



CITY OF HOUSTON
FINANCE DEPARTMENT
S48-I00318
NOTICE OF INFORMAL REQUEST FOR PROPOSAL

**STRATEGIC
PROCUREMENT DIVISION**
901 Bagby Street, Houston,
Texas 77002
(832) 393-8764 Tel.
(832) 393-8755 Fax.

DESCRIPTION OF SERVICES

The City of Houston Finance Department (“the City”) is seeking infographic design services to illustrate and to more effectively communicate budget challenges with the elected officials.

Please review the Scope of Services below. If you should you have additional questions regarding the Informal Request for Proposal or believe that your company/organization meets the minimum requirements as outlined in the Scope of Services of the Informal Request for Proposal; please submit your response to Irina Chong, Procurement Specialist, via one of the following methods listed below by **5:00 p.m. CST, Friday, April 25, 2014:**

E-mail (Preferred Method): irina.chong@houstontx.gov

Fax: (832) 393-8755

SCOPE OF SERVICES

The infographic shall provide an easy to understand view of the budget. Design shall include information described below in an easy to understand and creative picture.

1. General Fund Budget
 - a. The infographic shall include the major categories of revenue and spend. It shall also show trends over time for both revenue and expenses, combining to show the accumulated deficits in the General Fund.
 - b. It shall then move into what the future trends show and how certain costs will eat up the budget so much that we have to continue cutting real services to pay for things like pensions. It needs to illustrate the magnitude of the problem over the next five years by translating dollars into headcount reductions, pools closed, etc.
 - c. The ideal would be one infographic associated to paint the General Fund picture, but it can be divided into two if needed.

2. Pensions
 - a. It should only focus on pensions. The City has three plans, so it needs to illustrate the evolution of all three plans. It shall also illustrate what the benefit increases have done to the City budget. It then needs to illustrate what will happen in the near future if we don't do anything about them.



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3. Schedule

- a. General Fund: Due the first week in May 2014 or sooner, but no later than May 7, 2014.
- b. Pension: Due the second week in May 2014 and prior to the budget presentation and no later than May 14, 2014.

4. Qualifications

Qualifications of the firm and assigned personnel: Include with proposal a brief description of the company qualifications and the designer that will be assigned to the project. Also, please include samples of previous work. Previous work associated with budget and/or pensions is ideal, but not required.

5. Price

- a. Infographic designer shall be paid on the finished product provided that the scope is completed within the required schedule. Please provide price per finished product detailed as follows.

General Fund \$ _____ Select one: one page _____ or two pages _____

Pensions \$ _____

Total Fee \$ _____

- b. Price shall be all-inclusive. There shall be no additional charges.