REQUEST FOR PROPOSAL
CONSULTANCY FOR EAC- CASSOA WEBSITE REDESIGN, UPDATE AND MAINTENANCE
(CAS/RFP/001/2015)

The East African Community - Civil Aviation Safety and Security Oversight Agency (EAC-CASSOA) is a self-accounting institution of the Community. The Agency has allocated funds in its FY2014/2015 Budget to procure Consultancy for its website redesign, update and maintenance. The Agency invites eligible Consulting entities resident in East Africa to post proposals for providing these services. The scope of service shall include but not be limited to the following:

- Ensure CASSOA website enjoys uninterrupted uptime;
- Upload new content to keep the website up to dated continuously;
- Create and manage the Agency’s social media platforms to increase Agency visibility, corporate image and website activity and
- Optimize the CASSOA website for search engines to make it easily identifiable.

Detailed information is available and can be downloaded from the EAC CASSOA website: www.cassoa.org or the East African Community website www.eac.int

Procurement of the services will be done through competitive bidding in accordance with the EAC–CASSOA procurement procedures. Interested parties should submit one copy of their SEALED bids clearly marked “Consultancy for EAC-CASSOA Website Redesign, Update and Maintenance (CAS/RFP/001/2015)” comprising of a technical proposal and a financial proposal, in separate sealed envelopes, to reach the address below no later than 31st March 2015 at 16:00 hrs.

The Executive Director,
EAC CASSOA,
Plot 41/43 Circular Road,
P.O. Box 873,
Entebbe,
UGANDA.

EAC CASSOA reserves the right to accept or reject any application and is not bound to give reasons for its decision. Further clarification may be sought through email on cassoa@cassoa.org
1. Background

The Civil Aviation Safety and Security Oversight Agency (CASSOA) is a specialised EAC institution with the mandate to assist, support, advise and facilitate Partner States in meeting their safety and security oversight obligations and responsibilities as Contracting States of the International Civil Aviation Organisation (ICAO).

The foregoing mandate thus gives the Agency a wide range of stakeholders, including Partner State civil aviation authorities, international civil aviation bodies, aviation industry practitioners, business community, media and ordinary East Africans. CASSOA has instituted various communication/outreach initiatives to create visibility of and awareness about its important work among these stakeholders by utilizing electronic (website, audio and video) and print platforms.

While efforts have been made to reach these stakeholders, with the CASSOA website deployed as one of the key avenues through which stakeholders are engaged, its effectiveness has been constrained by the absence of personnel with skills in public relations and website expertise that is dedicated to managing all aspects of the Agency's website content, including the planning and conceptualizing of new content and products and the review and improvement of existing site areas.

The Agency is looking for a consultancy firm with key staff experienced in Website design, content management and public relations.

2. Objectives

The following are the key objectives for engaging consultancy services in respect to the CASSOA website:

- Ensure CASSOA website enjoys uninterrupted uptime;
- Upload new content to keep the website up to dated continuously;
- Create and manage the Agency’s social media platforms to increase Agency visibility and enhance website activity and
- Optimize the CASSOA website for search engines to make it easily identifiable

3. Project Deliverables
- A redesigned CASSOA website that is more user-friendly and is compatible across various platforms;
- A CASSOA website that is updated daily with regard to content such as text, graphics, photos, audio or video;
- A website that is updated with technical and other Agency publications, reports and guidance material and other documentations as shall be provided by the Agency;
- Updated Facebook page, Twitter handle and YouTube channel for CASSOA done as/when information/content is cleared for publication;
- A CASSOA website that is optimized for the major search engines such as Google, Yahoo and Bing.

4. Responsibilities of the Consultants

4.1. Webmaster

The Webmaster’s role will be to coordinate the planning, maintenance, and accessibility of website content in a way that ensures the consistency of the website’s look and feel. It includes ensuring that the layout, positioning, navigation, the look and feel of content are consistent across and throughout the Agency Branding Manual. The Webmaster will also perform day-to-day administration of the Agency’s web portfolio.

4.1.1 Responsibilities

- Identify, recommend, and prioritize new web features and applications in conjunction with the Web Content Specialist.
- Prepare a long-term plan for website development and presence, including standards and guidelines for content, based on CASSOA’s goals and input from stakeholders.
- Co-ordinate with the IT department and recommend hardware and software required to improve the website and its availability.
- Assess related websites as regards to content, the look and feel, functionality, and make improvements or recommendations for CASSOA’s website.
- Troubleshoot the site to make corrections to content, links, order flows, registration flows and transaction logs as necessary; and report significant malfunctions to the IT department.
- Maintain responsive design for the Agency website, using the web’s latest technologies and making sure the site and its products are always mobile-friendly and multi-platform ready.
- Plan for future changes by tracking, evaluating and implementing new standards, technologies and trends in website development, design, and delivery.

4.1.2 Operational

- Set and enforce compatibility and inter-operability standards that ensure site accessibility for all users.
- Periodically perform website back-up actions.
- Build graphics, slides, audio, videos, and/or animation for Agency products, web sites, and training material.
- Ensure a consistent look and feel across the web site by promoting uniform fonts, formatting, icons, images, and layout, and creating appropriate templates to assist content authors.
- Find, diagnose, and fix website problems, including broken links (both internal and external), typographical errors, and formatting inconsistencies.
- Create and maintain an archive for website templates and images.
- Participate in the development and integration of graphical and multimedia components into the website, including audio and video.
- Field incoming problem tickets and helpdesk calls from end users to resolve technical issues.
- Administer website permissions for end users who require access to edit content.
- Optimize the CASSOA website pages for search engines and submit the website to all major search engines.
- Research and gather data-web metric for onward transmission to the Web Content Specialist.
- Provide support, training and service to users of the organization’s web services and applications.

4.2 Web Content Specialist

The Web Content Specialist will oversee the website and determine what content and products should be presented; develop new products based on stakeholder needs and in tandem with the CASSOA Strategic Plan, with the overarching objective of enhancing CASSOA’s online presence and corporate image.

4.2.1 Responsibilities

- Working closely with the Webmaster to develop a quarterly plan that will guide the website’s content.
- Design a social media short and long term strategy highlighting key targets and messages.
- Provide editorial oversight on all multimedia products and website/social media content.
- Analyze data-web metric and apply it to key web strategy formulation/content development.
- Plan and coordinate interactions with internal stakeholders for all website-related activities.

4.2.2 Operational

- Source and/or create content for the various sections of the Agency website.
- Identify content areas on the website in need of further development and work with knowledge managers in the Agency to update this content.
- Update, revise or remove content in a timely manner, ensuring overall accuracy, consistency and quality.
- Select, edit and upload photos for use on the Agency website taking great care to ensure good taste and appropriate quality.
- Prepare written reports in an appropriate style and tone for CASSOA’s different audiences.
- Suggest design changes to the webmaster to ensure that the site is visually appealing.
- Periodically craft appropriate messages for the Agency’s different social medial channels.
- Ensure sensitive and/or classified organizational information is not inadvertently posted to the website.
- Respond to all online user feedback or inquiries in a timely and courteous manner.
- Support CASSOA’s communication function as required.

5. Duration of the Consultancy

The consultancy is estimated to last duration of one year. The assignment will start in March 2015 and will continue for a period of 12 months. Extension might be considered subject to specific circumstances. The following table indicates tentative timeframes for execution of consultancy:

<table>
<thead>
<tr>
<th>Task</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Request for Proposals</td>
<td>26th February 2015</td>
</tr>
<tr>
<td>Closing date for applications</td>
<td>31st March 2015</td>
</tr>
<tr>
<td>Evaluation of bids</td>
<td>8th April 2015</td>
</tr>
<tr>
<td>Negotiation and contract signing</td>
<td>15th April 2015</td>
</tr>
</tbody>
</table>

6. Expertise

6.1 Experience

The Consultant team should demonstrate:

(i) At least five years professional experience in web design, web development and maintenance. Evidence of having undertaken similar assignments should be provided;

(ii) Minimum 3 years in web content/social media coordination or with content maintenance responsibilities;

(iii) Experience in editing various types of web content ranging from general text content to specialized digital content;

(iv) Experience with HTML, CSS, web analytics, and content management systems is a plus;

(v) Experience in Communications and Public Relations is an added advantage.

6.2 Skills and Competencies:

The Consultant team should demonstrate the following:

(i) an understanding of web programming and scripting languages
(ii) a good working knowledge of the main web design applications
(iii) strong creative skills
(iv) the ability to pay attention to detail
(v) good problem-solving skills and a logical approach to work
(vi) the ability to explain technical matters clearly to people who may have little knowledge of IT
(vii) an ability to work to deadlines
(viii) an understanding of legislation and guidelines for website accessibility
(ix) a willingness to keep up to date with changes in technology and software.
(x) Public relations and communication skills;
(xi) Ability to work with minimal supervision;
(xii) High level written and oral communications skills in English.

6.3 Academic Qualifications:
6.3.1 A Webmaster should have the following qualifications:
- A minimum of a Bachelor’s Degree in Information Technology, Computer Engineering or a related domain and or
- A Diploma/ Certificate in Information Technology, Web Designing or Web Development and or

6.3.2 A Web Content Specialist should have the following qualifications:
- A Degree in Communication, Public Relations or Journalism and or
- A Diploma/Certificate Communication, Public Relations or Journalism

7. Evaluation Criteria

The award of the Contract shall be made to the bidder whose offer has been evaluated and determined as:
(i) Responsive/compliant/acceptable.
(ii) Having received the highest score out of a pre-determined set of weighted technical and financial criteria.
(iii) Technical Criteria weight; 70%; Financial Criteria weight; 30%
(iv) Only candidates obtaining a minimum of 50 points out of the total technical points of 70 would be considered for the Financial Evaluation.

7.1 Mandatory Requirements:
- Certificate of Incorporation/Registration;
- Trading License
- Tax Compliance Certificate;
7.2 Technical Evaluation Criteria:
The technical evaluation criteria will be as shown in the table below

<table>
<thead>
<tr>
<th>Point Rated Criteria</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Understanding of the Terms of Reference</td>
<td>10</td>
</tr>
<tr>
<td>2. Experience in web designing/web development, minimum 5 years. (Provide at least three references of similar undertakings previously done)</td>
<td>30</td>
</tr>
<tr>
<td>3. Relevant qualifications and experience of proposed experts. (Provide CVs and certificates of proposed experts in web designing/web development and web content)</td>
<td>20</td>
</tr>
<tr>
<td>4. Proposed Methodology</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total Score</strong></td>
<td><strong>70</strong></td>
</tr>
</tbody>
</table>

7.3 Financial Evaluation Criteria:
Amongst the Bidder qualifying for financial evaluation, full points will be awarded to the Bidder with the lowest bid and fewer points will be awarded to the other Bidders based on the percentage differential of their bid from that of the lowest bid.

The points awarded for the Technical and Financial evaluations will be used to calculate the Evaluated Bid Score (B) for each responsive bid using the following formula, which permits a comprehensive assessment of the bid price and the technical merits of each bid. For the Financial Evaluation the Evaluated Bid Price (C) is equivalent to thirty (30) points. The points awarded for the Technical evaluation to all qualified Bidders in the first stage will be applied to the Technical Score (T).

\[ B = \frac{C_{low}}{C} \times T \left( 1 - \frac{T}{T_{high}} \right) \]

Where:
- \( C \) = Evaluated Bid Price
- \( C_{low} \) = the lowest of all Evaluated Bid Prices among responsive bids
- \( T \) = the total Technical Score awarded to the bid
\[ Thigh \] = the Technical Score achieved by the bid that was scored highest among all responsive bids

\[ X \] = weight for the Financial proposal (30%)

8. Confidentiality

Since the Consultant will be working with information that may at times be classified, the Consultant is required to sign a Confidentiality Agreement with CASSOA during the time of signing of the Contract Agreement. The information or reference documents submitted to the Consultant must be returned upon completion of the Consultancy.

9. Application Process

Applicants are expected to provide the following information:

i) Signed Letter of Application

ii) The Bidder should submit a Certificate of Incorporation/Registration; Trading License, Tax Compliance Certificate; and three written references to attest and confirm the experience, suitability and credibility of the Consultant(s) to the assignment.

iii) Technical Proposal that should include; an understanding of the Terms Of Reference, the methodology on how they will approach and complete the assignment, a proposed Work Plan of the activities of the assignment, summarized signed 2-page CV of each member of the Consultants’ team indicating level of education and training, positions held and experience in the specialty of the assignment to be carried out, copies of Degrees and Certificates.

iv) Financial Proposal that indicates the Total Contract Price in US Dollars and a detailed breakdown of fees.

v) Proposals should be submitted to EAC-CASSOA Headquarters located at physical address Plot 41/43 Circular Road, Entebbe. Please indicate reference “Consultancy for EAC-CASSOA Website Redesign and Maintenance (CAS/RFP/001/2015)”. 
Financial Proposal Submission Form

(Location, Date)

To: [Name and address of EAC CASSOA]

Dear Sir/Madam:

We/I offer to provide the Consulting Services for [Insert title of assignment] in accordance with your Request for Proposal dated [Insert Date] and the Technical Proposal. The attached Financial Proposal is for the sum of [Insert amount in words and figures]. This amount is exclusive of local taxes, which we have estimated at [insert amount in words and figures].

The Financial Proposal shall be binding upon subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal.

We/I also declare that we/I have not been declared ineligible on charges of engaging in corrupt, fraudulent, collusive, or coercive practices in any State. We/I furthermore, pledge not to indulge in such practices in executing the Contract.

We/I understand that, you are not bound to accept any Proposal you receive.

Signed…………………………………………………………………………………………

Name of the Consultant……………………………………………………………………

Date…………………………………………………………………………………………