Provision 2-100, Brand Name or Equal (APR 2013)

Provision 3-135, Single or Multiple Awards (JAN 2003)

Clause B-5, Clauses Incorporated by Reference (SEP 2010)

This contract incorporates one or more clauses by reference, with the same force and effect as if they were given in full text. Upon request, the contracting officer will make their full text available. Also, the full text of a clause may be accessed electronically at this address:

<http://www.uscourts.gov/procurement.aspx>

The contractor shall comply with the clauses in this paragraph that the contracting officer has indicated as being incorporated in this delivery order: [*Contracting officer check as appropriate.*]

Clause 1-15 Disclosure of Contractor Information to the Public (AUG 2004)

Clause 2-35 F.o.b. Destination, Within Judiciary's Premises (JAN 2003)

Clause 2-130 Energy Efficiency in Energy-Consuming Products (APR 2013)

Clause 2-135 IEEE Standard for Environmental Assessment of Personal Computer Products (APR 2013)

Clause 3-3 Provisions, Clauses, Terms and Conditions - Small Purchases (JUN 2014)

Clause 6-85 Commercial Computer Software License (APR 2013)

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- Clause 6-105 California E-Waste Fee (APR 2013)
- Clause 7-30 Public Use of the Name of the Federal Judiciary (JUN 2014)
- Clause 7-35 Disclosure or Use of Information (APR 2013)
- Clause 7-115 Availability of Funds (JAN 2003)
- Clause 7-130 Interest (Prompt Payment) (JAN 2003)
- Clause 7-140 Discounts for Prompt Payment (JAN 2003)
- Clause 7-235 Disputes (JAN 2003)

(The contracting officer may incorporate additional clauses – by reference or in full text – or provisions in the above template, provided they do not duplicate or conflict with clauses which are in the GSA contract. Refer to the Guide to Judiciary Policy, Vol 14, Chapter 1, [Appx 1B](#) to determine, if the provision or clause can be included by reference or must be included in full text. If any provisions are incorporated by reference, Provision B-1 also must be marked as applicable. Use of certain clauses/provisions may require a one-time delegation of procurement authority.)