



National Transport and Safety Authority

EXPRESSION OF INTEREST (EOI) FOR PROVISION OF CONSULTANCY SERVICES FOR THE DESIGN OF A FIVE YEAR ROAD SAFETY COMMUNICATION STRATEGY FOR NATIONAL TRANSPORT AND SAFETY AUTHORITY- REF NO NTSA/EOI-017/2016-2017

1. The Government of Kenya has *received credit* from the *International Development Association (IDA)* and other Development Partners towards the cost of National Urban Transport Improvement Project, and it intends to apply part of the proceeds of this *credit* to towards procurement of goods and services intended in building the capacity of National Transport and Safety Authority in carrying out its functions and in particular for the Provision of Consultancy Services on “**Design of a Five Year Road Safety Communication Strategy for National Transport and Safety Authority**” (hereinafter “NTSA”).
2. The main objective of the consultancy is to promote a favourable image for NTSA by creating awareness across all public on road safety to ensure reduction of fatalities in the country and influence the public perception and opinion on NTSA’s safety interventions. The consultancy service will entail the following:
 - a) Development of a detailed five year road safety communication strategy targeting all road users and other stakeholders, its implementation plan (Including the activities, timelines and the estimated costs e.t.c) and prepare simple monitoring tools that will be used to evaluate its implementation.
 - b) To complete the development of the National five year Road Safety Action Plan-2017-2022. The draft has been developed and will be availed to interested bidders who register with NTSA during the bid process.
 - c) Preparation of a comprehensive report on gaps around road safety communication in Kenya. This is aimed at accessing what the Authority has not taken into account when communicating with the public on matters that relate to road safety.
 - d) Design of simple high impact messages for each category of road user that will enhance behavioural change over a five year period and design the strategies to test the different messages before roll out so as to ensure that they are impactful. The consultant will also be required to develop artistic impression /layout designs for the messages using texts, images and infographics.
 - e) Ensure top of mind awareness of the roles and mandate of NTSA in regards to road safety.
 - f) Communicate enforcement of laws around road safety
 - g) Reinforce and strengthen partnerships on with stakeholders in the transport sector.
 - h) Call for collaboration to support the commissions mandate on road safety regulations (the different players).
 - i) Design artworks for all communication materials in the strategy identified for printing and use on online platforms.
 - j) The consultant will be expected to categorize and map out all stakeholders in the safety management sector and develop a stakeholder management strategy that will enable the Authority engagement with all players. The consultant will also be expected to develop its

implementation plan (Including the activities, timelines and the estimated costs etc.

3. NTSA now invites eligible consultancy firms to indicate their interest in providing the consultancy services. Interested consultants should provide information/documents indicating that they are qualified to perform the services. The information shall include:
4. The legal status and professional status of the organization – in form of certificate of incorporation/registration.
5. Qualifications and relevant experience with details of similar assignments undertaken to demonstrate ability and capacity to carry out this assignment.
6. The resources and resource persons to be deployed to undertake the assignment.
7. This is not a request for proposals. After a review of the letters of interest, a shortlist will be prepared and those listed consultants will be invited to submit their proposals through a Letter of Invitation including Specific Terms of Reference.
8. The Completed Expression of Interest and accompanying documents must be submitted in plain sealed envelopes and clearly marked “**EXPRESSION OF INTEREST (EOI) FOR PROVISION OF CONSULTANCY SERVICES FOR THE DESIGN OF A FIVE YEAR ROAD SAFETY COMMUNICATION STRATEGY FOR NATIONAL TRANSPORT AND SAFETY AUTHORITY - REF NO NTSA/EOI-017/2016-2017**” and addressed to:
**Director General
National Transport and Safety Authority,
Hill Park Plaza, Upper Hill Road,
Nairobi Kenya ,
P.O Box 3206-00506, Nairobi
Email: procurement@ntsa.go.ke
Web Site: www.ntsa.go.ke**
9. The expression of interest and accompanying documents must be deposited in the Tender Box located on the **Ground Floor, Hill Park Plaza, Upper Hill Road, Nairobi** at or **before 10.00 a.m**; local time on **Wednesday 31st May, 2017** and the Expression of Interest proposals will be opened immediately thereafter in the presence of the Candidates or their representatives who choose to attend at the **Board Room on 3rd Floor, Hill Park Plaza**.
10. Expression of Interest proposals not received and opened in the public opening ceremony shall not be accepted for evaluation irrespective of the circumstances.
11. This EOI does not entail any commitment on the part of NTSA, either financial or otherwise. NTSA reserves the right to accept or reject any or all EOI without incurring any obligation to inform the affected applicant/s of the grounds.

Any canvassing or giving of false information will lead to automatic disqualification.