Terms of Reference
Transparency & Accountability Initiative Website Refresh

Background
The Transparency and Accountability Initiative (T/AI) is a collaborative of funders of global transparency and accountability programming. We are committed to development through empowering citizens to hold their governing institutions to account. We seek to galvanize support for ambitious new ideas and promote more impactful funding, building on the momentum of the thriving global transparency and accountability movement. Building on successes to date, which include playing a key role in the establishment and implementation of the Open Government Partnership and helping bridge communities of technologists, data scientists and transparency researchers and activists, T/AI has an exciting new strategy focused on scaling donor impact.

T/Ai’s is composed of five leading funders in the transparency, accountability and participation (TAP) field, namely the Ford Foundation, Omidyar Network, Open Society Foundations, the UK’s Department for International Development and the William & Flora Hewlett Foundation. Together, they represent a significant portion of global TAP funding. As a mission-driven collaborative, we work directly with our member donors to align efforts around shared priorities, including pursuing more transparent, equitable and inclusive tax systems and informing and empowering citizens and governments with data. T/AI is a platform to facilitate knowledge sharing and collaboration, and foster a culture of learning among both donors and practitioners.

Objectives
We are seeking proposals to overhaul our existing website to better reflect T/AI’s new approach, present our new strategy and programs, and increase our visibility within the TAP field. We wish for the website to become a ‘go-to’ resource for donors and practitioners investing and working on transparency and accountability issues. The website will convey the updated T/AI brand, what we do as a collaborative, our members and their collective approach, and our vision as a broker of knowledge.

The main deliverable will be an updated transparency-initiative.org site including front-end, back-end, look and feel and information architecture that reflect T/AI's strategic refresh through design, content and structure.

Features & Compatibility

The website will target three primary audiences:
1. T/AI Donors – current members of the collaborative, and potential future donor partners
2. Grantees – current and prospective grantee organizations
3. Researchers and practitioners in the transparency and accountability field
Other key features of the website will include:

- A CMS such as WordPress that enables content tagging and categorization, including pages for blog authors and category tags
- Content types such as Pages, blog posts, publications, news, events and Twitter and RSS feeds. In future phases, we may also build a grants database based on dynamic or regular aggregation of grants by our donor members
- A responsive, mobile-first design
- Integration with email sign up (MailChimp)
- Robust search function
- Ease of posting and editing by non-technical admins and extensibility for new content types or sections
- Flexibility to add new ‘featured’ pages or sections

Our content strategy involves a combination of original, aggregated and cross-posted material (along with migrated material from the current T/AI site, some of which will require conversion from PDF versions to HTML).

The website should have a crisp and clean design and be fully compatible with Chrome, Safari, Firefox, and IE (11+) platforms. Because our donor members and partners work regularly in the global south, the website must also deliver a robust user experience and functionality in low bandwidth areas. We welcome further suggestions from prospective vendors for additional features and approaches.

Project Timeline and Deliverables
Our new organizational strategy will be released in December 2016. We seek to have the website beta version launched in late February 2017, with a fully functional site live by late March. The web development should be completed in stages, with cycles of feedback and revision at key milestones. All content will be developed by T/AI.

Deliverables and timeline are as follow:
2. Wireframe and design proposal – February 3, 2017
3. Beta version – February 24, 2017
4. Fully Functional website – March 24, 2017

Budget
Submissions from interested vendors should include a proposed budget for the total development costs, including related costs such as hosting, licensing, or other features. Payment will be disbursed according to an agreed schedule of deliverables. Our target budget is: USD$ 30,000.

Experience Required
We are looking for an expert or team with proven success developing websites with responsive design. Please provide project portfolio, structure of team to be involved (if applicable), and
references. Familiarity and prior experience with the transparency and accountability or good governance field is strongly preferred.

**Coordination and Submission Deadline**

The website developers will report to T/Al’s Executive Director, with key input and coordination from program staff and our digital strategy advisor.

The deadline to submit proposals is **December 16, 2016**.

Any interested parties wishing to submit questions should do so via email to **ikeevill@transparency-initiative.org** by December 13, 2016.

We anticipate extending an offer by December 31, 2016. Contract would be effective January 9th, 2017.