

Pre-Proposal Conference:

RFP-2667 NEWS MEDIA MONITORING AND NEWS PRESS RELEASE DISTRIBUTION SERVICES

March 15, 2023

10 a.m.

PORT HOUSTON



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AGENDA

1. Pre-Proposal Conference House Rules
2. Introductions
3. Business Equity
4. Procurement Services
5. Selection Criteria
6. Project Scope
7. Questions



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 Q&A feature and they will be addressed at the end of the presentation.
- This presentation recording will be posted on the BuySpeed homepage under "Pre-Bid/Proposal Conference Information."



PHA Personnel:

Lisa Ashley-Daniels – Director, Public Relations

Yvette Camel-Smith – Director, Procurement

Tanika Chukwumerije – Procurement Contract Manager

Brenda Ruiz – Business Equity Manager

Eduardo Mejia – Compliance Analyst II, Business Equity



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PORT COMMISSION



Ric Campo
Chairman of the Port Commission



Dean E. Corgey
Commissioner



Clyde Fitzgerald
Commissioner



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Commissioner



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BUSINESS EQUITY



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BUSINESS EQUITY S/MWBE INITIATIVE

- Business Equity Division provides resources to small, minority- and woman-owned businesses (S/MWBE) seeking to participate in Port Houston procurements and contracts.
- 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.



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BUSINESS ENTERPRISE DEFINITIONS

Small Business Enterprise (SBE)

- Gross revenues or number of employees, averaged over the past three years does not exceed the size standards defined by SBA.
- 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)

- At least 51% Owned by one or more Minority Individuals, or at least 51% of the equity is Owned by one or more Minority Individuals.
- Both the management and daily business operations are carried out and controlled by one or more of the Minority Individuals who own it.

Woman-Owned Business Enterprise (WBE)-

- At least 51% Owned by one or more Women, or at least 51% of the equity is Owned by one or more Women
- Both the management and daily business operations are carried out and controlled by one or more of the Women who own it.



CERTIFYING PARTNERS

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

- City of Houston *
- Houston Minority Supplier Development Council
- METRO *
- National Minority Supplier Development Council & Affiliates
- Small Business Administration 8(a) *
- South Central Texas Regional Certification Agency – SCTRCA *
- Texas Comptroller of Public Accounts – HUB Certification
- Texas Department of Transportation – TxDOT *
- Women’s Business Enterprise Alliance
- Women’s Business Enterprise National Council & Affiliates – WBENC

* No fee to apply



PORT HOUSTON S/MWBE ENROLLMENT DIRECTORY

How do I identify Port Houston enrolled small, minority- and woman-owned businesses (S/MWBE)?

Search for businesses in 2 easy steps:

1. Visit <https://porthouston.smwbe.com> Under the section on the left labeled **Small, Minority and Woman Owned Business Directory and Online Application** select the blue button labeled, **"Find a S/MWBE Firm"**.

2. You will need to complete at least one of the fields in the popup window titled, Port Houston S/MWBE Enrollment Directory and Search.

www.porthouston.smwbe.com

<https://porthouston.smwbe.com/Default.asp?>

PORT HOUSTON
THE INTERNATIONAL PORT OF TEXAS™

OUR MAIN SITE [CONTACTS AND SUPPORT](#)

PORT HOUSTON BUSINESS EQUITY COMPLIANCE SYSTEM

Log In

SMALL, MINORITY AND WOMAN OWNED BUSINESS DIRECTORY AND ONLINE APPLICATION

Search for small, minority, and woman-owned businesses enrolled in Port Houston's Business Equity Programs, and/or apply to become an enrolled small, minority or woman-owned business.

Find a SMWBE Firm

OUTREACH & PROGRAM NOTICES

Business Networking Events

Detailed Description

RSVP For An Event

SYSTEM TRAINING



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BUSINESS EQUITY CONTRACT REQUIREMENTS

This project is does not have any Business Equity requirements, but we highly encourage the use of small, minority- and woman-owned business when possible.



TIPS TO INCREASE PARTICIPATION

- Establish relationships with S/MWBE's in advance
- Assuring that S/MWBEs are solicited whenever they are potential sources;
- Subdivide the work, when economically feasible, into smaller tasks or quantities to permit maximum participation by S/MWBE's;
- Use the Port of Houston Directory.
- Advertise opportunities
- Offer assistance and use the services and assistance, as appropriate, of such organizations as the Small Business Administration and the Minority Business Development Agency of the Department of Commerce.
- What subcontractors have you done business in the past and do they qualify?



PROCUREMENT



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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 (4/5/2023)
- Responses are due no later than 11 a.m. on 4/12/2023
- Proposals must be submitted electronically via email to: procurementproposals@porthouston.com
- Use forms in the package
- Anticipated award date: 5/23/2023

EVALUATION CRITERIA

Port Houston will select the provider of the services offering the **best value** to Port Houston. The criteria and relative weights that will be considered by Port Houston in evaluating each Response are as follows:

Evaluation Criteria	Relative Weight (%)
Price	30
Respondent	40
Benefit to Port Authority	20
Overall Compliance with Port Houston Policies	10

DOCUMENT CHECKLIST

Proposal Response form:
(Page 18 of Solicitation Package)

Page 2 of the Proposal Response Form – Required Attachments



PORT OF HOUSTON AUTHORITY Proposal Response

PURCHASE OF THREE DOCKSIDE ELECTRIC CONTAINER CRANES FOR WHARVES NOS. 2 AND 6 AT BAYPORT CONTAINER TERMINAL

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]
<input checked="" type="checkbox"/>	Attachment 01	Price Form, including Price Exhibit
<input checked="" type="checkbox"/>	Attachment 02	Services Experience Form
<input checked="" type="checkbox"/>	Attachment 03	Professional References Form
<input checked="" type="checkbox"/>	Attachment 04	Background Information Form
<input checked="" type="checkbox"/>	Attachment 05	Additional Response Submittals – High Tech Equipment*
<input checked="" type="checkbox"/>	Attachment 06	Disclosure of Former Port Authority Employees Form
<input checked="" type="checkbox"/>	Attachment 07	Work Breakdown Form
<input checked="" type="checkbox"/>	Attachment 08	Small, Minority-and Women-Owned Business Enterprise Plan
<input checked="" type="checkbox"/>	Attachment 09	Small, Minority-and Women-Owned Business Enterprise Participation Letter of Intent
<input type="checkbox"/>	Attachment 10	NOT USED
<input checked="" type="checkbox"/>	Attachment 11	Safety Record Data Form
<input checked="" type="checkbox"/>	Attachment 12	Conflict of Interest Questionnaire
<input checked="" type="checkbox"/>		Port of Houston Authority Bid/Proposal Security Form
		Other _____

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

SCOPE OF WORK OVERVIEW



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SCOPE OF SERVICES

Two scope categories:

1. Media Monitoring Services and
2. News Press Release Distribution Services

Vendors may propose on one or both scope categories

1. Media Monitoring Services

- a) Provide a comprehensive online media monitoring and reporting tool that tracks content and coverage of the Houston Ship Channel, Port of Houston, Port Authority organization and industry from internet, print, social media, television, and radio content.
- b) Create, daily, full-text media clip distribution report to be sent to Port Authority's internal recipients and others as deemed warranted.
- c) Monitor Port Authority mentions, message pull-through of organization and organization representatives.
- d) Create periodic summary reports of mentions, trends, and top stories based on search criteria.
- e) Provide Port Authority media monitoring coverage and provide Port Authority ability to share copyright-compliant content including (behind-the-pay-wall content) across organization and others as warranted.
- f) Create and provide Port Authority ability to distribute alerts and newsletters.



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SCOPE OF SERVICES

2. News Press Release Distribution Services

- a) Provide full-service newswire support to Port Authority Media Relations department staff
- b) Provide distribution of news/press releases and media advisories to print, broadcast, newsrooms, journalists, bloggers, social media, Associated Press wires
- c) Provide Copy/edit/proofreading review and support (AP style) of news press releases prior to distribution
- d) Distribute press releases including multi-media photos, videos, and links, to the Associated Press and other key outlets to national distribution groups (approx. 40/yr.-National) and to Texas/Metro distribution groups (approx. 40-/yr.-Texas), multi-media standard photos (approx.60/yr.), VNR (optional 5/yr.)
- e) Provide use of services as a comprehensive package at bulk rate

Additional details concerning the Scope of Services can be found in **Appendix A. Scope of Services** on page 59 of the solicitation package.

Procurement Services

Email: procurement@porthouston.com

Phone: (713) 670- 2464

NEW BUYSPEED URL:

<https://buyspeed.porthouston.com>

QUESTIONS?

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