CITY OF HOUSTON

FINANCE DEPARTMENT
Strategic Procurement Division

Annise D. Parker
Mayor

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October 14, 2015

SUBJECT: Letter of Clarification No. 2
Bulk E-mail - Mass Mailer Application

REFERENCE: RFP No.: S17-T25555

TO: All Prospective Respondents

This Letter of Clarification is issued for the following reasons:

1. **To extend the proposal due date to October 23, 2015 and replace pages 1 and 4 in their entirety with the attached pages marked "Revised, October 14, 2015".**

SOLICITATION DUE DATE/TIME: **Thursday, ~~October 16~~ October 23, 2015 at 2:00 P.M., CST**

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 Procurement 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

Murdock Smith
Senior Procurement Specialist
Strategic Purchasing Division
832-393-8733

END OF LETTER OF CLARIFICATION 2

(This is the Last Letter of Clarification that will be issued.)

CITY OF HOUSTON

REQUEST FOR PROPOSAL (RFP)
SOLICITATION NO.: S17-T25555

Date Issued:	September 18, 2015
Pre-Proposal Conference:	September 29, 2015 @ 9:00 AM Strategic Procurement Division 901 Bagby, Conference Room 2 Houston, TX 77002
Pre-Proposal Questions Deadline:	October 1, 2015 @ 4:00 PM
Solicitation Due Date:	October ~~16~~, **23,** 2015 @ 2:00 P.M., CST
Solicitation Contact Person:	Murdock Smith III murdock.smith@houstontx.gov 832-393-8725

Project Summary: Year contract for **2016**
Project Description: This RFP is for the provision of a **Bulk E-mail – Mass Mailer Application**

NIGP Code: [920-03] **MWBE Goal: 11%**

Carolyn Hanahan, Chief Procurement Officer
September 18, 2015
Date

"Revised, October 14, 2015".

PART I – GENERAL INFORMATION

A. General Information

The City of Houston ("City") intends to replace its current mass mailer application "CitizensNet" eNewsletter website with a robust and scalable solution that supports reliable and timely mass e-mail distribution delivery to a minimum of 150 thousand up to 2 million users. The solution will automatically integrate with the current social media platforms utilized by the city while remaining mobile and smart phone friendly.

B. City of Houston Background

The City of Houston is the fourth largest City in the United States comprising 23 departments with multiple locations throughout the City. The City has approximately 23,000 employees with approximately 500 employees involved in the procurement and/or contracting process. Contracts where the City must pay in excess of $50,000 are routed to City Council for approval. The annual volume of contracts and purchase orders issued in the City in the last five years has ranged from 19,000 to 23,000.

As a point of reference, prospective proposers may refer to the City's Procurement Manual and corresponding Purchasing Manual (currently under revision) for current processes. The manuals can be accessed at http://purchasing.houstontx.gov/docs/SPD%20Procurement%20Manual.pdf and http://purchasing.houstontx.gov/docs/Procurement_Manual.pdf. The City is looking for additional opportunities to streamline its processes through the implementation of technology.

C. Schedule [DESCRIBE TIMELINE]

D. Solicitation Schedule

Listed below are the important dates for this Request for Proposal (RFP).

EVENT	DATE
Date of RFP Issued	September 18, 2015
Pre-Proposal Conference	September 29, 2015
Questions from Proposers Due to City	October 1, 2015
Proposals Due from Proposers	October ~~16~~ **23,** 2015
Notification of Intent to Award (*Estimated*)	November 20, 2015
Council Agenda Date (Estimated)	December 2, 2015
Contract Start Date (*Estimated*)	December 9, 2016

PART II – SCOPE OF WORK/TECHNICAL SPECIFICATIONS

A. Purpose

1.0 City of Houston citizens utilize the current CitizensNet website to register and receive periodic e-mails concerning important City issues of interest to them and their neighborhood. Due to the current system's limitations, there is increased likelihood that the City of Houston will appear on the "blacklist" of major e-mail providers for delivering an unacceptable level of spam e-mail. Furthermore, the current system has limited functionality for tracking metrics, archiving and pre-programmed templates.

The City of Houston also seeks to improve the integration between CitizensNet and existing/future emergency mass notification systems to provide a single registration portal for emergency and non-emergency alerts. Currently, City of Houston residents must register on multiple platforms to receive both sets of messages.