

GOVERNMENT OF THE DISTRICT OF COLUMBIA
Office of the Attorney General



MARKET SURVEY FOR OUTSIDE LEGAL COUNSEL

TO: **POTENTIAL RESPONDENTS**

Survey Number: **DCCB-2023-S-0043**

Caption: **Outside Legal Services for Social Media Platforms Litigation**

Issuance Date: **May 17, 2023**

Response Due Date: **June 7, 2023**

The Office of the Attorney General for the District of Columbia (OAG) is conducting market research to identify the availability and interest of qualified law firms to assist with the investigation and potential litigation against certain social media platforms.

Under D.C. Code § 2-354.13(3), the procurement for these legal services is exempt from the competitive procurement process. The responses to this market survey may be used to determine the availability of qualified firms, but it is not intended to be the basis for award.

OAG will direct the investigation and litigation in all respects, including but not limited to, whether and when to initiate litigation, against whom actions will be taken, the claims to be brought in said litigation, approval and rejection of all settlement offers and the amount and type of damages or other relief to be sought.

BACKGROUND

There is strong evidence that the nation's teens are experiencing unprecedented rates of depressive symptoms, suicidal thoughts, eating disorders, and other severe mental health issues. OAG, on behalf of the District of Columbia, is concerned that popular social media platforms have caused and/or exacerbated the mental health crisis faced by teens and young people in the District, including specific features and tools of these platforms that are designed to target and addict teens and children, expose them to harmful or dangerous content, and exploit vulnerabilities of their developing minds. The District seeks to protect

District consumers against deceptive and unfair trade practices by social media platforms, including practices that have dangerous effects on vulnerable teens and children.

SUBMISSION OF INFORMATION

Interested firms should submit the following no later than 2:00 pm on June 7, 2022, to gena.johnson@dc.gov. The submission should be no longer than seven (7) pages (excluding resumes) and include:

1. A short statement of interest and availability;
2. A description of the firm's experience in handling consumer protection cases and, in particular, cases involving technology companies, including representing state attorneys general and other government actors in similar proceedings;
3. A proposed staffing model for the work;
4. Resumes for the attorneys who would handle these services;
5. The contingency fee percentage of gross recovery and additional fees, if any, recovered for similar consumer protection cases;
6. Certified Business Enterprise status; and
7. Disclosure of any actual or potential conflicts of interest.

Although this will not be a competitively awarded procurement, OAG values diversity as well as working with firms located in the District of Columbia, and encourages firms certified as small or local business enterprises by the District of Columbia Department of Small and Local Business Development pursuant to D.C. Code § 2-218.31 *et seq.* to respond to this Market Survey.

If you would like more information, please contact Adam.Teitelbaum@dc.gov or (202) 256-3713.

Sincerely,

A handwritten signature in cursive script that reads "Gena Johnson".

Gena Johnson