

COMMUNITY AWARENESS AND PARTICIPATION PLAN

A. Introduction

1. A basic and essential feature of any public works project, particularly an urban transportation one, is a community awareness, public consultation and participation plan. This is especially relevant in a high density urban setting like Dhaka, Bangladesh where disturbances related to construction activities are inevitable. Information disclosure and public awareness are essential for informing the public of the proposed works, potential impacts, and future benefits, as well as garnering support and mitigating grievances during this period. The public is to be made fully aware of the intent, design, schedule, impacts, employment opportunities, and overall benefits of the project, with a particular attention given to poor, women, and vulnerable populations. These activities require a coordinated effort between the executing and implementing agencies, public, private (including local businesses and civil works contractors), and community stakeholders. A Communication Strategy, Marketing and Branding (CSMB) firm, along with an NGO, will be recruited to help the Special Project Organization (SPO) and Project Implementation Units (PIUs) ensure meaningful and ongoing consultations and public awareness during project implementation. The Community Awareness and Participation Plan (CAPP) provides a framework to help implement such activities.

B. Community Awareness and Outreach

2. Awareness building and outreach activities are required to ensure that communities are made fully aware and understand the project and its impacts, as well as mobilized as participants in the Project. Awareness building and outreach activities will target all communities and relevant stakeholder groups within the project area with an emphasis on pro-poor, gender sensitive activities. The Project Management Unit (PMU) and PIUs will oversee these activities through the CSMB consultants and the NGO. Key activities are listed below.

3. **Activity 1: Community Awareness.** Key activities include: (i) awareness building of the Project with (a) community leaders, (b) community organizations, mosque committees along the corridor, (c) women groups, (d) market committees and local businesses including all affected by the project, as well as garment factories, (e) schools and universities, (f) citizen forums, and (g) the general public; (ii) awareness programs covering: (a) project objectives and its activities; (b) the importance of improved transportation, access to transport (especially for women), and urban environment (including walkability); (c) levels of disturbance and impacts to be expected during construction; (d) provisions in the project to address impacts, including resettlement impacts, safety during construction etc; (e) important messages for vendors and local businesses; and (f) employment opportunities under the project; (iii) grievance redress mechanism for the project; and (iv) a project website disclosing key project-related information, including the scope, cost, and financial and institutional arrangements of the Project, project safeguard reports such as Initial Environmental Examination (IEE) and Resettlement Plans (RPs), and project progress such as procurement, contract award and disbursement.

4. **Activity 2: Outreach to Community Groups.** The effectiveness of implementation will be determined by the cooperation of communities based on their understanding and acceptance of the local disturbances which are inevitable during construction. The communities are to be made aware of the grievance redress mechanism of the project. Also, the effectiveness of the new public transport system will be based on the percentage of households that opt to use it. Communities are to be made aware of these issues through a coordinated and well delivered Information Education and Communication (IEC) campaign delivered by the CSMB firm who will also target schools and universities, workers and employees in industries, women's groups, poor communities, resident

associations, Community-based Organizations (CBOs), Union Parishads, Pourashavas, City Corporations, and other local groups.

5. **Activity 3: Outreach to Contractors and Laborers.** The workers on the ground are usually the first contact point for the public. It is necessary to provide them with necessary awareness and training in basic social and environmental risks and benefits of the Project including in gender (equal pay for women), health and hygiene, occupational and community health and safety, HIV/AIDS awareness, and good construction practices.

C. Stakeholder Participation

6. A participation strategy is summarized in **Table 1** below. It was prepared based on a stakeholder analysis at the community and organizational level and provides a framework to ensure wide community awareness and stakeholder participation.

Table 1: Stakeholder Participation Framework

Stakeholder	Role of Stakeholders	Type of Participation	Participation Methods	
			Method	Responsibility
Ministry of Communication	-Main authority for transport -Coordinate among relevant ministries and local authorities	-Shared decision making -Shared responsibility	-Meetings -Discussions	SPO/CMF
Roads and Highway Department (RHD)	-Key stakeholder responsible for implementation of BRT corridor, stations, and feeder roads - Coordinate with existing utility coordination committee, key stakeholders and authorities - Ensure RP is implemented - Respond to grievances	-Consultation -Information sharing -Shared decision making -Shared responsibility	-Meetings -Discussions	SPO/CMF/ DSC
Bangladesh Bridge Authority (BBA)	- Key stakeholder responsible for implementation of elevated sections and bridges - Respond to grievances	-Consultation -Information sharing -Shared decision making -Shared responsibility	-Meetings -Discussions	SPO/CMF/ DSC
Local Government Engineering Division (LGED)	- Key stakeholder responsible for implementation of two terminals - Co-ordinate with Pourashavas, Union Parishads on implementing hawkers and parking strategy - Respond to grievances	-Consultation -Information sharing -Shared decision making -Shared responsibility	-Meetings -Discussions	SPO/CMF/ DSC
Schools	- Build awareness within the school curriculum on public transport, sustainability concepts in urban transportation, road safety etc.	- Art contests - Writing competitions - Posters - Games, etc.	- School activities geared towards relevant education level	CMF/NGO
General Public (beneficiaries, local businesses, marginalized people, poor, women, community leaders, etc.)	- Build awareness within the school curriculum on public transport, sustainability concepts in urban transportation, road safety etc.	-Consultation -Information sharing - Awareness building	-Meetings -Discussions -Participatory rapid appraisal -Information dissemination -Workshops -Seminars	CMF / Contractor / PIUs/NGO
Union Parishads, Pourashavas, City Corporations	- Oversees public lands at local level - Mobilize community support for project - Link with community, vendors, and businesses	-Consultation -Information sharing - Awareness building	-Meetings -Discussions -Workshops -Seminars	SPO/PIUs/ NGO

Stakeholder	Role of Stakeholders	Type of Participation	Participation Methods	
			Method	Responsibility
Civil Societies: Nongovernmental Organizations (NGOs), and Community-based Organizations (CBOs), women CBOs, women's groups, etc.	-Learn best practices -Avoid duplication -Mobilize people and communities -Represent interests of the people -Provide training in planning, monitoring, -Assist in awareness campaigns and information dissemination -Participation in the project	-Consultation -Information sharing - Awareness building	-Meetings -Discussions -Workshops, and Training -Use of various media for awareness campaigns and info dissemination	CMF/NGO
Local Resident Associations, Community groups	- Representing interests of communities - Help with awareness raising	-Consultation -Information sharing - Awareness building	-Meetings -Discussions	CMF/NGO/ DSC
Market committees	- Organization representing vendor market interests	-Consultation -Information sharing - Awareness building	- Discussions - Meetings	CMF / PIU/NGO
Contractors and workers	-Constructing the facilities - Usually the first point of contact for public and community during construction	- Training/seminars	-Discussions -Seminars	CMF / PIUs
ADB	-Donor	-Consultation - Shared decision making	-Meetings -Discussions	SPO

ADB = Asian Development Bank, BBA = Bangladesh Bridge Authority, CBO = Community-based Organizations, LGED = Local Government Engineering Division, NGO = Nongovernmental Organizations, PIU = project implementation unit, RHD = Roads and Highway Department, SPO = Special Project Organization.