



CITY OF HOUSTON

Administration and Regulatory Affairs Department
Strategic Purchasing Division

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January 26, 2012

SUBJECT: Letter of Clarification No. 5
Smartphone Applications for 3-1-1 Helpline

REFERENCE: RFP No.: S17-T24178

TO: All Prospective Respondents

This Letter of Clarification is issued for the following reasons:

• **The following questions and City of Houston responses are hereby incorporated and made a part of the Request for Proposal:**

1. Please confirm that all financial statements are kept confidential, r.e. section 6.1.

Answer: *Please refer to page 4 "UNIFORM INSTRUCTIONS TO OFFERS" section 4.0 -In the event an Offeror submits trade secret information to the City, the information must be clearly labeled as a "Trade Secret." The City will maintain the confidentiality of such trade secrets to the extent provided by law.*

2. Please confirm that if no audited financial records or updated Dun and Bradstreet listing currently exists for a vendor, unaudited financial data can be used to comply with section 6.1. Please list the exact financial reports and other statements that will suffice in such a case.

Answer: *Federal Tax Forms Filed to the Internal Revenue Service (IRS) for the past two years.*

3. Can you please send a letter of clarification identifying all the forms that do NOT need to be completed if the bid is under 100k over 5 years?

Answer: *EXHIBIT II – ATTACHMENT "A": SCHEDULE OF M/WBE PARTICIPATION
EXHIBIT II – ATTACHMENT "A" (CONTINUED): SCHEDULE OF M/WBE PARTICIPATION
EXHIBIT II – ATTACHMENT "B": M/WBE LETTER OF INTENT
EXHIBIT II – ATTACHMENT "C": CERTIFIED M/WBE SUBCONTRACT TERMS
EXHIBIT II – ATTACHMENT "D": OFFICE OF BUSINESS OPPORTUNITY AND CONTRACT COMPLIANCE M/WBE UTILIZATION REPORT
EXHIBIT X – FORM "1A" PAY OR PLAY PROGRAM ACKNOWLEDGEMENT FORM
EXHIBIT X – FORM "2" PAY OR PLAY PROGRAM CERTIFICATE OF AGREEMENT*

4. To confirm from the pre-proposal conference call of 19 January, it is our understanding that only data retained by vendor system is subject to the Texas public record retention policy, r.e. section 5.4.9. Please confirm that this understanding is correct.

Answer: *Yes, that's correct. Any data retained by the Vendor system will be subject to the Texas public retention policy.*

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5. Does CoH currently have the infrastructure to support video submissions by citizens in their Lagan implementation?

Answer: *Yes, the current CoH infrastructure supports video submissions; Lagan CRM system has capabilities to accept any video attachments from the Citizens.*

6. Is the expectation that all media (video & pictures) will be stored at a CoH server farm?

Answer: *Yes, Any information submitted from 311 Mobile apps. will be stored at CoH server farm. This will include media files and other document attached to the Service Requests.*

7. Requirement 5.6.3 references integration with sub-apps, could you please clarify this requirement? What is CoH's definition of integration with sub-apps?

Answer: *The 'sub-apps' term is used for 'service request types'. In the initial phase, CoH will provide Citizen access to at least six (6) service request types from their 311 mobile apps.*

The Vendors are asked to include pricing for six (6) service requests types with the initial offering. The City has also requested for additional costs associated with joining additional service request types to the mobile app.

8. Is integration with an ecommerce platform to handle billing of city services out-of-scope in this RFP?

Answer: *Yes, 311 does not currently transact any kind of payment(s); however down the road we would envision this happening in our continuing pursuit to provide better Citizen Service.*

9. What are the 6 types of service requests in-scope for this RFP?

Answer: *1. Pothole 2. Parking Meter problem 3. Graffiti on private property 4. Junk Motor vehicle 5. Mow grass in esplanade 6. Dead animal in street.*

10. What is CoH's SLA's on the in-scope service requests?

Answer: *CoH's SLA on the in-scope service requests are:
1. Pothole – 10 days.
2. Parking Meter problem – 15 days.
3. Graffiti on private property – 30 days.
4. Junk Motor vehicle – 180 days.
5. Mow grass in esplanade – 14 days.
6. Dead animal in street – 4 days.*

11. Question 5.5.7 on the RFP asks about training if CoH anticipates maintaining the native applications what are the range of skillsets of the internal development team?

Answer: *Currently CoH staff is maintaining applications primarily developed on .Net and SQL server. Please specify skillsets that you deem required including .Net and SQL if applicable.*

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12. The RFP asks about integration with Facebook and Twitter but is integration of geo-loc API's from services such as Gowalla, FourSquare and SCVNGR in consideration?

Answer: *Yes, the City will consider integration of geo-loc API's as long as it does not interfere with basic 311 operations.*

13. When CoH references "social media integration," are you requesting the ability for users to share their SRs and other activity inside the app with their networks? Or expect for users to be able to submit requests from social sites like Twitter (through DMs & SMS) to 3-1-1? Or both?

Answer: *CoH is expecting Citizens to select, submit, and track the service requests from common Social networking sites like Facebook. User ability to share their SRs and activities within their network is the secondary objective.*

Our primary objective with Twitter integration is to push the City information out to the Citizens. However, in near future Citizens will also have the ability to submit the service requests by SMS and DMs. The City will like to know if your product has these functionalities.

14. Pertaining to the marketing of the app is CoH looking for pure strategy? Or full strategy and implementation (which means creation of assets, placement, platform customizations like YouTube, etc.)?

Answer: *The Vendor will be responsible for branding the mobile app. for CoH 311 and registering it on Smartphone stores, like Android Marketplace and iPhone App Store.*

The City will market this App.

15. When it comes to social integration with the app, does CoH want any data or information retained or tracked? If so, will this conflict with any state laws around user privacy and public information retention, etc?

Answer: *No, the City does not want any data or information retained or tracked.*

16. Is in-app analytics in-scope? If so, would CoH want the awarded vendor to provide monthly dashboard reporting of metrics? Will CoH like to see social metrics integrated in the monthly reports?

Answer: *Monthly dashboard reporting metrics including social metrics will be a plus.*

In question 5.4.1 of the RFP, the CoH has asked the Vendors to list the base reports that will be provided with the product. The City will also like to see costs associated with the additional reports.

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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,

Murdock Smith III

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END OF LETTER OF CLARIFICATION 5

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