1. ABOUT THE SACN

The South African Cities Network (SACN) established in 2002, is a network of eight of the largest municipalities in the country. The SACN member cities are Johannesburg, Tshwane, Ekurhuleni, Mangaung, Buffalo City, Nelson Mandela Bay, eThekwin and uMsunduzi. The network is mandated to promote good governance and management of its member cities using the knowledge of large city government experiences within the global and national economic development contexts; and to promote partnerships between or among the spheres of government in the interests of enhancing good city governance in South Africa.

The goal of the SACN is to enable South African cities' understanding of, preparedness for, and performance in playing their respective roles in driving local and national development. Towards this, the SACN has established the following Strategic priorities for the period:

i) **enable cities to act with a better understanding** by enhancing their supporting policy, planning and data infrastructure;

ii) **transform the built environment function in cities**, in particular by enabling effective strategies and systems for addressing spatial planning and land use, sustainable human settlements, and public transport; and

iii) **deal decisively with key vulnerabilities facing cities**, in particular around the issues of natural resources, municipal finances, human capacity, and socio-political stability.

It is against this background that the SACN supports one of its member cities, Johannesburg, in its environment and sustainability research agenda through the release of these terms of reference (Call for Proposals) to develop an Environmental Sustainability website.

04 August 2016
2. BACKGROUND

The SACN is assisting the City of Joburg via a Service Level Agreement to implement a number of projects. The Environment and Infrastructure Services Department (EISD) is mandated to communicate the City’s strategic priorities and programmes through various platforms, including the website (www.joburg.org.za). The Municipal Finance Management Act and the Municipal Systems Act also require municipalities to upload their key documents on websites.

The website is a powerful communication tool and serves as an interface between the City’s EISD and its internal and external stakeholders. The City’s EISD publicizes the City's website and encourage stakeholders to engage with the City and obtain more information from this platform. The Environment and Infrastructure Services Department has identified a need to embark on a project of developing a city-based website relating to environmental sustainability that conforms to the highest international standards.

3. PURPOSE OF THE PROJECT

The City’s EISD invites qualified service providers to bid for a project to design and develop a city-based website relating to environmental sustainability under www.environment.org.za. This city-based website is envisaged to host comprehensive information on the Department’s activities and programmes including internal and other role players. It will further act as a communication tool between the City and its stakeholders on matters pertaining to environmental sustainability.

The envisioned scope of the website information is:
- Documents outlining the EISD City’s vision, including the Integrated Development Plan, the 2040 Growth and Development Strategy, By-Laws etc.
- Programs and Projects.
- News stories and features.
- Information on the various services provided relating to environmental sustainability.
- Competitions aimed at communities, schools and the City’s employee.
- Presentations.
- Events calendar
- Links to environmental based entities and related NGO’s including their contact details
- Search Engine Optimization
- Hit Counter
The target audience for the website is as follows:

- NGOs and CBOs
- Residents
- Media
- Government departments - national, provincial and local government
- Businesses
- The international community.
- COJ employees
- Schools
- Potential donors

4. **SCOPE OF WORK**

COJ requires the following specific elements to be included:

- Reactivation of the Joburg climate website (from C40) conference OR registration of new domain (to be confirmed at project inception)
- Website should have the a central theme of “Environmental Sustainability and Resilience” and should set the framework able to cater for modules, for example Climate Change, Air Quality, Water Quality, Fauna and Flora, and so on
- Website must be able to integrate with the City of Johannesburg website
- Determine the scope, look/feel and framework for the website. The website needs to satisfy current needs and provide a framework that can be expanded into the future
- Loading initial content (already available) onto the website with a focus on all aspects of environmental sustainability
- Provision for expansion of the website over time (creating the framework for a website that satisfies the City's needs going forward in a manner and format that is accessible and easy to maintain by the city)
- Establish linkages with other prominent websites
- Integration with social media options, linked to the City's communication plan
- The website should provide space to house content from active forums, with a member access area (document access and sharing)
- Conduct training for administrative support staff
- profiling of upcoming events
- Linkages to other systems e.g. waste hub

5. **EXPECTED OUTPUTS**

Fully functional website relating to environmental sustainability.
6. **TIMEFRAMES**

Project must be completed within three months from date of appointment and the website should be operational by December 2016. The proposal must include a breakdown of scheduled milestones to meet this deadline.

7. **SUBMISSION OF PROJECT PROPOSAL**

The successful service provider will have to provide a written proposal for the above as well as provide examples of similar work done, paying particular attention to the following elements:

### 6.1 Latest website best practices

The proposal will have to consider the latest website best practices for the following:

- CMS websites
- Ability to upgrade from Joomla 1.5 to latest CMS version
- The final design will not make use of frames.
- Designing certain pages in HTML5
- Providing for animation page and flip magazine space
- Handing over of modules and plugins based on projected website lifecycle
- Ability to design amazing style sheets
- Information-rich websites
- Archiving content
- Websites carrying a variety of information types (e.g. news and other government information and documents)
- Municipal websites

### 6.2 Content architecture and navigation

The proposal for content architecture and navigation will have to take into account the following:

- Existing information content architecture of the website.
- Envisaged scope of information on the website.
- Labelling of categories and sub-categories.
- Content lifecycle from publication through dormant to archive.

The proposal for the content architecture and navigation framework will have to adhere to the following requirements:

- Provide options for organizing information into logical user friendly categories and sub-categories. The website should offer a path for both those familiar with municipal structures and terminology and those not familiar with them
• The principle of “no more than three clicks” must be followed as far as possible (taking into account that this website is information-rich and that getting the right balance between an acceptable depth and breadth of content will be one of the main challenges to be addressed)
• Information must be structured to suit the audience(s)
• Labelling must be clear and concise.
• The homepage must provide a clear overview of the information that will be found in the deeper levels of the website.
• The homepage must provide easy access to information that is often needed by users / give prominence to frequently accessed links.
• Marketing and promotional space to be created for special events
• The website must provide users with the option of accessing the same information in different ways / through different routes while searching and browsing through the website (thus providing for different user needs and behaviours).
• Valuable content has to be provided on each level of navigation.
• The labelling of categories and framing of information must be in plain language.
• The information architecture and navigation must facilitate the ease of moving within the website(s) and of finding information.
• The navigation scheme should provide a means for users to move back in the hierarchy, e.g. breadcrumb trail on all pages.
• The navigation should offer constant visual and functional confirmation of the user’s whereabouts in the website structure.
• The navigation scheme must support users who arrive at the site without going through the home page.
• There must be consistent navigation approach throughout the website

6.3 Presentation and layout of content on website pages

The design and layout proposal will have to take the following requirements into account:
• The City’s Corporate Identity
• Other presentation and layout requirements for the website that will have to be taken into account in the proposal include:
  o The design must be clean and uncluttered.
  o The design must be professional but visually pleasing.
  o The website must be flexible in its presentation of information.
  o The design must optimally exploit the web as a medium.
  o Main navigation categories must be visible on all pages.
  o There must be a logical grouping of links on the home page and other pages.
  o Important information on page level must be highlighted.
  o The use of images, animation and scrolling text must not impede the usability of the website.
  o A liquid design for processing on mobile phones, tablets and larger screens or provision for a separate mobi site.
8. **PROJECT APPROACH AND METHODOLOGY**

The proposal must provide detailed information on how this project will be managed, including:

- The project plan and project methodology that will be followed, including potential risks that are foreseen and risk management approach and dependencies.
- A project plan with a detailed breakdown of the projected time frames (duration of tasks in work days).
- Project governance, also including how you envisage giving the City of Johannesburg feedback on the progress and outcomes of the project and you envisage implementing quality checks and controls to ensure that a project of good quality is delivered and the objectives of the project are met (structures and procedures).

9. **COMPOSITION OF THE TEAM**

The proposal must provide a breakdown of individuals who will constitute the project team, including their qualifications and experience. The team must include the following:

- Web developer
- Content developers
- Web designer(s)
- Project Manager
- Graphics designer

10. **DELIVERABLES/MILESTONES**

- **Preliminary Site Architecture** – a site navigation map or an outline showing the pages of the site and a brief outline of the type of content for each page.
- **Website Design Mock Ups** - a static image of what the site will eventually look like. This should be put together in Photoshop and represents the homepage layout of the site.
- **HTML/CSS Template creation** - a process of creating the layout, font styles, image styles, and JavaScript etc.
- **Content Management System and content integration** – allows the average business person the ability to edit and update the website without knowing anything about HTML code, database processing, or any other complicated web programing language.
- **Site launch** – live website.

11. **STRUCTURE OF THE PROPOSAL AND COMPETENCIES REQUIRED**

- Company Ownership profile, contact persons and details of offices.
- Understanding and interpretation of the Terms of Reference
• Proposed Methodology/ Approach to develop the website
• Details of similar assignments and website development
• CV’s and project management, report writing and administrative skills of proposed project team – indicating experience and skill to engage in the execution of the work,
• Work plan from the date of appointment outlining various project activities, timelines and reporting stages leading to the completion of the project.
• Costing and timeframes for delivering on project. Costing should be itemized per milestone. VAT inclusive

The team members’ CV with their qualifications and experience, relevant to this request in the proposal must be submitted to with the proposal.

12. EVALUATION CRITERIA

Proposals will be evaluated on the basis of a relative assessment of value for money, which will be assessed on the basis of (a) professional fee structure inclusive of VAT with explicit rate fees and time; (b) qualification and track record of service providers (previous relevant projects); (c) understanding of the ToRs and methodology; (d) empowerment of previously disadvantaged groups. Shortlisted service providers may be called on at short notice to give a presentation before a final decision is made.

13. INVOICING AND GENERAL CONDITIONS

• Contracting is subject to the service provider signing a SACN contract with standard terms.
• Invoices must indicate the task and /or output and should include a short description of work done referring to any reports, as per the agreed payments schedule.
• No upfront payments will be made. Payments for works completed will be done within 30 days of submission of invoice.
• All invoices to be address to the South African Cities Network.
• List of invoices to be submitted are to be included in the draft plan of work.
• The SACN reserves the right to commission only a portion of the work.
• The contracting parties reserve the right to retain a portion of the service provider’s fees pending completion of related work.

14. GENERAL

Copyright of information obtained through the course of the project is the property of the City of Johannesburg and may not be sold or re-produced by the service provider without the prior permission of the City of Johannesburg.
• All reports are to be bound and should have the City of Johannesburg logos on the cover page.
• No presentations of the report may be made without the prior permission of the City of Johannesburg.
• Appointment will be subject to signing a contract after the project initiation meeting.

15. SUBMISSION DEADLINE AND CONTACT DETAILS FOR SUBMISSION OF PROPOSALS

Completed proposals must be emailed to Sadhna Bhana on Sadhna@sacities.net before 17h00 on 25 August 2016.

Clearly marked hard copy proposals may be hand delivered to: SA Cities Network
Joburg Metro building, 16th floor
158 Loveday Street, Braamfontein
2017
(C/o Sadhna Bhana)

Queries on the call for proposals can be done telephonically on +27 11 407 6206 during office hours or sent by email to Sadhna Bhana allowing enough time for technical people’s response to the query.