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Request for Quotation: Restructuring, Hosting and Pay-Per Click Campaign: Shisa Solar website

1 Background

1.1 Policy Context

South African National Solar Water Heating Strategy & Implementation Plan (November 2009) provides a national strategic framework to ensure that 1 million solar water heaters (SWH) are installed across South Africa. The national SWH Strategy was developed in response to the goals of reducing electricity demand, offsetting rising electricity cost to residential households, accelerated water heating service delivery, particularly to low income and indigent households and achieving renewable energy targets of 10,000 GWH contained in the 'White Paper on Renewable Energy' of 2003.

This focus on solar water heating is also articulated in the eThekweni Municipality Energy Strategy, 2008 (adopted by Council Dec 2009) and the Durban Climate Change Strategy (DCCS). The Energy strategy lists a number of action plans which span a wide range of technical, managerial and institutional interventions to deliver Energy Efficiency (EE) and Renewable Energy (RE) improvements across all sectors. Two of the action plans are dedicated specifically to Solar Water Heating, namely:

- Residential Sector Action Plan 7 - Enhanced use of Solar Water Heating in the Home
- Local Authority & Public Sector Action Plan 10 - Maximize use of Solar Water Heating in Public Buildings.

Both of these action plans list a number of actions which need to take place, responsible agents and timeframes in order to increase the uptake of solar water heaters in the municipality. One of the most critical actions identified in the energy strategy is to implement a program for large scale SWH roll-out.

In addition, the DCCS also advocates Solar Water interventions in the residential and business sectors.

1.2 Neighborhood Solar Water Heater Model

The Shisa Solar Neighbourhood SWH Project (www.shisasolar.org.za) is a volume purchasing project for SWH that targets the higher Living Standards Measure (LSM) groups in the eThekweni Municipality. The project assists groups of people working together in neighbourhoods in the eThekweni Municipal Area to simplify the process and reduce the cost of fitting a SWH to their homes.

The project helps the participants to decide:

- What supplier to use?
- Which SWH technology to purchase?
- How much will it cost?
- How do I apply for the Eskom SWM rebate?
- And where to get started.

1.3 Shisa Solar website

The Shisa Solar website was redeveloped in 2014 to utilise Joomla as the CMS, from SharePoint. This included redesigning many of the features of the website, to make it more user-friendly. The Shisa Solar Website is currently hosted by Cybertek.

2 Required Services

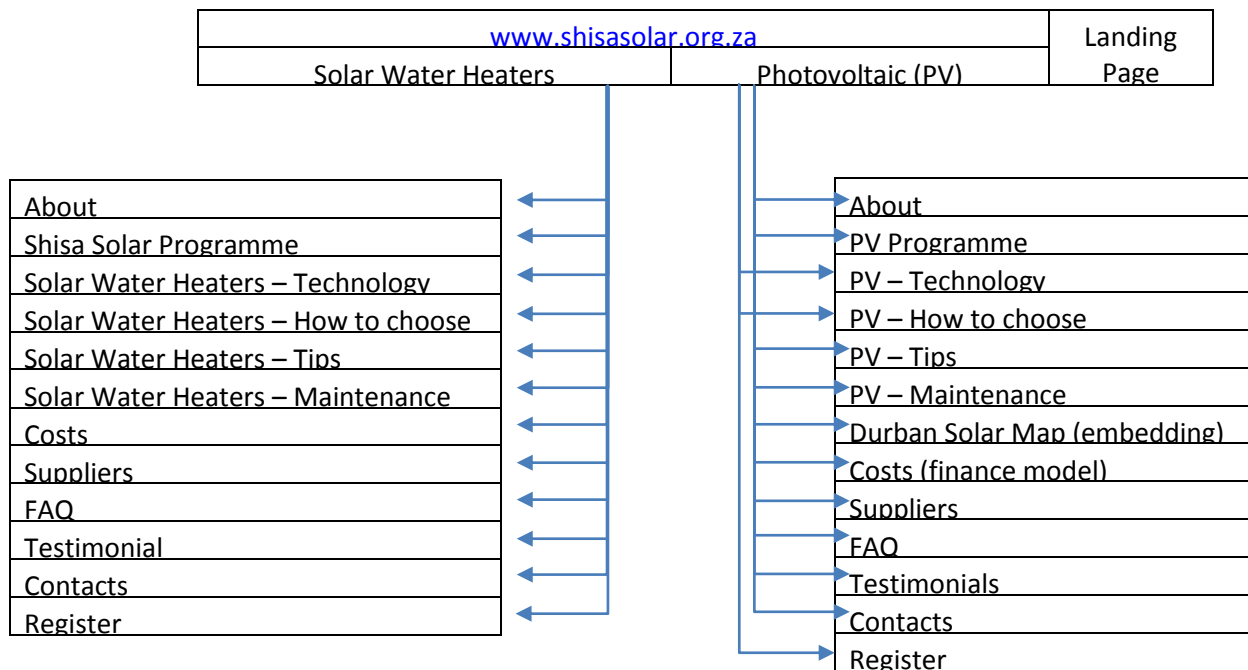
Service providers are hereby requested to submit quotations and proposals for the following activities for the Shisa Solar website. The below mentioned services will commence on the 1st of January 2015.

2.1 Restructuring

With reference to the current Shisa Solar website: www.shisasolar.org.za. The current site map is as follows:



The revised Structure of the Shisa Solar website should be as follows:



The same design elements as the existing Shisa Solar website should be utilised.

Appropriate stock imagery should be included for the photovoltaic web-pages.

All written content will be provided by the Energy Office.

Search engine optimisation is key, so the redevelopment needs to engage with SEO best practice.

The current registration system for the Shisa Solar Water Heating (SWH) programme is automated and will be kept. This system should be duplicated for the Shisa PV programme. All registrations for SWH and PV should be stored on separate databases (exportable to Excel).

Security of the entire website is critical, especially the details of the people that have registered on this system. Best practice and adequate protocols should be included to secure the entire website and databases.

2.2 Hosting

All proposals must be inclusive of 1 year (12 months) of website hosting. This section should include any resources needed for the transfer of the hosting from the current hosting company.

All necessary preparations must be made so that the hosting of the website can be moved to the new service provider on the 1st of February 2016.

2.3 Domain renewal

Renewal of the Shisa Solar Domain.

2.4 Shisa Solar Pay Per Click

Service providers are hereby requested to submit quotations and proposals for the design and development of Pay Per click web based advertising solutions for the Shisa Solar Program. This must encompass both Google adwords and Facebook advertising, for a period of 1 year (12 months).

2.5 Website Support

During the 1 year (12months) of the contract, the service providers should make an allocation of 20 hours of 'time' to respond to any glitches and/or additional work that has to be undertaken on the Shisa Solar website.

This 'time' will not be utilised in the event of problems that emanate as a result of the suppliers oversight.

2.6 Deliverables

The expected deliverables from the project will be as follows:

- 1) Restructured website.
- 2) An approved proposal for the Shisa Solar website hosting, PPC campaign and website support.
- 3) Implementation of all Pay Per Click advertising in accordance with the approved proposal
- 4) Hosting of the website.
- 5) Renewed Domain.
- 6) Regular updates as to the progress of the PPC campaign.
- 7) Mid-term progress report
- 8) Full Report post close of the campaign, including a breakdown of the funds spent.

3 Adjudication Criteria

This contract will be adjudicated in terms of the eThekweni Municipality Supply Chain Management rules and policies and will follow the 80:20 rule. The procurement will be done in terms of the Section 18 of approved Supply Chain Management Policy, "Procedures for procuring goods or services through written or verbal quotations and formal written price quotations¹" (i.e. formal written price quotations for procurements of a transaction value over R30 000 up to R200 000 (VAT included)).

The quotations will be assessed according to 2 step process. The first step is a functionality assessment and bidders must score a minimum of 70 points (out of 100) in order to be assessed any further. Step 2 is adjudicated according to price and preferential procurements.

Step 1: Functionality (100 points)

- Professional experience in Pay per Click Advertising (20 points)
- Professional experience in website development (20 points)
- Professional experience in website hosting specifically for Joomla platforms (25 points)
- Existing Company website support services (15 points)
- Knowledge and experience in advertising for the Green industry (10 points)
- Location of Business in eThekweni Municipality (10 points)

Companies/Individuals must score a minimum of 70 points for "Step 1: Functionality" in order to be evaluated for "Step 2: Price and Preferential Procurement".

Step 2: Price and Preferential Procurement (100 points)

- Price (80 points)
- Preferential Procurement (20 Points)

¹ <http://www.durban.gov.za/durban/government/scm/strategy/Approved%20SCM%20Policy.pdf>

CRITERIA	MAX. POINTS SCORING	REMARKS
Phase1: Functionality	100 Points	Companies/Individuals must score a minimum of 80 points for functionality in order to be assessed for Step 2
Functionality		
Professional experience in Pay per Click Advertising	20 points	Please provide a detailed overview of experience in the proposal
Professional experience in website development	20 points	Please provide a detailed overview (with proof) of websites developed
Professional experience in website hosting specifically for Joomla	25 points	Please provide a detailed overview, with actual list of examples, of Joomla website hosting
Existing Company website support services	15 points	Please list in detail the existing type of website support services
Knowledge and experience in advertising for the Green industry	10 points	Please provide an overview of knowledge and experience relating to the Green industry
Location of Business in eThekweni Municipality	10 points	Please provide proof of the location of your business
TOTAL Phase 1:	100	
Phase 2: Price and Preferential Procurement	100 Points	
Price		Total 80
Price	80	
Preferential Procurement		Total 20
FPLITE Score	20	
TOTAL Phase 2:	100	

Broad Based Black Economic Empowerment Points will be awarded to bidders in accordance with the table below:

B-BBEE Status Level of Contributor	80/20 Point System
1	20
2	18
3	16
4	12
5	8
6	6
7	4
8	2
Non-compliant contributor	0

Criteria	Description	0%	Poor (40%)	Satisfactory (70%)	Good (90%)	Very good (100%)
Professional experience in Pay per Click advertising (20 points)	Does the company (not individuals) have sufficient relevant experience to result in an efficient Pay per Click campaign?	No information or irrelevant information provided.	Less than 3 different Pay per Click projects. (8 points)	Between 4 and 10 different Pay per Click projects. (14 points)	Between 11 and 15 different Pay per Click projects. (18 points)	16 or more different Pay per Click projects. (20 points)
Professional experience in website development (20 points)	Does the company (not individuals) have sufficient relevant experience in website development?	No information or irrelevant information provided.	Less than 3 websites developed. (8 points)	Between 4 and 7 websites developed. (14 points)	Between 11 and 15 websites developed. (18 points)	16 or more websites developed. (20 points)
Professional experience in website hosting specifically for Joomla platforms (25 points)	Does the company (not individuals) have sufficient relevant experience to result in an efficient hosting of the Shisa Solar website?	No information or irrelevant information provided.	Less than 3 different Joomla websites hosted. (10 points)	Between 4 and 7 different Joomla websites hosted. (17.5 points)	Between 8 and 10 different Joomla websites hosted. (22.5 points)	More than 11 different Joomla websites hosted. (25 points)
Existing Company website support services (15 points)	Does the company (not individuals) have sufficient existing website support systems?	No information or irrelevant information provided.	Only call centre support offered during standard offices hours (i.e. 07h00 to 17h00, 5 days a week). (6 points)	Only call centre support offered 7 days a week during stand working hours (i.e. 07h00 to 17h00). (10.5 points)	Only call centre support offered 7 days a week, 24 hours a day. (13.5 points)	Call centre support and personal/dedicated support technician offered 7 days a week, 24 hours a day. (15 points)
Knowledge and experience in advertising for the Green industry (10 points)	Does the company (not individuals) have sufficient knowledge and experience of the green industry?	No information or irrelevant information provided.	Only an overview of knowledge of green industry provided and no experience. (4 points)	An overview of knowledge of green industry provided and 1 green project. (7 points)	An overview of knowledge of green industry provided and between 2 and 4 green projects. (9 points)	An overview of knowledge of green industry provided and over 5 green projects. (10 points)
Location of Business in eThekweni Municipality (10 points)	Is the company based in eThekweni Municipality?	No.	Not applicable.	Not applicable.	Not applicable.	Yes. (10 points)

4 Submission Requirements

Quotations should include the following:

1. A proposal outlining:
 - 1.1. Professional experience in Pay Per Click advertising.
 - 1.2. Professional experience in website development.
 - 1.3. Professional experience in website hosting specifically for Joomla.
 - 1.4. Existing company website support services.
 - 1.3. Knowledge and experience in advertising for the Green industry.
 - 1.4. Location of company in eThekweni Municipality.
 - 1.5. PPC advertising solutions geared specifically towards the Shisa Solar Programme.
2. Detailed budget breakdown
3. Time frame
4. Company profile and BEE status
5. Supporting Documents
 - a. Signed Declaration of Interest (see Annexure 1)
 - b. Signed Declaration of Municipal Fees (see Annexure 1)
 - c. Signed Certificate of Independent Bid Determination (see Annexure 1)
 - d. Original Valid Tax Clearance Certificate.
 - e. Copy of latest utility bill.
 - f. Focussed Procurement Lite registration details (<http://fplite.durban.gov.za/>)

Please ensure that you receive a confirmation of receipt if submitted by email and that emails do not exceed 5 MB in size. The eThekweni Municipality does not bind itself to accept the lowest or any quotation, and reserves the right to accept a portion of any quotation, unless the supplier expressly stipulates otherwise in their quotation. The eThekweni Energy Office does not undertake to consider quotations received after the due date and time unless clear evidence of dispatch is available. This request for quotations is subject to any changes which may stem from a negotiation of the final terms with the service provider, as well as any additional budget which may be allocated to the project. Payment arrangements will be negotiated on the basis of the completion of project milestones and will be outlined in the letter of appointment. Final payment will be paid on full completion of the project and the receipt of the final set of deliverables.

Quotations must be submitted to:

Priscilla Moodley, Energy Office, 3rd Floor, SmartXchange Building, 6 Walnut Road

031 311 4415

E-mail: moodleypr@durban.gov.za

For Technical queries:

Magash Naidoo, Project Manager

Energy Office, 3rd Floor, SmartXchange Building, 5 Walnut Road

083 589 3576

E-mail: Magash.Naidoo@durban.gov.za

**NOTE: A hardcopy of your complete proposal needs to accompany any e-mailed proposal.
The softcopy of the submission should be saved on only one PDF file.**

Proposals must be received no later than 11h00 on the 5th May 2016

Restructuring, Hosting and Pay-Per Click Campaign: Shisa Solar

Annexure 1: Supporting Documents

A. DECLARATION OF INTEREST

1. No bid will be accepted from persons in the service of the state².
2. Any person, having a kinship with persons in the service of the state, including a blood relationship, may make an offer or offers in terms of this invitation to bid. In view of possible allegations of favouritism, should the resulting bid, or part thereof, be awarded to persons connected with or related to persons in service of the state, it is required that the bidder or their authorised representative declare their position in relation to the evaluating/adjudicating authority.
3. In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.

3.1. Full Name of bidder or his or her representative:.....

3.2. Identity Number:

3.3. Position occupied in the Company (director, trustee, shareholder³):.....

3.4. Company Registration Number:

3.5. Tax Reference Number:.....

3.6. VAT Registration Number:

3.7. The names of all directors / trustees / shareholders members, their individual identity numbers and state employee numbers must be indicated in paragraph 4 below.

3.8. Are you presently in the service of the state? **YES / NO**

If yes, furnish particulars.....

3.9. Have you been in the service of the state for the past twelve months?**YES / NO**

If yes, furnish particulars.....

²MSCM Regulations: "in the service of the state" means to be –

- (a) a member of –
 - (i) any municipal council;
 - (ii) any provincial legislature; or
 - (iii) the national Assembly or the national Council of provinces;
- (b) a member of the board of directors of any municipal entity;
- (c) an official of any municipality or municipal entity;
- (d) an employee of any national or provincial department, national or provincial public entity or constitutional institution within the meaning of the Public Finance Management Act, 1999 (Act No.1 of 1999);
- (e) a member of the accounting authority of any national or provincial public entity; or
- (f) an employee of Parliament or a provincial legislature.

³Shareholder" means a person who owns shares in the company and is actively involved in the management of the company or business and exercises control over the company.

.....
 3.10. Do you have any relationship (family, friend, other) with persons in the service of the state and who may be involved with the evaluation and or adjudication of this bid?
 **YES / NO**

If yes, furnish particulars.

.....

3.11. Are you, aware of any relationship (family, friend, other) between any other bidder and any persons in the service of the state who may be involved with the evaluation and or adjudication of this bid? **YES / NO**

If yes, furnish particulars

.....

3.12. Are any of the company's directors, trustees, managers, principle shareholders or stakeholders in service of the state? **YES / NO**

If yes, furnish particulars.

.....

3.13. Is any spouse, child or parent of the company's directors, trustees, managers, principle shareholders or stakeholders in service of the state? **YES / NO**

If yes, furnish particulars.

.....

3.14. Do you or any of the directors, trustees, managers, principle shareholders, or stakeholders of this company have any interest in any other related companies or business whether or not they are bidding for this contract? **YES / NO**

3.14.1 If yes, furnish particulars:

.....

4. Full details of directors / trustees / members / shareholders.

Full Name	Identity Number	State Employee Number

.....

Signature

.....

Date

.....

Capacity

.....

Name of Bidder

B. DECLARATION OF MUNICIPAL FEES

I/We do hereby declare that the Municipal fees of _____ (company name), are, as at the date of the tender closing, fully paid up, or arrangements have been concluded with the Municipality to pay the said fees :

ACCOUNT	ACCOUNT NUMBER
ELECTRICITY	_____
WATER	_____
RATES	_____
JSB LEVIES	_____
OTHER	_____

I acknowledge that should it be found that the Municipal fees are not up to date, the Council may take such remedial action as is required, including termination of contract, and any income due to the Contractor shall be utilised to offset any monies due to the Council.

Name

Signature

Designation

Date

C. CERTIFICATE OF INDEPENDENT BID DETERMINATION

1. This Municipal Bidding Document (MBD) must form part of all bids¹ invited.

2. Section 4 (1) (b) (iii) of the Competition Act No. 89 of 1998, as amended, prohibits an agreement between, or concerted practice by, firms, or a decision by an association of firms, if it is between parties in a horizontal relationship and if it involves collusive bidding (or bid rigging).² Collusive bidding is a pe se prohibition meaning that it cannot be justified under any grounds.

3. Municipal Supply Regulation 38 (1) prescribes that a supply chain management policy must provide measures for the combating of abuse of the supply chain management system, and must enable the accounting officer, among others, to:
 - a. take all reasonable steps to prevent such abuse;

 - b. reject the bid of any bidder if that bidder or any of its directors has abused the supply chain management system of the municipality or municipal entity or has committed any improper conduct in relation to such system; and

 - c. cancel a contract awarded to a person if the person committed any corrupt or fraudulent act during the bidding process or the execution of the contract.

4. This MBD serves as a certificate of declaration that would be used by institutions to ensure that, when bids are considered, reasonable steps are taken to prevent any form of bid-rigging.

5. In order to give effect to the above, the attached Certificate of Bid Determination (MBD 9) must be completed and submitted with the bid:

¹ Includes price quotations, advertised competitive bids, limited bids and proposals.

² Bid rigging (or collusive bidding) occurs when businesses, that would otherwise be expected to compete, secretly conspire to raise prices or lower the quality of goods and / or services for purchasers who wish to acquire goods and / or services through a bidding process. Bid rigging is, therefore, an agreement between competitors not to compete.

MBD 9 CERTIFICATE OF INDEPENDENT BID DETERMINATION

I, the undersigned, in submitting the accompanying bid:

(Bid Number and Description)

in response to the invitation for the bid made by:

(Name of Municipality / Municipal Entity)

do hereby make the following statements that I certify to be true and complete in every respect:

I certify, on behalf

of: _____ that:

(Name of Bidder)

1. I have read and I understand the contents of this Certificate;
2. I understand that the accompanying bid will be disqualified if this Certificate is found not to be true and complete in every respect;
3. I am authorized by the bidder to sign this Certificate, and to submit the accompanying bid, on behalf of the bidder;
4. Each person whose signature appears on the accompanying bid has been authorized by the bidder to determine the terms of, and to sign, the bid, on behalf of the bidder;
6. For the purposes of this Certificate and the accompanying bid, I understand that the word "competitor" shall include any individual or organization, other than the bidder, whether or not affiliated with the bidder, who:
 - a) has been requested to submit a bid in response to this bid invitation;
 - b) could potentially submit a bid in response to this bid invitation, based on their qualifications, abilities or experience; and
 - c) provides the same goods and services as the bidder and/or is in the same line of business as the bidder
6. The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor. However, communication between partners in a joint venture or consortium³ will not be construed as collusive bidding.
7. In particular, without limiting the generality of paragraphs 6 above, there has been no consultation, communication, agreement or arrangement with any competitor regarding:
 - a) prices;
 - b) geographical area where product or service will be rendered (market allocation)
 - c) methods, factors or formulas used to calculate prices;
 - d) the intention or decision to submit or not to submit, a bid;
 - e) the submission of a bid which does not meet the specifications and conditions of the bid; Or
 - f) bidding with the intention not to win the bid.
8. In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications and conditions or delivery particulars of the products or services to which this bid invitation relates.

9. The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.

10. I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of section 59 of the Competition Act No. 89 of 1998, and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public sector for a period not exceeding ten (10) years in terms of the Prevention and Combating of Corrupt Activities Act No. 12 of 2004 or any other applicable legislation.

.....

Signature

.....

Date

.....

Position Name of Bidder

.....

Date

³ Joint venture or Consortium means an association of persons for the purpose of combining their expertise, property, capital, efforts, skill and knowledge in an activity for the execution of a contract.