



Request for Proposals

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Organizational Background

CCR is a social enterprise based in Tanzania that addresses violence against children by enabling people to do the right thing. CCR's purpose is to equip city councils, schools, community groups and social workers to resolve the moral dilemmas that they face when trying to protect children from violence. CCR conducts research, designs interventions that transform people's mindsets, builds a community of protectors, equips young people to break cycles of violence, and helps local authorities to govern in the interests of children.

Project Summary – “Councilor Connect”

This 12-month project in Arusha city, Tanzania addresses the issue of violence against children through the perspective of democratic governance. The project aims to close the link between people's lived experience, evidence, and public planning in the response to violence. It will do so by developing and trialing a tool that gives the City Council information that enables it to plan for and deliver responsive child protection services for victims. The tool will help CCR to communicate popular demand for child protection services to councilors, and to track the council's performance in relation to their own child protection targets. It will also provide citizens with information about risk-hot spots and about individuals and services that protect children from violence.

Project Background

Making All Voices Count is supporting this project, with technical mentoring being offered by Ushahidi.

The need for the project lies in City Councilors need to know about the problems that their citizens are facing and to demonstrate that they can solve these problems. Public servants need to demonstrate that they do their jobs. Planners need real time evidence about the scale and location of social problems so that they can allocate resources efficiently.

Councilor Connect is a hotline that uses a text messaging service [www.textit.in] to enable councilors in Arusha to communicate directly with citizens, demonstrate that they are solving social problems, and to make informed decisions about how to allocate public resources, because they know how great demand for a service is.

Councilor Connect is a telephone number where any citizen can send a message to report a problem [public nuisance, abuse, poor services, infrastructure problem etc.] Depending on the location of the message sender the message goes to the appropriate councilor who communicates directly to the sender.

After a week the sender gets another message asking how happy s/he is with the response they received. Their 'happiness' is mapped automatically on a scorecard recording the responsiveness of councilors.

CCR and Arusha City Council [ACC] can use the hotline to share important information with the public. For example, what the law says about child abuse, what the most recent council meeting decided. CCR will use the hotline to collect and visualize citizens' reports about areas where children are at risk, about cases of abuse, about the location and action of citizen protectors, and about instances when public servants have protected.

The ACC can also use it to collect data that will enable them to chart progress in delivering their child protection plan.

Solution Requirements

Aims

In deploying this solution CCR hopes to achieve the following objectives:

- To integrate CCR's Textit platform that has been partially set up and Filemaker platforms so that they push and pull data from each other. Filemaker is being suggested as the core database because CCR has already invested in developing a basic project management database that we wish to leverage. The vendor is open to suggest alternatives.
- Automatically visualize in a performance scorecard the results from surveys sent out by textit, and push and pull real time data onto CCR's Squarespace website [or app], that is already live on www.ccr-tz.org. There will be a need to overcome the potential challenge of getting

information generated by the Textit surveys uploaded on the Filemaker and SquareSpace platforms in a way that does not require manual uploading.

- Send reminders / alerts / nags to city councilors that increase the chances of them acting on the data being received in response to the textit surveys.
- Push and pull contacts between Filemaker, textit and Mailchimp.
- CCR already has a basic project management functionality on its current Filemaker database, but has resorted to using Bitrix24 and Omniplan to supplement gaps in our database with regards to task allocation and allocation of costs to activities. We would like, funds permitting, to update our Filemaker Database to add this additional functionality.

Target audience.

In order for the project to be successfully realized, the solution must deliver specific benefit to several distinct user audiences, listed below in priority order:

User audience 1: CCR staff looking to automate the management of crowd sourced and management data so that efficiency can be improved, performance of councilors can be tracked, and engagement with councilors can be systemized.

User audience 2: City councilors and planners in Arusha who have an obligation to deliver the child protection commitments in their city plan and in the national plan of action against violence. They are looking both to communicate public education messages to citizens [which they can do via textit] and to demonstrate their responsiveness to citizen complaints [hence the need for the performance scorecard].

User audience 3: Adult and youth residents in the urban wards of Arusha city, who want to keep their children or themselves safe from violence, and should be easily able to report concerns to city councilors [and eventually social workers] and to be able to report their satisfaction with their response. They should be able to easily access information about councilors' performance, without reliance on the Internet or smart phones.

Wish list of features

The ideal solution will support the following capabilities:

CCR staff should be able to

- Access a dashboard that shows a snapshot of the status of projects, engagement and impacts.
- Easily access a consolidated list of all CCRs contacts, and disaggregate them by type of group and type of engagement with CCR. Be assured that contacts are automatically syncing with Textit and Mailchimp.
- Automate email / text alerts / nags / tasks to city councilors in response to the SMS messages being received by textit.
- Visualize in a performance scorecard the results of surveys [which are automatically visualized on the textit platform], the status of tasks [for both CCR staff and councilors], and changing results over time [drawn from a consolidation of textit survey results].
- Present this data in easily accessible formats for councilors and the public by
 - Syncing with CCR's SquareSpace website

- Sending out emails / text messages
- Track the types / amounts of communication being sent by CCR and received back [i.e. track dialogue by individual and by user group].
- Build improved project management functionality into the current Filemaker database. Specifically, to change the current focus on deliverables to projects, flesh out the task and business processes, have a resource allocation function, and improve the contacts management, building in Gantt charts
 - CCR recognizes that this additional project management functionality may take us beyond our budget. This is definitely of secondary priority.

City councilors should be able to

- Know what tasks are allocated to them in response to messages that have come in through textit.
- Receive end of day emails / and SMS that remind them of tasks, show their performance relative to their peers, and give them information about key survey results.
- Report the status / closure of a task, thus demonstrating their performance in responding to citizen complaints.
- Suggest public education messages or surveys that they wish CCR to initiate using the Textit platform.
- Access a dashboard showing who is doing what.
- Adults and young people should be able to
- Access key findings from the textit surveys via SMS / Email alerts. □

Constraints

The available budget is GBP 10,000.

The deadline for completion is the end of April 2017. We would like to have a prototype of the basic functions by the end of February to share with the councilors.

Compatibility: CCR is a Mac ios but we cannot rely on councilors and the public having access to smart phones or the Internet and thus the data that we push out needs to be in SMS format.

Design requirements

CCR's branding will need to be carried across into the visualizations. A brand guide will be given to the selected vendor. CCR's graphic designer, Nikita Lodhia, will evolve the brand so that there is a specific Councilor Connect sub-brand.

Any data that is pushed out to contacts will need to be in Swahili.

Dr McAlpine and CCR's data analyst, Hannah McCandless will be charged with content development.

Technical considerations

CCRs Filemaker database will need to be hosted on a server, and guidance given on how best to achieve this given limited bandwidth.

CCR has already initiated the use of Textit, but there will be a requirement to liaise closely with them to ensure seamless alignment between the Filemaker and Textit platforms.

There is an interest amongst councilors to develop a mobile application, in order to ensure take up of the Councilor Connect platform. This may not be the best solution and we may be better to drive information to them regularly using SMS and emails.

Decision-making

Dr. McAlpine will make the final decision on features and design, after consulting our mentoring support from Ushahidi, the CCR team and councilors. In the case of Dr. McAlpine being unavailable, Hannah McCandless will backstop her. Responses to all communication will be made within 24 hours.

Third parties involved

This solution will co-exist within a larger online ecosystem of resources. Specifically it will co-exist with our Textit platform, and replace our Bitrix24 project management platform. We are open to considering alternative ways for delivering on the aims of the project.

Ushahidi will be offering mentoring to CCR and specifically support to help us ask the right questions and ensure that we get the product we need from the tech developer.

Timetable for response

Deadline for response to this Request for Proposals: 10th February 2017.

Please respond with an expression of interest detailing the proposed solution, the methodology that will be used to ensure delivery, key milestones and costs.

Additional documentation available on request

- Log-ins for CCR's Bitrix and Textit accounts.
- Report on user needs assessment with Arusha City Councillors.
- Tech Assessment.