



**COUNTY GOVERNMENT OF KIAMBU**

**DEPARTMENT OF TRADE**

**P.O. BOX 2344-00900 KIAMBU, KENYA**

**OPEN TENDER**

**TENDER FOR MAPPING OF REVENUE SOURCES ,MAPPING OF MARKETS,SMES AND  
TOURISTICS SITES**

The County Government of Kiambu is seeking service provider to conduct mapping exercise on its revenue sources, markets,smes and touristic sites to access their potential in order to enhance Own Source Revenue. The County Government of Kiambu has agreed to engage a provider to undertake the tasks assigned in the Terms of Reference.

	<b>Tender No</b>	<b>Service to be provided</b>	<b>Closing Date &amp; Time</b>
1.	CGK/T.I.T.I/OT/ 001/2022/2023	Conduct Mapping of markets,smes, touristic sites and Revenue Sources.	14 <sup>TH</sup> JULY 2023 at 1200hrs

**REQUEST FOR CLARIFICATIONS**

The interested parties may request for clarifications on this tender up to seven (7) days before the tender submission date from the **Director Supply chain management** , located 2<sup>nd</sup> Floor, Red Nova offices in

Kiambu sub county during normal working hours (8.00AM-5:00PM)

**SUBMISSION OF THE TENDERS**

The tender (1 original and 1 copy) should be submitted in a sealed envelope by 12:00pm(East African Time) on 14<sup>th</sup> JULY 2023 the tender box situated outside the Governor's office reception located in Kiambu County headquarters in Kiambu sub county: marked "Ref: CGK/TRADE/OT/001/2022/2023" addressed to:

**Chief Officer**

Department of **TRADE**  
P.O Box 2344 – 00900 KIAMBU

Information on the outer envelope should be written:

“Confidential, CGK/TRADE/OT/001/2022/2023- Open Tender for Engagement to Conduct Mapping of Revenue Sources, do not open before, **14<sup>th</sup> JULY 2023 at 1200hrs** East African Time.”

The tender will be opened on the same day in public at 12:00PM, (Kenyan time) at the deputy governors board room in Kiambu County headquarters in the presence of bidders 'or representatives who choose to attend.

The tender can also be viewed and downloaded from our website [www.kiambu.go.ke](http://www.kiambu.go.ke) or *PPI Portal* [www.tender.go.ke](http://www.tender.go.ke)

Bidders are advised to be checking the websites from time to time up to seven (7) days before the submission date for any uploaded information through clarification/addendum.

Only firms that will qualify under this procedure will be invited shortlisted for contracting.

## REPUBLIC OF KENYA



### COUNTY GOVERNMENT OF KIAMBU

#### DEPARTMENT OF TRADE INDUSTRIALIZATION TOURISM INVESTMENTS & COOPERATIVE DEVELOPMENT

#### DIRECTORATE OF TRADE, INDUSTRIALIZATION AND TOURISM INVESTMENTS

#### A. TERMS OF REFERENCE FOR MAPPING OF MARKETS, SMES AND TOURISTIC SITES

##### BACKGROUND

The Department of Trade, Industries, Tourism, Investments and Co-operatives Development derives its mandate from the Constitution of Kenya (2010) Schedule 4-Part II number 7, and the organization of the County Government of Kiambu.

The Department is charged with among other things- the responsibility of growth and development of Micro, Small and Medium Enterprises, Market access development both in urban and rural areas and promoting sustainable tourism in the County. These entails; construction, rehabilitation and renovation of markets, promotion of local and foreign direct

investment, promotion of SME and innovation through business sustainably training and mentorship programmes, Standardization and Metrology of enterprises and Tourism Product Development and Management

Since the Department has been mandated to transform Kiambu County to be the preferred County of choice for Investment in Trade, Tourism, Industries and Investments, we should therefore take the leading role in consolidation of these data, as one of the tools towards establishing the County as a significant hub for trade and investment, infrastructure development and social development. To successfully accomplish its mandate the Department requires accurate, timely, relevant and up-to-date data and information including physical locations and sizes of all MSMEs, tourism sites and facilities, markets footprints and industrial/investment zoning

**The Department intends to undertake the following project:**

1. Identify, Classify, Categorize and Document all tourism products and services, all businesses, all Markets and market footprint's and all SMEs and Industries in the County
2. Evaluation of the County hospitality bed capacity and tour operations,
3. Develop a Tourism, Hospitality and Investment Guide,
4. Develop a Documentary showcasing the County tourism sites and facilities,
5. Determine the tourism market readiness of the County's attraction sites
6. Develop a County Industrial/investment zoning including cottage industries
7. Develop an App, Barcode, Website and Physical Maps for all the above information and undertake Geographic Information System (GIS) mapping and develop a digitized map of tourism products and service offering in the County.

**THE EXPECTED OUTPUT**

*Tour Kiambu printed navigation guide map.*

Printed maps are useful to users who expect to travel through areas with limited data connectivity or who want to save on cellular roaming charges while traveling in new towns or abroad. This also helps in security as using gadgets can make one very vulnerable target in some streets when using their phone application for directions. This map is also very useful for those people whose gadgets are not compatible to internet services. It is also cognitively easier to remember places you last visited as it's more involving using the physical map.

A foldable A3 sized physical printed Tour Kiambu guide map will be published for offline navigation assistance. The printed navigation guide publication will have 5 different sections namely, County and municipality map section, Map Key, advertisement section, content section and link. This publication will work more as a very well detailed and useful brochure for the whole county. The frequency and quantity of publication will depend on the county (See Maps below

### **Prototype design of the Tour Kiambu Navigation Tour Guide Maps**



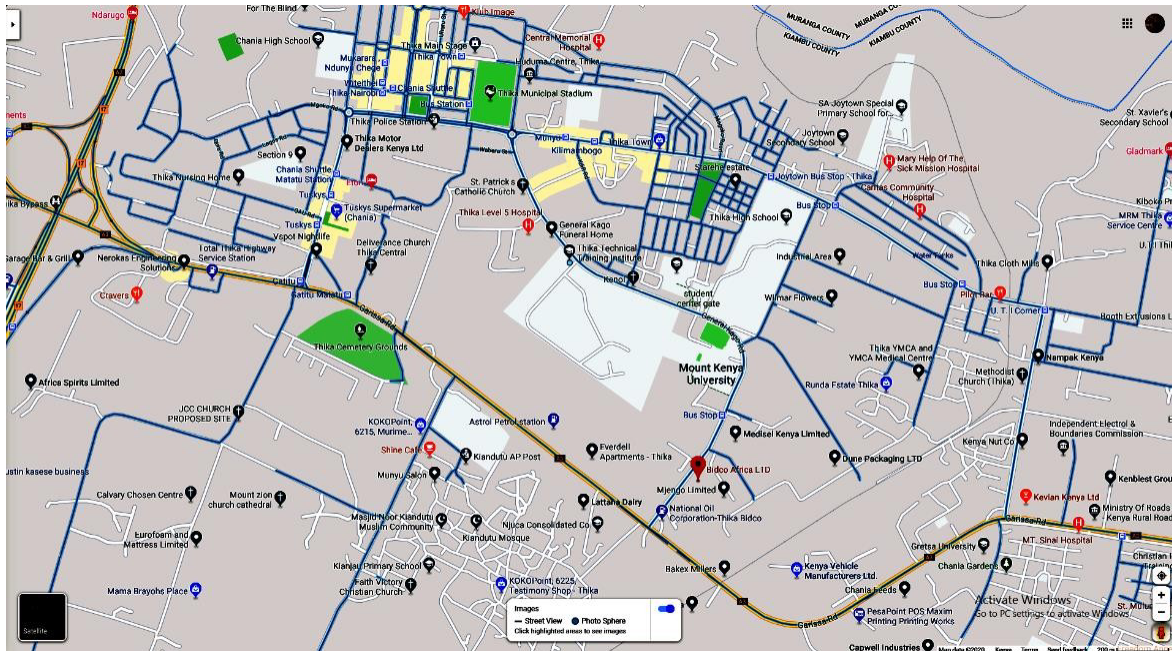
County Map Side



## Municipality map section

This will give a detailed street view of the 5 municipalities in the county. Enterprises, institutions, facilities and services will be identified and labeled on the map. This will work hand in hand with the Map Key section.





Thika Municipality street view

## Map Key

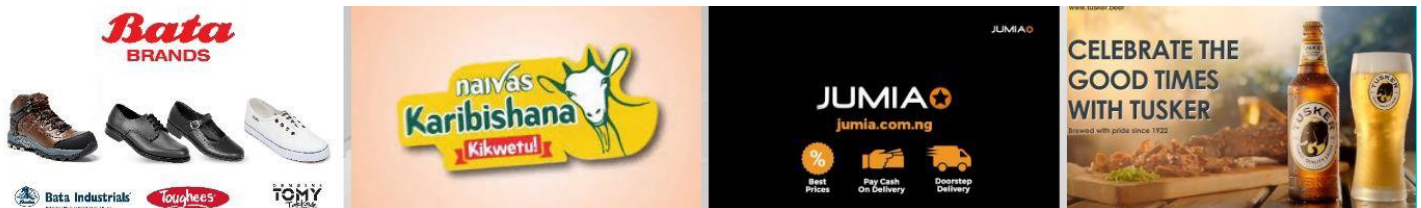


## locations for categorizing, indexing and reference



## Advertisement section

This will be creating a new type of marketing platform by printing advertisements of the sponsoring brands in the county map publication. The map unlike just a normal brochure has added functionality hence retention rates of those receiving it will be very high due to its long- time value added traits as a tool. This advertisement section will also act as a revenue stream for the sustainability of the project. The Department will negotiate with the sponsors to pay for the advertising spaces.



## Link Section

The map QR will be directly linked to the TourKiambu which will take you straight to the corresponding municipality being searched. This is an embedded QR code/link that the map users can use through their gadgets for further online assistance. E.g. site history, hotels and their capacities, farmers markets, industries, emergency services, photo and videos galleries' and online Google maps directions.



QR code example

## Access rights – Different levels

- Chief Officer/Directors – access all sub county data
- Enterprises- including industries and touristic sites and facilities
- Markets through market masters

## Project Deliverables

- 1) Detailed work plan and workflow
- 2) Ongoing reporting
- 3) Inception report
- 4) Monthly progress report
- 5) Monthly quality control report
- 6) Handing over of the APPs, Bar code and website
- 7) Handing over of Physical maps
- 8) Handing over of the data
- 9) Training & capacity building of Department staff
- 10) Maintenance of Apps, Bar code and websites
- 11) Final report and SLA signoff

## Project Duration

The project duration will be up to 6 (six) calendar months.

## Content of EOI Submission

The Department invites eligible applicants ("Firms") to express their interest in providing the

Services.

**Prepared By:**

**C.O Trade, Industries, Tourisms and Investment**

**1<sup>st</sup> March 2021.**

**QUALIFICATIONS OF INTERESTED BIDDERS**

1. Interested bidders shall demonstrate proof of similar assignments (20 mks)
2. Proof of financial capability
  - a) Audited books of accounts for the immediate past 2 years-10mks
  - b) Letter of credit worthiness-10mks
3. Must be a registered company for a period of at least 5 years (attach Incorporation Certificate/Business Registration Certificate-10mks)
4. Valid Tax Compliance-10mks
5. Provide CR12-10mks
6. Declaration that you are not insolvent, in receivership, bankrupt or in the process of being wound up.-10mks
7. Provide a self declaration that they are not debarred from participating in the Public Procurement-10mks
8. Provide certified litigation clearance form.-10mks

## County Government of Kiambu

### B. THE TERMS OF REFERENCE (TOR) FOR OWN SOURCE REVENUE MAPPING.

The County Government of Kiambu is seeking a service provider to conduct mapping exercise on its revenue sources to enhance their potential in order to enhance Own Source Revenue. The County Government of Kiambu has agreed to engage the services of a contractor to undertake the tasks assigned in the Terms of Reference.

#### **Background**

Kiambu County Government is one of the 47 counties promulgated by the Kenya's constitution, 2010 that promotes transparency and accountability in all sectors inclusive of Revenue Management in which it is seeking a service of a mapping provider. The Department is planning to step up in its efforts to improve own source revenue collections in its sources and achieve its set targets for financial independence and creating an enabling business environment. The department's technical officers have engaged in preliminary discussions with various stakeholders in the County on the prospects for implementation of an OSR mapping through its Revenue Enhancement Strategic Paper. While there is a considerable interest from the leadership in the improved performance of OSR revenue, the stakeholders have indicated the need for a clear indication of the areas in which this exercise will add value.

There is therefore, a need to map the current disclosures and enhance the extent to which the department's implementation could address existing gaps in OSR collections. This service is expected to result in a high-level revenue management and the clear mapping of ~~own~~ sources to their maximum possible potential. The other phase is more detailed examination of the highest potential areas for strategic interventions, which will be done by the Department's technical team.

The call for these services provider was triggered by underlying concerns for the County to optimize its OSR within the existing rules of Public Finance Management (PFM)

#### **Objectives**

A contractor will be engaged by the Department of Revenue Management and will have three specific objectives, namely;

1. Identify and map all revenue streams and own source revenue sources (Mapping) in the

County,

2. Evaluate the potential (Income) of all identified and mapped revenue streams and ownsource revenue sources,
3. Geographical Information System (GIS) mapping of key revenue sources, and allow data representation maps.
4. Recommend measures to broaden the County revenue bases and enhance revenue administrative capacity,
5. Make policy recommendations to enhance own source revenue in the County.

## Scope of Work

The mapping exercise seeks to enhance efficiency in collection and administration of OSR in the County through;

No.	Deliverables	Tasks	Timelines
1.	A detailed survey report of the county revenue sources/streams performance and systems of operation	<ol style="list-style-type: none"> <li>1. Performance analysis by source and locality</li> <li>2. Matrix of the current system of operation</li> <li>3. Summary insights</li> <li>4. Recommendations on areas of improvement</li> </ol>	
2.	Data collection from the field and mapping of revenue sources/streams	<ol style="list-style-type: none"> <li>1. Existing streams by source and locality</li> <li>2. Potential streams by source and locality</li> <li>3. Potential investments for revenue generation by locality</li> <li>4. Total revenue potential by all streams/Sources</li> </ol>	
3.	A detailed report on potential areas of improvement on existing streams with strategies of actualization	<ol style="list-style-type: none"> <li>1. Underperforming revenue streams by source and locality</li> <li>2. Reasons for underperformance</li> <li>3. Strategies for collection maximization</li> </ol>	
4.	A detailed report on potential revenue leakages within existing revenue streams and systems	<ol style="list-style-type: none"> <li>1. Ease in reporting</li> <li>2. Efficiency of enforcement</li> <li>3. Efficiency of revenue clerks</li> <li>4. Strategies for curbing leakages</li> </ol>	
5.	A detailed report on untapped resources from the mapping exercise with estimates of potential annual revenue	<ol style="list-style-type: none"> <li>1. Untapped revenue resources</li> <li>2. Strategies of utilization</li> <li>3. Possible annual revenue collections</li> </ol>	
6.	GIS mapping of revenue sources, including data collection and representation of	<ol style="list-style-type: none"> <li>1. County will be broken down into subcounties to allow for data collection points to be mapped out effectively</li> </ol>	



	revenue streams/data on maps.	<p>2. Both structured and unstructured revenue stream points would be documented as well as no points, flow of activities and average transactions of this points</p> <p>3. Mode of data collection can be undertaken both in manual and/or geographic information system Systems (GIS). This integrates hardware, software and data into systems for capturing, managing, analyzing, displaying, and visualizing geographical data.</p>	
7.	Provision of related network infrastructure and internet service for the optimization of the county revenue potential	<p>1. Provide supporting infrastructure to actualize mapping recommendations</p> <p>2. Provide Supporting resources to actualize mapping recommendations</p>	
8.	Strengthening legal and institutional framework (Finance Bill)	<p>1. Review the Finance Bill and give recommendations</p> <p>2. Reforms that improve OSR performance</p>	
9.	Improving the County capacity as a basis for identifying areas which need improvement	<p>1. Identify cross-sectional linkages for sectors collecting on behalf of the Revenue Management Department</p>	
		<p>2. Identify gaps for integration of the mapping findings in the Counties Revenue Management System</p>	
10.	Identify all relevant stakeholders	<p>1. List all relevant stakeholders, their influence and their locality</p>	

11.	A Complete Mapping report	<ol style="list-style-type: none"> <li>1. Implement insights and recommendations from deliverables one to six with conclusions</li> <li>2. Action plan implementation with key deliverables and timelines for revenue potential maximization</li> </ol>	
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## Legal Framework

County Governments need to have a reliable revenue is a key principle of Kenya's Devolution. This is contained in Article 175(b) of the Constitution of Kenya, 2010 which also features political, administrative devolution as well as fiscal decentralization. The constitution defines County Governments funding sources to include;

1. Equitable share of at least 15% percent of most-recently audited revenue raised nationally (Article 202 (1) and article 203(2))
2. Additional conditional and unconditional grants from the National Government's share of revenue (Article 202 (2))
3. Equalization Fund based on half of one percent of revenue raised Nationally (Article 204)
4. ***Local revenue in form of taxes, charges and fees*** and
5. Loans and grants

In line with the above, the Constitution empowers the counties to impose;

1. Property rates
2. Charges for services they provide
3. Entertainment taxes
4. Any other tax or licensing fee authorized by the Act of Parliament.

In providing public services, County Governments are allowed to impose charges for those services. Although the Constitution gives County Governments revenue raising powers, it also obliges them to operate within certain considerations. Counties are prohibited from prejudicing national economic policies, economic activities across county boundaries or the national mobility of good, services, capital or labor.

### Eligibility Requirements`

The Consultant should provide:

1. A copy of a valid trading license/business permit
2. A copy of business registration/ incorporation
3. A copy of valid tax compliance certificate.
4. A copy of CR12 or its equivalent stating information on beneficial ownership issued within the last 12 months before the tender opening date)
5. Company Profile.

## Selection Process

The selection process will be conducted in three stages;

**Stage 1:** Tenders received from organizations that have submitted all required documentation will be reviewed by the evaluation committee. Shortlisted applicants will be notified accordingly.

**Stage 2:** The term of reference (TOR) and request for proposal for the assignment will be shared with shortlisted applicants who will be invited to submit a technical and financial proposal.

**Stage 3:** The technical and financial proposal will be evaluated following the guidelines outlined in the request for proposal.

### **Submission**

The tenders (1 original and 1 copy) should be submitted in a sealed envelope by **12:00pm (East African Time) on 14<sup>th</sup> JULY 2023** in the tender box situated outside the Governor's office reception located in Kiambu County headquarters in Kiambu sub county: marked "Ref: CGK/TRADE/OT/001/2022/2023" addressed to:

**Chief Officer**

**Department of TRADE**

**P.O Box 2344 – 00900 KIAMBU**

Firms or their representatives will be free to attend the Tender opening. Tenders delivered after the closing date and time will be **NOT** be accepted. Contract documents will thereafter be sent to the successful firms with specific Terms of Reference. Shortlisting of qualified firms will be compiled in accordance with the **public procurement and asset disposal act 2015**.

Tenders can also be viewed and downloaded from our website [www.kiambu.go.ke](http://www.kiambu.go.ke) or PPI Portal [www.tender.go.ke](http://www.tender.go.ke) or