



RWANDA TRANSPORT DEVELOPMENT AGENCY
P.O Box 6674 Kigali-Rwanda
KG 563 St., Queen's Land House, 1st Floor
Email: info@rtda.gov.rw
KIGALI

REQUEST FOR EXPRESSION OF INTEREST
(CONSULTING SERVICE)

RWANDA

TRANSPORT SECTOR SUPPORT PROJECT: UPGRADING OF BASE-GICUMBI-RUKOMO-
NYAGATARE ROAD, PHASE I: BASE-RUKOMO ROAD (51.54 Km):

Transport sector

Financing Agreement Reference : 2000130012880

Project ID No. : P-RW-DB0-014

The Rwanda Transport Development Agency (RTDA) has received financing from the African Development Bank towards the cost of the project to develop roads (Base-Rukomo-Nyagatare phase1 Base-Rukomo), open up the country's interior and promote trade between northern and eastern Rwanda, and intends to apply part of the agreed amount of the loan to payments under contract for **Sensitization of the population on road safety, HIV/AIDS and environmental protection of Base-Rukomo Road construction**. The services included under this project are:

- Sensitization of the local population on Road safety and HIV/ AIDS awareness;
- Identification of the likely environmental impacts due to construction works for Base-Rukomo road project;
- The proposal of measures to reduce or eliminate the identified environmental impacts and sensitization of the population on environmental protection.

The duration of service is twelve (12) months (in 2 phases);

Rwanda Transport Development Agency (RTDA) now invites eligible consultants to express their interest in providing these services. Interested consultants must provide information indicating that they are qualified to perform the services (brochures indicating a general experience of at least 8 years proven by copy of trade license, description of similar assignment, experience in similar conditions, availability of appropriate skills among staff, etc). Consultants may constitute joint-ventures to enhance their capacity for qualification.

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Eligibility criteria, establishment of the short-list and the selection procedure shall be in accordance with the African Development Bank's "**Rules and Procedures for the use of consultants**" May 2008 Edition, Revised July 2012, which is available on the Bank's website at <http://www.afdb.org>

Interested consultants may obtain further information at the address below during working hours: 07:00-17:00.

Expression of interest, in French or English, must be delivered to the address below by 24th January 2017 not later than 5:00 p.m, local time (3:00 p.m GMT) with the mention "**For Sensitization of the population on road safety, HIV/AIDS and environmental protection**"

Attn: Director General
Rwanda Transport Development Agency/Procurement Unit
P.O Box: 6674, Kigali-Rwanda
Email: info@rtda.gov.rw
procurement@rtda.gov.rw

Electronic submissions are accepted in respect of the dead line.

Done at Kigali, on



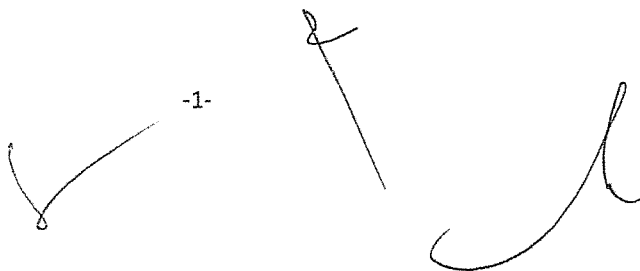
Guy M. KALISA
Director General



TERMS OF REFERENCE CONSULTANCY SERVICES FOR UNDERTAKING
PUBLIC EDUCATION ON ROAD SAFETY, HIV/AIDS AWARENESS AND
ENVIRONMENTAL PROTECTION ON BASE-RUKOMO ROAD PROJECT
(51.54 KM)

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1. INTRODUCTION

The Government of the Republic of Rwanda has received a loan from the African Development Fund (ADF) to upgrade Base-Rukomo road and intends to apply part of this loan to cover eligible payments under the contract for consultancy services for public education on Road Safety, HIV/AIDS awareness and Environmental Protection on Base-Rukomo Road Project.

2. BACKGROUND

2.1. Rwanda Transport Development Agency (RTDA) is upgrading the Base-Rukomo(51.54 Km) road from gravel to bitumen standards using financing received from the African Development Fund (ADF). RTDA plans to apply part of the agreed financing towards payment of a contract for Consultancy Services of undertaking Public Education on Road Safety, HIV/AIDS awareness and Environmental Protection on Base-Rukomo Road Project as a measure of reducing road accidents.

Road traffic injuries in Rwanda are a major public health threat and without preventative measures, are projected to increase significantly year after year. Road traffic injuries account for the largest proportion of unintentional injuries and are increasingly recognized in Rwanda as a major cause of morbidity and mortality.

After this road is upgraded to paved standard, there is a very high risk of increased high speed and behavior of motorized traffic. This will expose the local road users particularly pedestrians to more accident risks. Lack of road safety knowledge and awareness of using these facilities particularly by pedestrians and drivers added with encroachment of road and roadside by hawkers, shops and markets are being viewed to be the major road management problem in future and hence the need for urgency to procure a consultant to undertake Road Safety Audits and Road Safety sensitization, education and public awareness campaigns for all road users of this road.

2.2. Protection of Environmental is another key issues to focus on during the consultancy services as the road Base-Rukomo is (i)passing through Hilly terrain and swamps, (ii) crossing Base river 3 times, (iii) we have more than 11 dumping site for earthworks and oil for trucks and other heavy equipment, etc

2.3. Sensitization of road users on HIV/AIDS, Malaria and other pandemic diseases.

3. Objectives of the Consulting Services

3.1. Overall Objective

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3.1.1. The objective of this assignment is to carry out at but not limit to 4 seminars for different categories: local authorities, local peoples living in the road project influence zone, students at the different school, etc... The seminar will focus on road safety, environmental protection and sensitization on sexual transmitted diseases specifically HIV/AIDS.

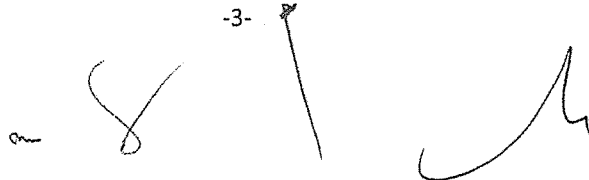
3.1.2. The purpose of the public education is to make the new road as safe as possible before construction is ended and before accidents occur. Road safety audits assess how the road will perform, focusing behavior of all road users. The audit identifies any road safety deficiencies and recommends possible solutions. Road Safety Audits are to be carried out by professionals with road safety engineering experience, working independently of the design/supervision team.

3.1.3. Road safety awareness and Environmental Protection campaigns are intended to educate: (i) road users about the dangers of road accidents, their causes and above all prevention measures in the bid to promote road safety across all road users of the newly constructed road and (ii) on the protection of environmental. The consultant will be required to develop a good communication strategy in order to achieve the overall objective of this consultancy services.

3.1.4. Sensitization campaign on sexual transmitted diseases (HIV/AIDS), Malaria and other pandemic diseases to different categories of peoples in the communities living on the road project influence zones.

3.2. Specific Objectives of the Road Safety Awareness and Environmental Protection

- Sensitization campaign on sexual transmitted diseases (HIV/AIDS), Malaria and other pandemic diseases to different groups of students, drivers, sex workers, owners of hotel and bars, site workers, etc using small reflection and discussion semi behavior minimize the risk of accidents occurring on new road schemes behavior minimize their severity;
- To improve the awareness of safe design and environmental protection practices by all involved in the planning, design, construction and maintenance of the road to minimize the risk of accidents occurring on adjacent roads, i.e. to avoid creating accidents elsewhere on the network and recognize the importance of safety in highway design to meet the needs and perceptions of all types of road users; and to achieve a balance between needs where they may be in conflict;
- To reduce the long term costs of a scheme, bearing in mind that unsafe designs may be expensive or even impossible to correct at a later stage;
- To raise and maintain public awareness of road safety and environmental issues

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- To execute targeted road safety and environmental protection publicity campaigns
- To increase access to road safety and environmental protection information to road users in Gicumbi and Rulindo districts
- To assist road safety organizations and personnel in Gicumbi and Rulindo and surrounding districts in maximizing the potential for casualty reduction through education and publicity
- To encourage the production of road safety education, training and publicity materials in Gicumbi and Rulindo and surrounding districts where appropriate
- To engage road user experientially leaving a lasting memory in the minds on road safety and protection of environmental issues in Gicumbi and Rulindo and surrounding districts
- Identify suitable local NGOs/Community Based Organizations, develop capacity and establish their linkages with road safety and environmental protection institutions enabling them to assist the communities to plan, manage and sustain their own road safety.

4. SCOPE OF SERVICES TO BE PROVIDED

The Consultant will carry out the following activities as described below:

Road Safety Awareness, HIV/AIDS Awareness and Environmental Protection Campaigns

- 4.1.1. Public education on protection against HIV/AIDS, Malaria and other pandemic diseases through education on their mode of transmission, provision of condoms, how to prevent to be infected and rights and duties of affected people.
- 4.1.2. These services will be provided by a team of road safety and environmentalist experts with particular experience or knowledge of road safety Education, Engineering Enforcement and Environmental protection. The scope of services shall be provided at completion of road works and will include, but are not necessarily limited to, the following tasks
- 4.1.3. Engagement of key stakeholders (Stakeholders engagement strategy) - These will include (but not limited to): MININFRA, RTDA, REMA, Ministry of Health (MOH) and Medical Services in the area, Traffic Police, Local leaders and School administrators, Public Transport Companies, districts authorities, local hospital and centre de Sante, etc... These groups will be required to provide prominence and endorse the road safety and environmental sensitization programme.

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- 4.1.4. Coordinate and liaise with RTDA, REMA, RDB and Rwanda Traffic Police to collect, collate and analyze accident statistics on Rubavu and Rutsiro Districts.
- 4.1.5. Peer education involving select groups of road users and transport workers such as bodaboda riders (motorcyclists), bus drivers and owners, truck drivers, taxi drivers. The consultant should engage their associations.
- 4.1.6. Promotion of community outreaches, schools road safety and environmental protection campaigns, on the-road promotions and literature distribution on road safety and protection of environment to all schools and communities along the road project;
- 4.1.7. Publication of roads safety and protection of environment issues on newspaper supplements, radio announcements and television documentaries;
- 4.1.8. Conduct Defensive driver training workshops or seminars for the various groups the relevant stakeholders and select groups of drivers. During these workshops the highway codes should be distributed.
- 4.1.9. Conduct education sessions to road users on proper handling of road facilities, including safer methods of parking vehicles/trucks that break down on the road and protection of the surfaces from oils spills with polythene sheets and avoiding direct placement of jacks on the surface while hoisting loaded vehicles, among others.
- 4.1.10. Peer education and training with 5 behavior change messages. Note that, peer activities should be based on IMBR Model – Information (I, the “What”), Motivation (M, the “why”), Behavioral skills (B, the “how”) and Resources (R, the “Where”).
- 4.1.11. Axle/Weigh Bridges/ Bus and Taxi parks or equivalents: These should be used as information points for the cross boarder truck drivers. Officials at the Axle roads/Weigh bridges will be trained as road safety peer educators. They will be required to interact and share knowledge with some of the cross boarder truck drivers
- 4.1.12. Mass Media Road Safety and environmental Protection Campaigns – The consultant will be required to conduct road safety and environmental Protection media campaigns to engage all media houses in the area along the project road
- 4.1.13. The SMS Campaign – will acquire telephone contacts of members of our partner organizations and send out short messages on a monthly basis encouraging road safety measures.

4.1.14. One week launch of road safety and environmental protection workshop to finalize the road safety awareness and environmental protection campaign. This launch should be a regional rollout plan for defensive training for the district leaders and traffic officers, client representative, media, external road safety stakeholders and target groups.

5. Expertise Required

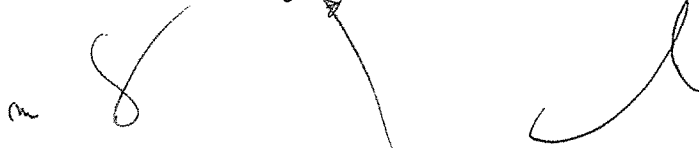
5.1. Road Safety Awareness and Environmental Protection Campaigns

5.1.1. The consultant must have relevant and exceptional experience of working on similar assignments in Sub-Saharan Africa and, ideally, in Rwanda. The consultant should have strong network partnerships with local consultant working in Rwanda particularly those approved by Rwanda Engineering Council. Should also have Knowledge of AfDB, World Bank, EU and other major funding agency project design and evaluation procedures.

The consultant should have ease and speed with which to mobilize resources in terms of technical skills, equipment and transportation to meet the demands for the tasks involved

5.1.2. This Road Safety Awareness and Environmental Protection Campaign services must be performed with in a period of 8 months by a team of qualified and experienced professionals as illustrated in the table below:

Position	Minimum Qualifications and Professional Experience
Road Safety Expert	Bachelor's Degree in Civil Engineering (Traffic Engineering) or internationally recognized equivalent. 10 years post graduate experience in transport of which at least 5 years should be as a Road Safety Specialist at international standards and in developing countries on similar assignments.
Communication Specialist	A degree in mass Communication with a minimum of 5 years' experience in mass communication, with knowledge of infrastructure development road projects. Should possess at least 3 years experience in road safety education, sensitization and awareness projects in the road sector.
Environmentalist Expert	Bachelor's Degree in Environment Studies or related internationally recognized equivalent. 10 years post graduate experience in environment research or studies related to transport of which at least 5 years should be as Environmentalist Expert in developing countries on similar assignments. Also the environmentalist should be in REMA list of approved environmentalist.



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Position	Minimum Qualifications and Professional Experience
Trainer (2)	At least 1 transport sociologists/social workers with at least first degree, as well as minimum of 5 years' experience in road safety awareness and environmental protection activities and road infrastructure developments A medical trainer with at first level degree in medical related studies with minimum of 3 years of experience in sensitization of disease in local population in Rwanda
HIV Aids /IST expert	To be added (core)

5.2. Use of Local Experts

The Consultant is encouraged to demonstrate commitment to delivering the road safety awareness and environmental protection campaign professionally and to the international standard through utilizing local experts that are familiar with the traffic characteristics, general social behavior of road users and protection of environmental.

5.3. Staff inputs

The key professional staff input for the Road safety awareness and environmental protection is expected to be approximately **34 man-months** for the entire consultancy. The breakdown of estimated staff man - month's inputs is shown in the table below. The consultant is advised that these are estimates and he is at liberty to prepare his work program / mobilization schedule accordingly.

Proposed table in line with expected outputs (you may adjust the quantities)

N°	Designation / input	Unité	Quantity	Unit Price (RWF)	Amount (RWF net taxes)
1	Coordinator	Person -month	8		
2	Public Health Expert	Person -month	4		
3	Environmental Expert	Person -month	4		
4	Expert in road safety	Person -month	4		

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5	Expert in communication	Person -month	6		
6	Secretary	Person -month	8		
7	Office operationfees	Month	8		
8	Vehicleoperationfees	Month	8		
9	Editing, printing etc. and reports	lumpsum	1		
10	Fees for training of trainers	lumpsum	1		
TOTAL amount net of taxes					

Key Expert	Estimated Input (person months) as key expert
Coordinator	8
Public Health Expert	4
Environmental Expert	4
Expert in road safety	4
Expert in communication	6
Secretary	8
Estimated Input Of Key Experts	34

6. REPORTING

6.1. The Consultant shall prepare and submit all the reports below (all in English) both in hard copy (4 copies of each) and an electronic copy on CD. The reports shall be submitted to the Client. The Consultant will be required to revise the reports addressing any comments that may be made by the Client and financing agency on the reports submitted.

6.2. RTDA are developing a number of new reporting formats making use of various new databases, into which the consultant may be required to enter data. The

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consultant should note the process is ongoing and formats may change at a later stage. As such all submitted reports and associated documents are to be formatted in agreement with RTDA. Specifically, the Consultant is to liaise with RTDA to ensure they attain and make use of the latest RTDA templates required for reporting and /or in the Contract Management System and other IT systems as necessary.

6.3. The Consultant will also be required to make presentations of their findings in the course of the study, and as requested by the Client. RTDA shall arrange for the venue and provide the necessary facilities for such presentations. The Consultants' presentations should be succinct and depict the key salient issues and shall not last more than 30 minutes. The Consultant shall further also be required to prepare and make presentations of any or all the reports below to the Consultants' forum and at progress meetings with RTDA.

6.4. The Consultant shall report to the RTDA office on all matters relating to this assignment. The Consultant shall work closely with SPIU/RTDA and Corporate service of RTDA to ensure the smooth running of the project and timely completion of the following reports and assignments:

6.5. The principal output should be a series of Road Safety Awareness and Environmental Protection campaign program reports submitted to RTDA

No.	Report	Timing	Description
1	Inception Report	1Month after commencement	Report is expected to provide a detailed implementation plan, confirm deployment of the personnel specified in the consultant's proposal and raise any particular issues for discussion. The report will provide strategy for road safety and environmental protection activities and recommendations for any resulting changes needed to Terms of reference and/or work program.
2	Road Safety and Environmental protection Action Plan		

2	Monthly Progress Reports	Monthly*	These reports will contain implementation details and also contain the road safety education, sensitization awareness and environmental protection activities carried out, Narrative and statistics of Consultants' progress on areas covered, number of schools and communities covered, media houses engaged, categories / number of road users sensitized and educated. Pictures and Videos of the road safety sensitization and awareness activities. Detailed program and progress at every stage, detailed future programs and any changes in the assignment with proposed remedies.
3	Situational Analysis Report	2 Months after commencement	Report should constitute proposals of the road safety education, sensitization awareness and environmental protection trainings provided and recommendations from the inception report and presented to the Client. Key issues derived from the assessment should also be presented at consultative and strategy design meetings/workshops involving all the necessary stakeholders.
4	First Draft Report	3 Months after commencement	The first draft report should contain a draft assessment of the overall road safety and environmental protection activities covered by the consultant. The draft should contain a comprehensive implementation record on the Information, Education, Communications (IEC) and audio, pictorial and visual utilized and should be presented to the client at this stage.
5	Final Report.	4 Months after commencement	The Final Report should include a summary of all activities reported in the monthly/periodic de-briefing, as well as updating the First Draft Final report incorporating comments from the Consultative meetings/workshops, the Client, and Financier.

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7. SERVICES TO BE PROVIDED BY THE CLIENT

7.1. The Consultant shall in addition to all other obligations expressly stated or implied:

- (a) Establish a dedicated project office for the assignment with furnished workspace and telecommunications facilities. All key personnel working on the assignment shall operate from this office, unless RTDA approves alternative arrangements;
- (b) Make all necessary arrangements for carrying out the services and supporting the staff assigned to the project. This shall include office and living accommodation, equipment, transport, telecommunications, office and other supplies etc;
- (c) Be responsible for transport, software, computers and supporting office equipment required for the assignment, as well as equipment for training and secretarial services. By completion of the assignment, the Consultant shall transfer to the RTDA ownership of the contractually purchased equipment and the rights to use and maintain the software installed;
- (d) Obtain and collate all relevant figures and information on roads including traffic and accident data from reliable sources to enable them to carry out any investigations and make further recommendations; and;
- (e) Provide his own staff, office and transportation facilitation.

The Team Leader and all professional staff must have the full authority, in country, to make any technical decisions necessary to complete the services as required.

