

TERMS OF REFERENCE

1. BACKGROUND INFORMATION.....	2
1.1. Partner country.....	2
1.2. Contracting authority	2
1.3. Country background.....	2
1.4. Current situation in the sector	2
1.5. Related programmes and other donor activities.....	3
2. OBJECTIVE, PURPOSE & EXPECTED RESULTS	3
2.1. Overall objective.....	3
2.2. Purpose.....	3
2.3. Results to be achieved by the contractor.....	3
3. ASSUMPTIONS & RISKS	3
3.1. Assumptions underlying the project	3
3.2. Risks.....	3
4. SCOPE OF THE WORK	4
4.1. General.....	4
4.2. Specific work	5
4.3. Project management.....	6
5. LOGISTICS AND TIMING	6
5.1. Location	6
5.2. Start date & period of implementation of tasks	6
6. REQUIREMENTS.....	6
6.1. Staff.....	6
6.2. Office accommodation.....	7
6.3. Facilities to be provided by the contractor.....	7
6.4. Equipment	7
7. REPORTS.....	7
7.1. Reporting requirements.....	7
7.2. Submission and approval of reports.....	8
8. MONITORING AND EVALUATION	8
8.1. Definition of indicators	8
8.2. Special requirements	8

1. BACKGROUND INFORMATION

1.1. Partner country

Republic of Moldova

1.2. Contracting authority

City Hall of Chişinău Municipality

1.3. Country background

Republic of Moldova is a landlocked country in Eastern Europe, bordered by Romania to the west and Ukraine to the north, east, and south. The capital city is Chişinău. Moldova is a parliamentary republic with a president as head of state and a prime minister as head of government. It is a member state of the United Nations, the Council of Europe, the World Trade Organization (WTO), the Organization for Security and Cooperation in Europe (OSCE), the Commonwealth of Independent States (CIS) and the Organization of the Black Sea Economic Cooperation (BSEC) and aspires to join the European Union.

1.4. Current situation in the sector

Providing qualitative, efficient and effective public transport is one of the biggest challenges for public authorities in all countries and Chişinău is no exception in this respect.

The existing legal framework at national level is insufficiently clear with regard to the options of organizing and managing the public transport system. The regulatory framework is affected by a lack of specific provisions on the operation of urban transport and enforcement mechanisms, as well as a lack of policies for the sustainable development of public transport.

The Chişinău street network was formed on the radial scheme, according to which the centre connects to the periphery by several thoroughfares, and the link between the neighbouring areas remained undeveloped. As a result of the considerable increase in the number of vehicles circulating in the municipality, the burden on the road network has increased significantly. Thus, the situation of de-congestion of traffic is very acute and requires considerable and concentrated efforts to solve it. Other causes leading to the aggravation of this problem are inefficient use of the existing street network in the route planning process, lack of parking spaces or unauthorized parking.

The General Directorate for Public Transport of Chişinău municipality is the sole supervisor of passenger transport services, exercising the function of traffic safety control, compliance with legal requirements in the sector, ensuring the coordination of operators, maintaining the transport standards and other acts. Efficient management of the transport system is affected by an insufficient institutional capacity and underdeveloped regulatory framework.

In December 2020 Chişinău City Hall initiated a partnership with Lublin City Hall (Poland) called "Move it Like Lublin – a Chişinău Sustainable Development Initiative". The financial support for this project is provided by the European Union.

The Project's activities aim at supporting the local authorities in Chişinău to transform the city's public transport into more inclusive, safer, more resilient and more sustainable transport. It has 3 main objectives:

- 1) improving urban transport policy at municipal level;
- 2) increasing the institutional capacities of Chişinău City Hall, in line with EU practices in the field of urban mobility;
- 3) enhancing the quality of public transport management in Chişinău by implementing innovative solutions and technologies.

This assignment will contribute to an increased awareness and visibility of the Project actions and advantages of using public transport.

1.5. Related programmes and other donor activities

None

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1. Overall objective

The overall objective of the project of which this contract will be a part is as follows:

- Improvement of the public transportation system in Chişinău.

2.2. Purpose

The purpose of this contract is as follows:

- To design and run an information campaign on dedicated bus lanes.

2.3. Results to be achieved by the contractor

- Production of 2 videos and 2 infographics
- Running a 1-month information campaign
- Social Media Posts

3. ASSUMPTIONS & RISKS

3.1. Assumptions underlying the project

- Project continuity will be ensured during the implementation period;
- Government bodies and relevant stakeholders are open to discussion, participation in public hearings, working groups and any other necessary operational meetings regarding project implementation;
- City Hall management, as well as municipal councillors, municipal employees and project staff will have an unimpeded communication and cooperation, with a free exchange of documents, feedback offered in due time and new project documentation elaboration, in order to increase long-term management efficiency at municipal level.

3.2. Risks

- Physical risks – the main physical risks of project actions are related to the COVID-19 pandemic, and possible limitations or movement and travel restrictions.
- Environmental risks – no major environment risks pertaining to the project, except the pandemic risks described above.
- Political risks – The political risk here is not big, as the project assumption is the current administration will be allowed to carry out their 4-year term.
- Economic risks – At this point, we do not foresee major economic risks. The budgeted amounts have been secured.
- Social risks – The major social risks pertaining to project actions can be linked to the negative pandemic effects. From a gender perspective, the project is also elaborated ensuring as much as possible gender equality principles and ensuring a fair representation of people with disabilities when possible. Another aspect to be taken into account is the massive influx of refugees from Ukraine, who mostly choose to stay in the country's capital, further loading the city's arteries and overloading public transport.
- Financial sustainability: All equipment acquired during the project will remain within City Hall premises, ensuring continuity of project activities for many years ahead.

- Policy level sustainability: Key project activities pertaining to changing existing provisions and legislation. The best-case scenario is legislation is amended during the project cycle. Worst case scenario, the changes are just initiated during the project cycle, but national legislative authorities not being able to adopt amendments to the legislation according to the policy briefs developed by Public Transport experts within the project, as this domain tends to be overlooked on the national political agenda. Middle scenario is to have just one legislative change during the project implementation, and not 2.

4. SCOPE OF THE WORK

4.1. General

4.1.1. Description of the assignment

City Hall of Chişinău Municipality seeks to contract a qualified company to develop and run an information campaign on public transport dedicated lanes.

The goal of the information campaign is to increase public awareness about implementation of dedicated bus lanes on main city streets by:

- Promoting advantages of priority lanes for trolleybuses and busses;
- Encouraging citizens to use public transport and show good practices (boarding, unboarding, etc.);
- Sharing success stories about how dedicated bus lanes has contributed to improving public transport services in Chişinău and other European cities.

In order to reach the public, a variety of platforms will be used:

- Traditional media: newspapers, TV and radio broadcasting;
- Internet channels: news portals, Chişinău City Hall website, Facebook pages of the City Hall, the General Mayor, Transport Directorate and the Project, YouTube, etc.);
- Public transport: vehicles and bus stops;
- PR campaign: press conference and interviews.

The campaign is expected to have an integrated, modern and attractive approach. Main messages must convey to their targeted audience in the most clear and concise way, using common and most accessible language.

All campaign activities have to be in line with the Project's Communication and Visibility Plan and EU visibility guidelines (<https://eu4moldova.eu/visibility/>).

The contractor will work under the guidance and direct supervision of the Chişinău City Hall Communicator. It will report to the Project Manager.

4.1.2. Geographical area to be covered

Local and national level

4.1.3. Target groups

- Municipal public transport operators;
- Chişinău residents and visitors;
- Chişinău City Hall and its relevant subdivisions;
- Project Management Structures;
- Line ministries and other governmental agencies;
- Civil Society;
- Other interested parties.

4.2. Specific work

4.2.1. Campaign planning and video production

- Develop the overall campaign concept a detailed campaign plan, including:
 - Proposed campaign monitoring and evaluation tools, as well as reporting on the outreach;
 - Design of the campaign visual identity for printed materials, web and social media, focusing mainly on general public;
- Design and production of 2 informational videos about dedicated bus lanes, as follows:
 - The script of one for TV channels (short duration) and second for internet;
 - Video produced according to the approved script, in Romanian language with subtitles options in English and Russian;
 - Video format must be MPEG-4 Video (H264 or XVID) not less 720x300, 24 fps;
 - It should include shooting with a drone;
 - The duration of the video must be up to 2 minutes with a shortened version of up to 45 seconds;
 - Elaborate an air schedule and budget for airing the video during the one-month campaign on TV channels with the coverage coordinated in advance;
 - Ensure airing time for the video according to the approved budget.

4.2.2. Traditional media and PR support

- PR support – scheduling of 3-4 interviews a with relevant stakeholders and media appearances in online media about dedicated bus lanes (the contractor should propose a schedule of media appearances, covering all or most media present in Chisinau);
- Suggested topics for the interviews:
 - Local authorities' initiatives for prioritizing public transport in Chişinău
 - Advantages of implementing dedicated bus lanes (travel time, vehicles speed, etc.);
 - Passengers and drivers' opinion about dedicated bus lanes
 - Etc.

4.2.3 TV and online media campaign

- Social media and infographic distribution – Facebook, Social media account of the City Hall and Deputy Mayor, Campaign report, City Hall website, YouTube, etc.
- TV channels distribution of edited video (short duration).
- A detailed proposal for running social media campaign on Facebook, including other social media platforms as deemed appropriate (Instagram or similar). The supplier will also be responsible for overall community management on social media, on a day-to-day basis.
- The proposal should include Facebook posts and suggestions for building audience. The goal is to reach the population of Chişinău through social media and to increasingly use social media outlets for promotion of public transport.
- The contractor shall disseminate all the social media information to be further promoted by civil society, civil activists, associations of impaired people, schools and universities etc. to further widen audience through their channels.

4.2.4 Reporting

- Providing weekly statistical data on campaign reach, with demographic data, and information on the number of people reached. The final campaign report should make use of all existing measuring tools, including the AVE (**Advertising Value Equivalency**) analysis, in order to inform the Project Manager on the success. Final report will be submitted one week after the campaign is over.

4.3. Project management

4.3.1. Responsible body

Chişinău City Hall

4.3.2. Management structure

Project Implementation Unit	Project Board	Steering Committee	Work Group on Public Transport
- plans, prepares and implements every single project action in accordance with the Logical Framework and project calendar	- coordinates the qualitative implementation, in the established terms of the Project actions	- discuss progress, updates and any issues arising during project implementation	- contributes and supports successful implementation of the project actions

4.3.3. Facilities to be provided by the contracting authority and/or other parties

Meeting facilities at the Chişinău City Hall and the General Directorate of Public Transport and Roads premises.

5. LOGISTICS AND TIMING

5.1. Location

Chişinău City Hall, 83 Stefan cel Mare și Sfint Blvd, MD-2012, Chişinău, Moldova

5.2. Start date & period of implementation of tasks

The Services are expected to start during July 2022 with an implementation period of 3 months.

6. REQUIREMENTS

6.1. Staff

Note that civil servants and other staff of the public administration of the partner country, or of international/regional organisations based in the country, shall only be approved to work as experts if well justified. The justification should be submitted with the tender and shall include information on the added value the expert will bring as well as proof that the expert is seconded or on personal leave.

6.1.1. Key experts

Key experts are not required.

The contractor shall have prior experience in developing and conducting information campaigns for national and international projects. Familiarity with EU visibility guidelines is an asset.

The contractor shall mobilize the professional team consisting of competent experts to implement the current assignment. A multi-disciplinary team, including qualified experts in developing, design, production and publishing/dissemination/airing of communication products using various media shall be engaged.

The contractor will appoint a Project Manager responsible for organising the work, ensuring engagement of relevant experts in the assignment and timely delivery of expected outputs, as well as liaising with the contracting authority. Familiarity with communication between public sector and international organisations, as well as strategic communications planning are required.

During implementation of this assignment the contractor shall use its office and equipment.

6.1.2. Other experts, support staff & backstopping

CVs for experts should not be submitted in the tender but the tenderer will have to demonstrate in their offer that they have access to experts with the required profiles. The contractor shall select and hire other experts as required according to the needs. The selection procedures used by the contractor to select other experts shall be transparent, and shall be based on pre-defined criteria, including professional qualifications, language skills and work experience.

The costs for backstopping and support staff, as needed, are considered to be included in the tenderer's financial offer.

6.2. Office accommodation

Office accommodation for each expert working on the contract is to be provided by the contractor.

6.3. Facilities to be provided by the contractor

The contractor shall ensure that experts are adequately supported and equipped. In particular it must ensure that there is sufficient administrative, secretarial and interpreting provision to enable experts to concentrate on their primary responsibilities. It must also transfer funds as necessary to support their work under the contract and to ensure that its employees are paid regularly and in a timely fashion.

6.4. Equipment

No equipment is to be purchased on behalf of the contracting authority / partner country as part of this service contract or transferred to the contracting authority / partner country at the end of this contract. Any equipment related to this contract which is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

7. REPORTS

7.1. Reporting requirements

The contractor will submit the following reports in Romanian and English language in two originals:

- **Inception Report** of maximum 12 pages to be produced after one week from the start of implementation. In the report the contractor shall describe the work plan for this assignment. The contractor should proceed with his/her work unless the contracting authority sends comments on the inception report.
- **Interim Report** of maximum 30 pages to be produced after 6 weeks from the date of approval of the Inception Report. In the report the contractor shall describe the work carried out under section 4.2.1 above and propose the campaign budget with a cost breakdown structure (media plan, spot, infographics, broadcast plan, etc.). The contractor should proceed with his/her work unless the contracting authority sends comments on the Interim Report.
- **Draft final Report** of maximum 50 pages (main text, excluding annexes) in .doc format. The Report shall contain results of the work performed under Sections 4.2.1-4.2.3 and an overview description about how the information campaign was carried out. This report shall be submitted no later than two weeks before the end of the period of implementation of tasks.

- **Final Report** with the same specifications as the draft final report, incorporating any comments received from the parties on the draft report. The deadline for sending the final report is 7 days after receipt of comments on the draft final report. The final report must be provided along with the corresponding invoice.

7.2. Submission and approval of reports

The report referred to above must be submitted to the Project Manager identified in the contract. The Project Manager is responsible for approving the reports.

8. MONITORING AND EVALUATION

8.1. Definition of indicators

- Reports submitted and approved by Project Manager.

8.2. Special requirements

None.