



**CITY OF HOUSTON**  
**COMMUNITY ENGAGEMENT FOR DELIVERY OF**  
**VITAL PUBLIC SAFETY INFORMATION**  
**S33-I00394**  
**NOTICE OF INFORMAL REQUEST FOR**  
**PROPOSAL**

**STRATEGIC**  
**PURCHASING DIVISION**  
901 Bagby Street,  
Concourse Level  
Houston, Texas 77002  
(832) 393-8725  
(832) 393-8758 Fax

## **DESCRIPTION OF SERVICES**

The City of Houston Finance Department (“the City”) is soliciting proposals from qualified professionals specializing in translation and delivery of Public Safety Information to various diverse communities.

Please review the Scope of Work/Services below. If you should you have additional questions regarding the IRFP or believe that your company/organization meets the minimum requirements as outlined in the Scope of Work/Services of this IRFP; please submit your response to Conley Jackson, Sr. Procurement Specialist, via one of the following methods listed below by **11:00 a.m. CST, Tuesday, December 30, 2014**:

E-mail (Preferred Method): [conley.jackson@houstontx.gov](mailto:conley.jackson@houstontx.gov)

Fax: (832) 393-8759

Mail: City of Houston  
Conley Jackson  
Strategic Procurement Division (Suite B513)  
901 Bagby Street  
Houston, TX 77002

### **1.0 OVERVIEW:**

#### **1.1 Description of Project- Detail**

Community Engagement for Delivery of Vital Public Safety Information to District F Language Communities

District F constituents comprise the greatest language diversity of immigrant / refugee families and businesses in the Houston. Here, language barriers and lack of access to information presents chronic and growing public safety communication challenges for these communities. Our understanding of 'Public Safety' is unknown in many of their countries of origin. Their inability to access the basic public safety information we all take for granted puts their families and businesses at higher risk of victimization.

This District F Community Engagement project should address both the specific public safety information needs and delivery of this information directly to community communication networks, ensuring the widest possible awareness outcomes. The project goal is to both reduce the crime victim numbers, and improve crime reporting in our most vulnerable and at-risk immigrant and refugee communities.



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**2.0 HPD PUBLIC SAFETY INFO FOR CRIME PREVENTION: Awareness & Reporting**

**2.1 Priority Info Targets**

- a. Robbery Prevention & Reporting - for Individuals; for Shoppers; for Seniors (parking lot muggings, etc.).
- b. Robbery Prevention & Reporting - for Businesses; for Women Business-Owners
- c. Theft Prevention & Reporting - for Residences; for Vehicles
- d. Pedestrian Safety - for Individuals; for Safety Issues in Road Construction Areas
- e. Crime Stoppers - for Public Awareness to improve tip reporting rates
- f. Sexual Assault Safety & Reporting - Adults and Children
- g. Domestic Violence - Safety & Reporting
- h. Juvenile Crime Intervention - Services

**3.0 PROJECT PARAMETERS: - Outline, Detail, Deliverables**

**3.1 Information Delivery**

3.1.1 Public Safety information should be delivered via web-based, on-line delivery. Essential information, in bilingual formats, should be directly delivered to digital destinations for information providers for Houston language communities. Project outreach communications network may include immigrant / refugee service providers, diverse faith organizations, senior & student groups, business & professional groups, area employers, broadcast & print language media, influencers and stakeholders.

**4.0 INFORMATION ITEMS FORMAT:**

4.1 Each priority Public Safety information item shall be posted:

- a. In PDF format
- b. As English-bilingual (side-by-side dual display) web pages
- c. In as many languages as needed by immigrant and refugee communities
- d. As requested by HPD and the District F council office.

4.2 For each targeted Public Safety Info item:

- a. Content is edited to essential, concise basics
- b. Forwarded for approval by HPD and District F

4.3 User-friendly bilingual web page formats shall be designed for:

- a. Ease of download
- b. On-line sharing & network forwarding



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- c. Text is configured for easy, efficient, affordable print-out for service providers.

**5.0 PROJECT TASKING DETAIL:**

5.1 District F Community Engagement to formalize communication network partnerships for Public Safety info direct digital delivery of bilingual awareness communication:

- a. Immigrant / Refugee Service Providers
- b. Business Chambers
- c. Professional Organizations - Immigration Attorneys, Insurance Agencies, Business CPAs
- d. Area Employers - i.e. Viet Hoa Center, Hong Kong Mall, Dynasty Mall, etc.
- e. Diverse Faith Organizations - Catholic, Baptists, Muslim, Hindu, Buddhist, Taoist, etc.
- f. Senior Services Organizations
- g. College & High School Student Groups
- h. Language Media - Radio & TV Broadcast, Print, Online Media (Media List attached)
- i. International Management District
- j. Houston Consul General Offices
- k. District F Influencers and Stakeholders

5.2 HPD Public Safety Materials - Collection & Content Edit for Approval

- a. Robbery Prevention & Reporting
- b. For Individuals
- c. For Shoppers
- d. For Seniors (parking lot muggings)
- e. For Foreign Visitors
- f. Robbery Prevention & Reporting
- g. For Businesses
- h. For Women Business-Owners
- i. Theft Prevention & Reporting
- j. For Residences
- k. For Vehicles
- l. Pedestrian Safety
- m. For Individuals
- n. For Safety Issues in Road Construction Areas
- o. Crime Stoppers
- p. For Public Awareness to improve tip reporting rates
- q. Sexual Assault Safety & Reporting
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5.3 District F Language Needs Assessment - Survey for Priority Public Safety Info Postings

- a. HPD
- b. District F Council Office
- c. Immigrant & Refugee Service Providers
- d. Immigration Attorneys
- e. Apartment Complex Managers / Owners
- f. District F Employers

5.4 Bilingual Web Page Compositions

- a. Language Partners' Recruitment
- b. Bilingual Content Accuracy Review
- c. Web Page Design & User Friendly Formatting
- d. HPD & District F Office - Release approval

5.5 Direct Digital Delivery of Bilingual Public Safety PDF Web Pages

- a. Immigrant / Refugee Service Providers
- b. Business Chambers
- c. Professional Organizations - Immigration Attorneys, Insurance Agencies, Business CPAs
- d. Area Employers - i.e. Viet Hoa Center, Hong Kong Mall, Dynasty Mall, etc.
- e. Diverse Faith Organizations - Catholic, Baptists, Muslim, Hindu, Buddhist, Taoist, etc.
- f. Senior Services Organizations
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5.6 Performance-Based Measurement of Communications Delivery

- a. Message Delivery Reports provided to District F & HPD as individual info items shall be completed & received by targeted in-language recipients.

16 – 20 Specific Public Safety Info Items per Needs Assessment (HPD & Community)  
9 (minimum) - 18 (maximum) Bilingual Language Web Pages  
144 - 360 Range of Individual Deliverable In-Language Topic Specific Web Pages

**6.0 LOCAL MINORITY/WOMEN BUSINESS ENTERPRISE PARTICIPATION**

- 6.1 No MWBE Goal% required.



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**7.0 COST/PRICE NOT TO EXCEED:**

7.1 \$25,000.00

Additionally, the documents listed below must be provided with the proposal:

- Client references which proposer has delivered/prepared a similar Project Plan
- Brief overview of Proposer's experience and an explanation of the proposer's understanding of the work that must be accomplished.
- Proposed Fee Schedule - (Must be submitted as follows: If your proposal is emailed, pricing must be on a separate document. If you mail or have your proposal delivered by courier, your pricing should be in a separate sealed envelope marked "**pricing**").