

**Terms of Reference (ToR) for Public Outreach and Communications for  
Intelligent Transport System (ITS) for City buses in Mysore**

**I. Background**

Public outreach Programme is a process by which all the stakeholders are informed of the project objectives and its utility. Since the project MITRA – Mysore Intelligent Transport project is now functional, it is the appropriate time for KSRTC to take up a wide Public Outreach Programme for maximizing the gains from the project, encourage local citizens and visitors to use the system to improve public transport share and ensure a brand registration and recall. Through a comprehensive Public Outreach Programme, KSRTC intends to encourage people to effectively use the ITS system and gain from the features it provides.

This will contribute in generating awareness among KSRTC commuters and Non-KSRTC (with non-ITS services) commuters regarding KSRTC buses, features of ITS, benefits to the commuters, benefits to the city and advantages of ITS for timely dependency of information. This will help the people and KSRTC in the following manner:

- (a) Create awareness about benefits of ITS such as public information about the expected bus arrivals and departures, in bus announcement, in bus display, IVRS, SMS, commuter portal (MITRA), etc. and help people manage their travel and time better;
- (b) Increase in KSRTC's modal share;
- (c) Enhancing the image of improved KSRTC service to general commuters;
- (d) Better utilization of public information system boards in bus stops; and
- (e) Better services to commuters.

A systematic and comprehensive public outreach programme highlighting the key components of ITS in KSRTC Mysore and benefits to the commuters will help in disseminating the required information to people of all walks of life in Mysore.

KSRTC has availed funds under the GEF India Sustainable Urban Transport Project (SUTP) being implemented by the Ministry of Urban Development (MoUD), Government of India (GOI). These investments supported the development of Intelligent Transport System to promote environmentally sustainable transport and reduce greenhouse gas (GHG) emissions in the Mysore city. KSRTC is inviting tenders for the Communication and Outreach Programme as part of its efforts for promoting urban transport in Mysore city.

Within the overall policy of installing and application of ITS, the Transport Solutions need to be inclusive in nature and key elements for planning, implementation and operation have to rely on effective consultations with all stakeholders' groups especially commuters. A robust communication program through information flow, feedback and close engagement will help build a positive public atmosphere to implement various actions that are contemplated.

**II. Objective**

The objectives of the Consultancy shall be to,

- Build a positive identity for ITS, Mysore: - Creation of a uniform brand identity for the ITS that is identifiable and popular for key segments of the population in Mysore including women, children, business persons, disabled/elderly and other end-users

- Position ITS, Mysore –as a clean, modern, fast, safe and reliable transportation solution to the public. Build greater understanding and appreciation of its role in decongesting road space and contributing towards a livable city.
- Create awareness - among the citizens about sustainable transport in general, ITS in particular.
- Educate and attract new riders for benefits of shifting to public transport and guide on how to shift
- Inform and prepare the public regarding the difference and any difficulties they are likely to face with ITS being a new system. Also seek their cooperation, and receive their feedback in improving any additional feature.
- Identify key stakeholders and build strong partnerships with media and civil society for smooth implementation of the project.
- Induce a shift towards sustainable modes of transport.
- Monitor measure and evaluate the effectiveness of the outreach program.

KSRTC shall provide a framework and list of activities / programs to be carried out and implemented. The coverage for implementation of the strategic actions would be the entire Mysore City and suburban area, wherever the city Bus services are being operated/served by KSRTC buses equipped with ITS.

### III. **Scope of Work**

KSRTC intends to outsource both Consultancy and Implementation work to an agency such that the single agency is responsible for the most effective outreach plan.

The scope of work will be in two stages. During the first stage, the consultant would be required to develop a Communication and Outreach Plan (hereinafter referred to as **PLAN**) conforming to the objectives detailed above. Subsequently, in the second stage, once the PLAN is approved by KSRTC in consultation with the MoUD and World Bank (WB), the consultant would be required to implement the Plan. All the related cost of conducting seminar/workshop, publicity material, Advertisement in the newspaper, etc. to be published on behalf of KSRTC but are to be borne by the consultant. Consultant would be required to station a team within two weeks from the date of final acceptance of the PLAN and for a period of four months at Mysore. The consultant will also be required to attend meetings at Central Offices, KSRTC, Bangalore as and when required.

Since, the Publicity material and advertisements length size, words, etc will depend on what has been finalized in PLAN. The approximate requirement is provided under each heading for their reference. Also the advertisements in newspapers rate will be paid as per the rates published by DIP of GOK / DVAP.of GOI.

#### **A) Scope of the Stage I**

##### **Preparation of PLAN**

Develop an external environment analysis based on a planned study (to be conducted as part of this consultancy) to understand the perceptions of various identified stakeholders, including civil society, media, and potential users. Identify opportunities and risks, and suggest approaches to address them.

##### **Communication Strategy:**

Prepare a customized communication strategy, including customized messaging for audiences, selection of media tools, etc. aimed at achieving the identified objectives.

#### **B) PLAN:**

Develop a PLAN based on the communication strategy that would broadly include the following elements:

- a. Goals, desired outcomes and expected outcome of the communication strategy
- b. Definition of audience - issue with specific focus on different user groups like elderly, woman, children, students, differently-abled etc. / theme linked audiences (these are indicative and will need to be defined as part of the Communication Strategy and Consultation Plan)
- c. Assessment of current attitudes/beliefs/motivators
- d. Analysis of audience's capacity for change
- e. Definition of specific message for each component of urban transport actions including branding the city's transport initiative and specific components such as ITS, etc.
- f. Definition of medium to deliver the message (s) based on activity requirement including the needs of proper consultation as well as publicity at various level / target audience.
- g. Consultation Plan: Formulate and discuss the consultation plan for disseminating information on the project to the civil society through focus group discussions, workshops, seminars etc. The plan should follow the following structure and reflect the needs of communication at each stage:

Table 1: **Structure of the Consultation Plan**

Stage of the Project / Actions <sup>1</sup>	Transport Objectives	Key risks / challenges	Audience / main stakeholders	Messages (Information to be communicated)	Means of communication	Timeline/ Frequency	Responsibility	Resources	Indicator of achievement of responses and suggestion
1	2	3	4	5	6	7	8	9	10
Planning									
Design									
Implementation									
Operational stage									

- h. **Branding:** A theme for urban transport and specific branding aimed at promoting ITS. The brand identity that is identifiable and popular for key segments of the population and catch phrase for population to link with the brand/ theme
- i. **Marketing Campaign:** Marketing campaign for urban transport with special emphasis on ITS to encourage users to shift modes and in nature of services offered and means to access the same. This would involve campaign through appropriate media such as
  - Print and posters
  - Advertisements in the local newspapers
  - Radio
  - Television
  - Web
  - Mobile Communication SMS/RSS feeds etc.
  - Knowledge management activities such as workshops/ seminars
  - Exposure/ competitions etc.
  - Campaigns like car free day, bike day, bus day etc.

- Street and Station Signage
- j. **Media and Civil Society Relationship Management**
- Close engagement with media (print and electronic) assigned to cover the sector / project with information and perspectives
  - Close engagement with relevant civil society organizations (CSOs) to keep
- k. **Events:** Planning for various public events, workshops, seminars, competitions and awareness programmes etc.
- l. **Communication System:** Definition of communication system within KSRTC, Mysore and other stakeholder agencies in terms of who communicates and structure of the communication cell KSRTC, Mysore.
- m. **Grievance and Feedback Mechanism:** Formulate a suitable communication mechanism to facilitate receipt of feedback and grievances from the general public.
- n. **Public Information Centers (PIC's):** The PLAN should propose setting up of PICs and the arrangements required making them more effective. The Consultant shall propose specific actions for the PICs.
- o. **Impact / Outcome Monitoring:** Mechanisms to measure Impact / Outcome monitoring including behavioral changes with regard to proposed actions. This would include methodologies and protocol to assess impact of various actions in the communication strategy on the consumer in terms of relevance and satisfaction with regard to Mysore ITS interventions.
- p. **Documentation:** Suggest a documentation process including recording for capturing important events, media reports etc.
- q. **Timeframe:** Definition of timeframe of communication.

### C) Process to be followed while finalizing the PLAN

The consultant would prepare a draft Communications and Outreach Plan in consultation with KSRTC. A workshop would be organized by KSRTC to which the Project Implementing firm, PMC, M&E and other concerned stakeholders, etc. would be invited for deliberations. The consultant would be required to modify the PLAN after the inputs received in the workshop. Once the PLAN is approved by KSRTC in consultation with the MoUD and WB, the scope of work for the stage-I shall be deemed to have been completed.

### D) Scope of Stage II:

This stage would involve implementation of the components of the approved PLAN. In consultation with the Company the team of consultants shall implement the PLAN. The various activities to be carried out in the implementation stage are broadly discussed as under, but not limited to:

#### 1. Advertising and promotions campaign for ITS:

A marketing campaign strategy and implementation plan, aimed at achieving the identified objectives needs to be devised. The consultant shall suggest the preferred mix of the various advertising and promotional components as part of the strategy, which should cover:

- Preparation of advertisements, slogans, hoardings and other
- Providing user information and directions: through consultations communicating to KSRTC what information the public seeks while using the ITS and also suggesting locations for placement of maps at selected locations.
- Encourage use of sustainable transport modes among the commuters of MYSORE city
- Special outreach strategies to capture the attention and understand the needs of special groups such as health and emergency service providers, women & children, students, etc.
- Reach out to commuters especially where local bottlenecks arise so as to overcome opposition to the ITS system.

**2. Design of Tools / materials and launch of campaign in relation to the requirements of the consultation plan as well as publicity requirements.**

The consultant team shall design 'Tools of Communication' in relation to the transport priorities, communication focus and needs of consultation/consumer education as identified earlier. And based on the design guidelines as outlined below, the consultant would prepare the materials and initiate launch of various activities outlined in the strategy. The consultant will also launch the campaign, consumer education and consensus building through consultation. This would include information dissemination through the web and newsletters etc.

**3. Preparation of design guidelines, Graphics and Templates:**

This would involve design of the Brand, graphic standards (such as logo) for various facilities / components of ITS in the city, information and stationery design, posters & painting competitions etc. Specific requirements to be included but not limited to the following:

Create a brand identity for the project which would include but not limited to evolving

- Tag line / slogan
- visual design for use on bus stations, Directions / instructions at bus stations, design for display of Timings
- Posters within bus informing about features
- Organizing competition programmes leading to finalization of a brand logo for KSRTC buses equipped with ITS

**4. Media and Civil Society Management:**

- Production of press releases, blogs, brochures, and organization of press briefings, media visits, along with placement of media articles, Daily media monitoring and monthly analysis.
- Organize CSO meetings, launch events, Awareness programs, and Targeted outreach with key opinion leaders in the city. After each consultation, the team is expected to submit a report outlining the key recommendations, relevance of these recommendations and means and methods of converting recommendation into action points on the Communication Strategy.
- Digital Media - Facebook – Design and content management
- Development of Mobile App for the ITS, Mysore
- Improvement to website and sms facility

<b>Some of the activities that can be carried out are</b>
advertisements, slogans, hoardings, etc...
Press Con in Mysore with Media @ a 5 Star Hotel
BTL @ TG Specific areas - Roadshows, Floats, Demos etc

Street Banners  
Branding & Awareness in Bangalore/ Bus Stands about ITS Mysore

PARTICULARS	PUBLICATION	POSITION	SIZE
LAUNCH AD	Star of Mysore	Good	HALF PAGE
	Times of India	Good	HALF PAGE
	Vijayavani	Good	HALF PAGE
	Andolana	Good	HALF PAGE

PARTICULARS	PUBLICATION	POSITION	SIZE
Follow Up Ads 1st to 6th Month	Star of Mysore	Good	QTR PAGE
	Times of India	Good	QTR PAGE
	Vijayavani	Good	QTR PAGE
	Andolana	Good	QTR PAGE

\* These are only indications

#### 5. Advertising

- Develop the print campaign and design 3 one sixth page ads
- Design and production of Radio campaign including 3 jingles (one of 30 and 2 of 60 second each)
- Design SMS message campaign

FM - RADIO	
PARTICULARS	No of Spots Per day
RED FM 93.5 & 92.7	
AIRING THE 20 15, 10 & 8 SEC SPOTS	15
PARTICULARS	
SMS BLAST TO TATA DOCOMO, IDEA, VODAFONE AND AIRTEL CUSTOMERS - MYS CITY	

Month 1 & 2	No Of Hoardings
OOH at Mysore for Launch and follow up campaign	
Month 3 & 4	No Of Hoardings
OOH at Mysore for follow up campaign	
Month 5 & 6	No Of Hoardings
OOH at Mysore for follow up campaign	
TOTAL	

#### 6. Short presentations and videos (one 3-5 min video) for schools, offices, etc. to deliver identified messages

PARTICULARS	No of Spots Per day
TV 9, UDAYA NEWS and other local channels	

**7. Public Events:**

Planning various public events like car free day, bus day etc. in consultation with communication cell of KSRTC and assisting KSRTC in organizing the events. Planning and organizing focus group discussions to familiarize residents about ITS, brain storming sessions and entitlement matrix etc.

**8. Communication System and PIC:** Helping the client to set up a communication cell, Public Information Centers (PICs) and assisting in training of the staff.**9. Grievance and Feedback Mechanism:** Helping the client to set up mechanisms to receive user / public feedback as recommended in the PLAN.**10. Impact / Outcome Monitoring:** Measuring & Evaluating effectiveness of Outreach Program**11. Documentation of Processes and Events:**

- Prepare documents and video clips to present the processes and activities involved in design and implementation of ITS including public views and perception at each stage of the project. After each stage of consultation, prepare a summary outcome report as well response to each of the comments / suggestions received from the stakeholders.
- Develop quarterly plans for information dissemination, perspective sharing and risk management.
- Prepare monthly newsletter to be published on KSRTC website and prepare quarterly report indicating various activities undertaken.

**12. Measuring & Evaluating Effectiveness of Outreach Program**

The public outreach efforts for promoting ITS must be continuously evaluated to find the most effective approaches. The task must include:

Evaluation at the end of each outreach effort to gather information that can be used in future outreach efforts. The program must have a built-in component which provides a way of finding out what works and what does not. The consultant must:

- Keep track of how stakeholders heard about ITS and their response for a sample size of 500 (250+250 mid and post launch) commuters / influencers / households; to better understand the effectiveness of various initiatives. This can be undertaken in two phases - one post the initial activities and close to end of the outreach programme.
- Track the number of people attending the outreach efforts and their suggestions and feedback.
- Record Minutes of Meetings / Programs by Audio Visual
- Track media response
- Create a Summary Report of Observations and Recommendations

**E) Deliverables and Timeline for Submission**

The consultant shall commence work within a week of signing of the contract and shall submit a Draft PLAN within 4 weeks of commencement of work. All deliverables are due within 4 months of commencement of work. During the rollout stage, consultant shall submit monthly progress report. The firm should submit the PERT Chart for the Planning and implementation schedule proposed by them

## F) STAFFING

**Qualifications and Skill Requirements:** The consultants will need to have a team of appropriately qualified personnel with a broad range of skill mixes that allow it to deliver the discrete tasks identified above. The consultant's proposal shall demonstrate the following capabilities.

- Experience in conducting and designing, respectively, similar communication need assessment and strategies in terms of size and complexity;
- Experience in designing and managing sensitive development and social campaigns; and the ability to engage experts with a good understanding of social/environment/infrastructure programs in India.
- Two levels of team are proposed for carrying out the assignment. The core team consisting of key experts shall be responsible for stage-1 (Preparation of PLAN) of the assignment and shall also coordinate, guide, assist and monitor the roll out of the PLAN. The local team stationed at, Mysore shall be responsible for the implementation of the communication PLAN prepared by the core team. The following list are the minimum key professionals required for the core team and local team:

### Qualification & Experience of Key Staff

Position	Years of Professional Experience	Specific Experience
Project Team Leader	15 years - Post Graduate in Social science or Management	Senior professional with at least 15 years of experience in conducting Public Outreach, communications & Promotion Programs. He / she should have been involved in past in conducting / handling / monitoring promotion and outreach programs of government / government agencies & their projects / achievements. He/she should be well equipped with administrative and financial matters related skills and should have well established media & communication relations.
Creative Director / Brand Manager	10 years - Graduate in Management / Graphic design or related field	Graduate having worked on at least 5 brands Professionals and experience in developing effective strategies for effective mass communication and Brand Vision. Knowledge of media production, communication and dissemination techniques and methods. This includes creating awareness via written, oral and visual media and marketing strategy techniques. Experience in concept and design development of logos, graphic templates, posters, flyers, newsletter, website, signage's, etc...
Market Research Specialist	10 years - Graduate in Management / Communication / Market Research or equivalent	Senior market research professional with at least 10 years of experience in market research related work. He/she should be well skilled in identifying markets and designing appropriate promotion and other communications techniques to reach them. Experience with public transport is a plus.
Communications Expert	10 years	Master's Degree in Journalism / Public Relations / Communications with membership of professional associations like IABC (International Association of Business Communicators) etc. Should have minimum 10 years experience in communications or public relations with demonstrated success preferably in Public Transport Sector. Should have experience of developing effective strategies for effective mass communication.
Media Relations Expert	7 years	Master's Degree in Journalism / Mass Communication with minimum 5 years experience in any form of media preferably in Public Transport Sector.



Civil Society Expert	7 years	Master's in Social Science / Social Work with minimum 5 years experience in working with social groups and resolving conflicts especially in CSO engagement. Should also have demonstrated experience in training.
Content Writing Expert	7 years	Bachelor's Degree in Journalism with minimum 3 years experience in writing on in Newspapers / Journals / Media on Public Transport / Urban Transport / Urban Development topics.

For all the above key staff, proficiency in Kannada language is must.

### G) List of Deliverables

Sl. No.	Deliverables	Time Frame (from the date of signing of the contract in weeks )
<b>Stage I - Preparation of Communication and Outreach Plan</b>		From 0-10 weeks
1	Inception Report (including Understanding of priorities, key themes and proposed work plan)	P+2
2	Preparation of Draft Communication and Outreach Plan	P+4
3	Final Communication and Outreach Plan	P+10
<b>Stage II - Rollout of the Communication and Outreach Plan</b>		From week 10
4	Documentation of processes, events, audio and video	Ongoing
5	Three News Letters	Monthly
6	Two Quarterly Reports	Quarterly

\*Where 'P' is the date of award of contract

All the reports submitted to the client will be supplied in six hard Copies, along with a CD containing the electronic copies. It must be noted that the copyright for all the manuals, plans and reports and other intellectual property created as a part of this project shall vest exclusively in KSRTC which would be free to use all such material, without restrictions, in any of its training programs or for any other purposes.

### a) PAYMENT TERMS

The consultant will prepare his proposal to perform the services on the basis of the ToR given in the above section. The consultant is expected to quote separately for both the stages. The payment for the deliverable / assignment will be done in two stages as follows:

#### Payment for the offer for Stage-I

Sl. No.	Description of Deliverable under stage 1	Payment schedule in %
1	Presentation on current external environment, including awareness levels, mindsets and positions of all relevant stakeholders including the planned study (to be conducted as part of this consultancy) to understand the perceptions of various identified stakeholders, including civil society, media, and potential users. Identify opportunities and risks, and suggest approaches to address them.	10%
2	Draft Communications Strategy (Editorial Strategy & Public Affairs) including identification of messages and dissemination strategy; Schedule of Works/ Framework for POP including: <ul style="list-style-type: none"> <li>• Events to be conducted</li> <li>• Surveys to be conducted</li> <li>• Programs to be conducted</li> </ul>	20%

	<ul style="list-style-type: none"> <li>• Presentations to be made and submission of Inception report</li> </ul>	
3	Submission of Draft Communication and Outreach Plan	20%
4	Submission/approval of Final Communication and Outreach Plan duly incorporating various comments	50%

**Payment for the offer for Stage-II**

- The payment will be on lump sum basis payable in three installments against the deliverables

Sl. No.	Description of Deliverable under stage 2	Payment schedule in %
1	Completion of initial surveys, on the impact of early awareness building initiatives & promotional events (pre, mid and post project) and Finalization of all Promotional Outreach Material, <b>Advertising and promotions campaign for ITS</b> & Draft report on surveys & events conducted	20%
2	Roll out of the Accepted Outreach Plan in co-ordination with KSRTC which includes <b>Design of Tools / materials and launch of campaign, Preparation of design guidelines, Graphics and Templates Advertising, Short presentations and videos, Public Events, Media &amp; Civil Society Management and other activities as per the PLAN</b> duly submitting the monthly and quarterly report	50%
3	Final Report (including <b>Impact / Outcome Monitoring, Documentation of Processes and Events</b> and measuring & evaluating effectiveness of outreach program) and Report on all events. Impact analysis and summary outcome report	30%

Table 1: **Suggestions in terms of certain details that can be included based on clients' needs**

Sl. no.	Item	Objective	Description of Scope	Expected Frequency of change in content	Required Skills	Remarks
1	Audio visual	Developing content for Publicity through Television Channels / Local Cable Network and other mediums such as lectures in schools & colleges etc.	Preparation of documentary / advertisement in two languages (Kannada and English) for screening in TV, Theatres, schools and colleges and through publicity Vans	Quarterly	Skill in Design / development of clips of audio visual / advertisement/ documentary including synthesizing, anchor, voice, photography, videography, visual art, social marketing aspects.	Film/ documentary Duration : minimum 3 minutes  Advertisement minimum 10 seconds
2	Newspapers advertisement and News Letter	Development of content / Design of advertisements for coverage in newspapers	1/4th page of advertisement in two languages (Kannada and English) based on theme/key messages and with	Fortnightly	Graphic design, visual art, print / media advertising , marketing material and Social Media skills	----

			specially designed graphics			
3	Theatre slides	Preparation of awareness creation slides for Cinema Theatres	Set of two voice-over slides in two languages each ( , Kannada and English) to be displayed at suitable time in each show	Monthly	Portfolio development, language and Social Media skills	----
4	Pamphlets	Short description of activity and objectives	A5 size handouts on a variety of themes related to ITS in two languages ( Kannada and English)	Monthly	Research, report preparation, graphic design and media skills	---
5	Training and Education Material development	Development of training kit, Awareness, Training and education for various target groups (students - schools /colleges/ KSRTC, Mysore staff / Employees of diff sector/ etc.)	Content to include Power Point Slides with voice over, Printed Reading material, CDs etc. in two languages ( , Kannada and English)		Research, module development, training and education	Up to 45 minutes
6	Public Events design Strategy	Familiarizing residents of Mysore on the ITS Project and building positive public opinion on the various initiatives of KSRTC	Strategy & contents design, concepts, messages scripts etc.	One event per month up to the maximum of four	Experience in designing of campaigns, road shows, public events etc. in social & development sector	---