



2640 Fountain View Drive, Houston, Texas 77057 | 713.260.0600 | David A. Northern, Sr., **President & CEO**
Houston Housing Authority Board of Commissioners: LaRence Snowden, *Chair* | Kristy M. Kirkendoll, *Vice Chair*
Dr. Max Miller, Jr. | Stephanie Ballard | Andrea Hillard Cooksey | Kris Thomas | Guillermo "Will" Hernandez

The Houston Housing Authority (HHA), has issued this Amendment No. 1 to RFP 22-53 Agency-Wide Public Relations Services for the purposes of:

1. Replacing Exhibit C Evaluation Criteria with the attached, revised, Exhibit C Evaluation Criteria.
2. Answering the following Questions submitted to HHA in writing by the specified due date:

Question 1 Has an overall budget been determined for this project? If so, what is that figure?

Answer 1: We do not provide that information

Question 2: Does an incumbent vendor exist for this project? If so, who are they?

Answer 2: Etched Communications

Question 3: What performance benchmarks and KPIs have been identified for this project?

Answer 3: KPIs are based on the individual projects assigned through various PR deliverables and media materials.

Question 4: Is there a page limit for responses? If so, are addenda/exhibit included in that page limit?

Answer 4: No.

Question 5: Who is the current contractor

Answer 5: Refer to number 2.

Question 6: What is/was the average fee amount charged?

Answer 6: All projects and associated costs are based on a per-project analysis of the scope of the work required.

Question 7: Why did you choose to not renew w/current contractor?

Answer 7: Contract is coming to an end.

Question 8: How would you rate the service they provided to HHA?

Answer 8: HHA does not have a rating system for contractors at the end of term service.

Question 9: If the selected Prime Contractor is an MBE/WBE, do they need to submit the subcontractor form/required to subcontract w/an MBE/WBE?

Answer 9: Yes, the form must be submitted.

Question 10: Are prospective bidders required to submit attachment G - general conditions for non-construction contracts with the proposal?

Answer 10: Review 7.0 Submittals in the solicitation for all required document submittals.

Question 11: 7.3.5 is labeled Tab 3 and 7.3.6 is labeled Tab 5. Is Tab 4 missing or are these misnumbered on the Tabs?

Answer 11: This is a mis-numbering and information for Tab 4 is not missing. Bidders can 'Tab' in the order the information is requested.

Question 12: In the Exhibit A #1, it references reaching targeted audiences. Are these already defined, or do they need to be identified? If they are defined, can they be provided?

Answer 12: The target audiences are dependent upon the individual projects and respective deliverables. Examples include but not limited to national, state and local marketing campaigns regarding new HHA housing initiatives, city/country government partner housing presentations, , video and written marketing for community partnership collaborations for events to reach local and national general population audience.

Question 13: In 2.0 Overview, it references establishing a fixed price contract, but the Exhibit B has hourly fees.

Answer 13: The winning contract will have a contract with a fixed total that will be utilized on a per project basis.

Question 14: Can you provide clarity on if you are just looking for our hourly rate with any other relevant fees or if you want a total contract amount?

Answer 14: You should provide the hourly rates as requested on Exhibit B. If necessary you can provide supplemental pricing on an additional page, see section 7.3.6. of the solicitation. Additional page should be labeled as Exhibit B-1.

Question 15: If looking for a total contract, can an estimate of hours be given monthly for the "as needed basis"?

Answer 15: Yes.

Question 16: Also, we use third-party tools media monitoring and analytics and social media management in order to provide ROI reports. Are these services something HHA would want us to provide or are these types of resources handled internally?

Answer 16: HHA manages social media operations internally. This service is not needed by the PR agency.

Question 17: Would we have access to the data to provide reporting or is this not desired?

Answer 17: This is not needed

Question 18: Is HHA currently working with an outside agency for these services or has it done so before?

Answer 18: HHA has an outside agency currently providing these services.

Question 19: What is the budget for this project?

Answer 19: We do not provide that information

Question 20: Is/are there currently an(y) incumbent marketing agency(ies) of record?

Answer 20: Refer to number 2.

Question 21: If there is an incumbent agency of record, will they be responding to this RFP?

Answer 21: The RFP is open to all bidders.

Question 22: Does the awarded agency need to have an office or location in Houston, TX?

Answer 22: It is preferred that the agency be local to Houston area.

Question 23: Who will the executive sponsors and point(s) of contact be for this project?

Answer 23: Jennifer Jensen (Communications and Social Media Coordinator) and David Northern (President & CEO)

Question 24: What is the size of your internal communications/marketing team?

Answer 24: One staff member

Question 25: Please describe the target audience(s) for this project.

Answer 25: The target audiences vary depending on the project (i.e. national and local audience for media coverage, client/resident populations, internal staff, etc.)

Question 26: If there is more than one target audience, please rank them in order of priority.

Answer 26: Our target audience priority depends on the projects scope and intended outcomes (see question 25)

Question 27: Who currently handles internal and external communications? branding? digital and social media? messaging?

Answer 27: Communication social media is managed by an internal communications coordinator at HHA. All other PR priorities are managed jointly between this staff member and the PR agency.

Question 28: For any multi-cultural marketing, will there be a need for content and material to be translated to any other languages like Spanish, Vietnamese, etc.?

Answer 28: Yes, our clientele languages range from Spanish, Mandarin, English, Vietnamese, and Swahili.

Question 29: Is there an existing set of materials or catalog/library that will be made available after the award?

Answer 29: Yes, HHA has a brand manual, with logos and color guides, etc.

Question 30: Can or will the contract be divided among agencies for specific services based on expertise? or does your organization prefer to have one agency handle all services? How many agencies will be selected?

Answer 30: HHA will select one agency that is best equipped to handle all PR needs.

Question 31: What is the frequency of meetings expected by the awarded agency to the executive sponsors and key contact?

Answer 31: One weekly touch base meeting per week with our President & CEO and Communications Coordinator to review all projects, deliverables, future projections, etc. We value consistent communication via email/phone as well throughout the week to provide status updates and close collaboration.

Question 32: What is/are the location(s) of the meetings? Is there a preference for in-person meetings, ZOOM meetings, conference calls, other?

Answer 32: Virtual.

Question 33: What is considered success? or what are the metrics, if they have been defined, or will Houston Housing Authority wait until contract is awarded to establish key metrics with awarded vendor?

Answer 33: In general, success is defined as protecting and preserving the HHA's brand integrity, amplifying our mission of improving lives by providing quality, affordable housing options and promoting education and economic self-sufficiency, promoting the importance of the need for

affordable housing and successfully combatting NIMBY mindset to continue the vital work the agency is continuously trying to accomplish on behalf of low-income Houstonians. More specific success metrics will be provided once a PR agency is awarded.

Question 34: What KPIs will be measured for the overall assignment?

Answer 34: KPIs will be based on the individual projects assigned through various PR deliverables and media materials.

Question 35: Who currently manages and updates the web page/areas for your organization?

Answer 35: This is done in collaboration between HHA IT department, Communications Coordinator, and the PR agency.

Question 36: Will you make available any organization chart (name, title, dept., etc.) of relevant and related staff that will participate or be involved with post-implementation of deliverables?

Answer 36: Yes

Question 37: Currently, what are the most frequently used advertising, marketing and promotional methods and resources? Of those, which are the most effective?

Answer 37: Internally: Social media, community service partnerships, and web. The PR agency manages media promotions through their respective platforms and resources.

Question 38: Please provide guidance on who will serve as key spokespeople for the organization, including name, title, and areas of expertise (i.e. CEO, COO, Public Affairs Officer, etc.)

Answer 38: David, A. Northern, Sr. (HHA President & CEO)

Question 39: Will the evaluation committee request or allow for pitch presentations from the finalists in the agency selection process?

Answer 39: Yes, this is preferred

Question 40: Are there any IT systems that need to be integrated with as part of the delivery of this project?

Answer 40: Microsites for HHA's new and upcoming development properties are managed by the PR firm. This is done through Astoundz web developers. Our IT department also works with this web developer to manage the main HHA website, and can assist with this.

Question 41: Are there any crisis communications requirements for this project? Any contingent crisis communications requirements?

Answer 41: Crisis communication management is a vital key aspect of the PR agency's deliverables. All external crisis communication is managed by the PR agency, in close collaboration with the HHA executives.

Question 42: Are there any key activities, announcements, or milestones over the next several months that should be factored into the plan/proposal - from groundbreaking/development to key engagement activities (hands-on activities, etc.) that we can know about in order to include them into the proposal plan as proof points?

Answer 42: This will not need to be included in the proposal, as we do not disclose this information to external parties that are not directly affiliated with internal HHA operations. The PR proposal should focus on the PR agency's scope of capabilities, historic client success, affordable housing industry knowledge, internal operational values, work quality, and other additional value adds.

All other terms and conditions shall remain the same.

1-12-2023

Date

Austin Crotts

**Austin Y. Crotts, MA
Procurement Manager,
Houston Housing Authority**



A Fair Housing and Equal Employment Opportunity Agency. For assistance: Individuals with disabilities may contact the 504/ADA Administrator at 713-260-0353, TTY 713-260-0574 or 504ADA@housingforhouston.com

Exhibit C

Evaluation Criteria

| Item | Evaluation Criteria | Maximum Points |
|-------------|---|-----------------------|
| 1 | Experience and Qualifications | 45 |
| 2 | Fees | 30 |
| 3 | Knowledge of HHA Communities and Historical Impacts | 15 |
| 4 | MWBE Participation | 10 |
| | | |
| | Total Points Possible | 100 |