



HOUSTON
HOUSING AUTHORITY

Transforming Lives & Communities

2640 Fountain View Drive, Houston, Texas 77057 | 713.260.0600 | David A. Northern, Sr., **President & CEO**

The Houston Housing Authority (“HHA”), has issued this Amendment No. 3 to RFP 24-31 Agency Wide Public Relations Services for the purpose of:

1. Answering the following Questions submitted to HHA in writing by the specified due date.

Question 1: What has prompted HHA to seek agency support and counsel?

Answer 1: The HHA is investing resources in key areas such as branding, public relations, social media, etc.

Question 2: Is there a specific issue, initiative or project to keep in mind when responding to this RFP?

Answer 2: Please refer to the scope.

Question 3: What is the current makeup of your marketing and communications team?

Answer 3: 1 HHA FTE dedicated to communications. This person also manages the communications/pr contract.

Question 4: How has HHA handled crisis situations in the past?

Answer 4: Crisis matters are handled with PR, Communications (HHA FTE), Legal, President & CEO.

Question 5: Do you have internal teams that work on crisis or have you partnered with crisis counsel to assess and respond to situations?

Answer 5: Yes.

Question 6: Do you currently have a crisis response plan?

Answer 6: No.

Question 7: What/who do you consider to be your primary target audiences?

Answer 7: General public.

Question 8: What are your major initiatives in the next 3-5 years that would impact marketing and communications?

Answer 8: Please refer to our website, LinkedIn, and various other outlets.

Question 9: We are assuming that we will be responsible for writing, editing and design of all needed marketing and communications materials – is that correct?

Answer 9: Yes, in tandem with the HHA FTE.

Question 10: Will the website need to be redesigned by the chosen agency?

Answer 10: There is a possibility for upgrades.

Question 11: Will we have access to multiple subject matter experts within HHA to generate content ideas, interview, etc.?

Answer 11: Yes.

Question 12: Are your current spokespeople media trained? Is there a desire for additional media training?

Answer 12: Yes and yes.

Question 13: What is the budget range for the services listed under Exhibit A?

Answer 13: We do not disclose these details until a award has been recommended and approved by the Board of Comissioners.

Question 14: Is there a budget cap for the services listed under Exhibit A?

Answer 14: Yes.

Question 15: Is there an incumbent agency or agencies? If so, who?

Answer 15: Yes, Etched Communications.

Question 16: Is there a page limit on the proposal?

Answer 16: No.

Question 17: How many full- and part-time people worked on HHA's account at the previous PR firm?

Answer 17: It varied depending on agency needs.

Question 18: Will there be any overlap between the current PR firm and the new PR consultant or firm?

Answer 18: No.

Question 19: Will the PR consultant or firm hired report to / work with a point person on the HHA's Community Affairs & Communications team?

Answer 19: Yes.

Question 20: Are there any skills or expertise missing from HHA's Community Affairs & Communications team that will be needed from the new PR consultant or firm?

Answer 20: No.

Question 21: Will the PR consultant or firm hired have access to past press and media contacts?

Answer 21: Yes.

Question 22: Does the HHA have a current Crisis Communications Plan? If so, will this be made available for review?

Answer 23: No.

Question 24: What worked / needs to be improved in the work style and relationship with the next PR consultant or firm?

Answer 24: Please refer to the RFP.

Question 25: What factors does HHA think are needed to enable a successful client-PR consultant or firm relationship?

Answer 25: Quick turn around and flexibility.

Question 26: What tools does HHA have in place to measure website traffic and social media platform metrics?

Answer 26: The PR Firm collects this data and presents it to the HHA.

Question 27: What project management tools are in place and available for use by the new PR consultant and firm Are there specific tools to track and analyze PR and communication campaigns?

Answer 27: Weekly check-in.

Question 28: Will resources be available to update and potentially build out the HHA website to support PR and communications activities?

Answer 28: Yes.

Question 29: How often is the HHA website updated? What is the process to update and/or add information to the current press/newsroom?

Answer 29: Quarterly basis, and in some instances on a monthly basis.

Question 30: What are HHA's monthly/quarterly/annual PR, communication, and housing goals?

Answer 30: Varies on the challenges of the month.

Question 31: What about current KPIs not being met?

Answer 31: N/A.

Question 32: How does HHA define success for PR and communications efforts?

Answer 32: Success will be determined by goals set by the agency and firm.

Question 33: What is HHA's current PR budget?

Answer 33: This is confidential.

Question 34: Does HHA's PR efforts include any campaigns? Have these campaigns been successful? Where have they fallen short?

Answer 34: No.

Question 35: What are the top 2-3 biggest hurdles or challenges HHA currently deals with and/or sees on the horizon?

Answer 35: Public perception and cementing HHA as a community partner.

Question 36: Are there any misconceptions about HHA?

Answer 36: Yes, several.

Question 37: What are the top 2-3 accomplishments HHA is proud of?

Answer 37: Choice Neighborhood, Beat the Head Initiative, \$59 million in federal grants received.

Question 38: What are HHA's goals for 2024 and 2025?

Answer 38: Build transparency, work with partners to improve quality of life for clients, and building positive name ID for HHA.

Question 39: Is there another county that HHA would like to emulate or strive to be more like?

Answer 39: No.

Question 40: Are there key publications, pundits, websites that HHA is or would like to be active on?

Answer 40: LinkedIn, GHBA, PHADA, Houston Chronicle

Question 41: What are the outside resources that HHA engages with to ensure compliance as a government department and/or to ensure HHA is on par with like housing authorities? (Trade shows, conventions, continuing education, symposiums and consortiums, etc.)

Answer 41: Conferences & HUD meetings

Question 42: Is there a seasonality for HHA?

Answer 42: No.

Question 43: What is the typical process for handling comments and complaints on HHA's social media?

Answer 43: All comments are approved by legal.

Question 44: Who is the typical Houstonian that applies for assistance and who receive support?

Answer 44: Please review program guidelines.

Question 45: How often does HHA engage with and/or communicate with tenants and the surrounding communities?

Answer 45: Weekly.

Question 46: How do Houstonians find and learn about HHA resources?

Answer 46: Our website and social media.

Question 47: What is the typical process for Houstonians accessing HHA resources? What is the biggest challenge Houstonians face? HHA faces?

Answer 47: Please refer to our website.

Question 48: Are there backup resources for Houstonians if they do not qualify for HHA support?

Answer 48: Yes.

Question 49: What are the expectations around in-person and remote meetings (using a videoconferencing tool)?

Answer 49: Remote meetings are preferred. In person meetings depends on the severity of the matter.

Question 50: What types of meetings will HHA expect the PR consultant /firm attend (both mandatory and optional)? What is the cadence?

Answer 50: Weekly check in meetings, board meeting, event, interviews to name a few.

Question 51: Who are the individuals involved in the decision process around public relations?

Answer 51: There is an evaluation committee.

Question 52: How would an ideal communication style and process be described?

Answer 52: This is determined between HHA and firm(s).

Question 53: Will the panel interviews be in-person or virtual?

Answer 53: This depends on availability.

Question 54: When does the current contract expire with the PR firm of record?

Answer 54: HHA anticipates that it will be expired by the time an award is issued for RFP 24-31.

Question 55: What is the Ideal timeline and length for this engagement?

Answer 55: The length of the contract is 3 years.

Question 56: Does HHA already produce newsletters or would this be a new endeavor?

Answer 56: Yes.

Question 57: Would the hired public relations consultant be responsible for developing the strategy and implementation? Or does HHA have communications staff to implement the strategy that the consultant creates?

Answer 57: This will require coordination with HHA FTE and the awarded consultant.

All other terms and conditions in the solicitation shall remain the same.

Date

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A Fair Housing and Equal Employment Opportunity Agency. For assistance: Individuals with disabilities may contact the 504/ADA Administrator at 713-260-0353, TTY 713-260-0547 or 504ADA@housingforhouston.com