



# **PRE- PROPOSAL CONFERENCE**

## **Request For Proposals (RFP)**

Solicitation No. **H37-OCUCPC-2023-12**

### **OCULUS CONTENT MEDIA PRODUCTION COMPANY (CPC) FOR HOUSTON AIRPORT SYSTEM (HAS)**

**Wednesday, November 16, 2022, at 2:00 P.M., CST**

HAS Infrastructure Division Office (IDO) Building  
Glen Curtiss Conference Room  
111 Standifer Street, Humble, TX 77338

André Morrow, C.P.M., CPPB  
Sr. Procurement Specialist  
Houston Airport System  
**[andre.morrow@houstontx.gov](mailto:andre.morrow@houstontx.gov)**

Virtual Via MS Teams Tele-Conference: **<https://bit.ly/3UtUOEy>**

# Pre-Submittal Meeting Agenda

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I. Opening Remarks

II. Solicitation Overview

Andre' Morrow, C.P.M., CPPB  
Sr. Procurement Specialist

III. Office of Business Opportunity

Kellie Irving  
HAS OBO

IV. Project Scope and Overview

Diego A. Parra PMP, FMP  
HAS IT PMO Director

V. Questions/Answers

All questions must be submitted in writing via email to SCM, Andre' Morrow

# Procurement Process Reminder / Quiet Period

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- The Quiet Period begins on the date the solicitation is issued and extends until an award recommendation appears on a City Council Committee Meeting Agenda.
- All inquiries regarding this solicitation are to be directed to the designated City Representative ([Andre' Morrow](#)).
- Do not contact Council Members or City employees in an attempt to influence the outcome of the award. You will be able to speak publicly at the City Council Meeting.

# Disclaimer:

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This document serves to aid interested Vendors doing business with the City of Houston (City). This document does not constitute legal advice or bind the City in any manner. Anything stated at this pre-proposal conference is not intended to change any terms and/or conditions stated in the advertised solicitation document. Any authorized changes will be made in writing in the form of a letter clarification or addendum issued by Supply Chain Management.

# Solicitation Overview



## **Solicitation Purpose**

This Request for Proposals is to select a Content Production Company to collaborate creatively with HAS to design, produce, and integrate the media content for the Oculus at George Bush Intercontinental Airport (IAH), International Central Processor.

A capable team shall be provided to support the work of HAS in achieving the intention and design requirements of the Oculus. Specialized knowledge and industry experience is expected.

The estimated project timeline is timed to coincide with the opening of the IAH ICP and must be substantially complete with the ITRP terminal opening currently anticipated for May 2024.

# Solicitation Overview

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**QUESTIONS AND REQUESTS FOR ADDITIONAL INFORMATION  
ARE DUE BY:**

**Tuesday, November 22, 2022, 12:00 P.M. (noon), CST**

**SOLICITATION DUE DATE AND TIME:**

**Thursday, January 5, 2023 , 2:00 P.M. CST**

# Add'l Info/Specification Changes



## LETTER OF CLARIFICATION(S) (LOC) :

Requests for additional information and questions should be addressed via email to the HAS Sr. Procurement Specialist, André Morrow, C.P.M., CPPB: [andre.morrow@houstontx.gov](mailto:andre.morrow@houstontx.gov) no later than 12:00 P.M. (Noon), Tuesday, November 22, 2022.

- Please include the phrase **“QUESTIONS: RFP No. H37-OCUCPC-2023-12, Oculus Content Media Production Company (CPC)”** in the subject line and provide all applicable contact information.

**Responses to questions received from potential Firms and any changes to the solicitation documents shall be confirmed in writing and will be posted in a Letter of Clarification to the HAS website (<https://www.fly2houston.com/biz/opportunities/solicitations>) prior to proposals due date.**

# Submittal Procedures

- **Provide one (1) original submittal** signed in **BLUE** ink and marked “original” along with **ten (10) copies** of the submittal in hard copy and on USB thumb drives.
- **Provide two (2) hard copies** (1-original and 1-copy) of **Firms’ Financial Statements** in a separate, sealed envelope bearing the assigned Solicitation Name and Number.
- All submittals must be delivered to 18600 Lee Road, Humble, TX 77338 by **Thursday, January 5, 2023, 2:00 P.M. CST.**
- All submittals must be labeled on the outside of the box: **“RFP # H37-OCUCPC-2023-12, Oculus Content Media Production Company (CPC)”** and provide all applicable contact information.



# RFP SUBMITTAL REQUIREMENTS



- Each Proposal must be organized and follow the required format as stated in Section 17.0 – Proposal Outline and Minimum Content Requirements.
- Each item must be appropriately tabbed and inclusive of all the required submittals.
- Submissions to the RFP must be valid for a period of one-hundred and eighty (180) consecutive calendar days from the date of receipt by the City.
- Forms to be submitted with the Proposal are listed in Part VI, Section 19.0 and must be properly and completely filled-up.

# Procurement Timeline



EVENT	DATE
Advertisement of Solicitation	10/28/2022
Pre-Proposal Conference (In-Person and Virtual Via MS Teams)	11/16/2022
Deadline for Submittal of Questions	11/22/2022
Letter of Clarification(s) Posted on HAS Website (Estimated)	12/01/2022
Response to RFP Due Date	01/05/2023
Oral Presentations (if required)	02/02/2023
Submit to Council for Approval (Estimated)	03/14/2023

# Evaluation Criteria - RFP Content



Evaluation Criteria	Max Score
Firm and Individual Professional Experience and Knowledge	15
Demonstrated Ability to Produce and Edit Desired Types of Content (e.g., CGI, live action, character animation, interactive content) with an understanding of program objectives	25
Project Plan and Schedule	15
Content Management System Integration Capabilities	20
Training, Warranty and Maintenance	5
Proposal Pricing	20
<b>Total</b>	<b>100</b>
Minimum Qualifications	Pass/Fail
MWBE Compliance	Pass/Fail
Financial Capabilities	Pass/Fail
Hire Houston First (Bonus Points)	5

# EVALUATION CRITERIA

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## **The Respondents Must Meet The Following Minimum Qualifications:** **(Pass/Fail)**

The Proposer shall have been in the business of conceptualizing, developing, and producing customer-facing, interactive and/or immersive content for large scale displays for a minimum of five (5) years.

# EVALUATION CRITERIA

## **Financial Capabilities (Pass/Fail)**

- Respondent is required to submit in a separate, sealed envelope, clearly marked “Financial Statements,” one (1) stamped “Original” and one (1) copy of its Financial Statements with its Submittal.
- Respondent must provide audited financial statements for the last two years, if they are available. If audited financial statements are not available, Respondent must provide tax returns and along with unaudited or reviewed financials for the last two years.
- Provide a brief statement of the Respondent’s bonding ability to fulfill the obligations.

## **M/WBE Compliance and Hire Houston First (Pass/Fail)**

- As referenced in PART III, Section 10.0 and 12.0, all M/WBE, Local Participation Plan, and City required documents listed as Exhibits, Attachments, and referenced in PART VI, Section 19.0 in the RFP solicitation are to be acknowledged and included in the Proposal being submitted.

# RFP SUBMITTAL REQUIREMENTS



## FORMS TO BE SUBMITTED WITH PROPOSAL

- Exhibit A – 00455 Ownership Information Form
- Exhibit B – 00457 Conflict of Interest Questionnaire
- Exhibit C – 00460 Pay or Play Acknowledgement Form
- Exhibit D – 00480 Reference Verification Form
- Exhibit E – 00481 Anti-Collusion Statement
- Exhibit F – Attachment “A”: Schedule of M/WBE Participation
- Exhibit F – Attachment “B”: M/WBE Letter Of Intent
- Exhibit F – Attachment “C”: Certified M/WBE Subcontract Terms
- Exhibit F – Attachment “D”: Mayor’s Office of Business Opportunity M/WBE Utilization Report
- Exhibit H – 00600 List of Proposed Subs
- Exhibit Q – Contact Directory Form
- Exhibit R – Statement Of Residency
- Exhibit S – Offer And Submittal
- Exhibit T – Contract and Contract Exception Chart
- Exhibit U – Declaration of Hire Houston First Designation
- Attachment B – Required Pricing Response Form
- Attachment C – Sample Agreement
- Attachment D – Required Submittal Checklist

## HAS Office of Business Opportunity

[has.obo@houstontx.gov](mailto:has.obo@houstontx.gov)

# Diversity Requirements

- The M/WBE Goal on this solicitation is **10%**:
- M/WBE firms must be certified by the City of Houston Office of Business Opportunity.
- Firms Must Be Certified M/WBE at time of RFP Submission. If Not Certified M/WBE, They Will Not Be Counted Towards Contract Participation.
- Questions About Certification, Visit <http://www.houstontx.gov/obo> or By Phone (832) 393-0600.



# Diversity Requirements



## RFP for Oculus Content Media Production Company (CPC) M/WBE Goal Achievement

There are resources available to assist you as you assemble your team of certified subcontractors to help you achieve your participation goal for this city funded project.

Follow these easy steps to access the MWDBE/SBE Directory. Log on to the City of Houston's Website at [www.houstontx.gov](http://www.houstontx.gov).

- Click on the Departments Link/Departments and Directors
- Click on the Office of Business Opportunity
- Click on the Certified Firm Directory

You will then be viewing a search parameter screen where you may enter a company name (Search by Business Name or DBA) **or** a business description (Search by Business Description). Additionally, check off the applicable certification types you need at the bottom of the screen. For this project, search by Certification type (MBE, WBE or M/WBE). The system will then provide you a list of currently certified companies for that business type. Clicking on the company's name will give you the contact information.

### **M/WBE Total Goal is 10%**

Contact the HAS Office of Business Opportunity if you encounter any problems or have questions. We can help guide you through this process.

**Kellie Irving, Deputy Assistant Director, HAS - Office of Business Opportunity**

[kellie.irving@houstontx.gov](mailto:kellie.irving@houstontx.gov) 281-233-7833

## General Project & Scope Overview

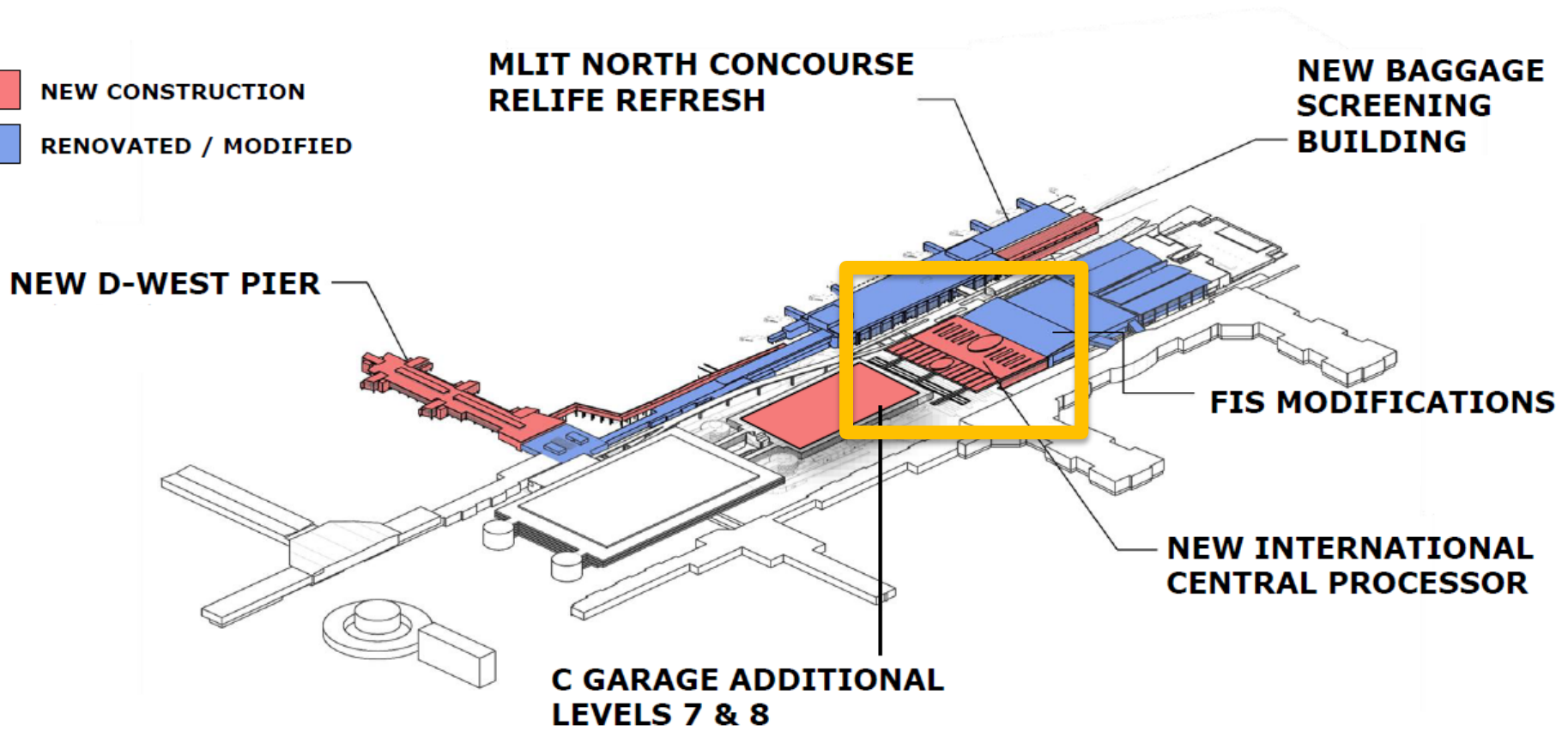
RFP No. H37-OCUCPC-2023-12

**OCULUS CONTENT MEDIA PRODUCTION COMPANY (CPC)**

**ATTACHMENT A**

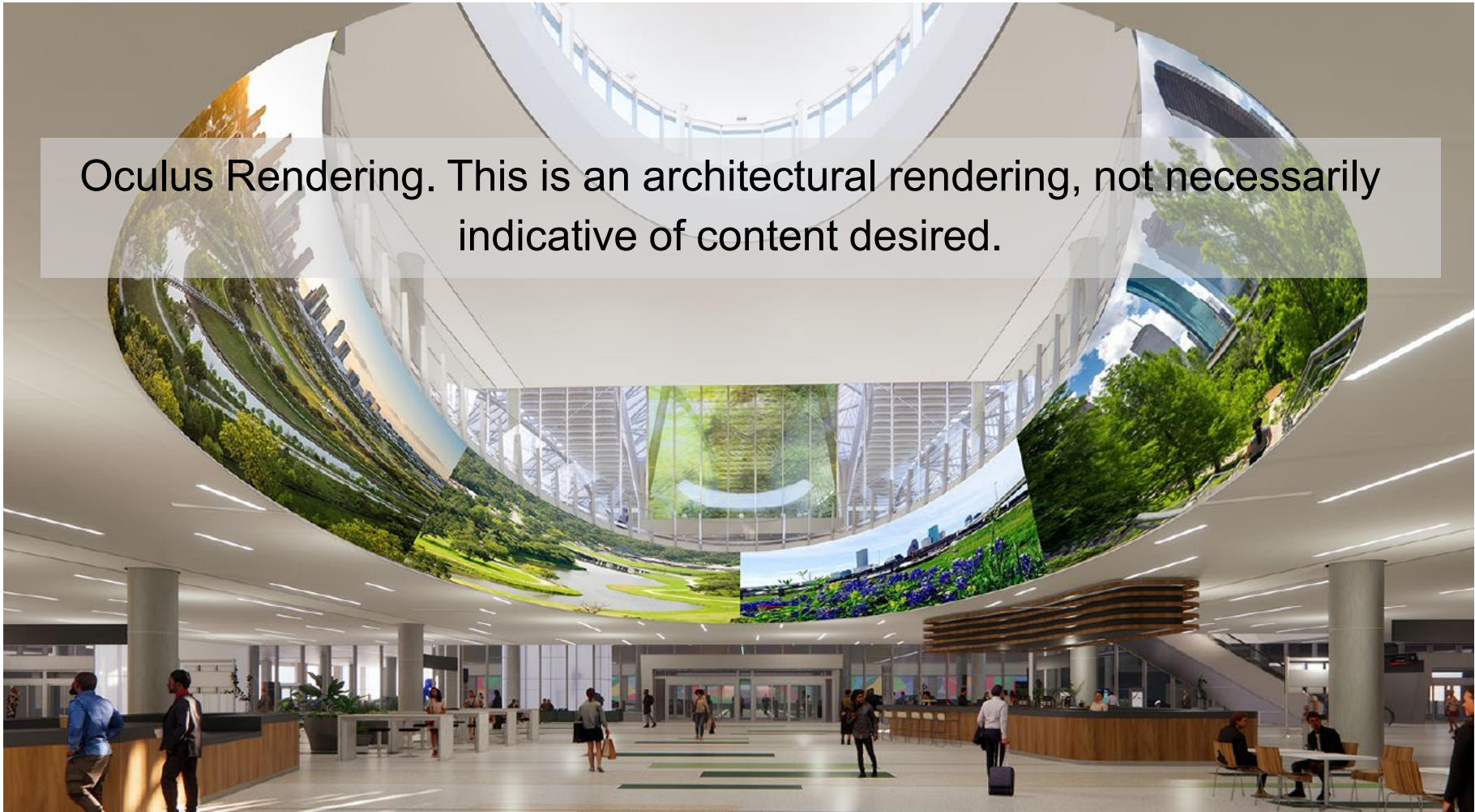
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## Project Overview For Oculus Content Media Production Company



# Scope (Continued)

Oculus Rendering. This is an architectural rendering, not necessarily indicative of content desired.



# Scope (Continued)

## **Project Objectives For Oculus Content Production Company (CPC)**

- The Oculus media content will bring to life and create the visual message for HAS. The selected CPC will be engaged to not only collaborate creatively with HAS, but also design, produce, and integrate the content for the Oculus.
- The CPC will be qualified and provide original creative conception, design, production, and integration of media on a large-scale, direct view LED canvas.

## **Estimated Project Timeline (Section 6.0)**

- This is timed to coincide with the opening of the IAH ICP and must be substantially complete with the ITRP terminal opening currently anticipated for May 2024. Once awarded, the Contractor shall coordinate the schedule for deployment with ITRP and HAS throughout the course of this project.

## Conceptual Development and Design (Section 3.0)

- Engage in a collaborative process working with HAS to define the various creative themes and conceptual identity of the Oculus
- An initial content inventory (0-6 months)
- A mid -term content inventory (6-12 months)
- A long-term content strategy (12-36 months), including content refresh guidelines for inventory and themes, refresh timeline, content duration and transition plan to phase out (partially or entirely) initial content repository
- Develop a design inventory (for 6-9 hours of content playback)

# Scope (Continued)

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- Content Development (Section 4.0)
- Integration (Section 5.0)
- Testing and Commissioning (Section 6.0)
- Documentation and Training (Section 7.0)
- Coordination and Project scheduling (Section 8.0)
- Warranty (Section 10.0)
- Maintenance and Support Services (Section 11.0)

# Scope (Continued)

## Oculus Physical Specifications (Section 2.0)

- The Oculus is an elliptical shaped cylinder, in the form of a truncated cone, made up of direct view LED panels. It will be integrated into the space separating the lower-level arrivals and upper-level departures of the ICP
- The surface area of the Oculus is approximately 2000ft<sup>2</sup>. The height of the screens is approximately 9ft and is angled down at approximately 30 degrees.



## Oculus Physical Specifications (Section 2.0)

- The system must support input video sources with a minimum resolution of 4K/UHD at 60Hz, 10bit color depth, uncompressed codec, and minimum 4:2:2 chroma subsampling. Optional support may be provided for 4:4:4 chromatic subsampling from source to LED tiles. Ability to support 4:4:4 shall not limit other input source specifications.
- Capability to support high dynamic range (HDR) of HDR10 or similar
- Capability to support color gamut of 100% NTSC or better.
- Additional details in Section 2.0 of Attachment A.

# Concurrent Procurements

- Oculus Content Media Production Company (CPC) – This RFP  
RFP No. H37-OCUCPC-2023-12
  - What is being displayed:
  
- Oculus LED Display System Provider
  - Where it is being displayed
  
- Oculus Content Management System (CMS) Provider
  - Where it lives

# Questions

- Questions to be official must be in writing and submitted to André Morrow via email: [andre.morrow@houstontx.gov](mailto:andre.morrow@houstontx.gov).

Please include the phrase **“QUESTIONS: RFP No. H37-OCUCPC-2023-12, Oculus Content Media Production Company (CPC)”** in the subject line and provide all applicable contact information.

- Answers will be posted in HAS website as a Letter of Clarification (LOC):

<https://www.fly2houston.com/biz/opportunities/solicitations>

## HOUSTON AIRPORT SYSTEM

**Thank you!**