

CITY OF HOUSTON
STRATEGIC PURCHASING DIVISION
S29-Q24484
NOTICE OF REQUEST FOR QUALIFICATIONS

STRATEGIC PURCHASING DIVISION
901 Bagby Street,
Concourse Level
Houston, TX 77002

CITY OF HOUSTON 311 MOBILE APP MARKETING & PROMOTION

GENERAL INSTRUCTIONS, TERMS & CONDITIONS

The City of Houston's Administration and Regulatory Affairs (ARA) Department is soliciting services from qualified consultancies/consultant(s) to perform the following services as described in the Statement of Work for Consulting Services for 311 Mobile Application Marketing & Promotion Services.

Prospective consultancies/consultant(s) needing additional information/clarification to this request for qualification (RFQ) are requested to e-mail questions to Douglas Moore at douglas.moore@houstontx.gov. The deadline for submitting questions is **January 23, 2013 at 12:00 PM CDT. No questions will be accepted after deadline.** All questions will be answered via letter of clarification to this RFQ and posted on the City's e-bidding website and automatically e-mailed to all who registered to receive this RFQ.

Please review the Statement of Work below. If you believe that your consultancy meets the minimum requirements as outlined in the Statement of Work of the RFQ, please submit your Statement of Qualifications Proposal to Douglas Moore, via one of the methods listed below by **February 1, 2013 at 12:00 PM CDT. No proposals will be accepted after deadline.**

E-mail: (Preferred Method): douglas.moore@houstontx.gov

Mail: City of Houston
Strategic Purchasing Division (Suite B500, Room B521)
901 Bagby Street
Houston, Texas 77002

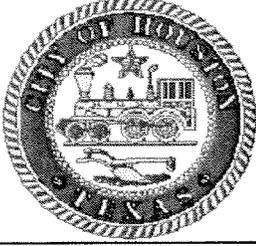
SCOPE OF SERVICES

1.0 OBJECTIVE

The ARA Department is seeking statement of qualifications from creative marketing and communications consultant(s) who can assist ARA in maximizing the effectiveness of the launch of the 311 App. ARA's vision for the 311 App is to:

1. Increase ease of communication with 311
2. Reduce internal expenses and staff time incurred by 311 and 911 related to processing of 311 or other non-emergency requests

ARA is exploring the possibility of entering into a professional services agreement to manage App advertisement and promotion. ARA is extending an invitation to all interested parties, who may be available to provide statement of qualifications for participation in the professional services agreement.



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2.0 BACKGROUND

The City of Houston 311 system was recently transformed from the “311 Call Center” to “311 Help & Information”. The former 311 Call Center was built on a bloated and inflexible cost structure, founded on a former rigid and frail Customer Relationship Management System (CRM), and did not take advantage of the opportunity to leverage the provision of online information to realize efficiencies in labor productivity or to maximize Houstonians’ engagement with the platform. Prior to the transformation, the 311 Call Center provided telephone Service Request (SR) and information service 18 hours a day, seven days a week. The previous 311 website indicated little understanding of how to deliver value to the user seeking information.

The redesigned City of Houston 311 Help & Information has been purpose-built on the foundation of “increasing citizen engagement”. The transformation has been comprehensive. As of August 15, 2012, 311 Help & Information stood up 24 hour a day, seven day a week service. The new management and CRM systems have instituted a labor model that more closely matches the demands placed on it by Houstonians. Furthermore, the service extension was implemented at an operating cost to the City of \$600,000 less per year than the former 311 Call Center model.

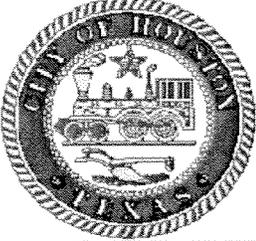
The City launched www.houston311.org, a website that was conceptualized, redesigned, and implemented in a manner which reflects care and respect for site users.

Perhaps more importantly, the management and CRM systems have introduced a new capability for the City to recognize the changing nature of how Houstonians desire to communicate – on their terms. When they want, in what method they want, and with whom they want.

311 Help & Information is now able to offer SR submission and information/advisory services in a way that may be customized by each Houstonian, given her preferences for types of information request or SR submission, the time she would like to use to communicate the same to the City, and whether she prefers to communicate via phone call, email, website visit, app launch, or social media.

The City of Houston 311 Help & Information Android and iOS mobile app introduces a new option into Houstonians’ set of communication avenues to their City. In addition to serving as a pure SR submission platform, the app embodies the previously stated goal of “increasing citizen engagement”. 311 app users are able to:

- Upload photos from the image gallery on their mobile device
- Upload an image taken real time
- Identify the GPS location of the issue they would like addressed
- Receive email confirmation of SR submission
- View the status of SRs submitted by themselves and other users



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- Utilize an app-specific social media function
- Share their app usage (and engagement with their City) to their own personal networks via prepopulated but customizable postings to their Facebook and Twitter accounts

3.0 SCOPE OF WORK

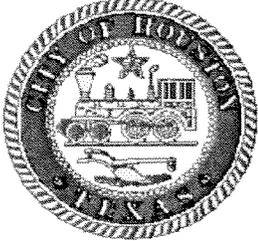
It is requested that consultant(s) should provide details related to the following App marketing & promotion requirements. The City is particularly interested in qualifications related to conducting integrated campaigns that use multiple channels and message variation to communicate the primary campaign theme and objective(s).

- Brand, reintroduce, and reposition 311. For example: “Make Houston Better, Together.” The desired result is to begin to educate Houstonians about:
 - The ways they can use 311
 - Times and issues when it is appropriate to use 311 vs 911
 - The optimal outcome of the items above will be to increase 311 penetration from civic club power users and nudge it toward mainstream adoption, and to reduce the number of unnecessary calls to both 911, Houston Police Department non-emergency line, and 311
- Drive downloads of the mobile app
- Development of creative design assets for placement and use in multiple media channels
- Coordinating the purchase of advertising in media channels on the City’s behalf
- Provide all possibilities, effectiveness, app downloads, and expenditure that the City could attain if it were to deploy an App marketing and promotion campaign
- Provide potential success metric information that was experienced by other governmental agencies or commercial enterprises as a result of deploying an App promotion and repositioning campaign
- Provide samples of developed processes, procedures, criteria, requirements, and methodologies that were deployed within other governmental agencies and/or commercial enterprises on similar previous projects

ARA IS SEEKING QUALIFICATIONS FROM CREATIVE MARKETING AND COMMUNICATIONS CONSULTANT(S) WHO HAVE SPECIALIZED EXPERTISE IN THE KEY AREAS

- Design, implementation, and monitoring of integrated marketing campaigns
- Effective tactics to maximize adoption of mobile apps and supporting digital assets required
- Digital and mobile media advertising
- Brand repositioning and broad-reach education campaigns

4.0 M/WBE Compliance:



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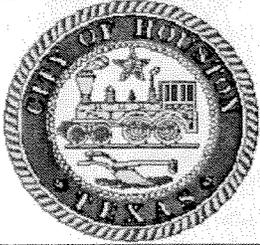
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- 4.1 Contractor shall comply with the City's Minority and Women Business Enterprise ("M/WBE") programs as set out in Chapter 15, Article V of the City of Houston Code of Ordinances. Contractor shall make good faith efforts to award subcontracts or supply Agreements in at least **24%** of the value of this Agreement to M/WBEs. Contractor acknowledges that it has reviewed the requirements for good faith efforts on file with the Mayor's Office of Business Opportunity (MOBO) and will comply with them.
- 4.2 Contractor shall require written subcontracts with all M/WBE subcontractors and shall submit all disputes with M/WBEs to binding arbitration to be conducted in Houston, Texas if directed to do so by the OBO Director.

5.0 Submission of Qualifications

- 5.1 ARA is requesting qualified 311 Mobile Application Marketing & Promotion consulting service providers to submit their qualifications. To qualify for the contract award, the consultancy/consultant **MUST** at a minimum, should provide:
- Provide a specific statement of qualifications (SOQ) for this RFQ. The length of the submittal document shall not exceed 10 pages (single sided). The SOQ shall state the consultancy/consultant qualifications and experience in the area relevant to 311 Mobile Application Marketing & Promotion. (If possible, the consultancy/consultant shall expand upon its qualifications and experience in the Public Sector. Moreover, specific relevant experience within 311 Mobile Application Marketing & Promotion or public sector branding should be highlighted)
 - Provide an explanation of the consultancy/consultant understanding of the work that must be accomplished via this RFQ and the proposed approach detailing the steps that will be utilized to meet this RFQ's intent.
 - Provide a high level project plan including phases, milestones, deliverables, and number of days after Notice to Proceed (NTP) that each task shall be accomplished. An example for the purpose of this submittal, shall read as (Milestone One shall be completed 30 days after NTP)
 - Provide an organizational chart of proposed staff roles, resumes, licenses, designations, certifications, as applicable, availability, highlights of 311 Mobile Application Marketing & Promotion experience and tenure with consultancy
 - Provide a written statement acknowledging the City's M/WBE Program and contractor's willingness to make a good-faith effort in utilizing a certified M/WBE sub-contractor for 24% of work for the contract awarded by the City
 - Provide a minimum of three references for 311 Mobile Application Marketing & Promotion AND implementation efforts, particularly in the Public Sector

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



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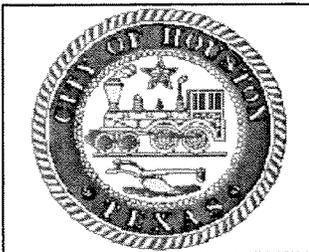
TABLE 1 - REQUIRED FORMS
Affidavit of Ownership.doc
Fair Campaign Ordinance.doc
Statement of Residency.doc
Drug Forms
PoP 1a Pay or Play Acknowledgment Form
Contractor Questionnaire
Hire Houston First Affidavit (See Details Below)

*** All forms can be downloaded from the following link:
http://purchasing.houstontx.gov/solicitation_forms.html Offeror will be able to click and print each required document from this site.**

6.0 Qualification Evaluation Criteria

6.1 In evaluating the submitted qualifications, the following criteria will be used when evaluating the RFQ responses:

Evaluation Criteria	Allotted Points
Coherent plan to communicate campaign's effectiveness and alignment to City of Houston's goals: increase 311 brand salience, increase utilization of 311, and drive downloads of 311 mobile application	35
Established and verifiable track record for design and implementation of integrated marketing campaigns	25
Ability to field an experienced and qualified team that can partner synergistically with City of Houston	20
Clear understanding of City's 311 Mobile Application Marketing & Promotion requirements and proposed SOW delivery methodology	10
M/WBE Participation	5 (Pass/Fail)
Conformance to the RFQ requirements	5 (Pass/Fail)



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Total Points	100
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* 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

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 15 the City Code of Ordinance

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 N SECTION 15-181 OF THE CODE.

6.2 **SELECTION PROCESS**

6.2.1 The award of this agreement will be made to the best respondent(s) offering the response which best



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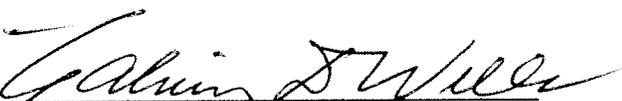
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meets the needs of the City. The City may make investigations, as it deems necessary, to determine the capabilities of each respondent. Therefore, the respondent shall furnish to the City such data as the City may request for this purpose. The City reserves the right to reject any offer if the evidence submitted by or the investigation of the respondent fails to satisfy the City or the respondent is deemed unqualified to provide the services contemplated.

- 6.2.2 The City of Houston has sole discretion and reserves the right to cancel this RFQ, or to reject any or all SOQ received prior to contract award.

7.0 LOBBYING AND OTHER FORMS OF INFLUENCE PROHIBITED

- 7.1 Neither Offeror(s) nor any person acting on Offeror(s)'s behalf shall attempt to influence the outcome of the contract award by the offer, presentation or promise of gratuities, favors, or anything of value to any member of the RFQ evaluation committee, any appointed or elected official or employee of the City of Houston, their families or staff members. All inquiries regarding the solicitation are to be directed to the designated City Buyer identified on the first page of the RFQ. Upon issuance of the RFQ through the pre-award phase and up to the award of a contract, aside from Offeror's formal response to the RFQ, communications publically made during the official pre-submittal conference, written requests for clarification during the period officially designated for such purpose by the City Buyer and communications during an oral interview, scheduled at the request of and for the benefit of the RFQ evaluation committee, if any, neither Offeror(s) nor persons acting on their behalf shall communicate with any member of the RFQ evaluation committee, appointed or elected official or employee of the City of Houston, their families or staff through written or oral means in an attempt to persuade or influence the outcome of the contract award or to obtain or deliver information intended to or which could reasonably result in an advantage to any Offeror. However, nothing in this paragraph shall prevent Offeror from making public statements to the City Council body convened for a regularly scheduled session after the RFQ evaluation committee has made its official selection and presented same to Council for action.


Calvin D. Wells, ARA Deputy Director
City Purchasing Agent

1-15-13
Date

END OF REQUEST FOR QUALIFICATIONS DOCUMENT