



TOR FOR WORK FOR CONSULTANCY SERVICE FOR IMPLEMENTATION OF SENSITIZATION PLAN ON TRAFFIC MANAGEMENT ON KEY GARID PROJECT INTERVENTIONS

1. INTRODUCTION

The Greater Accra Resilient and Integrated Development (GARID) Project, aims at addressing flooding in Odaw Basin of Greater Accra Region and focuses on improving drainage, solid waste management and provision of services and infrastructure in priority flood prone informal settlements within the basin. To achieve its overall objective, the GARID project is implementing interventions under five strategic components as follows:

Component 1: Climate Resilient Drainage and Flood Mitigation Measures

Component 2: Solid Waste Management Capacity Improvements

Component 3: Participatory Upgrading of Targeted Flood-Prone Low-income Communities and Local Government Support

Component 4: Project Management

Component 5: Contingent Emergency Response Component

2. BACKGROUND OF THE ASSIGNMENT

Under Component 1, the project is implementing major drainage infrastructure works in key areas of Accra, specifically within the Kaneshie and Circle enclaves. These include:

- Reconstruction of underground storm drains from Accra Academy to Pamprom Junction;
- Drainage works from Bank of Ghana Quarters through Takoradi Station and Ayikai Street, linking to the South Kaneshie drain and eventually to the Odaw River near ICGC Christ Temple;
- Drain reconstruction opposite Paloma Hotel through Asylum Down and Christian Methodist SHS, draining into the Odaw River at Odawna Market.

These construction activities are expected to significantly impact traffic flow along major routes such as Dr. Busia Highway, Ayikai Street, Paradise Street, Akasanoma Road, and Kwame Nkrumah Avenue.

To minimize disruption and ensure public cooperation, there is a critical need to implement a comprehensive sensitization campaign on traffic management measures. This will educate residents,



commuters, and businesses on alternative routes, safety protocols, and the broader project objectives. The GARID Project thus seeks to engage a qualified Communication or Media Production Firm to revise and implement a Traffic Management Sensitization Plan in the targeted project areas.

3. OBJECTIVES OF THE ASSIGNMENT

The primary objectives of this consultancy are to:

- a) Revise and enhance the existing sensitization plan to improve public understanding and support for traffic management measures;
- b) Develop and disseminate tailored Information, Education, and Communication (IEC) materials;
- c) Facilitate public education on traffic diversions, alternative routes, and safety measures during construction;
- d) Ensure effective coverage through both traditional and digital media platforms;
- e) Engage stakeholders and community members through coordinated outreach and engagement efforts.

4. SCOPE OF THE ASSIGNMENT

The consultant will be responsible for executing the following tasks:

1. **Review and Revise Sensitization Plan:** Update the existing GARID traffic management sensitization plan, incorporating project-specific requirements and stakeholder feedback.
2. **Design and Production of Information, Education, and Communication (IEC) Materials:** Develop communication materials, including but not limited to:
 - Animated videos
 - Banners
 - Flyers
 - Live Presenter mentions (LPMs)
3. **Media Planning and Execution:**
 - Procure airtime and space on selected radio, TV, print, and digital media platforms;



- Develop and execute a media campaign targeting affected populations and the general public;
 - Organize and conduct at least one media tour of each intervention areas.
4. **Stakeholder Engagement:** Conduct sensitization activities with relevant community groups, transport unions, market associations, etc.
5. **Monitoring and Reporting:**
- Track media coverage and public responses;
 - Compile and submit media monitoring reports and press clippings;
 - Submit comprehensive reports on sensitization activities and outcomes.

5. KEY DELIVERABLES

The consultant is expected to deliver the following outputs:

- Inception Report
- Revised Sensitization Plan;
- Set of IEC materials for each intervention site (animated videos, banners, flyers, and LPMs);
- Media Monitoring Reports;
- Final Campaign Report summarizing strategies, challenges, results, and recommendations.

6. DURATION OF ASSIGNMENT

The consultancy will span **twelve (12) months**, from **July 2025 to June 2026**.

7. CONSULTANT QUALIFICATIONS AND EXPERIENCE

The selected firm must meet the following criteria:

- Be legally registered with demonstrated experience in public information campaigns, media planning, community engagement, and production of communication tools;
- Must be in business for at least 2 years



- Have a proven track record in developing multimedia products including animations, documentaries, and managing media buying;
- Must have at least two years experience in the delivering public information campaign and community engagement programmes
- Must have experience in providing a similar service to Ministries, development projects, international organizations and or donor funded organizations
- Must have a team of experts including a communication specialist (team lead), Media relations officer and community engagement officer
- Provide a Campaign Coordinator with at least seven (7) years of experience in managing media campaigns, Social and Behaviour Change Communication (SBCC), and public advocacy.

8. REPORTING AND SUPERVISION

The Consultant will report to the GARID Project Coordinator and will work in close collaboration with the GARID Communications Specialist at the Project Coordinating Unit (PCU). All plans, outputs, and reports will be subject to approval by the PCU.

9. DELIVERABLES AND PAYMENT SCHEDULES

S/N	DELIVERABLE	PERCENTAGE OF PAYMENT
1	Inception Report and Revised Sensitization Plan	10%
2.	Production of IEC Materials	40%
3	Media Monitoring Report	30%
4	Final Campaign Report	20%



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