

P.O. Box 3209,  
Houghton, 2041  
Block A,  
Riviera Office Park,  
6-10 Riviera Road,  
Riviera



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**REQUEST FOR PROPOSALS**

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**TERMS OF REFERENCE FOR THE APPOINTMENT OF A SERVICE PROVIDER TO  
PROVIDE WEB DESIGN, HOSTING, WEB CONTENT DEVELOPMENT AND  
MANAGEMENT SERVICES TO THE HDA FOR A PERIOD OF 3 YEARS SUBJECT TO  
ANNUAL REVIEW**

**RFP/JHB/2016/009**

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**PROPOSALS TO BE SUBMITTED BY  
NOT LATER THAN  
12H00 ON 06<sup>TH</sup> JUNE 2016**

## 1. INTRODUCTION

The Housing Development Agency (HDA) is a national public development agency which promotes sustainable communities by making well located and appropriately planned land available for the development of human settlement. As its primary activity, the HDA assembles state, private and communal land and releases it for development. In addition HDA provides project delivery support services to organs of state at local, provincial and national level. Informal settlements upgrading and project management services are a particular focus of the organisation.

The HDA is in a process of changing its role from that of being a facilitator and implementing agent on behalf of the department of human settlements to that of being the sole government land and property developer. It is for this reason that the agency needs the support of a web design, hosting and web content development management company to manage its website.

## 2. SCOPE OF SERVICES

- Audit and evaluate the current website for the purpose of improving it
- Propose a new vibrant and interactive website for the HDA
- Develop and manage social media platforms for the HDA
- Manage all content on the website and provide webmaster services
- Develop and source content for the HDA website
- Ensure that the HDA website is up to date on a daily basis
- Host the HDA website and ensure that it is always online( provide SLA on the hosting service provider)
- Put in place back end analytics and generate monthly analysis reports
- Keep a portfolio of all work done for the HDA
- Develop a user registration platform for all downloadable content on the website
- Identify medium to long term ideas to keep the website current
- Do a proper handover report at the end of the contract

## 3. PROJECT OUTPUT

- Delivery of high quality services
- Use of cutting edge technology

- Value for money – competitive price
- Professionalism
- On time delivery

#### 4. Table 1. Functionality Criteria

CRITERIA	SUB-CRITERIA	WEIGHTING/ POINTS
<b>Presentation of the company team through Curriculum vitae of team leaders and support staff</b>	Qualifications in web development & design and web content development and management Registration with recognised industry associations/bodies. (At least three senior full-time staff members who lead the team and at least three full time support staff with access to hired/freelance support), ten years or more combined experience. Three years individual experience and knowledge in the area of web design, hosting and web content development and management	<b>10</b>
	<b>Extensive Portfolio of previous work</b>  <i>(Please show only work signed off by previous/current clients)</i>  High Quality of work shown= <b>10</b>  Number of items (not less than three campaigns)= <b>10</b>	<b>20</b>

	<b>REFERENCES:</b>  Quality and relevance of the testimony letter = <b>10</b>  Number of contactable references with the letter of testimony (not less than five) = <b>10</b>	<b>20</b>
<b>Understanding of the work and services required. Demonstration of capacity and national footprint</b>	Quality, and responsiveness of the project proposal towards the scope of work as described in this terms of reference	<b>40</b>
<b>Approach and methodology</b>	Methodology and approach clearly describing the work flow for planning, executing  <b>(Please show your planning checklist)</b>	<b>10</b>
		<b>100</b>

The general methodology of selection will be that proposals will first be evaluated on their technical ability to perform the task. Any proposals scoring below 70% of the points noted in the table below will be disqualified for the second evaluation. The second evaluation of technically competent proposals will be evaluated against Price and B-BBEE using an 80/20 Price/B-BBEE formula.

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

**Table 2 – Price and B-BBEE**

CRITERIA	SUB-CRITERIA	WEIGHTING/ POINTS
Price	Detailed budget breakdown	80
BBBEE (Status Level Verification Certificate)	BBBEE Level Contributor	20
<b>TOTAL</b>		<b>100</b>

The HDI proposal will be evaluated as per PPPFA regulations.

## 5. General

### 5.1 Below are compulsory requirements for this service

5.1.1 It is important to note that the successful person will work under the supervision of a HDA representative, abide by HDA's Code of Conduct, and other organisational guidelines.

5.1.2 Kindly complete and submit the following with:

- Valid original tax clearance certificate.
- 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.

**6.1 Further information regarding technical matters can be sent an email [zingaphi.matanzima@thehda.co.za](mailto:zingaphi.matanzima@thehda.co.za) or on 011 544 1000**

**6.2 Further information regarding supply chain matter and queries can be send via email to [Ephraim.Mathiba@thehda.co.za](mailto:Ephraim.Mathiba@thehda.co.za) or on 011 544 1000.**

## 7 Terms and Conditions.

7.1 HDA undertakes to pay in full within thirty (30) days, all valid claims for work done to its satisfaction upon presentation of a substantiated claim/invoice.

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

## 8. Other Conditions

- ✓ The HDA will approve and sign proofs from the supplier before final production/uploading/deployment of content takes place as for the sake of quality assurance.
- ✓ All content to be signed off by the HDA before public dissemination
- ✓ Any patents or copyright developed from the projects will belong to the HDA
- ✓ All services will be signed off by the HDA.
- ✓ The HDA reserves the right to appoint more than one service provider to render same services.
- ✓ The HDA reserves the right to verify the authenticity of the submitted information.

## 9. Submission of Proposal

Proposals should be submitted on or before the **06 June 2016** by no later than 12h00 the following address: **Attention: Procurement Officer, Block A, Riviera Office Park, 6 – 10 Riviera Road Killarney, Johannesburg**

*\*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 service provider.*