

CITY OF HOUSTON
ADMINISTRATION & REGULATORY
AFFAIRS DEPARTMENT
S17-Q24167
NOTICE OF REQUEST FOR QUALIFICATIONS

STRATEGIC
PURCHASING DIVISION
901 Bagby Street, Concourse
Level
Houston, Texas 77002
(832) 393-8725
(832) 393-8759 Fax

GENERAL TERMS & INSTRUCTIONS

The City of Houston Administration & Regulatory Affairs Department ("the City") is soliciting proposals from qualified professionals to provide a solution for an integrated Global Positioning Satellite (GPS)/Credit Card Payment System to be used in taxicabs licensed by the City. Qualifications solicited for this service shall be in accordance with the terms, conditions, and instructions set forth in this Request for Qualifications (RFQ). This contract will be for a five-year period with the option of renewing for an additional two years.

The Scope of Work/Services for this project is outlined below. If you believe that your company/organization meets the minimum requirements as outlined in the Scope of Work/Services of the RFQ; **please submit your response to Murdock Smith III, by Friday, February 3, 2012 at 2:30 PM CST.** No responses will be accepted after the stated deadline. Written questions concerning the RFQ may be submitted to Murdock Smith no later than **5:00 PM, Tuesday, January 17, 2012.** Send responses via one of the following methods listed below:

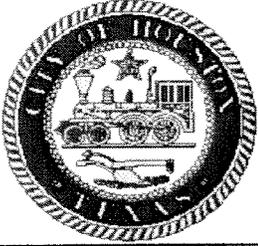
E-mail (Preferred Method): murdock.smith@houstontx.gov
Fax: (832) 393-8725
Mail: City of Houston
Strategic Purchasing Division Office B512
901 Bagby St., Concourse Level
Houston, TX 77002

A pre-submittal conference will be held **Wednesday, January 11, 2012 at 10:00 AM**, in the Strategic Purchasing Conference Room No. 1, City Hall Annex, located at 900 Bagby, Tunnel Level, Houston, Texas 77002. Attendees will be required to have current identification.

SCOPE OF WORK/SERVICES

1.0 BACKGROUND:

1.1 The City of Houston regulates vehicles-for hire, including taxicabs, to ensure the health and safety of the riding public, and to encourage the operation of professional transportation services in the Houston area. Chapter 46 of the City of Houston Code of Ordinances establishes the standards, regulations, permitting and licensing requirements for the vehicle-for-hire industry operating within the city of Houston. Approximately 2,480 taxicabs are licensed to operate in the city of Houston.



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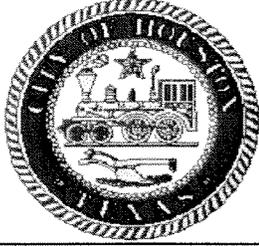
- 1.2 Several major cities have mandated technological service enhancements in taxicabs, including New York City, Boston, Las Vegas, St. Louis and Chicago. These enhancements — which include credit/debit card payment capabilities, GPS vehicle location and data collection services, driver information monitors, passenger information monitors, and cameras — have proven successful. Such enhancements provide an opportunity to improve the taxicab passenger experience, enhance driver operations, and improve passenger and driver safety. As a result, the City established the Taxicab Technology Initiative, a project to implement certain technology based service enhancements in Houston taxicabs.
- 1.3 As part of the City's Taxicab Technology Initiative, a GPS/Credit Card System will be required in all licensed taxicabs. The City envisions a system that will provide credit/debit card payment capabilities, GPS vehicle location and data collection services, and an interactive passenger information monitor.

2.0 PURPOSE:

The City is seeking proposals from qualified proposers to install, support and maintain equipment that delivers an integrated solution for the electronic collection of trip data, credit/debit card payment capability, and an interactive passenger information monitor. The integrated GPS/Credit Card system will be used in taxicabs licensed by the City. The City is seeking a solution that is based on industry best practices.

The minimum criteria for the integrated GPS/Credit Card solution are outlined below. The City will accept comments on whether these criteria are the correct requirements and the ease or difficulty of implementing a specific solution to meet them. In addition, proposers responding to this request are encouraged to provide any other information they believe may assist the City in developing a viable solution for Houston. Furthermore, based upon your experience with deployment of taxicab solutions in other cities, please also suggest other requirements or features that you believe the City should consider.

- 2.1 The proposer will deliver an integrated solution for the following technological taxicab enhancements:
- 2.1.1 **Credit/Debit Card Acceptance:** the solution must provide for quick, easy and secure credit/debit card acceptance. The transaction process must not require driver intervention, but may provide for driver assistance to the passenger. The passenger must maintain control over the credit card throughout the entire process.
- 2.1.2 **Passenger Information Monitors:** the solution must include an interactive passenger information monitor (PIM) in the rear passenger compartment. Proposers may offer more than one solution.



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2.1.3 **Global Positioning Satellite System:** the solution must include a GPS system that provides for vehicle location determination and electronic trip data collection.

2.2 The solution must include messaging capabilities, which allow the city to communicate with taxi drivers on a real time basis.

2.3 The solution must include a process for driver authentication. The solution will be fully activated only upon driver authentication.

2.4 The solution must be simple to use with fonts, key sizes, receipts, messaging, and equipment markings that are easily legible.

2.5 The City desires a solution that is compatible with currently installed taximeters. The proposer may propose installation of a new meter, but that meter must be fully compliant with all City of Houston rules and standards.

2.6 The solution must ensure privacy and reduce security risks while minimizing fraud.

2.7 The City encourages proposers to identify ways to subsidize the associated costs to licensed taxicab owners using commercial advertising, credit card transaction fees or other revenue sources.

3.0 SERVICES TO BE PROVIDED

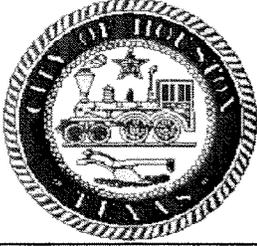
3.1 Credit/Debit Card Acceptance

The solution must provide for quick, easy and secure credit/debit card acceptance. The transaction process must not require driver intervention, but may provide for driver assistance to the passenger. The passenger must maintain control over the credit card throughout the entire process.

3.1.1 System Requirements

3.1.1.1 Security and confidentiality of credit/debit card information must be maintained throughout the system.

3.1.1.2 The solution must enable drivers to accept payments from all major credit/debit cards. For the purpose of this RFQ, "all major credit/debit cards" is defined as Visa, MasterCard, American Express, and Discover Card.



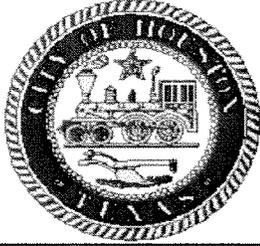
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- 3.1.1.3 A PIM must be used to ensure the highest level of security. No handheld cell phone credit acceptance.
- 3.1.1.4 The PIM should communicate wirelessly to get approvals for credit cards. Credit card acceptance needs to be done within 10 seconds.
- 3.1.1.5 The solution must allow the passenger to pay via credit card without handing the card to the vehicle driver.
- 3.1.1.6 Credit/debit card transactions must be fast and secure and there must be a high success rate of completing a card-based transaction. The system shall not allow for exposure of credit card numbers; e.g. receipts detailing card numbers. Proposers shall guarantee a specific success rate based on industry standards. Proposers shall also discuss dead zone transaction procedures.
- 3.1.1.7 The system must support adjustments (edits) and voids before transactions are settled.
- 3.1.1.8 A receipt must be printed either by the meter or the PIM for every credit card transaction. The receipt must include the following information: trip date, cab company name, cab number, driver ID, last 4 digits of credit card, full fare amount with itemized list of charges including tolls and surcharges, and a complaint number.

3.1.2 Payment Processing and Settlement

- 3.1.2.1 The system must include a credit and debit card payment processing solution at competitive credit card processing rates.
- 3.1.2.2 The City understands that typically taxicab owners or fleets would be the merchant of record. The proposer should be able to offer a merchant account to licensed taxicab owners or multiple taxis (fleets). However, the City also anticipates instances in which drivers may need to act as merchants. All regulated taxicabs must have the capability to accept credit cards as a method of payment. The City recognizes the challenges with this implementation and requests that proposers provide recommendations as to how credit card acceptance can be achieved. The City is interested in solutions that consider the structure of the Houston taxicab industry — large, mid-sized and small fleets, and independent drivers. The proposer should present a solution for all



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segments of the industry. The solution should include a central merchant of record for independent taxicab owners/operators.

- 3.1.2.3 Proposers will be required to provide the settlement process and the times in which the merchants can expect automatic deposit of funds into an account. Preference will be given to proposers who can get the money in a depository account in the shortest amount of time. Timely settlement is a key interest of the taxi industry.
- 3.1.2.4 Merchants will require reports for shift change reconciliation, daily reconciliation, transaction details, and historical views of payments. Access should be secure, simple, and in keeping with technology knowledge levels in the industry.
- 3.1.2.5 An end shift report detailing card transactions successfully processed through the system should be available to the driver.
- 3.1.2.6 Each card transaction should be identified by license number, trip number, date, and time and will include the total fare including tolls and surcharges.

3.1.3 Payment Card Industry (PCI) Security Standards

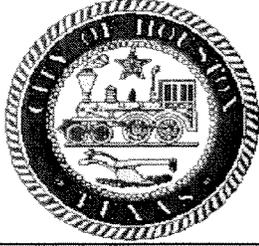
- 3.1.3.1 The Proposer shall be compliant with all relevant PCI security standards, and must be able to show proof of such certification.

3.2 Passenger Information Monitor (PIM)

The solution must include an interactive passenger information monitor (PIM) in the rear passenger compartment. The proposer may offer more than one PIM solution.

3.2.1 System Requirements

- 3.2.1.1 The PIM will be used to complete the electronic payment process. The City desires a PIM solution that includes touch screen capabilities enabling the passenger to retrieve and enter desired information; and displays public service announcements (PSA), operator information, and an interactive route map. However, the City will consider alternative lower cost solutions.
- 3.2.1.2 The PIM must be installed in the rear passenger compartment of the taxicab. The PIM should not be removable.



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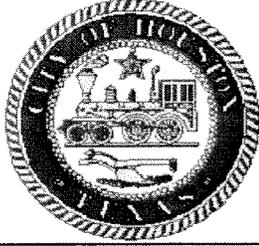
- 3.2.1.3 The PIM must be integrated directly to the taximeter via a hard wire connection not a wireless Bluetooth connection.
- 3.2.1.4 The PIM should be the interactive device for the passenger to understand and complete credit card payment processing.
- 3.2.1.5 The payment process needs to be self-explanatory.

3.2.2 Display Requirements

- 3.2.2.1 Ideally, the PIM should display an interactive map, where the current start point (meter engaged), ongoing route, and end point (meter disengaged) is clearly indicated to the passenger. The goal is to provide the passenger with a real-time visual representation of their ride. However, the City will consider alternative lower cost solutions.
- 3.2.2.2 Ideally, the PIM should be capable of displaying PSAs such as fare information and the passenger's bill of rights. However, the City will consider alternative lower cost solutions.
- 3.2.2.3 At the end of every fare, the PIM must display the summary of charges for that trip regardless of the passenger's method of payment. The summary of charges shall consist of an itemized list including total fare, surcharges, tolls and tip amount. The tip shall only be displayed for credit and debit payments. For cash transactions, the PIM must display an itemized list of charges, but no further action shall be required of the passenger or driver to complete cash transactions.
- 3.2.2.4 The PIM should be capable of displaying multiple languages, including English and Spanish.

3.2.3 Hardware specifications

- 3.2.3.1 The PIM screen must be durable with vandal-proof features.
- 3.2.3.2 The PIM screen shall be safe in the case of a collision or sudden stop, which could include smooth rubberized or similar style coating to prevent injury in the event of a collision.
- 3.2.3.3 The PIM should be designed in a way to withstand continuous operation and be weather and spill resistant.



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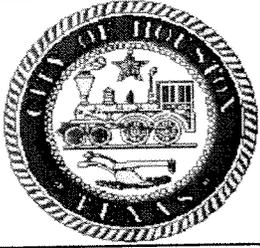
- 3.2.3.4 The PIM must have the ability to mute all audio, at the passenger's discretion.
- 3.2.3.5 The PIM must have a dimming mechanism, removing all visual stimuli, at the passenger's discretion.
- 3.2.3.6 After a fare is complete, the PIM must automatically return to its default audio and brightness levels. However, when no passengers are present, i.e. no active fare, the driver should have the ability to control the volume of the PIM.
- 3.2.3.7 The PIM should reset to the default audio and brightness levels at the start of a new fare, upon engagement of the meter.
- 3.2.3.8 Some form of remote update for changing information will be needed.

3.3 GPS System Solution — Vehicle Location and Data Collection Services:

The solution must include a GPS system that provides vehicle location and electronic trip data collection services.

3.3.1 System Requirements

- 3.3.1.1 The solution will include GPS location-based technology that provides vehicle position and route determination; and trip data tracking, collection and reporting. Data will be made available to both the taxicab operator and the regulator.
- 3.3.1.2 Ideally, location data will also be input to an interactive passenger trip map. However, the City will consider alternative lower cost PIM solutions.
- 3.3.1.3 The proposer must be able to capture trip data and transmit the data to a database hosting facility. Data must be transferred in a secure fashion to ensure data integrity.
- 3.3.1.4 Automating the trip-sheet should be simple and require minimal manual input and interaction from the driver.
- 3.3.1.5 The proposer must be able to host, maintain and store data in a secure environment. The database should be hosted and maintained by the proposer.
- 3.3.1.6 The system must compensate for momentary signal blockage or distortion.



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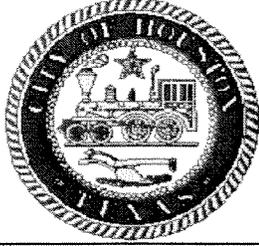
- 3.3.1.7 Data should be accessible within reasonable timeframes.
- 3.3.1.8 All data fields populated by the system must be searchable.
- 3.3.1.9 The proposer will be required to work with the City to develop a data structure/format. At a minimum, the following data elements shall be captured and stored:
- Date, time, and location of passenger pick-up and drop-off;
 - Trip duration measured in time and miles;
 - Trip number;
 - Itemized fare (tolls, surcharges, and tip amount for card payments);
 - Payment method;
 - Amount due driver;
 - Credit card transaction status (approved, declined, etc.);
 - Total number of passengers;
 - Car identifier; and
 - Driver identifier.

4.0 WIRELESS TELECOM SERVICES

- 4.1 The proposer will be responsible for providing the necessary communications infrastructure required for this project. Wireless communication will be necessary to process electronic payments in a mobile environment. In addition, wireless service will also play a major part in collecting and transmitting trip data. Coverage of the wireless networks is vital to the success of this project. Therefore, reliability is critical. Proposers shall be required to guarantee up-time and provide a solution for dead zone and network outages.

5.0 MAINTENANCE AND TROUBLE REPORTING

- 5.1 The proposer's service delivery procedures must provide a prompt confirmation to service requests.
- 5.2 The proposer shall be solely responsible for maintaining the system.
- 5.3 Proposers are encouraged to have the means to repair or replace equipment quickly. Maintaining an adequate supply of spare equipment for "hot-swaps" is encouraged.



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5.4 Proposers must list the PIM device and application uptime percentage proposed.

6.0 NETWORK MANAGEMENT & TECHNICAL SUPPORT

6.1 Proposers must list the network uptime percentage proposed.

6.2 Back end systems must be designed with reliability in mind.

6.3 System problems may occur and it is necessary for the proposer to accurately determine the source of the problem and rapidly repair the failure. Sufficient network diagnostic information must be available so that problems can be resolved remotely.

7.0 CUSTOMER SERVICE

7.1 Proposers shall provide Help Desk services seven days per week, twenty-four hours per day. Help Desk services must be available to City Staff and the taxi industry, including fleet operators, dispatchers and drivers.

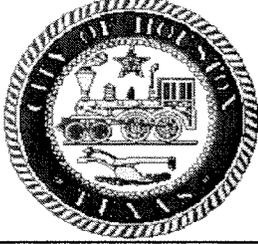
8.0 TRAINING AND ONGOING SUPPORT

8.1 The proposer shall provide initial training to City staff and the taxi industry following completion of the installation of the System and additional training and retraining, as reasonably needed in the use of the System.

8.2 The proposer should provide in-person training sessions and train-the-trainer sessions for City staff, fleet operators, dispatchers, and drivers to familiarize them with the equipment, functionality, and operation.

8.3 The proposer should provide provisions for on-going training to accommodate technology refreshment and staff turnover.

8.4 Proposers should provide leave behind or online initial training targeted at the drivers and their supervisors. They should also provide application user training to City users.



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9.0 SYSTEM UPGRADE

9.1 The proposer is responsible for providing all applicable technology upgrades, so that the taxi industry is kept current with new technologies and business developments over the life of the contract.

10.0 BACK UP PLAN AND DISASTER RECOVERY

10.1 Proposers must provide recommendations for disaster recovery as part of their proposals.

10.2 The proposer must provide and maintain a business continuity plan that identifies procedures relating to an emergency or significant business disruption that are reasonably designed to enable the respondent to meet its existing obligations to customers.

11.0 IMPLEMENTATION AND PROGRAM MANAGEMENT

11.1 Proposers are required to submit a project plan and implementation schedule as part of their proposal.

11.2 The project plan should provide an overview of the scope of work to be performed, timeline for such work, and description of how the proposer will provide ongoing service and monitoring of all services provided.

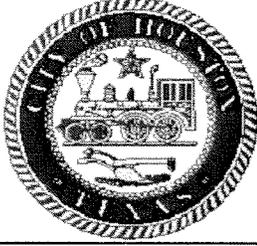
12.0 GENERAL REQUIREMENTS

12.1 All proposals must conform to the requirements outlined herein. The City reserves the right to request additional information from selected candidates.

12.2 The City reserves the right to select the respondent determined to be the most responsive and responsible, and in the judgment of the City, that best meets its needs for the specified services. The City further reserves the right to negotiate all terms of the contract including price.

12.3 Proposals must list the names, agency(ies), contact person, telephone numbers, resumes and the profile of expected participants in the services being provided. There may be subsequent instructions, if any, issued to the selected contractor in connection with the final process.

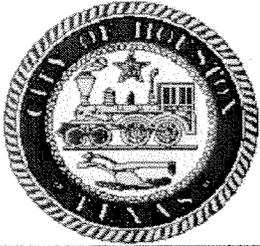
12.4 Please provide an overview of your company, explaining your primary lines of business, size (gross



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- annual revenues), organization, geographic areas served, and length of time in your current business.
- 12.5 Please describe relevant experience and organizational capability. Please briefly describe any similar projects already deployed.
 - 12.6 Please provide a detailed list of references showing your expertise and experience in providing the services requested. A minimum of three (3) references are required for this RFQ. References should include a brief project description, contact names, addresses, phone numbers and e-mail addresses for verification of previous products and services provided.
 - 12.7 Please provide physical specifications of any hardware that you would expect to deploy in order to support your proposed solution. Please include pictures of any hardware that you have used in similar deployments.
 - 12.8 Please indicate how your solution handles credit card security and privacy.
 - 12.9 Please indicate the guaranteed minimum performance and service levels provided by your solution.
 - 12.10 Please describe your procedure for periodically upgrading hardware/software provided as part of your proposed solution for the City's initiative.
 - 12.11 Please describe how taxicab companies and the City would report problems and request technical assistance under your proposed solution. What solutions would you employ to ensure proper maintenance of equipment, including virus protection mechanisms.
 - 12.12 Please describe the power and service requirement of the proposed solution and its impact on typical licensed taxicabs.
 - 12.13 Describe the processes and procedures for warranty and repair services. Explain the proposed methods for troubleshooting equipment failures within the taxicab. Provide a summary of all warranties provided.
 - 12.14 Proposers must have all required licenses, bonding, facilities, equipment and trained personnel necessary to perform the services as required, at the time of the proposal, or prior to that time if required by law.
 - 12.15 Proposers are encouraged to submit more than one solution. The City will consider low cost alternatives.



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- 12.16 This solicitation has a 12% Minority, Women Business Enterprises (MWBE) participation goal. Proposers should submit a MWBE utilization plan with proposals.
- 12.17 Proposers are encouraged to contact the Mayor's Office of Business Opportunity (OBO) with any questions concerning MWBE participation plans and/or Good Faith Efforts. Please contact Robert D. Gallegos, Assistant Director at 832-393-0614.

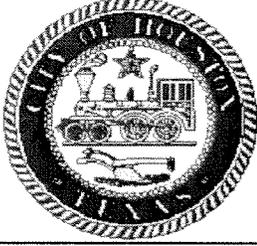
REQUIRED DOCUMENTS

The documents listed below must be provided with the proposal:

- Licenses and certifications
- Resumes of key personnel/proposed staff
- Client references which proposer has performed similar services
- Brief overview of company's experience and qualifications in providing the requested services and an explanation of the proposer's understanding of the work that must be accomplished
- Proposed methodology/strategy to perform the services requested
- Proposed Fee Schedule, including installation, equipment, maintenance and ongoing operating costs
- Utilization of Certified City of Houston M/WBE with a Goal of 12.0%
- Required forms identified in the table below

TABLE 1 - REQUIRED FORMS
Affidavit of Ownership.doc
Fair Campaign Ordinance.doc
Statement of Residency.doc
Drug Forms
Pay or Play Acknowledgement Form & Certification of Agreement to Comply with Pay or Play
All Applicable Licenses/Certifications as Required in Scope of Work/Specifications
Conflict of Interest Questionnaire

You can download the forms at the following link: http://purchasing.houstontx.gov/solicitation_forms.htm.



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SELECTION PROCESS

Proposers are invited to submit their qualifications and other required documentation which will be evaluated in accordance with this Request for Qualifications. The City has selected a highly qualified panel of evaluators to review all RFQs and select the most qualified proposer which meets all of the requirements of this engagement. A contract will be awarded to the responsible proposer whose proposal is determined to be the most advantageous to the City, taking into consideration the price and such other factors or criteria that are set forth in this RFQ.

A submittal does not guarantee that the service provider will be selected to submit a proposal to provide the services requested in the RFQ. The submittal only serves notice to the City that the proposer desires to be considered. The RFQ does not commit the City to award a contract, issue a purchase order, or to pay any costs incurred in the preparation of a proposal in response to this request. The City may determine, based on the proposals received, it is in the best interest of the City and the taxi industry to issue a Request for Proposals (RFP) at a future date.

To be considered for evaluation, Proposers must submit specific statement of qualifications and any other relevant documentation to this RFQ. Evaluation factors, in the order of importance are as follows:

- Proposed Technological Solution — 30%
- Proposed Strategy and Implementation Plans — 30%
- Relevant Experience/Expertise/Qualifications — 30%
- Conformance to Requirements — 10%

* Hire Houston First Preference Points (City Business = five (5) extra percentage points or Local Business = three (3) extra percentage points and Non-City and Non-Local Business will receive zero (0) extra percentage points).

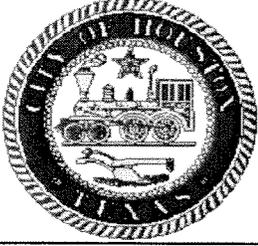
HIRE HOUSTON FIRST:

Designation as a City Business or Local Business

To be designated as a City or Local Business for the purposes of the Hire Houston First Program, as set out in Article XI of Chapter 15 of the Houston City Code, a bidder or proposer must submit the **Hire Houston First Application and Affidavit (“HHF Affidavit”)** to the Director of the Mayor’s Office of Business Opportunities and receive notice that the submission has been approved prior to award of a contract. Bidders are encouraged to secure a designation prior to submission of a bid or proposal if at all possible.

Download the HHF Affidavit from the Office of Business Opportunities Webpage at the City of Houston e-Government Website at the following location:

www.houstontx.gov/obo/moreforms/hirehoustonfirstaffidavit.pdf



CITY OF HOUSTON
ADMINISTRATION & REGULATORY
AFFAIRS DEPARTMENT
S17-Q24167
NOTICE OF REQUEST FOR QUALIFICATIONS

STRATEGIC
PURCHASING DIVISION
901 Bagby Street, Concourse
Level
Houston, Texas 77002
(832) 393-8725
(832) 393-8759 Fax

Submit the completed application forms to: Mayor's Office of Business Opportunity, One Stop Business Center, 900 Bagby St., Public Level, Houston, TX 77002 or Applications may be submitted via e-mail to HHF-MOBO@houstontx.gov or faxed to 832.393.0952.

Award of Procurement Pursuant to a Request for Proposal, Best Value Solicitation or Alternative---
Pursuant to Chapter --- of the Local Government Code

IN EVALUATION OF A PROPOSAL SUBMITTED UNDER ANY OF THE ABOVE PROCUREMENT METHODS, THE CITY SHALL AWARD EXTRA POINTS EQUAL TO

- **THREE PERCENT** OF THE TOTAL EVALUATION POINTS AVAILABLE TO A "LOCAL BUSINESS," AS DEFINED IN SECTION 15-176 OF THE CITY OF HOUSTON CODE OF ORDINANCES, AND
- **FIVE PERCENT** OF THE TOTAL EVALUATION POINTS AVAILABLE TO A "CITY BUSINESS," AS DEFINED IN SECTION 15-176 OF THE CITY OF HOUSTON CODE OF ORDINANCES
- UNLESS THE USER DEPARTMENT DETERMINES THAT AN AWARD TO THE LOCAL OR CITY BUSINESS WOULD UNDULY INTERFERE WITH CONTRACT NEEDS, AS PROVIDED IN SECTION 15-181 OF THE CODE.



City Purchasing Agent

1-3-12

Date