

TERMS OF REFERENCE

WEB DEVELOPMENT AND MANAGEMENT OF TOURISM PROMOTIONS BOARD PHILIPPINE MOTORCYCLE TOURISM PROGRAM: DEVELOPMENT, DESIGN, WEB HOSTING, MAINTENANCE AND EMAIL/SMS SERVICES

as of 08 July 2021

I. OVERVIEW

Philippine Motorcycle Tourism is one of the fast-growing niche market in the country with registered motorcycle vehicles 5,864,356 as of December 2020 (Annual Report of Land Transportation Office) . Major islands in our country are being explored by motorcycle riders – the unspoiled landscapes, beautiful and serene coasts, green forest wildlife, and natural splendors. This is one of the special habits of “riders” that encourage domestic travel accessible by motor bikes. Motorcycle tourism is an excellent example of the unusual and marginal nature of travel.

Following this, the Tourism Promotions Board (TPB) Philippines have collaborated and partnered with the Department of Tourism (DOT) and various motorcycle rider clubs and associations in the Philippines to develop a cohesive promotional plan to boost awareness on this niche market, to help jumpstart domestic travel.

Part of the plan is the development of an online platform specific to Motorcycle Tourism to include maximizing the use of social media, to reach motor riders nationwide as well as provide important information on travel safety protocols, how to get to hidden gems, among others. This platform will also encourage domestic travel through the engagement, of identified Key Opinion Leaders (KOLs) influencers and delivering measurable results and giving clear insight into campaigns.

II. OBJECTIVES

1. To help rebuild the traveling public’s confidence to travel domestically and eventually for the tourism industry to bounce back from the negative impact of the recent COVID-19 pandemic crisis.
2. To encourage more motorcycle sports enthusiasts to engage in a motor-sports tourism activity as a potential niche tourist product.
3. To tap motorcycle riders as domestic tourism ambassadors who will help promote the Philippines as a fun and diverse experience.
4. To instill a culture of tourism and pride of place among the ride and advocate responsible and sustainable tourism.
5. To promote road safety travel among the participants and adapt the government’s safety guidelines and protocols in the hospitality industry as a new normal.

III. SCOPE OF SERVICES:

- A. Design and development of the website based on the specification.
 - 1. Creating the basic lay-out and design of the website /microsite
 - 2. Technically optimized and mobile-friendly website.

- B. Management and Maintenance of the Website
 - 1. Research and Content Management System
 - 2. Grouping information for a smooth user experience e.g. site map etc.
 - 3. Dedicated Researchers, Editors and writers until 31 December 2021
 - 4. Support Email Blast and SMS messaging for an announcement of the event.
 - 5. Training and transfer of technology
 - 6. Provide the on-line Registration System for TPB project initiatives
 - 7. Back-up and Recovery

- C. Free hosting of website for 1 year

IV. GENERAL SPECIFICATIONS AND DELIVERABLES:

Specifically included as major requirements for this project are the following:

A. WEBSITE / MICROSITE

- 1. The site will be under the domain name of tpb.gov.ph

- 2. The site must be dynamic and interactive and should allow easy information update; the update process should not require specialized skills in web development.

- 3. The layout and pages are in accordance with an agreed content structure and approved by TPB– and will provide easy maintenance capability to update news, articles, pictures, featured destinations, itineraries, and infomercials.

- 4. The website must have a web interface for the following:
 - a. Maintenance of the home page and other sections. The interface will allow for deletion, addition, or editing of new content on the home page or other pages.
 - b. Online Registration System for motorcycle riders for TPB initiated projects and newsletters.

- 5. Philippine Motorcycle Website should have a responsive web design adaptable to all screens and mobile devices.
 - a. Enhanced usability through:
 - Simple and reliable navigation.
 - Achievement of faster browsing speed.

- Appropriate branding; consistency of appearance of graphics and text for aestheticism and professional appeal.
- Dynamic content, which may include animation.
- Ensure browser compatibility, especially with Firefox, Internet Explorer, Chrome, and other browsers.

B. Management and Maintenance of the Website

1. Research and Content for The Website

- Sitemap (minimum requirement)
 - a. Home – VISUALS
 - b. On-line registration system (activity-based)
 - c. Press releases, videos, news, newsletters and articles
 - d. Riders' Photo Corner to feature per month
 - e. Calendar of Activities
 - f. Featured Destinations and Itineraries
 - g. Automated Chat
 - h. Quick Search
 - i. Auto reminder on upcoming activities
 - j. Automated email marketing
 - k. Automated SMS marketing
 - l. Photo gallery

2. Must assign 2 – 3 dedicated writers/researchers

- a. develop content for the web-based communications, including updating of the website for the period covered, as necessary
- b. develop content-themes based on trends and analysis
- c. conduct interviews
- d. Ensures that the website has a carefully planned search engine optimized (SEO) content strategy based on a comprehensive keyword research and keyword strategy
- e. Proposes content that will help to implement the communications strategy and support overall goals and objectives of the program
- f. Proficient with computers, especially content management software, social media platforms, MS Office, and SEO keywords and basic understanding of HTML

3. Must assign one (1) qualified editor (with back-up) for proofreading

4. Acquisition of photo /video assets for the website design, visuals and photo gallery, as needed

5. Training / Technology transfer

Documentation and Training: The bidder will develop electronic and hardcopy documentation for all aspects of the administration of the Philippine Motorcycle Tourism website and provide appropriate training to relevant TPB personnel. This will include on-the-job support and handholding (including in-person, telephone and on-line support), as well as formal courses at regular intervals throughout this assignment.

Provision of Back-end Access (minimum)

- a. Uploads of the said website portal
- b. Printable/PDF version of applications and reports
- c. Email notification on every application received
- d. Export of data

6. Content Management System

- a. The Web site should be developed with a user-friendly content management system at the back-end.
- b. Access to the content and management system should be provided to appropriate TPB personnel.

7. Backups and Security

- a. Hosting agreements for the Web site should include an appropriate service level agreement (SLA) to ensure minimal downtime.
- b. Monthly maintenance of the Web site and Database, include regular backups.
- c. Appropriate security measures shall be taken to secure the Web host and all social media properties against unauthorized intrusion.

8. Ownership

The website and its source codes are owned by TPB. Source codes and applications must be clearly defined by the client. Source codes and applications must be turned over to TPB and installed in the TPB server at the end of the contract.

9. E-mail /SMS Services

- a. Provide 10,000 SMS load. Unconsumed SMS load can be carried over the following year.
- b. Customized Email/SMS notification for approved application and account activation
- c. Email/SMS notification for new posts/content to Riders.
- d. Email/SMS notification to the back-end for all applications received.

- e. Provides a platform for the E-mail / SMS services and access to TPB personnel (EDM/Newsletter platform).

10. Reporting

The winning bidder should provide a report on the site covering the following:

- a. Monthly Visitor statistics - count of unique visits, pages/visits, average visit duration, percentage of new visits, etc.
- b. Analytics / Interpretation Report on the Visitor Statistics and provide recommendations
- c. Outpost performance using available tools
- d. Monthly Accomplishment Report
- e. Creating easy to print versions of documents.

11. Pagespeed

Should meet the minimum page speed of 90% for both desktop and mobile access to the Membership website

12. SEO

- a. Techniques adopted for search engine optimization and ensuring favorable website ranking in search engines.
- b. Submit the identified keywords to search engines, including but not limited to Google, Yahoo, and Bing.
- c. 6 key words for SEO relative to motorcycles tourism
 - Motorcycle
 - Motor
 - Motorcycle Tourism
 - Rides
 - Hidden gems
 - TPB
- d. Bidders to submit a proposal for keywords tagging
- e. Easy accessibility of website by most if not all search engines.
- f. Exchange links with identified websites for creating affiliations.

13. Databases

- a. Maintenance of members list and other databases
- b. Option for forwarding updates thru email/SMS blasts to riders if requested.
- c. Design and development of interactive contact forms that are easy to fill in by website visitors.
- d. Design and development of interactive Registration forms
- e. Design and develop accessible forms and survey creation tools to send the form to identified email addresses.
- f. Development of automatic archives option for items such as reports, training programs, etc. by year.

g. Export of reports and database

C. Dedicated Website Hosting and Maintenance. High-capacity dedicated server to have the following minimum specifications:

SPECIFICATIONS OF DEDICATED SERVER

- 4 CPU CORES @3.1 GHZ
- 8 GB MEMORY
- 2 TB STORAGE
- 3 DEDICATED IPs
- UNMETERED BANDWIDTH
- FREE 1-YEAR SSL CERTIFICATE
- APPROPRIATE DATA SECURITY
- CentOS 6 (or any other OpenSource system)
- With Cpanel
- Patching
- Security
- CDN technology

D. QUALIFICATION OF BIDDER

1. Bidders must have been in the ICT industry for at least five (5) years.
2. Bidders must have at least five (5) years of experience in website development and maintenance and be well versed in SEO strategy.
3. Bidders must have had at least three (3) projects developed with web portal capabilities.
4. Key personnel involved in the project must have a minimum of three (3) years of relevant experience supported by CVs:

- a. Project Manager (1 personnel)
- b. Content Writer / Researcher (2)
- c. Content Editor (1)
- d. Graphic Designer (1)
- e. Web Developer (2)
- f. SEO Specialist (1)
- g. Technical Support Team (1)

*Note: Bidders may recommend additional personnel deemed fit for the team following the scope of work and deliverables.

VI. SCHEDULE OF DELIVERABLES

REQUIREMENTS	DURATION
A. Philippine Motorcycle Tourism Website 1. The website layout and pages are in accordance with the agreed content structure.	Within 20-30 days after signing the contract
B. Completion of content and researches	Within 30-60 days after signing the contract
C. Completion Acquisition of photo /video assets for the website design, visuals and photo gallery, as needed	
D. Online Registration System for motorcycle riders for TPB initiated projects	20 days before the TPB initiated projects started
E. Accomplishment/Terminal Reports	5 days after the completion of approved website content researches and maintenance required by TPB (eg. Newsletters, upload articles , photos and other may deemed necessary

V. ELIGIBILITY REQUIREMENTS

- A. List of all its ongoing and completed government and private contracts within the past five (5) years, whether similar or not related to the requirements
- B. List of personnel to be assigned to the project with their respective job description and work experience for the last three (3) years

VII. TERMS OF PAYMENT

PARTICULARS/PER EVENT	TERMS OF PAYMENT
Acceptance and approval of website content and design	15% of the total contract price
Availability of website offline	35% of the total contract price
Availability of website on live and maintenance	40% of the total contract price
Submission of Terminal Report and Certification of Project Completion	10% of the total contract price

VIII. ADDITIONAL REQUIREMENTS

Qualified Bidders will be required to make a presentation (maximum of 20 minutes) of their Plan Approach and Methodology (subject to the presentation date,). The winning

bid must attain a hurdle rate of 85% based on the following set of selection criteria with their corresponding weight assignment:

IX. CRITERIA FOR EVALUATION

Proposal	Weight
Technical Proposal	80%
Financial Proposal	20%

X. RATING GUIDE FOR TECHNICAL PROPOSAL

Technical Bid/Proposal Criteria and Rating (85% passing score)

CRITERIA	RATING	
I. Qualification of Personnel who may be Assigned to the Project		20%
<p>Required qualifications and experience of the following key personnel</p> <ul style="list-style-type: none"> · Project Manager (1 personnel) · Graphic Designer (1) · Content Manager / Researcher (2) · Content Editor (1) · Web Developer (2) · SEO Specialist (1) · Technical Support Team (1) <p>Covering the suitability of the key staff to perform the duties of the particular assignments and general qualifications and competence including education and training of the key staff and similar projects handled by personnel <i>(based on submitted CVs)</i></p>		

Key personnel involved in the project must have

A. Project Manager

- With three (3) or more years of relevant experience **(4%)**
- With less than three (3) years of relevant experience **(0%)**

B. Graphic Designer

- With three (3) or more years of relevant experience **(4%)**
- With less than three (3) years of relevant experience **(0%)**

C. Content Manager / Writer / Copywriter

- With three (3) or more years of relevant experience **(3%)**
- With less than three (3) years of relevant experience **(0%)**

D. Content Editor

- With three (3) or more years of relevant experience **(3%)**
- With less than three (3) years of relevant experience **(0%)**

E. Web Developer

- With three (3) or more years of relevant experience **(3%)**
- With less than three (3) years of relevant experience **(0%)**

F. SEO Specialist

- With three (3) or more years of relevant experience **(3%)**
- With less than three (3) years of relevant experience **(0%)**

G. Technical Support Team

- With three (3) or more years of relevant experience **(3%)**
- With less than three (3) years of relevant experience **(0%)**

II. Firm Experience and Capability		30%
<ol style="list-style-type: none"> 1. Bidders must have been in the ICT industry for at least five (5) years. (10%) 2. Bidders must have at least five (5) years of experience in website development and maintenance, and well versed in SEO strategy. (10%) 3. Bidders must have had at least three (3) projects developed with web portal capabilities. (10%) 		
III. Plan Approach and Methodology		50%
<p>Functionality of the presented Website design based on the features stated on the Deliverables</p> <p>Bidder's proposal incorporates value-added features, components and strategies that can complement the requirements stated in section II. Scope of Services (50%).</p> <p>Bidder's proposal fully adheres to the requirements stated on the Deliverables. (40%)</p> <p>Bidders' proposal does not adhere to the requirement stated on the Deliverables (0%)</p>		
TOTAL		100%

XI. Approved Budget for the Contract is **One Million Pesos Only (PHP 1,000,000.00)** inclusive of all applicable taxes. The cost of items in the bid should be broken down. The winning bid shall be determined **based on the Highest/Single Rated Responsive Proposal (H/SRRP)**, provided that the amount of bid does not exceed the above-mentioned approved budget. The deadline for submission of bids should be at the time and place specified in the request for proposal.