

**Twaweza East Africa**  
**Invites tenders for conducting Mobile Phone**  
**panel for**  
**Sauti za Wananchi – Uganda**

Twaweza works to enable children to learn, citizens to engage and governments to be more open and responsive to citizen needs in Tanzania, Kenya and Uganda. One of the initiative undertaken at Twaweza to support effective public and policy engagement is Sauti za Wananchi (Voices of Citizens).

You are hereby invited to submit a tender for conducting Twaweza's mobile phone panel the Sauti za Wananchi Uganda in accordance with this tender documentation. Tender documents need to be delivered in the form specified herein by 17:00 hrs on 18<sup>th</sup> April 2017. Twaweza reserves the right to reject any and all tenders.

## 1. Administrative conditions

Contracting authority	Twaweza
Postal address	40163, Kampala
Contact person	Wahab Muhumuza
Deadline to submit tender	17:00 hrs on 18 <sup>th</sup> April 2017
Address and marking	The tender <u>must</u> be <b>sealed</b> and addressed to The Contracting Authority. c/o Executive Director, Twaweza Plot 77 Suwara Rd, Naguru Go Down P.O Box 40163, Kampala, Uganda
	The tender envelope <u>must</u> be <b>clearly marked</b> as indicated below: TENDER Sauti za Wananchi, Uganda - 2017
	A soft copy of the tender <u>must</u> also be sent by email to <a href="mailto:tender@twaweza.org">tender@twaweza.org</a>
Tenders submitted by fax	Not allowed
Procurement procedure	Open
Contract period	5 <sup>th</sup> May 2017- 30 <sup>st</sup> September 2020
Questions for clarifications	Contact <a href="mailto:tender@twaweza.org">tender@twaweza.org</a> copy <a href="mailto:info@twaweza.org">info@twaweza.org</a> , <a href="mailto:momengo@twaweza.org">momengo@twaweza.org</a> , by 11 <sup>th</sup> of April 2017

## 2. Tender Instructions:

### 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 through the email provided above before 11<sup>th</sup> April 2017.

### 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.

### 2.4 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 agreement 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

- a) Tenders must be prepared based on the conditions indicated, and satisfy the listed requirements.
- b) Tenders must contain Contact information about the tenderer
- c) The tender and all documentation appended must be drawn up in English and contain the information and documents indicated in this tender documentation.
- d) Tenders must be in writing and signed by the tenderer, and must be submitted in one printed copy and one electronic copy.
- e) 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 Uganda. 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 Uganda & fluency in English and other main local languages.
- 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 Uganda 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 2.2. 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 2.2):

- 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 2<sup>nd</sup> May 2017

Aidan Eyakuze

Executive Director, Twaweza East Africa

# **Twaweza / Sauti za Wananchi Uganda – 2017**

## **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. The initiative uses mobile phones to regularly collect information from a broad cross-section of citizens. This data is then released publicly and to the media, both in its raw form and via a series of high-visibility policy briefs. Sauti za Wananchi program recognize that scarcity of data is a challenge across the continent and aims to address this gap and collect survey data quickly and in time.

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 from all over the country 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 strength of the program lies in its ability to address the empirical gap left by traditional, infrequently-administered field-based surveys. These include surveys like the National Bureau of Statistics surveys; Demographic and Health Surveys, which are implemented annually and exhibit significant turnaround time between data collection and the public release of the cleaned datasets. Other examples include internationally-administered surveys such as the World Bank's Demographic and Health Surveys, economic surveys amongst others. Though these surveys are large-scale (with sample sizes of more than 5,000 households) and the data quality is high and rigorously monitored, they provide, at best, an infrequent snapshot of certain fundamental statistics.

For any policymakers (Uganda included), these large-scale, field-based surveys are neither frequent enough nor specific enough based on given occasion to be used on a continuous basis. Since it is essential that Uganda government and policies makers dialogue effectively with its citizens and also provide citizens with opportunity for their voices to be included in public debates and development: 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 Ugandans speak back to their government about important issues and experiences of their lives and public services.

After four successful years in Tanzania and one year in Kenya, Sauti za Wananchi aims to continue its strong data collection, analysis and reporting practices into Uganda. This concept note will explain the overall theory for Sauti za Wananchi in Uganda, as well as the planned activities in 2017.

## 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 Uganda.

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

1. Make a courtesy call to the local authorities and inform them of your presence in the respective randomly selected (at least 200) EAs (list of EAs and Maps will be provided by Twaweza).
2. Establish EAs with proper mobile network coverage (detail process of establishing network will be provided). EAs without network coverage will be replaced by EAs with network coverage and the baseline will be administered in the replaced EAs as well. Based on experience in Tanzania and Kenya, around 20 EAs may be replaced due to no mobile network coverage by:-
3. Collect baseline data in the random sample of 200 EAs, including those with and without mobile phone network coverage by;
  - Establishing EA boundaries of the original 200 and replacement enumeration areas (EAs) which will be provided by Twaweza; including the EAs maps.
  - For each EA (with no network), conduct a full listing of all households in that EA. Randomly select 10 households after which you will random select respondent using Kish grid (detail process of selection households and respondents will be provided). Do baseline interviews with the randomly selected respondents, in case of replacement; detailed process of respondent's replacement will be provided.
  - In each of the EAs (with network), convene a community meeting which will have local leaders and citizens of the respective EA, to explain the Sauti za Wananchi idea before drawing a sample of households.
  - For each EA(with network), conduct a full listing of all households in that EA. Randomly select 12 households (10 Sauti za Wananchi respondents + two reserve households) and one Citizen Monitor (sampled purposively) for participation in the survey (detailed process of selection households and citizen monitor will be provided)
  - For each household (in EAs with network), randomly select the respondent using a Kish grid. Confirm participation using the Sauti consent form, both for the respondent and for head of household (detail process of selection respondents and consents forms will be provided)
  - Do baseline interviews with the randomly selected respondents, in case of replacement; detailed process of respondent's replacement will be provided.
  - For each EA (with network) you will also, identify the school attended by most children in the EA and enroll head teacher in the program with a short 15 minutes questionnaire. You will also randomly select two teachers from the school as well. The school will be called at least twice a year.
4. For each EA (with network), as mentioned above you will purposively select a Citizen Monitor (outside the randomly drawn sample), according to some criteria provided by Twaweza. Train the Citizen Monitor on a range of tasks to be carried out periodically. Some of the tasks include:

- Following up on selected respondents to participate.
  - Monitoring prices in the local community, as well as service provision at water points, schools, health facilities and community offices. expected to be done twice a year
5. Organize the selected respondents from each EA into a group and conduct a group training on: SIM registration, recharging the phone, how to use the phone, expected incentives from Twaweza and the SzW call center follow-up.
  6. Train respondents for the follow-up monthly mobile phone surveys on the following tasks:
    - Their rights and consent (including data privacy).
    - How to answer the questions.
    - Keeping phones charged.
    - Providing update of phone number in case of change.
  7. For each respondent (households, Citizen Monitors, and school staff), visit them at their dwelling or place of work and conduct a baseline survey.
  8. Distribute incentives during the baseline and explain the terms of the agreements. Two types of incentives will be offered during baseline:
    - Phone handsets
    - Solar chargers
  9. Collect additional phone numbers and contact information from respondents, relatives, neighbors, and other relevant parties that may be useful for tracking respondents that may drop out of the survey.
  10. 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 sample of 2,000 households, at least 450 (teachers; head teacher included; sample depend on the baseline sample. max 600) and 200 citizen monitors for an initial duration of 5 months (excluding “preliminaries” rounds) in 2017 year and thereafter annually, renewable after relevant discussion and agreement between the parties at the end of each calendar year for the duration of the sample life (expected to be 2-3 years).**

Specifically In 2017, we will undertake the following data collection rounds; a total 5 rounds (3 household call rounds [2 “preliminaries rounds”- will be costed as a normal round]) , 1 school 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 (where relevant/if necessary) call round survey questionnaires provided by Twaweza and submit the final English and (any other recommended local language/s) survey instruments back to Twaweza.
2. Script and pilot the final approved questionnaire and share pilot data and feedback.
3. Run an efficient call center able to deliver responses for all currently active respondents in the sample within 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.
4. Run a call round to deliver responses from the 1<sup>st</sup> panel’s Citizen Monitors, and school officials.
5. Account for non-response (if any) at the call center.

6. Train the call center team on survey background and phone etiquette to ensure a smooth, high-quality interview experience.
7. Build a motivated workforce, able to do consistency checks and to identify data quality problems at every survey round.
8. Inspect and submit quality data (including information on attrition and non-response), and ensure robust quality assurance practices are in place.
9. Punctually remunerate the workforce in the call center according to a fair and reasonable living wage.
10. Motivate the survey respondents by providing them with 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).
11. In cooperation with Twaweza, develop and implement effective strategies to minimize attrition during call rounds/interviews this include doing annual courtesy revisit to the respondents households and also visiting enumeration areas which are problematic ie has high attrition and low response rate in the course of 4 straight call rounds.
12. If attrition issues arise, implement measures to track lost participants and/or replace them with new ones.
13. 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.
14. 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 paper<sup>1</sup>.**

### **3. Request for proposals**

Interested parties/organizations are expected to send in a full (max 20 pages) project proposal by e-mail to [tender@twaweza.org](mailto:tender@twaweza.org) by close of business on Friday 18th April 2017. In case you have questions for clarification contact Melania on [momengo@twaweza.org](mailto:momengo@twaweza.org) or Mary Goretti on [gnakabugo@twaweza.org](mailto:gnakabugo@twaweza.org) by 17:00 hours on Tuesday 11<sup>th</sup> April 2017.

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.

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

4. Financial proposal (budget) by component (baseline survey and call rounds). Provide a breakdown budget for each of the components. Financial proposal should include all applicable taxes.
5. 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 and quality, and demonstration of relevant work experience in implementing similar projects. It is expected that the winning bid will begin survey operations in May 2017. 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.

#### 4. Timelines

Activity	Date
Request for proposal (to select data collection firm) out	6 <sup>th</sup> April 2017
Deadline for incoming proposals	18 <sup>th</sup> April 2017
Selection of data collection firm	28 <sup>th</sup> April 2017
Contract finalized	5 <sup>th</sup> May 2017
Baseline survey for first SzW Uganda sample	May - August 2017
Call rounds – second panel	September - Dec 2017

**Table 1:** Timeline for management of Sauti za Wananchi's 2017 Uganda operations.

## **Annex 1: Sauti za Wananchi – Uganda 2017 / Concept Note**

The year 2017 will see an expansion of the Sauti za Wananchi survey to Uganda, reflecting its successes and lessons learned in Tanzania and Kenya since 2012 and 2015 respectively.

### **1. Baseline survey (sampling)**

Sample selection of the baseline panel for Uganda will follow the template of the 2015 process in Tanzania and Kenya. Fieldwork on the baseline survey will begin in the second quarter of 2017. Sampling will follow the same procedure as in Tanzania and Kenya: 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 Uganda Bureau of Statistics (UBoS).

Two hundred enumeration areas (EAs) will be selected – updated according to the most recent UBoS Census. In the 200 randomly selected EAs, Sauti za Wananchi will draw a sample of 2000 households which provides estimate 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 (as per a reporting domain) and safeguards the survey's statistical precision given that attrition (i.e. drop-outs) is expected in a phone panel survey. The original 200 selected sampled EA are attached in the excel documents

During the baseline survey, field teams will visit each EA, establish the EA boundary 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.

From the full list of households, they will randomly select twelve households – ten to be Sauti za Wananchi respondents, and two to act as reserve households (to be called if and when any of the original ten drop out). Individual respondents will be randomly selected from within households, using a Kish grid<sup>2</sup>. This ensures a balanced sample which, when scaled up, will be nationally representative of the entire population of Uganda.

One respondent (amongst the original ten) will also become the “Group facilitator” for the other nine; this will include assisting Dar es Salaam-based 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.

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) to compensate for transport and not as payment.

As per preceding baseline surveys, mobile phones and solar chargers will be distributed to all participating respondents.

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<sup>2</sup> More information on Kish grids: [https://en.wikipedia.org/wiki/Kish\\_grid](https://en.wikipedia.org/wiki/Kish_grid)

## **2. CATI rounds**

Once the new sample is established, they will begin the series of monthly call rounds. There will be about 5 CATI household call rounds (as discussed above), 1 citizen monitoring and 1 school CATI<sup>3</sup> call rounds in 2015 in 2017.

## **3. 2017 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, water; citizen participation and access to information etc). Second, topics which have been explored in previous Sauti za Wananchi rounds are selected to enable tracking over time. Third, topics related to ongoing current events are explored.

A fourth method of selecting topics for Sauti za Wananchi is through what we call third party-only rounds. This allows 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 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 in Tanzania.

Table 2:- lists of some of the topics covered by Sauti za Wananchi (SzW).

<b>Round</b>	<b>Topic</b>	<b>SzW Panel</b>
<b>1</b>	Draft Constitution / Referendum	1st (2012-2015)
<b>2</b>	Security and safety	1st (2012-2015)
<b>3</b>	Natural Resources, agriculture and land issues	1st (2012-2015)
<b>4</b>	Freedom and access to Information	1st (2012-2015)
<b>5</b>	Health	1st (2012-2015)
<b>6</b>	Education	1st (2012-2015)
<b>9</b>	Voter Knowledge / Leadership Choices	2nd (2015-2017)
<b>10</b>	Responsive Authorities	2nd (2015-2017)
<b>11</b>	Water and sanitation	2nd (2015-2017)
<b>13</b>	Political Poll	2nd (2015-2017)
<b>16</b>	Teacher Motivation / School Management	2nd (2015-2017)
<b>17</b>	Expectation and performance of public official/government	2nd (2015-2017)

## **4. Quality control**

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<sup>3</sup> Computer Assisted Telephone Interviewing.

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. For Uganda, we have the advantage of having accumulated several years of experience in managing, cleaning and analyzing this data. There are a number of data quality issues we can begin implementing to ensure Sauti za Wananchi data remains high quality throughout the year, especially given the significant changes (new panel, new country).

#### **4.1 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 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>

#### **4.2 Transparency of analysis**

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

#### **4.3 Independent back checks**

Since 2012, data collection has been outsourced to a 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.

#### ***4.4 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 dooblo<sup>4</sup> and SurveyCTO<sup>5</sup>. Call recordings can be used as quality control. Recordings will be linked to unique household numbers (UHNs), and will be randomized over sections/questions within the survey.

#### ***4.5 Call center monitoring***

In line with 4.3, 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 high quality data is delivered to Twaweza.

#### ***4.6 Improving our relationship with the respondents***

Based on the feedback provided by the Sauti za Wananchi respondents during the revisit exercises (November 2014; January 2015 and December 2016 for Tanzania and July 2016 for Kenya), there seems to be a weakness in the management of our relationship with respondents. Some of the gaps that were outlined and need to be fixed include:

- Some of the callers are promising to fix community issues in the Sauti za Wananchi EAs.
- Different numbers send respondents their airtime incentive – leading to confusion.
- No alerts when airtime is sent to the respondent phone, leading to confusion – respondents are often unaware the airtime has been transferred.
- Different numbers call the respondents.
- Different callers call the respondents (rather than callers repeatedly calling the same households).
- Failure to provide the respondents with frequent feedback on how their results have been used.

All the issues outlined above have to be looked into carefully and a decision has to be made on the way forward for each. Fixing some of these problems will improve our relationship with the respondents as well as reduce possible responses for attrition.

#### ***4.7 Community sensitization meetings***

During the first panel of Sauti za Wananchi, 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

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<sup>4</sup> <http://www.dooblo.net/>

<sup>5</sup> <http://www.surveycto.com/>

Mason organization, this belief persisted and affected Sauti za Wananchi activities in both Tanzania and Kenya.

In order to preemptively counteract this belief, community sensitization meetings will be held in all randomly selected EAs during the selection of the 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. Field observations found that the Free Mason fear has largely acted via non-selected households influencing selected Sauti za Wananchi respondents. Thus, this community-wide sensitization meeting will inform all households in the community about Twaweza's origins and intents.

## **5. Data access**

Releasing Sauti za Wananchi data to the public in a timely and consistent manner is an integral part of the work plan. 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) to use the data.