
APPOINTMENT OF A SERVICE PROVIDER TO DEVELOP A NEW WEBSITE FOR ICASA FOR A PERIOD OF SIX (6) MONTHS, INCLUDING SUPPORT AND MAINTENANCE FOR A PERIOD OF TWO (2) YEARS ON AN 80/20 PPPFA 2000, PREFERENTIAL PROCUREMENT REGULATION: 2022.

Annexure A: Terms of Reference

1. Background

ICASA is responsible for regulating the South African telecommunications, broadcasting, and postal sectors. Amongst other services, the Authority licenses telecommunications and broadcasting service providers, enforces compliance with rules and regulations, protects consumers from unfair business practices and poor-quality services, hears and decides on disputes and complaints brought against licensees, controls and manages the effective use of radio frequency spectrum. In carrying out its mandate, the Authority requires an effective, user-friendly, and efficient public-facing website. The website forms the backbone of the digital communication efforts and is vital in enabling ICASA to "regulate in the public interest".

ICASA current website, www.icasa.org.za has not been upgraded in approximately 10 years. There are many complaints raised that the website is outdated, does not help ICASA meet its demand to serve the communication sector. Furthermore, the website does not reflect and share information which helps ICASA in executing its functions.

2. Scope of Work

- 2.1 Develop a new ICASA website within a six-month period, in Microsoft Azure Cloud hosted in South Africa region.
- 2.2 The website must;
 - 2.2.1 Be WordPress CMS based
 - 2.2.2 Be compliant with the latest Web Content Accessibility Guidelines (WCAG 2.1)
 - 2.2.3 Improve SEO and site performance.
 - 2.2.4 Integrate to Google analytics and console
 - 2.2.5 Be mobile responsive – The site will be accessible from all devices and browsers
 - 2.2.6 Be secure (HTTPS with SSL)
 - 2.2.7 Be optimised for speed (CDN + caching)
 - 2.2.8 Be capable of live streaming via MS Teams or YouTube
 - 2.2.9 Include custom content take-on and weekly updates
 - 2.2.10 Be intuitive: improve the information architecture to facilitate seamless access to content (regulations, reports, multimedia etc)
- 2.3 Installation of a text-to-speech website reader solution
- 2.4 Installation of a customer service AI chatbot
- 2.5 Transfer of archived data to the new website (some relevant information from current website will need to be migrated to the new website)
- 2.6 Provide documentation (operating procedure) to administer the website and
- 2.7 provide training to approximately 6 ICASA staff for 1-day virtual session.
- 2.8 To provide a technical document on the website architecture.
- 2.9 Improvements to the website's User interface (UI) and user experience (UX).
- 2.10 Functionality changes to the overall website's look and feel.
- 2.11 Technical support of website for a period of 2-years.
- 2.12 All software on the website must be patched regularly and included in the monthly SLA reports.
- 2.13 Provide a resource to load content to the ICASA website, only after content approved by ICASA Communications Team. This will include initial take-on of documents from current website as well as other content that will be provided to the service provider. Thereafter there should be ad hoc updates of content. Estimates of hours are included in section 6.

3. Support and SLA Expectations:

- 3.1 Support hours: Mon–Fri 08:00–17:00
- 3.2 Urgent Requests: < 2 hrs
- 3.3 Standard content uploads within 8 business hours of approval
- 3.4 Issue Resolution: < 8 hrs (Major), 2 days (Minor)
- 3.5 Monthly support reports including software patching status
- 3.6 $\geq 99.9\%$ uptime guarantee
- 3.7 Minor system enhancements <5 days
- 3.8 Major system changes < 30 days

4. Specifications

The following are the key deliverables that the winning bidder will be required to deliver:

- 4.1 Conduct needs analysis sessions with all ICASA Divisions to understand current issues, shortcoming and document specific requirements for the new website.
- 4.2 Develop in a test environment in Azure Cloud a prototype of the ICASA website
- 4.3 Develop the site using a custom WordPress theme or a reputable, well-supported theme framework such as Astra, Kadence, or GeneratePress, configured for accessibility and performance. Use of commercial themes with recurring license fees or poor support records will not be accepted.
- 4.4 A list of all WordPress plugins required for the project. All plugins must:
 - 4.4.1 Be from reputable sources (WordPress.org or well-known vendors)
 - 4.4.2 Be updated regularly (last updated within 12 months)
 - 4.4.3 Be compatible with the latest WordPress core
 - 4.4.4 Not rely on nulled, pirated, or unlicensed software
 - 4.4.5 Be approved by ICASA before implementation
- 4.5 Development of custom pages for SCM open bids and RFQs wherein entries are hidden (or not shown) once an expiry date is past.
- 4.6 Development of custom sub-site to cater for the following
 - 4.6.1 Questionnaires or request for written submissions on website
 - 4.6.2 Safeguarding of confidential submissions from unauthorised access
 - 4.6.3 List of licensees (take on from Excel spreadsheet) – load and use to record who submitted and from whom still outstanding – send reminders to those that have not submitted

- 4.6.4 Ability to maintain licensees and contact details
- 4.6.5 Front end for licensees
- 4.6.6 Back end for internal use that will be used to maintain questionnaires / request for submissions
- 4.6.7 Back-end access list (access to be maintained by ICASA IT personnel) that will be used to govern who can access the back-end portal.
- 4.7 Adding email/ contact subscription forms, integrating social networks, or other new functionalities.
- 4.8 Update and maintain Robots.txt
- 4.9 Reviewing Technical SEO Health and implementing updates
- 4.10 Framework and CMS updates and modifications
- 4.11 Website usability and Content Accessibility
- 4.12 Reviewing and updating the website to improve its compliance with the latest Web Content Accessibility Guidelines (WCAG 2.1)
- 4.13 Text-to-speech website reader solution. (ReadSpeaker or similar)
- 4.14 The service provider must provide the services of an online content copywriter to assist during the design process.
- 4.15 Page containing explanation of ICT Abbreviations
- 4.16 Sub site for Technical Papers (for Academia)
- 4.17 Incorporate social media on website
- 4.18 Multimedia content capability
- 4.19 Public hearings – Announcements or PIN on website with micro site, pop ups
- 4.20 Ability to create iFrames so that links to external sites can be shown on ICASA website.
- 4.21 AI Chatbot widget for the website to be used for frequently asked questions as well as general search across the ICASA website.
- 4.22 Social Media integration - Link customers to other support channels - chat widget popup must link online users to support channels including WhatsApp, Messenger, Email, or any other communication/support platform.
- 4.23 Access to live streaming for public hearings by either integrating to MS Teams or YouTube.
- 4.24 Knowledge transfer: The service provider will be required to conduct knowledge transfer training for 6 ICASA staff for 1-day virtual session. This must include training on any new technologies or applications such as updated CMS functionalities, Text-to-Speech application, Website Chatbot and WSAG
- 4.25 Non-functional requirements – The new website must fulfil
 - 4.25.1 **Performance** (less than 2 seconds to load, Core Web Vitals)

4.25.2 **Scalability** (Ability to scale compute/storage resources)

4.25.3 Usability & Accessibility (WCAG 2.1 AA, Responsive design, consistent, intuitive navigation and information architecture validated)

4.25.4 **Availability & Reliability** (≥ 99.9% uptime design)

4.25.5 **Security** (Full HTTPS/SSL encryption, Compliance with POPIA)

4.25.6 **Maintainability** (Code must follow WordPress coding standards, clear separation of customizations from core, Development and deployment must use version control, Handover must include administrator training, documentation, and knowledge transfer.)

5. Technical Specifications

When completing the table below, the bidders must provide details or indicate in the last column, where on the bid submission the information can be referenced.

#	Requirements	COMPLY		Provide details or indicate where on bid submission information can be read
		YES	NO	
1	WordPress CMS will be incorporated			
2	The website will integrate to Google analytics and console			
3	The website will be mobile responsive			
4	Access to live streaming capability			
5	Transfer of relevant content from existing to new website			
6	To provide operating procedure/s to administer the website			
7	To provide technical document on the website architecture			
8	To provide technical support of website for a period of 2-years			
9	Adherence to requested SLA times			
10	Custom sub-sites as per 4.6 to be developed			
11	Incorporate social media on website			
12	Multimedia content capability			

6. Price schedule and assumptions

The following must be considered when submitting a response.

- 6.1 The new website must be developed within a six-month period.
- 6.2 Content upload during SLA period – The bidder can provide a price for 20 hours per month for 24 months. Note that only actual hours consumed must be invoiced monthly. The total hours consumed over the 24-month SLA period must not exceed 480 hours (i.e. 24 months X 20 hours).
- 6.3 UI/UX technical changes. ICASA may request changes to be made on the website during the SLA period. The bidder can provide a price for 20 hours per month for 24 months. Note that only actual hours consumed must be invoiced monthly. The total hours consumed over the 24-month SLA period must not exceed 480 hours (i.e. 24 months X 20 hours).
- 6.4 Content transfer from existing website. ICASA will advise which content must be transferred to the new website. The estimated number of page contents or attachments that will be copied across to the new website is 400.
- 6.5 The costs of all software used that requires a licence must be costed for a period of 2-years and be included in the price schedule.
- 6.6 All prices must be fixed for the duration of the contract.
- 6.7 All prices must include VAT.

7.1 Evaluation of the Bids

The received bids will be evaluated on the 80/20 procurement principle as per the Supply Chain Management Policy and the relevant Treasury Regulations. The following evaluation approach will be applied:

- Phase 1: Administrative Compliance
- Phase 2: Mandatory requirements
- Phase 3: Functional evaluation
- Phase 4: Price and Specific Goals Evaluation

7.2 Phase 1: Administrative Compliance

Bidders must ensure that they complete and sign documents as indicated below, and the documents must be submitted as part of the bid document.

- SBD 1 – Invitation to Bid
- SBD 2 - Tax Clearance Certificate Requirements
- SBD 3.1 - Pricing schedule
- SBD 4 - Declaration of Interest
- SBD 5- The National Industrial Participation Programme
- SDB 6.1 - Preference Points claim form
- SBD 7.1 – Contract form (rendering of services)
- SBD 8- Declaration of Bidder’s Past Supply Chain Management Practices
- SBD 9- Certificate of Independent Bid Determination
- Declaration in terms of Fronting

7.3 Phase 2: Mandatory Requirements

- The following are mandatory conditions for the proposed services to be supplied. Bidders who fail to meet these mandatory conditions will be disqualified. It is a requirement that bidders submit a letter that confirms that the mandatory conditions below will be complied with. This letter must be signed by the bidder.

Mandatory Requirements	Comply	Not Complied
Commitment by the bidder to conform that the website will be hosted in Microsoft Azure South Africa Region		
Commitment by the bidder to conform to the WCAG 2.1 AA accessibility standard		
Commitment by the bidder to include AI powered chatbot and text-to-speech reader as part of the new website		
Commitment by the bidder to develop the new website within six-months of a contract being signed		

7.4 Phase 3: Functional evaluation

No		Points
A.	Functionality (cut-off 80%)	
	Functional Proposal	

1	<p>Bidder should attach five (5) contactable reference letter(s) from the previous clients where similar services were provided on a letterhead that describe the following: (Note references to be verified by ICASA)</p> <ol style="list-style-type: none"> 1. Customer's experience (Proven experience in developing and supporting their website). 2. Period of service offered in the last three years. 3. Contactable details. 4. URL of website developed for client. <p>Evaluation Criteria</p> <table border="1" data-bbox="395 705 1332 1106"> <thead> <tr> <th>No</th> <th>Functionality</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Attached five (5) reference letters that fulfil all the requirements as stipulated above</td> <td>5</td> </tr> <tr> <td>2</td> <td>Attached four (4) reference letters that fulfil all the requirements as stipulated above</td> <td>4</td> </tr> <tr> <td>3</td> <td>Attached three (3) reference letters that fulfil all the requirements as stipulated above</td> <td>3</td> </tr> <tr> <td>4</td> <td>Attached two (2) reference letters that fulfil all the requirements as stipulated above</td> <td>2</td> </tr> <tr> <td>5</td> <td>Attached (1) reference letter or No reference letters attached to fulfil all the requirements as stipulated above.</td> <td>1</td> </tr> </tbody> </table>	No	Functionality	Score	1	Attached five (5) reference letters that fulfil all the requirements as stipulated above	5	2	Attached four (4) reference letters that fulfil all the requirements as stipulated above	4	3	Attached three (3) reference letters that fulfil all the requirements as stipulated above	3	4	Attached two (2) reference letters that fulfil all the requirements as stipulated above	2	5	Attached (1) reference letter or No reference letters attached to fulfil all the requirements as stipulated above.	1	30
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2	<p>Team Experience</p> <p>Key Personnel Expertise (Bidder must provide detailed CVs of personnels who will be assigned to critical roles (front-end developer, back-end developer, and project manager) for the ICASA Website Upgrade project). A minimum of 3 CVs is required reflecting at least 2 years of experience in the respective roles.</p> <p>Critical roles include:</p> <p>FRONT-END (Designers)</p> <ul style="list-style-type: none"> - CMS Specialist (e.g., WordPress, Drupal) - UI/UX Designer (e.g., Figma, Adobe XD, accessibility) standards) <p>BACK-END (Developers)</p> <ul style="list-style-type: none"> - Web Developer (e.g., PHP, HTML, CSS, JavaScript, CMS platforms) - AI/Automation Specialist (e.g., Python, machine learning, chatbot integration) - Database experience (SQL or MySQL) <p>PROJECT MANAGEMENT</p> <ul style="list-style-type: none"> - Project Management 	20																		

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<p>3</p>	<p>Implementation Plan</p> <p>Provide a comprehensive plan that covers the following:</p> <ul style="list-style-type: none"> - Project phases - Milestones - Timelines - Risk management - Reporting mechanisms <p>Evaluation Criteria</p> <table border="1"> <thead> <tr> <th>No</th> <th>Functionality</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Detailed and well-structured implementation plan covering all five key areas</td> <td>5</td> </tr> <tr> <td>2</td> <td>Implementation plan adequately addresses four out of the five key areas</td> <td>4</td> </tr> <tr> <td>3</td> <td>Implementation plan sufficiently addresses three key area</td> <td>3</td> </tr> <tr> <td>4</td> <td>Implementation plan sufficiently addresses two key area</td> <td>2</td> </tr> <tr> <td>5</td> <td>Implementation Plan covering One of the five key or No submission of implementation plan provided</td> <td>1</td> </tr> </tbody> </table>	No	Functionality	Score	1	Detailed and well-structured implementation plan covering all five key areas	5	2	Implementation plan adequately addresses four out of the five key areas	4	3	Implementation plan sufficiently addresses three key area	3	4	Implementation plan sufficiently addresses two key area	2	5	Implementation Plan covering One of the five key or No submission of implementation plan provided	1	<p>20</p>
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Only bidders who meet the cut-off score of 80 points out of 100 points for functionality criteria as described above will be considered further for price evaluation. All bid proposals submitted will be evaluated in accordance with the 80/20 procurement principle as prescribed by National Treasury Regulations.

7.5 Phase 4: Price and Specific Goals Evaluation

Bidders who comply with the requirements of this bid will be evaluated according to the preference point scoring system as determined in the Preferential Procurement Regulations, 2022 pertaining to the Preferential Procurement Policy Framework Act, Act No 5 of 2000.

No	Category	Weight
A.	Price	80
B.	Specific goals	20
	TOTAL	100