

Public Tender

Terms of Reference: Development of the new Metropolis website.

Date of publication: 3 January 2025

Deadline for submissions: 24 January 2025

Announcement of selected applicant: 7 February 2025

Project timeframe: Feb-Jun 2025

Introduction

Metropolis, the Global Association of Major Metropolises, is the global network of the world's biggest cities and metropolitan areas. Representing over 160 members and more than 700 million inhabitants, its mission is to bring together cities to share solutions that improve quality of life.

For almost four decades, Metropolis has been at the forefront of providing innovative solutions to current and future urban challenges. Metropolis serves as a global hub where cities exchange knowledge and experiences, promote policy achievements on the global stage, mobilize resources for metropolitan action, and create opportunities for collaboration.

Metropolis invites proposals for the development of a new, user-friendly, and visually engaging website (www.metropolis.org).

Objective

The objective of this project is to design, develop and implement a new website for Metropolis, which will aim to serve as a central platform to promote collaboration, share knowledge, and showcase the network's initiatives.

About the new Metropolis website

The new website will replace the existing one and become the main hub for information about the network's membership, programs, projects, activities and key thematic areas of action. It will ensure visually appealing content and design, a professional and agile interface and accessible, user-friendly navigation.

The new website will:

1. Provide updated, clear and accessible information about the association's mission, vision, goals and initiatives.
2. Highlight the member cities, their most innovative and impactful initiatives as well as their contributions to the network.
3. Showcase ongoing programs and projects with detailed descriptions and progress updates.
4. Present thematic areas of focus and relevant resources and materials in an organized and engaging way, including links to key external sites and platforms managed by Metropolis such as the MetroFutures Observatory or the tri-annual

Congress events.

5. Facilitate interaction and communication through a variety of digital channels with multiple stakeholders, in seamless connection with Metropolis' social media profiles.

Key sections of the website should include:

- "Homepage" showcasing the latest initiatives and updates from the association and its members;
- "About" section providing information about the organization's purpose, history and structure;
- "Members" section with updated information about the member cities;
- "Our Work" section with key information and data about the main projects and
- "News/Blog" section providing regular updates about the organization's activities;
- "Get Involved" section, providing clear information and contact options for potential members, partners, donors and other stakeholders

Scope of Work

1. Design

- Create a fully responsive, visually appealing design that aligns with Metropolis' branding and visual identity.
- Ensure a professional yet innovative aesthetic suitable for a global audience.
- Prioritize ease of navigation and accessibility, adhering to WCAG 2.1 AA standards or higher.

2. Programming

- Develop the website using modern, scalable, and secure technologies.
- Ensure compatibility across major browsers and devices.
- Include a robust content management system (CMS) such as WordPress, Drupal, or equivalent, for easy updates by non-technical staff.
- Implement SEO best practices to ensure visibility in search engines.
- Include accessibility features such as screen reader compatibility, keyboard navigation, alt text for images, and color contrast compliance.

- Determine and implement best CRM-integration option

3. Key Features

- Interactive map or directory of member cities with filtering and search capabilities.
- Dynamic sections for news, events, and project updates, including a blog-style format as well as template sections/plugins for case studies.
- Topic pages / “hubs” for Metropolis’s main thematic areas.
- Downloadable resources, such as reports or guidelines.
- Secure login portal for member cities to access exclusive resources or updates.
- Multi-language support for a diverse audience.
- Accessibility enhancements ensuring equitable use for users with different abilities.
- Search functionality to locate specific information efficiently.
- Integration with social media platforms for sharing updates directly from the website pages.

4. Testing and Launch

- Conduct rigorous testing for usability, functionality, compatibility, security, and performance.
- Provide a seamless launch plan, including content migration from existing website, staff training, and post-launch technical support.
- Ensure compliance with GDPR and other relevant regulations.

Key Deliverables

- Wireframes, prototypes, and design mockups for review and feedback.
- Fully functional website meeting all outlined requirements.
- Comprehensive documentation, including technical specifications and maintenance instructions.

- Training sessions for staff to manage and update the website post-launch.
- Ongoing support and warranty period for bug fixes and minor updates.

Proposal Requirements

Interested vendors should submit:

1. Portfolio of similar projects, including links to live websites.
2. A proposed timeline and Project plan
3. A breakdown of costs, including design, development, testing, and post-launch support.
4. An explanation of the technology stack to be used.
5. Information on the team that will execute the project, including roles and expertise.
6. Include an annex with annual maintenance and technical support costs, detailing the scope of services provided.

Budget

The available budget for the project is up to **€ 22.000**, including VAT.

Submissions

Proposals should be submitted in English by email to communication@metropolis.org. The subject line should be **Metropolis ToR: New Website**.

All proposals must be submitted by **24 January 2025, 17:00 CET**.

Questions and clarifications can be directed to lseoane@metropolis.org.

Metropolis reserves the right to withdraw the tender if the minimum number of bids is not met or if no proposals meet the expected requirements.

Evaluation Criteria

Proposals will be evaluated based on:

Nº	General criteria (4/18)	Maximum grade (total 4)
1	Alignment with the organization's mission and vision and adherence to Metropolis' Code of Ethics	1
2	Commitment to practices of sustainability, gender equality and positive impact on its business operations	1
3	Cost-effectiveness of the economic proposal	2

Nº	Specific criteria (14/18)	Maximum grade (total 14)
1	Demonstrated understanding of the project's objectives and scope	2
2	Quality, creativity, and functionality of the proposed design and technical solution	4
3	Demonstrated technical experience and expertise in similar projects	4
4	Feasibility and clarity of the project plan and timeline, including breakdown of actions, deliverables and milestones	2
5	Availability of post-launch support and warranty	2

Resolution

The resolution on the selected provider will be published in Metropolis' website no later than the 7th February 2025.