REQUEST FOR QUOTATION:
Customer Satisfaction Web Survey
FOR
BUREAU OF ECONOMICS ANALYSIS
(BEA)

1.0 General Information

1.1 Purpose

This Request for Quotation (RFQ) solicits quotes to obtain support for the delivery of customer satisfaction assessment services for the website www.bea.gov which will allow the agency to collect satisfaction metrics, as well as comments from visitors to consider website modifications to improve the user experience. The North American Industry Classification System (NAICS) is 941910. This RFQ is 100% Small Business set-aside.

1.2 Method of Acquisition

This Request for Quotation (RFQ) will result in a Firm-Fixed-Price Purchase Order issued in accordance with **FAR Part 13 Simplified Acquisition Procedures .**

2.0 Communications and Questions

All communication regarding this RFQ shall be conducted **electronically via e-mail** to the designated **Agency Contacts**. **Kristine Pendergast** **kpendergast@doc.gov** and Referencing the RFQ #.

The deadline for submitting communications and questions is Wednesday, **June 17, 2026 at 10AM Est** Questions received after the cut-off date will generally **NOT** be considered. Responses posted NLT June 19, 2026.

Any information provided in response to an Offeror's inquiry that is necessary for the preparation of quotations—or that would provide an advantage to one Offeror over others—will be shared simultaneously with all prospective Offerors to ensure fairness and transparency. Contractors shall submit questions in a MS Excel file following a format similar to the table below:

Table 1 Questions Format

Question No.	Reference	Question Category	Question
#	RFQ, SOW or attachments, and Section	Solicitation or Contract Performance	Question

[1] This document includes references to the Federal Acquisition Regulation (FAR). Per Procurement Memorandum (PM) 2026-06, the Department of Commerce has issued a class deviation to implement the Revolutionary FAR Overhaul (RFO) and adopt the RFO model deviated text.

3.0 Quote Preparation

3. 1 Instructions

In response to this RFQ, the Offeror shall prepare a detailed quotation for meeting all stated requirements and comply with the following limitations and characteristics:

- **Do not include marketing materials.**
- **Margins**: All page margins (top, bottom, right, and left) must be no smaller than 1 inch. Headers and footers are permitted within the margin space.
- **Submission Format**: Electronic submission only.
- **Font Requirements**: Use either Arial font, size 11, or Times New Roman font, size 12.
- **File Format**: Submissions must be in a format readable by Microsoft Word 2007 or later, Microsoft Excel 2007 or later, or text-searchable PDF format, as applicable.
- **Page Limits**: Total of 8 pages
- Quotations must be clearly divided into two separate sections or electronic files:
    - **Section 1** – Technical Quotation – 5 page limitation
    - **Section 2** – Price Quotation – 3 page limitation
- The subject line of the emails shall be "**[Company Name] – Quote Submission – Solicitation #.**"

Hard copies will not be accepted.

Business Cover Page (To be included with Section 2): The Quoter(s) shall provide a cover page (1 page max) to include, at a minimum:

- Company name
- Company address
- Unique Entity Identifier (UEI)
- Cage Code
- Authorized point(s) of contact with their titles, email addresses, phone numbers

4.0 Quotation Organization

To be acceptable, the quotation must meet all the constraints set forth in the **Statement of Work**
Submit electronic file(s) via the **Directly via email to:** *Kristine Pendergast via kpendergast@doc.gov and Jacqueline Brown via jbrown4@doc.gov*

Quotations Due Date: Friday **June 26, 2026 at 2:00PM Est**
Quotations are valid for 120 calendar days unless otherwise stipulated by the Offeror.

4.1 Technical Contents

The technical Quotation shall clearly demonstrate the Offeror's understanding of and ability to meet the technical requirements outline in the Statement of Work. The submission must indicate the firm's capabilities and provide the specifics identified in the attached Statement of Work.

4.2 Price

The Offeror shall provide a price that accurately reflects their proposed solution in response to the Government's stated requirements. The quoted price shall cover the **complete performance of work and/or delivery of the specified products** for the **period of performance or delivery schedule** as identified in the **Statement of Work (SOW)**.

The Offeror's pricing shall be in accordance with its current **Commercial Price List/Practices.**

5.0 Basis for Award

In accordance with FAR Part 13, the Government will award a single firm-fixed price purchase order to the responsible offeror who submits the Lowest Priced Technically Acceptable (LPTA) quote.

6.0 Evaluation Factors

The following factors will be used to evaluate quotations.

6.1 Technical Contents

The Offeror's approach and capability to meet the requirements of the Statement of Work will be evaluated through the following:

- **1.1 Data Collection Instrument/Survey Design and Implementation:**
  - Demonstrate ability to design a customized data collection instrument/survey that meets all stated objectives, including a combination of closed and open-ended questions, requiring less than 15 minutes to complete (approx. 40-50 questions with up to 3 open ends), and generating Customer Satisfaction (CSAT) scores.
  - Propose digital data collection methodology (online survey) capable of collecting at least 25,000 responses per year. The Offeror shall detail the process for providing the necessary code for placement on the BEA website.
  - Approach to programming and testing online surveys to ensure accuracy and reliability, including providing survey links for BEA review and testing.
  - Plan for periodic contact with BEA to discuss survey results, implement changes, provide additional analysis, and make recommendations.
  - Demonstrated compliance and proposed methods to ensure full compliance with the Privacy Act of 1974, obtaining OMB clearance under the Paperwork Reduction Act, and adherence to Federal Section 508 guidelines for accessibility.
- **1.2 Sample Plan Development:**
  - Proposed approach to developing a customized sample plan that meets BEA management's information needs, considering visitor volume and the need for specific feedback regarding specific pages.

    - The clarity and completeness of the proposed plan regarding survey pop-up rate, criteria for page views, duration of cookies, specific pages for survey appearance, and addressing the availability of a static link.
    - Ability to accommodate customized questions developed by BEA, including modification or replacement at appropriate intervals.
- **1. 3 Data Modeling and Analysis Capabilities:**
    - Detailed method for employing best practice data cleaning measures to ensure valid responses, free from straight-lining, SPAM, or bot responses.
    - Approach to calculating customer satisfaction indices and performance scores for all relevant metrics.
    - Methods for completing analysis to identify the impact value for all drivers of satisfaction to inform data-driven priority setting and/or process improvement planning.
- 1.4 **Usability Audit Review**
    - Perform an expert evaluation of www.bea.gov using an industry-standard set of heuristics.
    - Defining the specific scope of evaluation in collaboration with BEA representatives during a scoping and context meeting.
    - Plan for providing a one-hour presentation and a written report.
- 1.4 **FedRAMP Compliance Support:**
    - Demonstrated understanding of FedRAMP requirements and a clear plan outlining how the Offeror will assist BEA with the process for complying with FedRAMP requirements to secure an Authority to Operate (ATO)/Authority to Use (ATU).

6.2 Price

The total offered pricing will be evaluated for reasonableness, completeness, and alignment with the requirements identified in the **Price Quotation**

Submit total offered pricing in accordance with the items identified in the Statement of Work and current Open Market Proposed Pricing.

7.0 Provisions and Clauses Applicable To This Solicitation

Clauses Incorporated by Reference

Supplemental Clauses Applicable to this Solicitation

All Applicable and Required provisions/clauses set forth in RFO 52.301 automatically flow down to all task orders, based on their specific contract type (e.g. cost, fixed price, etc.), statement of work, competition requirements, commercial or not commercial, and dollar value as of the date the task order solicitation is issued. Representation and Certification Provisions from the GSA MAS master contracts automatically flow down to all task orders.

FAR 52.252-2 Clauses Incorporated by Reference

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:
https://www.acquisition.gov/far/index.html

NUMBER	TITLE	DATE
52.204-13	System for Award Management – Maintenance	NOV 2025
52.209-6	Protecting the Government's Interest When Subcontracting with Contractors Debarred, Suspended, or Proposed for Debarment	Sep 2025
52.209-7	Information Regarding Responsibility Matters	Sep 2025
52.212-4	Terms and Conditions – Commercial Products and Commercial Services	April 2026
52.217-8	Option to Extend Services	Nov 1999
52.217-9	Option to Extend the Term of the Contract	Mar 2000
52.219-6	Notice of Total Small Business Aside	Nov 2025
52.219-8	Utilization of Small Business Concerns	Nov 2025
52.222-3	Convict Labor	June 2003
52.222-19	Child Labor—Cooperation with Authorities and Remedies	Nov 2025
52.227-17	Rights in Data – Special Works	DEC 2007
52.227-16	Additional Data Requirements	JUN 1987
52.232-33	Payment by Electronic Funds Transfer—System for Award Management	Oct 2018
52.236-8	Other Contracts	Jul 2025
1352.201-70	Contracting Officer's Authority	APR 2010
1352.209-72	Restrictions against disclosure	APR 2010
1352.209-73	Compliance with the Laws	APR 2010
1352.209-74	Organizational Conflict of Interest	APR 2010
1352.215-75	Evaluation Criteria	APR 2010
1352.227-70	Rights in Data, Assignment of Copyright	APR 2010
1352.242-70	Post award Conference	APR 2010
1352.213-70	Evaluation Utilizing Simplified Acquisition Procedures (APR 2010)	
1352.246-70	Place of Acceptance (APR 2010)	
1352.239-72	Security Requirements for Information Technology (APR 2010)	

All Open Market Proposed Pricing

☐ **Parent contract clauses shall apply to this order.**

☒ **Open Market order clauses, Terms and Conditions.**

8.0 Applicable Attachments

a. Statement of Work

b. Period of Performance
The period of performance will be one year from the date of award, and 4 possible 12 month option periods.