



National Transport and Safety Authority

EXPRESSION OF INTEREST (EOI) FOR CONSULTANCY SERVICES FOR PROVISION OF DESIGN AND IMPLEMENTATION OF ROAD SAFETY CAMPAIGN ON MOTORCYCLES AND PUBLIC SERVICE VEHICLES REGULATIONS FOR NATIONAL TRANSPORT AND SAFETY AUTHORITY-REF NO. NTSA-EOI-016-2016-2017

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 and Implementation of Road Safety Campaign on Motorcycles and Public Service Vehicles Regulations for National Transport and Safety Authority** (hereinafter “NTSA”).
2. The main objective of the consultancy is to promote a favourable image of NTSA by creating awareness across all public on the regulations in order to ensure reduction of fatalities in the country and influence the public perception and opinion on the Motor cycle and Public Service Vehicles regulations. The consultancy service will entail the following:
 - a) Prepare a comprehensive SWOT analysis report on Motorcycle Regulations (2015) to identify existing gaps and emerging issues.
 - b) Identify issues/factors in regards to safety and motorcycle operations in Kenya.
 - c) Develop a one year awareness creation campaign strategy on Motorcycle Regulations (2015) , its implementation plan (Includes; Activities, timelines and the estimated costs) and develop simple measurement tools that will be used to evaluate the implementation of the strategy.
 - d) The consultant will be expected to design the layouts (For printing /production) for all communication materials identified in the one year of campaign strategy (The bidder will not undertake the printing or production of the materials as part of the output of the consultancy). Also, design the Motorcycle Regulations (2015) (Content of the regulations will be provided to the consultant).
 - e) Develop key messages for the campaign strategy (Motorcycle Regulations)
 - f) A comprehensive SWOT analysis report on PSV Regulations (2015) to identify existing gaps and emerging issues.
 - g) Develop a one year awareness creation campaign strategy on PSV Regulations (2013) , its implementation plan (Includes; Activities, timelines and the estimated costs) and develop simple measurement tools that will be used to evaluate the implementation of the strategy
 - h) The consultant will be expected to design the layouts (For printing /production) for all communication materials identified in the one year campaign strategy (The bidder will not undertake the printing or production of the materials as part of the output of the consultancy). Also, design the PSV Regulations (2013) (Content of the regulations will be provided to the consultant).
 - i) Develop key messages for the campaign strategy (PSV Regulations)

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 CONSULTANCY SERVICES FOR PROVISION OF DESIGN AND IMPLEMENTATION OF ROAD SAFETY CAMPAIGN ON MOTORCYCLES AND PUBLIC SERVICE VEHICLES REGULATIONS FOR NATIONAL TRANSPORT AND SAFETY AUTHORITY- REF NO. NTSA-EOI-016-2016-2017**” 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.