**SOUFRIERE MARINE MANAGEMENT ASSOCIATION** INC.

P.O. Box 305, Bay Street, Soufriere, Saint Lucia, West Indies

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# TERMS OF REFERENCE

EXPERT SUPPORT TO DEVELOP A NEW WEBSITE FOR THE SOUFRIERE MARINE MANAGEMENT ASSOCIATION INCORPORATED (SMMA INC.)

## 1.0     Background

In the late 1980s, marine and coastal areas along the West Coast of Saint Lucia were under increasing pressure from competing human activities.  There was competition for space and resources resulting in conflicts amongst users and degradation. Triggered by escalating conflicts; and loss of economic, scientific and recreational opportunity in the marine sector; a collaborative and participatory process between resource users, management authorities, scientists, non-governmental groups, donor organizations and the Soufriere community was held. The over an eighteen month process among multiple stakeholders, led to the official establishment of the Soufriere Marine Management Area (SMMA) in July 1995.  An eleven kilometer length Area of coastline was apportioned into several zones, catering to various users and use. The areas include:

**Marine Reserves:** These areas are declared for the purpose of protecting the natural resources they contain. No extractive activity is allowed. Entry into a Reserve (for diving, snorkelling, or research) is by permit and for a fee.

**Fishing Priority Areas:** These areas are declared for the purpose of maintaining and sustaining fishing activities, which take precedence over any other use of the area.

**Multiple Use Area**s: Activities that may take place in these areas include fishing, diving, snorkelling and other recreational activities, under the guidance of existing regulations.

**Recreational Areas**: These are terrestrial (beaches) and marine (swimming and snorkelling) areas, which are reserved for public access and recreation. Public access must be maintained.

**Yacht Mooring Sites**: Specific areas are designated to facilitate pleasure boats and yachts, without damaging bottom substrate, such as coral reefs and seagrass beds. A coral conservation fee is charged for the use of the mooring

The Area was declared as a Local Fisheries Management Area under the Fisheries Act No. 10 of 1984 and a management body comprising twelve (12) people from private and public sector who represented the various interest groups and agencies was established as a Local Fisheries Management Authority for the purpose of the management.

The management body was formed into the Soufriere Marine Management Association which was incorporated May 2, 2003 as a Not-for-Profit Company under the Companies Act of Saint Lucia. The objectives of SMMA Inc. are to:

1. Conserve the coastal and marine resource base of Soufriere;

2. Enhance the equitable economic, social and cultural benefits generated from the sustainable use of the coastal and marine resources of Soufriere at the local and national levels; and

3. Manage the conflicts that may occur among uses and users of the coastal and marine resources in Soufriere.

The objectives of the SMMA Inc. are achieved through a number of complementary programmes which are outlined in further detail in the SMMA Agreement; these are:

- Education, public awareness and communication
- Social and economic development
- Infrastructure development
- Financing and revenue generation
- Research and monitoring

## 2.0    The Consultancy

The SMMA Inc. under the Global Environmental Facility Small Grants Programme (GEF SGP) funded project entitled "*Improved Policy, Technological, Monitoring and Regulatory Interventions for Addressing Water Quality Issues in the Soufriere Watershed and the Soufriere Bay*" is seeking to redesign its website on a secure platform to 1) increase reputation and awareness, 2) effectively educate the user on the Association, objectives and programmes 3) highlight its work and impact 4) Drive more traffic and increase user engagement, and 5) meet the needs and expectations users of the Soufriere Marine Management Area.

Additional the SMMA Inc. seeks to ensure web site maintenance and search engine optimization.

The intended users of the website include, but are not limited to, the following:

i. Direct users of the SMMA to include: Visitors/Tourists, Boat owners and operators, Divers and Dive operators, snorkelers and snorkel operators, boat charterers, and yachters.
ii. Donors and Non-governmental organizations who are involved in protected area management, biodiversity conservation, coral reef conservation, fisheries management, sustainable livelihoods, tourism development etc.
iii. The General Public
iv. National Public and Private sector agencies
v. National and International Community based organizations
vi. Academia
vii. Regional and international agencies located in Saint Lucia and overseas, working on programmes specific to conservation and environmental management, tourism and maritime development.

### 2.1 Scope of Work

**General Tasks**

The consultant shall be responsible for designing and developing a website working in close coordination with the Board of the SMMA Inc. and other stakeholders to establish the quality standards, requirements and expectations of the website. The current domain name may be retained or users may be redirected to a new domain. The website should have an attractive page layout, secure, easy to use, update and maintain flexible navigation & search function; video display, create HTML documents and graphics for implementation in the Web; and web pages should be responsive.

The consultant will also include:

i. proposal for purchasing a new website domain and hosting plan, for at least 3 years, in the first instance
ii. proposal for backup/restore plan
iii. orientation to staff on website maintenance and content update
iv. Recommendations for support and maintenance service for a period of at least 2 years
v. Recommendations for software, hardware, and other back-end applications related to Web development.

**Specific Tasks**

The consultant will be required to create (design, develop, test and implement) a web platform within the designated timeline which meets the following criteria:

**A. Website Development**
i. Interactive, appealing, highly usable and responsive web design: Web Designs are very subjective, we expect the consultant to show-case their best elements in

delivering suitable intranet design options. The design and solution must be easy to use.

    ii.    Average site load-time should be reasonable.

   iii.    Search engine friendly.

   iv.    Able to render appropriately on a wide variety of different browsers and on mobile phones.

    v.    Be Secure: The design of the solution should adhere to security best practices, for example: passwords should not be stored in plain-text, all form data should be validated, all user input should be sanitised, user interactions and activities should be logged etc.

   vi.    Design and final solution should adhere to accessibility requirements: The Web solution should be designed to ensure that everyone, including users who have difficulty seeing, hearing, and making precise movements, can use them.

  vii.    Site news/Trending now content blocks: The web solution will provide content/screen areas containing:

        a. Calendar
        b. Upcoming events
        c. Latest news/Site news
        d. Trending topics

 viii.    Content Management: The solution should allow authorised project staff (or appointed personnel) to edit and update the website including the ability to create, remove, edit and publish content.

   ix.    Site Statistics/Management Reports: The solution should provide users with a number of relevant reports, for example user registration, site usage, key interests/topics being discussed within the collaborative spaces and other relevant statistical data.

    x.    Calendar, Events, Reminders, calendar integration: Specific authorised users should have the ability to create and administer events and event details. Other users should be able to search for and find events based on specific criteria. Members should be able to receive notifications that an event has been scheduled and reminders of upcoming events.

   xi.    Social Network Integration

  xii.    Mass Email/Messaging: The system should provide a feature to allow authorised content administrators (or other authorised administrators) to contact all or group/community members. This feature may be used to facilitate the dissemination of information.

 xiii.    Email Notifications

 xiv.    Document Management System (DMS): Document upload (any file format).

  xv.    Spam Control: The solution should provide an automated challenge system that reduces the number of spam comments/posts that either need moderation or slip through filtering mechanisms.

xvi. Search: The solution should provide users with the ability to search for and locate content based on keywords and key phrases. Search should not be limited to articles, pages or other forms of content-administrator created posts but should also include user-generated content found within the community areas.

xvii. Survey & Poll: Intranet should be able to conduct a survey of around 10 to 20 questions and Polling / voting system should also be available.

xviii. Public Users and Members Electronic Document Catalogue: Users should be allowed to search for, view and/or download articles and documents.

## B. Web site hosting

The website should be hosted by an external server which should support the technologies that will be used.

## C. Web site maintenance

a. Web site content updates: the consultant will assist with content update and will maintain full backup of the web site through the duration of the contract. The backup, code and source files will be delivered in full to the SMMA Inc. on closing of the contract.

b. The consultant will have an automated testing system that checks for broken hyperlinks on the site.

c. The consultant will verify regularly that the site is up and running, and will revert to the back up whenever necessary.

d. The consultant will monitor the server logs to see most popular pages and downloads and generate regular reports.

## 3.0 Consultant's Qualification

Candidates should demonstrate their qualifications and proven experience in the graphic design and technical implementation of user interfaces in a web-based environment. Candidates with experience and expertise in environmental science, biodiversity conservation, information management, business management and building websites for NGOs would be highly desirable. Candidates should provide a portfolio containing examples of their achievements.

## 4.0 Technical Skills and Expertise

i. Solid understanding of the concepts of user experience, user interface design principles and conceptual design.

ii. Expert knowledge in HTML, CSS and JavaScript.

iii. Knowledge of Bootstrap, jQuery and AngularJS.

iv.    Knowledge of industry-standard design tools such as Adobe Photoshop, Illustrator and Dreamweaver.

v.    Eye for design and attention to details are essential. Worked on similar previous assignment.


## 6.0    Selection Process

The proposal should:

i.    clearly establish an understanding of the services required and separate out activities according to the three areas of work listed above;

ii.    describe how the company engages with its clients: what processes they follow and requirements they have regarding timelines, rates, requests, sign-off and payments;

iii.    provide a standard SLA; and

iv.    include names of the team of (programmers and designers) assigned to the work and a summary of each of their skill sets;

v.    the timetable; and

vi.    the financial proposal. The budget should be broken down by activities.


The proposals received will be evaluated according to the following criteria:

i.    Profile, experience of the company and quality of the proposal 30%

ii.    Professional capacity and experience of professionals assigned 30%

iii.    Accessibility and proximity of the support team 10%

iv.    Pricing 30%  **NOTE: The proposal shall not exceed $10, 500.00**


## 7.0    Supervision & Contact

Supervision and contact for the consultant will be primarily carried out by the assigned Project Team; the final product will be approved by the Board of the SMMA Inc. The activity timeframe shall be in working days (i.e Mondays to Fridays).


## 8.0    Activity Time Frame

| Activity | Max. Number of working days |
|---|---|
| Conduct a website design survey to client and major stakeholders to learn exactly what they want out of the SMMA Inc. website | 7 |
| Submit and present proposal for website design | 7 |

| | |
|---|---|
| Design and development of website, including uploading the content provided by the SMMA Inc. | 15 |
| Testing of website performance together with SMMA Inc. | 5 |
| Incorporating changes proposed by SMMA Inc. and other major stakeholders | 5 |
| **Max. Total Number of working Days** | **39** |

A mock-up of the proposed website (using publisher or PowerPoint) should be presented to the SMMA Inc. within 21 days from the date of signing the contract.

## 9.0   Copyrights

The SMMA Inc. will hold exclusive rights to all design and other work products contained on the website.  Should the consultant require use of the website in their portfolio, they will require written permission from the SMMA Inc.

## 10.0   How to apply:

Interested applicants are requested to submit documents electronically to smma.inc.sec@gmail.com.  Please mention "Website development proposal" in the subject line.

The deadline for submissions is **4:00 pm on Friday, August 21, 2020**.   Any questions on the Terms of Reference should be sent to: sarita.peter@govt.lc BEFORE: Tuesday, August 18, 2020.