

Twaweza

“Wananchi Survey” using Mobile Phones

Request for proposals

1.0 Background

Information about the activities, preferences and aspirations, opinions, experiences and welfare of citizens in Tanzania is collected mostly through large scale household surveys. These surveys are costly and, for that reason, are implemented infrequently. This limits the ability of citizens to monitor change and reduces their ability to hold authorities to account. It also limits the incentives for authorities to adjust their actions in light of the survey findings.

The mission of Twaweza initiative (www.twaweza.org) housed at Hivos Tanzania, a not for profit public interest organization, is to enhance information availability to the public. The Uwazi unit at Twaweza seeks to explore possibilities offered by availability of mobile phone technology to collect data at reduced cost, and in a way that is more frequent and more responsive to the changing data needs for monitoring service delivery and accountability (i.e. Wananchi Survey – WS). It is hoped that data collected in this way will inform public debate about a wide range of public policies in Tanzania.

A pilot project of weekly surveys using mobile phones was implemented in early 2011 in Dar es Salaam, using phone numbers collected from a Dar es Salaam-only baseline survey commissioned by Uwazi at Twaweza in 2010.¹

Uwazi at Twaweza seeks to expand on the monitoring approach using mobile phones administering monthly surveys to a national sample covering 1500 households in 150 EAs to be selected from the large scale Uwezo Learning Assessment Survey sample (LAS 133 districts, 30 EAs in each district). The project will be implemented for an initial period of one year, and if successful, it will be repeated every year for an indefinite period of time. In subsequent years the frequency of the survey may be increased from monthly to twice monthly. The WS is also expected to be expanded into Kenya and Uganda.

2.0 Scope of work

Twaweza is looking for competent and reputable organisations who can implement the two activities that this work entails:

(i) Undertake a revisit to the Enumeration Areas sampled by Uwazi-Twaweza in order to:

- Establish a sample of 1500 households that will participate in the mobile phone follow up survey.
- Convene selected households, explaining them the idea of the WS and inviting them to become active participants.

¹ The Dar es Salaam mobile phone survey experience is discussed by one of the survey staff at: <http://mobiledatagathering.wordpress.com/author/jvonengelhardt/>. Further useful information can be found at: <http://digitalmedia.worldbank.org/SSP/africa/mobile-phone-data-collection/>.

- Organize a group-training for selected households on: phone registration, recharging, use, incentives and the WS call center follow-up.
- Train respondents for the follow-up monthly mobile phone survey at the revisit on the following tasks:
 - How to answer the questions
 - How to use malnutrition middle upper arm circumference (MUAC) measuring tape in children and report measurements during calls
 - Reporting on other specialized issues, for example Vitamin A administration and Uwezo test administration, during follow up surveys.
 - Keeping phones charged
 - Providing update of phone number in case of change
- Visit each selected household individually at dwelling (10 per EA) in order to do a baseline survey.
- Distribute incentives during (re)visit exercise and explain what the 'deal' is with ownership of the incentives. Two types of incentives will be offered during re-visits:
 - Phone handsets
 - Solar chargers
- Screen respondents who are unlikely to participate, based on baseline survey and criteria for attrition provided by Twaweza-Uwazi, and randomly select new respondent from the community to replace them.
- Collect additional phone numbers and contact information from respondents, relatives and neighbours, and other relevant parties that may be useful for tracking respondents that drop out of the survey.
- Collect information on preferred interview time for each household.
- Produce a report of the activity outlining experiences in the revisit and recommendations to be taken into account during follow up surveys.

(ii) Develop and operate a call center for the monthly mobile phone surveys, for an initial duration of one year, renewable on a yearly basis for an indefinite period.

- Run an efficient call center able to deliver responses for all households in the sample (1500) in 168 hours (seven days), whereby 5-10 questions (3-5 minute call) are relayed to the call center by Uwazi on Thursday morning 8am and a complete data set is provided to Uwazi by 8am the following Thursday, in SPSS and STATA format.
- Review survey instruments monthly in light of feedback from Uwazi and undertake update systems when desirable.
- Build a motivated workforce, able to do consistency checks and to identify data quality problems at every survey round.
- Inspect and submit quality data (including information on attrition and non-response), and ensure robust quality assurance system and practices are in place.
- Punctually remunerate the workforce in the call center.
- Remunerate respondents by providing them phone credit via SMS in a timely manner following the successful completion of an interview.
- Develop and implement strategies to minimize attrition during follow up interviews to ensure that households consistently participate in the survey.
- If issues with survey attrition arise, implement measures to track "lost" participants and/or replace with new ones.

- Respond timely to needs of Uwazi pertaining to the call center operation and data delivery, including possibility of doing in depth follow up interviews with selected respondents

3.0 Request for Proposals

Interested parties/organisations are expected to send in a full (max 20 pages) project proposal by e-mail to uwazi@twaweza.org by close of business on 15 February 2012. 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. Financial proposal (budget) by component (revisit survey and call center), and divided as appropriate into fixed (startup) costs and marginal costs of monthly data collection.
4. 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 operation in May 2012.

3.0 Collaboration

Two or more applicants may collaborate and put in a joint proposal, provided a lead/responsible organization is identified; in exceptional cases applicants may also put in a proposal for one of the two activities. Proposals covering all two elements are preferred.

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.

4.0 Timeline

Table 1: Timeline of activities

Activity	Timeline
Request for proposal out	17 January 2012
Proposals received	15 February 2012
Selection of preferred service provider	29 February 2012
Negotiations & Contract	March 2012
Enumerator training, field test	April 2012
WS household visits, phone distribution, survey	May 2012
Start Mobile Phone Survey Data collection	June 2012

Contact Persons:

Youdi Schipper (yschipper@twaweza.org) and Rose Aiko (raiko@twaweza.org). Interested parties may contact Uwazi for an appointment for further clarifications regarding the Wananchi Survey. To establish a level playing field such a meeting will not exceed 60 minutes for any party and notes will be taken.