



CITY OF HOUSTON



HOUSTON AIRPORT SYSTEM

George Bush Intercontinental ~ William P. Hobby ~ Ellington Airport

Sylvester Turner
Mayor

Mario C. Diaz
Director of Aviation

December 29, 2020

SUBJECT: Letter of Clarification (LOC) No. 1

REFERENCE: Request For Qualifications for On-Call Comprehensive Communications Services For Houston Airport System (HAS); Solicitation No.:H37-OCCCS-2021-006

To: All Prospective Respondents:

This LOC is issued for the following reason:

I. Respond to questions submitted by prospective Respondents.

1. **Question:** If the prime for this project is a MBE/WBE, what percentage (if any) of the 21% needs to go to a sub-contractor?

Response: The Prime cannot use their M/WBE certification toward meeting this goal.

2. **Question:** Does certification from the Houston Minority Supplier Development Council fulfill the M/WBE requirements (21%)?

Response: No, a firm has to be certified by the City of Houston’s Office of Business Opportunity in order to count toward meeting this goal.

3. **Question:** Please describe the specific projects there were performed under this contract during the last four years.

Response: Please refer to the RFQ for the scope of work for this contract. Previous public relations projects included-- but were not limited to-- annual reports (concept to final- in collaboration with Houston Airports), various internal and external publications, experiential event support, proofing and drafting (various publications), social media auditing and strategy recommendations, and other supportive public relations needs.

4. **Question:** Are there any airport branding or graphic standards that must be used on design projects under this contract?

Response: Yes, we have branding and graphic standards that must be used.

5. **Question:** What specific projects are most likely to be needed under this new contract?

Response: Please refer to the RFQ for the full scope of work.

Council Members: Amy Peck Jerry Davis Abbie Kamin Carolyn Evans-Shabazz Dave Martin Tiffany D. Thomas Greg Travis Karla Cisneros Robert Gallegos Edward Pollard Martha Castex-Tatum Mike Knox David W. Robinson Michael Kubosh Letitia Plummer Sallie Alcorn

6. **Question:** Can you provide samples of the types of reports you describe on page 6, section 6.6? Blank examples are fine.

Response: It is the intent of Houston Airports to work with contractors when developing templates for documents included on RFQ page 6, section 6.6.

7. **Question:** Can you provide more detail on the proposed evaluation committee?

Response: Please refer to Section 7.2 in the RFQ document.

8. **Question:** Can you provide samples of the design projects completed under this contract during the last four years?

Response: Yes. <https://www.fly2houston.com/newsroom/articles/houston-airports-releases-2019-annual-report>

9. **Question:** Can you give an estimate of the paid media that was purchased under this contract during the last four years?

Response: The Houston Airport System did not use the previous contract to purchase paid media.

10. **Question:** Must subcontractors be certified by the City of Houston exclusively or will you accept HUB or WBENC certificates?

Response: Please refer to the response provided to Question No. 2 above.

11. **Question:** Can the prime self-perform the subcontracting requirement if the prime is a COH MWDBE?

Response: Please refer to the response provided to Question No. 2 above.

12. **Question:** Would this project include event or video production? If so, please describe.

Response: Possibly. The contractor may be called upon to assist in developing video assets for various executions, as needed. It would be a good idea to have a strong skill set/subcontractor that can take-on video production projects.

13. **Question:** Are there any detailed communication plans from the past four years that would be provided to the winning bidder?

Response: Yes.

14. **Question:** How many individuals would likely require media training?

Response: Potentially 10-15.

15. **Question:** Do any page limits apply to the response and/or the executive summary?

Response: Page limits are applicable only where indicated in the RFQ document.

16. **Question:** How should we respond to Exhibit F related to subcontractor pricing and participation amounts since we don't have a budget? Can we respond, "To Be Determined?"

Response: Respondents do not need to provide the anticipated participation percentage or dollar amount of the subcontractor.

17. **Question:** Can you confirm that only Exhibit S must be notarized?

Response: Yes, it must be notarized.

LOC No. 1

Solicitation No. H37-OCCCS-2021-006

December 29, 2020

When issued, LOC(s) shall automatically become part of the solicitation documents and shall supersede any previous specification(s) and/or provision(s) in conflict with these LOC(s). LOC(s) will be incorporated into the Contract as applicable. It is the responsibility of the proposer(s) to ensure that it has obtained all such LOC(s). By submitting a proposal on this project, proposer(s) shall be deemed to have received all LOC(s) and to have incorporated them into this solicitation.

If further clarification is needed regarding this solicitation, please contact **André Morrow, C.P.M., CPPB, Sr. Procurement Specialist**, via email at andre.morrow@houstontx.gov.

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LPW DocuSigned by:
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Cathy Vander Plaats
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Houston Airport System

cc: Solicitation File