

Date: 23rd June 2015

Twaweza East Africa Invites tenders regarding Sauti za Wananchi – Kenya

You are hereby invited to submit tenders for the Sauti za Wananchi Kenya in accordance with this tender documentation. Tender documents need to be delivered in the form specified herein by 17:00 hrs on 9th July 2015 Twaweza reserves the right to reject any and all tenders.

Aidan Eyakuze
Executive Director, Twaweza East Africa

1 Administrative conditions

Contracting authority	Twaweza
Postal address	13784-00800, Nairobi, Kenya
Contact person	Elvis Mushi
Deadline to submit tender	17:00 hrs on 9 th July 2015
Address and marking	The tender <u>must</u> be sealed and addressed to The Contracting Authority. c/o Executive Director, Twaweza School Lane, 22, Westlands P.O Box 13784-00800, Nairobi, Kenya
	The tender envelope <u>must</u> be clearly marked as indicated below: TENDER Sauti za Wananchi, Kenya - 2015
	A soft copy of the tender <u>must</u> also be sent by email to tender@twaweza.org
Tenders submitted by fax	Not allowed
Procurement procedure	Open
Contract period	1 st August 2015 – 31 st December 2015
Questions for clarifications	Contact emushi@twaweza.org by 30 th of June 2015

2 Procurement regulations

2.1 Questions and answers regarding the contract documents

During the procurement process, the contracting authority (Twaweza) is not permitted to discuss documentation, tenders, evaluation or other such matters with tenderers in a manner which favours or disfavors one or more tenderers. Questions regarding contract requirements and clarifications may be directed to Twaweza email emushi@twaweza.org by 30th of June 2015.

2.2 Compulsory requirements

The contract documents, together with the Appendixes, contain a number of compulsory requirements, designated by the underlined word must. In order for a tender to be examined, evaluated and adopted these must requirements have to be satisfied.

2.3 Evaluation of the tenders submitted

Initially, an examination will be made of the must requirements (see sections 3 to 6). Tenderers who satisfy the must requirements are deemed qualified for evaluation. The evaluation criteria are set out in section 7.

2.5 Notice of award

All tenderers will be notified by e-mail of the winning tender as soon as possible after a decision has been made to award the contract. A notice of award does not mean that a binding contract has been entered into between Twaweza and the winning tenderer. A contract is not legally binding until it has been signed by both parties. Twaweza has the right to reject any or all tenders.

3 General tendering conditions

1. Tenders must be prepared based on the conditions indicated, and satisfy the listed requirements.
2. Tenders must contain Contact information about the tenderer
3. The tender and all documentation appended must be drawn up in English and contain the information and documents indicated in this tender documentation.
4. Tenders must be in writing and signed by the tenderer, and must be submitted in one printed copy and one electronic copy on a flash disk (USB drive) or CD.
5. The tender must be submitted as one complete original set. If the tender versions in paper copy and electronic copy differ, the paper copy shall govern. Certificates from the Companies Registration Office and/or Tax Authority, or their equivalents, need not be submitted in digital form.

4 Requirements regarding the tenderer (qualification)

The following requirements must be satisfied:

The tenderer must be in good standing and have fulfilled all required legal obligations regarding registration, licensing and taxation. The tenderer and individuals representing the tenderer must not have been found guilty of any crime related to the exercise of his profession.

A tenderer must append the following documents in a copy to its tender as evidence that the requirements have been satisfied.

- a) A copy of the registration certificate issued by the authorised government agency, provided that an obligation to register exists. In the case of companies in the process of being established, the company must be registered in the company registry at the time the contract is signed.
- b) A business license if applicable

4.1 Financial position

Tenderers must have a stable financial basis. Tenderers must, upon request, submit their most recently adopted (not older than two years) annual financial statements.

4.2 Tenderer's technical and professional capacity

Tenderers must have documented resources, competence and experience to perform projects in the requested areas of expertise. In particular, tenderers must:

- a) have documented resources, knowledge and experience to implement a nationally representative household survey
- b) have demonstrated experience of implementing mobile phone panel surveys
- c) have demonstrated expertise and experience in high-quality data management and quality assurance

The assessment of the tenderer's technical capacity and capability must:

- a) Confirm that the requirements specified above are fulfilled and present a specification of at least two major survey assignments successfully undertaken in Tanzania. The specification shall include: scope of work; start date and completion date; name of client; number of staff months provided by the tenderer; and internet link to the final report.
- b) Present a brief description of the tenderer (facts about the company, competence and capacity, systems for quality assurance of the evaluation process).
- c) Confirm that the resources necessary for the performance of the framework agreement will be at the tenderers disposal. The description must show that the tendering company has the capacity to fulfil the requirements stated in this procurement
- d) Include a description how the tenderer handles quality assurance; the description must show the routines and resources to deliver and maintain quality, and the description must include a plan for replacement of personnel in case of sickness or injury.

Tenderers must offer a team of senior staff and/or consultants with an assigned team leader. The team leader must be a person responsible for the performance and quality of the survey, and must have a very high level of competence within his/her area as per the below requirement:

- a) At least seven years relevant working experience overseeing large surveys, and responsibility for at least five major survey assignments in related topic areas, preferably mobile phone panel surveys.

The team must be staffed by senior persons with university degrees and at least five years professional experience of implementing and overseeing large surveys, which enable the team to have the following combined mix of competence and experience:

- a) Expertise in sampling and sampling design.
- b) Expertise in data collection / fieldwork methodologies, training, and oversight.
- c) Expertise in running a mobile phone panel survey through a call center.
- d) Expertise working in Kenya & fluency in Swahili.
- e) Expertise in data entry, quality assurance, and data cleaning.

Documents that must be enclosed in the tender document are:

- a) Information stating which individuals the tenderer intends to use to carry out the assignments. The persons shall be introduced in an enclosed Curriculum Vitae (CV) which contains name, competence, experience and assignments carried out that show that the requirements regarding team leader and senior consultants have been met.
- b) List of consultants (individuals) offered by the tenderer, summarising how each profile corresponds to the above requirements.
- c) Two letters of reference from clients within past three years who have commissioned similar work to this.

5 Tender price

5.1 Fees and costs

Fees and costs must be given in USD, but including any other taxes and fees, ideally broken down by each key stage of work. VAT should be stated separately where applicable. Note that Twaweza disburses against successful delivery of outputs.

6 Terms of reference

The terms of reference (see Appendix 1) indicate the background and scope and practical arrangements of the assignment.

7 Evaluation

Tenderers who fulfil the requirements set out in sections 3 to 6 will be evaluated as follows:

7.1 Implementation and method

The tender, based on the requirements in the terms of reference, must describe the organisation and method to be used for the assignment. The following criteria will be assessed:

- a) The level of understanding of the assignment in the Kenyan context of conducting nationally representative surveys, particularly mobile phone panel surveys.
- b) The level of organisational experience.
- c) The adequacy of the methods and approaches to be used for the survey.

7.2 Procedures and organisation

The tender must describe the organisation and availability that will be applied for the assignment. The following criteria will be assessed:

- a) The adequacy of internal procedures and routines in place to secure quality of the survey
- b) Clarity and transparency of the distribution of responsibilities in the proposed organisation and team structure, including regarding the interface with Twaweza East Africa

7.3 Qualification and competence

The tender must contain information regarding the qualifications and competence of the persons proposed as required by section 4.2. This information will be evaluated based on the following preferences for both team leader and senior consultants (over and above the required musts in section 4.2):

- a) The level of team leader competence and experience in the assigned areas.
- b) The level of combined team competence and experience of survey methodologies and sampling
- c) The level of combined team competence and experience in fieldwork training, conducting of fieldwork and quality assurance
- d) The level of combined team competence and experience in data entry and cleaning and relevant quality assurance

8 Evaluation of tenders

An internal committee shall assess the tenders. Assessment will be done based on criteria set in the tender document and recommendations made to the Executive Director of Twaweza.

The Executive Director may:

- Approve the selected bidder
- Reject and order re-assessment
- Reject all bids and order re-tendering.

Outcome of the assessment is expected to be communicated by July 20th, 2015.

Twaweza / Sauti za Wananchi Kenya – 2015**Mobile Phone Panel Survey****Request for proposals****1. Background**

Twaweza's Sauti za Wananchi (Voices of the Citizens) is Africa's first nationally representative mobile phone survey. Scarcity of data is a challenge across the continent and Sauti za Wananchi aims to address this gap and collect survey data quickly and efficiently at low cost. After three successful years in Tanzania, the initiative is expanding to Kenya for the first time. As in Tanzania, Sauti za Wananchi – Kenya will use mobile phones to regularly collect information from a broad cross-section of Kenyan citizens. This data will then be released publicly and to the media, both in its raw form and via a series of high-visibility policy briefs.

Sauti za Wananchi has two phases: the first consists of a standard household survey with face-to-face interviews. A representative sample of 2,000 adult Kenyans is randomly selected. During the baseline roll-out, mobile phones and solar chargers are distributed to all respondents. This ensures a representative sample that is not biased by previous mobile phone ownership (something that typically skews towards the wealthy). In the second phase, respondents are interviewed once or twice a month using their new phones. The initiative has been operating in Tanzania since 2012, and will be introduced in Kenya in 2015. It will expand further into Uganda in 2016.

The strength of Sauti za Wananchi lies in its ability to address the empirical gap left by traditional, infrequently-administered field-based surveys. These include surveys like the Kenyan National Bureau of Statistics' Kenya Demographic and Health Survey (KDHS), or the Kenya National Household Survey. These surveys are often implemented annually and exhibit a significant turnaround time between data collection and the public release of the cleaned datasets (for example, several months or even several years). In these cases, the surveys are large-scale (with sample sizes of more than 5,000 households) and the data quality is high and rigorously monitored. However, they provide, at best, an infrequent snapshot of certain fundamental statistics. Due to their size and scope, they are also expensive.

For Kenyan policymakers, these large-scale, field-based surveys are neither frequent enough nor specific enough in their questions to be used on a continuous basis. Yet it is crucial that the Kenyan government dialogues effectively with its citizens: Sauti za Wananchi aims to provide this opportunity.. By combining the statistical rigor and national representativeness of traditional, field-based surveys, with the flexibility and frequency of a highly adaptable mobile phone survey platform, Sauti za Wananchi will allow Kenyans to talk to their government about the important issues of the day.

After three successful years, Sauti za Wananchi aims to continue its strong data collection, analysis and reporting practices in 2015 by moving into a new country. This note explains the overall theory for Sauti za Wananchi in Kenya, as well as the planned activities there in 2015.

2. Scope of Work

Twaweza is looking for a competent and reputable organization which can implement the following activities related to Sauti za Wananchi in Kenya.

Task 1: Undertake a field-based baseline survey for the random sample of 2,000 households in enumeration areas (EAs) sampled by Twaweza. Specifically, to:

1. Collect baseline data in a sample of 200 EAs, including those with and without mobile phone network coverage; EAs without network coverage have to be replaced by EAs with network coverage and the baseline is administered in the replacement EAs as well. Based on experience around 20 EAs will be replaced.
2. In each of the EAs randomly selected by Twaweza, convene a community meeting to explain the Sauti za Wananchi idea before drawing a sample of households.
3. For each EA, conduct a full listing of all households in that EA, using a map provided by the KNBS. Randomly select 12 households (10 Sauti za Wananchi respondents + two reserve households) and one Citizen Monitor (sampled purposively) for participation in the survey.
4. For each household, randomly select the respondent using a Kish grid. Confirm participation using the Sauti consent form, both for the respondent and for head of household.
5. For each household, collect information on the preferred interview time for each household.
6. For each EA, identify the head of primary school attended by most children in the EA and enrol him/her in the survey. Randomly select two teachers from the school as well to participate in survey.
7. For each EA, identify the head of the health facility used by most households in the community and enrol him/her in the survey.
8. For each EA, purposively select a Citizen Monitor (outside the randomly drawn sample), according to a criteria provided by Twaweza. Train the Citizen Monitor on a range of tasks to be carried out periodically. Some of the tasks include:
 - a. Following up on selected respondents to participate.
 - b. Monitoring prices in the local community, as well as service provision at water points, schools, health facilities and community offices.
 - c. Undertake any other lawful monitoring exercise on the ground
9. Organize the selected respondents from each EA into a group and conduct a group training on: how to use the phone, recharging the phone, expected incentives from Twaweza and the SzW call center follow-up.
10. Train respondents for the follow-up monthly mobile phone surveys on the following tasks:
 - a. Their rights and consent (including data privacy).
 - b. How to answer the questions.
 - c. Keeping phones charged.
 - d. Providing update of phone number in case of change.
11. For each respondent (households, Citizen Monitors, health facility and school staff), visit them at their dwelling or place of work and conduct a baseline survey.
12. Distribute incentives during the baseline and explain the terms of the agreements. Three types of incentives will be offered during baseline:
 - a. Phone handsets
 - b. Solar chargers
 - c. Start-up airtime

13. Collect additional phone numbers and contact information from respondents, relatives, neighbours, and other relevant parties that may be useful for tracking respondents that drop out of the survey.
14. Produce a report on baseline survey fieldwork and include recommendations to be taken into account during follow-up surveys.

Task 2: Run call rounds for the first Sauti za Wananchi samples of 2,000 households, 600 Head teachers & teachers, 200 Citizen Monitors and 200 heads of health facilities for an initial duration of 3 Months in 2015 and thereafter annually, renewable at the end of each calendar year for the duration of the sample life (expected to be 3 years). In 2015, we will undertake the following data collection rounds; 5 household call rounds, 1 school call round, 1 health facility call round and 1 citizen monitor call round.

For each of the data collection rounds mentioned above, the research firm is expected to:

1. Review and translate call round survey instruments provided by Twaweza and submit the final English and Swahili survey instruments back to Twaweza staff.
2. Run an efficient call center able to deliver responses for all currently active respondents in the sample in 168 hours (seven days), whereby 20-25 questions (15-20 minute call) are relayed to the call center by Twaweza and a complete data set is provided to Twaweza in Stata format within two weeks of receipt of questionnaire from Twaweza.
3. Run a call round to deliver responses from the 1st panel's target respondents and the citizen Monitors.
4. Account for non-response (if any) at the call center.
5. Train the call center team on survey background and phone etiquette to ensure a smooth, high-quality interview experience.
6. Build a motivated workforce, able to do consistency checks and to identify data quality problems at every survey round.
7. Inspect and submit quality data (including information on attrition and non-response), and ensure robust quality assurance practices are in place.
8. Punctually remunerate the workforce in the call center according to a fair and reasonable living wage.
9. Remunerate respondents by providing them phone credit in a timely manner following the successful completion of each interview. Send out a clearly worded text message to respondents indicating that the airtime will be sent by Twaweza just before sending out the airtime (note: the communication is as important as the airtime itself).
10. In cooperation with Twaweza staff, develop and implement effective strategies to minimize attrition during call rounds interviews.
11. If issues with survey attrition arise, implement measures to track lost participants and/or replace them with new ones.
12. Provide Twaweza staff with a full report after each call round on how many respondents participated, how many did not (attrition), and reasons for not participating.
13. Work within Twaweza data quality standards, relating to the consistent coding of numerical variables.

For more details on Sauti za Wananchi, refer to the concept note (Annex 1) and the SzW approach paper¹.

3. Request for proposals

Interested parties/organizations are expected to send in a full (max 25 pages) project proposal by e-mail to tender@twaweza.org by 17:00 hrs on 9th July 2015. In case you have questions for clarification contact Elvis Mushi, the Sauti za Wananchi, Regional Manager at Twaweza: emushi@twaweza.org

The proposal must contain:

1. Expression of Interest.
2. Technical proposal explaining the approach, with discussion of issues such as quality control, how to deal with non-response/attrition, ability to operate a call center and remunerate respondents with airtime or otherwise. Particular favor will be shown to proposals that have plausible strategies for the minimization of non-response, as well as robust data quality assurance measures.
3. Names and CVs of team leader and all team members.
4. Financial proposal (budget) by component (baseline survey and call rounds). Provide a breakdown budget for each the components (in USD).
5. Information stating which individuals the tenderer intends to use to carry out the assignments. The persons shall be introduced in an enclosed Curriculum Vitae (CV) which contains name, competence, experience and assignments carried out that show that the requirements regarding team leader and senior consultants have been met.
6. List of consultants (individuals) offered by the tenderer, summarising how each profile corresponds to the above requirements.
7. Two letters of reference from clients within past three years who have commissioned similar work to this.
8. Evidence of qualifications, relevant work experience and ability to operate a call center or, if not experienced, how you will set up and manage this component.

Selection will take place based on price, quality of the proposals and demonstration of relevant work experience in implementing similar projects. It is expected that the winning bid will begin survey operations in 1st August 2015. Upon successful completion of the first year of mobile data collection the contract may be extended based on mutual agreement between Twaweza and the Contracted firm.

¹ <http://www.twaweza.org/uploads/files/SzW%20Approach%20Paper%20FINAL.pdf>

4. Timelines

Activity	Date
Request for proposal (to select data collection firm) out	June-July 2015
Deadline for proposal submission	9 th July 2015
Selection of data collection firm	July 2015
Contract finalized	July 2015
Baseline survey for first SzW Kenya sample	Aug-Oct 2015
Call rounds – second panel	Oct - Dec 2015

Table 1: Timeline for management of Sauti za Wananchi's 2015 Kenya operations.

Annex 1

Twaweza/ Sauti za Wananchi – Kenya 2015 / Concept Note

1. Background

Twaweza's Sauti za Wananchi (Voices of the Citizens) is Africa's first nationally representative mobile phone survey. Following the first iteration of the project in Tanzania, the initiative will use mobile phones to regularly collect information from a broad cross-section of Kenyan citizens. Scarcity of data is a challenge across the continent and Sauti za Wananchi aims to address this gap and collect survey data quickly and efficiently, at low cost. It is the first of its kind in Africa.

Sauti za Wananchi has two phases: the first consists of a standard household survey with face-to-face interviews. A representative sample of 2,000 respondents across Kenya is randomly selected. During the baseline roll-out, mobile phones and solar chargers are distributed to respondents. This ensures a representative sample that is not biased by previous mobile phone ownership (something that typically skews towards the wealthy). In the second phase, respondents are interviewed once or twice a month using their new phones. The initiative is currently in its second phase in Tanzania (meaning, the initial panel has been dropped and a new sample has been selected). In 2015, Sauti za Wananchi will launch in Kenya.

The strength of Sauti za Wananchi lies in its ability to address the empirical gap left by traditional, infrequently-administered field-based surveys. These include surveys like the Kenyan National Bureau of Statistics' Kenya Demographic and Health Survey (KDHS), or the Kenya National Household Survey. These surveys are often implemented annually and exhibit a significant turnaround time between data collection and the public release of the cleaned datasets (for example, several months or even several years).

In these cases, the surveys are large-scale (with sample sizes of more than 5,000 households) and the data quality is high and rigorously monitored. However, they provide, at best, an infrequent snapshot of certain fundamental statistics. Due to their size and scope, they are also expensive.

For Kenyan policymakers, these large-scale, field-based surveys are neither frequent enough nor specific enough in their questions to be used on a continuous basis. Yet it is crucial that the Kenyan government can dialogue effectively with its citizens: Sauti za Wananchi is one such means of communication. By combining the statistical rigor and national representativeness of traditional, field-based surveys, with the flexibility and frequency of a highly adaptable mobile phone platform, Sauti za Wananchi can let Kenyans speak back to their government about important issues of the day.

After three successful years, Sauti za Wananchi aims to continue its strong data collection, analysis and reporting practices in 2015 by moving into a new country. This concept note will explain the overall theory for Sauti za Wananchi in Kenya, as well as the planned activities there in 2015.

2. Sauti za Wananchi (Kenya) 2015 plan

The year 2015 will see an expansion of the Sauti za Wananchi survey, reflecting its successes and lessons learned in Tanzania since 2012.

2.1 Baseline survey (Q2)

Sample selection of the Kenyan panel will follow the template of the 2012 and 2015 processes in Tanzania. Fieldwork on the baseline survey will begin in the third quarter of 2015. Sampling will follow the same procedure as in Tanzania: first, enumeration areas (EAs) will be randomly sampled from throughout the country, stratifying by urban and rural areas. This will be done in conjunction with the Kenya National Bureau of Statistics, and follow the Kenyan census's sampling methodology.

Sauti za Wananchi will draw a sample of 2000 households in 200 enumeration areas (EAs) which provided estimates at standard statistical precision levels (EAs will be our Primary Sampling Units or PSUs). Sample size calculations show that with 10 households per EA, a sample of 200 EAs is sufficient for a confidence interval of +/- 5 percentage points. A population of 200 EAs allows for sub-group analysis and safeguards the survey's statistical precision given that attrition (i.e. drop-outs) is expected in a phone panel survey.

During the baseline survey, field teams will visit each EA and complete a full listing of all households in the EA. They will invite all households in the community to participate in a community sensitization meeting; this will introduce the survey and Twaweza (see Section 5.6 for more details).

From the full list of households, they will randomly select twelve households – ten to be the main Sauti za Wananchi respondents, and two to act as reserve households (to be called if and when any of the original ten drop out).

One of the 10 main Sauti za Wananchi respondents household will be elected as the "Group Facilitator" for the others. The Group facilitator will assist the call center staff in locating any of the other respondents during the monthly rounds. He or she will also mobilize the other respondents in the event that they will be asked to undertake a group activity.

Individual respondents will be randomly selected from within households, using a Kish grid². This ensures a balanced sample which, when scaled up, will be nationally representative of the entire population of Kenya.

Further to that, in each enumeration area, the team will purposively identify a citizen monitor according to criteria which will be developed by Twaweza. The citizen monitor will undertake the following tasks: monitoring public service provision in the community, monitoring a set of pricing data, sharing the data with the call centre and assisting the Group Leader in locating respondents. The citizen monitors will receive a slightly higher incentive for undertaking their monthly task(s).

As in Tanzania, mobile phones and solar chargers will be distributed to all participating respondents.

3.2.2 CATI rounds

² More information on Kish grids: https://en.wikipedia.org/wiki/Kish_grid

Once the new sample is established, they will begin the series of monthly call rounds. There will be up to 5 household, 1 health facility, 1 citizen monitoring and 1 school CATI³ call rounds in 2015.

4. 2015 topics

Topics for Sauti za Wananchi are selected to address several needs: first, topics directly related to Twaweza's core mission are included (e.g. education, health, citizen agency). Second, topics which have been explored in previous Sauti za Wananchi rounds in Tanzania are selected to enable tracking over time. Third, topics related to ongoing current events in Kenya are explored.

A fourth method of selecting topics for Sauti za Wananchi in 2015 will be to allow some flexibility via open rounds and third party-only rounds. These will allow the Sauti za Wananchi survey platform to remain a public good by providing not only a series of monthly datasets to the public but also access to the platform itself for third party organizations to design and administer their own surveys. This was done in the past, in Tanzania, with organizations such as the World Bank, Society for International Development (SID), International Law and Policy Institute (ILPI) and the Ministry of Education and Vocational Training.

Table 2 lists the specific topics currently slated for 2015.

Round	Topic	Month
1	Security	October
2	Devolution	November
3	Teacher Motivation / School Leadership	November
4	Political Poll	December
5	Joint Round	January

Table 1: Topics currently slated (as of May 2015) for the 2015 Sauti za Wananchi Kenya panel survey.

5. Quality control

The value of Sauti za Wananchi is directly related to the quality of its data. Ensuring this high quality is thus a crucial aspect of any work plan. In setting up Sauti za Wananchi, we have the advantage of having accumulated several years of experience in managing, cleaning and analysing this data for Tanzania. There are a number of data quality issues we can begin implementing to ensure Sauti za Wananchi Kenya data is high quality, especially given the significant changes (new panel, new country).

5.0 Standardizing questionnaire design and scripting

Well-designed questionnaires and CATI scripts improve efficiency down the line by saving analyst time during data cleaning. Numerical codes will be used as much as possible; text-based answers will be grouped into numerical categories. Open-ended text-based questions will be reduced, as such question

³ Computer Assisted Telephone Interviewing.

types are of limited use in quantitative analysis. Answer codes for standard responses will be pre-set for all rounds as follows:

<i>Yes</i>	<i>1</i>
<i>No</i>	<i>0</i>
<i>Other (specify)</i>	<i>-777</i>
<i>Don't know</i>	<i>-888</i>
<i>No response</i>	<i>-999</i>

5.1 Transparency of analysis

For transparency and replicability, data analysis will continue to be done in Stata, using a standardized set of Stata .do files.

5.2 Independent back checks

Since 2012, data collection has been outsourced to research partner (firm). The research partner has managed both the field-based surveying, as well as the CATI rounds. While Twaweza staff work closely with the research house in designing the questionnaires, training of enumerators, and ensuring a clean dataset is produced in the end, there is still scope for closer scrutiny of the work. In particular, third-party back checks should be conducted of 10% of the called sample. The 10% will be randomly selected every three rounds, to avoid respondent fatigue and possible annoyance bias.

Back checks would include a subset of questions which had previously been asked by the callers. Questions which are time-invariant and unlikely to change much would be selected, to ensure a good comparison can be made. These back checks would thus check whether the call center staff adequately conducted the call, and whether data quality is being maintained.

If back check data is compared with data received from the research partner and the rate of discrepancy is more than 2%, then actions could be taken, including: issuing a warning to the research partner, reducing the invoice payment amount, asking the research partner to conduct the call round again, and so on.

5.3 Silent recording of conversations

Silent recording involves identifying a number of questions in the questionnaire and programming the call center data capturing system to capture the conversation when the interviewer gets to that particular question. This has been seen to work in a number of mobile data collection (MDC) applications, such as dooblo⁴ and SurveyCTO⁵. Call recordings can be used as quality control. Recordings

⁴ <http://www.dooblo.net/>

⁵ <http://www.surveyccto.com/>

will be linked to unique household numbers (UHNs), and will be randomized over sections/questions within the survey.

5.4 Call center monitoring

In line with 5.3, a standard form of quality control would be monitoring the call center activities. This would be in line with monitoring of enumerators during field-based surveys. It would ensure

5.6 Community sensitization meetings

During the first panel of Sauti za Wananchi Tanzania, we learned that many respondents associated Sauti data collection (and, especially, phone distribution) with Freemasonry. Despite ongoing assurances that Twaweza is a non-religious, non-partisan institution, unaffiliated with any Free Mason organization, this belief persisted and affected Sauti za Wananchi activities well into the third year.

In order to pre-emptively counteract beliefs such as the above, community sensitization meetings will be held in all randomly selected EAs in Kenya during the selection of the second panel. These meetings will be open to the public, and all community members will be invited. They will be conducted before random selection of households has taken place. This community-wide sensitization meeting will inform all households in the community about Twaweza's origins and intents. Twaweza will provide popular booklets to be distributed during the community sensitization meeting.

7. Data access

Releasing Sauti za Wananchi data to the public in a timely and consistent manner is an integral part of the work plan, and has been since 2012 in Tanzania. This addresses Twaweza's commitment to openness, transparency and encouraging dialogue. In the past, Sauti za Wananchi data was typically released in Stata format (.dta files), with an accompanying meta-data document in Excel and the questionnaire in PDF. Stata is proprietary software and thus releasing data in this way necessarily limited its users – mostly to academic markets in the US and Europe (where Stata is commonly available on university campuses).

In order to expand the scope of Sauti za Wananchi's data publication, data will now be published in an open source format as well (.csv). This will allow users of any statistical analysis software (both proprietary, such as Stata, SPSS or SAS, and open source, such as R and Python) to use the data.