



**CITY OF HOUSTON
HOUSTON TRANSTAR**
NOTICE OF REQUEST FOR PROPOSAL

HOUSTON TRANSTAR
6922 Katy Road
Houston, Texas 77024
(713) 881 3009
(713) 837-9863 Fax

GENERAL TERMS & INSTRUCTIONS

The City of Houston is soliciting proposals on behalf of Houston TranStar from qualified professional firms to produce public service announcements (PSAs). The successful candidate will be engaged with Houston TranStar for a minimum of three years to produce at least two Public Service Announcements (PSA) per year. A City of Houston purchase order will be issued each year of the agreement.

Background

Houston TranStar is the Southeast Texas Regional Transportation and Emergency Management center, serving the 13-county area surrounding and including the City of Houston and Harris County.

Houston TranStar is a consortium of four government agencies that coordinate and enhance transportation and emergency management services, responding to incidents and emergencies ranging from minor traffic incidents to hurricanes. Sharing resources to serve area residents are the Texas Department of Transportation (TxDOT), Harris County, Metropolitan Transit Authority of Harris County (METRO), and the City of Houston.

More information about Houston TranStar may be found at our website: www.houstontranstar.org.

In exchange for TranStar's transmittal of streaming traffic video to their stations, local television outlets have agreed to air an average of five minutes per month of public service announcements for Houston TranStar.

To respond to the Work/Services of this RFP, please submit your proposal to **Crystal DeBondt, Procurement Specialist**, via the following method listed below by: **October 22, 2009 at 3:00 p.m. CST:**

Mail six (6) RFP responses to: Crystal DeBondt
Houston TranStar
6922 Katy Road
Houston, Texas 77024

Pre-Proposal Conference: A Pre-Proposal Conference will be held at 10:00 a.m. **October 12, 2009** at Houston TranStar, 6922 Katy Road, Houston, TX 77024. Although all questions should be presented at this meeting, proposers needing additional information/clarification to this request for qualification (RFQ) are requested to e-mail questions to **Crystal DeBondt** at crystal.debondt@houstontranstar.org. The deadline for submitting questions is **Tuesday, October 20, 2009 at 3:00 p.m. CST. No questions will be accepted after 3:00 p.m. October 20, 2009.** All relevant questions will be answered via letter of clarification to this RFP and automatically e-mailed to all who registered to receive this RFP.



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SCOPE OF WORK/SERVICE

- 1.0 The City is requesting proposals from qualified and experienced professional firms to achieve the following objectives:

Public Service Announcements:

A minimum of six turnkey, broadcast-quality complete PSAs, in both English and Spanish, would be produced by the successful candidate during the three-year period. The following tasks are integral to the project:

- 1.1 Research, develop and refine PSA topics
 - 1.2 Develop messages and communication strategy
 - 1.3 Prepare script
 - 1.4 Obtain footage
 - 1.5 Provide voice and/or acting talent
 - 1.6 Design and produce graphics
 - 1.7 Edit footage
 - 1.8 Incorporate music
- 2.0 The Proposers are requested to choose at least two subjects from the list below to develop the proposal. Any electronic adaptations should be in DVD format.
- 2.1 Steer It, Clear It (moving drivable vehicles from traffic lanes and out of the way)
 - 2.2 Move Over or Slow Down (new law requiring vehicles to slow to 20 mph below speed limit if they are in the adjacent lane to a stopped emergency vehicle)
 - 2.3 Preparing a personal disaster kit
 - 2.4 Turn Around, Don't Drown (staying out of moving water on roads)
 - 2.5 Using Houston TranStar's website to build a travel route
 - 2.6 Personal safety in highway traffic (what to do if a vehicle breaks down)



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3.0 Annual deliverables include:

- 3.1 Two DVD approval copies (one per topic)
- 3.2 Two digibeta masters
- 3.3 Four electronic file masters

Each PSA is to be produced in both :15 and :30 second format. Houston TranStar does not have stock footage that may be used for this effort.

4.0 QUALIFICATIONS

The Houston TranStar evaluation committee will determine the most qualified candidates based on the following criteria.

- 4.1 Experience in designing, developing and producing public service announcements.
- 4.2 Examples of PSAs produced. Examples should be in DVD format
- 4.3 Adequate technical and financial resources for performance.
- 4.4 Cost.

5.0 GENERAL REQUIREMENTS

- 5.1 All proposals must conform to requirements outlined herein. Houston TranStar reserves the option to require oral presentation of proposals or to request additional written information from selected candidates.
- 5.2 Houston TranStar reserves the right to select the candidate determined to be the most responsive and responsible, and in the judgment of Houston TranStar that best meet its needs for the specified services. Houston TranStar further reserves the right to negotiate all terms of the agreement including price.
- 5.3 Proposals must list the names, agency(ies), contact person, telephone numbers, resumes and the profile of expected participants in the implementation of the services. There may be subsequent instructions, if any, issued to the selected contractor in connection with the final process.



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Required Documents:

The documents listed below must be provided with the proposal:

- A description of the firm's capability.
- Describe your recommended approach for achieving Houston TranStar's objectives.
- Demonstrate your qualifications to apply the professional skills required to successfully execute their recommended approach.
- An outline of the approach that will be used to deliver the solution.
- A description of prior projects where the firm has delivered similar services.
- Specific qualifications of the individuals/employees to be assigned/hired for the project.
- A fixed price for completing the objectives.
- At least three references that demonstrate the firm's ability to successfully deliver selected services while building an effective working relationship with its clients.

TABLE 1 - REQUIRED FORMS
Affidavit of Ownership.doc
Fair Campaign Ordinance.doc
Statement of Residency.doc
Drug Forms
Conflict of Interest Questionnaire

Required forms attachments can be found on the e-bid website under solicitation S__-Q