

Annexes

Annexe 1: Sample strategic marketing investment plan for Kampala (2001)

Year	0	5	10	15	20	25	TARIFF
HIGH INCOME AREAS							Merit Billing hse conn. above 6m3 p.m. Government/Institutional Small Scale Ind/Comm up to 30 m3 p.m. Commercial/Ind activities > 30 m3 p.m. Public tap rate
Service Level 1: Full pressure							
Total Number of Accounts	13960	16460	20960	32260	56260	83260	
Consumption (m3 per year)	3566780	4475029	6063627	9930720	18428554	29020381	
Av. Consump. Per Account per Month	21.3	22.7	24.1	25.7	27.3	29.0	
Lifeline billing		355536	452736	696816	1215216	1798416	
Merit Billing		2406948	3265827	5355438	9950047	15686451	
Total Billing		2762484	3718563	6052254	11165263	17484867	
MIDDLE INCOME AREAS							
Service Level 1: Full pressure							
Total Number of Accounts	13960	21160	28660	48460	115460	187460	
Consumption	3566780	5752832	8291200	14917629	37820137	65339426	
Av. Consump. Per Account per Month	21.3	22.7	24.1	25.7	27.3	29.0	
Lifeline billing		457056	619056	1046736	2493936	4049136	
Merit Billing		3094230	4465582	8044778	20420057	35318066	
Total Billing		3551286	5084638	9091514	22913993	39367202	
Service Level 2: 12-hr household supply							
Total Number of Accounts	0	6000	12000	20500	30500	40500	
Consumption	0	1387559	3139791	6068659	10215463	15347320	
Av. Consump. Per Account per Month	0.0	19.3	21.8	24.7	27.9	31.6	
Lifeline billing		129600	259200	442800	658800	874800	
Merit Billing		743357	1687285	3270112	5517854	8307376	
Total Billing		872957	1946485	3712912	6176654	9182176	
Service Level 3: 12-hr yard tap supply							
Total Number of Accounts	0	2500	5000	6000	7000	8000	
Consumption	0	361343.5	817654	1110121	1465332.8	1894731	
Av. Consump. Per Account per Month	0.0	12.0	13.6	15.4	17.4	19.7	
Lifeline billing		54000	108000	129600	151200	172800	
Merit Billing		190489	433210	590766	782833	1015702	
Total Billing		244489	541210	720366	934033	1188502	
Service Level 4: Shared connection							
Total Number of Accounts	0	2500	5000	6300	7000	7350	
Consumption	0	867224.4	1962370	2797504	3516798.6	4177881.6	
Av. Consump. Per Account per Month	0	28.9	32.7	37.0	41.9	47.4	
Billing		260167	588711	839251	1055040	1253364	
LOW INCOME AREAS							
Service Level 5: Ground tank							
Total Number of Accounts	0	4000	8800	10900	13400	18400	
Consumption	0	319184	783841	1091398	1502045	2292290	
Av. Consump. Per Account per Month	0	6.6	7.4	8.3	9.3	10.4	
Billing		95755.2	235152.3	327419.4	450613.5	687686.9	
Service Level 6: Community kiosk							
Number of Accounts	0	500	850	1060	1540	2540	
Consumption	0	239388.1	456246.4	638933.4	1030586.4	1877450.2	
Av. Consump. Per Account per Month	0	39.9	44.7	50.2	55.8	61.6	
Billing		47877.6	91249.3	127786.7	206117.3	375490.0	
Service Level 7: Public Kiosk							
Number of Accounts	545	795	1045	1165	1265	1365	
Consumption	895163	1587913	2370548	2958744	3576218	4274377	
Av. Consump. Per Account per Month	136.9	166.4	189.0	211.6	235.6	261.0	
Billing		317582.7	474109.6	591748.7	715243.6	854875.4	
Service Level 8: Utility water vending							
Number of Accounts	0	190	290	320	320	320	
Consumption	0	294841.6	486644.8	598350.1	676978.26	765938.76	
Av. Consump. Per Account per Month		129.3	139.8	155.8	176.3	199.5	
Billing		58968.3	97329.0	119670.0	135395.7	153187.8	
Service Level 9: Prepaid metered kiosk							
Number of Accounts	0	130	230	290	340	390	
Consumption	0	300785.9	569899.5	783430.5	1000715.3	1246324.6	
Av. Consump. Per Account per Month		192.8	206.5	225.1	245.3	266.3	
Billing		60157.2	113979.9	156686.1	200143.1	249264.9	
TOTAL DOMESTIC DEMAND	8028723	15586102	24941822	40895488	79232829	126236119	
NON-DOMESTIC DEMAND	16439877	20981912	26778828	34177324	43619889	55671260	
NON-DOMESTIC CONNECTIONS	8612	10991	14028	17904	22850	29163	
Commercial/Industrial	6465	8251	10531	13440	17154	21893	
Consumption upto 30m3/month.conn	775800	2970418	3791089	4838497	6175285	7881402	
Revenue from 1st step consumption	465480	2079292	2653763	3386948	4322700	5516982	
Revenue from 2nd step consumption	12531262	11502571	14680520	18736477	23913020	30519746	
Government/Institutional	2147	2740	3497	4463	5697	7271	
Revenue from Govt/Institutions	80847	4707774	6008445	7668468	9787124	12491126	
TOTAL NUMBER OF ACCOUNTS	37077	65226	96863	145159	255935	378748	
TOTAL REVENUE (million US\$)	13.08	26.56	36.23	51.53	81.98	119.32	
TOTAL EXPENDITURE (million US\$)	11.42	16.82	50.77	28.42	54.60	59.20	
Surplus/Deficit	1.66	9.74	-14.54	23.11	27.38	60.12	
Cumulated Surplus/Deficit	1.66	34.55	30.73	85.42	44.95	283.54	
TOTAL DEMAND (m3)	24468600	36568014	51720650	75072812	122852717	181907380	
Average Tariff (US\$/m3)		0.73	0.70	0.69	0.67	0.66	
TARGET COVERAGE	31%	51%	62%	69%	87%	100%	
Year	0	5	10	15	20	25	

Annexe 2: Draft consumer survey format**WATER SECTOR SERVICE LEVELS AND COPING STRATEGIES IN INFORMAL SETTLEMENTS**

To the Researcher: Please read the following statement to each consumer before you ask the questions.

My name isand I am working foron behalf of the Government of The Research Team is investigating how water supply organizations can provide and maintain improved water services for existing and potential customers.

We would like you to assist us by taking time to answer the following few questions. If you do not wish to answer a particular question please leave it out. You have been chosen to take part in the survey on a purely random basis. Your answers will be treated confidentially. Thank you for your co-operation

Survey location:.....

What language is used for the interview?. Survey date

1. From where do you and other members of your household obtain water?

Please indicate all the water sources that are used by the people in your household and whether you use that water for drinking and cooking or other uses. Please also estimate the average number of 20-litre jerrycans that are collected each day from each source for your household (tick boxes as necessary).

	<u>For drinking and cooking</u>	<u>Other uses</u>	Average no. of jerrycans used a day from each source for your household
i) Your own piped water connection (inside your house)	<input type="checkbox"/>	<input type="checkbox"/>
ii) Your own piped water connection (outside your house)	<input type="checkbox"/>	<input type="checkbox"/>
iii) Buy water from your neighbour	<input type="checkbox"/>	<input type="checkbox"/>
iv) A shared yard water connection	<input type="checkbox"/>	<input type="checkbox"/>
v) Private vendor	<input type="checkbox"/>	<input type="checkbox"/>
vi) Water kiosk	<input type="checkbox"/>	<input type="checkbox"/>
vii) Public standpost	<input type="checkbox"/>	<input type="checkbox"/>
viii) Water tanker	<input type="checkbox"/>	<input type="checkbox"/>

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	<u>For drinking and Cooking</u>	<u>Other uses</u>	Average no. of jerrycans used a day from each for your household
ix) Handcart /bicycle water vendor	<input type="text"/>	<input type="text"/>
x) Private open well	<input type="text"/>	<input type="text"/>
xi) Handpump	<input type="text"/>	<input type="text"/>
xii) Rainwater from roofs	<input type="text"/>	<input type="text"/>
xii) Spring water	<input type="text"/>	<input type="text"/>
xiii) From pools of water/lake or stream	<input type="text"/>	<input type="text"/>
Total		

(*Note – check where vendors obtain their water to avoid double counting)

- What is the number of people in your household?
- What is the average time to collect water for *all* the household *each day*?(minutes)
- What is the distance to the nearest piped water source that you can use?.....(metres)
- What is the average price of water from local vendors?(per 20-litre jerrycan)
- Average number of days per week that piped water is available?(answer if you use piped water)
- What is the average number of hours of piped water per day?.....(answer if you use piped water)
- Are you satisfied with the utility water services? (yes or no)(answer if you use piped water)
- What is the average total household expenditure on water?(per week)
- In you household, what percentage of water is collected by:
 women: children..... men
- How far from your house is there a functioning sanitation system such as a latrine or toilet that you regularly use?.....(metres)
- What material are the walls of your house made from:
 a) unburnt bricks..... b) burnt bricks or blocks c) mud and pole

Notes from the researchers after completing this form: (e.g. was the respondent able to answer the questions that are relevant for them, and any problems encountered or suggested changes?) To be included on a separate sheet.