



ST. VINCENT AND THE GRENADINES CONSERVATION FUND (SVGCF)

REQUEST FOR PROPOSALS WEBSITE MAINTENANCE

Title: SVGCF Website Maintenance Request for Proposals

Issuing Authority: St. Vincent and the Grenadines Conservation Fund

Begin Date: November 1, 2020

End Date: October 31, 2021

Proposals subject to the conditions of this request shall be received by 3:00 p.m. on Friday, September 30, 2020.

Interested applicants are asked to submit documents electronically to Info@svgcf.org. Please mention "SVGCF Website maintenance proposal" in the subject line.

Submission and Deadline: Please send your proposal via email as a pdf on or before **September 30, 2020 at 3:00 p.m.** to info@svgcf.org

Please direct any questions, in writing, to the CEO at info@svgcf.org on or before September 25, 2020.

1. Introduction/Purpose of RFP

It is the intent of the St. Vincent and the Grenadines Conservation Fund (SVGCF) to solicit proposals for website maintenance in accordance with all requirements stated in the proposal document.

The selected website maintenance provider will have an initial one-year contract beginning November 1, 2020 through October 30, 2021. All proposals are due by 3:00 p.m. on Wednesday, September 30, 2020.

2. Background

A key component of the SVGCF's marketing and brand strategy is the website. The current site (SVGCF.org) was designed in 2018 in WordPress.

The SVGCF is a non-profit organization Established as a Not for Profit Company on November 30, 2015, the Saint Vincent and the Grenadines Conservation Fund Inc. (SVGCF) general purpose, as stated in its By-Laws, is to provide a sustainable flow of funds to supplement existing and future funds from any other sources to enable the Company to support the long-term management and expansion of the Saint Vincent and the Grenadines National System of Protected Areas and other activities that contribute substantially to the conservation, protection and maintenance of biodiversity.

Our mission is to provide funding to support conservation of biodiversity in Saint Vincent and the Grenadines.

Our vision is to ensure marine and terrestrial ecosystems of St. Vincent and the Grenadines are healthy and communities are active stewards in its conservation and management.

3. Who May Respond

Professional IT/Website/Graphics companies or individual(s) may apply.

4. Provisions and Limitations

The purpose of this RFP is to ensure maximum, open, and free competition in the solicitation of and procurement of the goods and services described herein. This RFP is not to be considered as a purchase agreement or contract or as a commitment of any kind; nor does it obligate the SVGCF to award any contract or pay for costs incurred prior to the execution of a contract unless such costs are specifically authorized in writing by the SVGCF.

The SVGCF reserves the right to:

- Accept or reject any or all proposals received, or to cancel or reissue this RFP in part or its entirety;
- Award a contract for any goods and services in any quantity that the SVGCF determines, at its sole discretion, is in its best interest;
- Award a contract to other than the lowest cost/priced respondent;
- Reject any proposal that fails to confirm the essential requirements of this RFP;
- Contact any individual or entity listed in the proposal or otherwise known to the SVGCF, who may have knowledge of the respondent's experience, performance, and qualifications;
- Request additional information from any and all respondents; and
- Cancel a contract because of unavailability of federal or other funds.

5. Selection Process and Criteria

Selection will be based as described below:

Selection Committee: A Selection Committee comprised of SVGCF employees will review and evaluate all responsive submittals and other information received in accordance with the requirements of this RFP. In assessing the strengths and weaknesses of each respondent, the Selection Committee may, at its discretion, request clarification of any response to this RFP or other issue that may arise during the selection process.

At any stage, the SVGCF reserves the right to terminate, suspend, or modify this selection process; reject any or all submittals at any time; and waive any informalities, irregularities or omissions in submittals, all as the best interests of the SVGCF may appear.

The SVGCF will not accept any information, in any form whatsoever, from Proposers after the proposal due date. Unsuccessful Proposers will be notified in writing that they were not selected and such notification shall result in no further consideration of these submissions. All determinations of the SVGCF regarding rejection shall be final.

General Evaluation Criteria: A maximum of 100 points will be allowed in the scoring process. Each member of the Selection Committee will examine and score each proposal individually. Then, the committee will meet jointly to discuss their scores and mutually agree on an average score and the rationale for their scoring for each of the following items.

- Qualifications and experience of the Proposer (the person or entity legally responsible for the provision of services) in the professional areas listed in this RFP. Includes the qualifications and experience of the Proposer's team leader and other Key Personnel (including subcontractors, if any) in the professional areas listed in this RFP and in similar projects. **(20 points)**
- Demonstrated ability to establish, maintain, and communicate project consensus, demonstrated ability to complete projects timely and efficiently; demonstrated ability to provide all of the necessary coordination to complete projects. **(20 points)**
- Proposed approach to provision of services. Includes philosophy and understanding of the services

- and approach to external awareness and issues that might arise. **(15 points)**
- Proposed methodology of management approach of project team and assigned work tasks; including status updates. **(15 points)**
- Experience working for NGO. **(15 points)**
- Proposed fees and expenses. **(15 points)**

The SVGCF may require an interview in addition to the evaluation of written proposals.

The award will be to the most qualified company or individual(s) whose proposal is deemed most advantageous to SVGCF, all factors considered.

6. Responses to the Request for Proposals (RFP) should include:

1. The business's/individual's legal name, address, and telephone number.
2. The headquarters where the work will be performed and from which expenses will be charged.
3. The principal(s) of the company and their experience and qualifications.
4. The experience and qualifications of the "key" staff to be assigned to the project.
5. A description of the company's prior experience, including any similar projects.
6. A description of the company's current work activities and how these would be coordinated with the project, as well as the firm's anticipated availability during the term of the project.
7. Contact information, including name, email, phone number, and address for three professional references.

7. Scope of Work

The contactor shall have extensive knowledge and background in utilizing WordPress content management system to manage web sites and will be expected to complete the responsibilities described below:

- A. Perform regular maintenance of the SVGCF website; make recommendations to SVGCF staff on how to improve and optimize the site.
- B. Web site content updates: Manage and publish content; ensure content is consistent and in line with SVGCF's brand, identity and mission; and ensure information displayed is accurate and current. Update meta tags for SEO purpose. Minor changes to website, images and layout as requested by the SVGCF.
- C. Website monitoring: Monitor the website for security outages and breaches 24/7. Inform the SVGCF regarding website issues within 1hr of occurrence and will try to solve the issue as quickly as possible. Proactively monitor site content Design and update layouts as needed.
- D. Secured Backups: Create a complete backup of the website at the agreed schedule back-up intervals (e.g. every 45 days). The backup will be store on a secured server.
- E. Updating script/program: Edit or add software, program and scripts for the site performance and security.
- F. Maintain the integrity of the site against spam, hackers, viruses and electronic attacks via firewalls, security software and passwords.
- G. Maintain link equity with our partners and stakeholders.
- H. Submit quarterly reports on how the site is being used and effectiveness. Measurements would include traffic sources, top keywords, top pages and referrals, and other topics deemed necessary. Other measurable components could include unique visitors, number of visits, page views, impressions and click through rate.
- I. Update drop down menus as needed to function effortlessly to ensure visitor satisfaction.
- J. Participate in meetings to be held as needed with SVGCF staff to discuss issues, needs or special projects.
- K. Integrate SVGCF's social media platforms throughout the site as appropriate.