

REINVENTING PUBLIC SPACE IN BETHLEHEM / SERVICES FOR MOBILE
APPLICATION FOR THE AWARENESS CAMPAIGN ON SUSTAINABLE
MOBILITY



FUNDED BY: THE FRENCH AGENCY FOR DEVELOPMENT
THROUGH MUNICIPALITY OF PARIS



Bidding Documents

for

Tender No. 19 / 2021

September 2021

TERMS OF REFERENCE AND SCOPE OF SERVICES

SOFTWARE AGENCY

Tender No. 19 / 2021

Bethlehem Municipality (BM) has received a Grant from the French Agency for Development, through Paris Municipality, for the implementation of the project **REINVENTING PUBLIC SPACE IN BETHLEHEM / SERVICES FOR MOBILE APPLICATION FOR THE AWARENESS CAMPAIGN ON SUSTAINABLE MOBILITY**

Bethlehem Municipality (BM) invites sealed bids for the Tender of **SERVICES FOR MOBILE APPLICATION FOR THE AWARENESS CAMPAIGN ON SUSTAINABLE MOBILITY**

Tender No. 19 / 2021

Bidding Documents:

1. Bidding documents (and additional copies) may be taken from Bethlehem Municipality, P.O.Box 48, Manger square, Bethlehem.
2. The successful Bidder, whose bid has been accepted and will be appointed to perform the works as stipulated in his contract with (BM), will be required to coordinate all his works through the appointed Project Manager available at all times in (BM) offices in Bethlehem Town.

Description of Works:

Since 2007, Paris and Bethlehem have maintained fruitful and cooperative relations in the fields of water and sanitation, through institutional and technical support for the Water Supply and Sewerage Authority of the Bethlehem conurbation (WSSA).

From 2016 to 2020, both Cities have been joining efforts to elaborate an urban mobility plan in the Bethlehem conurbation, with the financial support of AFD. The ongoing project “**Reinventing Public Spaces in Bethlehem**” has been implemented since 2019 and will continue until 2022 with the financial support of Agence Française de Développement (AFD), reflects the willingness of the Mayors of Paris and Bethlehem to expand this particular friendship / partnership by adding an urban component focused on strategic planning. It benefits from a strong political support and symbolizes the strategic and ambitious cooperation between the two municipalities.

The project aims to initiate a balanced repartition of public space and enhance walking in the conurbation, through awareness activities and a pilot and demonstrative action on the Manger Square.

This mobile application launching is part of the awareness campaign implemented as part of the project. It has become necessary to freshly imagine mobility patterns in Bethlehem where traffic congestion and space dedicated to cars are increasing. Sidewalks, where they exist, are degraded and invaded by wild parking, which deter

and prevent pedestrian routes. A change of culture must be initiated as soon as possible to transform the mobility behaviors and offer an alternative to private car use.

Bethlehem municipality is looking to hire a media agency or software development firm in relation to the mobile application launching for sustainable mobility in Bethlehem, in partnership with the City of Paris.

The service “**Mobile Application for the awareness campaign on sustainable mobility**” aims at creating a tool that runs on iOS and Android Phones which guarantees sustainability and continuity of the project and its campaign.

More specifically, the application will serve as a promotional channel for sustainable mobility in Bethlehem to fulfill the objectives of the project; facilitating the following services:

- Spreading health and environmental tips and daily messages related to walking and cycling that would encourage users to change their behaviors and lifestyle and adopt a healthier one, by using push notifications technology. Such messages would be inspired by the health statistics in Palestine and mobility benefits. For example: Did you know that walking can help decrease the risk of developing type 2 diabetes? Take into consideration that diabetes mellitus is considered the fourth leading cause of death in Palestine, with a prevalence of 9.1% in patients aged 20–79 years.
- Publishing announcements about the project; such as the results of the undertake workshops, and allows interactive feedback from App users for these workshops.
- Calendar of events for organized walking, cycling, running, workshops and festivals, enabled with push notification to keep reminding users that these events are happening.
- Publishing of branding messages needed throughout the awareness campaign on the mobile app.
- Community Interactive Platform that enable users to share their path of walking or cycling, posting pictures of it, giving recommendations and feedback about it. Such feature would highlight trending walking and cycling paths to the local community, especially those that are suitable and fit specific community members such as pregnant women walking paths, children friendly walking paths, special needs walking places, dog friendly walking places nearby, running paths, cycling paths and others.
- Walk Bethlehem, which counts the steps or kilometers walked by an individual and draws the walked track. Competitions can be launched to promote new walking paths and outdoor sports activities; such as the Old city Walk, Children walk, Women Walk, and others. In addition to that, prizes can be given to the top 10 walkers each month for 2 years, based on the distance taken by users. Embedding the culture of walking into workplaces, schools, universities and among local community, and create social connections between them.

- Carpooling Feature that enables users to post an entry in a specific section in the mobile app about their upcoming travel path, and allows other users to join this path through contacting the entry owner and agreeing on meeting time. This feature of carpooling helps decreasing car traffic within Bethlehem Governorate, and between different governorates. In addition to that, it provides a cheaper mean of transportation where passengers share the cost of travel.

The application will be used in the whole city of Bethlehem and in the entire agglomeration, including Beit Jala, Beit Sahour, Artas, Al Khader, etc.

1) Scope of work and deliverables:

The appointed media agency or software development firm will develop a mobile application that will be used during the activities and programs of the awareness campaign targeting general public, children, civil society, and taxi bus and all drivers.

Technical specifications of the mobile application:

1. Cross Platform technology / framework
 - To be developed using Flutter or any equivalent cross platform framework
 - To be developed to work on IOS and Android devices
 - To be responsive for most of the mobile devices in the region
2. Multi-language
 - The backend and the database and the mobile app must be multilingual and include Arabic and English options
 - The user has the ability to choose from their account which language to view the whole app and data
3. GPS Locator Feature
 - The GPS locator using Google APIs is important for many parts of the app
 - Live GPS Tracking for every user on the map
 - Google maps directions API and Google maps routes API are needed
4. Social media integration
 - Ability to share the records and the app data to the social media platforms
5. Automated push notifications
 - The push notifications to be handled from the backend admin panel
 - Every user on their mobile app will receive the push notifications
 - The push notifications will be for daily messages & events announcements

2) Timeline

The appointed agency / firm should submit a detail proposal for approval before starting the development of the mobile application.

Phase name	Duration
Design phase	3 weeks
Development phase	5 weeks
Data entry	2 weeks
Total	10 week

3) Application:

Apply by filling annex one “**proposal submission form**”, you may add any other certificates or documents you may find necessary and related, applicants are required to submit their applications in two closed envelopes (**One** original and **One** Copy) to the Tendering and procurement unit at BM.

The applicant shall seal the original and all copies of the application in envelopes.

The envelopes shall:

- (a) be addressed to the (Bethlehem Municipality);
- (b) bear the name and address of the applicant; and
- (c) provide a warning not to open before the specified time and date defined below in “**Application Deadline**”.

If the envelope is not sealed and marked as above, the BM will assume no responsibility for the misplacement or premature opening of the application.

Application Deadline: 07/10/2021 at 12:00 pm Local Time

A Performance Security shall be submitted to the BM with a value of 10% of the contract value.

A Maintenance Guarantee shall be submitted to the BM for a period of 18 months.

4) Criteria and Evaluation

I. Evaluation criteria:

- (i) Specific experience of the Consultants relevant to the assignment: **[10]**
- (ii) Adequacy of the proposed methodology and work plan in responding to the Terms of Reference: **[60]**
- (iii) Key professional staff qualifications and competence for the assignment: **[30]**

Total points for the three criteria: [100]

The minimum technical score St required to pass is: 75 Points

The **formula** for determining the financial scores is the following:

1. $S_f = 100 \times F_m / F$, in which S_f is the financial score, F_m is the lowest price and F the price of the proposal under consideration.

2. The weights given to the Technical and Financial Proposals are:

T = 0.70

F = 0.30

ANNEX ONE:

PROPOSAL SUBMISSION FORM

FINANCIAL PROPOSAL:

My financial proposal for the service explained in the Term of Reference is as follows:

Table 1: Total Price

	Currency	Amount
Global price (fees and expenses)	EUR	
VAT or other tax on services	EUR	
Total price including VAT	EUR	

Table 2: Detailed Bill of Quantities

Item	App Feature	Cost (€)
1	Push notifications, daily messages & events announcements	
2	Events Calendar and interactivity	
3	Walk Bethlehem section	
4	Carpooling functionality with community migration	

Table 3: Company Information

AGENCY OR FIRM INFORMATION	
Agency /firm legal name	
Address	
Phone number	
Fax	
Email	
website	
Director (name)	

Table 4: Company References

REFERENCES				
Name and country of customer	Type of contract	Value (EUR)	Contact name	Phone/fax and email

ORGANISATION AND METHODOLOGY:

To be submitted by the candidates, in compliance with the following instructions:

Rationale

- Any comments on the Terms of Reference of importance for the successful execution of activities, in particular its objectives and expected results, thus demonstrating the degree of understanding of the Contract. Detailed list of inputs, activities and outputs. Any comments contradicting the Terms of Reference or falling outside their scope will not form part of the final Contract.
- An opinion on the key issues related to the achievement of the Contract objectives and expected results.

Strategy

- An outline of the approach proposed for contract implementation.
- The related inputs and outputs.

Timetable of activities

- The timing, sequence and duration of the proposed activities taking into account mobilization time.
- The identification and timing of major milestones in execution of the Contract, including an indication of how the achievement of these would be reflected in any reports particularly those stipulated in the Terms of Reference.

Logical frame

- A Logical frame reflecting the considerations above

Key experts

- The Candidate shall include a detailed description of the role and duties of each of the experts, which the Candidate proposes to use for the performance of the services. The experts are those whose involvement is considered instrumental in the achievement of the Contract objectives. The CV of each expert shall be included highlighting his/her experience in the specific field of the services and his/her specific experience in the country/region where the services are to be performed.