



PRE- SUBMITTAL CONFERENCE

Request For Qualifications (RFQ)

Solicitation No. **H37-OCCCS-2021-006**

ON-CALL COMPREHENSIVE COMMUNICATIONS SERVICES FOR HOUSTON AIRPORT SYSTEM (HAS)

Wednesday, December 2, 2020 @ 10:00 A.M., CST
([Microsoft Teams Video-Conference](#))

WEB MEETING ADDRESS: <https://bit.ly/3pd9718>

André Morrow, C.P.M., CPPB
Sr. Procurement Specialist
Houston Airport System

List of Attendees



Please fill-in the following on the “Q&A” area of MS Teams:

Company Name: _____

Name of Participant: _____

Telephone No: _____

Email Address: _____

Proposing as: Prime _____ or Sub-Contractor _____

Pre-Submittal Meeting Agenda



- I. Opening Remarks
LaTonja P. Ware
Division Manager, HAS SCM
- II. Solicitation Overview
Andre' Morrow, C.P.M., CPPB
Sr. Procurement Specialist
- III. Office of Business Opportunity
Jason McLemore
Deputy Asst. Director, HAS OBO
- IV. Project Scope and Overview
Foti Kallergis
Director of Communications & Public Relations | Houston Airports
- V. Questions/Answers
All questions must be submitted in writing via email to SCM, Andre' Morrow

Procurement Process Reminder / Quiet Period



- 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:

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-bid 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

To identify successful contractors through submission of qualifications for On-Call Comprehensive Communications Services for the Houston Airport System's Marketing, Air Service Development and Communications (MAC) Division.

Solicitation Overview



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

Tuesday, December 8, 2020, 12:00 P.M., CST

SOLICITATION DUE DATE AND TIME:

Tuesday, January 12, 2021, 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 no later than 12:00 PM (Noon), December 8, 2020.

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/contracting>) prior to submittal due date.

Add'l Info/Specification Changes



SOLICITATION FILES:

Solicitation Documents

- ✓ RFQ On-Call Comprehensive Communications Services - H37 OCCCS 2021 006
- ✓ Sample Agreement - H37 OCCCS 2021 006

Procurement Timeline



Description	Scheduled Date
Date of RFQ (Advertised & Posted on HAS Website)	November 13, 2020
Pre-Submittal Conference	December 2, 2020
Deadline for Questions	December 8, 2020
Letter of Clarification(s) Posted on HAS Website (Estimated)	December 17, 2020
SUBMISSIONS DUE FROM RESPONDENTS	January 12, 2021 @ 2:00 P.M., CST
Notification of Shortlisted Firms (Estimated)	February 17, 2021
Oral Presentations/Interviews (Estimated)	February 23, 2021
Notification of Intent to Award (Estimated)	March 2, 2021
Council Agenda Date (Estimated)	March 31, 2021
Contract Start Date (Estimated)	April 5, 2021

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 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 **Tuesday, January 12, 2021 at 2:00 P.M., CST.**
- All submittals must be labeled on the outside of the box:
“RFQ # H37-OCCCS-2021-006 On-Call Comprehensive Communications Services For Houston Airport System (HAS) and provide all applicable contact information.

RFQ SUBMITTAL REQUIREMENTS



- Each Submittal must be organized and follow the required format as stated in the RFQ.
- Each Section must be appropriately tabbed and inclusive of all required submittals.

RFQ SUBMITTAL REQUIREMENTS



FORMS TO BE SUBMITTED WITH STATEMENT OF QUALIFICATION

- 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 OBO 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
- Attachment C – Required Submittal Checklist

EVALUATION & SELECTION CRITERIA



- Responses will be evaluated by an Evaluation Committee consisting of City of Houston personnel.
- The award of a contract will be made to the Firm(s) offering the response which best meets the needs of the COH and HAS. The COH reserves the right to reject any offer if the Response submitted fails to satisfy the COH that the Respondent is properly qualified to provide the services contemplated as specified.

Evaluation Criteria and Scores



The following criteria will be used in the evaluation to assess and document the degree to which the Submittal meets that criterion and the requirements contained in the Scope of this solicitation:

Evaluation Criteria	Max Score
Minimum Qualifications or Requirements	Pass/Fail
M/WBE Compliance	Pass/Fail
Financial Capabilities	Pass/Fail
Firm's Background and Experience Providing Similar Services	35
Methodology And Approach To Scope Of Services	35
Background And Experience Of Key Personnel	15
Sub-Consultants	15
TOTAL	100

EVALUATION CRITERIA

The Respondents Must Meet The Following Minimum qualifications:

1. The firm shall possess professional qualifications and experience of at least five (5) years; with a client list consisting of at least one US airport.
2. The firm shall have a demonstrated ability to provide the services specified in the Scope of Services for public sector clients of similar size and complexity to that of the Houston Airport System. Complexity, in this respect, speaks to a firm's ability to serve a public entity like HAS, which has multiple locations and divisions.
3. The firm shall possess a Minimum of 5 years of public sector experience.

EVALUATION CRITERIA



Financial Capabilities (Pass/Fail)

- Provide audited financial statements or Federal Tax Forms Filed to the Internal Revenue Service (IRS) for the past two fiscal years. At a minimum, include the letter of opinion, balance sheet, schedules, and related auditor's notes.
- Firms that do not have audited financial statements shall submit unaudited financial statements from the previous two years along with federal income tax returns from the previous two years.
- Please note that this is a requirement and a firm's failure to submit this information will result in that firm not being considered for this contract. A firm should not refer HAS to its website or any other database to retrieve this information.

M/WBE Compliance (Pass/Fail)

- As referenced in PART V, Section 15.0 MINORITY AND WOMAN BUSINESS ENTERPRISES (M/WBE) and City Required Documents listed as Exhibits, Attachments, and referenced in PART VII in the RFQ solicitation.

HAS Office of Business Opportunity

Jason McLemore

Deputy Asst. Director

has.obo@houstontx.gov

Diversity Requirements

- The M/WBE Goal on this solicitation is 21%.
- MWBE firms must be certified by the City of Houston Office of Business Opportunity.
- Firms Must Be Certified MWBE at time of RFQ Submission. If Not Certified MWBE, They Will Not Be Counted Towards Contract Participation.
- Questions About Certification, Visit <http://www.houstontx.gov/obo> or By Phone (832) 393-0600.

Project Scope and Overview



Foti Kallergis

**Director of Communications & Public Relation
Houston Airports**

General Project & Scope Overview

**ON-CALL COMPREHENSIVE COMMUNICATIONS SERVICES
FOR HOUSTON AIRPORT SYSTEM (HAS)**

Project Scope and Overview



Business Unit Overview:

Through submission of qualifications for On-Call Comprehensive Communications Services for the Houston Airport System's Marketing, Air Service Development and Communications (MAC) Division, HAS is seeking to engage the professional services of a contractor(s) with the capacity to provide services inclusive of but not limited to the following:

- 1) Creative Services;
- 2) Strategic Planning and Training;
- 3) Speechwriting;
- 4) Social Media Strategy Development and Crisis Communications;
- 5) Issues Management.

Scope (Continued)

Creative Services:

- Assist in the design & production of various communication vehicles, such as, but not limited to, brochures, invitations, web content, flyers, etc.
- Assist with creative development and copy for communication materials;
- Develop and secure collateral and promotional materials, and giveaways for special events;
- Develop multi-media presentations;
- Create and assist with development of events, including themes, appearance, and participant appeal;
- Assist with all aspects of annual report from concept to development;
- Provide a proven award-winning track record of successful design projects.

Strategic Planning & training:

- Assist in developing strategic public relations/communication plans to promote initiatives and events;
- Audit current communication plans and practices to ensure best practices and benchmark against industry standards;
- Provide training to enhance in-house capabilities for executive coaching and interview preparation (i.e. media training).

Speech Writing and Development of Remarks:

- Draft speeches and remarks for the HAS Senior Staff and Director of Aviation while ensuring high level of consistency, accuracy, content and presentation for a wide audience, but main focuses are on the aviation industry.

Social Media

- Enhance Airports' online presence;
- Evaluate and audit content for social media programs;
- Assist in developing a social media strategic plan;
- Provide training to enhance in-house capabilities.

Crisis Communications and Issues Management

- Provide counsel for negative media attention that could damage the reputation of the airport system;
- Support Crisis communication;
- Assist with training exercises.
- The Consultant must submit a portfolio of work that best displays the company's creative capacity.

Crisis Communications and Issues Management (cont.)

- The Consultant must submit a portfolio of work that best displays the company's creative capacity.
- The Contractor must have the ability to provide in-house or either through a qualified subcontractor or supplier the following:
 - Design and development;
 - Writing and editing capabilities for public relations, media relations, booklets, folders, flyers, invitations, print ads, speeches, scripts, web content, news releases and other special project materials;
 - Art/graphics/digital capabilities, offering at a minimum artistic direction for original artwork concept, design layout, production and printing expertise;
 - Presentation development using PowerPoint or other multi-media for events and speaking engagements;

Crisis Communications and Issues Management (cont.)

- Social media strategy development and program implementation;
- Video and television production and related support;
- Special event planning, logistics and support, including recruitment of performing artists and entertainers;
- Design, production, and procurement of promotional items Web development design;
- Media relations, press kits and media advisories;
- Brand development and management; business development and revenue-generating projects;
- Media buying and placement (i.e. HAS TV program, special media projects, etc).

Agency Personnel

- The Consultant shall provide qualified personnel dedicated to managing the requested services.
- The Consultant will designate a project manager and shall have an experienced local staff member that is knowledgeable in communications, public relations, creative services and social media disciplines.
- The Consultant shall provide comprehensive project management services relevant to the resulting contract agreement.

Project Goals in support of HAS' mission, vision, and strategic priorities are:

1. Produce innovative and creative collateral materials (invitations, event programs, annual report, State of the Airports presentations, multi-media presentations, etc.).
2. To continue to position Houston Airports as an international and domestic premier gateway to international and domestic destinations.
3. To aggressively promote the City of Houston and Houston Airports to maintain and improve the quality of air travel and commercial air cargo services for our customers and contribute to the region's economic recovery.
4. Maintain and improve remarks/speeches for the Director of Aviation as appearance request grow/(increases) for him to speak as a subject matter expert before a variety of audiences/(before numerous audiences);
5. Enhance and improve social media strategy to elevate/(promote) online communications with growing passenger volumes.
6. Enhance communications with the media during a crisis or major issue to effectively communicate Houston Airports position that remains in line with the mission/vision.

Scope (Continued)

The Consultant(s) shall furnish all labor, equipment, and supervision necessary to perform the assigned work and services in a timely manner, directed in writing by the Chief Marketing, Air Service Development & Communications Officer and in accordance with provisions of the resulting Agreement.

- **Anticipated Contract Terms:** This is for three (3) years with one (1) one-year option to renew annually, for a maximum four-year contract term for On-Call Comprehensive Communications Services.
- **Targeted Award Date:** April 2021

Questions

- Questions to be official must be in writing and submitted to André Morrow via email: andre.morrow@houstontx.gov.
- Answers will be posted in HAS website as Letter of Clarification (LOC): www.houstonairports.biz.

IMPORTANT DATES / TIMES



- **RFQ Submittals Due Date and Time:**
Tuesday, January 12, 2021 at 2:00 P.M., CST
- **Questions and Requests for Additional Information Due Date:**
Tuesday, December 8, 2020 @ 12:00 P.M., (Noon), must be received electronically and directed via email to:
andre.morrow@houstontx.gov
- **Please include the phrase:**
“QUESTIONS – RFQ # H37-OCCCS-2021-006 On-Call Comprehensive Communications Services For Houston Airport System (HAS)” in the subject line and provide all applicable contact information.

HOUSTON AIRPORT SYSTEM

Thank you!