

## TERMS OF REFERENCE

1. **PROJECT NAME:** Hosting and Maintenance for the TPB Corporate Website
2. **BUDGET:** Nine Hundred Fifty Thousand Pesos (PHP 950,000.00)
3. **DURATION:** April 01 to December 31, 2022
4. **OBJECTIVES**
  - 4.1. Improve the TPB's digital presence and market through the Corporate Website
  - 4.2. Avail web hosting and maintenance services to ensure accessibility, performance, updating, and security of the Corporate Website
5. **BIDDER QUALIFICATIONS**
  - 5.1. At least five (5) years of experience in website development and maintenance, and well versed in SEO strategy
  - 5.2. Knowledgeable in PHP, JavaScript, and WordPress
  - 5.3. Licensed ICT company for at least five (5) years
  - 5.4. Key personnel involved in the project must have a minimum of three (3) years of relevant experience supported by CVs:
    - 5.4.1. Project Manager (1 personnel)
    - 5.4.2. Content Manager (1)
    - 5.4.3. Graphic Designer (1)
    - 5.4.4. Web Developer (2)
    - 5.4.5. SEO Specialist (1)
    - 5.4.6. Technical Support Team (1)
6. **TECHNICAL SPECIFICATIONS**
  - 6.1. Dedicated Web Server
  - 6.2. 4 cores, 3.1 GHz processor
  - 6.3. 16 GB memory
  - 6.4. 2 TB storage capacity
  - 6.5. 3 dedicated IP addresses
  - 6.6. Unmetered bandwidth
  - 6.7. 3-year SSL certificate
7. **BIDDER RESPONSIBILITIES**
  - 7.1. Conduct regular vulnerability testing and security audit. Deploy updates and security patches as needed to ensure the security and integrity of the corporate website (web server, database, CMS, addons, modules, etc.). Document and communicate to the TPB the security assessment and activities made.

- 7.2. Conduct performance tweaks and optimizations to ensure optimal load speeds, compatible with desktop and mobile web versions of Firefox, Chrome, Edge, and Safari, and adaptive to desktop and mobile screens.
- 7.3. Adopt and implement Search Engine Optimizations (SEO) to ensure favorable website ranking in search engines
- 7.4. Provide and submit reports
  - 7.4.1. Quarterly Visitor statistics - count of unique visits, pages/visits, average visit, duration, percentage of new visits, etc.
  - 7.4.2. Analytics / Interpretation Report on the Visitor Statistics and provide recommendations
  - 7.4.3. Outpost performance using available tools
  - 7.4.4. Incident reports – within the next business day of the incident
  - 7.4.5. Monthly Accomplishment Report
- 7.5. Conduct monthly website backups (database, CMS, etc.) and handle the proper archiving of the backups
- 7.6. Resolve issues that may arise (i.e., DDOS attacks)
- 7.7. Provide training on the use of the WordPress CMS for end-users and content managers
- 7.8. Develop electronic and hardcopy documentation for all aspects of the administration of the corporate website and provide appropriate training to relevant TPB personnel. This will include on-the-job support and handholding (including in-person, telephone, and online support), as well as formal courses at regular intervals throughout this assignment
- 7.9. Add, edit, or delete webpages/modules/contents as may be requested by the TPB
- 7.10. Provide back-end management and support for the PH Travel RT-PCR Subsidy for Qualified Domestic Travel Project and other TPB projects that may be incorporated in the TPB Corporate Website
- 7.11. Renew the CDN Business Plan for a period of four (4) months – September to December 2022
- 7.12. Endorse admin access to the website (cPanel, CMS, database, etc.) to the designated MISD Personnel.
- 7.13. Upgrade/update the website as may be required by the Department of Information and Communications Technology (DICT)
- 7.14. Coordinate with the existing website hosting and maintenance provider on the transfer of the credentials and domain website and hosting
- 7.15. It shall be understood that the corporate website and its source codes are owned by the 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.

**8. TECHNICAL ELIGIBILITY DOCUMENTS:**

- 8.1. List of Government and Private Sector Clients for the last three (3) years
- 8.2. List of ongoing and completed projects within the past three (3) years similar or related to the requirements
- 8.3. List of personnel to be assigned to the project with their respective job description and work experience for the last three (3) years.

**9. TERMS OF PAYMENT**

1. Timeline and Gantt Chart (approved by TPB)	20% of the total contract price
2. Mock-up designs based on the Deliverables	
3. Presentation of two (2) proposed concepts/designs for Website	
4. Acceptance and approval of the design template for the Website	40% of the total contract price
5. Complete implementation of all approved deliverables. Full completion of deliverables	40% of the total contract price

**6. ADDITIONAL REQUIREMENTS**

Bidders will be required to make a presentation (maximum of 10 minutes) of their Plan Approach for the project. The winning bid must attain a hurdle rate of 80% based on the following set of selection criteria with their corresponding weight assignment:

Proposal	Weight
Technical Proposal	80%
Financial Proposal	20%

The bidder shall be advised of the Schedule of the presentation.

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

CRITERIA	RATING	
	Weight	Actual
<b>I. Qualification of Personnel Assigned to the Project</b>	<b>20%</b>	
Required qualifications and experience of the following key personnel		
· Project Manager (1 personnel)		

<ul style="list-style-type: none"> <li>· Graphic Designer (1)</li> <li>· Content Manager (1)</li> <li>· Web Developer (2)</li> <li>· SEO Specialist (1)</li> <li>· Technical Support Team (1)</li> </ul> <p>Covering the suitability of the key staff to perform the duties of the 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> <p>Key personnel involved in the project must have:</p> <p><b>A. Project Manager</b></p> <ul style="list-style-type: none"> <li>● With three (3) or more years of relevant experience <b>(4%)</b></li> <li>● With less than three (3) years of relevant experience <b>(0%)</b></li> </ul> <p><b>B. Graphic Designer</b></p> <ul style="list-style-type: none"> <li>● With three (3) or more years of relevant experience <b>(4%)</b></li> <li>● With less than three (3) years of relevant experience <b>(0%)</b></li> </ul> <p><b>C. Content Manager</b></p> <ul style="list-style-type: none"> <li>● With three (3) or more years of relevant experience <b>(3%)</b></li> <li>● With less than three (3) years of relevant experience <b>(0%)</b></li> </ul> <p><b>D. Web Developer</b></p> <ul style="list-style-type: none"> <li>● With three (3) or more years of relevant experience <b>(3%)</b></li> <li>● With less than three (3) years of relevant experience <b>(0%)</b></li> </ul> <p><b>E. SEO Specialist</b></p> <ul style="list-style-type: none"> <li>● With three (3) or more years of relevant experience <b>(3%)</b></li> <li>● With less than three (3) years of relevant experience <b>(0%)</b></li> </ul> <p><b>F. Technical Support Team</b></p> <ul style="list-style-type: none"> <li>● With three (3) or more years of relevant experience <b>(3%)</b></li> <li>● With less than three (3) years of relevant experience <b>(0%)</b></li> </ul>		
<b>II. Firm Experience and Capability</b>	<b>30%</b>	
<ol style="list-style-type: none"> <li>1. Bidders must have been in the ICT industry for at least five (5) years. <b>(15%)</b></li> <li>2. Bidders must have at least five (5) years of experience in website development and maintenance, and be well versed in SEO strategy. <b>(15%)</b></li> </ol>		
<b>III. Plan Approach and Methodology</b>	<b>50%</b>	
<p>The functionality of the presented Website design based on the features stated on the Deliverables</p> <p>Bidder's proposal fully adheres to the requirements stated on the Deliverables.</p>		

(50%) Bidders' proposal does not adhere to the requirement stated on the Deliverables (0%)		
<b>TOTAL</b>	<b>100%</b>	

**7. DELIVERY PERIOD:** Within 30 calendar days after receipt of NTP

Prepared by:

Noted by:

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Date: 11 March 2022

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