



CITY OF HOUSTON
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Strategic Procurement Division

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October 21, 2014

SUBJECT: Letter of Clarification No. 4
Houston Cultural and Arts Plans for the Mayor's Office

REFERENCE: RFP No.: S33-T25107

TO: All Prospective Respondents

This Letter of Clarification is issued for the following reasons:

1. **To extend the solicitation closing date from Thursday, October 23, 2014 at 2:00 pm., to Thursday, October 30, 2014 at 2:00 p.m.**
2. **To provide a response to vendors questions as follows:**

Question: Page 24, Exhibit 1, there is a space to fill in a "System Description" for each of the references. Can you please explain what type of information belongs here?

Response: The term "System Description" should read "Project Description". A revised document has been added to the website. See document titled "T25107, page 24, revised, October 17, 2014"

Question: The cover sheet of the RFP lists the proposal deadline as Oct. 23. Meanwhile, the timeline on page 15 lists the proposal deadline as Oct. 16. Is the proposal deadline Oct. 16 or Oct. 23?

Response: Proposal due date has been extended to October 30, 2014 at 2:00 p.m.

Question: During what time frame would interviews take place?

Response: A specific date has not been determined

Question: Who is the City's communications consultant, mentioned in the RFP on page 16?

Response: This is not finalized

Question: In section 6.0 of the scope of services (page 17), the RFP states that the selected consultant will "invite participants, coordinate, facilitate and document a minimum of six focus groups..." In section 5.0 (on page 16), the RFP states that the City staff will "take a lead role on the project..." and that "City staff will lead the public engagement process through its communications consultant with advice and strategy and some limited participation provided by the selected consultant." Could you please clarify:

- a. What community engagement activities will be led by the communications consultant?
- b. During what timeframe will these take place, and
- c. How do these differ from the focus groups organized and led by the selected consultant?

- Response:
- a. The communications consultant will be responsible for casting a wide net to engage a broad, diverse range of stakeholders so that their input may be considered in the development of the Arts & Cultural Plan. The strategy will include, but is not limited to, Mindmixer platform management, messaging development and editing, comprehensive digital tactics, traditional media relations and pitching and grassroots events participation. The selected agency will develop a concept to serve as the overarching look, feel and context for spreading awareness about the opportunity to contribute to the development of the Arts & Cultural Plan. This campaign will have a consistent creative theme that can be used throughout all collateral and outreach (digital, printed, media and social). The selected agency will work closely with the project team and to prepare and implement strategies to engage the community through 6 to 8 project advisory committee meetings, Mindmixer and social media, 2 to 3 large public meetings specifically about the Arts & Cultural Plan, a range of smaller community/neighborhood meetings throughout Council districts, community and private events and the media.
 - b. The initial concentration of activity is anticipated to be November through March with another concentration near the completion of the plan.
 - c. There may be overlap with the questions put to the community through Mindmixer. The focus groups are envisioned as an opportunity to assist with the full exploration of issues and strategies and/or to test and refine ideas and recommendations.

Question: On page 21, Section 2.1.2.7 states that a selection criterion is that the selected consultant will be “available to start work in mid-November.” Meanwhile, the timeline on page 15 lists the estimated contract start date as Dec. 8, 2014. What is the estimated contract start date? (i.e. when is the selected consultant expected to begin work?)

Response: The date shown on page 15 is an estimated date only.

Question: Is the “registry” mentioned in Section 6.1.2 on page 17 already developed and, if so, where can this be found?

Response: It is not available.

When issued, Letter(s) of Clarification shall automatically become a part of the solicitation documents and shall supersede any previous specification(s) and/or provision(s) in conflict with the Letter(s) of Clarification. All revisions, responses, and answers incorporated into the Letter(s) of Clarification are collaboratively from both the Strategic Purchasing Division and the applicable City Department(s). It is the responsibility of the respondent to ensure that it has obtained all such letter(s). By submitting a proposal on this project, respondents shall be deemed to have received all Letter(s) of Clarification and to have incorporated them into their proposals.

If you have any questions or if further clarification is needed regarding this solicitation, please contact me.

Sincerely,

A handwritten signature in cursive script that reads "Conley Jackson" followed by a horizontal line extending to the right.

Conley Jackson
Senior Procurement Specialist
Strategic Purchasing Division
832-393-8733

END OF LETTER OF CLARIFICATION 4