

Draft
STAKEHOLDER COMMUNICATION STRATEGY

1. There are three primary objectives under the Stakeholder Communication Strategy:
 - (i) Ensure that all people or entities possibly affected by the project are aware of and clearly understand the project, its impacts and compensation entitlements, and address stakeholder concerns using transparent and inclusive approaches;
 - (ii) Ensure that all possible beneficiaries of the project are aware of and understand the project and its benefits, and the details of making use of the BRT system. Foster demand amongst these target stakeholders for the regular use of the BRT;
 - (iii) Ensure that traffic safety communication is built into the project to enhance public health and mitigate risk.

2. To ensure effective communication with stakeholders during project implementation, and to enhance project outcomes, the project will adopt a three-pronged communication strategy:
 - (i) Deliver relevant project information to project affected people and other stakeholders possibly impacted by the project in a culturally appropriate, gender-sensitive, and timely manner, and foster a regular two-way flow of information between project implementers and these stakeholders;
 - (ii) Support intensive, sustained, broad and repetitive communication, education, marketing and advocacy about the benefits of the project to foster positive public behavior change and encourage widespread use of the new BRT and other public transportation options. Part of this strategy will include highlighting the use of comparable systems in economically advanced nations like Japan, Singapore, and the Republic of Korea, and various incentive schemes will be explored; and
 - (iii) Support sustained information, education and awareness activities to raise awareness of traffic rules and encourage the adoption of safe traffic behavior and compliance with paid street parking. These communication activities will be coordinated with heightened traffic safety enforcement activities.

3. Different stakeholder groups will be targeted for different communication activities. The first key group of stakeholders is people potentially affected by the project, which includes residents and businesses along the main BRT corridor, private transport service providers, residents and businesses in pedestrianized areas, residents around the proposed KM18 bus depot, employees, students and residents surrounding proposed bus staging and refueling areas, transportation associations (i.e., taxi drivers and tuk-tuk drivers), community leaders, and civil society. The second key group is the public at large in Vientiane who will be encouraged to take advantage of the new BRT. Within this general stakeholder group, students and government employees will be primary targets, as they are envisioned as particularly utilizing the new system, as well as Youth Union and Women's Union representatives. The public at large in Vientiane will also be the key audience for safety awareness and advocacy activities, particularly vehicle owners and drivers. City traffic police, bilateral and development partners involved in public transport and traffic safety, and project counterparts will be key stakeholders in all communication activities.

4. The project management unit will be responsible for implementing and monitoring all stakeholder communication, marketing, education, and information dissemination and disclosure, and will identify a focal point who will be designated for regular contact with affected people and other interested stakeholders.

5. Delivering information to project affected people: Information about the project as a whole, including information about project plans, projected impacts, and implementation timelines, will be provided through a project fact sheet and a public information booklet (PIB) that will be disseminated to stakeholders that may be affected by the project. These materials will describe the project's objectives, components, and activities. Written in Lao, the fact sheet and PIB will use pictures and simplify concepts to make the project comprehensible to a wide range of stakeholder groups including the poor and women. The PIB will highlight all key aspects of the project, including features that will directly benefit stakeholders. The fact sheet and PIB will be complemented with consultations and community meetings about the project, to facilitate direct dialogue. As much as possible, each stakeholder group will be met with separately, as they may have different interests. Information will also be shared through other culturally appropriate communication channels, including public information boards and the media, and key information materials may be developed for distinct stakeholder groups. Pursuant to ADB's Public Communications Policy, all requisite project documents will be posted on the ADB website.

6. Obtaining feedback and ensuring two-way information flow: The PIB and other information materials will indicate where stakeholders can get in touch with project implementers and the designated focal point. Community meetings will ensure that accurate and sufficient feedback will be received from stakeholder groups.

7. Disclosure: Pursuant to ADB's Public Communications Policy, all requisite project documents will be posted on the ADB website, and relevant documents and information will also be shared on the MPWT project website, which will include at a minimum the following information: (a) bidding procedures, bidders, and contract awards; (b) use of the funds disbursed under the project; and (c) physical progress

8. Promotion of the BRT system: To encourage widespread use and ridership on the new BRT, sustained communication, education, marketing and advocacy activities will be carried out, which will include advertisements on electronic and traditional billboards in key areas of Vientiane, the primetime airing of television and radio spots, and newspaper adverts. Regular public relations activities will be carried out to ensure regular media coverage of the project's progress, with positive stories highlighting the benefits of the BRT for individuals. A BRT website will be established, as well as social media platforms, so the public can easily access information about the BRT system, make suggestions and share concerns, and have their ideas responded to in real time. Posters, leaflets, and other collateral products will be produced for dissemination, and information displays will be established at the airport and other transportation hubs.

9. Direct marketing: Promotion, information dissemination and in-person outreach will be conducted with schools, universities, hospitals, large companies, and government entities along the corridor in order to better present the vision of the BRT, its convenience, and its benefits for individuals and the public at large.

10. Incentive schemes: The project will explore the use of low-cost incentive programs to encourage early-stage ridership, as well as sustained incentive programs such as student discounts and public employee cost offsets.

11. Traffic safety promotion: Utilizing many of the same communication channels and information dissemination methods set forth above, a series of sustained activities to promote traffic safety will be conducted, as well as activities to foster public acceptance of paid street parking. The project will explore the possibility of integrating instructive content about the benefits of public transportation and traffic safety into school lessons, and also supporting community-based traffic safety activities. Activities will be planned in close coordination with other government institutions and NGOs involved in public transportation and road safety issues in Lao PDR.

12. Civil works safety: For some project activities, specific means of delivering information to stakeholders are required. For civil works, clear signage will be put up in strategic areas not just to provide summary information about the project and its construction, but also to ensure public safety.

13. Resources: Sufficient human and financial resources will be allocated to ensure that the activities set forth in the Stakeholder Communication Strategy can be carried out in full, from project preparation through full project implementation.

14. A Stakeholder Communication Strategy is set forth in Table 1, below, followed by a Disclosure Plan Matrix in Table 2.

Stakeholder Communication Strategy Matrix

Objectives	Key Risks	Main Stakeholders	Messages	Means of Communication (Channels/Languages Activities)	Timeline	Responsibility	Resources
<p>1 Ensure that all people/ entities possibly affected by the project are made aware of and clearly understand the project and its impacts. Regular two-way flow of information between the project and stakeholders, with stakeholders able to share concerns and have these addressed in a timely, transparent manner.</p>	<p>Residents in transit mall and pedestrian zones oppose project due to concerns over impeded residential access.</p> <p>Businesses in transit mall and pedestrian zones oppose project due to concerns over loss of customers/ revenue.</p> <p>Taxi and/or tuk tuk drivers oppose project due to concerns over loss of income/ livelihood.</p> <p>Residents at KM18 bus station oppose project due to concerns over noise/air pollution,</p>	<p>Residents in transit mall and pedestrian zones.</p> <p>Businesses in transit mall and pedestrian zones. Business associations.</p> <p>Taxi/tuk tuk other transport drivers/staff. Transport associations.</p> <p>Residents at bus station site.</p>	<p>There will still be proximate vehicular access, and 24/7 emergency access will be assured.</p> <p>Special delivery carts/services for businesses will be provided, with proximate vehicular access.</p> <p>With more people using public transportation, the market for taxis, tuk tuks and other transport alternatives should also expand. There will also be new employment opportunities through the BRT system.</p> <p>Measures will be taken to mitigate noise, air or traffic impacts.</p>	<p>Regular consultations and community meetings with affected people.</p> <p>Dissemination of project fact sheet and public information booklet (PIB) – Lao language, with pictures and simple illustrations to make the project comprehensible to a wide range of audiences. The PIB and other information materials will indicate where stakeholders can get in touch with project implementers and the designated communication focal point.</p> <p>Public information boards.</p> <p>Media (television, radio, newspaper, online, social)</p> <p>Develop key information materials for distinct stakeholder groups.</p> <p>Disclosure of all requisite project documents on the ADB website and MPWT project website, including: (a) bidding procedures,</p>	<p>From outset of project through implementation.</p>	<p>PMU, EA, IA</p>	<p>Budget for consultations, feedback.</p> <p>Budget for PIB, fact sheet, other content development and dissemination.</p> <p>Communication Specialist or communications support</p> <p>Human resources for regular media engagement.</p> <p>Capacity building budget</p>

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	<p>property devaluation.</p> <p>Schools, offices, residences by proposed bus staging areas oppose project due to concerns over interference with normal operations.</p> <p>Residents along other portions of BRT route oppose project due to concerns over possible negative impacts.</p> <p>Communication and consultation not adequately resourced</p> <p>Capacity constraints for those responsible for communication, consultation.</p> <p>Lack of commitment to consulting key stakeholders and</p>	<p>Schools, offices, residences at proposed bus staging areas.</p> <p>Residents along BRT route. Village leaders. Youth/Women's Union.</p> <p>PMU, EA, IA, ADB</p> <p>PMU, EA, IA</p> <p>PMU, EA, IA</p>	<p>Mitigation measures will be taken as needed.</p> <p>The impact on roadsides will be minimal, and no private property will be touched. The project will help preserve Vientiane as a city first for people, rather than just vehicles.</p> <p>NOTE: Other key messages will be developed that address: (1) Project phases, components, benefits, impacts, and timeline; (2) the development and implementation stages of the project components; (5) other critical issues, including the</p>	<p>bidders, and contract awards; (b) use of the funds disbursed under the project; and (c) physical progress.</p>			

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	<p>addressing their concerns, resulting in one-way communication.</p> <p>Lack of information provided to stakeholders about the stages and process of the project.</p> <p>Lack of stakeholder awareness on how to raise concerns with appropriate officials.</p>	<p>All primary stakeholders, PMU, EA, IA</p> <p>All primary stakeholders, PMU, EA, IA</p>	<p>importance of communications, as well as problem solving, and places to register public complaints.</p>				
<p>2 Ensure that all possible beneficiaries of the project are aware of and understand the project and its benefits during construction phase.</p> <p>In the lead-up to opening, and once the BRT system is completed, foster demand amongst target stakeholders for the regular use of the BRT.</p>	<p>Public sentiment toward the BRT turns negative during construction due to worsening traffic.</p> <p>Public doesn't use new BRT system – sticks to cars and motorbikes.</p> <p>Key stakeholders not mobilized.</p> <p>Poor messaging. Lack of commitment to sustained</p>	<p>The public at large in Vientiane, particularly students and government employees.</p> <p>Secondary stakeholders include those who can help advocacy and mobilization efforts, including Youth Union, Women's Union representatives, city officials/Mayor's</p>	<p>Construction will be carried out in phases, and ample (1-year) notice will be provided ahead of time. Each station/street will take a few months, and the system should be operational in 2019.</p> <p>With the new system, people will be able to ride in modern, quiet, clean, comfortable, air conditioned buses.</p>	<p>Construction phase: notification of construction through postings on public notice boards, through the media, and via local officials.</p> <p>Promotion of the BRT system – a sustained communication, education, marketing, behavior change and advocacy campaign will be implemented.</p> <p>Advertisements on electronic and traditional billboards in key areas of Vientiane.</p>	<p>From outset of project through implementation.</p>	<p>PMU, EA, IA</p>	<p>Budget for information material development and dissemination.</p> <p>Budget for development of complex communication, marketing, education and advocacy campaign, with development of a full range of content, including regular, sustained print and multimedia fit for</p>

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	<p>awareness and advocacy campaign.</p> <p>Campaign not resourced adequately.</p> <p>Capacity constraints: managing complex communications and marketing campaign.</p>	<p>office, bilateral and development partners, NGOs and civil society, MPWT, PMU/EA/IA, VUDAA, and other project counterparts.</p>	<p>Using the BRT system will save commuters significant time; buses will have regular time tables, with quick passage in their own dedicated lanes.</p> <p>Bus fees will be very affordable, saving money on fuel and parking fees.</p> <p>The pedestrian zones will help preserve Vientiane's precious cultural history.</p> <p>NOTE: Other key messages will be developed as required.</p>	<p>Primetime airing of television and radio spots, and possible short-features.</p> <p>Print media advertisements.</p> <p>Regular public relations activities.</p> <p>Production of a suite of marketing materials.</p> <p>BRT website, with information and content updated in real time. Full range of content – stories, photo, video, etc.</p> <p>Establish full array of BRT social media platforms, with real-time monitoring, information sharing and interactions.</p> <p>Produce and disseminate posters, leaflets, and other collateral products.</p> <p>Information displays at the airport and other transportation hubs.</p> <p>Community-level promotion and mobilization.</p>			<p>multi-platform use.</p> <p>Capacity building budget</p> <p>Communication specialist(s) – budget for consultancy support</p> <p>Budget for community engagement and mobilization efforts.</p> <p>Human resources for regular content production, platform management and media engagement.</p> <p>Human resources for outreach to schools, companies, government entities, etc.</p> <p>Budget and human resources to develop and</p>

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				<p>Direct marketing, promotion, information dissemination and in-person outreach about the BRT in schools, universities, hospitals, large companies, and government entities along the BRT corridor to encourage ridership.</p> <p>Incentive schemes: introduce low-cost incentive programs to encourage early-stage ridership. Introduce sustained incentive programs for certain stakeholders, i.e., student discounts, and public employee cost offsets.</p> <p>Information dissemination through community-level communication channels, including village leaders, Youth Union, Women’s Union.</p>			implement incentives program.
<p>3 Ensure that traffic safety communication is built into the project to enhance public health and mitigate risk. Foster acceptance of paid parking system.</p>	<p>New traffic rules and regulations not enforced, followed – lack of commitment, buy-in.</p> <p>Changing traffic patterns lead to more vehicle-</p>	<p>City traffic police, PMU, IA, EA, city officials/Mayor’s office, MPWT, VUDAA, drivers, pedestrians, Youth Union, Women’s Union.</p>	<p>Under the new system traffic safety laws will be enforced to protect pedestrians and improve traffic flow.</p> <p>NOTE: Key safety messages will be</p>	<p>Traffic safety promotion utilizing many of the same communication channels, and behavior change and information dissemination methods set forth above: advertisements, media (TV, radio, print), public relations, website, and</p>	<p>From outset of project through implementation</p>	<p>PMU, EA, IA</p>	<p>Budget for safety information development and dissemination.</p> <p>Budget for other communication and media activities.</p>

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	<p>pedestrian accidents.</p> <p>Resistance to new paid parking system.</p> <p>Security issues (theft, harassment) on BRT buses.</p> <p>Rise in vehicle theft (inadequate security for parked vehicles).</p> <p>Activities not resourced adequately.</p> <p>Capacity constraints: managing traffic safety campaign</p>	<p>City traffic police, bilateral and development partners involved in public transport and traffic safety, and project counterparts.</p> <p>Community leaders and civil society.</p>	<p>developed after audience testing.</p> <p>The pedestrian zones and well-organized parking will create a pleasant city center where people can easily stroll and shop.</p>	<p>social media.</p> <p>Integrate content about the benefits of public transportation and traffic safety into school lessons</p> <p>Community-based traffic safety activities with community mobilization.</p> <p>Coordinate content development and implementation activities with other government institutions and NGOs involved in public transportation and road safety issues.</p> <p>Civil works safety: clear signage in construction areas to ensure public safety.</p> <p>Ensure information and awareness activities set forth in objective #2 also include awareness-raising on the new parking system.</p> <p>Direct outreach to city police to support enforcement of new parking and safety regulations, and foster</p>			<p>Capacity building budget</p> <p>Communication specialist – budget for consultancy support</p> <p>Human resources for outreach, coordination with education officials, schools.</p>

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				public confidence in security on the BRT system, as well as parking security.			

DISCLOSURE PLAN

Project Information	Means of Communication	Responsible	Audience	Frequency
RRP	ADB website	SETC	ADB, Lao People Democratic Republic, Development partners, civil society, NGOs, individuals	once
Project planning information	Discussions and consultations	IA		Specific intervals during planning
Status of construction during implementation	Information boards at site	DOT and contractors	Project beneficiaries	All the time
Project Performance Reports and Project Information Document				quarterly
Resettlement and Ethnic Minority Framework, Resettlement Plan and its updates, and resettlement monitoring reports	ADB website	ADB	ADB, Lao PDR, Development partners, displaced persons, civil society	Immediately upon receipt from MPWT
Quarterly progress reports	MPWT website, EA and IA submissions	MPWT/DOT	ADB, Lao PDR, Development partners, civil society, NGOs, Individuals	quarterly
Project Completion Report	ADB website	ADB	ADB, Lao People Democratic Republic, Development partners, civil society, NGOs, Individuals	once