



## **REQUEST FOR PROPOSALS (RFP) FOR WEBSITE REDESIGN**

### **Introduction**

The Organization of Caribbean Utility Regulators (OOCUR) invites qualified web design and development firms to submit proposals for the complete redesign of its website. The goal is to create a modern, user-friendly, and accessible website that effectively communicates OOCUR's mission, services, and resources while incorporating best practices in web design and functionality.

### **Background & Current Website Limitations**

OOCUR's current website serves as a primary information hub for regulators, industry stakeholders, and the public. However, it faces several challenges, including:

- Outdated design and user interface.
- Difficult navigation and content discoverability.
- Limited content management capabilities, requiring technical expertise for updates.

### **Project Objectives**

The redesigned website should:

- Clearly communicate OOCUR's vision and mission.
- Represent the diverse organisations served by OOCUR.
- Improve user experience and accessibility.
- Be visually appealing, mobile-friendly and responsive across all devices and web browsers.

- Provide easy navigation, intuitive site architecture and a capacity for evolving adaptability.
- Enhance content management capabilities through a robust CMS.
- Integrate interactive features, including event calendars and social media feeds.
- Ensure compliance with security and data privacy best practices.
- Incorporate SEO best practices and analytics tools for performance tracking.
- Support multilingual content (English, Spanish, French, Portuguese and Dutch preferred).

## **Scope of Work**

The selected vendor will be responsible for:

### **Website Design & Development**

- Creating a custom, visually engaging design aligned with OOCUR's branding.
- Implementing a mobile-responsive layout.
- Developing a structured information architecture for easy navigation.
- Designing templates for key pages, including Homepage, About Us, Events, Publications, Membership, Contact Us, and News.
- Ensuring accessibility compliance (WCAG 2.1 or higher).

### **Content Management System (CMS)**

- Recommending and implementing a user-friendly CMS (WordPress, Drupal, or equivalent).
- Providing content migration from the existing website.
- Enabling OOCUR staff to update content with minimal technical expertise.

### **Features & Functionality**

- Searchable document repository for reports, publications, and regulations.
- Membership portal with login for access to restricted resources.
- Event calendar with registration and scheduling capabilities.

- Integration of social media platforms.
- News and announcement blog section.
- Contact forms and inquiry management system.

### **Security & Performance**

- Implementation of SSL encryption and secure user authentication.
- Regular security updates and vulnerability scanning.
- Fast page load times and optimized performance.

### **Training & Support**

- Training sessions for OOCUR staff on CMS management and content updates.
- Documentation and user manuals.
- Ongoing technical support and maintenance options.

## **Proposal Requirements**

Interested firms must submit a proposal including:

- **Company Background:** Overview of the company, experience, and portfolio of relevant projects.
- **Project Approach & Methodology:** Description of the design and development process.
- **Technical Specifications:** Proposed CMS, hosting requirements, and security measures.
- **Timelines, Milestones and Deliverables:** Estimated schedule for project completion.
- **Budget & Cost Breakdown:** Detailed pricing structure.
- **References:** Contact details of previous clients for reference checks.

## **Evaluation Criteria**

Proposals will be evaluated based on:

- Demonstrated experience and expertise (30%)
- Quality of proposed design and user experience approach (25%)
- Technical feasibility and security measures (20%)
- Cost-effectiveness and value for money (15%)
- Proposed timeline and support options (10%)

## **Submission Instructions**

### **Submission Deadline & Format:**

All proposals must be submitted electronically in PDF format to the Executive Director at [executivedirector@newoocur.org](mailto:executivedirector@newoocur.org) **no later than April 11, 2025, at 11:59 PM (AST)**. Late submissions will not be considered.

### **Inquiries & Clarifications:**

For any questions regarding this RFP, please contact Charmaine Griffith at [admin@newoocur.org](mailto:admin@newoocur.org) **no later than March 26, 2025**.

## **Disclaimer**

OOCUR reserves the right to reject any or all proposals, negotiate terms, and request additional information from bidders as necessary. This RFP does not constitute a contract, and all costs associated with proposal preparation are the responsibility of the submitting firm.