



*Government of the Co-operative
Republic of Guyana
Ministry of Public Works
&
Caribbean Development Bank
Loan No. 10/SUR-OR-GUY-Grant No. GA 44/GUY*

DRAFT TERMS OF REFERENCE

FOR

**COMMUNITY-LEVEL ROAD SAFETY ASSESSMENT AND EDUCATION
CONSULTANCY**

August 2023

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2. BACKGROUND

- 2.1 The Linden-Lethem Road is critical in providing connectivity between Guyana's hinterland and coastland regions. The road is unpaved, exhibits structural failure, and has poor geometry and limited safety features. During the rainy season, segments of the road erode and become impassable. Consequently, the level of service is very poor.
- 2.2 Through a grant received under the Caribbean Development Bank (CDB) United Kingdom Caribbean Infrastructure Partnership Fund (UKCIF), a Feasibility Study, Designs and Bidding Documents were completed in 2020, for the upgrade of the segment of roadway from Linden to Mabura Hill and constructing a bridge at Kurupukari Crossing. Construction of the bridge at Kurupukari Crossing will be deferred to the next five years.
- 2.3 GOGY received financing from the Caribbean Development Bank (CDB) and UKCIF towards the cost of Linden to Mabura Hill Road Upgrade Project. Under the project, GOGY intends to upgrade the first 121km from Linden to Mabura 'Hills' to an all-weather status and also improve drainage, structures, geometry and safety features of the roadway in order to improve service variables and achieve the economic benefits associated with the roadway.
- 2.4 Construction of the road upgrade works commenced in June 2022 and generally comprise the construction of sub-base and base courses and an asphaltic concrete surface course with a finished carriageway width of 7.2m and 2.4m wide shoulders. All associated infrastructure, including bridges, culverts and drains, are also being provided as part of the works. A number of safety features are incorporated in the designs – road markings, traffic signs, safety barriers and parking and rest areas throughout the corridor; and sidewalks, pedestrian crossings, bus sheds and lighting in populated areas.
- 2.5 National responsibility for road safety management is shared among a number of agencies, the most significant being: the Guyana Police Force (GPF); an agency of the Ministry of Home Affairs with responsibility for the enforcement of traffic regulations, driver testing and the education of road users; the National Road Safety Commission; and the Guyana National Road Safety Council (GNRSC) established in 2005 by the Ministry of Home Affairs with assistance from the Pan American Health Organisation.
- 2.6 Road traffic fatalities and injuries (RTIs) continue to be of concern to Guyana. According to statistics from Guyana's Traffic Department, between 2005 and 2018 a total of 1,646 accidents that resulted in 1,869 deaths were recorded, 181 of which were children. According to World Health Organisation data published in 2018, road traffic accident deaths in Guyana reached 128 or 2.15% of total deaths. The

age-adjusted death rate was 17.29 per 100,000 of the population, ranking Guyana 94th in the world out of 183 countries. A number of fatalities were recorded on the LMH route over the years. In addition to very poor road conditions, excessive speeding, poor visibility, and driver error were indicated as factors contributing to accidents. Statistics provided by Traffic Headquarters – Guyana indicated that between 2014 and 2018, 17 accidents, accounting for 21 deaths were recorded on the LMH corridor.

2.7 There was a slight increase in fatal accidents recorded in Guyana for the first half of 2019 compared with 2018. Some 42 males died from fatal accidents and 10 females. Of these 52 deaths recorded, four were children. Over 75% of these fatal accidents were caused by driving under the influence of alcohol and speeding, a combination of these two. In Guyana, fatalities from road traffic crashes are among the top 10 causes of death. It is the number one cause of death among persons between the ages of 5 - 14 and the second cause of death among persons ages 15 – 24 years.

2.8 Over the years, GNRSC has coordinated a number of interventions geared toward improving road safety. In October 2020, GNRSC partnered with the Guyana Police Force (GPF) Traffic Department and other stakeholders to launch an enforcement campaign for improved safety and use of roads in Guyana.

GOGY through the Ministry of Public Works has **in support** installed bicycle lanes, highway lighting, improving the geometry to critical sections of roads; placing additional traffic signs and traffic signals; and improving pedestrian crossings and pedestrian walkways within Georgetown and some outlying areas.

2.9 This consultancy supports road safety interventions to assess GOGY's capacity to respond to road safety-related situations and to develop and implement road safety awareness campaigns to augment existing programmes from GNRSC and School Road Safety Liaison in Project areas.

3. OBJECTIVES

3.1 The aims of this consultancy include the development and implementation of a socially-inclusive and gender-responsive Road Safety Education Awareness Programme, and the enhancement of road safety through institutional strengthening, for the LMH road corridor, Specifically, the consultancy will:

- a) develop relevant Communication Strategy and produce materials and raise the road safety awareness of the public via multiple media channels;
- b) emphasize road safety awareness of men, women, age cohorts (children, youth, elderly and working age), persons with disabilities (PWDs), and indigenous peoples among other at-risk groups in both urban and peri-urban areas;

- c) assess the success of the strategy which is developed and implemented as part of this consultancy;
- d) assess GOGY's capacity to prepare and respond to road crashes;
- e) assess GOGY's capacity to monitor and enforce traffic laws; and
- f) indicate measures and associated cost estimates to overcome the identified capacity weaknesses.

4. SCOPE OF SERVICE

4.1 The Consultants will perform all investigative work, and analyses to realize the abovementioned objectives. The consultants will undertake desk and fieldwork, and consultation with relevant persons within, as well as persons outside the sector. Specifically, the Consultants will:

- a) review secondary data, including the National Youth Policy, Gender Equality and Social Inclusion Policy, Draft Road Traffic, Amerindian and Disability legislation, reports, studies, gender analytical reports, poverty assessments, relevant strategic sector plans, policy and legal documents, international/regional/national literature, and data sources such as censuses, and surveys;
- b) collect primary data through participatory consultations with state and non-state stakeholders to inform the robust design and gain buy-in for implementation. Key informant's interviews, focus groups discussions, site visits, transect walks, and other appropriate participatory methodologies must be employed. Focus groups may be convened separately for men, women, age cohorts (children, youth, elderly and working age), Indigenous people, and PWDs, among other at-risk groups at various locations of the LMH road Area of Influence(AoI). Examples of stakeholders include:
 - i. public agencies such as the GPF, Ministry of Home Affairs (MOHA), National Commission on Disability, GNRSC, Ministry of Human Services and Social Security.
 - ii. private sector partners such as the Mini-Bus Owners & Operators Association and the United Minibus Union; and
 - iii. non-governmental organizations (NGOs) such as village councils, community-based organizations (CBOs), faith-based organizations (FBOs), parent-teachers associations, student

representatives, youth leaders, and other vulnerable groups.

- c) analyse and present sex, Indigenous People, disability and age cohort-disaggregated data throughout the consultancy.
- d) The consultants should identify and map out the nearby location of the health services and assess the availability of treatment facilities in case of road traffic accidents.

4.2 The Consultants shall prepare a Situation Analysis of road safety awareness in Guyana. The analysis must identify, inter alia.

- a. existing and planned road safety awareness interventions, including the gaps, lessons learned, and good and bad practices;
- b. at-risk groups and the appropriate communication strategies, media and language to reach out to the wider public, including the identified at-risk groups; and
- c. key stakeholders and partners (public, private, and NGO sectors) working in the sector, and arrangements for maximizing partnerships.

4.3 The Consultants shall design a context-specific and children, Gender, PWD, and Indigenous People-responsive Road Safety Awareness Communication Strategy. The language barrier should be addressed by considering various local languages used in the LMH road corridor. The strategy must include, inter alia,

- (a) Three-pronged approach to include:
 - (i) review existing documents on road safety awareness in the school curriculum.
 - (ii) awareness of road safety principles to influence attitude and behaviour change for CBOs, including Regional Democratic Council, Neighbourhood Democratic Council, FBOs and village councils; and
 - (iii) multi-media targeting of road drivers that will use the road corridor to raise public awareness regarding speed limits, the mandatory wearing of seat belts and helmets etc. in conjunction with the Mini-Bus Owners and Operators Association, United Minibus Union (UMU) and other target groups identified. This will uniquely build upon the Code of Conduct for UMU launched in February 2019.
- (b) Road safety awareness information for multiple channels, including, print, radio, TV, websites, social media and community-led and community-driven grassroots approaches adapted to their remote context;

- (c) Design concepts and outreach packages, including banners, leaflets, templates and other knowledge products, in line with the branding and editorial guidelines of GOGY, CDB, and UKCIF. These should be delivered in the format specified by the Ministry of Public Works (MOPW) for print, as well as for electronic dissemination. All templates/materials/files must be provided in “editable” formats in English, Spanish, Portuguese, and Amerindian dialect.
- (d) Feedback mechanisms to measure the effectiveness of the strategy. This should provide avenues for stakeholders to raise concerns around implementation and have them addressed within the campaign.
- (e) Provide recommendations for the improvement of local health facilities to meet the need of potential road traffic accidents and casualties along the LMH road.
- (f) The institutional framework, as well as human and financial resource requirements necessary for the implementation of the Strategy, must be clearly defined.

4.4 The Consultants shall convene Stakeholders’ Consultation Workshop(s)/Meeting(s) to review the Draft Gender-responsive Road Safety Awareness Communication Strategy with key stakeholders in the public, private and NGO sectors. The consultant shall prepare a Stakeholders’ Workshop Evaluation Report to document participants’ profiles and feedback gleaned from the workshop(s). The consultant shall incorporate feedback into the Revised Gender-responsive Road Safety Awareness Communication Strategy.

4.5 The Consultants shall implement the approved Socially-inclusive Gender-Responsive Road Safety Awareness Communication Strategy previously developed.

4.6 The Consultants shall assess and measure the implementation of the Gender-Responsive Road Safety Awareness Communication Strategy. The Consultants shall prepare an Implementation Report for the Strategy, which, outlines the achievements/success of the implementation, lessons learned, gaps identified, and recommendations.

4.7 In medical terminology, the “golden hour” hour refers to the immediate one-hour time period following a traumatic injury, during which, the chance of preventing death by way of prompt medical treatment is the highest. The Consultant will investigate GOGY’s preparedness and capacity to respond to road crashes within the “golden hour,” assessment will consider *inter alia*, the adequacy of the available ambulance fleet, and the capacity to adequately operate and maintain them, staffing including the availability of doctors, nurses, paramedics, and other

necessary personnel, adequacy of available medical facilities, etc. The Consultant will indicate measures and associated costs to overcome the identified capacity weaknesses.

- 4.8 The Consultant will investigate GOGY's physical capacity to adequately enforce traffic laws by *inter alia*, reviewing the police vehicle fleet available for use on the LMH highway, availability of traffic radar guns, breathalysers, testing equipment (if normally used), and all other equipment necessary to assist in road safety management. The Consultant will indicate measures and associated costs to overcome the identified capacity weaknesses.

5. OUTPUT/DELIVERABLES

- 5.1 The Consultants will be required to submit four (4) copies of each report to GOGY. The reports shall also be submitted in PDF as complete documents, as well as in Microsoft Word and Excel, AutoCAD, and/or other formats used in their creation. The reports shall be submitted in draft for comment by GOGY, prior to the submission of final versions. Twenty-one (21) working days shall be allowed for the submission of comments by GOGY. Electronic copies of all data used in the preparation of the reports shall also be submitted to GOGY and CDB:
- 5.2 The following deliverables shall be submitted at the times indicated below:
 - 5.2.1 Situation Analysis, within two (2) months of commencement of the assignment;
 - 5.2.2 Draft Socially-inclusive and Gender-responsive Road Safety Awareness Communication Strategy, within six (6) months of commencement of the assignment;
 - 5.2.3 Draft Report of the findings related to institutional capacity assessment within six (6) months of commencement of the assignment;
 - 5.2.4 Stakeholders' Workshop Evaluation Report and Revised Gender-responsive Road Safety Awareness Communication Strategy, within eight (8) months of commencement of the assignment;
 - 5.2.5 Final Report with the findings of the institutional capacity assessment along with recommendations and cost estimates within eight (8) months of commencement of the assignment; and
 - 5.2.6 Implementation Report for the Road Safety Awareness Communication Strategy, within twelve (12) months of commencement of the assignment.
- 5.3 CDB, MOPW and MOHA will provide feedback for each of the deliverables described above within twenty-one (21) working days of receiving the submissions. All submissions shall contain sex, disability, and age cohort disaggregated data and critical gender analysis.

6. PAYMENT SCHEDULE

Payment is contingent on the acceptance of each deliverable by GOGY. The timelines, deliverables, and payment schedule are as per the table below:

Item #	Deliverable	Timeline	Payment %	Remarks
1	Situation Analysis	Two (2) months from the start date	10%	Within 30 Days of Acceptance
2	<i>Draft</i> Socially-inclusive and Gender-responsive Road Safety Awareness Communication Strategy	Six (6) months from the start date	10%	Within 30 Days of Acceptance
3	Draft Report of the findings related to the institutional capacity assessment	Six (6) months from the start date	15%	Within 30 Days of Acceptance
4	Stakeholders' Workshop Evaluation Report and <i>Revised</i> Gender-responsive Road Safety Awareness Communication Strategy	Eight (8) months from the start date	15%	Within 30 Days of Acceptance
5	Final Report with the findings of the institutional assessment along with recommendations and cost estimates	Eight (8) months from the start date	20%	Within 30 Days of Acceptance
6	Implementation Report for the Road Safety Awareness Communication Strategy	Twelve (12) months from the start date	30%	Within 30 Days of Acceptance

7. IMPLEMENTATION ARRANGEMENTS

7.1 GOGY will appoint a Project Coordinator (PC). The PC will facilitate the work of the Consultants and make available all relevant project-related reports and data relevant to the completion of the exercise and will act as a liaison between the consultants, CDB and GOGY officials, and stakeholders.

8. QUALIFICATIONS AND EXPERIENCE

8.1 The firm must have experience in social marketing in the traditional and new media industry, including experience in communications for promoting gender equality and the social inclusion of vulnerable groups. Knowledge of vulnerable groups of Indigenous Peoples, youth, elderly, children, PWDs, and gender issues affecting men and women, respectively, and road safety and road safety training is critical for this assignment. While Non-Key Experts may be required as part of the team, the Key Experts are as follows:

1) Road Safety Specialist:

Qualification: Master's Degree in Civil Engineering, Project Management or related field.

Experience, Competencies and Other Requirements

- Minimum of 10 years of experience encompassing, road safety, road safety audit etc.
- Must have specific training in road safety, familiar with WHO's Global Plan for the Decade of Action for Road Safety 2021-2030.
- Excellent written and verbal communication skills in English.
- Experience working in Guyana, the Caribbean or developing countries will be an asset.

2) Communication Specialist:

Qualification: Master's Degree in Communication, Marketing, Public Relations or related field.

Experience, Competencies and Other Requirements:

- Minimum of 10 years of general experience working within social marketing and communication.
- Minimum of 5 years of project-specific experience working with vulnerable groups and, youths, elderly, children PWD indigenous people etc.
- Minimum of 5 years of experience in digital and social media strategy, graphic design and video production.
- Previous experience in developing and implementing a Gender-Responsive Road Safety Awareness Communication Strategy will be an asset.
- Excellent written and verbal communication skills in English.
- Experience working in Guyana, the Caribbean or developing countries will be an asset.

3) Social and Gender Specialist:

Qualifications: Master's Degree in Development Studies, Social Policy, Social Psychology, Gender Studies, Sociology, International Development, Anthropology, Public Policy or related field.

Experience, Competencies and Other Requirements:

- Minimum of ten (10) years of relevant experience encompassing stakeholder engagement practice, gender assessment, community development, livelihoods programming, and social and gender research using participatory approaches, including qualitative and quantitative research techniques (surveys, focus groups, workshops, mediation, facilitation and negotiation, policy analysis and development, social and gender impact assessments;
- Minimum of five (5) years of experience leading projects that address gender equality, disability, youth, labour, Indigenous Peoples' rights and cultures, and other social inclusion issues;
- Excellent written and verbal communication skills in English.
- Experience working in Guyana, the Caribbean or developing countries will be an asset.

9. DURATION

9.1 It is expected that the assignment will require a maximum of twelve (12) months.