QUESTIONS AND ANSWERS

PROJECT #09-40

MAILING DATABASE DEVELOPMENT AND MANAGEMENT SERVICES

Date: July 21, 2009

To: All Prospective Respondents

From: Houston Community College, Procurement Operations

Subject: Informational Letter #1 – Request for Proposals for Mailing Database
Development and Management Services, (Project # 09-40)

The following written questions regarding subject RFP were received in the
Procurement Operations Department during the Pre-Proposal Meeting and prior to the
deadline for submitting written inquiries.

Question #1:

Is there an existing database?

HCC Answer:

No. Lists are customized by the vendor for targeted markets.

Question #2:

Is the brokering information provided by HCC?

HCC Answer:

The brokering information is provided by the vendor. Please refer to page #14 of the
Solicitation document.

Question #3:

What is the contract term?

HCC Answer:

Please refer to page #2 of the Solicitation document.

Question #4:

How many vendors currently hold this contract?

HCC Answer:

None

Question #5:

Will we be provided past contract expenditures?

HCC Answer:

No

Question #6:

What is the number of pieces?

HCC Answer:

The number of pieces varies by project. Last Year (2008) HCC mailed approximately three (3) million pieces.

Question #7:

Once the mailing is complete what does HCC want to retain?

HCC Answer:

Nothing

Question #8:

Am I to understand that there are only two printing requirements? Those being – hard copy print outs and mailing labels?

HCC Answer:

Yes

Question #9:

Regarding "hard copy print outs", is a printed Excel file acceptable?

HCC Answer:

Yes

Question #10:

Regarding mailing labels are the actual labels provided to the vendor, and then they are printed? – or – will the vendor be responsible for purchasing the blank labels?

HCC Answer:

The vendor will be responsible for purchasing the blank labels.

Question #11:

I'm not sure I have a good understanding of how much (or how little) HCC is interested in getting vendor opinion concerning mailing contacts/prospects/future students. That is, does the proposal only call for lists to be provided upon request with no input from the vendor on who is being mailed and why? – or – Does HCC expect the vendor to not only provide the list, but also explain who is being contacted, why they are being contacted, how this fits into HCC's outreach/marking efforts, et al?

HCC Answer:

HCC will provide the demographics for the zip codes it intends to target.

Questions #12:

To clarify HCC policy – is it necessary in our proposal to include small businesses in this project? And if so, how many are necessary? (Note: we too are a small business)

HCC Answer:

The Small Business Development Program (SBDP) goal for this project is best effort. Include small businesses in your proposal, if possible.

Question #13:

To clarify HCC policy – is it necessary in our proposal to include minority owned businesses? And if so, how many / what percentage is necessary? (Note: we too are a minority business)

HCC Answer:

See answer to Question #12.

Question #14:

Do any of the service areas the Mailing Database outside of Harris County or the State of Texas?

HCC Answer:

No

Question #15:

What are the service area boundaries for each college?

HCC Answer:

HCC has no service area boundaries for each college.

Question #16:

What is meant by "List Clearances"?

HCC Answer:

The ability to obtain ownership of the list, if desired.

Question #17:

With respect to "List Brokering", does HCC require this capability be pre-existent or is a process to attain said capability acceptable?

HCC Answer:

HCC requires this capability be pre-existent. Please refer to Scope of Services; List Creation and Management Specifications, page 14.