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**AFGHANISTAN**

## SNAPSHOT

# Kabul Promotes Responsible Citizenship

**USAID's Kabul City Initiative (KCI) helps Kabul spread the message that service delivery depends upon tax revenue.**



*Billboards explain how paying taxes results in improved municipal services*

*KCI worked closely with the Kabul Municipality to develop the public information campaign, "Please pay your taxes for improved city services." This message is now displayed on billboards and in thousands of fliers and posters around Kabul. Since the campaign began, payment of the targeted tax has increased and citizen response to the campaign has been extremely positive.*

### Telling Our Story

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*"Please pay your taxes for improved city services," is the latest message to the citizens of Kabul, posted on newly constructed billboards and in thousands of fliers and posters. The campaign, designed through a partnership between the Kabul Municipality (KM) and the Kabul City Initiative (KCI), shows citizens how paying taxes improves municipal service delivery.*

The public information campaign focuses on the *"Safa'i"* – which translates roughly as a "cleaning" tax. The *Safa'i* is the traditional monthly tax which homeowners pay to the city. Historically, the *Safa'i* payment has not been systematically enforced, resulting in lost potential revenue for Kabul.

The messages remind citizens how to pay the *Safa'i*, and highlight local services and infrastructure supported by the *Safa'i*. Messages also highlight the City's ability to effectively and transparently manage city revenue and finances. The initial eight billboards are complemented by posters and flyers displayed throughout the city at government offices, markets, and other public venues and distributed at municipal events and public gatherings. Following the successful launch of the campaign, Kabul Municipality is expanding the campaign and erecting an additional 100 billboards in well traveled areas throughout the city.

KCI staff embedded in the City's finance department has worked closely with their municipal counterparts to overhaul and improve the City's financial management and revenue collection systems. The City is now on track to increase local municipal revenue by 14% from last year thanks to the identification of new revenue sources, the initiation of a computerized property tax data base, improved management of property records, improved financial management, and targeted training with City staff. The new campaign is a key feature of KCI's communication and outreach efforts to publicize these improvements in municipal financial management, and to help the City respond to citizens' demands that they be responsive to their needs.