

## **TERMS OF REFERENCE FOR WEB DEVELOPMENT SERVICES**

### **I. Background**

The Association of Caribbean States, hereinafter referred to as the "ACS", is a regional intergovernmental organisation comprising nations centred on the Caribbean Sea Basin. It was formed via the Convention Establishing the Association of Caribbean States signed in Cartagena de Indias, Colombia on July 24, 1994 with the aim of promoting consultation, cooperation, and concerted action among countries of the Caribbean.

The primary functions and mandates of the ACS are based on specific efforts aimed at the strengthening of regional co-operation. These efforts are intended to create an enhanced economic space in the region; preserve the environmental integrity of the Caribbean Sea which is regarded as the common patrimony of the peoples of the region; and promote the sustainable development of the Greater Caribbean.

The ACS currently comprises twenty-five Member States and ten Associate Members. The ACS Secretariat is located in Port-of-Spain, Trinidad and Tobago.

### **II. Context**

The ACS web site ([www.acs-aec.org](http://www.acs-aec.org)) is the primary electronic solution used for dissemination of information. This site is maintained by the Communications Unit and is updated on demand, subject to internal control procedures. The site is generally public in all its page renderings, with restricted information for Members States protected by secured file downloads. The current web site content is 20 GB in storage size and has been deployed using Drupal as the Content Management System (CMS).

The ACS intends to solicit and engage a provider to deliver the following via fixed-term contract:

- i. Web Development Services and any related support for the redesign of the current web site.
- ii. Service Design and Service Support for the new web site solution.

The execution of these contracts is intended to facilitate and support the Communications Plan and outreach efforts of the ACS which are aimed at better informing our target audiences whilst ensuring compliance with standard legal, technical and transparency obligations.

### **III. Objectives**

The overall objectives of the contracts are as follows:

- a) To provide a better communications tool that is industry-supported and more extensible in its ability to promote and inform users on the organisation's activities relative to its core mandate
- b) To engage web site visitors more interactively and dynamically tailor the information and experience to suit the visitor's needs.

- c) To increase the visibility of the ACS among the target audiences;
- d) To comply with the ACS requirements in terms of transparency and security.

The specific objectives of the contracts are as follows:

- To migrate existing web site data to a new supported CMS platform.
- To provide a solution that adequately renders information for use and consumption by end users irrespective of their language or computing platform choice.
- To create a clear, streamlined, intuitive and easily accessible information structure, making the new web site visibly enhanced in terms of navigation and information research;

#### **IV. Scope of Work**

The Contractor must provide service design, operation and transition as defined in the ITIL documentation (<https://www.axelos.com/best-practice-solutions/itil>) for the ACS web site and back-end database as well as a Content Management System (CMS). The Contractor must identify and provide a team with the necessary know-how and experience required to perform all the tasks (webmaster, web designer, web developer etc.) in order to complete the redesign of the web site and subsequent implementation of any approved new solution.

A single programme manager contact point as well as a back-up programme manager must be identified and provided by the Contractor. The Contractor must be able to respond to the ACS staff during ACS business hours.

#### **V. Service Design, Operation and Transition**

The web site must be fully available for all major browsers (Microsoft Edge, Microsoft Internet Explorer, Google Chrome, Mozilla Firefox, Apple Safari etc.).

##### Content Management System:

Providing and updating a CMS, including the plug-ins/extensions and any other web application used or that can be needed in the framework of the contract. The CMS must provide functionalities and technical features equivalent or superior to the current system used by the ACS, namely Drupal version 6.x. The CMS must be user-friendly and easy to understand for people with no web management background. The CMS must include a secure framework that provides for user management functions that will allow secure authorized updating of the web site using the CMS.

The Contractor will be responsible for various tasks which will include but not be limited to those detailed below:

- i. Creating and changing templates;
- ii. Developing and implementing web site functions and/or feature sets;
- iii. Acting as a helpdesk for the ACS staff for resolving all issues related to the operation and management of the new web site;
- iv. Cooperating and coordinating with other ACS Contractors those provide related services if necessary or where applicable.

### Re-design of the Web site: Service Design and Transition

The ACS intends to initiate a re-design of its web site to make this solution modern, more user-friendly, improve its ability to better inform on the ACS tasks and responsibilities and act as the primary spearhead for the outreach mandates of the ACS Communications Unit.

The new site design must provide a solution that renders display all the documents and information released on the web site in a modern, innovative and intuitive manner. Any new written content will be provided by the ACS most probably in Word, Excel, PowerPoint or PDF format. The new web site must also be automatically available in a version suitable to use on mobile devices.

### Design and Layout for the Re-design of the Web site

The Contractor must propose at least five (5) new design layouts for the ACS web site. The new layout must be developed especially for the ACS and must not be a standardised layout. It must be clear, intuitive and facilitate easy access to information. All designs are expected to reflect the institutional image of the ACS. The ACS will evaluate the options provided in terms of design, layout and ease of use. This feedback will be provided to the Contractor in order to facilitate an iterative process aimed at arriving at a preferred or chosen option. Based on the chosen option, the Contractor will finalize the design and layout following inputs from the ACS. The ACS and the Contractor will exchange views on the options for an unlimited number of times in order to finalise the design and layout. If the design and layout includes images or other material that cannot be provided by the ACS, the Contractor will need to provide them without extra-charge for the ACS. The new design and layout must be implemented on the entire web site.

### Menu and Organisation of the Content

The Contractor must advise on and propose to the ACS an organisation of the content (menu, organisation of the homepage and the different pages) that will meet the ACS's objective to build a clearer and more user-friendly web site.

The ACS and the Contractor will exchange on the proposal for an unlimited number of times in order to finalise the menu. The Contractor must, in particular, propose a technical solution to allow some specific pages and elements to be visible at different places of the web site without having to copy/past the content in the CMS.

The Contractor must propose and implement templates to accommodate the different types of content of the ACS web site (news content, meeting document, pages presenting governing bodies etc.) The new menu and content organisation must be implemented on the entire web site.

### Search Engine Optimisation (SEO)

The Contractor must provide advice and implement solutions in terms of SEO (Search Engine Optimization).

### RSS Feeds/PDF/Print Facility

RSS feeds must be implemented on the web site. Every page must include a print function and, where applicable, an easy PDF function.

### Specific Features and Functions

The new web site must include all the features and technical functions already implemented on the current ACS web site, among those: support for multilingual publishing, forms, specific templates, specific features (e.g. templates for Press Releases, the templates for vacancy notices, support for three (3) ACS official languages etc.). In addition to these, the Contractor must advise the ACS and provide new features to meet the ACS needs. All the features proposed must be user-friendly for both the users and the ACS staff that will manage them through the CMS.

#### 1. Calendar

The new web site must provide a calendar so that the ACS staff can easily upload information on events organised by the ACS or in which a member state is involved. The visitors must be able to view information through a calendar or through a list gathering of events related to the same subject or taking place during the same time frame. The ACS must be able to make some specific events more visible than others. The Contractor needs to ensure that all special characters -like ü, ç, Õ or é- are valid.

#### 2. Document Registry

The Contractor will be asked to propose and implement an improved solution for the new ACS web site to facilitate a document registry which would include meeting documents, press releases, printed publications, electronic communiqués and any other communications material identified by the ACS Communications Unit.

### Web accessibility policy

The new ACS web site must follow international guidelines for accessible web content. The site must meet the criteria for Level A (Priority 1) compliance – the basic standards recommended by the Web Content Accessibility Guidelines (WCAG) 2.1. Detailed information can be found on this link: <https://www.w3.org/TR/2018/REC-WCAG21-20180605/>.

### Intellectual Property Rights (IPR):

All intellectual property rights and the complete web site content, as well as all work performed under the contract are the express and exclusive property of the ACS.

### Transfer

The Contractor is expected to migrate all the current web site content and functions to the redesigned web site and must ensure they operate and render correctly in the new web site. During the transfer, the Contractor shall make sure no links are broken, especially external links leading to the main web site.

### Training

A specific training exercise on the use and management of the new web site must be provided by the Contractor to the ACS staff, at the ACS Secretariat. This effort must at a minimum comprise up to eight (8) days of total time committed. The Contractor will be responsible for its own travel expenses for this effort whether any training is delivered on-site and/or on-line. The eight (8) days can be divided into half day sessions if needed and may be recorded for learning library purposes. The Contractor must also deliver a comprehensive documentation on the management, maintenance and design of the web site including project closure instructional documents that clearly guide end users on how to use the new solution. The end user instructional documentation must not be overly technical and should be easy to understand for the ACS staff with minimum background on web management.

### Testing

A test/demonstration system will be required to be made available for ACS staff to follow and continuously evaluate the work of the Contractor. This system will also be used for preliminary acceptance testing prior to any final staging and production solution deployment.

### Staging Services:

The Contractor will be responsible for the transfer/redeployment of web site from the Contractor's servers (if applicable) via FTP or any other approved means to approved server(s) identified for production deployment to ensure uninterrupted service.

At completion of contract term and after the successful transfer of all content to the new web server, certify deletion of all the ACS web site-related content from Contractor's servers.

## **VI. Scope for Service Design and Service Support**

The Contractor must provide additional service design and support as defined in the ITIL documentation (<https://www.axelos.com/best-practice-solutions/itil>) on an 'as needed' basis for the new ACS web site and Content Management System (CMS). The Contractor must identify and provide a team with the necessary know-how and experience required to perform all the tasks (webmaster, web designer, web developer etc.) in order to provide service design and support requirements.

A single programme manager contact point as well as a back-up programme manager must be identified and provided by the Contractor. The Contractor must be able to respond to the ACS staff during ACS business hours.

The Contractor may be asked to provide the following services:

- i. Offering professional advice concerning web site content, structure and design.
- ii. Designing and implementing new templates for the web site and related documents based on any new technological features available.
- iii. Testing and validation of CMS security patches or version updates for web site compatibility in addition to provision of any technical guidance for deployment of such patches or updates.
- iv. Cooperating and coordinating with other ACS Contractors providing related services if necessary

The Service Design and Service Support effort is expected to last for at least one (1) year, with an option for a further renewal period thereafter.

Any expenses or products needed to perform this contract must be included in the proposed price.

Any software code used that is either proprietary or subject to specific license requirements must be disclosed and properly registered for authorized solution use.

## **VII. Proposal Requirements**

The bidding contractor will be required to provide three separate documents which are as follows:

1. A project proposal which clearly addresses the following requirements:
  - Company profile.
  - Identification of Program Manager and secondary contact.
  - Identification and expertise of project team personnel.
  - Demonstrable experience together with reference contacts.
  - Project management process (how do we work together throughout the process).
  - Proposed Work Breakdown Schedule including clear service delivery milestones and timelines.
2. A completed Integrity Compliance and Risk Assessment Form for each prospective supplier.
3. A cost proposal which clearly addresses the following requirements:
  - All activities detailed under the Scope of Works.
  - One (1) year maintenance and update of CMS modules.
  - One (1) year service desk support for deployed solution.

All cost proposals must be submitted in United States Dollars (USD\$).

### VIII. Selection criteria:

The preferred Contractor should have:

- Proven experience of innovative and creative web design.
- Experience working for the international development sector will be preferred.
- Strong experience in developing in common and widely used open source platforms, such as Drupal, Joomla, WordPress, etc.
- Understanding of End Users' needs to match with adequate technical solutions.
- Strong track record in web site design; security and administration; Google analytics; Search Engine Optimization.
- Be able to easily demonstrate Value for money based any assessment of your budget proposal.

Preference will be extended to firms operating within ACS Member States<sup>1</sup>.

### IX. Forecast Project timeline:

|   |                                  |
|---|----------------------------------|
| Deadline for application:               | Monday, 4 March, 2019            |
| Selection process and Contract signing: | Monday, 1 April, 2018            |
| Website development:                    | 60 days from signing of contract |
| Website launch:                         | July 2019                        |

### X. Examination of Terms of Reference and Clarification Requests

All Contractors, who are prospective suppliers, are responsible for examining, with appropriate care and attention, the invitation package and are also responsible for informing themselves with respect to all conditions that may, in any way, affect the cost or the performance of any proposed solutions. Failure to do so shall be at the sole risk of each Contractor, and no relief can be given for errors or omissions.

Should there be the need for any clarification of information, discrepancies in or omissions from the Terms of Reference, or should the intent or meaning appear unclear or ambiguous, or should any other question arise relative to this Terms of Reference, the prospective supplier should notify the ACS of such finding by email at [wwwproject@acs-aec.org](mailto:wwwproject@acs-aec.org).

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<sup>1</sup> **Footnote 1: Member States:** Antigua & Barbuda, The Bahamas, Barbados, Belize, Colombia, Costa Rica, Cuba, Dominica, Dominican Republic, El Salvador, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, Nicaragua, Panama, Saint Kitts & Nevis, Saint Lucia, Saint Vincent & the Grenadines, Suriname, Trinidad and Tobago, Venezuela.  
**Associate Members:** Aruba, British Virgin Islands, Curaçao, France (in respect of French Guiana and Saint Barthélemy), Guadeloupe, Kingdom of the Netherlands (in respect of Bonaire, Saba and Sint Eustatius), Martinique, Saint Martin, Sint Maarten, Turks and Caicos Islands (inactive).

## **XI. Submission of Proposals**

All proposals should be submitted electronically via email to [wwwproject@acs-aec.org](mailto:wwwproject@acs-aec.org) on or before **Monday, 4 March, 2019 at 23:59 AST**. The subject of your email must be "Vendor response to Web TOR".

All included correspondence or related documents must be addressed to:

**Her Excellency, Ambassador, Dr. June Soomer**

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