

binder
IRI

ACTION MEMORANDUM TO THE DG OFFICE CHIEF

From: (b)(6) for (b)(6)
To: (b)(6)
Subject: Incremental Funding for Associate Cooperative Agreement No. 623-A-00-06-00006 with the International Republican Institute (IRI)
Date: 29 NOV 2006

I. Action:

You are requested to approve this Action Memorandum and sign the attached MAARD to authorize the Regional Acquisition Assistance Officer to incrementally fund CA # 623-A-00-06-00006 with the International Republican Institute (IRI) by \$250,000 raising the total amount from \$250,000 to \$500,000. This incremental funding will not increase the life of project funding beyond the amount stipulated in the cooperative agreement.

II. Background and Discussion:

In 2005, associate cooperative agreement awards amounting to US\$1,100,000 were negotiated under the Consortium for Elections and Political Process Strengthening (CEPPS) Leader Award No. DGC-A-00-01-00004-00. US\$600,000 was sub-obligated to fund the National Democratic Institute (NDI) to strengthen political parties in Kenya while US\$500,000 sub-obligated to fund the International Republican Institute (IRI) to provide polling information to the Kenyan public, policy makers and the diplomatic community.

Out of the \$500,000 for IRI, USAID has sub-obligated \$250,000 to date, of which IRI had spent \$176,106 by September 30, 2006. In addition, IRI is planning to spend \$73,000 during October and November of 2006 to conduct public opinion polls and to undertake a series of trainings on the poll (see attached IRI e-mail dated October 17). This leaves a balance of only \$894 which is not adequate to cover the remaining activities as per the agreement. Therefore the incremental funding of US\$250,000 is necessary in order to cover the remaining activities.

It is our view that IRI has performed and continues to perform well to warrant incremental funding. IRI has completed all the activities in their work plan. Activities have included an accurate exit poll following the constitutional referendum in November 2005 and an opinion poll in June 2006.

III. Funds Availability:

US \$2,570,000 ESF funds for SO 6 were notified through the FY 2007 Congressional Budget Justification that expired on March 31, 2006 without objection as per the attached memorandum dated September 21, 2006 from the Director of U.S. Foreign Assistance (F) Office (copy attached). No further notification is required. FY 06 ESF \$250,000 is available to incrementally fund the IRI award.

IV. Authority:

Under ADS 103.3.8.2 (Revised November 3, 2005), Assistant Administrators are delegated by AA/PPC, for their respective areas of responsibility, all authorities to negotiate, execute, amend, and implement grants, loans, memoranda of understanding, and other implementing and ancillary agreements and documents. Under ADS 103.3.11.1 Mission Directors are authorized by AA/AFR to implement approved strategic, special, or support objectives and issue or approve other implementation documents in connection with the strategic grant agreement including authority to approve other implementing documents in connection therewith. Mission Order No. ADS 103 Chron. No. 3 III B (1) on Delegation of Authority re-delegates this to Direct Hire Office Chiefs procurements up to a maximum of \$1,000,000. Therefore, you have the authority to approve this Action Memorandum and to sign the attached MAARD to authorize the Regional Acquisition and Assistance Officer to amend the Cooperative Agreement with IRI.

V. Recommendation:

That you sign this Action Memorandum and the attached MAARD thereby authorizing the Regional Acquisition and Assistance Officer to incrementally fund CA # 623-A-00-06-00006 with the International Republican Institute (IRI) by \$250,000.

Approved:

(b)(6)

Disapproved: _____

Date: 11/29/06

- Attachments: (a) MAARD
(b) Revised Budget
(c) AFR Bureau CBJ Memo on FY 2006 ESF

Drafted: DG: ANgumbi:

(b)(6)

Date 11/6/06

Clearances:

DG: KBohrer

Date 06 Nov 06

DG: (b)(6)

Date 11/7/06

PDA: (b)(6)

Date: 11/17/06

PDA: (b)(6)

Date 11/28/06

CONT/K: RAmin

Date 11/21/06

(b)(6)

(b)(6) (KENYA/DG)

From: (b)(6) (KENYA/DG)
Sent: Wednesday, October 18, 2006 7:50 AM
To: (b)(6) (KENYA/DG)
Subject: FW: Kenya CA No. 623-A-00-06-00006-00

(b)(6)
You can use this for the IRI incremental funding request you are working on. Also, please ensure that it gets in the file – also key for accruals.

(b)(6)

(b)(6)

USAID/Kenya
E-mail: (b)(6)
Phone (b)(6)
Fax (b)(6)

THIS EMAIL IS UNCLASSIFIED BASED ON THE DEFINITIONS PROVIDED IN E.O. 12958.

-----Original Message-----

From: (b)(6) [mailto:(b)(6)]
Sent: Tuesday, October 17, 2006 6:17 PM
To: (b)(6) (KENYA/DG); (b)(6) (Nairobi/EA/RAAO)
Cc: (b)(6)
Subject: Kenya CA No. 623-A-00-06-00006-00

Dear (b)(6)

CEPPS/IRI respectfully requests the next tranche of funding for Kenya CA No. 623-A-00-06-00006-00.

IRI is conducting the public opinion poll and will follow up with a series of trainings on the poll in October and November. Recognizing that is preferable to provide you with advance notice of CEPPS/IRI's financial situation, please consider this request so that there will be no gap in funding at the end of November. Attached is a pipeline budget to aid your calculations.

Please let me know if there is any additional information you need to process this request.

Thank you.

Sincerely,

(b)(6)

IRI Kenya: Public Opinion Polling
 Cooperative Agreement No. 623-A-06-003
 Grant Period: November 1, 2005 to October 31, 2007
 Total Obligated: \$250,000

PIPELINE ANALYSIS
 Oct-06

Summary of Line Items	Project Budget	Actual Cost through Sept 30, 2006	Estimated Cost		Total Project Cost thru Nov 30, 2006
			In Oct 06	In Nov 06	
(b)(4)					
Total Costs		\$176,106.18	\$61,500.00	\$21,560.00	\$249,106.18



USAID
FROM THE AMERICAN PEOPLE

November 15, 2005

International Republican Institute
1225 Eye St., NW
Suite 700
Washington, DC 20005
ATTN: Mr. Lorne Craner, President

Email: (b)(6)
Phone: 202.408.9450
Fax: 202.408.9462

Subject: Associate Award Number 623-A-00-06-00006-00 under CEPPS2 LWA No. DGC-A-00-01-00004-00 with International Republican Institute (IRI)

Dear Sir:

Pursuant to the authority contained in the Foreign Assistance Act of 1961, as amended, the U.S. Agency for International Development (USAID) hereby awards to International Republican Institute (hereinafter referred to as the "Recipient"), the sum of \$500,000 to provide a Kenya public opinion polling program as described in the Schedule of this award and in Attachment B, entitled "Program Description."

This award is effective and obligation of \$250,000 is made as of the date of this letter and shall apply to expenditures made by the Recipient in furtherance of program objectives during the period beginning with this effective date and ending 11-14-2007. USAID will not be liable for reimbursing the Recipient for any costs in excess of the obligated amount.

This award is made to the Recipient on condition that the funds will be administered in accordance with the terms and conditions as set forth in Attachment A (the Schedule) and Attachment B (the Program Description), both of which have been agreed to by your organization.

U.S. Agency for International Development
Regional Economic Development Services Office,
East and Southern Africa
USAID/REDSOWESA
P.O. Box 809
Village Market 00221
Nairobi, Kenya

Courier Address:
USAID/REDSOWESA
ICIPE Complex
Kasarani Road
Nairobi, Kenya

U.S. Postal Address:
REDSOWESA
Unit 84102
APO AE 09831-4102

Tel: 254-20-892 2000
Fax: 254-20-892 2000 / 2002
www.usaidredso.org

Please sign the original and all enclosed copies of this letter to acknowledge your receipt of the award, and return the original and all but one copy to the undersigned.

Sincerely yours

(b)(6)

Attachments:

- A. Schedule
- B. Program Description
- C. Standard Provisions

ACKNOWLEDGED: International Republican Institute

BY: (b)(6)

TITLE: Sr. Vice President

DATE: 11-15-2005

A. GENERAL

- 1. Total Estimated USAID Amount: \$500,000.00
- 2. Total Obligated USAID Amount: \$250,000.00
- 3. Cost-Sharing Amount (Non-Federal): (b)(4)
- 4. Activity Title: Kenya Public Opinion Rolling Program
- 5. USAID Technical Office: USAID/Kenya/OG
- 6. Tax I.D. Number:
- 7. DUNS No.: +25410312 91-7423-250
- 8. LOC Number: (b)(4)

B. SPECIFIC

MAARD NUMBER: 615-0006-3-S0001
 APP: 725/61037
 BPC: GES5-06-21615-KG13
 CTL: V260100
 AMOUNT: \$250,000.00

Funds Available
 CONTINUA
 (b)(6)
 (b)(6)
 11/15/2005



USAID
FROM THE AMERICAN PEOPLE

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F Reid 9-19-06 @ 3:40pm

(b)(6)

ACTION MEMORANDUM FOR THE DIRECTOR OF U.S. FOREIGN ASSISTANCE (F)

FROM: Acting Senior Deputy Assistant Administrator – Wade Warren
Bureau for Africa

SUBJECT: FY 2006 Economic Support Funds (ESF) Request No. 50 for
the Republic of Kenya

*original:
cc:*

(b)(6)

Recommendation:

That you authorize the United States Agency for International Development (USAID) to proceed with the obligation of \$6,420,000 in FY 2006 new obligation authority (NOA) ESF for the Republic of Kenya for democracy and governance, economic development and trade, and environmental programs.

Approve *[Signature]* Disapprove _____

Background:

FY 2006 ESF funds will be used to support: strengthened democracy and governance (\$2,570,000), environmental sustainability (\$2,250,000), and economic development and trade (\$1,600,000) programs, all managed by the United States Agency for International Development (USAID). Descriptions are provided at Tab 1. The Kenya ESF program takes into account the restrictions and adheres to Nethercutt requirements by assisting NGO and civil society partners instead of the Government of Kenya. The USAID programs were notified in USAID's FY 2007 Congressional Budget Justification that expired without objection on March 31, 2006.

Attachments:

- Tab 1 – Legal Considerations/Program Background
- Tab 2 – Additional Information

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TAB 1

LEGAL CONSIDERATIONS

Pursuant to section 634A of the Foreign Assistance Act of 1961, as amended, and section 515 of the FY 2006 Foreign Operations Export Financing and Related Programs Appropriations Act, 2006 (P.L. 109-102), we are required to provide a 15-day notification to Congress before obligating these funds. USAID's FY 2006 Congressional Budget Justification advised Congress of the planned use of these funds. Therefore, no further Congressional Notification is required for USAID activities.

The Kenya ESF program takes into account the restrictions imposed by the Kenyan government's failure to sign an Article 98 non-surrender agreement and adheres to Nethercutt requirements. This restriction dovetails with a policy shift toward NGO and civil society partners in light of the weakening of Kenya's Executive Branch as a reliable and willing partner in areas such as democracy and governance.

PROGRAM BACKGROUND

Embassy Nairobi has requested that the funds be used to support activities to strengthen democracy and governance, environmental sustainability, and economic development and trade. All the programs will be managed by the United States Agency for International Development (USAID).

In FY 2006, the funds will be used as follows:

- Democracy and Governance (\$2,570,000):

\$2.25 million will be used to support domestic and international observations, including training for political party agents and independent observers, allowing them to assess whether the presidential and parliamentary elections in 2007 are non-violent, transparent, and competitive.

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- Environmental Sustainability (\$2,250,000):

\$500,000 will support start-up costs for the Northern Rangelands Trust (NRT), which includes support for a secretariat of technical advisors and the implementation of a 10-year strategic plan. This strategic plan will guide the development of a network of trust lands and community conservancies; nature-based and cultural tourism; conservation of wildlife habitat and biodiversity; biodiversity monitoring programs; conflict mitigation teams; range management plans; and marketing strategies for eco-tourism and livestock.

\$300,000 will be used to expand and reinforce an initiative, funded by FY 2005 ESF, to sustain the balance of a savannah ecosystem adjacent to the city of Nairobi that includes wildlife, pastoralism, and the famed Nairobi National Park. The project will strengthen a consortium of stakeholders with a common interest in protecting the park and its surrounding wildlife dispersal areas. One of the principal components of the program is land leasing in Kitengela, the area stretching in an arc south of the Park. In Kitengela, like-minded members of group ranches and private landowners, with assistance from NGOs, are removing fencing and other barriers to wildlife migration, and are setting aside their land with conservation leases. The next step is to formalize these 'set-asides' under the legal mechanism of conservation easements. Interest within the Maasai community is so great that families owning over 15,000 acres are on a waiting list to join the leasing program. Ultimately, this landscape conservation activity program aims to establish a self-sustaining model that addresses human-wildlife conflicts, secures land for wildlife, and delivers economic benefits from natural resource management.

\$1,250,000 will be used for the conservation of the Mau Forest, the largest moist indigenous forest in Kenya and a catchment for some of the largest rivers feeding key lakes, including Nakuru, Bogoria, Victoria and Natron. The program will effectively build on past and ongoing activities by various private entities and community groups engaged in tree planting to re-establish forest cover and in conservation farming to reduce soil erosion and stabilize steep slopes in water catchments.

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Tab 2

ADDITIONAL INFORMATION

- The total amount of assistance appropriated/allocated for Kenya in FY 2005 was approximately \$207,444,000, excluding humanitarian assistance. In FY 2006, this total is estimated to be approximately \$242,389,000, excluding humanitarian assistance.
- FY 2005 and FY 2006 funds support activities in Kenya in the areas of HIV/AIDS prevention and treatment and combating child mortality; natural resources management; rural and urban economic development and increased agricultural productivity and exports; tools for building the capacity of civil society, media and political parties, including election support, combating corruption, and increasing legislative capacity; counterterrorism training of law enforcement officials; efforts to reduce the incidence of child labor and trafficking in persons; and the promotion of women's rights.
- The total amount of bilateral ESF provided for Kenya in FY 2005 was \$7,678,000; in FY 2006, the total bilateral ESF is \$7,920,000. (Note: \$1,500,000 in FY 2006 bilateral ESF was reprogrammed for the President's Women's Justice and Empowerment Initiative.)
- The total amount of ESF provided for the AF region for the current fiscal year is \$180,505,000. (This includes funding from the FY 2006 Supplemental, P.L. 109-234.)
- The U.S. Government seeks to build a democratic and economically prosperous Kenya. This is addressed through five strategic objectives focusing on: reducing fertility and the risk of HIV/AIDS transmission; improving natural resources management; improving the balance of power among the institutions of governance; increasing rural household incomes; and supporting education for children of marginalized populations.
- Other major donors supporting development programs in Kenya include: the United Kingdom, Japan, the European Union, the World Bank and China.

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PROGRAM DESCRIPTION

I. SUMMARY

The Recipient shall institute a program to improve and increase access to objective, reliable information on citizen views and reform priorities in Kenya through public opinion polling. The Recipient's activities aim to provide this information to the Kenyan public, Kenyan policymakers, and the diplomatic community and to improve the science and popular perception of opinion survey research in the country.

III. BACKGROUND

The degradation of political discourse and consensus-building in Kenya since the country's landmark 2002 election has culminated in the stalemate over the constitutional reform process. Having ridden a wave of public optimism into power, the National Rainbow Coalition (NARC) followed through on several of its most important promises during its first year in power. Shortly after taking office, President Mwai Kibaki's government instituted free primary education nationwide. It also made a strong start in attacking the problem of corruption, beginning with a purge of corrupt members of the judiciary. However, in many areas of concern, the government's performance has been disappointing. Despite its promise of a new constitution within 100 days of taking office, deep disagreements within the NARC government about the content of various drafts have kept this new constitution from Kenyans for nearly three years. Furthermore, NARC's promises of 500,000 new jobs per year and a vastly reduced crime rate have not materialized. Most unfortunate has been the government's lack of seriousness in dealing with the resurgence of corruption at high levels of the Kenyan government, resulting in severe criticism by donor countries and civil society groups. Poverty and unemployment remain high; electricity, water, and other services are provided on an irregular basis; and violent crime is prevalent and uncontrolled. Expectations among Kenyans were high that the new leadership would bring rapid relief, but most of these problems have worsened, remained unchanged, or been only marginally improved during NARC's first three years in office.

Though the promise of a new constitution that decentralized power and strengthened the protection of basic rights was a centerpiece of the NARC's 2002 campaign, soon after the coalition came into office, two dominant factions began to articulate very different visions for Kenya. The Liberal Democratic Party (LDP), led by Roads Minister Raila Odinga, pushed for a parliamentary democracy with an executive prime minister, a ceremonial president, and a high degree of devolution of power to regional governments; meanwhile, the National Alliance Party of Kenya (NAK) faction lobbied for a presidential democracy that reduced some of the executive's extensive current powers but retained others, combined with a more modest form of devolution. After NAK ministers walked out of the Bomas constitutional conference, which later produced a draft that mirrored LDP's vision, a number of conferences between top leaders were held to seek a consensus solution.

A chief obstacle for the political parties and other major stakeholders in Kenya has been the lack of reliable information on the concerns and opinions of ordinary Kenyans. Policy priorities are set by political elites who have almost no access to data regarding trends in public opinion and no means by which to gauge how popular or unpopular specific policies are with different segments of the population. In the first few years of this decade, a number of influential opinion polls were conducted that showed the deep dissatisfaction of the Kenyan public with the Moi government and their desire for a viable alternative to come out of the scattered opposition. These surveys, including one poll conducted by the Recipient in 2002 that showed for the first time that a united opposition could beat the Kenya African National Union (KANU), gave strong impetus to the formation of the NARC coalition.

However, after 2002, opinion polling did not become a regular feature of the Kenyan political scene. Political parties lack resources to commission credible surveys to gather feedback on their policies and platforms. Some major media houses have commissioned a number of opinion polls that have been well-publicized, but these surveys have been, by and

large, one-time snapshots of public sentiment on particular issues, and have lacked sufficient continuity and regularity to be used in analyzing trends in popular opinion.

Moreover, most of these polls have focused exclusively on the "horse race" issues most likely to sell newspapers, such as the relative popularity of particular ministers, party leaders, and potential contenders in the 2007 presidential election. Moreover, the methods used in some of the most widely-reported polls have been fiercely criticized as unrepresentative. For instance, the Steadman Research Group, the Kenyan affiliate of Gallup International, came under intense scrutiny in 2005 for conducting "nationwide" polls that only targeted respondents in major urban areas.

This lack of reliable polling information is particularly evident in the 2005 constitutional referendum campaign. Those who support the passage of the new constitution draft, deemed the "Yes" camp, and those who do not want the current constitution draft to pass, the "No" camp, lack accurate information about where they are likely to find support. Correspondingly, both sides have directed campaign resources mainly based on the geography of tribal loyalty to the prominent figures on each side. Both camps point to the enthusiasm of the crowds that gather to hear their appeals as evidence of their support, but critics point out that in many regions the same people flock to both "Yes" and "No" rallies out of curiosity. Frequently the campaigns have miscalculated the depth of their support in particular regions and have had to cancel rallies when met with violent opposition.

For instance, in October 2005, Immigration Minister Linah Kilimo publicly switched her support to the "No" side in order to salvage her political career after misjudging the level of opposition to the "Yes" vote in her Marakwet East constituency. The lack of opinion polling in relation to the referendum has raised concerns about the potential for election fraud; since no one has reliable information about the relative levels of support for "Yes" and "No", many fear that there will be no way to detect manipulation of support levels in certain areas of the country through vote-buying and ballot fraud.

The future of democracy in Kenya is now much more uncertain than it seemed amid the euphoria of the 2002 election.

Whether the Kenyan democratic experiment will ultimately succeed or fail depends, in large part, on the ability of Kenya's political leaders and parties to compromise and achieve consensus on the divisive issues facing the country. To do this, they will need to improve their access to information about the priorities and concerns of the Kenyan people. Due to their lack of capacity to gather such information, politicians continue to rely on their own personal priorities and individual impulses about what their constituents want, need, and believe.

Polls in Kenya have been controversial. All too often, political leaders have rejected results that do not show them in the most favorable light, without examining the methodology behind the polls or understanding their purpose. The accuracy of media reporting has been questioned by the public, particularly in recent months given the intense political divide, and there is a general lack of credible information provided to the citizenry. The local capacity to implement polls has improved in recent years, but continued training on the science of sampling, questionnaire development, interview techniques, and statistical analysis are all necessary.

IV. PROGRAM OBJECTIVES

Kenya has made slow progress down the democratization path, with reformers fighting for concessions from a dominant executive branch at every step of the way. The Recipient shall focus on process-related issues by providing decision makers with relevant information and analysis.

Objective 1: To improve both the science and popular perception of public opinion polling in Kenya, and to advance it as a tool for leaders to better understand citizen views and priorities.

Objective 2: To provide objective, reliable information to Kenyan citizens, political party representatives, policymakers, and the United States Government.

V. PROGRAM ACTIVITIES

This program represents an effort to build on the successes of the Recipient's original 2000-2002 polling program by providing Kenya's civic and political leaders, its citizenry, and the international community with citizen views on political reforms and other governance-related issues. At the same time, this program aims to work with Kenyan polling firms to further improve the science of survey research in the country. Public opinion surveys are critical in bringing the voice of the Kenyan people to political debates. The Recipient shall sponsor a number of nationwide polls during the grant period on a variety of topics, and, in addition, will contract for several smaller, more focused polls in different areas of the country.

Public Opinion and Exit Polls

The Recipient shall commence this polling program with two nationwide surveys related to the intense debate raging over proposals for constitutional reform. The surveys will be conducted by a local polling firm with oversight from the Recipient and an international pollster (confirmed for the exit poll, tentative for first poll due to timing constraints). The first poll, a public opinion survey, will seek to ascertain public knowledge of the constitutional options being debated, public views on the reform process, and public confidence in the process. Directly following this exercise, the Recipient shall commence the country's second-ever exit poll for the November 21st Referendum on the Draft Constitution.

In developing the questionnaires for these and all future opinion surveys, the Recipient shall include, where relevant, some of the same questions asked in the 2000-2002 surveys to provide trend line data. The Recipient shall also consult with the USAID Mission on any other topics the USG would wish to see raised in these polls. During the course of this grant, the Recipient shall commission approximately five nationwide polls (4 public opinion polls and one exit poll) on the November referendum) on governance-related topics that may be determined by political developments. The polling firm with which the Recipient contracts will be required to produce a detailed report on each poll, including results delineated by demographic, written analysis of the results, and trend analysis to track progress on certain issues over the course of the grant (trend analysis will also, when possible, compare progress on issues from the Recipient's 2000-2002 Kenya polls). The Recipient shall have these reports proofread by the international polling consultant prior to distribution. The Recipient shall submit these reports to the USAID Mission and will provide, when requested, cross tabulation results based on requested demographics.

Following each of the four nationwide opinion surveys, the Recipient shall conduct focus group discussions directed by a moderator to gain further insight into citizen views regarding issues covered in the polls. The interaction between participants in a focus group setting provides insight into how citizens think and feel and will allow the Recipient and USAID to gain a better understanding of why these attitudes exist.

Improving Survey Methodologies and the Utilization of Survey Results

Although major strides have been made in improving local capacity to conduct polls, the Recipient shall offer continued technical assistance to indigenous polling firms on such issues as constructing sampling frames and questionnaires, training interviewers, and the analysis and presentation of results. The Recipient shall utilize the services of an international pollster with both an extensive technical background in survey research as well as a familiarity with Kenya to work with Kenyan polling firms on poll content and methodology. In this way, the Recipient shall ensure that its polls are both relevant and statistically sound.

To date, the Recipient has worked with a number of polling firms in Kenya. One of these firms, Strategic Public Relations and Research, Ltd., which was previously the only local firm capable of conducting nationwide surveys, conducted a majority of the Recipient's previous surveys, including the December 2002 exit poll. As the Recipient commissions new polls under this program, staff will take into consideration cost effectiveness, ability to effectively conduct nationwide surveys, and the professional credibility of each firm. To ascertain the accuracy and pertinence of current methodology of polls commissioned during this program, the Recipient shall use focus groups following the polls.

to discuss the findings in greater detail. Decisions on the release of poll findings will be made in consultation with USAID and the Embassy.

In addition to its work with the polling agencies, the Recipient shall build upon its work with the Kenyan media on public opinion surveys. As messengers of information, the media plays a significant role. Increasing their understanding of the science of polling will, over the long-term, facilitate the broader objective of improving popular perceptions of polling because it will improve how they report on opinion polls. The Kenyan media showed great improvement in its reporting and analysis of polling data during the 2002 election period, but the danger posed by inaccurate reporting and/or fraudulent polls being used for personal or political gain is still great. Discussion between several of the media houses, political analysts, and local polling firms began in 2001 with the goal of creating a self-policing body to create and monitor industry standards in survey research. The Recipient shall assist in these efforts by convening a seminar for the media houses on such standards and will attempt to employ lessons learned elsewhere on the continent, particularly in South Africa, Zimbabwe, and Uganda.

The Recipient shall seek to incorporate political party and civic leaders in the polling program. Party and civic leaders are an important audience to target because of their active role in formulating policy according to their specific interests. Helping them to see polls as a useful tool for gauging popular opinions on these interests and using the information contained in the polls will help improve the decision making process.

The Recipient's program will be directed in the field by Kenya Country Director Peter Mackenzie, who has managed the Institute's Kenya, Somaliland, and East Africa Regional programming for the past two years. He will be assisted in the office by an expatriate Resident Program Officer, a Kenyan Program Officer, and other relevant personnel. The Country Director will work in collaboration with the international polling consultant contracted for this program on the development/review of the questionnaires, the methodology of the Kenyan polling firm used by the Recipient, and on the analysis of the poll results. The field office will be supported by a limited number of staff in IRI's Washington, DC headquarters, and will be under the ultimate direction of IRI Regional Director for Africa, Jeff Krilla and IRI President Bruce Crater. More detailed information on staff roles is included in the Budget Notes.

VI: EVALUATION

The indicators and methodology noted below may not be the sole means for evaluating the program, and may be refined and improved during the course of the project.

Objective One: To improve both the science and popular perception of public opinion polling in Kenya, and to advance it as a tool for leaders to better understand citizen views and priorities.

Indicators:

Kenyan political parties represented in the Kenyan National Assembly can evidence that they have commissioned and/or utilize polling data.

Kenyan political parties demonstrate the understanding of how to accurately interpret polling results and utilize public opinion data to inform their campaigns.

The media in Kenya presents polling data without bias and identifies any weaknesses in methodology or sampling to accurately portray the validity of the results.

Methods to Measure:

percentage of targeted political parties in the Kenyan National Assembly which can show that they have commissioned and/or utilize polling data in their campaign plans increases.

The Recipient conducts training seminars with representatives from political parties and the media to review and analyze the Recipient's poll results.

The Recipient tracks media coverage of public opinion polls in Kenyan newspapers and evaluates the coverage based on how the media outlet represents the data within the limits of the polling results.

Objective Two: To provide objective, reliable information to Kenyan citizens, political party representatives, policymakers, and the United States Government.

Indicators:

Kenyan political party representatives and policymakers are informed of the results of the Recipient's public opinion polls.

Complete data sets from the Recipient's public opinion poll are presented to U.S. Government personnel in Nairobi, Kenya.

Methods to Measure:

Through workshops/trainings/seminars, the Recipient reviews the results from its public opinion poll with political party representatives and policymakers in Kenya.

USAID and U.S. Embassy/Nairobi staff receive comprehensive polling data from the Recipient.