Inception Report

1. BACKGROUND

Bartica has been designated the model town for Green Initiatives by the Government of Guyana. This project is considered critical to the stimulation and wider uptake of the much-needed alternative energy solutions for Bartica, bearing important implications for its new developmental plans and transition towards a model "Green Town", much for the greater good of a national Green Economy. The Office of Climate Change (OCC) in the Ministry of the Presidency (MotP) has received grant funding from the Government of Italy under the Italy Caribbean Community (CARICOM) Partnership program to support implementation of the Project entitled Transitioning to National Energy Security: Bartica as a Model Green Town. The project is being implemented by the OCC in partnership with the Caribbean Community Climate Change Centre (CCCCC). The primary objective of this project is to establish a reliable point of reference for the existing state of energy use in Bartica from which the data generated will be used for future measurements and predictions for evidence-based decision making and pursuance of projects and programs. It is against this backdrop that it is necessary to create an effective communication and engagement platform where vital information and feedback can be exchanged between the project and the community.

2. CONSULTANCY OBJECTIVE

The objective of this consultancy is to customize, design and implement a website in support of the communication and awareness strategy for the "Bartica: Transitioning to National Energy Security" (Bartica: TNES) Project.

The website will act as a tool to raise awareness of and to promote the "Bartica: Transitioning to National Energy Security" (Bartica: TNES)" project in order to support its success, sustainability and visibility in the country. It will also be used as a tool for communication and collaboration between the TNES stakeholders for the sharing of expertise, knowledge and resources to strengthen the network of professionals, students and information to the public in energy conservation, consumption and transitioning to clean energy.

3. USER GROUPS/AUDIENCES

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

- The General Public/Bartica Community;

- Ministry of Communities

- Students, Student Groups;

- Bartica: TNES Stakeholder Groups;

- Energy and Environment Professionals/Technocrats; and

- Civil Society

4. SCOPE OF WORK

The primary job scope of the Website Developer is to design and develop a functional webpage suitable to convey information and updates regarding the Bartica: TNES project. The consultant will:

1. Create (design, develop, test and implement) a web platform within the designated timeline which meets the following criteria:
   - Interactive, appealing, highly usable and responsive web design: Web Designs are very subjective, we expect the hired Consultant to show-case their best elements in delivering suitable intranet design options. The design and solution must be easy to use.
   - Average site load-time should be no more than 5 seconds
   - Search engine friendly
   - Able to render appropriately on a wide variety of different browsers
   - 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 sanitized; user interactions and activities should be logged etc.
   - Design and final solution should adhere to accessibility and compliance requirements (as defined by the project team): The Web solution should be designed to ensure that everyone, including users who have difficulty seeing, hearing, and making precise movements, can use them.
   - Public and Registered Users (Member's) only Areas
2. Create/develop site news/trending now content blocks: The web solution will provide content/screen areas containing:
   - Calendar
   - Upcoming events
   - Latest news/Site news
   - Trending topics

- Secured & Authenticated Web Access Web solution should be secured in accordance with current best practices, for example using an SSL Certificate and appropriate access control methods.

- User Registration and Administration: The solution should allow users to complete an appropriate user registration process in order to gain access to certain sections. User registration data and credentials are to be persisted by the solution in an appropriate form.

- The user registration process should adhere to best practices including the use of CAPTCHA and email verification and should be able to scale as needed i.e. No limit on the number of users that can register.

- Administrators should be able to review user registration/profile details, change user roles/access rights, terminate / close user accounts.

- User Profile and Account Administration: Users should be able to view and update user generated information on self, for example personal details, password and account details, and posts.

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

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

- Tagging/folksonomy: Users should be able to provide user-generated tags and descriptions of content being added.

- Calendar, Events, Reminders, calendar integration: Specific authorized users should have the ability to create and administer events and event details.

- Social Network Integration:

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

- Document Management System (DMS): Document upload (any file format) with Description - Who uploaded - Date of upload - File Format etc., creation of new relevant page (if required), image uploaded should be uploaded with the appropriate meta-data including mandatory keywords / tags / fields (will be decided later) – for internal Search Indexing.

- 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.
- Search: The website 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.
- Public Users and Members Electronic Document Catalogue: Users should be allowed to search for, view and/or download articles and documents. Users should also be able to assign star ratings on articles, videos and other informational content.
- Links: The website will contain to the websites of the Ministry of Communities, Department of Environment – Green State Development Strategy, Guyana Energy Authority, Guyana Power & Light, etc. so as to ensure that there's no duplication of the efforts by those organisations.

5. METHODOLOGY OF WORK

- The consultant will work closely with 2R Production, the consultancy firm responsible for Awareness and Communication for the Bartica: TNES project for dissemination of product content (PSAs etc) which will be made available to various stakeholders via the website.
- The website would also include relevant information pertaining to Guyana's ambitions of becoming a Green State, information relating to Energy Efficiency, Renewable Energy, Sustainable Development etc.
- In addition, personnel from Bartica will be hired to engage with the Municipality for relevant content and incorporation of relevant information for citizens and members of the public which will facilitate the ease of doing business in Bartica
- Efforts will be made to engage the Ministry of Communities to ensure consistency with the broader strategic vision for building cohesive sustainable communities, e.g., website can be used to access the Municipal Development Plan for Bartica which is currently in development.

6. DESIGN

The consultant will use WordPress, the most modern and most popular content management system, for the core of the website framework. The main navigation system will ensure that most popular and important sections of the website are always easily accessible from any section of the website.

The website will responsively adjust to the user's device and will be compatible with all popular web browsers such as Google Chrome, Microsoft Edge, Internet Explorer v11+ , Otello' Opera web browser
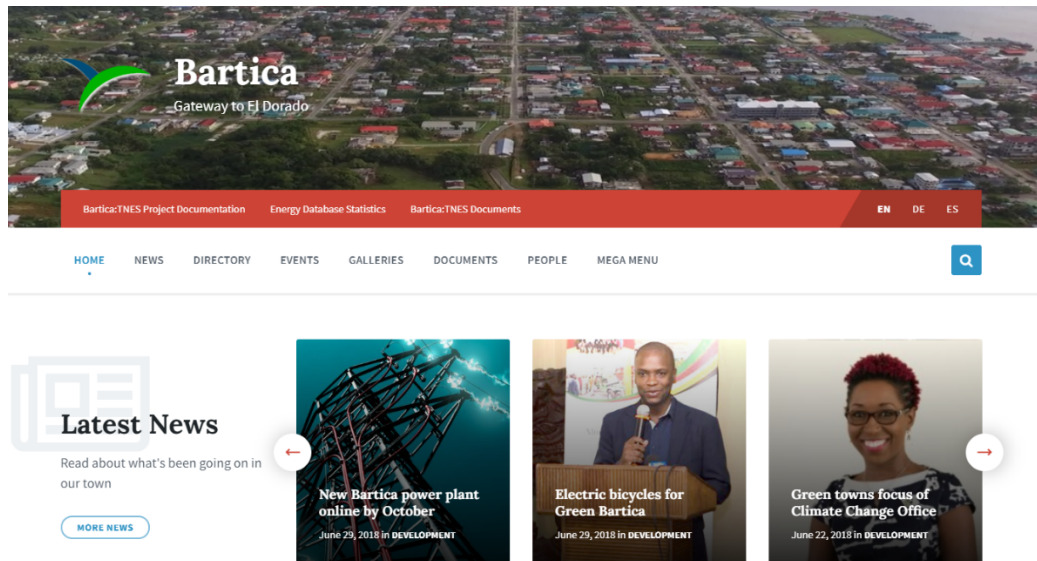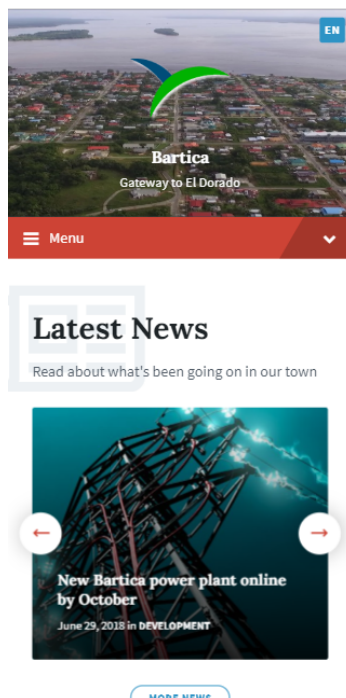
and Mozilla Firefox. Below are screenshots of how the website will render on desktop / tablet computers and mobile devices.

Please note that the exact logo, taglines and respective tabs will be finalized in consultation with the Bartica Municipality.

DESKTOP / TABLET **RENDER**

MOBILE DEVICE **RENDER**

7. POST DEVELOPMENT MAINTENANCE AND SUSTAINABILITY

Training

Prior to final handover of the website, the developer will train personnel identified by Bartica Municipality with the aim of such personnel being capable of maintaining the website.

The admin manual created will dictate how the entire website is partitioned and how various edits can be made. The consultant will support the personnel for a period of three (3) months after deployment.

Sustainability

To ensure the website is kept relevant, visible and popular, it's suggested that it not only contain information about the Bartica TNES project but also all information relevant to the township. Such inclusion will ensure that the website is a single source of information on all things Bartica, for example procedure for doing business in Bartica, upcoming events, communication between the Municipality and residence, where to find what, etc.

With the additional inclusions, the municipality can charge businesses or organisations for advertisements place on the website, which will in turn be used to ensure the entire system is sustainable regarding the support staff and website maintenance.

It's also suggested that the website will include sections specifically monitoring the developments being made under the Green Bartica Development Plan and how residence of Guyana and non-residence can contribute to the Green Bartica Development Fund which will be set up and managed by the Municipality.

8. WORK SCHEDULE

Please see the attached Work Plan for a detailed breakdown on the tasks to be completed and respective timelines associated with this project.

9. CONCLUSION

The Bartica TNES project website can generate significant commercial and community interest in the project itself and Bartica the town. With the additional functionalities specifically concerning monitoring the progress of the Green Bartica Development Plan and simplifying the procedure of doing business in Bartica, coupled with the ability for organisations to have their business or events advertised; the website will certainly be sustainable, attractive to various stakeholders and generate significant benefits for the council.

Submitted by: Phil Mingo – Website Developer

Revised Submission Date: July 11, 2018

10. VERSION HISTORY

Version	Author	Change Description	Date
	Phil Mingo	Initial Version	May 28, 2018
1.1	Phil Mingo	Updated report in response to Stakeholders' comments received on June 27, 2018	July 5, 2018
1.2	Phil Mingo	Updated report in response to updated Stakeholders' comments received on July 11, 2018	July 11, 2018