

**ASSOCIATION OF SOUTHERN AFRICAN NATIONAL ROADS AGENCIES  
(ASANRA)**

REQUEST FOR PROPOSALS

.....  
**"WEBSITE DESIGN PROJECT"**

**The Association Of Southern African  
National Roads Agencies  
P.O. Box 754  
Lilongwe  
Malawi**



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ASANRA  
REQUEST FOR PROPOSALS  
"WEBSITE DESIGN PROJECT"

## **I. OBJECTIVE**

The Association of Southern African National Roads Agencies ("ASANRA") intends to re-develop its website that will become a central part of the Association's efforts to communicate with members and stakeholders. The new website will be dynamic, intuitive, informative, and functional for those users of ASANRA website. The ASANRA's website ([www.asanra.mw.int](http://www.asanra.mw.int)) contains general ASANRA's information including pages for ASANRA's programmes specific events, and functions.

The Association is committed to building an updated website that is designed for ease of use by Members, Stakeholders and all other website visitors (collectively "users"). The Association is interested in an innovative design that aids users who may know what service they are looking for or what information they need. The website shall also facilitate usage by users who may not understand how to find specific information or a service within ASANRA's member road agencies.

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It is ASANRA's intention to expand the current usefulness of the website while also keeping it easy to maintain by non-technical ASANRA staff. When complete, the website should provide ASANRA staff with an easy solution for updating and posting new content using ASANRA's existing software package.

Please see the "Functionality List" below for website requirements that will help ASANRA accomplish its goal to create a functional and informative website. Refer to this list as you consider the scope of services you propose to provide for this project.

## **II. GENERAL**

The Association of Southern African National Road Agencies is seeking qualified firms to provide proposals for professional website design, development and implementation services for a new website. This website design work shall be the primary scope of the services. Proposals submitted in response to this Request for Proposals (RFP) shall include design and development for the Association's website. Each Proposer shall submit complete and definitive information on its offering in sufficient detail to permit a complete analysis of the proposal. Each proposal must encompass all design, development, and testing of the website. The proposal shall state a proposed all-inclusive cost to complete the website design project, with a detailed explanation of the tasks, work items and assumptions utilized in setting the proposed cost.

Each proposal must include a list of fees and an explanation of those fees. Options for hosting of ASANRA's website should also be included in the proposal.

## **III. DIRECTIONS**

Firms desiring to submit proposals are instructed to carefully review this RFP. Any questions or comments should be made in writing by email to ASANRA ([asanrasec@asanra.com](mailto:asanrasec@asanra.com)) Administration/Programmes Officer received no later than 5:00 P.M. on 11<sup>th</sup> March 2009 so that any clarifications or addendum(s) deemed necessary or desirable by the Association may be published and distributed to interested firms.

Proposers are instructed to use this RFP and attach additional pages, if necessary, when submitting proposals. A photocopied proposal may be submitted; however, it must contain all pages shown in the original RFP and must contain original signature(s).

Proposals should include the following:

1. A statement of qualifications, including qualifications of the firm and each person proposed to provide the services, experience in website design projects of a similar size or scope, and experience with Regional Associations entity website design, if any;
2. Your proposal of the services to be provided, addressing each of the items set forth in the Functionality List and Technical Specifications requirements set forth below, and further explaining the services proposed to be provided;
3. A list of references for at least five previous or current clients, including their current contact information;
4. A list of at least five websites that reflect your work and are relevant to this project. Please submit the website URL. Only live websites will qualify;
5. The proposed amount and terms of compensation including the fixed fee for design and an hourly rate for any additional work;

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6. A proposed timeline for delivery of the services, including timeframes for specified steps within the proposed services;
  7. Other details pertinent to the proposal.

It is the responsibility of the Proposer to ensure that its complete proposal is received in the offices of ASANRA prior to the proposal submission deadline. Any proposal may be withdrawn upon signed written or telegraphic request delivered to ASANRA. **At the Association's discretion, any proposal received after the time and date of the deadline shall not be considered.**

#### **IV. DIRECTIONS FOR SUBMITTING PROPOSALS**

Five (5) printed original, signed proposals and one (1) electronic copy of the proposal (PDF or Word format on a CD) must be received by the Association by the **proposal submission deadline of March 25, 2009, 1:00 P.M.** Proposals will not be opened until the deadline has passed. Envelopes containing proposals must be sealed, marked, and addressed as shown in the example below.

Proposer's Return Address:  
Association of Southern African National Road Agencies  
Off Paul Kagame Roads  
Pagat House 4<sup>th</sup> Floor  
Attention: Administrative Assistant  
"Website Design Project"  
March 27, 2009, 1:00 P.M.

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## **V. TERMS AND CONDITIONS**

This RFP is not an offer to contract. The provisions in this RFP and any purchasing policies or procedures of the Association are solely for the fiscal responsibility of the Association, and confer no rights, duties, or entitlements to any party submitting proposals. The Association reserves the right to reject any and all proposals, to consider alternatives, to waive any informalities and irregularities, to re-solicit proposals, and to negotiate with any selected proposer regarding the details of the proposal.

The Association reserves the right to conduct such investigations of and discussions with those who have submitted proposals or other entities, as they deem necessary or appropriate to assist in the evaluation of any proposal or to secure maximum clarification and completeness of any proposal. The successful proposer will be required to sign a contract with ASANRA in a form provided by and acceptable to Association of Southern African National Road Agencies (ASANRA) . A sample of such contract is available upon request.

ASANRA assumes no responsibility for payment of any expenses incurred by any proposer as part of the RFP process. Any work to be performed on this project by a subcontractor of your company must be clearly stated in the proposal. Subcontractors must be identified and the work they will perform must be defined. Please provide the name, address, and phone number of the subcontractor. The Association will not refuse a proposal based upon the use of subcontractors; however, ASANRA retains the right to refuse the subcontractors proposed to provide services on the project.

Prices quoted shall be in U.S. dollars. Proposers are expected to conduct their own investigations and research of relevant information as necessary to develop their proposals, and ASANRA will make no representations or warranties regarding information herein or made available to proposers by ASANRA staff or otherwise.

## **VI. EVALUATION OF PROPOSALS**

The successful applicant will be selected based on ASANRA's review and evaluation of the proposals and qualifications. In addition to responsiveness, qualifications and costs, ASANRA may consider additional factors as an integral part of the evaluation process, including, but not limited to the following:

- Compliance with this RFP.
- Organization qualifications, including experience working on Similar Project
- The proposer's experience, reputation, efficiency, judgment, and integrity, including number of years in business doing similar projects.
- References.
- Quality and functionality of other websites designed by the Proposer.
- Overall price and any components costs and fees.
- Hourly rate for additional work.
- Timeframe and delivery schedule, including ability, capacity and skill to perform within specified time limits.
- Testing and technical support plan.
- Sufficiency of proposer's financial ability to fulfill the contract.
- Other applicable factors as the Association determines necessary or appropriate.

The number of points to be given under each of the evaluation criteria are:

**(i) SPECIFIC EXPERIENCE OF THE FIRM (10)**

| <b>Criteria</b>                                                              | <b>Max Score</b> |  |
|------------------------------------------------------------------------------|------------------|--|
| Organization qualifications, including experience working on Similar Project | <b>6</b>         |  |
| Proposers number of years in Business doing similar projects                 |                  |  |
| Quality and Functionality of other Websites designed                         | <b>15</b>        |  |
| <b>Subtotal</b>                                                              | <b>25</b>        |  |

**(ii) CONCEPT AND METHODOLOGY**

Also, consultants propose the main activities of the assignment, their content and duration, phasing and interrelations, milestones and delivery dates of the most important reports.

The consultants propose the structure and composition of their team, listing the main disciplines involved, the key expert responsible and proposed technical and support staff

| <b>CONCEPT AND METHODOLOGY</b>                                                                                  | <b>Max 30</b> | <b>Excellent</b> | <b>Very Good</b> | <b>Good</b> | <b>Satisfactory</b> |
|-----------------------------------------------------------------------------------------------------------------|---------------|------------------|------------------|-------------|---------------------|
| Timeframe and delivery schedule, including ability, capacity and skill to perform within specified time limits. | <b>5</b>      |                  |                  |             |                     |
| Technical approach and methodology                                                                              | <b>15</b>     |                  |                  |             |                     |
| <b>Subtotal</b>                                                                                                 | <b>20</b>     |                  |                  |             |                     |

(iii) **Qualification of Nominated Personnel (based on submitted CVs)**

|                 |                                                                       | Team Leader |       | Website Designer |       |
|-----------------|-----------------------------------------------------------------------|-------------|-------|------------------|-------|
|                 |                                                                       | Max         | Score | Max              | Score |
| a I             | Appropriate Qualifications for Team Leader and Website Designers      | 5           |       | 5                |       |
| (iii)<br>)<br>b | General Experience Since Qualifying                                   | 10          |       | 5                |       |
| (iii)<br>) c    | Specific Experience (work of a similar nature, in a similar position) | 15          |       | 15               |       |
|                 | SUBTOTAL                                                              | 30          |       | 25               |       |

The minimum technical score required to pass: 75%

The Financial Proposals shall be in United States Dollars

The formula for determining the financial scores is the following:

$$S_f = (100 \times F_m) / F$$

**Where;**

**S<sub>f</sub>** is financial score,

**F<sub>m</sub>** is the lowest price

**F** is the price of the proposal under consideration

The weights given to the Technical (T) and Financial (F) Proposals are:

$$T = [0.70]$$

$$F = [0.30].$$

The address for negotiations is:

Association of Southern African National Road Agencies (ASANRA)

4th Floor, Pagat House,

Off Paul Kagame,

P. O. Box 754,

Lilongwe,

MALAWI

Telephone: +265 1 750 088 and +265 1 759 828

Facsimile: +265 1 750 088

E – Mail: [asanrasec@asanra.com](mailto:asanrasec@asanra.com)

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## VII. FUNCTIONALITY LIST

Each proposal shall describe how the proposal will address each of the following functionality requirements:

- Visually attractive and professional looking.
- Consistent look and feel of all pages of the website.
- Common theme throughout the site - each page should have a common header.
- Easy and understandable site navigation.
- Dynamic bread crumbs.
- Follow 3 clicks to content rule.
- Printer friendly pages.
- Effective site search engine.
- Email forms, feedback, job applications, and surveys.
- Calendar.
- Site map - site map generator.
- Fast loading pages and graphics.
- Content to be updatable by non-technical employees.

## VIII. TECHNICAL SPECIFICATIONS

Each proposal shall describe how the proposal will address each of the following technical Requirements:

- What browser compatibility will be ensured?
- Will limited connectivity devices such as PDA's and cell phones be able to view the site?
- What W3C standards will be implemented?
- Will Macromedia flash be implemented?
- The site needs to be responsive and easy to navigate, yet still retain a high visual impact and quality finish, what techniques will be used to achieve this. (For example use of specific product suits, image formats, graphic techniques)
- What software platform will the site run on?
- What web server will be used?
- How will search engine capabilities be implemented?
- What database backend will be used?
- What scripting or programming language will be used (i.e. PHP, ASP, ASP.NET)
- What site content management software will be implemented?
- What security measures will be implemented to prevent website being compromised by hacking or malicious code?
- What site uptime guarantees will be given?
- What disaster recovery procedures are in place?
- What bandwidth is offered to the server?
- What restrictions are on the site (number of simultaneous users, bandwidth usage)?
- How will updates be done to the site (online with a tool, emailing of content, etc.)
- No proprietary or non-standard code
- The design of the new site should convey:
  - ASANRA's responsibilities and improve its services to target groups (i.e. ASANRA members, other stake holders);
  - the feeling to be in an institutional, reliable site but fresh and dynamic;
  - an easy approach to services for the users via the web.

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- The site should be easy to understand and written in a professional editorial way such to generate the visitors confidence and interest. It will have mainly static content but mixed with some specific ASANRA news.
  - Navigation shall be designed in such a way that it looks coherent and comprehensive throughout the website whilst limiting extensive user navigation in order to obtain information.
  - The website style shall incorporate ASANRA's corporate colours. Please note that no Logo should be downloadable from the site.
  - Some multimedia elements can be introduced in the site design to increase interest and help finding content. However, the site should not become too heavy and contain repetitive multimedia material that can soon bore the user who regularly visits the site.
  - The site shall have browser support for Internet Explorer, Netscape and Firefox.
  - The site shall have a search engine program that searches the site data for specified queries and returns a list of results where the queries were found in order of most recent to oldest.
  - The site shall have a mailing system to send e-mail notifications of newsletters, tender notifications, etc to list of registered subscribers. The e-mail notification shall contain a short abstract and a link to the relevant site page.
  - The site shall have a database with relevant form generation capability.
  - The site shall have a statistical package to count main traffic parameters such as pages, visits, unique visitors and hits.
  - To enable ASANRA to update certain content on the website i.e. tender notifications, the site shall make use of an easy to use open source content management system. A site user manual shall be produced for ASANRA.
  - Metadata shall be agreed and introduced in the code to allow visibility of the site in the main search engines.
  - All site pages should contain the option to be displayed in a printer friendly version by selecting the printer friendly icon.
  - The design of the site shall meet all applicable legal requirement i.e. disclaimer, copy right notice on all documents and photo credits should give the name or the organization of the copyright holder.
  - The website project execution source files, of all necessary graphical templates and elements, will be made available to ASANRA.
  - The site software shall be properly tested by the tenderer, and final user tests shall be performed by ASANRA before deciding to go live.
  - Website design samples: South Africa National Roads Agency (SANRAL) ([www.nra.co.za](http://www.nra.co.za)), PIARC ([www.piarc.org](http://www.piarc.org)) and AUSTRROADS ([www.austroads.com.au](http://www.austroads.com.au))

## **Website Hosting**

The hosting of ASANRA's Internet website shall meet the following requirements:

- Minimum disk space of 200MB.
- Unlimited Downloads per month.
- Shall provide Ftp Access.
- Shall provide 99.9% uptime.
- Shall ensure data confidentiality within a shared hosting solution.
- Shall provide security against hacker and malicious code attacks.

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- Shall have sufficient bandwidth connection to ensure fast internet response.
  - Shall have disaster recovery procedures in place.

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## Maintenance

The following specific tasks need to be performed to properly maintain the website:

- Update site pages and background material and update the relevant links whenever needed. This means preparation of texts from early conception to publication including therefore writing, editing, finalizing and inputting (within 24 hours of receipt of the content).
- Ensure that the relevant ASANRA hierarchy's publication approvals have been obtained for any new content.
- Track key ASANRA events and milestones to ensure that they are accurately covered in a timely manner.
- Ensure that images published have been obtained in such a way to preclude any possible claim of exclusivity or copyrights against the ASANRA.
- Provide proper captions in English to the images including any statement needed to acknowledge copyright or courtesy from another organization or company.
- Be available upon request for urgent site updates.
- Develop, when needed, HTML pages to support special initiatives that cannot be accommodated permanently into the site. These pages must be developed strictly in line with the ASANRA design standard established for the site;
- Monitor statistics and produce monthly reports on visitors, pages, hits, subscribers to the newsletters and suggest best practice to optimize web presence.
- Maintain all software functionalities.
- Provide user's inputs for software improvements over time.
- Give, from a look and feel and a navigation point of view, suggestions and comments for future site improvements.

### (a) Training

Upon completion of the website the consultant will be required to provide training to the client's staff on the following:

- File and directory structure of the website files as organized on the hosting web server.
- Accessing and downloading of website files from the hosting web server.
- Web page editing using recommended software that is either (a) freely available or (b) provided by the consultant free of charge with appropriate licensing.
- Uploading of web pages and downloadable files to the hosting web server.
- Deleting of website files from the hosting web server.

## **TECHNICAL PROPOSAL SUBMISSION FORM.**

**To:**

Association of Southern African National Road Agencies (ASANRA)  
2<sup>nd</sup> Floor, Pagat House,  
Off Paul Kagame Road,  
P. O Box 754  
Lilongwe,  
**MALAWI**

**Subject: REDEVELOPMENT OF ASANRA WEBSITE**

I/We the undersigned, offer, to provide website re-development services in accordance with your Request for Proposal and our Proposal. We are hereby submitting our Proposal. Our firm, its affiliates or subsidiaries, including any sub consultants for any part of the contract has not been declared ineligible by the Governments of SADC member states under member states' laws or official regulations.

If negotiations are held during the period of validity of the Proposal that is within 30 days. We undertake to negotiate on the basis of the proposed staff. Our proposal is binding upon us and subject to the modifications resulting from the contract negotiations.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours Sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Firm:

Address:

**(a) PROPOSED DESIGN**

**Content of Website**

| <b>SECTION</b>                                                      | <b>WAY IN WHICH THE INFORMATION NEED TO BE DISPLAYED</b>             | <b>MAINTENANCE UPLOAD WILL BE DONE BY</b> | <b>FREQUENCY OF UPDATE</b> |
|---------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------|----------------------------|
| <b>ASANRA an Overview</b><br><i>What is ASANRA?</i>                 | Static information with photos                                       | Service Provider                          | Once a year                |
| Vision                                                              |                                                                      |                                           |                            |
| Mission                                                             |                                                                      |                                           |                            |
| Core Values                                                         |                                                                      |                                           |                            |
| Aims and Objectives                                                 |                                                                      |                                           |                            |
| Background to ASANRA                                                |                                                                      |                                           |                            |
| ASANRA Board                                                        |                                                                      |                                           |                            |
| ASANRA's Organisational Structure                                   |                                                                      |                                           |                            |
| Membership                                                          |                                                                      |                                           |                            |
| Contact Details                                                     | Static information with downloadable directions to the offices       | Service Provider                          | As the information change  |
| <b>Corporate Governance</b><br><i>Who is ASANRA accountable to?</i> | Static information                                                   | Service Provider                          | Once a year                |
| Legislation                                                         |                                                                      |                                           |                            |
| <b>Financial Resources</b><br><i>How is ASANRA funded?</i>          | <ul style="list-style-type: none"> <li>Static information</li> </ul> | Service Provider                          | Once a year                |

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| SECTION                                               | WAY IN WHICH THE INFORMATION NEED TO BE DISPLAYED                                                                                                                                                                                                                                    | MAINTENANCE UPLOAD WILL BE DONE BY | FREQUENCY OF UPDATE       |
|-------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|---------------------------|
| <b>The Regions Road Network</b>                       | <ul style="list-style-type: none"><li>• Road network details</li><li>• Road network condition</li><li>• Performance of the road system</li><li>• Road sector reform</li></ul>                                                                                                        | Service Provider<br>ASANRA         | As the information change |
| <b>Projects</b><br><i>Current project information</i> |                                                                                                                                                                                                                                                                                      |                                    |                           |
| Current Projects                                      | All current projects should be listed with the following detail:- <ul style="list-style-type: none"><li>• Project Number</li><li>• Title of project</li><li>• Project manager from ASANRA</li><li>• Project manager office<br/>Tel number, fax, email</li><li>• Consultant</li></ul> | Service Provider<br>ASANRA         | As information change     |

| <b>SECTION</b>                                | <b>WAY IN WHICH THE INFORMATION NEED TO BE DISPLAYED</b>                                                                                                                                          | <b>MAINTENANCE UPLOAD WILL BE DONE BY</b> | <b>FREQUENCY OF UPDATE</b> |
|-----------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|----------------------------|
| Tender advertisement                          | Advertisements static, Tender documents, downloadable PDF documents, with a provision that contact details must be completed<br><br>This information should revert to a project specific database |                                           | As information change      |
| <b>Tenders received</b>                       | Static information                                                                                                                                                                                |                                           | As information change      |
| <b>Tenders awarded</b>                        | Static information                                                                                                                                                                                | Service Provider<br>ASANRA                | As information changes     |
| <b>Press Releases</b>                         | PDF document, downloadable                                                                                                                                                                        | Service Provider<br>ASANRA                | As information change      |
| <b>Speeches / Papers/Workshop Proceedings</b> | PDF documents, downloadable                                                                                                                                                                       | Service Provider<br>ASANRA                | As information change      |
| <b>Frequently Asked Questions</b>             | Static information                                                                                                                                                                                | Service Provider                          | Every 6 months             |
| <b>Library/Link to Database</b>               |                                                                                                                                                                                                   | Service Provider<br>ASANRA                | As information change      |
| <b>Downloadable documents</b>                 | Free documents- PDF documents, downloadable                                                                                                                                                       |                                           |                            |
| <b>Calendar of Events</b>                     |                                                                                                                                                                                                   |                                           |                            |
| <b>ASANRA's Annual Reports</b>                | PDF document, downloadable                                                                                                                                                                        | Service Provider<br>ASANRA                | Once a year                |

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| SECTION                                                  | WAY IN WHICH THE INFORMATION NEED TO BE DISPLAYED                                                                                                                                     | MAINTENANCE UPLOAD WILL BE DONE BY | FREQUENCY OF UPDATE   |
|----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|-----------------------|
| <b>Links To all Roads Agencies and Stakeholders</b>      | Static information                                                                                                                                                                    | Service Provider                   | As information change |
| <b>Content Search function</b>                           |                                                                                                                                                                                       |                                    |                       |
| <b>STANDIND COMMITEES</b>                                |                                                                                                                                                                                       |                                    |                       |
| <b>Network Management and Financing Committee (SC.1)</b> | <ul style="list-style-type: none"> <li>• Overview</li> <li>• Objective</li> <li>• Strategies</li> <li>• Outcome</li> <li>• Projects</li> </ul>                                        | Service Provider<br>ASANRA         | As information change |
| <b>Construction and Maintenance Committee (SC.2)</b>     | <ul style="list-style-type: none"> <li>• Chairman</li> <li>• Overview</li> <li>• Objective</li> <li>• Strategies</li> <li>• Outcome</li> <li>• Projects</li> </ul>                    | Service Provider<br>ASANRA         | As information change |
| <b>Materials and Design Standards Committee (SC.3)</b>   | <ul style="list-style-type: none"> <li>• Chairman</li> <li>• Overview</li> <li>• Objective</li> <li>• Strategies</li> <li>• Outcome</li> <li>• Projects Static information</li> </ul> | Service Provider<br>ASANRA         | As information change |
| <b>Road Safety Committee (SC.4)</b>                      | <ul style="list-style-type: none"> <li>• Chairman</li> </ul>                                                                                                                          | Service Provider                   | As information change |

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| SECTION                                              | WAY IN WHICH THE INFORMATION NEED TO BE DISPLAYED                                                                                                                  | MAINTENANCE UPLOAD WILL BE DONE BY | FREQUENCY OF UPDATE   |
|------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|-----------------------|
|                                                      | <ul style="list-style-type: none"> <li>• Overview</li> <li>• Objective</li> <li>• Strategies</li> <li>• Outcome</li> <li>• Projects</li> </ul>                     | ASANRA                             |                       |
|                                                      |                                                                                                                                                                    |                                    |                       |
| <b>Research and Development Committee (SC.6)</b>     | <ul style="list-style-type: none"> <li>• Chairman</li> <li>• Overview</li> <li>• Objective</li> <li>• Strategies</li> <li>• Outcome</li> <li>• Projects</li> </ul> | Service Provider<br>ASANRA         | As information change |
| <b>Regional Technology Transfer Committee (SC.6)</b> | <ul style="list-style-type: none"> <li>• Chairman</li> <li>• Overview</li> <li>• Objective</li> <li>• Strategies</li> <li>• Outcome</li> <li>• Projects</li> </ul> | Service Provider<br>ASANRA         | As information change |