



**REGIONAL CENTRE FOR  
MAPPING OF RESOURCES  
FOR DEVELOPMENT**

## **RCMRD WEBSITE DESIGN SERVICES**

### **1. Background**

The Regional Centre for Mapping of Resources for Development (RCMRD) was established in Nairobi, Kenya in 1975 as a sub-regional institution to provide services to member States in the fields of surveying, mapping, remote sensing, Geographical Information System, Global Positioning System and in natural resources and environmental management. Under this mandate, the Centre has a significant role to play in promoting the development of geo-information and allied information communication technologies; timely provision of data and information; and building of capacity of member States in the application of geo-information so as to achieve sustainable development.

RCMRD is an inter-governmental organization and currently has 20 Contracting Member States in the Eastern and Southern Africa Regions; Botswana, Burundi, Comoros, Eswatini, Ethiopia, Kenya, Lesotho, Malawi, Mauritius, Namibia, Rwanda, Seychelles, Somali, South Africa, South Sudan, Sudan, Tanzania, Uganda, Zambia and Zimbabwe. <https://rcmr.org>

### **2. Description of the Assignment**

RCMRD intends to engage the services of a competent company that will be expected to design the RCMRD website and Training Sub site as detailed below.

### **3. Scope of work**

Each service provider is expected to provide a detailed proposal for the services to be offered and how they will implement it.

### **4. Specifications for the Services**

The hired company will be required to design RCMRD website and Training Sub site and ensure the completion of following tasks within the timeline specified. The RCMRD website will focus on the corporate outlook of the organization and the training section will purely focus on the all training that RCMRD offers under the Regional Centre Training Institute. The domain for RCMRD will be rcmrd.org and the sub domain for Training section will be training.rcmr.org. The two sites should be bilingual i.e. support two languages English and French

The following features listed under section 2 are applicable to both RCMRD Corporate Site and Training Sub site. The difference will be to decide what information goes to which section

#### **a. Look and Feel**

- User friendly website that is attractive, engaging, interactive, has easy navigation, user friendly, consistent layout and design,
- The website must be responsive, so that it seamlessly adjusts to fit desktops, laptops, tablets and smartphones. (website that works on any device)
- Website should be compatible with the major browsers i.e. Chrome, Firefox, Safari, Opera and Internet Explorer
- Effective color scheme that matches RCMRD branding guidelines
- Training sub site should be on its own domain and should follow RCMRD brand guidelines. The domain will be training.rcmr.org
- It should display graphics well without distorting their resolution
- Use fonts and font colors consistently, preferably within the same font-family, text should be large enough to read in mobile devices
- Clear calls to action that are easy to create and optimize for easy navigation.
- Specialized content including: blogs, case studies, photos, video, infographics.

#### **b. Web Content Layout**

- Arrange the content to determine what goes to the corporate website and what goes to the training website
- To include an easy-to-use events management dashboard that assists in managing and displaying of RCMRD events such as projects, events, workshops, conference etc. This section is aimed at ensuring the public is informed on what events are happening or planned for at RCMRD
- The events dashboard should include a customized registration feature.
- The website must be built on Joomla latest version (5.x) content management system that allows for all areas of the site (webpages, images, blogs, forms, etc.) to be easily updated.
- Links to the 20 member States, and other partnering institutions, and the Public/Media.
- News Articles – The website must have capability of supporting a robust, built-in news platform. This should enable users to create, edit and publish news articles to the website.
- Blog: Should be capable of having Blog(s), with different themes / designs (at-least 3 themes / designs to choose from).
- Search Engine Optimization (SEO) - The CMS must include the ability to alter title tags, keywords, meta descriptions, alt tags, and headers. The site must be built to be easily crawled by search engines.
- Social media Integration - The site should include the ability for web content to be shared to social media networks. The organization's social media networks should be linked to the website to allow for easy "follows", as well as sharing news articles on social media and email.
- Include a side bar that shows Facebook and X posts feeds
- Have a section for posting vacancies and have a site map

- All website Articles to have RSS feeds that allows one to reference the website's content
- The website should include contact forms. When a visitor fills out the form, the message must be sent to the correct office based on the request made.
- Fast website, search engine. Response-time should be reasonable, result feed should be optimized for low band width users
- Ability to embed YouTube videos. Users should be able to play the videos without leaving the website
- Business section where information like: renting of billboards, conference facilities, hostel, office space, engineering services can be availed.
- Website should be capable of hosting a quick and basic level of discussion forum with moderation of comments.
- Email alerts subscription for members who wish to be notified when there is new news, event or newsletter, report, vacancies
- A place to advertise vacancies and tenders and have links for accessing our E-procurement and careers recruitment portal
- A defined section for showcasing and downloading RCMRD publications, reports, newsletters, approved documents, multimedia gallery, videos, photos, media briefs etc.
- The website should implement best security practices to prevent hacking attempts, for example: passwords should not be stored in plain-text, all form data should be validated, user interactions and activities should be logged etc.
- Search: The solution should provide users with the ability to search for and locate content based on tags, keywords and key phrases.
- Include a link called Library and sub links to both OPAC, e library access
- Everything that is in the old website should be migrated to the new website. This includes the news, important documents, project details and specified corporate information.
- Section for RCMRD Active projects to very eye catch-full and content to be arranged based on the service areas
- Google Location map with directions to RCMRD

**c. Website Management**

- Website tracking via Google Analytics to be integrated on the site to allow for website visitor tracking, page tracking, etc.
- Backup of the website to be automated weekly
- Archiving/ Expiration of content to be done automatically after 3 months
- Hosting of the website to be done on RCMRD Cloud with a backup of it installed at RCMRD on premise servers
- The backend end administration of the corporate site should be independent of the training section. This means that both sites will have their own users, content organization, categories and articles

**d. Training Sub Site should include the following**

- Have a specific Home page and features aligned to the training. Corporate/ Professional courses and Academic Program as well Certified Short Courses based on the various programs
- Display all course on click hide/display option
- Proper arrangement of courses in their various categories
- Have an option to download a complete training calendar
- Online course application form for a specific course
- Contact form
- It should have a place where visitors can register for trainings updates and other activities going on at the Centre.
- A website that has a section for success stories and testimonial for training done
- Testimonials and reviews as well as Call to action buttons e.g. registration for an upcoming course, important dataset uploaded etc.
- Display all course on click hide/display option
- Have an option to download a complete training calendar
- The website to be linked to the RCTI ERP, the parent portal, that will include admissions, student's portal and eLearning websites
- The following section to be include, library student life, course finder, about RCTI, contacts, social media integration and vacancies
- A feature for booking RCTI hostel and Executive Suites
- Display the social amenities available i.e. swimming pool, canteen, pitch, gym, clinic and shop mini mat
- Email subscription for new courses, events, blogs etc.
- Include a section for research and development where students' projects and other scholars can be availed for download
- Events calendar
- Include a registration section for Alumni
- Add a chat feature on the website
- RCTI website-should allow for Online Admission (online application, payment, and issuance of admission letter). See sample on this [link](#):

**5. Website Acceptance Criteria**

The contracted company is expected to fulfill the following acceptance criteria:

- All the web design, development and deployment will be done by the contractor in consultation with RCMRD Team.
- Installation and configuration of every component will be done by the contractor. Whatever components and/or licenses required to ensure optimal website performance should be indicated in proposal.

- The company will provide Configuration Documentation, Installation Guide and User Guide which should clearly state how to manage the website, details of the database, environment and its configuration.
- The website will be considered to have been delivered when:
  - The website source code is given to RCMRD in digital form, along with technical documentation
  - The website is installed and all requirements and conditions as stated in the acceptance criteria and TOR.
  - The website with all its features listed as per this TOR is up and running and available on online.
  - The End User training is complete and all the users of the application can operate & manage the website content as required. An end user manual should be created for guidance
  - Technical training will be also be provided to with Administrator with manual being provided as well
  - Provide a Service Level Agreement

#### 6. Period of to be covered by the service

- The design is anticipated to start in 10 - June 2024 and it should be ready by 10- September - 2024
- This means that the expected timeline is three months and it should adhere to the following Development Timeline for easy tracking of the deliverables. This is applicable to both the RCMRD Corporate Site and Training Sub site

Month and Year	Key Task
June 2024	<ul style="list-style-type: none"> <li>• Design the Website Major Functionalities, look and fell Art work/ brand Design, content layout, arrangement</li> <li>• Complete all the website design requirements</li> </ul>
July 2024	<ul style="list-style-type: none"> <li>• Migration of Old Content to the new website and upload the new content</li> <li>• 1<sup>st</sup> Test and Review all the website functionalities</li> </ul>
September 2024	<ul style="list-style-type: none"> <li>• Website should be installed on RCMRD cloud</li> <li>• 2<sup>nd</sup> Test and Review all the website functionalities</li> <li>• Website End user Content and Administrator level Training</li> <li>• Ensure all test comments are implemented and launch the website</li> </ul>

#### 7. Technical Evaluation

##### a) Mandatory Requirements (0 marks)

- Certificate of incorporation
- Tax compliance

b) Technical evaluation (70%)

- Firm experience as shown by number of years in the business.
- List of (3) current and/or previous Corporate Clients (Attach Evidence, links, LSO, copy of contract or completion certificates)
- List of 5 corporate clients & recommendation letters on client's letterhead share URLs
- List of key professional staff and specify their portfolios/tasks, attaching their CVs
- Bidders must possess the necessary professional and technical qualifications and competence, financial resources, equipment and other physical facilities, managerial capability, experience in the provision of the services, reputation, and the personnel to perform the contract. They should also have legal capacity to enter into contracts and that they have continuously fulfilled obligations to pay taxes and social Security contributions.

c) Only firms that will comply with mandatory requirement will proceed to Technical evaluation. The technical evaluation score will be prorated to 70% of the total score and financial 30%. The firm with the highest combined score will be awarded.

**7. General Provisions**

This tender is open to relevant companies only. Please submit the proposal according to the specifications listed in 4 above.

**8. Submission details**

The deadline for submission of the bids is **24<sup>th</sup> May, 2024**. Proposals will be submitted through RCMRD e-procurement portal titled “**RCMRD Website Design**”. The technical proposal must be submitted as a **separate** document from the **financial proposal**. Only proposals that fully address the mandatory services listed in the bidding requirement will be evaluated.

All applications will be made on the eprocurement portal <https://eprocurement.rcmrd.org> a link for the same is available at <https://www.rcmrd.org/tenders>.

For any inquiries or clarifications please send an email through the [procurement@rcmrd.org](mailto:procurement@rcmrd.org) email at least three days before the tender submission deadline.

**THE DIRECTOR GENERAL REGIONAL  
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Mobile: +254 723 786161/735 981098  
Website: <http://www.rcmrd.org>**

## **PART II: EVALUATION CRITERIA**

Tenderers are required to comply to the following mandatory requirements, failure to which the firm shall not proceed with the next stage of evaluation:

<b>No</b>	<b>Mandatory Requirements</b>
1.	Attach copy of certificate of registration/Incorporation
2.	Valid Trade License
3.	Attach a Valid Tax Compliance Certificate.
5.	Submit a CR12 Form obtained from Attorney General's office showing the Shareholders of the firm or submit a list of directors or shareholders or a sworn affidavit of the directors of the company.
6.	Submit two separate documents: Technical document without financials details and financial document with all financial details
7.	The bidder must bid for both websites

Failure to submit any of the above-mentioned documentation; will lead to disqualification of the firm at the mandatory stage. The bidders that will meet all the mandatory requirements above will qualify to proceed to technical evaluation stage.

## **PART III: MANPOWER AND EXPERTISE OF STAFF**

Qualifications and experience of at least 10 key personnel proposed for administration and execution of the Contract. For qualification to account attach copies of certificates and credential

<b>Position</b>	<b>Name</b>	<b>Qualifications</b>	<b>Experience in the firm at the proposed position</b>

**Table of experience of the Firm**

Client name	Services provided	Duration indicating start to end date	Annual cost of the service	Contact person, position, email and tel

## **PART VII: LITIGATION/ARBITRATION INCIDENTS**

Litigation and Arbitration incidences

1. Enumerate any past litigation and arbitration incidences encountered by the firm.
2. State if the company is/ was a subject of bankruptcy proceedings, in receivership, administration receivership, or any other form of liquidation as defined by the applicable law.

### **(A) CONFLICT OF INTEREST DECLARATION**

#### **Declaration of Business relationship (company owner/management)**

For purpose of transparency and fair dealing, all suppliers/vendors shall make full disclosure of any existing business relationship with any RCMRD employee. Are you a relative or do you have a relationship with any RCMRD employee or perceived conflict of interest?

Yes/No.....(Specify).....

Information submitted by

.....

Signature.....

**Affix Company Stamp**

**TECHNICAL EVALUATION**

<b>Requirement</b>	<b>Total Marks</b>
<b>Company profile</b>  Company details, organization structure, physical address and contact information, website, telephone, emails	<b>5</b>
<b>Relevant Experience of the Firm</b>  At least five samples (attach links) of similar work-done (please list active web address and firm's reference and include 3 corporate website and 2 training based sites) NB: in all cases include a contact person official Telephone and corporate email) An online accessible link to a proof-of-concept layout that has the RCMRD Corporate Home Page and Training Home page to be provided	<b>30</b>
<b>Proposed Staff qualification</b>  Team leader, Masters in Computer Science, IT or related field (5 marks) if Degree (4 marks) Relevant experience: each year 1 marks up to a maximum (3 marks) Proficiency in French (please provide documentation or certification) (2 marks)  Team Member(s) at least two. With at least a Degree in Computer Science, IT or related field (4 marks) if Diploma (3 marks), Relevant experience: each year 1 marks up to a maximum (3 marks) and include the project development schedule. Proficiency in French (please provide documentation or certification) (2 marks)  NB: All qualifications must be from reputable training institution either local or international.	<b>28</b>
<b>Description of the operations</b>  Understanding of the Scope of Work of the two sites and ensure the sites are bilingual (supports English and French) (10 marks)  Describe how the company will engage with RCMRD to ensure all the deliverable described in this TOR are meet as well as data protection compliance (10 marks)	<b>30</b>

Details of Search Engine Optimization strategy and training of Website Content Managers on how to go about creating and managing English and French content, how to manage the corporate and training site, Web Analytics and website monitoring (10 marks)	
<b>Work Plan</b> Workplan indicating all activities, their duration and deliverables	<b>7</b>
Total out of 100	<b>100</b>
Technical Score 70%	
<b>FINANCIAL BID in USD (Break it down to activities)</b>	
FINANCIAL SCORE 30%	
<b>COMBINED SCORE</b>	
<b>RANKING</b>	