

TENDER NOTICE: EM 02/2010

MOGALE CITY LOCAL MUNICIPALITY

Proposals are hereby invited for the following department: Office of the Executive Mayor

PROPOSAL NO: EM 02/2010

PROPOSALS ARE HEREBY INVITED FROM EXPERIENCED EVENTS MANAGEMENT SERVICE PROVIDER/S FOR MASSIVE COMMUNITY MOBILISATION PROGRAMME FOCUSING ON THE INDIGENT REGISTRATION, PAY FOR YOUR SERVICES AND HIGHLIGHTING MUNICIPAL SUCCESSES FOR MOGALE CITY LOCAL MUNICIPALITY.

Compulsory Briefing Session will be held on **Monday 19 April 2010 at 09:00** in the **Marketing Boardroom, Cnr Commissioner and Monument Street, IEC Building, first floor, Krugersdorp.**

The following is the proposed framework and objectives for the execution of the project:

Local government is at the coal face of service delivery, often communities don't understand the role and mandate of their municipalities. Hence they sometimes demand services that are not part of the mandate of local government. The responsibility of educating communities about our different spheres of government and their mandate is one that begs for a common response from all the affected parties. Every sphere of government makes a concerted effort to use every available opportunity to educate communities about the mandate and responsibilities of government and its entities.

This campaign is aimed at profiling key service delivery interventions undertaken by the municipality as well as highlight achievements of the municipality in the current term. It is the explicit intention of this campaign to ensure a causal link between the intervention and a massive impact in the uptake of municipal services in particular and thus an improvement in the quality of life of the people of our city.

On highlighting key achievements of the municipality, the focus will be on achievements of the municipality since the last local government elections, thereby continuing with values of accountability and consultation.

OBJECTIVES

The objectives of the campaign will be as follows:

- To PROFILE key service delivery programmes and projects of the municipality;
- To INCREASE the uptake and general response of municipal services;
- To HIGHLIGHT major achievements of MCLM;
- To CONTINUE with the tradition of keeping constant contact with the community;
- To EXPOSE the community to services available at the municipality; and,
- To RE-INFORCE efforts of popularizing the municipality and its leadership.

The campaign will focus on the Indigent Registration, Pay for your services, the profiling of the city in general and highlighting municipal services. It will profile the role played by the municipality, especially the political leadership.

Given the complexity of such campaigns and the need for maximum impact, the campaign will run even in the next financial year. Therefore, it must be kept in mind that the successful service may be considered for an extended period based on the results of an assessment.

METHODS

- Door to door

- Mobile bill boards
- Local media advertising
- Mogale City website
- Road Shows (mass meetings, mall activations, school visits, festival)
- Endorsements by city ambassadors (musicians Theo Kgosinkwe, Ntando Bangani and Nhlanhla Nciza)
- Involvement and endorsement by other prominent residents of the city

RESOURCES NEEDED

- Community Halls
- Space in malls
- Sound
- Stage
- Outdoor Screens
- T-shirts
- Pamphlets and Posters
- Information booklets/brochures
- Banners

TECHNICAL EVALUATION CRITERIA

All proposals received will be evaluated on 90/10 point scoring basis. The points will be divided into 50 points for Functionality and 40 Points for Price for the below mentioned Functionality criteria. The supporting documentation must be submitted.

NO.	DESCRIPTION	%WEIGHTS	SCORE
1	<ul style="list-style-type: none"> • Experience in community intervention and mobilization, production of marketing material, including a detailed breakdown of work done. The proposal must indicate values for the executed similar projects and references, e.g. company profile, cvs to be attached. 	25	
2	<ul style="list-style-type: none"> • Detailed breakdown of project methodology, indicating clearly all work to be executed prior, during and post event occurrences in line with the requirements of the project. 	20	
	<ul style="list-style-type: none"> • Skills transfer plan. 	5	
	TOTAL	50	35

For the purpose of comparison and in order to ensure a meaningful evaluation, bidders are requested to furnish detailed information on substantiation of compliance to the evaluation criteria. The Service provider should at least score a minimum of 35 points out of the 50 points in order to be considered in the next evaluation phase.

Adjudication: 90/10

