



**REQUEST FOR PROPOSALS**

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**EXTENSION TO THE HDA AFFORDABLE MARKET SECTOR  
INFORMATION SYSTEM**

**RFP/JHB/2016/032**

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**PROPOSALS TO BE SUBMITTED BY  
NOT LATER THAN  
12H00 ON 09 MARCH 2017**

## 1. Introduction

1.1 The Housing Development Agency (HDA) is currently repositioning itself into an effective public sector human settlements development agency. It will act as the project developer of sustainable, integrated human settlements on behalf of government to drive delivery, undertaking the following functions:

- Accessing land for human settlements projects
- Packaging of human settlements projects
- Establishing delivery partnerships with the private sector
- Mobilising, coordinating and investing funds on behalf of the public sector
- Facilitating the resolution of blockages
- Monitoring the implementation of human settlements projects

1.2 In setting the agenda and asserting its role in the housing continuum, the HDA is in the process of supporting the Department of Human Settlements with the implementation of the Master Spatial Plan in terms of

- Informing and guiding all human settlements programmes and project planning, spatial targeting and funding in the sector
- Spatially identifying and locating housing investment priorities that will achieve integrated and sustainable human settlements
- Setting out the foundation for how to achieve collaboration, coordination and cooperation across both public and private sector towards human settlements delivery

1.3 The concept note on the Master Spatial Plan had identified 117 prioritised municipalities. An update of the spatial analyses based on the criteria for prioritizing municipalities and the newly demarcated boundaries from the Municipal Demarcation Board has shifted the construct to 110 prioritised municipalities. Using a phased approach, the HDA Affordable Market Sector was initially developed with the **20 accredited municipalities** namely Hibiscus LM, Amjuba DM, Uthukela DM, uMhlathuzi LM, KwaDukuza LM, Newcastle LM, Mogale City LM, Westonaria LM, Mbombela LM, Emalahleni LM, Steve Tshwete LM, Govan Mbeki LM, Polokwane LM, Rustenburg LM, Tlokwe LM, John Taolo DM, Francis Baard DM, Pixley Ka Seme DM, Siyanda DM, Emthanjeni LM.

- 1.4 Building on the existing HDA Affordable Market Sector Information System that comprises the 20 accredited municipalities, the **intention is to now to extend the system to include the 8 metros and the 23 mining municipalities.**
- 1.5 The HDA is thus seeking to appoint a suitably qualified and experienced professional service provider to extend the current Affordable Market Sector Information System to facilitate the regular assessment of the housing market dynamics in order to identify the optimal areas of opportunities for housing and human settlement investment: the information should be presented in an analyzed manner.
- 1.6 Suitably qualified, experienced and competent professional service providers are hereby invited to bid for the above request.

## 2. Purpose

- 2.1 The service provider is expected to enhance the existing HDA Affordable Market Sector Information System (analyzed information with data presented in Tableau), for providing easy, accurate and up to date information on local housing markets with an aim of supporting the residential property market.
- 2.2 The service provider will be expected to sign a service level agreement and commit to update the information on a regular basis
- 2.3 The service provider will be expected to provide technical support as needed

## 3. Scope of work

- 3.1 The entire project scope is to include the 8 metros and the 23 mining municipalities to the existing Affordable Market Sector Information System. The 31 municipalities are as follows:  
City of Johannesburg, City of Tshwane, City of Ekurhuleni, City of Cape Town, Buffalo City, City of eThekweni, Mangaung, Nelson Mandela Metropolitan, Matjhabeng, Mogale City, Randfontein, Westonaria, Merafong City, Ephraim Mogale, Lephhalale, Elias Motsoaledi, Fetakgomo, Greater Tubatse, Emalahleni, Steve Tshwete, Rustenburg, City of Matlosana, Moqhaka, Thaba Chweu, Tsantsabane, Thabazimbi, Gamagara, Ga-Segonyana, Moses Kotane, Kgetlengrivier and Madibeng.

**3.2** The system will provide the following critical functionalities:

- **Housing Performance Index** – a means of measuring the relative growth of housing markets and to differentiate a development potential;
- **Housing Market Key indicators** – number of properties, number of transactions, total transactions, total bonded transactions, churn (turnover), number of new properties in chart, graph and map format;
- **Dimensions** - four market segments (under R300 000, between R300 000 and R600 000, R600 000 to R1.2 million, and over R1.2 million), subsidy type (RDP/BNG, other, none), property type (freehold/sectional title);
- **Rental Index** – a means of measuring the suitability of local areas to rental housing;
- **Demographics** – demographic (StatsSA) data on population, households, income, tenure types, and employment.
- **Key indicators** – key housing market indicators in chart format;

**3.3** The provision of a package of images and findings (info graphics), four times per year, on the third Friday of June, September, December and March (2018), to include the following: A group of key images (6 - 8 images) which together convey a progressively analytic story (such as particularly informative or important themes, specific areas of interest or brief analyses), to assist HDA in identifying and locating the optimal areas of opportunities for housing and human settlement investment. HDA will provide areas of interest or focus, to reach mutual agreement on final topics, images and layout. The service provider will be expected to design and develop the info graphic in accordance with the HDA team for it to be shared digitally and in printed form.

**3.4** The provider must:

- Provide key data and indicators over time from 2009 - 2016;
- Provide key indicators in at least four distinct market segments: under R300 000, between R300 000 and R600 000, R600 000 to R1.2 million, and over R1.2 million;

- Provide key indicators from the national to the suburb level, so as to provide comparisons across places and over time;
- Provide the means of easily extracting the information in Excel or PDF;
- Provide access to the system from user desktop or laptop with internet connection;
- User can see tables, graphs or on the map, and can zoom, sort and modify sizes, but cannot edit the structure of the visualizations.

#### **4. Methodology**

- 4.1** The project must speak to the vision of providing sustainable settlements and the mission of the HDA.
- 4.2** The project shall be managed by a single entity so that the final product is completely coherent. It should be based on the application of a single approach and set of standards.
- 4.3** The proposal should include proposed phasing options based on firm's capacity, experience and expertise as well as an outline of stakeholders to be engaged in responding to the task.
- 4.4** The proposal should provide a clear project scale with specific tasks, responsibilities and proposed timeframes, including dates of delivery for first prototypes which include the requirements, final delivery and anticipated updates. Any contingencies which might affect timing should also be included.
- 4.5** The proposal must clearly outline the methodology that would be used and demonstrate a range of projects of the same nature that have been conducted. In this case references with contact details should be provided.

#### **5. Project Management**

The project will be managed by the HDA under the leadership of the Senior Manager: Monitoring & Evaluation and Knowledge Management & Research.

#### **6. Deliverables/outputs**

- 6.1** The following deliverables are expected from the service provider:-

- Enhancement to the existing HDA Affordable Market Sector Information System using Tableau
- 4 info graphics throughout the year
- Technical support directly or by referral as needed.

## **7. Evaluation criteria**

**7.1** In order to facilitate a transparent selection process that allows equal opportunity to all production companies, the HDA has a policy for the appointment of consultants that will be adhered to. Proposals will be evaluated in terms of the prevailing supply chain policy applicable to the HDA. It should be noted that proposals will be assessed using the **80: 20** formula for Price and B-BBEE as per the PPPFA.

**7.2** The HDA needs to be satisfied, in all respects, that the organisation/individual selected has the necessary resources, qualifications and abilities for this project, and that all submissions are regarded in a fair manner in terms of evaluation criteria and process.

**7.3** The general methodology of selection will be based on proposals that will first be evaluated on their technical ability to perform the task. Any proposals scoring below **75%** of the points noted in the table below will be disqualified for the second evaluation.

**7.4** The second evaluation of technically competent proposals will be evaluated against Price and B-BBEE using a **80:20** Price/B-BBEE formula.

- Proposals will be evaluated using the **80:20** point system, where 80 points are for functionality and price and 20 points for empowerment of historically disadvantaged individuals.
- The following are the key criteria that will be taken into account by the HDA:

CRITERIA	SUB-CRITERIA	WEIGHTING/ POINTS
Experience, knowledge and skill (provide CV of project team)	<ul style="list-style-type: none"> <li>○ At least five years of progressively responsible professional work experience in human settlement policy ,strategy &amp;research <b>[15 points]</b></li> <li>○ Demonstrated experience in formulation of system development with relevant stakeholders <b>[15 points]</b></li> </ul>	30
Understanding of the work	○ Extensive understanding of local housing property markets and the built environment: environment, context and prevailing conditions within and between the spheres of government in particular public and private investment partnership	20
Capacity (human resource) and capability	<ul style="list-style-type: none"> <li>○ Demonstrated capacity of the firm <b>[10 points]</b> <ul style="list-style-type: none"> <li>- Good coordination and team working skills <b>[4 points]</b></li> <li>- Demonstrated ability to meet the project deadline <b>[3 points]</b></li> <li>- Positive cross-sector references <b>[3 points]</b></li> </ul> </li> </ul>	20
Approach and methodology	○ A detailed project plan specifying the approach, methodology and the indicators of success for each deliverable	30
<b>TOTAL</b>		<b>100</b>

The following criteria will be used for point's allocation for price and B -BBEE compliance on an 80:20 point system:

CRITERIA	SUB-CRITERIA	WEIGHTING/ POINTS
Price	Detailed budget breakdown	80
B-BBEE Status Level Verification Certificate from accredited	B-BBEE Level Contributor	20
<b>TOTAL</b>		<b>100</b>

## 8. Project Duration

The project schedule cannot go beyond **31 March 2018**.

## 9. Briefing Session

There will be no briefing session.

## 10. Terms and Conditions

**10.1** The HDA undertakes to pay in three equal payments within thirty (30) days, all valid claims for work done to its satisfaction upon presentation of a substantiated claim/invoice.

**10.2** No payment will be made where there is an outstanding information/work by the service provider/s.

## 11. Submission of proposals

**11.1** The closing date for submission of proposals is on or before the **09 March 2017** by no later than 12h00 to the following address:

**Attention: Procurement Officer**

**Block A, Riviera Office Park**

**6-10 Riviera Road**

**Killarney, Johannesburg**

**11.2** Further information regarding technical matters can be sent an email to: [karishma.busgeeth@thehda.co.za](mailto:karishma.busgeeth@thehda.co.za) or at tel: **011 544 1000**

**11.3** Further information regarding supply chain matters can be sent an email to: [sindisiwe.mweli@thehda.co.za](mailto:sindisiwe.mweli@thehda.co.za) or at tel: **011 544 1000**

**11.4** Proposals must be accompanied by:

A company profile

- Curriculum vitae of proposed members of the team, illustrating qualifications and experience (maximum four pages)
- Registration with the National Treasury **Central Supplier Database(CSD Report)**, if not yet registered use the following link to register : <https://secure.csd.gov.za/>
- SBD Forms (SBD4, SBD6.1, SBD8 and SBD9) obtainable from HDA Website: [www.thehda.co.za/procurement](http://www.thehda.co.za/procurement). Under compliance checklist.



- Valid and Original or Certified B-BBEE Status Level Verification Certificates issued by the following agencies SANAS, IRBA or CCA

**11.5** Failure to submit all required documents will lead to disqualification of the tender.

**11.6** The selection of the qualifying proposal will be at the HDA's sole discretion. The HDA does not bind itself to accept any particular bid/proposal, and the HDA reserves the right not to appoint the consultant.