



PORT HOUSTON™

PRE-PROPOSAL CONFERENCE:

RFP-REVISED WEBSITE REDESIGN SERVICES

| Christopher Virk-Brown

Project Manager,
Marketing

November 22, 2021
Time: 10:00 a.m.



AGENDA

- Pre-Proposal Conference House Rules
- Port Commission
- Business Equity
- Procurement Services
- Scope of Services
- Q & A



PRE-PROPOSAL CONFERENCE HOUSE RULES

- Attendees will begin the meeting in listen-only mode.
- There will be a Q&A session at the end of today's presentation.
- If you have any questions during the presentation, you may submit your Questions through the WebEx chat feature and they will be addressed at the end of the presentation.
- This presentation will be posted on the BuySpeed homepage under "Pre-Bid/Proposal Conference Information."



PORT COMMISSION



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Business Equity

Gilda Ramirez
Sr. Director, Business Equity



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BUSINESS EQUITY, S/MWBE PROGRAMS

Port Houston promotes business opportunities for all sectors of the community and recognizes the importance of vendor and supplier diversity in its contracts.

Port Houston has established an organizational 35% Small Business participation goal and a 30% Minority-and Woman Business Enterprise (MWBE) aspirational goal.





AWARDS & COMMITMENTS

All dollars awarded and committed to enrolled S/MWBEs count towards Port Houston's S/MWBE goals regardless of whether the individual solicitation includes criteria for small, minority, woman-owned business participation.



This project goal is SB-Prime Basis – 10 Points
(An Enrolled SB prime receives all SB points;
No points to SB subs/suppliers.)



BUSINESS EQUITY DEFINITIONS

Small Business Enterprise (SBE) means a firm whose gross revenues or number of employees, averaged over the past three years, inclusive of any affiliates as defined by 13 CFR § 121.103, does not exceed the size standards defined in Section 3 of the Federal Small Business Act and applicable Small Business Administration regulations related to the size standards found in 12 CFR §121. The net worth of the owner must be less than \$1.32 million, excluding the owner's primary residence and assets of the business.

Minority Business Enterprise (MBE) means a Business that is at least 51% Owned by one or more Minority Persons, or for which at least 51% of the equity is Owned by one or more Minority Persons, and both the management and daily business operations are carried out and controlled by one or more of the Minority Persons who own it.

Woman Business Enterprise (WBE) means a Business that is at least 51% Owned by one or more females, or for which at least 51% of the equity is owned by one or more females, and both the management and daily business operations are carried out and controlled by one or more of the females who own it.

MWBE and SBE Policies: The Port Commission, at its April 27, 2021, meeting, approved the NEW Minority-Amended and Restated Small Business Development Policy.



PARTNER CERTIFYING AGENCIES

Small and MWBEs must meet certain criteria and be certified with one of the following partner agencies:

- *City of Houston (SBE, MBE, WBE)
- Houston Minority Supplier Development Council (MBE)
- *METRO (SBE)
- *SBA 8(a) (SDB)
- *State of Texas HUB Certification (HUB)
- South Texas Central Regional Certification Agency (SBE, MBE, WBE)
- *Texas Department of Transportation (SBE)
- Women's Business Enterprise Alliance (WBE)

*No fee to apply



S/MWBE CONTRACTOR REQUIREMENTS

Contractor is encouraged to and agrees it will endeavor to:

- Placing qualified small, minority- and woman-owned business enterprises on solicitation lists;
- Assuring that small, minority- and woman-owned business enterprises are solicited whenever they are potential sources;
- Consider dividing total requirements, when economically feasible, into smaller tasks or quantities to permit maximum participation by small, minority- and woman-owned business enterprises;
- Establishing delivery schedules, where the requirement permits, which encourage participation by small, minority- and woman-owned business enterprises;



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Procurement Services

| Tanika Chukwumerije,
Manager, Contracts



PROCUREMENT

- No Contact Period – No communication between interested vendors and Port Houston staff during the active period.
 - Technical questions should be submitted via BuySpeed
 - Last day to submit questions: 7 days before due date (12/8/2021)
- Responses are due no later than 11 a.m. on 12/15/2021
- Proposals must be submitted electronically via email to: procurementproposals@porthouston.com
- Use forms in the package
- Anticipated award date: 2/22/2022



PROCUREMENT

Evaluation Criteria

Port Houston will award the contract to the Respondent whose Response provides the best value in consideration of the evaluation factors set forth below.

- Price (15%)
- Respondent's Reputation and Quality of Services (50%)
- Benefit to Port Authority (22%)
- Overall Compliance with Port Authority Policies and Instructions (3%)
- Small Business Participation (10%)



PROCUREMENT

Proposal Response form:
(Page 17 of solicitation)

Page 2 of the Proposal Response
Form– Required Attachments



PORT OF HOUSTON AUTHORITY Proposal Response

NEXT GENERATION ENTERPRISE RESOURCE PLANNING (ERP) PROGRAM, PHASE 11: PLANNING
For detailed instructions regarding the completion of this Proposal Response form and other related forms, or the submission, evaluation, or ranking of proposals or bids, see Instructions to Respondents.

If Respondent Company Business Entity is privately held, please list all equity owners and their contact information: <i>(If not enough room, list on separate sheet)</i>	Name	Address	Telephone

Part C: Response Attachments

Complete and attach the following required documents to the Proposal Response in the order listed below. All required attachments are due to be submitted as one package by the Response Due Date. Regardless of delivery method or circumstance, any Response received after the specified time and date will be returned to the Respondent unopened. Any Response submitted using forms other than those provided by PHA, when such forms are provided, or excluding any of the documentation requested, may be rejected by PHA.

Attach to Response	Attachment No.	Attachment Name ^[1]
✓	Attachment 01	Price Form, including Price Exhibit
✓	Attachment 02	Services Experience Form
✓	Attachment 03	Professional References Form
✓	Attachment 04	Background Information Form
✓	Attachment 05	Additional Response Submittals*
✓	Attachment 06	Disclosure of Former Port Authority Employees Form
✓	Attachment 07	Work Breakdown Form
✓	Attachment 08	Small Business Plan
✓	Attachment 09	Small Business Participation Letters of Intent
✓	Attachment 10	Small Business Participation Good Faith Effort
✓	Attachment 11	Safety Record Data Form
✓	Attachment 12	Conflict of Interest Questionnaire
☐	_____	Other Enter item or "n/a"

[1]: Except where noted otherwise by "*", each attachment submitted must be on the Port of Houston Authority form included in the proposal documents.



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Scope of Services

Chris Virk-Brown
Project Manager



Goals

- Improve communications between Port Houston and its constituents
- Enhance Port Houston's online brand image and identity
- Make it easy for constituents to find documents, forms and information about Port Houston
- Develop a more-friendly interface and tool for all users



Scope of Services

- Completely redesign website up to 300 pages
- Meet with stakeholders to go over needs/wants
- Must meet Cybersecurity and ADA standards
- Integrate third-party apps and websites
- Provide a new web hosting solution
- Migrate the Port Houston blog
- Provide web maintenance, training and support after website launch at least up to 1 year



Web Features

- Search engine optimization
- Language translation tool
- Price calculator for customers
- GIS maps of Port Houston properties
- Emergency pop-up tool



Price Breakdown

- Data and organizational research
- Programming and coding the new website
- Website wireframe, user-experience, and launch
- Customized website design and theme
- New CMS design templates
- Dedicated web hosting server, web hosting services and complete website migration
- Website language-translation feature
- Integrating third-party sites, apps, and forms
- Incorporating GIS maps of Port Houston properties
- Designing web pop-up feature for emergency alerts
- Customized price calculator feature
- Internal website search feature
- Search Engine Optimization tools and services
- ADA compliance tools and monthly audits
- Cybersecurity tools including SOC 2 Reporting
- Migrating the Port Houston blog to new CMS platform
- 1 year of support, training, and website maintenance



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QUESTIONS?



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THANK YOU

