

Development of Communication Strategy and support in Public Participation for Kote Afkhazi Street redesign project in Tbilisi

Terms of Reference

National consultant

1 Background

The transport sector is one of the largest sources of greenhouse gases in the South Caucasus (for example Georgia with 33% of energy-related emissions). Current projections show a doubling of transport-related emissions by 2030. In addition to the impact on the global climate, the transport sector contributes to a reduced quality of life in the cities due to its emission of air pollutants. Furthermore, economic damage is caused by congestion, accidents and by diseases due to air and noise pollution. This causes a high dissatisfaction of the population with the current traffic conditions (inadequate quality, safety, accessibility and coverage of public transport).

The German Federal Ministry for Economic Cooperation and Development (BMZ) commissioned GIZ to implement the regional programme 'Sustainable Urban Mobility in the South Caucasus' (Mobility4Cities) through the German Climate and Technology Initiative (DKTI). Mobility4Cities forms part of the new Good Governance Programme in the South Caucasus.

Mobility4Cities supports city administrations in the South Caucasus to design, implement and further develop their urban transport systems in the frame of a participatory, sustainable and integrated urban development. Furthermore, the project conducts a regional dialogue on urban mobility and the exchange of information regarding the content and best practices from other countries. Furthermore, Mobility4Cities supports the national level to improve the overall framework conditions for urban mobility. Mobility4Cities covers all three countries that make up South Caucasus - Armenia, Azerbaijan and Georgia, but with a strong focus on Georgia.

For Tbilisi, the capital of Georgia, a study prepared by an international consultancy company with the objective to support sustainable modes of transport and to reduce greenhouse gas (GHG) emissions proposed the redesign of the corridor connecting Heroes Square with Gorgasali Street (Further: SUM) as a forerunner project for sustainable transport infrastructure. The corridor can be considered as one of the main arteries of the City as it connects several districts of Tbilisi through Kostava, Rustaveli, Kote Afkhazi and Gorgasali Streets.

The SUM corridor is divided in 5 sections and Kote Afkhazi street is considered as Section 2 within this corridor (The SUM corridor with respective Sections are visualized on **Map-1**).

Kote Afkhazi Street (visualized on **Map-2**) connects Metekhi Square with Freedom Square. As the street follows the route of one of the oldest streets in the City, the area around the section is used quite diversely including housing, hotels, cafes and bars, places of worship and offices. Kote Afkhazi street and surrounding areas are one of the main touristic destinations in Tbilisi. As for now, the street is a one-way street with moving direction from Metekhi Square up to Freedom Square; The area is characterized by its diverse ethnic and religious population.

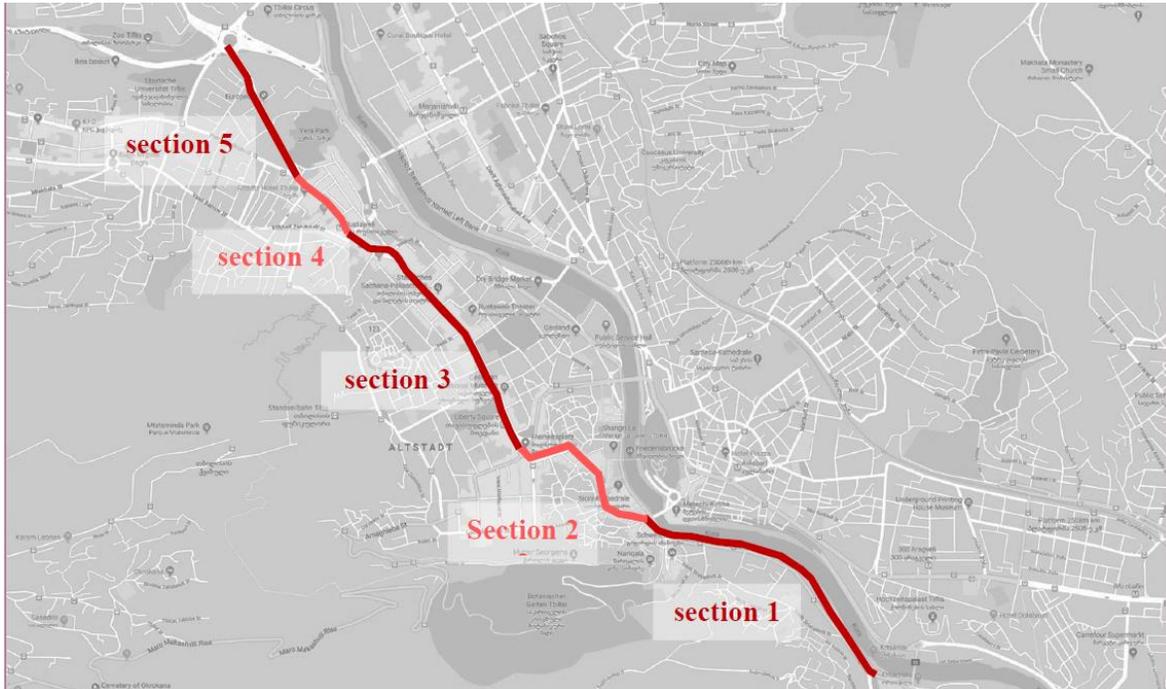
The street is used by all modes of transport, including public transport, private cars, touristic busses and with shared mobility transport means. The street has more than 20 connective roads and dead ends including pedestrian streets.

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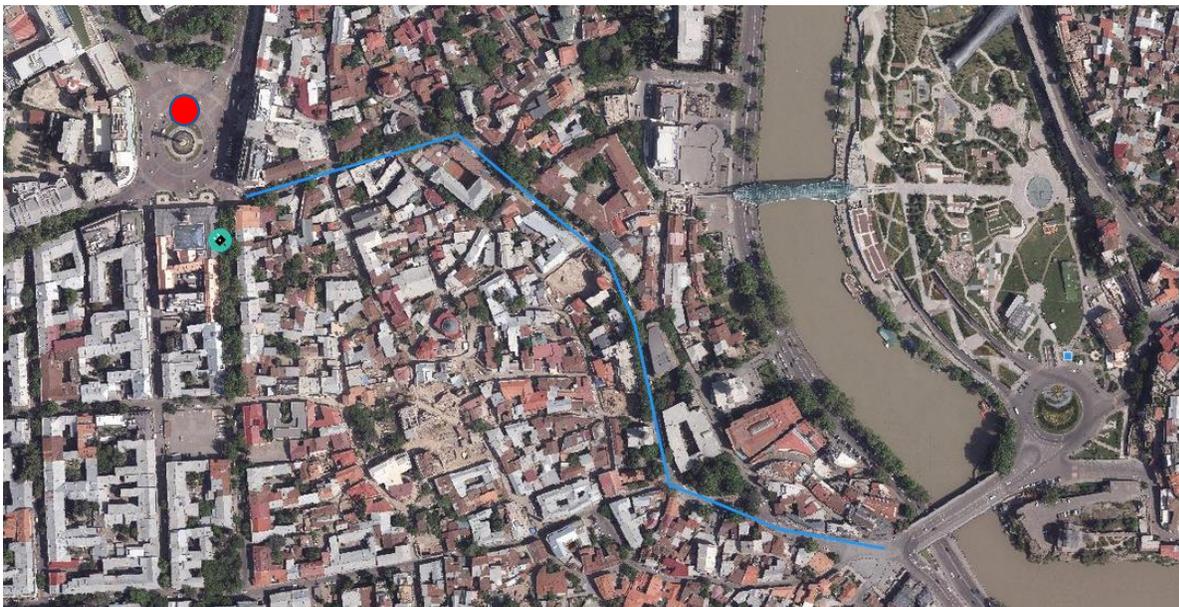
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Map 1 – SUM Corridor with respective sections.



Map 2 – Kote Afkhazi Street¹ (marked in blue)



¹ Freedom Square is represented as red dot on the map. Source: www.tas.ge

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2 Overall objective of the assignment

The overall objective of the consultancy service is to develop and implement the communication strategy for Kote Afkhazi street redesign project and to support international consultant (subject of the separate procurement) to prepare and execute public participation programme. Redesign project itself is prepared by two additional, international (acting as an overall lead in the project) and local companies.

3 Scope of work, tasks and the envisaged timeframes

The objective of the consultancy service is to assist international consultancy company in preparation and implementation of a public participation programme for Kote Afkhazi street redesign and to develop and implement a communication strategy to support the public participation programme.

The goal of this consultancy service is divided in two main objectives:

1. To ensure successful planning and implementation process of Kote Afkhazi street redesign, consultant should assist international consultancy company in preparation and execution of a Public Participation Programme; and
2. To develop and implement a communication strategy for Kote Afkhazi street redesign.

In the area of communication strategy, the international contractor is responsible for providing the following services:

- a. Coaching of national consultant for planning and enacting the communication strategy

In the area of Public Participation Programme, the international contractor is responsible for providing the following services:

- a. Identifying and mapping of all stakeholders and target groups;
- b. Analysis of the most appropriate level of public participation for different stakeholders and target groups;
- c. Develop respective methodology and action plan for public participation and public engagement with respective timeline and budget;
- d. Support TCH to establish committee (The Committee) with the involvement of all relevant stakeholders for public participation and engagement programme implementation;
- e. Support in the implementation of public participation and engagement programme;
- f. Develop a work program with public participation guidelines to be used for other projects by Tbilisi City Hall;

Preliminary milestones and deadlines for national consultant² are provided below.

² The deadlines might adapt (except from end of the project) after communication with international consultants

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Phase	Task	Estimated n° of working days	Deadlines
1.1	Prepare communication strategy with respective communication channels	15	21 st January 2022 (first phase) 29 th April 2022 (second phase)
1.2	Prepare communication action plan with respective budget	5	21 st January 2022
1.3	Conduct workshops for respective stakeholders with guidance of International Consultant in the area of communication strategy	5	31 st January 2022
1.4	Conduct trainings in the area of communication with Tbilisi City Hall Representatives	5	8 st April 2022
2.1	Support International Consultant in preparation of methodology and action plan for public participation and engagement programme with respective timeline and budget	10	21 st January 2022 (first phase) 29 th April 2022 (second phase)
2.2	Support in The Committee establishment	5	21 st January 2022 (first phase) 29 th April 2022 (second phase)
2.3	Support in establishing work programme for Tbilisi City Hall	5	31 st May 2022
2.4	Implementation of communication and support in public participation and engagement programme with respective workshops	35	28 th February 2022 (first phase) 31 st May 2022 (second phase)
Total		85	

4 Period and location of the assignment

Period: From January 2022 – 1 November 2022

The assignment location is Tbilisi.

5 Total amount of working days

Working days: 85

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6 Requirements for consultancy

Team of at least 3 communication specialists with minimum 5 years of work experience in a relative field;

- At least 5 years of professional experience in preparation and implementation of strategy-based communications, developing action plans, leading communication efforts, including for diversity groups;
- At least 3 years of experience in planning and executing public awareness campaigns using a wide range of communication channels;
- Good knowledge of local conditions;
- Good project management skills;
- Good English language. Knowing Russian language will be an asset.

7 Payment modality

The payments will be made in three phases. First payment (50% of total contract value) will be made after finalization of Phases 1.1 to 2.1. Second payment (30% of total contract value) will be made after finalization of Phases 2.2 and 2.3. Third payment (20% of total contract value) will be made after finalization of Phase 2.4 and submission and acceptance of final documents.

8 Requirements on the format of the bid and submission details

The proposal should be provided in English language and shall not exceed 15 pages (excluding CVs). It should clearly define the methodology and approach for each Phase as defined in Section 3 of this ToR. Experience chapter should clearly state proposed expert's experience in similar projects by providing project title, project description, project execution timeline and the role of the expert. The CVs of the personnel proposed in accordance to Chapter 6 of this ToR and should not exceed 4 pages each.

Proposal should include detailed budget for each Phase separately. The total price should be provided excluding VAT.