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Date: **November 21, 2016**  
Ref.: **RFP/17/023**  
Subject: **Solicitation for Website Re-Design Services**

The International Foundation for Electoral Systems (IFES), invites your firm to participate in this competitive solicitation for pricing, delivery, and terms of potential sale of the following services for the IFES field office in Nairobi, Kenya. IFES reserves the right to reject any and all offers, to add, delete, or modify any element of the solicitation at any time without prior notification and without any liability or obligation of any kind. This RFP does not obligate IFES to enter into a contract nor does it obligate IFES to pay any costs incurred in the preparation of submission of any response.

## BACKGROUND

IFES is an independent, non-governmental organization (NGO) with headquarters registered in the United States of America. IFES supports citizens' rights to participate in free and fair elections. Our independent expertise strengthens electoral systems and builds local capacity to deliver sustainable solutions. Since 1987, IFES has worked in over 145 countries – from developing democracies, to mature democracies.

## DESCRIPTION OF SERVICES

### Functional Requirements

Contractors must submit a timeline and cost estimate in the proposal showing the period required to develop, implement, and carry out their services.

### Introduction

IFES' KEAP program seeks to build the capacity of Kenyan institutions. Websites represent an important public-facing tool for organizations to engage the people of Kenya. Well-designed and easily accessible websites serve to build trust, facilitate transparency, and promote effective internal and external communication.

### Scope of work

IFES wishes to engage the services of a professional web design firm, consultant, or partnership for website re-design services for a Kenyan institution. As the majority of the Kenyan population accesses the Internet through mobile devices, the new website must be mobile-device responsive as well as smartphone compatible. The website should also facilitate access for persons with disabilities. The new website must be able to host multiple data sources, as well as support image mapping.

The firm, or individual, will be expected to propose, develop and implement all elements of the front-end user interface in compliance with World Wide Web Consortium (W3C) web standards.

Overview of primary responsibilities:

- Assess the current website structure and contents especially with regards to accessibility, quality of contents, usability, maintenance, archiving and retrieval.
- Liaise with institutional staff to understand users' needs and identify corresponding user interface requirements, workflows, and functionalities.
- Design and develop storyboards and prototypes (at least two) and propose options for implementation in line with the target audience.
- Train staff on website maintenance, security and usability.
- Make recommendations for software, hardware, and other back-end applications related to Web development.
- Launch the website.

The audience of the website is the entire Kenyan population, and as a result the new website must be designed to be easily comprehensible for Kenyans from all demographic groups and from all socio-economic backgrounds throughout the country. It should be intuitive and easy to navigate and understand.

The website must be compliant and follow all regulations and guidelines associated with the Kenya Open Data Initiative (KODI). Launched in July 2011 it seeks to make government data available in digital form in a transparent manner.

The website must be in English, and also incorporate elements of Kiswahili.

Proposals must include a step by step approach to the website re-design, including technical development details as well as a collaborative approach to working with the host organization on content adjustment and creation. The prospective contractor will be expected to provide IT training, and may be expected to provide post-launch website technical support in the period following the new website launch as deemed necessary. Proposals must include a suggested timeline for all stages of the re-design process, with a detailed cost breakdown.

Prospective contractors are able to provide examples of websites designed for previous clients will be viewed favorably.

The anticipated period of engagement is expected to be one month.

IFES seeks proposals from firms, individuals, or partners that are qualified to complete this website re-design. IFES seeks firms and individuals that have expertise in data management and analysis, as well as Open Data policies and review.

## REQUIREMENTS

Prospective contractors must submit the following information in their response:

1. A technical proposal in English addressing all elements described in the above Description of Services.
2. A detailed timeline.
3. A budget in (local currency for vendors registered in Kenya) with all applicable taxes/charges clearly identified, provided against each of the categories of services described in this request.
4. Relevant past experience to include: (1) examples of similar projects; (2) list of clients, and; (3) Names, addresses, and telephone numbers of three business references, and approval to contact the listed references.
5. A contact name, email address, and telephone number to facilitate communication between IFES and the prospective contractor.
6. If a government, its agents, or agencies, have an ownership or managerial interest in the company, the prospective contractor must indicate this when submitting its offer. Failure to do so will result in the prospective contractor's offer being removed from consideration.
7. A brief outline of the company, including:
  - a. Full legal name and address of the company or individual;
  - b. Corporate and tax registration documents
  - c. Full name of the legal representative (president or managing director) of the company (not applicable for individuals);
  - d. Name of any individuals or entities that own 50% of more of the company;
  - e. Year business was started or established; and
8. The prospective contractor must disclose in writing with its response any subcontracting that will take place under an award. Failure to disclose subcontracting relationships will result in the prospective contractor's offer being removed from consideration.
9. Prospective contractor must be legally registered under the laws of the country in which they are organized and possess all licenses, permits and government approvals necessary for performance of the work.

## EVALUATION

IFES will evaluate bids based on the following criteria:

1. Reasonableness of cost proposal (30% weight)
2. Demonstrated understanding of the RFP Requirements and ability to accomplish tasks referenced in Description of Services (30% weight)
3. Timeline (20% weight)
4. Demonstrated contractor's expertise and organizational experience (20% weight)

**Evaluation Criteria Grading for Each Criterion:**

Highly Exceeds Expectations	5 Points
Slightly Exceeds Expectations	4 Points
Meets Expectations	3 Points
Meets most but not All Expectations	2 Points
Does Not Meet Expectations	1 Point

**SCHEDULE OF EVENTS**

Release of RFP	November 21, 2016
Questions Due	November 28, 2016 by 5:00 PM Nairobi local time
Answers from IFES	November 30, 2016
RFP Closes – All Bids Due	December 5, 2016 by 5:00 PM Nairobi local time

All offers must be submitted to Ms. Salima Wiggins at [swiggins@ifes.org](mailto:swiggins@ifes.org) and Mr. Chris Bassett at [cbassett@ifes.org](mailto:cbassett@ifes.org), or in a hardcopy sealed bid which must be on a company's letterhead with company's contact name and address. Preference will be given to bids submitted via email, however, sealed bids may be delivered by hand to IFES' office in Kenya at Roshanmaer Place, Lenana Road, Nairobi, Kenya. **Email submissions must state "RFP/17/023" and the contractor's name in the subject line.**

**GENERAL TERMS AND CONDITIONS**

1. IFES will only consider responsive quotes from responsible contractors for award.
2. Collusion is strictly prohibited. Collusion is defined as an agreement or compact, written or oral, between two or more parties with the goal of limiting fair and open competition by deceiving, misleading, or defrauding a third party.
3. Prices quoted must be valid for entire length of contract.
4. Unit prices are required and in the case of discrepancies between unit price and total price, the unit price will be taken as reference basis in the evaluation.
5. All procurement will be subject to IFES contractual terms and conditions, and contingent on the availability of donor funding.
6. IFES reserves the right to accept or reject any quotation or stop the procurement process at any time, without assigning any reason or liability.
7. IFES reserves the right to accept all or part of the quotation when awarding the contract.
8. All information provided by IFES in this RFP is subject to change at any time. IFES makes no certification as to the accuracy of any item and is not responsible or liable for any reliance on or use of the information or for any claims asserted therefrom.
9. IFES reserves the right to require any prospective contractor to enter into a non-disclosure agreement.
10. The RFP does not obligate IFES to pay for any costs, of any kind whatsoever, which may be incurred by the prospective contractor or any third parties, in connection with the Response. All Responses and supporting documentation shall become the property of IFES.
11. All questions and response must adhere to the schedule noted above and shall be to the attention of Ms. Salima Wiggins at [swiggins@ifes.org](mailto:swiggins@ifes.org) **and** Mr. Chris Bassett at [cbassett@ifes.org](mailto:cbassett@ifes.org).

**IFES has zero tolerance for fraud. Fraud is any act or omission that intentionally misleads, or attempts to mislead, to obtain a benefit or to avoid an obligation. If you have concerns about potential fraud in**

any way related to IFES projects, contracts or activities, please contact IFES' Compliance Hotline at [compliance@ifes.org](mailto:compliance@ifes.org) or at +1 202-350-6791.

**END OF RFP**