



**CITY OF HOUSTON**  
**HOUSTON AIRPORT SYSTEM**  
**REQUEST FOR PROPOSALS (RFP)**  
**SOLICITATION NO.: H37-OCUCPC-2023-12**  
**OCULUS CONTENT MEDIA PRODUCTION COMPANY (CPC)**  
**FOR HOUSTON AIRPORT SYSTEM (HAS)**

**Date Issued:** October 28, 2022

**Pre-Proposal Conference:** November 9, 2022, at 2:00 P.M., CST

**In-Person** HAS Infrastructure Division Office (IDO) Building  
Wright Brothers Conference Room  
111 Sandifer Street, Humble, TX 77338

**Virtual Via MS Teams** Microsoft Teams Tele-Conference: <https://bit.ly/3Fxfj2JH>

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

**Proposals Due Date:** January 5, 2023, at 2:00 P.M., CST

**Solicitation Contact Person:** André Morrow, C.P.M., CPPB  
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Supply Chain Management, Houston Airport System  
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**Project Summary:** As part of the George Bush Intercontinental/Houston Airport (IAH) Terminal Redevelopment Program (ITRP), the Oculus will be one of the most visually engaging components of the new architectural environment of the International Central Processor. This large-scale, uniquely designed media feature includes a sophisticated display and control system that will display high quality media. 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.

**NIGP Code: 953-13**

**MWBE Goal: 10%**

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CA

Jedediah Greenfield  
Interim Chief Procurement Officer  
City of Houston

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## **PART I: SOLICITATION**

### **1.0 GENERAL INFORMATION**

#### **1.1 Introduction**

1.1.1 The City of Houston (City) Houston Airport System (HAS), assisted by Technology and Multimedia Systems Specialty Engineer Consultants, intends to engage a Content Production Company (CPC) for the Oculus in the new International Central Processor (ICP) of the George Bush Intercontinental Airport (IAH) as part of the Terminal Redevelopment Program (ITRP).

The IAH Terminal Redevelopment Program (ITRP) will provide an overall modernized facility and improved passenger experience. A significant impact on the passenger experience is the Oculus, one of the most visually engaging and visible components of the architectural environment in the new International Central Processor (ICP). This significant large-scale, uniquely designed media features includes a sophisticated display and control system.

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.

1.1.2 The selected vendor will be required to interface with HAS Technology, HAS Marketing, other HAS divisions, and HAS's business partners, such as airlines, other tenants, concessions consultants/contractors (architectural and engineering firms), vendors and or service providers for completion of the assignment(s) and to do so in accordance with the City Charter and the Code of Ordinances of the City of Houston and applicable state and federal regulations. The firm, and its sub-consultants, must be able to perform all or part of the services as requested.

#### **1.2 HAS Background**

1.2.1 HAS provides a safe and dynamic air services network that fosters economic vitality for the transportation industry and the greater Houston region. HAS operates three major airports: (1) George Bush Intercontinental Airport (IAH), (2) William P. Hobby Airport (HOU), and (3) Ellington Airport (EFD).

1.2.2 IAH is a large hub airport, and in calendar year 2019, 45.2 million passengers travelled through IAH. IAH is an important international gateway that in 2019 provided services to all 6 inhabited continents and offers more destinations to Mexico than any other airport in the US. IAH is the busiest connecting hub for United Airlines.

1.2.3 HOU is a medium hub airport, and in calendar year 2019, 14.4 million passengers travelled through HOU. In October 2015, HOU opened its new international terminal and now provides services to 62 domestic and 11 international destinations. HOU serves as an important domestic and international hub for Southwest Airlines.

1.2.4 EFD is a former U.S. Air Force base that is now operated as a joint civilian-military airport serving businesses and general aviation and is home to the Houston Spaceport.

1.2.5 The vision for HAS is to establish Houston as a five-star global air service gateway where the magic of flight is celebrated. HAS is seeking Proposals from firms who will partner with HAS to provide a unique media feature that will enhance passenger experience and serve our airline and retail partners.

## 2.0 PRE-PROPOSAL CONFERENCE

- 2.1 A virtual Pre-Proposal Conference via Microsoft Teams will be held at the date, time, and location as indicated on the first page of this RFP document. Interested Proposer(s) should plan to attend. It will be assumed that potential Proposer(s) attending virtual meeting have reviewed the RFP in detail and are prepared to raise any substantive questions not already addressed by HAS.
- 2.2 The purpose of this conference is to allow potential proposers an opportunity to present questions and obtain clarification relative to any facet of this solicitation. While attendance at the conference will not be a prerequisite to submitting a proposal, proposers who intend to submit a proposal, are encouraged to attend. Make sure you have a copy of the solicitation for reference during the virtual Pre-Proposal Conference. Any changes resulting from this conference will be issued in a written Letter of Clarification (LOC) to the solicitation. Verbal responses will not alter the specifications and terms related to this solicitation.
- 2.3 Questions are due on **Wednesday, November 9, 2022, 2:00 P.M., CST**. Please include the phrase “**QUESTIONS: H37-OCUCPC-2023-12 OCULUS CONTENT MEDIA PRODUCTION COMPANY (CPC)**” in the subject line and provide all applicable contact information.
- 2.4 Communication regarding the Pre-Proposal Conference must be received in writing and directed only to:
- Andre' Morrow, Sr. Procurement Specialist  
Houston Airport System  
Supply Chain Management  
Email: [Andre.Morrow@houstontx.gov](mailto:Andre.Morrow@houstontx.gov)

## 3.0 SOLICITATION SCHEDULE

- 3.1 The following schedule has been established for this solicitation process. HAS reserves the right to modify the schedule during the solicitation process. Changes/updates will be posted on HAS' website via Letter(s) of Clarification.
- 3.2 HAS reserves the right to extend the due date for this Request for Proposals (RFP) as deemed necessary and in its best interests. Any postponement of the due date will be issued as a Letter of Clarification (LOC) to this RFP. The submission of a Request for Proposals does not, in any way commit HAS to enter into an agreement with that Respondent or any other Proposer. HAS reserves the right to reject any or all Request for Proposal(s) for any reason.

Table 1: Solicitation Schedule	
Description	Date
Advertisement of Solicitation	10/28/2022
Pre-Proposal Conference (In-Person and Virtual Via MS Teams)	11/09/2022
Deadline for Submittal of Questions	11/16/2022
Letter of Clarification(s) Posted on HAS Website	11/22/2022
Response to RFP Due Date	01/05/2023
Oral Presentations ( <i>if required</i> )	02/02/2023
Submit to Council for Approval ( <i>Estimated</i> )	03/14/2023

## PART II: GENERAL SOLICITATION INFORMATION

### 4.0 GENERAL INFORMATION

#### 4.1 Background

4.1.1 The Houston Airport System (HAS) has embarked on the IAH Terminal Redevelopment Program (ITRP) to provide an overall modernized facility. The ICP construction is well underway, with Oculus a main component of the design, highlighting the aesthetic beauty and openness of the architecture.

4.1.2 HAS and their partners for this project are seeking proposals from qualified firms to work collaboratively with HAS to define creative themes, provide designs, produce content and integration of media, while coordinating with the Oculus vendor teams, such as the LED display system provider.

#### 4.2 The HAS Vision

4.2.1 This project is intended to provide an immersive and unique experience for passengers travelling to the Houston area, including all required functionality to support airport tenants in the dynamic IAH environment.

4.2.2 The key to this Contract's success is to support HAS's vision to establish Houston as a five-star global air service gateway where the magic of flight is celebrated. Proposers shall embrace the following HAS core values as they relate to the planning, design, implementation, and support of the Oculus at HAS:

<b>Relationships</b>	<b>Service</b>
<ul style="list-style-type: none"> <li>We work together with integrity and treat every individual with courtesy and respect.</li> </ul>	<ul style="list-style-type: none"> <li>We WOW our customers through a "can do" attitude and respond quickly to meet and exceed their expectations.</li> </ul>
<ul style="list-style-type: none"> <li>We honor our commitments and behave in a manner that earns trust.</li> </ul>	<ul style="list-style-type: none"> <li>We find ways to bring fun and joy into our work and bring customers along for the ride.</li> </ul>
<ul style="list-style-type: none"> <li>We promote collaboration and teamwork across the organization.</li> </ul>	<ul style="list-style-type: none"> <li>We respond promptly and effectively.</li> </ul>
<ul style="list-style-type: none"> <li>We are reliable and trustworthy; we honor our promises and commitments.</li> </ul>	<ul style="list-style-type: none"> <li>We show respect, compassion and let people know we care.</li> </ul>
<ul style="list-style-type: none"> <li>We are open, positive, and constructive in our feedback.</li> </ul>	<ul style="list-style-type: none"> <li>We willingly provide the necessary time and effort to meet the customer's needs.</li> </ul>
<ul style="list-style-type: none"> <li>We treat people as they want to be treated.</li> </ul>	<ul style="list-style-type: none"> <li>We are flexible and adaptive in a dynamically changing business environment.</li> </ul>
<ul style="list-style-type: none"> <li>We take responsibility for our actions.</li> </ul>	<ul style="list-style-type: none"> <li>We display enthusiasm and passion for our work.</li> </ul>
<ul style="list-style-type: none"> <li>We lead by example</li> </ul>	

Innovative	Excellence
<ul style="list-style-type: none"> <li>• We have the courage and willingness to consider new and unconventional ways of thinking.</li> </ul>	<ul style="list-style-type: none"> <li>• We strive for quality and skillful execution without compromise.</li> </ul>
<ul style="list-style-type: none"> <li>• We assume responsibility for learning new things.</li> </ul>	<ul style="list-style-type: none"> <li>• We use the power of total employee involvement to achieve our organizational goals.</li> </ul>
<ul style="list-style-type: none"> <li>• We embrace new ideas.</li> </ul>	<ul style="list-style-type: none"> <li>• We foster a culture of shared values that gets things done.</li> </ul>
<ul style="list-style-type: none"> <li>• We listen with an open mind.</li> </ul>	<ul style="list-style-type: none"> <li>• We take calculated risks needed to achieve results.</li> </ul>
<ul style="list-style-type: none"> <li>• We are future-focused; “I’ve always done it this way” does not exist in our vocabulary.</li> </ul>	<ul style="list-style-type: none"> <li>• We look for new and more effective ways to do business.</li> </ul>
<ul style="list-style-type: none"> <li>• We recognize change as an opportunity.</li> </ul>	<ul style="list-style-type: none"> <li>• We encourage continuous improvement.</li> </ul>

## 5.0 PROJECT DESCRIPTION

- 5.1 Great travel experiences start when passengers leave their homes and arrive at the airport. To make their journey more memorable and highlight the economic and residential growth of the Houston area, Houston Airport System has embarked on the IAH Terminal Redevelopment Program (ITRP) to provide an overall modernized facility with additional gates, capacity to support air service growth, better use of space, enhanced connectivity an improved passenger experience. A large impact on the passenger experience is the Oculus, one of the most visually engaging and visible components of the architectural environment in the new International Central Processor (ICP). This unique media feature – which will include large-scale, uniquely designed media features, a centralized control system, and an inventory of original multimedia content – is an integral part of the new ICP, propelling HAS into the future of air travel and immersive experiences.
- 5.2 At time of writing, the design of the Oculus shape and placement within the ICP has been finalized.
- 5.3 Requirements outlined in this RFP are intended to solicit a vendor to provide creative themes, a content development strategy, design, design reviews, content development plan, content production, integration of media, content guideline documentation and coordination with HAS, their chosen Owner’s Authorized Representative, the Oculus LED display system provider, and the Oculus Content Management System integrator.
- 5.4 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.
- 5.5 All work in this contract is work for hire and all work, assets, and media created in this procurement will be fully licensed and HAS owned. All intellectual property rights shall be automatically transferred to HAS for unlimited use.

5.6 HAS is the legal owner of any content, strategy, guidelines, capsules, or media created as part of this project, including intellectual property and copyrights and is therefore not liable to judgements, claims, penalties, costs or expenses relating to disputes of reuse from the creation of content to the end of time. Replication, publication, reuse by any entity other than HAS is subject to litigation.

## 5.7 **Roles and Responsibilities**

5.7.1 HAS engaged an Owner's Authorized Representative (OAR) to coordinate, manage, and act as executive producer of the Oculus project from design through operational system. As the owner and entity responsible for the operations of the Oculus, all final approvals on any design and installation work must come from HAS.

5.7.2 HAS or their designated OAR will be the principal point of contact for ensuring that the intent of the Oculus design is executed throughout the project and will provide oversight for the work effort through final acceptance of the Oculus.

5.7.3 HAS and/or their designated OAR will also be the principal point of contact for coordination and any issues related to the Content Management System (CMS) and CMS integration. The CMS, procured and installed as part of a separate contract, will store and manage the multimedia content for the Oculus. The CMS integrator, engaged under the CMS contract, will be responsible for supporting the Content Production Company (CPC) in addressing technical matters and ensuring technical compliance for full integration of all content capsules and content inventory into the CMS.

5.8 The OAR will work directly with HAS to address all building systems connectivity and coordination related to required infrastructure (power, data, communications), and will coordinate the installation of the display technology with HAS in alignment with the ITRP ICP construction schedule and requirements related to the base building.

5.8.1 HAS will be the point of contact for any coordination efforts required with ITRP for these efforts and any additional requirements, such as adherence to all safety regulations, codes, and standards.

5.9 The LED display system provider, engaged under a separate contract, is responsible for the entire display technology system, from the LED tiles to the LED processor, including commissioning of all equipment. The LED display system provider will coordinate with the OAR for scope activities related to the CPC and the CMS integration as outlined in the Scope of Work.

5.10 The CPC is responsible for the creative direction and capture of design intent, capsule production, and validation of an adequate content inventory based on collaboration and final approval from HAS. The CPC shall coordinate with HAS and/or their OAR for scope activities related to the LED display system provider and the CMS integration as outlined in the Scope of Work.

## 6.0 **ESTIMATED PROJECT TIMELINE**

6.1 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.

## 7.0 **SPECIFICATIONS/SCOPE OF SERVICES**

7.1 **SCOPE OF WORK** – The Contractor shall perform the general Scope of Work described herein and as further discussed in Attachment A – Specifications/Scope of Services.

**PART III: PROPOSAL REQUIREMENTS AND EVALUATION PROCESS****8.0 EVALUATION AND SELECTION PROCESS**

- 8.1 The response to this RFP is expected to meet the evaluation criteria outlined in this section, which encompass the design intent and objectives of HAS for the Oculus media installation in the new terminal ICP. The content development and production process outlined in the response will represent a critical component of the success of the project.
- 8.2 Evaluation Summary – Proposals from Proposers that meet the Minimum Qualifications will be evaluated. HAS, at its sole discretion may choose to develop a shortlist of proposers for further consideration. Shortlisted Proposers may be scheduled for structured oral presentation and/or interview. Such presentations will be at no cost to HAS. At the end of the oral presentation and/or interview, the evaluation of the shortlisted Proposers will be completed. The Houston Airport System will utilize an evaluation committee to evaluate this RFP.
- 8.3 Selection Process – The award of this contract will be made to the Proposer offering the response that meets the needs of HAS.
- 8.3.1 HAS may make investigations, as it deems necessary, to determine the capabilities of the Proposer to successfully render the Scope of Services anticipated in this RFP. The Proposer shall furnish HAS such data as HAS may require for this purpose. HAS reserves the right to reject any Proposal if the evidence submitted by, or the investigation of, a Proposer fails to satisfy HAS that a Proposer is deemed qualified to provide the services contemplated in this RFP.
- 8.3.2 Upon review of all information provided by Proposers, the evaluation committee will make a recommendation for selection to City officials. The City reserves the right to check references on any projects performed by the Proposer, whether provided by the Proposer or known by the City. Selected Proposal shall be submitted for approval by the appropriate City officials. The City of Houston intends to select a Proposal that best meets the needs of the City and that provide the best overall value. Upon approval of the selected Proposer, a contract shall be executed by the appropriate City officials.
- 8.4 Evaluation Scores – Respondents meeting the Minimum Qualifications of this RFP shall be scored as shown in Table 3 as follows:

<b>Table 3: Evaluation Criteria Scoring</b>	
<b>Evaluation Criteria</b>	<b>Max Score</b>
<b>Firm and Individual Professional Experience and Knowledge</b>	<b>15</b>
<b>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</b>	<b>25</b>
<b>Project Plan and Schedule</b>	<b>15</b>
<b>Content Management System Integration Capabilities</b>	<b>20</b>
<b>Training, Warranty and Maintenance</b>	<b>5</b>
<b>Proposal Pricing</b>	<b>20</b>
<b>Total</b>	<b>100</b>



<b>Minimum Qualifications</b>	<b>Pass/Fail</b>
<b>MWBE Compliance</b>	<b>Pass/Fail</b>
<b>Financial Capabilities (Separate Envelope)</b>	<b>Pass/Fail</b>
<b>Hire Houston First (Bonus Points)</b>	<b>5</b>

8.5 Evaluation Criteria: The purpose of this criterion is to assess the degree to which Proposers are qualified, possess the knowledge and have the capability to provide the Scope of Services outlined in this RFP. Proposals will be evaluated on the following criteria:

8.5.1 **Firm and Individual Professional Experience and Knowledge (15 Points)**

8.5.1.1 Provide documentation confirming that the Proposer has been in the business of conceptualizing, designing, producing, installing, and maintaining immersive multimedia content for architecturally integrated, large format LED displays for use in transient public places for a minimum of five (5) years. The Proposer shall demonstrate experience as the primary entity responsible for the overall conception, design, implementation, interfacing, and integration of multimedia systems for two (2) to three (3) projects.

8.5.1.2 Provide the location of the company headquarters and any other global offices. Include the address and the number of personnel and their titles for each location. Clearly label the headquarters and offices in North America.

8.5.1.3 Describe the organization of the proposed project team. Include the point of contact to HAS. Specify the project manager for the project. Include the names and brief resumes of key individuals who would be responsible for specific tasks in the Scope of Work. Describe the ability of the firm and proposed project team to initiate the services defined in the Scope of Work in a timely manner, including backup team members in the event of absence of a proposed team member.

8.5.1.3.1 The proposed team shall include members with the requisite certifications and proven experience in their field of expertise to properly support the requirements of the Oculus project. The proposed project lead assigned to HAS should have experience serving as a project lead for a similarly positioned role for at least two (2) years.

8.5.1.3.2 Any changes to the project lead after contract award require one (1) month advanced notice and written approval from HAS.

8.5.1.4 Provide the resources to be allocated to this project during the design, production, and integration periods. Include the names key individuals and an estimate of available time for the individual to dedicate to the design, production, and integration tasks in the Scope of Work. Include a list of anticipated projects and their dates that will occur during the design, production, and integration time frames – from April 2023 to July 2024.

8.5.1.5 Provide a minimum of two (2) references from previous clients where the Proposer acted as the responsible entity for the design, implementation, interfacing, configuration, testing, and on-going support for a large multimedia project. Include a statement of the quality of work. Include project owner, name, title, and current contact information.

8.5.2 **Demonstrated Ability to Produce and Edit Desired Types of Content (25 Points)**

8.5.2.1 The Proposer shall provide a statement of experience in developing content for a public space in areas of high activity with minimal congregation.

- 8.5.2.2 The Proposer shall describe experience developing immersive content blending the physical and virtual space. Include any specific experience and techniques used with 360 degree video production and curved surfaces.
- 8.5.2.3 The Proposer shall describe experience developing content for use on direct view LED panels. Include any specific experience with curved LED panels.
- 8.5.2.4 The Proposer shall describe experience developing multiple forms of pre-rendered content. Provide details of experience for each pre-rendered format type.
- 8.5.2.5 The Proposer shall describe experience developing content on the fly in real time (i.e. generative content).
- 8.5.2.6 The Proposer shall describe experience scheduling and planning pre-rendered and real-time content for required attention retention and optimized playback.
- 8.5.2.7 The Proposer shall describe experience developing content with an interactive component, integrating the capture of real-time data from sensors or cameras.
- 8.5.2.8 The Proposer shall describe experience using computer-based design tools to develop generative and compositional content through coding and programming algorithms.
- 8.5.2.9 The Proposer shall describe their capability to produce custom ultra-high resolution film/video content with a continuous display. Include samples with 8K resolution and the highest resolution previously created.
- 8.5.2.10 The Proposer shall describe their capability to complete all required post-production editing and composition for pre-rendered video content. Provide examples and role(s).
- 8.5.2.11 The Proposer shall describe their capability to render content live using a rendering engine. Provide examples and role(s).
- 8.5.2.12 The Proposer shall describe their capability with interactive content. Interactive content may include real-time data sources, data capture from multiple sensors, and content triggers based on predefined parameters (e.g., movement, lighting, audio). Provide examples and role(s).
- 8.5.3 Project Plan and Schedule (15 Points)**
- 8.5.3.1 The Proposer shall describe how the content conceptualization process will be managed and executed to ensure that the content development strategy is aligned with the HAS customer experience vision for the Oculus. Include proposed methods of collaboration including number of days/workshops that may be required and whether in-person or remote meetings are recommended.
- 8.5.3.2 The Proposer shall describe how the content design process will be managed and executed to ensure that the content coordination is aligned with the Oculus design, the OAR, and the LED and CMS contractors. Include any similar project experience in coordinating concept design between multiple entities and methods for maintaining required timeline, quality control, and budget.
- 8.5.3.3 The Proposer shall describe their capability to organize, manage, and lead the creative process with HAS, including verification of any requirements to ensure successful presentation of the content on the Oculus. Describe the design approach for content creation, production, and post-production. Include proposed visualization processes to work from a conceptual phase to final design and execution. Include number of days/design workshops, number of design packages and Team roles proposed.
- 8.5.3.4 The Proposer shall describe their capability to create a full content inventory of required format types for an initial combined run time of at least 120 minutes, including scheduling for a typical day. Indicate any content that is unique and any repurposing of content.

- 8.5.3.5 The Proposer shall provide (2) sample scenarios for content configuration, including number and type of content capsules, proposed themes, transitions, and durations. Include a description of how the Oculus-specific content can be inclusive of the viewers on the upper level in addition to the primary viewers on the lower level, as shown in Attachment A – Specifications/Scope of Services.
- 8.5.3.6 Proposer shall provide timing for proposed activities, from conceptualization through production, integration, and commissioning as a project schedule represented graphically. Include dates and durations for major deliverables.
- 8.5.3.7 The Proposer shall submit a sample outline to conceptualize and deliver a mid- and long-term strategy for development of new content from one year after project completion, including budget allocation for at least three (3) years.
- 8.5.3.8 The Proposer shall describe their approach to develop the Oculus Content Guidelines for use by HAS in the future for developing and procuring ongoing content.
- 8.5.4 **Content Management System (CMS) integration capabilities (20 Points)**
- 8.5.4.1 The Proposer shall describe capability to test, calibrate, and integrate real-time content, including interactive, generative, and sensor triggered content. Include any relevant project experience and specific role during these activities.
- 8.5.4.2 The Proposer shall describe capability related to integrating and synchronizing content with show control delivery systems. Include any relevant project experience and specific role.
- 8.5.4.3 The Proposer shall provide a statement of understanding to confirm capability to integrate content into any system, independent of hardware or software solution.
- 8.5.4.4 The Proposer shall describe their approach to providing Oculus-specific testing, calibration, and adjustment for all created content. Include recommendations for future content integration. Include any relevant project experience and specific role when calibrating and refining content for unique shapes.
- 8.5.4.5 The Proposer shall describe capability, including expected personnel and their project experience, to manage all required modifications relating to lighting and environmental conditions.
- 8.5.4.6 The Proposer shall describe capability, including expected personnel and their project experience, to staff on-site integration of all forms of content into the Content Management System, to test and adjust all capsules in conjunction with other contractors. Describe the content integration process.
- 8.5.5 **Training, Warranty and Maintenance (5 Points)**
- 8.5.5.1 The Proposer shall submit a sample outline of end-user training for content integration of the operational Oculus. The Proposer will be expected to incorporate content guidelines, video creation and CMS integration process, backup protocols and refresh guidelines and recommendations.
- 8.5.5.2 The Proposer shall describe capability, including expected personnel and their project experience, to support the content integration after the opening of the ICP.
- 8.5.5.3 The Proposer shall submit a representative summary outline of any relevant Warranty and Maintenance applicable to the Oculus content.
- 8.5.6 **Proposal Pricing (20 Points)**
- 8.5.6.1 Complete the **Required** Pricing Form provided in Attachment B – Proposal Pricing Response Form.
- 8.5.6.1.1 The pricing form will be used to gain an understanding of how the Proposer plans to price out work to be done and content to be created. For this reason, the form includes

a section several sample scenarios which may be similar to what HAS and the chosen Contractor will develop during the content conceptualization phase. These scenarios are for proposal evaluation purposes only; HAS reserves the final authority on the themes and types of content to be created which will determine the final price prior to implementation.

- 8.5.6.2 Options and Alternates – The Proposer shall submit a detailed narrative of any recommended options and alterations proposed as compared to the functional design requirements included in Attachment A – Specifications/Scope of Services. This narrative should clearly delineate the proposed modifications and include the reason(s) for the proposed modification as well as detailing any cost, schedule, interface, or integration impacts.

## **9.0 MINIMUM QUALIFICATIONS (PASS/FAIL)**

- 9.1 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

- 9.2 **RESPONSIVE:** A vendor that responds to all material requirements of any solicitation will be deemed responsive. The Proposal shall be responsive to all material requirements that will enable the evaluation committee to evaluate it in accordance with the evaluation criteria and make a recommendation to City officials.

- 9.3 **RESPONSIBLE:** A business entity or individual who has the integrity and reliability as well as the financial and technical capacity to perform the requirements of the solicitation and subsequent contract will be deemed responsible. This assessment will include a review of all references on any projects performed by a business entity or individual, whether provided by the business entity or individual or known by the City.

## **10.0 MWBE COMPLIANCE (PASS/FAIL)**

- 10.1 It is the City of Houston's policy to ensure that Minority and Women Business Enterprises (MWBE) have full opportunity to compete for and participate in City Contracts. Contractor shall comply with the City's MWBE Program as set forth in Chapter 15, Article V of the City of Houston Code of Ordinances, as well as the Policies and Procedures of the Office of Business Opportunity (OBO) found on OBO's website at <https://www.houstontx.gov/obo/policies-procedures.html>.

- 10.2 Contractor shall make good faith efforts to award subcontracts and supply agreements in at least 10% of the value of the Agreement to certified MWBEs. If the Contractor is a certified MBE or WBE, Contractor may count its self-performance to meet a portion of the overall goal. Contractor acknowledges that they have reviewed the requirements for good faith efforts on file with OBO, available at <https://www.houstontx.gov/obo/docsandforms/goodfaihefforts.pdf>, and will comply with the set forth requirements.

- 10.3 Contractor shall maintain records of subcontracts and supply agreements with certified MWBEs, containing language required herein. In addition, Contractor shall submit all disputes that may arise with MWBE subcontractors/supplies to mediation provided by OBO if other attempts do not result in a resolution.

## **11.0 FINANCIAL CAPABILITIES (PASS/FAIL)**

- 11.1 Proposer 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.

- 11.2 Submit audited financial statements for the last two years. If audited financial statements are not available, please submit tax returns for the two previous years and two years of unaudited financial statements.

**12.0 HIRE HOUSTON FIRST**

12.0 Local Reference Points – To be eligible for the preference, a company must be designated as a City Business (CB) or Local Business (LB) under the Hire Houston First Program prior to submittal of proposal. Proposers must provide Declaration of Hire Houston First Designation with proposal submission. At the conclusion of scoring Proposals, Hire Houston First preference points shall be distributed in such a way that grants the highest number of points to a City Business (CB) and the next highest number of points to a Local Business (LB).

12.1 Note: At the conclusion of scoring Proposals, preference points shall be distributed in the following manner:

12.2 5 Points: For Proposer firm designated as a Hire Houston First “City Business” (CB);

12.3 3 Points: For Proposer firm designated as a Hire Houston First “Local Business” (LB);

12.4 0 Points: For proposer firm not designated as either a “City Business” (CB) or a “Local Business” (LB).

**13.0 INTERVIEWS/ORAL PRESENTATIONS**

13.1 Following the evaluation of the written proposals, HAS may interview short-listed Respondents at its sole discretion. Submission of a proposal does not guarantee the right to an interview. HAS reserves the right to accept or reject any or all Proposals in response to this Request for Proposals (RFP). Additional information will be provided to those Respondents being interviewed, should this step be required.

13.2 The evaluation committee may arrive at a short list of proposers. These short-listed proposers may be scheduled for a structured oral presentation and interview and will be further evaluated based on the proposal and presentation. Short-listed proposers may receive clarifying questions from the evaluation committee in advance of their presentation and interview. Should oral presentations be required, invited proposers may be asked to revise their proposal to reflect things revealed or explicated in the oral presentation and interview. Please note that HAS is not responsible for costs associated with oral presentations and interviews.

**14.0 SELECTION PROCESS AND CONTRACT AWARD**

14.1 Submission of Proposals in response to this RFP indicates Proposer’s acceptance of the selection process and the evaluation criteria described herein.

14.2 Responses will be evaluated by an Evaluation Committee consisting of City of Houston personnel. The Evaluation Committee may include non-voting, non-City personnel to observe the process. Selection will be based on the Evaluation Criteria described in Sections 8.0 thru 11.0.

**14.3 Step ONE of the selection process:**

14.3.1 Based on the number and quality of Proposals to this RFP, the evaluation committee may form a short list of proposers whose proposals provide the most desirable methods for providing the services. In developing the short-list, the committee will consider, among other things, the criteria described in Section 8.0. The Houston Airport System will utilize the consensus scoring methodology to evaluate this RFP.

14.3.2 NOTE: If a clear, first-place proposer is identified, the proposers will be notified of such, and there will be no Step TWO. If no oral presentation/interview is required by the evaluation committee, the initial scores will become the final scores. However, in the event the evaluation committee identifies no clear, first-place Proposer, the evaluation committee may request oral presentations/interviews for short-listed Proposers identified in Step ONE.

**14.4 Step TWO of the selection process:**

- 14.4.1 Proposers will be notified in writing of the date/time and location of their presentation if they have been chosen for further consideration.
- 14.4.2 After the oral presentations/interviews (if required) are completed, final scores will be established by the evaluation committee. The scores from the oral presentations/interviews will serve as the FINAL scores. Scores from the first round (Step ONE) will not be added or averaged as part of the final scores.
- 14.4.3 The City reserves the right to request clarifying information from and ask additional questions of any individual proposer at any time during the evaluation process. The City also reserves the right to contact any references provided by the Proposer within its Response.

**14.5 Step THREE of the selection process:**

- 14.5.1 After Step TWO (or Step ONE if no oral presentation/interview is required), the City will begin contract negotiations with the highest ranked Proposer(s) based upon the sample contract form attached to this RFP. As part of its Step ONE submittal, proposer shall provide the City with any comments it has regarding the sample contract. If negotiations result in agreement, the proposed contract will be submitted to the City Council for approval.
- 14.5.2 Notwithstanding the foregoing, the City makes no representation that an award will be made as a result of this RFP. The City reserves the right to award a contract for all or any portion of the project requirements addressed in this RFP, award multiple contracts, or to reject any and all proposals if deemed to be in the best interest of the City and to re-advertise. In addition, the City reserves the right to waive any formalities or technical inconsistencies or delete any requirements from this RFP when deemed by the City to be in its best interest. HAS reserves the right to cancel this RFP, accept or reject, in whole or in part any or all Proposal(s) received in the best interest of the HAS.
- 14.5.3 Any failure by the Proposer to acquaint itself with the available information will not relieve it from the obligation of entering into a contract with the City should it be the successful Proposer. The City shall not be responsible for any conclusions or interpretations made by the Proposer of the information made available by the City in this RFP or independent of this RFP.

**PART IV: SUBMITTAL PROCEDURES**

**15.0 REFERENCES**

- 15.1 The Proposer shall provide a minimum of two (2) qualified references where the Proposer acted as the entity responsible for the conceptualization, development, production, integration, and testing for customer-facing, interactive and/or immersive content for large scale displays.

**16.0 SUBMITTAL PROCEDURES**

- 16.1 Provide ten (10) printed copies of the Proposal (numbered x of xx), including one (1) printed original signed in BLUE ink, and marked as "Original" on the outside cover. Additionally, provide ten (10) complete copies on a memory stick (USB Thumb drive) labeled with the appropriate Solicitation name and number that includes a complete copy of all information in the printed original. Please submit all items in a sealed envelope or package bearing the assigned Title and RFP Number to:

Cathy Vander Plaats  
Aviation Procurement Officer  
Houston Airport System  
Supply Chain Management  
18600 Lee Road  
Humble, Texas 77338

- 16.2 The envelope or package should clearly identify the name and address of the Proposer and indicate the contents as "Response to H37-OCUCPC-2023-12 Oculus Content Media Production COMPANY (CPC)."
- 16.3 The deadline for the submittal of the Response to the Houston Airport System (HAS), Supply Chain Management Office is no later than the date and time as indicated on the first page of the Solicitation document. Failure to submit the required number of copies as stated above may be subject for disqualification from the proposal process.
- 16.4 Proposers may elect to either mail or personally deliver their Response to the Supply Chain Management Office. HAS bears no responsibility for submitting Proposals on behalf of any Proposer. Proposer(s) may submit their Proposals to the Supply Chain Management Office any time prior to the stated deadline.
- 16.5 In the event that there are discrepancies among the various Proposals submitted, the "Original" Response signed in BLUE ink shall govern.
- 16.6 All proposals must be labeled on the outside of the envelope or box with the Proposer's name and the name of the Solicitation. Proposers should follow the required format in preparing their Proposal in order to enable HAS to efficiently evaluate the Proposals.
- 16.7 Each copy of the Response shall be bound using GBC or other semi-permanent binding method, to ensure that pages are not lost. Pages shall be no larger than letter-size (8 1/2" by 11") or folded to that dimension, twice letter size (11" by 17"). A tabbed divider shall separate each section (defined below). Document text should be in Arial (or similar standard sans serif font) 10 point or Times New Roman (or similar standard serif font) 12 point, but must be consistent throughout the document.
- 16.8 At least one copy must carry the original signature of an officer or individual having legal authority to enter into agreements on behalf of the Proposer. The deadline for submission is on Thursday, January 5, 2023, 2:00 P.M. (CST). Each envelope or package should be clearly marked "Response to H37-OCUCPC-2023-12 Oculus Content Media Production COMPANY (CPC)." Proposals received after this date and time will be returned unopened and not considered.

**17.0 PROPOSAL OUTLINE AND MINIMUM CONTENT REQUIREMENTS**

- 17.1 Each Response shall be organized in the following order and tabbed appropriately:
- 17.1.1 **Outside Cover**
- 17.1.1.1 This shall contain the RFP number and title "H37-OCUCPC-2023-12 Oculus Content Media Production COMPANY (CPC)" the name of the Proposer, and the submittal date. Remember to label the original documents as "ORIGINAL" on the outside cover.
- 17.1.2 Table of Contents

- 17.1.3           **TAB 1 - Transmittal Letter**
- 17.1.3.1        Submit a one (1) page letter transmitting the Proposal to Cathy Vander Plaats, Aviation Procurement Officer, Houston Airport System. The transmittal letter shall state, "This Proposal is valid for 180 days," and that the signer of the document is authorized by the Proposer to sign the document.
- 17.1.3.2        Letter shall contain the names and roles/responsibilities of all individuals proposed for the Team, and the Proposer must certify that each Key Personnel of the Team was selected based on demonstrated competence and qualifications.
- 17.1.3.3        The letter must include a statement committing the availability of the key personnel.
- 17.1.3.4        One copy of the transmittal letter shall contain the original signature of the team lead. NOTE: Acknowledge receipt of all RFP Letter(s) of Clarifications, if any, in this Transmittal Letter.
- 17.1.4           **TAB 2 – Description of Firm**
- 17.1.4.1        Provide a general description of the firm, including systems, services, and staffing offered, number of employees, office locations, and the number of years in business.
- 17.1.5           **TAB 3 – Executive Summary**
- 17.1.5.1        The Executive Summary should provide an overview of the qualifications necessary to accomplish the project, which includes a narrative statement of the Proposer's understanding of the Project and key points in their Proposal. At a minimum, the Executive Summary must contain the following information:
- 17.1.5.1.1      Complete legal name of the Proposer, the name of the legal entities that comprise the Proposer, and all proposed subcontractors. The Proposer must provide the domicile where each entity comprising it is organized, including entity name, brief history of the entity, contact name, address, phone number, as well as the legal structure of the entity and a listing of major satellite offices. If the Proposer is made up of more than one firm, the legal relationship between these firms must be described.
- 17.1.5.1.2      Prepare narrative statements that describes the Proposer's understanding of the work involved in performing the Scope of Work that is described in the Functional Specification.
- 17.1.6           **TAB 4 – Response to Firm and Individual Professional Experience and Knowledge** as described in Section 8.5.1.
- 17.1.7           **TAB 5 – Response to Demonstrated Ability To Produce and Edit Desired Types Of Content** as described in Section 8.5.2.
- 17.1.8           **TAB 6 – Response to Project Plan and Schedule** as described in Section 8.5.3.
- 17.1.9           **TAB 7 – Response to Content Management System (CMS) Integration Capabilities** in Section 8.5.4
- 17.1.10          **TAB 8 – Response to Training, Warranty and Maintenance** as described in Section 8.5.5.
- 17.1.11          **TAB 9 – Other City Ordinances, Policies and Executive Orders.**
- 17.1.12          **TAB 10 – Additional Information (If any)**
- 17.1.13          **TAB 11 – Response to Proposal Pricing** as described in Section 8.5.6.
- 17.1.14          **TAB 12 – Response to Financial Capabilities** as described in Section 11.0.
- 17.1.15          **TAB 13 – ATTACHMENT D - Required Submittal Checklist.**



**PART V: SPECIAL CONDITIONS**

**18.0 SPECIAL CONDITIONS**

**18.1 DRUG DETECTION AND DETERRENCE PROCEDURE**

18.1.1 Please complete the related drug detection and deterrence procedures City Required Documents (Exhibit I).

**18.2 INSURANCE REQUIREMENTS**

18.2.1 The selected Respondent shall obtain and maintain in effect during the term of the Agreement, insurance coverage as set out below, and shall furnish certificates of insurance, in duplicate form, prior to the beginning of the services hereunder. All such policies except Professional Liability, Workers' Compensation and Employer's Liability shall be primary to any other insurance and shall name the City as an additional insured. All liability policies shall be issued by a company with a Certificate of Authority from the State Department of Insurance to conduct insurance business in Texas or a rating of at least B + with a financial size of Class VI or better according to the current year's Best's rating. The selected Proposer shall maintain the following insurance coverages in the following amounts:

18.2.1.1 Professional Liability insurance \$1,000,000 per occurrence; \$2,000,000 aggregate.

18.2.1.2 Automobile Liability insurance (including non-owned and hired auto coverage) \$1,000,000 combined single limit per occurrence.

18.2.1.3 Commercial General Liability insurance including Contractual Liability insurance: \$1,000,000 per occurrence; \$2,000,000 aggregate

18.2.1.4 Workers' Compensation in the amount set by statute.

18.2.2 Defense costs excluded from face amount of policy Aggregate limits are per 12-month policy period unless otherwise indicated.

18.2.3 All insurance policies required by the Contract shall require on their face, or by endorsement, that the insurance carrier waive any rights of subrogation against the City. Respondent shall give thirty (30) days advance written notice to the City before they may be canceled or materially changed. Within such thirty (30) day period, the selected Respondent shall covenant that it will provide other suitable policies in lieu of those about to be canceled or materially changed, so as to maintain in effect the coverage.

**18.3 FAIR CAMPAIGN ORDINANCE**

18.3.1 The City of Houston Fair Campaign Ordinance (Section 18-36 of the City Code of Ordinances) makes it unlawful for a contractor to offer any contribution to a candidate for City elective office during a certain period of time prior to and following the award of the contract by City Council. The term "contractor" includes sole proprietors, partners of partnerships, and all officers, directors, and holders of ten percent or more of the outstanding shares of corporations. A statement disclosing the names and business addresses of each of those persons will be required to be submitted with the Response. A blank copy of "Contractor Submission List - City of Houston Fair Campaign Ordinance" (Form A) is included in this RFP in Exhibit A (See Chapter 18 of the Code of Ordinances, Houston, Texas, for further information).

**18.4 PAY OR PLAY PROGRAM**

18.4.1 The requirements and terms of the City of Houston Pay or Play policy, as set out in Executive Order 1-7, are incorporated into the Agreement for all purposes. Contractor has reviewed Executive Order No. 1-7 and shall comply with its terms and conditions as they are set out at the time of City Council approval of the Agreement.

- 18.4.2 Review Document 00840: Pay or Play Program; and fill out Documents 00630 and 00631 for submittal.
- 18.5 **DELINQUENT TAX**
- 18.5.1 Prior to consideration by City Council, evidence must be submitted by each owner/operator(s) demonstrating that no delinquent taxes are owed to the City of Houston. Complete form attached as Exhibit A (00455 Ownership Information Form).
- 18.6 **MISCELLANEOUS**
- 18.6.1 All Proposals submitted in response to this RFP are the property of the City and are not available for public review or debriefing by any Respondent until after selection and approval of an Agreement by City Council. All information submitted becomes public record and subject to the Texas Public Information Act including information marked proprietary or confidential.
- 18.6.2 Any cost associated with the submittal of a response to the RFP will be solely the expense of the Respondent.
- 18.6.3 This RFP is not to be construed as a contract offer or as a commitment of any kind; and receipt by the City of a response by a Respondent in no way obligates the City in any manner whatsoever.
- 18.6.4 Copies of City Ordinances and Policies noted in the RFP may be obtained from the City Secretary's Office, Plaza Level, City Hall Annex, Room 101, 900 Bagby, Houston, Texas 77001.
- 18.6.5 It is believed that this RFP contains all the information related to the project that is needed to prepare an adequate response. However, any questions or requests for information that are deemed necessary should be made in writing via e-mail no later than 2:00 p.m. CST on November 16, 2022, to Andre' Morrow, Senior Procurement Specialist, [Andre.Morrow@houstontx.gov](mailto:Andre.Morrow@houstontx.gov). Responses to all questions will be in writing and will be posted on the HAS website, [www.Fly2Houston.com](http://www.Fly2Houston.com).
- 18.7 **NO CONTACT PERIOD**
- 18.7.1 Neither bidder(s) nor any person acting on bidder(s)'s behalf shall attempt to influence the outcome of the award by the offer, presentation or promise of gratuities, favors, or anything of value to any appointed or elected official or employee of the City of Houston, their families or staff members. All inquiries regarding the solicitation are to be directed to the designated City Representative identified on the first page of the solicitation. Upon issuance of the solicitation through the pre-award phase and up to the date the City Secretary publicly posts notice of any City Council agenda containing the applicable award, aside from bidder's formal response to the solicitation, through the pre-award phase, written requests for clarification during the period officially designated for such purpose by the City Representative. However, nothing in this paragraph shall prevent a bidder from making public statements to the City Council convened for a regularly scheduled session after the official selection has been made and placed on the City Council agenda for action, or to a City Council committee convened to discuss a recommendation regarding the solicitation.
- 18.8 **EQUAL OPPORTUNITY EMPLOYMENT**
- 18.8.1 The City of Houston Ordinance Section 15-17 establishes Equal Employment Opportunity Contract Compliance requirements for all City of Houston contracts involving the expenditure of Fifty Thousand Dollars (\$50,000) or more. Any contract that results from this RFP will provide that the failure to carry out the requirements set forth in the City of Houston Equal Employment Opportunity Program shall constitute a breach of contract and may result in termination of the agreement or contract. In addition, the City may take any such additional remedy as deemed appropriate.

18.9 **PROTEST**

18.9.1 Protests should be filed in accordance with the City of Houston Administrative Policy (A.P. No. 5-12) [www.houstontx.gov/policies/administrative\\_policies.html](http://www.houstontx.gov/policies/administrative_policies.html).

18.10 **CERTIFICATE OF INTERESTED PARTIES**

18.10.1 In accordance with Texas Gov't Code §2252.908, the successful bidder must complete Form 1295, Certificate of Interested Parties. Form 1295 is available for downloading on the Texas Ethics Commission's (TEC) website: <https://www.ethics.state.tx.us/forms/1295.pdf>.

18.10.2 The successful Proposer must use the application to enter the required information on Form 1295 and print a copy of the completed form, which will include a certification of filing that will contain a unique certification number.

18.10.3 No later than 30 days after the contract's effective date, the City will upload the successful Proposer's completed Form 1295. The Texas Ethics Commission will post the Contractor's completed Form 1295 within seven business days of receipt.

18.11 **COMPLIANCE WITH CERTAIN STATE LAW REQUIREMENTS**

18.11.1 **Anti-Boycott of Israel**

Vendor certifies that Vendor is not currently engaged in and agrees or the duration of the contract not to engage in, the boycott of Israel as defined by Section 808.001 of the Texas Government Code.

18.11.2 **Anti-Boycott of Energy Companies**

Contractor certifies that Contractor is not currently engaged in and agrees for the duration of this agreement not to engage in the boycott of energy companies as defined by Section 809.001 of the Texas Government Code.

18.11.3 **Anti-Boycott of Firearm Entities of Firearm Trade Associations**

Contractor certifies that Contractor does not have a practice, policy, guidance, or directive that discriminates against a firearm entity or firearm trade association or will not discriminate against a firearm entity or firearm trade association for the duration of this agreement, as defined by Section 2274.001 of the Texas Government Code.

18.11.4 **Certification of No Business with Foreign Terrorist Organizations**

For purposes of Section 2252.152 of the Code, Contractor certifies that, at the time of this agreement neither Contractor nor any wholly owned subsidiary, majority-owned subsidiary, parent company or affiliate of Contractor, is a company listed by the Texas Comptroller of Public Accounts under Sections 2252-153 or 2270-0201 of the Code as a company known to have contracts with or provide supplies or to a foreign terrorist organization.

18.12 **EXECUTIVE ORDER 1-56 ZERO TOLERANCE FOR HUMAN TRAFFICKING IN CITY SERVICE CONTRACTS AND PURCHASING**

18.12.1 The City has a zero tolerance for human trafficking, and, per Executive Order 1-56, City funds shall not be used to promote human trafficking. City vendors are expected to comply with this Executive Order and notify the City's Chief Procurement Officer of any information regarding possible violation by the vendor or its subcontractors providing services or goods to the City. The Executive Order is available on the City's website: [www.houstontx.gov/execorders/1-56.pdf](http://www.houstontx.gov/execorders/1-56.pdf)

18.13 **PRESERVATION OF CONTRACTING INFORMATION**

18.13.1 "The requirements of Subchapter J, Chapter 552, Government Code, may apply to this (include "bid" or "contract" as applicable) and the contractor or vendor agrees that the contract can be terminated if the contractor or vendor knowingly or intentionally fails to comply with a requirement of that subchapter."  
[www.statutes.capitol.texas.gov/Docs/GV/htm/GV.552.htm#552](http://www.statutes.capitol.texas.gov/Docs/GV/htm/GV.552.htm#552)).

**CITY REQUIRED DOCUMENTS**

**PART VI: CITY REQUIRED DOCUMENTS AND ATTACHMENTS**

**19.0 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

**20.0 FORMS TO BE SUBMITTED AFTER RECEIPT OF NOTICE OF INTENT TO AWARD**

*(To be provided by the recommended firm)*

- Exhibit G – 00501 Resolution of Contractor
- Exhibit I – 00601 Drug Policy Compliance Agreement
- Exhibit J – 00606 No Safety Impact Positions
- Exhibit K – 00620 Affidavit of Insurance
- Exhibit L – 00621 Certificate of Insurance ACORD Form / A/E Required Insurances
- Exhibit M – 00630 Certification of Compliance with Pay or Play Program (POP-2) Program
- Exhibit N – 00631 Pay or Play Program List of Subcontractors (POP-3) Program
- Exhibit O – 00632 Certification by Professional Service Provider
- Exhibit P – 00636 Certificate of Interested Parties Form 1295

**NOTE:** Exhibits are available at the Houston Airport System website, <https://www.fly2houston.com/biz/opportunities/solicitations/> or The City of Houston Office of Business Opportunity Forms website, <http://www.houstontx.gov/obo/popforms.html> (<https://www.ethics.state.tx.us/forms/1295.pdf>)

## ATTACHMENT A SPECIFICATIONS/SCOPE OF SERVICES

### 1.0 General

1.1 Great travel experiences start when passengers leave their homes and arrive at the airport. To make their journey more memorable and highlight the economic and residential growth of the Houston area, Houston Airport System (HAS) has embarked on the George Bush International Airport (IAH) Terminal Redevelopment Program (ITRP) to provide an overall modernized facility with additional gates, capacity to support air service growth, better use of space, enhanced connectivity, and an improved passenger experience. A large impact on the passenger experience is the Oculus, one of the most visually engaging and visible components of the architectural environment in the new International Central Processor (ICP). This unique media feature – which will include large-scale, uniquely designed media features, a centralized control system, and an inventory of original multimedia content – is an integral part of the new ICP, propelling HAS into the future of air travel and immersive experiences.

At time of writing, the design of the Oculus shape and placement within the ICP has been finalized.

Requirements outlined in this Request for Proposals (RFP) are to provide creative themes, a content development strategy, design, design reviews, a content development plan, content production, integration of creative media with the Content Management System (CMS), content guideline documentation, and coordination with HAS, their Owner's Authorized Representative (OAR), the Oculus LED display technology contractor, and the Oculus CMS system via the CMS contractor. The selected Content Production Company (CPC) is expected to develop a full inventory of content for the Oculus, incorporating the themes developed during the content development period in conjunction with and validated by HAS.

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.

1.2 The Contractor shall provide the following services:

1.2.1 Define the creative theme(s) in collaboration with HAS

1.2.2 Facilitate workshops around the theme(s) selection

1.2.3 Create a content development strategy

1.2.4 Coordinate with HAS to finalize the content development strategy

1.2.5 Create a design inventory

1.2.6 Facilitate design reviews

1.2.7 Develop a content development plan

1.2.8 Develop and maintain a detailed project schedule for all phases including development, design, production, permitting, integration, and other project activities

1.2.9 Provide reviews of content at all production stages

1.2.10 Coordinate and manage content production activities

1.2.11 Produce content following guidance from HAS in accordance with an approved content development strategy to achieve a successful opening day display

- 1.2.12 Align schedule with the approved HAS ICP construction schedule
- 1.2.13 Provide all related permits, licenses, pre-production, production, post-production work to create and deliver the Oculus media inventory
- 1.2.14 Provide integration and final calibration and adjustment of the content at the ICP
- 1.2.15 Develop a testing and commissioning plan
- 1.2.16 Develop a training plan
- 1.2.17 Provide training that aligns with the long-term strategy for integration of content to an operational Oculus
- 1.2.18 Facilitate ongoing coordination with Oculus design, Oculus LED display system provider, and Oculus Content Management System
- 1.3 The Contractor shall provide the highest standards of service prevailing in the industry. These standards will be achieved by continuous improvement through open communication with HAS, regular management reviews, and industry guidelines.

## 2.0 Oculus Physical Specifications

- 2.1 The following section outlines the Oculus design and multimedia specifications.
- 2.2 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.



Figure 1 : Oculus rendering. This is an architectural rendering, not necessarily indicative of type of content desired

## 2.3 Oculus dimensions and viewing angles

- 2.3.1 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.
- 2.3.2 The Oculus design is based on three separate concave radii, as depicted in the drawing set at the end of Attachment A. Assuming a 30-degree angle to the floor, the top and bottom radii that make up the Oculus are as follows:
  - 2.3.2.1 Short End = 9ft top, 12.5ft bottom
  - 2.3.2.2 Transition Section = 25.8ft top, 29.3ft bottom
  - 2.3.2.3 Middle Section = 86.4ft top, 89.9ft bottom
- 2.3.3 Based on an average height of 5'6", multiple viewing distances have been considered for the optimal viewing experience.
- 2.3.4 Although the downward angle of the Oculus lends itself to maximum viewing from the lower arrivals level, consideration should be taken for viewers on the departures level (upper level).
- 2.3.5 The pixel pitch required for the ideal resolution is based on a minimum viewing distance of 15 feet. The LED display system provider will be providing direct view LED tiles with a pixel pitch between 1.5mm and 2.5mm, possibly in a combination of sizes and in customized configurations.
- 2.4 An LED display system provider, to be chosen through a separate RFP, will provide LED processors and transmission equipment to support the Oculus display. At the time of release of this RFP, the following specifications are requested from the LED display system provider:
  - 2.4.1 Support 60 frames per second inputs to the LED display with one-to-one pixel mapping from video signal to LED display
  - 2.4.2 LED display input(s), and related content being developed by the CPC, shall support seamless and time-synchronized display of singular content covering the entirety of the uniquely shaped Oculus
  - 2.4.3 In the event that content must be broken out into multiple video inputs, the entirety of the system, including content management, content distribution, and LED displays, shall be capable of frame-to-frame synchronization and pixel-to-pixel mapping to achieve a seamless appearance once displayed.
  - 2.4.4 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.
  - 2.4.5 Capability to support high dynamic range (HDR) of HDR10 or similar
  - 2.4.6 Capability to support color gamut of 100% NTSC or better.
  - 2.4.7 The Oculus has been designed to be an integral of the architecture of the terminal. The chosen LED display system provider is expected to provide input on the structural requirements for the proposed LED display technology and to ensure an aesthetically pleasing integration.
- 2.5 Changes to the above requirements may arise as a result of design collaboration discussions between the OAR, HAS, and the LED display system provider, to be determined during the design phase of the project.

- 2.6 The LED display system provider may propose solutions to the unique shape of the Oculus that include multiple pixel pitches, curved, flat, or distinctively shaped panels.
- 2.7 The CMS, as part of a separate contract, will store and schedule the multimedia content for the Oculus. The CMS contractor will be responsible for supporting the CPC in addressing technical matters and ensuring technical compliance for full integration of all content capsules and content inventory.
  - 2.7.1 The CMS contractor will provide the network and management equipment required to connect the display technology to the HAS system capable of scheduling, playing, and displaying synchronized high-quality content.
  - 2.7.2 Refer to the drawing set at the end of Attachment A for more information on the details of the Oculus shape and AV configuration, to be finalized with the LED and CMS contractors during design development.

### **3.0 Conceptual Development and Design**

- 3.1 The Conceptual development and design portion of the project will require the CPC to:
  - 3.1.1 Engage in a collaborative process working with HAS to define the various creative themes and conceptual identity of the Oculus
  - 3.1.2 Lead workshops with HAS and the Oculus design team OAR to create a content development strategy with the following considerations:
    - 3.1.2.1 Content is for use on direct view LED panels
    - 3.1.2.2 Content is for a public space
    - 3.1.2.3 Content is for an area of high activity with minimal congregation
    - 3.1.2.4 Content is currently non-commercial content
    - 3.1.2.5 Content provides immersive content blending the physical and virtual space
    - 3.1.2.6 Content provides multiple forms of pre-rendered content
    - 3.1.2.7 Content provides content on the fly in real time
    - 3.1.2.8 Content may incorporate 360-degree video techniques
    - 3.1.2.9 Content must integrate into any system and not be hardware or software dependent
    - 3.1.2.10 Scheduling and planning of pre-rendered and real-time content are to meet required attention retention and optimized playback objectives
    - 3.1.2.11 An initial content inventory (0-6 months)
    - 3.1.2.12 A mid -term content inventory (6-12 months)
    - 3.1.2.13 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
  - 3.1.3 Provide concepts for future content with interactive components
  - 3.1.4 Develop a design inventory (for 6-9 hours of content playback)
  - 3.1.5 Provide all related permits, licenses, pre-production, production, post-production work to create and deliver the Oculus media inventory
  - 3.1.6 Provide design reviews to validate the concepts and content design



- 3.1.7 Provide coordination with the Oculus design team OAR and LED display system provider, including workshop leadership and schedule updates. Verify requirements to ensure successful presentation of the content on the Oculus.
- 3.1.8 Incorporate feedback through HAS approval
- 3.2 At any time during the project HAS may require additional integration with audio components to be added to the scope of work. This will be at the sole discretion of HAS.

#### **4.0 Content Development**

- 4.1 The content development portion of the scope of work requires the CPC to:
  - 4.1.1 Develop a content development plan, which includes timeline, design, production, and programming for the Oculus foundation inventory based on HAS requirements and approvals, including but not limited to:
    - 4.1.1.1 Content capsules development applying the specific resolution, all transitions, and layout templates.
    - 4.1.2 Produce the approved content, and:
      - 4.1.2.1 Provide ongoing coordination and management of content production
      - 4.1.2.2 Complete all required post-production editing and composition for animation and video content
      - 4.1.2.3 Adapt key digital assets for reuse on other airport screens, including reformatting Oculus-specific content for flat screens
    - 4.1.3 Align schedule with the approved HAS ICP construction schedule
    - 4.1.4 Coordinate with the Content Management System vendor
    - 4.1.5 Facilitate on site HAS review sessions and incorporate feedback through HAS approval

#### **5.0 Integration**

- 5.1 Provide onsite integration and final calibration and adjustment of the content at the ICP
  - 5.1.1 Test, calibrate and integrate content, including but not limited to site specific lighting and environmental conditions
  - 5.1.2 Integrate and synchronize content with content management system
- 5.2 Provide Oculus-specific calibration for all created content
  - 5.2.1 Include recommendations for calibration of future content
  - 5.2.2 Determine and communicate capabilities and constraints of the system
- 5.3 Manage all required testing and refinement of content
- 5.4 Coordinate with the Content Management System Contractor and Oculus LED display system provider
- 5.5 Provide on-site staff for the integration of content into the Content Management System to test and adjust all capsules in conjunction with other contractors, to be determined in accordance with the opening of the ICP and most current project schedule, and with the other chosen vendors. Some on-site testing shall have to be completed during non-business hours and/or on weekends.
- 5.6 Provide on-site testing as needed for the implementation of content. Some content may be implemented after the official opening of the ICP.

- 5.7 Provide Quality Control on all media
- 5.8 Verify glitch control on all media
- 5.9 Make any required modifications to media files based on expected performance
- 5.10 Provide all original master files and integrated media files for Oculus playback and offline storage. Coordinate with HAS for playback file and offline storage requirements.
- 5.11 Store and maintain all master files until system acceptance and offline backup is complete.

## **6.0 Testing and Commissioning**

- 6.1 Commissioning of the Oculus shall be coordinated with the CMS contractor, the LED display system provider, and the OAR. Prior to the start of commissioning, a schedule shall be submitted to the OAR and HAS for review and approval.
- 6.2 The Contractor is responsible for testing all content on the fully operational system.
  - 6.2.1 Field testing protocols should be submitted for review by HAS.
  - 6.2.2 Preliminary tests should be conducted before applying to HAS for official tests.
- 6.3 At a minimum, the following tests are expected to be performed:
  - 6.3.1 In-lab testing in a similar environment for all created content to confirm the content performs as intended and conforms to requirements
  - 6.3.2 Performance Verification/Site Acceptance Testing for an assembled and complete solution, including and acceptance testing and validation of content synchronization and performance
    - 6.3.2.1 Performance verification testing includes testing of the entire multimedia system, including the LED display technology (by the LED display system provider), Content Management System (CMS) (by the CMS contractor) and content following installation and commissioning of all LED display technology, CMS and content.
    - 6.3.2.2 As part of Site Acceptance Testing, the Contractor is required to do a full calibration of the content and support the LED display system provider as it relates to optimal display of the content.
  - 6.3.3 Participation in an operational testing period of approximately two (2) weeks is required as endurance testing, during which time the Content Management System (CMS) and produced content will be adjusted in accordance with calibration requirements of the Oculus. Some testing may occur after the official opening of the ICP.

## **7.0 Documentation and Training**

- 7.1 Provide training for content refresh and integration of new content, including any transitions, once the Oculus has been in operation
  - 7.1.1 Contractor is required to train designated personnel on how content is integrated to an operational Oculus as it aligns with the long-term strategy developed with HAS.
  - 7.1.2 Training shall incorporate content guidelines, video creation and CMS integration process, backup protocols and refresh guidelines and recommendations.
- 7.2 Provide operations manuals for content creation and integration with the Content Management System

- 7.3 Provide refresh guidelines to deliver a mid- and long-term strategy for development of new content from one year after project completion, including a recommended budget allocation for at least 5 years
- 7.4 Provide documented templates and Oculus content guidelines for future HAS content production
- 7.4.1 Provide a media standards and styles guide, including but not limited to scheduling, format, codec, resolution, CMS integration process, backup protocols, limitations, and other recommendations

**8.0 Coordination and Project scheduling**

- 8.1 Contractor shall facilitate ongoing schedule coordination with IAH ITRP, Oculus LED display system provider, and Oculus Content Management System vendor.
- 8.2 Contractor shall submit a Project Baseline Schedule to be approved by HAS. The Baseline Schedule shall not change unless approved by HAS. The Baseline Schedule will be utilized for payment processing according to milestones completed. See Attachment B – Required Pricing Response Form.
- 8.3 If Contractor does not meet the Project Baseline Schedule HAS shall apply Liquidated Damages as outlined in Section 18.

**9.0 Out of scope**

- 9.1 The Contractor is not responsible for the following items:
  - 9.1.1 Installation of any LED display technology, LED processors, or structural components
  - 9.1.2 Installation of CMS and equipment required to operate and maintain the CMS
  - 9.1.3 Programming and scheduling of content on the CMS servers

**10.0 Warranty**

- 10.1 The Contractor warrants that:
  - 10.1.1 All content provided is free from defects and conforms to mutually agreed upon specifications;
  - 10.1.2 Services performed under this Agreement are completed in a timely and professional manner;
  - 10.1.3 All personnel assigned by the Contractor, including any reserve staff, are sufficiently qualified and have the necessary skill and training to complete the work.
- 10.2 Failure to meet this warranty within a six (6) month period after commissioning will result in the Contractor correcting the failures and reperforming any defective portion of the services furnished.

**11.0 Maintenance and Support Services**

- 11.1 HAS may request additional services for the maintenance and support of the content provided for the Oculus beyond what is specified in this Agreement. Additional services may include:
  - 11.1.1 Creation of new content that aligns with the long-term strategy;
  - 11.1.2 Capsule adaptations for digital screens throughout the airport campus that are not the Oculus.
- 11.2 Additional services are services similar in nature but are outside the Scope of Services outlined in this Agreement.

## **12.0 Security and Badging**

- 12.1 The Contractor shall refer to [www.fly2houston.com/biz/resources/badging](http://www.fly2houston.com/biz/resources/badging) for all HAS badging related information, questions, badging application forms, office hours, etc.
- 12.2 All onsite personnel are required to meet the requirements in order to obtain an HAS badge and maintain an active status for the badge.
- 12.3 All onsite personnel are required to meet the requirements in order to obtain an HAS badge with SIDA and Air Operations Area (AOA) access and maintain an active status for the badge. AOA driving privileges are not required.
- 12.4 The Contractor shall comply with all applicable Federal rules governing security at the Airport, as may be amended from time to time.
- 12.5 All on-site personnel of the Contractor, including subcontractors, are required to undergo a fingerprint-based criminal history records check.
- 12.6 Costs for the fingerprint-based criminal history records check are reflected in the cost of the badges. Contractor must pay for the cost of badges, including replacements thereof. Contractor personnel losing badges will be charged for lost badge in addition to replacement badges at the then current rate.
- 12.7 Contractor acknowledges that fines or penalties associated with non-compliance with security regulations must be reimbursed to HAS.

## **13.0 Transportation and Parking**

- 13.1 The Contractor shall provide vehicles for onsite personnel for their employee's use and shall park its vehicles in areas designated by the Director and/or designee at its own cost, if any. All transportation activities and related costs of Contractor, or its sub-contractors, necessary to perform under the Agreement shall be provided by Contractor. All of Contractor's and its sub-contractor's company vehicles shall be clearly identified according to FAA and HAS guidelines and regulations with at a minimum company decals and or magnetic signs as required by the Director and/or designee.

## **14.0 Personal Protective Equipment**

- 14.1 The Contractor shall provide all the essential and necessary personal protective equipment (PPE) for each member of the on-site personnel and any substitute personnel. The personal protective equipment that shall be provided shall include, but not limited to, hard hats, steel-toed boots, work vests, and safety glasses. It is the responsibility of the Contractor to verify the required PPE before arriving on-site.

## **15.0 Force Majeure, Third Party Damage Or Vandalism**

- 15.1 Reference Sample Contract Section 6.2 Force Majeure.

## **16.0 Customer Service And Other Requirements**

- 16.1 Because the duties will require that Contractor's personnel often interact with airline staff, HAS staff, and our passengers:
- 16.2 The Contractor's personnel will present a clean and neat appearance at all times.
- 16.3 All personnel will be required to maintain a professional, friendly, helpful, and courteous attitude at all times.

- 16.4 Contractor shall pay all of its Administrative/Overhead Cost including, but not limited to, payroll vacation, sick time, training, etc. processing orders, tracking invoices, sales quotations, and documents. Such costs shall not be billed to HAS.
- 16.5 Maintain a clean, drug-free and safe working environment.
- 16.6 The Contractor shall provide HAS with an Organization Chart complete with names and resumes for each position on the Chart.
- 16.7 Contractor's personnel shall work additional hours as required to meet Contractor's obligations at the Contractor's expense.

**17.0 Invoicing**

- 17.1 Contractor shall submit its invoices electronically in accordance with the specifications and shall invoice for work accepted by an HAS representative.
- 17.2 The City shall certify the correctness of each invoice and arrange for payment. The invoice must be identified by the agreement name and agreement number. Certification and/or payment does not preclude the City from indicating that a certification or payment was incorrect. In addition, it does not preclude the City from recovering excess payments.
- 17.3 All work shall be scheduled with HAS representatives and shall be accomplished during the hours scheduled. HAS shall have the right to request work to be performed during regular and non-regular hours.
- 17.4 No payment for services shall be payable by HAS for any services for which the Contractor fails to complete all the scheduled work as specified or fails to obtain an approved work schedule prior to beginning work.
- 17.5 Contractor shall be compensated at the agreed price upon completion of milestones to be finalized during contract negotiations.
- 17.6 Invoices submitted for services performed as the result of Change Orders shall require copies of the applicable Change Order attached to the original invoice.
- 17.7 Contractor shall provide separate monthly invoices for any completed work at each location and Airport.
- 17.8 Invoice Requirements
  - 17.8.1 The Houston Airport System shall only accept invoices submitted electronically along with required support information. Each invoice should be in a PDF or TIFF format. Multiple invoices can be submitted in a single email with one invoice per file. Requirements are as follows:
    - Submit invoices in "PDF" or "TIFF" format.
    - Submit to [has.accountspayable@houstontx.gov](mailto:has.accountspayable@houstontx.gov)
  - 17.8.2 Contractor shall make timely payments to all suppliers and/or sub-contractors that furnish labor, materials and/or furnishings related to the Agreement

**18.0 Liquidated Damages**

- 18.1 Liquidated Damages will be assessed throughout the contract term. Prior to implementing Liquidated Damages, the Contractor and HAS will come to an agreement on the dollar amount of Liquidated Damages. Dollar amount will be agreed up on during contract negotiations.
  - 18.1.1 If Contractor does not meet the Project Baseline Schedule approved by HAS, cost shall range between \$250 and \$500 per day per delay.
- 18.2 Any other Liquidated Damages agreed during Contract negotiations.

**End of Attachment A**

**ATTACHMENT B**  
**PROPOSAL PRICING RESPONSE FORM**  
**(Attachment Separately)**

**ATTACHMENT C**  
**SAMPLE AGREEMENT**  
**(Attachment Separately)**

**ATTACHMENT D**  
**REQUIRED SUBMITTAL CHECKLIST**

Item #	REQUIRED SUBMITTAL	Check (√)
1	Table of Contents	
2	TAB 1 – 1 – Transmittal Letter	
3	TAB 2 – Description of Firm	
4	TAB 3 – Executive Summary	
5	TAB 4 – Firm and Individual Professional Experience and Knowledge	
6	TAB 5 – Demonstrated Ability To Produce and Edit Desired Types Of Content	
7	TAB 6 – Project Plan and Schedule	
8	TAB 7 – Content Management System (CMS) Integration Capabilities	
9	TAB 8 – Training, Warranty and Maintenance	
10	TAB 9 – Other City Ordinances, Policies and Executive Orders (Items 11-26)	
11	PART VI – City Required Documents (EXHIBITS A – F, H, and Q -U), and ATTACHMENT A	
12	Exhibit A – 00455 Ownership Information Form	
13	Exhibit B – 00457 Conflict of Interest Questionnaire	
14	Exhibit C – 00460 Pay or Play Acknowledgement Form	
15	Exhibit D – 00480 Reference Verification Form	
16	Exhibit E – 00481 Anti-Collusion Statement	
17	Exhibit F – Attachment “A”: Schedule of M/WBE Participation	
18	Exhibit F – Attachment “B”: M/WBE Letter Of Intent	
19	Exhibit F – Attachment “C”: Certified M/WBE Subcontract Terms	
20	Exhibit F – Attachment “D”: Mayor’s Office of Business Opportunity M/WBE Utilization Report	
21	Exhibit H – 00600 List of Proposed Subs	
22	Exhibit Q – Contact Directory Form	
23	Exhibit R – Statement Of Residency	
24	Exhibit S – Offer And Submittal	
25	Exhibit T – Contract and Contract Exception Chart	
26	Exhibit U – Declaration of Hire Houston First Designation	
27	ATTACHMENT C – Sample Contract	
28	TAB 10 – Additional Information (If any)	
29	TAB 11 – ATTACHMENT B - Required Pricing Response Form	
30	TAB 12 – Financials (To be submitted in separate sealed envelope)	
30	TAB 13 – ATTACHMENT D - Required Submittal Checklist	