

CONTRACT AWARD INFORMATION – CONSULTANCY SERVICES

LOAN NO. 7/SFR-OR-GUY& GRANT NO. GA 26/GUY: FOURTH ROAD PROJECT

(WEST COAST DEMERARA ROAD IMPROVEMENT)

ROAD SAFETY PUBLIC RELATIONS AND COMMUNICATIONS

NPTAB 2291/2014

1. **Summary of Scores:**

Names of Shortlisted Consultants	Country	Technical Scores					Financial		Total Combined Score	Final Rank
		Specific Experience (10)	Methodology (30)	Organisation and Staffing (10)	Public Relations Specialist (Team Leader) (50)	Total (100)	Submitted Price (currency)	Negotiated Price (currency)		
TRL Limited	United Kingdom									
Tagman Media Inc.	Guyana	9.00	29.3	9.0	38.0	85.3	USD 420,935.50	USD 180,350.00	88.24	1 st

TRL Limited did not submit a proposal.

2. **Name of Successful Consultant:** Tagman Media Inc.
3. **Successful Proposal's Price:** USD 180,350.00
4. **Commencement Date of Contract:** December 22, 2014
5. **Duration of Contract:** 24 Months
6. **Summary Scope of Contract:**

The Consultant's scope of work includes, but is not limited to conducting research on the road safety problem in order to identify appropriate publicity and communications solutions; assessment of the current awareness, attitudes and perception of road safety principles at the start of the assignment and an assessment of attitudes, knowledge and behaviours at the end of the assignment; preparation of the communication strategy and the content of appropriate key road safety messages aimed at inducing changes in road user behaviour for various audiences, in collaboration with the key road safety agencies; development of supportive public information material and suitable media messages aimed at behaviour change and the promotion of best practices in road safety; preparation and testing of road safety working materials and presentations; collaboration with road safety stakeholders, including advertising agencies, in planning common activities and coordination of all media activities; identification and implementation of activities that encourage public-private partnerships in road safety projects.

Note: Method of Evaluation: Quality- and Cost-Based Selection
Minimum Technical Proposal Score required to open Financial Proposal: 80