



USAID | **AFGHANISTAN**
FROM THE AMERICAN PEOPLE

Da Afghanistan Breshna Sherkat Public Awareness Campaign (DABS PAC)

USAID Contract Number: AID-306-C-14-00003

Performance Management Plan (PMP)

June 2014

DISCLAIMER: The views expressed in this report do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

This PMP was prepared for:

USAID Contract Number: AID-306-C-14-00003
DABS Public Awareness Campaign

Submitted to:

USAID/Afghanistan

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1 INTRODUCTION OF DABS PAC

Sayara is contracted by the U.S. Agency for International Development, Afghanistan (USAID/Afghanistan) to support the Da Afghanistan Breshna Shirkat (DABS) in a Public Awareness Campaign (PAC). The objective of DABS PAC is:

- Awareness of DABS and DABS projects is increased.

The project activities include the production, distribution or broadcast of traditional mass media products, such as TV PSAs, radio PSAs, printed materials, such as newsletters and billboards. In addition, PAC also includes face-to-face outreach activities, such as village roadshows, events in schools and universities, stakeholder meetings, and SMS crowdsourcing campaigns.

Sayara has conducted a pre-campaign poll on February 2014. The results of this poll served as a guide to design the PAC and as a comparative baseline for baseline indicators. A post-campaign poll will evaluate the impact of the first year of the campaign and set new targets for the second year.

2 PURPOSE OF THE PERFORMANCE MANAGEMENT PLAN

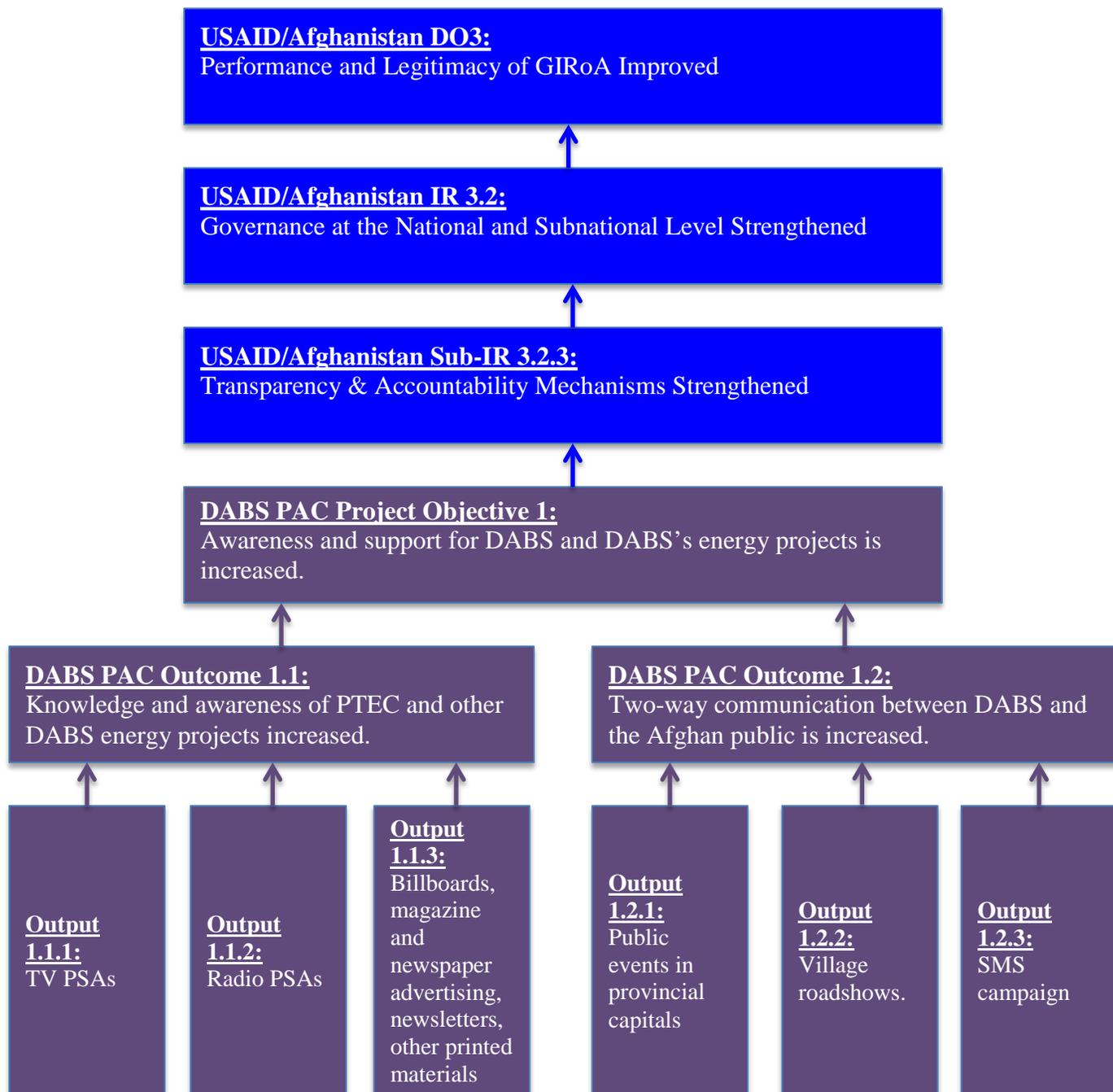
The PMP for the PAC project is a tool to plan and manage the process of monitoring, evaluating, and analyzing DABS PAC progress towards achieving its results. The PAC PMP includes a results framework and a group of well-defined performance indicators. These are developed in the following two sections of this report.

3 LINK TO USAID/AFGHANISTAN'S RESULTS FRAMEWORK

DABS PAC Results Framework is composed of a project goal and two Intermediate Results (IR). The project goal is to have the awareness of DABS and DABS projects increased. The IRs include: 1) increasing the target's population knowledge of Power Transmission, Expansion and Connectivity (PTEC) project and other DABS energy projects and 2) improving two-way communication channels between DABS and the Afghan public.

The two IRs will be achieved through two different tracks, the Informational Track and the Motivational Track. The Informational Track disseminates information products about PTEC and DABS energy projects, while the Motivational Track disseminates messages to encourage the public to partner with DABS in the implementation of DABS' energy projects.

Additionally, as presented graphically below in Figure 1, DABS PAC contributes to USAID/Afghanistan Development Objective 3: *Performance and Legitimacy of GIROA Improved*; IR 3.2: *Governance at the National and Subnational Level Strengthened*; Sub-IR: 3.2.3: *Transparency & Accountability Mechanisms Strengthened*. The DABS PAC contributes to these objectives and IRs by providing a two-way communications platform to DABS and its beneficiaries to transparently communicate its plans, respond to complaints and manage expectations.



Sayara's team has developed a set of performance indicators, baselines and targets that will measure the campaign impact at various levels. Project objectives are translated into a set of results for which indicators are identified with proper baselines and targets. DABS PAC measures data at two levels: Outcomes and Outputs as described below.

Outcome level: The outcome indicators will measure the desired outcome of the project towards the two IRs that are established – 1) increasing the level of knowledge and awareness of the PTEC and other energy projects of DABS among the target audiences; and 2) Two-way communications established between DABS and the Afghan public.

Output level: The output indicators will measure the number of Afghans potentially exposed to the different campaign activities and who may have gained knowledge of DABS PTEC project and other DABS energy projects.

4 DATA COLLECTION TOOLS

Data for the performance indicators' baselines and results will be collected with different tools for different indicators. The data for the output level indicators (Sub-IRs) are normally collected through project progress reports. The outcome level indicators (IRs) are tracked by data collected via pre and post campaign polls conducted by Sayara. The pre-campaign poll contributed to developing the baselines and targets for the IR level indicators and post-campaign poll will measure the progress of the indicators. Additionally, Sayara's team will also disaggregate the data based on gender for the most relevant indicators. Followings are illustrative examples of the output and outcome indicators, baselines, targets and progress tracking tools.

- **Outcome Indicator:** Indicator 1.1.a: *Knowledge of PTEC and other DABS' energy projects.* The pre-campaign poll findings showed that only 56% male respondents and 47% female respondents had heard about DABS or any of its projects. Sayara's target for the campaign is to increase this percentage via its informational messaging campaign by the time post-campaign poll is conducted. The post-campaign poll will show the progress of this indicator, disaggregated by gender.
- **Output Indicator:** Indicator 1.2.2.a: *Campaign roadshows.* Sayara is planning to conduct 70 village roadshows that will provide information about PTEC and other energy projects of DABS as well as carry motivational messages to encourage support for PTEC project in the targeted areas. The baseline for this indicator is 0. Based on Sayara's experience in similar projects, Sayara estimates around 100 participants per show, for a total project target of 5,000 men participants (50 shows are planned for men) and 1,000 women participants (20 shows are planned for women). These targets are divided in two quarters, based on the technical plan of the project.

5 DABS PAC RESULTS FRAMEWORK WITH PERFORMANCE INDICATORS

DABS PAC Objective 1:

Awareness and support of USAID's PTEC and other DABS' energy projects increased.



Outcome 1.1: Knowledge and awareness of PTEC and other DABS energy projects increased.

Indicator 1.1.a: Percentage change of Afghans who demonstrate knowledge of PTEC and other DABS' energy projects in post-campaign poll.



Output 1.1.1:
TV PSAs

Indicator 1.1.1.a:
Number of Afghans potentially exposed to TV PSAs that provide information about PTEC and other DABS energy projects.

Output 1.1.2:
Radio PSAs

Indicator 1.1.2.a:
Number of Afghans potentially exposed to Radio PSAs that provide information about PTEC and other DABS energy projects

Output 1.1.3:
Billboards, magazine and newspaper advertising, newsletters, and other printed materials

Indicator 1.1.3.a:
Number of Afghans potentially exposed Print Materials that provide information about PTEC and other DABS energy projects

Outcome 1.2: Two-way communication between DABS and Afghan public is increased.

Indicator 1.2.a: Increased percentage of Afghans who believe the two-way communication with DABS has improved.

Indicator 1.2.b: Number of participants in public events and village roadshows
Indicator 1.2.c: Number of participants in SMS campaign



Output 1.2.1:
Public events in provincial capitals

Indicator 1.2.1.a:
Number of Afghans who participate in DABS PAC public events in provincial capitals

Output 1.2.2:
Village roadshows

Indicator 1.2.2.a:
Number of Afghans who participate in DABS PAC village road shows.

Output 1.2.3:
SMS Campaign

Indicator 1.2.3.a:
Number of Afghans who participate in DABS PAC SMS contests.

6 PERFORMANCE INDICATORS & TARGETS

Performance Indicators						Targets					
Level & Name	Number & Description	Measurement Unit	Measurement Tool	Indicator Type	Reporting Frequency	Baseline	Planned & Actual	Q1	Q2	Q3	Q4
Outcome 1.1: Knowledge and awareness of PTEC and other DABS energy projects increased.	Indicator 1.1.a: Percentage change of Afghans who demonstrate knowledge of PTEC and other DABS' energy projects in post-campaign poll.	Percentage	Post-Campaign Poll	Outcome	Annual	56%	Planned M	-	-	-	70%
							Actual M	-	-	-	-
						47%	Planned F	-	-	-	65%
							Actual F	-	-	-	-
Outcome 1.2: Two-way communication with DABS	Indicator 1.2.a: Percentage change of participants satisfied with two-way communication with DABS	Percentage	Post-Campaign Poll	Outcome	Annual	20%	Planned M	-	-	-	50%
							Actual M	-	-	-	-
						13%	Planned F	-	-	-	45%
							Actual F	-	-	-	-
	Indicator 1.2.b: Number of participants in public events and village roadshows	Number	Guest lists, counting	Outcome	Quarterly	0	Planned M	-	100	3640	2000
							Actual M	-	100	-	-
							Planned F	-	3	1010	300
							Actual F	-	3	-	-
Indicator 1.2.c: Number of participants in the SMS campaign	Number	SMS phone lists	Outcome	Quarterly	0	Planned	-	100000	150000	100,000	
						Actual	-	100000	-	-	

Performance Indicators						Targets					
Level & Name	Number & Description	Measurement Unit	Measurement Tool	Indicator Type	Reporting Frequency	Baseline	Planned & Actual	Q1	Q2	Q3	Q4
Output 1.1.1: TV PSAs	Indicator 1.1.1.a: Number of Afghans potentially exposed to TV PSAs that provide information about PTEC and other DABS energy projects	Number	Project Progress Reports	Output	Quarterly	0	Planned	9 mil	9mil	9mil	9mil
							Actual	0	-	-	-
Output 1.1.2: Radio PSAs	Indicator 1.1.2.a: Number of Afghans who gained more knowledge about DABS and DABS energy projects through radio PSAs.	Number	Project Progress Reports	Output	Quarterly	0	Planned	11 mil	11mil	11mil	11mil
							Actual	11 mil	-	-	-
Output 1.1.3: Print materials	Indicator 1.1.3.a: Number of Afghans who gained more knowledge about DABS and DABS energy projects through printed materials	Number	Project Progress Reports	Output	Quarterly	0	Planned	0	35,000	45,000	45,000
							Actual	0	-	-	-
Output 1.2.1: Public events in provincial capitals	Indicator 1.2.1.a: Number of Afghans attending DABS PAC public events (university events and stakeholders' meetings)	Number	Project Progress Reports	Output	Quarterly	0	Planned M	0	100	640	0
							Actual M	0	100		
						0	Planned F	0	3	310	0
							Actual F	0	3	-	-
Output 1.2.2: Campaign roadshows	Indicator 1.2.2.a: Number of Afghans participated in the village roadshows.	Number	Project Progress Reports	Output	Quarterly	0	Planned M	0	0	3000	2000
							Actual M	0	-	-	-
						0	Planned F	0	0	700	300
							Actual F	0	-	-	-
Output 1.2.3: SMS campaign	Indicator 1.2.3.a: Number of Afghans participated in the SMS contests.	Number	Project Progress Reports	Output	Quarterly	0	Planned	0	0	50,000	50,000
							Actual	0	-	-	-

7 ANNEX:

USAID Performance Indicator Reference Sheet 1	
Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): DO3, IR 3.2, Sub-IR 3.2.3, Project Purpose 1, Project Objective 1: Awareness of PTEC and other DABS energy projects increased, Project Outcome 1.1: Knowledge and awareness of PTEC and other DABS energy projects increased	
Name of Indicator 1.1.a: Percentage change of Afghans who demonstrate knowledge of PTEC and other DABS' energy projects in post-campaign poll.	
Is this a Performance Plan and Report indicator? Yes. Reporting Year: 2014 If yes, link to foreign assistance framework:	
DESCRIPTION	
Precise Definition(s): The percentage change of Afghans knowledge about DABS and PTEC project in the post-campaign poll	
Unit of Measure: Percentage, calculated from the differences in percentage of Afghans who demonstrated knowledge about PTEC and other DABS energy projects during the life of the project.	
Disaggregated by: District (distance to the energy infrastructure sites) and gender (male / female)	
Rationale or Justification for indicator (optional): Demonstrates that the DABS PAC has increased the awareness of the benefits of having electricity, the measures people need to follow to ensure their safety, and the need to cover the cost to ensure the continuity of the service among settled population living in proximity to the NEPS and SEPS transmission lines.	
PLAN FOR DATA COLLECTION BY USAID	
Data Source: Post-campaign poll to be conducted by Sayara Strategies on January 2015.	
Method of data collection and construction: 3,000 surveys to be conducted by Sayara Strategies on January 2015 in the 11 target districts where NEPS and SEPS power substations are installed or planned to be installed. Survey results will be complemented with atmospheric data collected to gain situational awareness in the unstable districts along the PTEC corridor. The content will be a standardized set of questions reviewed and approved by the USAID COR and DABS.	
Reporting Frequency: Annual starting in January 2015.	
Individual(s) responsible at USAID:	
DATA QUALITY ISSUES	
Dates of Previous Data Quality Assessments and name of reviewer: In January and February 2014 Sayara Research recruited and trained 82 data collectors and 14 supervisors on research methodology, project objectives, quality assurance and quality control protocols. After conducting the pre-campaign poll, a data management manager cleaned the data for any inconsistencies and ensured that data aligned with the questionnaire. In addition, Sayara's Regional Supervisors monitored and back checked 15% of all interviews using one of three methods in the following order of frequency: 1) direct observation of interviews, 2) return visits to households where interviews were completed, and 3) telephone calls to respondents after interviews have been completed. Similar quality assessments will be conducted for the post-campaign poll that will measure the present indicator.	
Date of Future Data Quality Assessments (optional): Future quality assessments will be implemented when conducting the post-campaign poll in December 2014 and January 2015.	

<p>Known Data Limitations: Security and access to unstable areas limit Sayara Strategies ability to survey all the target population. However, each and every sampling point in the Sample Design will undergo a risk analysis before the design is finalized. Districts (tertiary sampling units) where interviews cannot be conducted with female respondents are excluded from the sampling frame. When conducting the post-campaign poll the sample will include a 10% rate of oversampling (3,300 total interviews) to ensure that the poll reaches its target sample size, given the 10% rate of non-response typically observed in household surveys in Afghanistan. 2,000 interviews will be allocated to the poll of the 14 substation areas and 1,000 interviews will be allocated to the poll of Kandahar City. The margin of error (MoE) associated with an N = 2,000 Simple Random Sample of the population of the 14 substation areas is +/-2.19% at the 95% confidence interval. The MoE associated with the Kandahar City sample is +/- 3.1% at the 95% confidence interval. The geographic clustering of the interviews in settlements and neighborhoods will add additional error to the margin (design effect) that will vary for each survey question.</p>
TARGETS AND BASELINE
<p>Baseline timeframe (optional): Annual. A pre-campaign poll was conducted in January 2014. The content was a standardized set of questions reviewed and approved by the USAID COR and DABS. The pre-campaign poll findings showed that only 56% male respondents and 47% female respondents had heard about DABS or any of its projects. Sayara's target for the campaign is to increase this percentage via its informational messaging campaign by the time post-campaign poll is conducted. The post-campaign poll will show the progress of this indicator, disaggregated by gender. The results of the pre-campaign poll will be used as a comparative baseline to measure the post-campaign poll results on the knowledge, attitudes, and receptiveness of the PTEC and other DABS energy projects among the target population.</p>
<p>Rationale for Targets (optional): The target includes a representative sample of the Afghan population, including communities in the southeast regions of Afghanistan that will be affected by the construction of the NEPS-SEPS transmission line between Kabul and Kandahar, and existing lines from Kandahar to Helmand. The sampling frame consists of 2 parts: 1) Afghan adult members of the settled population near 14 planned and existing DABS's substations between Kabul and Kandahar and Kajaki/Helmand and Kandahar; 2) Afghan adult members of the population of Kandahar city.</p>
CHANGES TO INDICATOR
<p>Changes to indicator: None.</p>
<p>Other Notes (optional):</p>
THIS SHEET LAST UPDATED ON: July 2014

USAID Performance Indicator Reference Sheet 2
<p>Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): DO3, IR 3.2, Sub-IR 3.2.3, Project Purpose 1, Project Outcome 1.2: Two-way communications between DABS and the Afghan public is increased, Project Output: Public events in provincial capitals</p>
<p>Name of Indicator: Indicator 1.2.a: Percentage change of participants satisfied with two-way communication with DABS</p>
<p>Is this a Performance Plan and Report indicator? Yes. Reporting Year: 2014 If yes, link to foreign assistance framework:</p>
DESCRIPTION
<p>Precise Definition(s): Number of Afghans who participated in DABS PAC public events in Kabul, Maydan Wardak, Ghazni, Qalat, Kandahar, Helmand, Herat, and Mazar during the course of the project implementation.</p>

Unit of Measure: Number.
Disaggregated by: District (distance to the energy infrastructure) and gender (male / female)
Rationale or Justification for indicator (optional): Demonstrates that the DABS PAC has increased two-way communication between DABS and the Afghan public, therefore: increasing the targeted population's knowledge about PTEC, other DABS energy projects, and their benefits for the community; expanding support for PTEC project; and providing channels for people to reach out to DABS to present complaints, suggestions, and inquiries.
PLAN FOR DATA COLLECTION BY USAID
Data Source: Quarterly project progress reports.
Method of data collection and construction: Guest lists in outreach DABS PAC public events in the capital cities of Kabul, Maydan Wardak, Ghazni, Qalat, Kandahar, Helmand, Herat, and Mazar.
Reporting Frequency: Quarterly starting June 2014.
Individual(s) responsible at USAID:
DATA QUALITY ISSUES
Dates of Previous Data Quality Assessments and name of reviewer: None. Sayara Strategies has monitored the data on June 2014.
Date of Future Data Quality Assessments (optional): September 2014.
Known Data Limitations: No data limitations have been identified so far.
TARGETS AND BASELINE
Baseline timeframe (optional): Quarterly. The baseline for this indicator is 0.
Rationale for Targets (optional): The target includes key stakeholders in Kabul, Kandahar, Ghazni, and Helmand, and university communities in Kabul, Maydan Wardak, Ghazni, Qalat, Kandahar, Helmand, Herat, and Maza. Due to the limited number of universities in this region, however, public events will also take place in Mazar and Herat.
CHANGES TO INDICATOR
Changes to indicator: None.
Other Notes (optional):
THIS SHEET LAST UPDATED ON: July 2014

USAID Performance Indicator Reference Sheet 3
Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): DO3, IR 3.2, Sub-IR 3.2.3, Project Purpose 1, Project Outcome 1.2: Two-way communications between DABS and the Afghan public is increased
Name of Indicator: Indicator 1.2.b: Number of participants in public events and village radio shows
Is this a Performance Plan and Report indicator? Yes. Reporting Year: 2014
If yes, link to foreign assistance framework:

DESCRIPTION
Precise Definition(s): Number of Afghans who participated in DABS PAC public events and village roadshows during the course of the project implementation.
Unit of Measure: Number.
Disaggregated by: District (distance to the energy infrastructure) and gender (male / female)
Rationale or Justification for indicator (optional): Demonstrates that the DABS PAC has increased two-way communication between DABS and the Afghan public, therefore: increasing the targeted population's knowledge about PTEC, other DABS energy projects, and their benefits for the community; expanding support for PTEC project; and providing channels for people to reach out to DABS to present complaints, suggestions, and inquiries.
PLAN FOR DATA COLLECTION BY USAID
Data Source: Quarterly project progress reports.
Method of data collection and construction: Calculate and add the number of Afghan participants in outreach DABS PAC events in each quarter of the duration of the project implementation. The number of participants will be obtained from guest lists and the counting of members of the audience in village radio shows.
Reporting Frequency: Annual starting in January 2015.
Individual(s) responsible at USAID:
DATA QUALITY ISSUES
Dates of Previous Data Quality Assessments and name of reviewer: None. Sayara Strategies has monitored the data on June 2014.
Date of Future Data Quality Assessments (optional): September 2014.
Known Data Limitations: No data limitations have been identified so far.
TARGETS AND BASELINE
Baseline timeframe (optional): Annual. The baseline for this indicator is 0.
Rationale for Targets (optional): The target of public events includes 150 stakeholders in Kabul, Kandahar, Ghazni, and Helmand, and 1,600 university students and professors in Kabul, Maydan Wardak, Ghazni, Qalat, Kandahar, Helmand, Herat, and Maza. Due to the limited number of universities in this region, however, public events will also take place in Mazar and Herat. The target of village roadshows includes Afghan populations settled in villages that will be affected by the construction of the NEPS-SEPS transmission line between Kabul and Kandahar, and existing lines from Kandahar to Helmand. Based on Sayara's experience in similar projects, Sayara estimates around 100 participants per show, for a total project target of 5,000 men participants (50 shows are planned for men) and 2,000 women participants (20 shows are planned for women).
CHANGES TO INDICATOR
Changes to indicator: None.
Other Notes (optional):
THIS SHEET LAST UPDATED ON: July 2014

USAID Performance Indicator Reference Sheet 4	
Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): DO3, IR 3.2, Sub-IR 3.2.3, Project Purpose 1, Project Outcome 1.2: Two-way communications between DABS and the Afghan public is increased, Project Output: SMS Campaign	
Name of Indicator: Indicator 1.2.c: Number of participants in the SMS campaign	
Is this a Performance Plan and Report indicator? Yes. Reporting Year: 2014	
If yes, link to foreign assistance framework:	
DESCRIPTION	
Precise Definition(s): Number of Afghans who participated in DABS PAC SMS campaign during the course of the project implementation.	
Unit of Measure: Number.	
Disaggregated by: District (distance to the energy infrastructure) and gender (male / female)	
Rationale or Justification for indicator (optional): Demonstrates that the DABS PAC has increased two-way communication between DABS and the Afghan public, therefore: increasing the targeted population's knowledge about PTEC, other DABS energy projects, and their benefits for the community; expanding support for PTEC project; and providing channels for people to reach out to DABS to present complaints, suggestions, and inquiries.	
PLAN FOR DATA COLLECTION BY USAID	
Data Source: Quarterly project progress reports.	
Method of data collection and construction: Calculate the number of participants in DABS PAC SMS campaign during the course of the project implementation.	
Reporting Frequency: Quarterly starting June 2014.	
Individual(s) responsible at USAID:	
DATA QUALITY ISSUES	
Dates of Previous Data Quality Assessments and name of reviewer: None. Sayara Strategies has monitored the data on June 2014.	
Date of Future Data Quality Assessments (optional): September 2014.	
Known Data Limitations: No data limitations have been identified at this point.	
TARGETS AND BASELINE	
Baseline timeframe (optional): Quarterly. The baseline for this indicator is 0.	
Rationale for Targets (optional): The target of the SMS campaign is 50,000 people (divided into sets 25,000) settled in areas that will be affected by the construction of the NEPS-SEPS transmission line between Kabul and Kandahar, and existing lines from Kandahar to Helmand.	
CHANGES TO INDICATOR	
Changes to indicator: None.	

Other Notes (optional):
THIS SHEET LAST UPDATED ON: July 2014

USAID Performance Indicator Reference Sheet 5
Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): DO3, IR 3.2, Sub-IR 3.2.3, Project Purpose 1, Project Objective 1: Awareness of PTEC and other DABS energy projects increased, Project Outcome 1.1: Knowledge and awareness of PTEC and other DABS energy projects increased, Project Output 1.1.1.a: TV PSAs
Name of Indicator: Indicator 1.1.1.a: Number of Afghans potentially exposed to TV PSAs that provide information about PTEC and other DABS energy projects
Is this a Performance Plan and Report indicator? Yes. Reporting Year: 2014 If yes, link to foreign assistance framework:
DESCRIPTION
Precise Definition(s): Number (estimative) of Afghans that watch the designated TV channels when the TV PSAs about DABS and DABS energy projects are broadcasted.
Unit of Measure: Number (estimative).
Disaggregated by: -
Rationale or Justification for indicator: Demonstrates that an increasing number of people may have gained awareness of PTEC and other DABS projects, the benefits of having electricity, the measures people need to follow to ensure their safety, and the need to cover the cost to ensure the continuity of the service among settled population living in proximity to the NEPS and SEPS transmission lines.
PLAN FOR DATA COLLECTION BY USAID
Data Source: Quarterly project progress reports
Method of data collection and construction: Collected in projects progress reports by tracking the number of TV PSAs broadcasted in each TV channel and the estimated audience of the channel at the time of the broadcast.
Reporting Frequency: Quarterly starting in June 2014.
Individual(s) responsible at USAID:
DATA QUALITY ISSUES
Dates of Previous Data Quality Assessments and name of reviewer: None. Sayara Strategies has monitored the data on June 2014.
Date of Future Data Quality Assessments (optional): September 2014.

<p>Known Data Limitations: The estimated audience of each TV channel at the time the PSAs are broadcasted is based on the number of households that have access to that TV channel, not necessarily the precise number of people watching. There is no mechanism to measure TV rating in Afghanistan that would allow Sayara to measure the exact audience of each PSA.</p>
TARGETS AND BASELINE
<p>Baseline timeframe (optional): Quarterly.</p>
<p>Rationale for Targets (optional): The target includes Afghans who watch the designated TV channels at prime time, when the TV PSAs are broadcasted.</p>
CHANGES TO INDICATOR
<p>Changes to indicator: None.</p>
<p>Other Notes (optional):</p>
THIS SHEET LAST UPDATED ON:

USAID Performance Indicator Reference Sheet 6
<p>Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): DO3, IR 3.2, Sub-IR 3.2.3, Project Purpose 1, Project Objective 1: Awareness of PTEC and other DABS energy projects increased, Project Outcome 1.1: Knowledge and awareness of PTEC and other DABS energy projects increased, Project Output 1.1.2.a: Radio PSAs</p>
<p>Name of Indicator: Indicator 1.1.2.a: Number of Afghans who gained more knowledge about DABS and DABS energy projects through radio PSAs.</p>
<p>Is this a Performance Plan and Report indicator? Yes. Reporting Year: 2014 If yes, link to foreign assistance framework:</p>
DESCRIPTION
<p>Precise Definition(s): Number (estimative) of Afghans that listen to the designated radio stations when the Radio PSAs about DABS and DABS energy projects are broadcasted.</p>
<p>Unit of Measure: Number (estimative).</p>
<p>Disaggregated by: Gender</p>
<p>Rationale or Justification for indicator: Demonstrates that an increasing number of people may have gained awareness of PTEC and other DABS projects, the benefits of having electricity, the measures people need to follow to ensure their safety, and the need to cover the cost to ensure the continuity of the service among settled population living in proximity to the NEPS and SEPS transmission lines.</p>
PLAN FOR DATA COLLECTION BY USAID

Data Source: Quarterly project progress reports
Method of data collection and construction: Collected in projects progress reports by tracking the number of Radio PSAs broadcasted in each Radio station and the estimated audience of the radio station at the time of the broadcast.
Reporting Frequency: Quarterly starting in June 2014.
Individual(s) responsible at USAID:
DATA QUALITY ISSUES
Dates of Previous Data Quality Assessments and name of reviewer: None. Sayara Strategies has monitored the data on June 2014.
Date of Future Data Quality Assessments (optional): September 2014.
Known Data Limitations: The estimated audience of each radio station at the time the PSAs are broadcasted is based on the number of households that can tune that radio station, not necessarily the precise number of people actually listening at the time There is no mechanism to measure the rating of radio programming in Afghanistan that would allow Sayara to measure the exact audience of each PSA.
TARGETS AND BASELINE
Baseline timeframe (optional): Quarterly.
Rationale for Targets (optional): The target includes Afghans who watch the designated radio stations at prime time, when the Radio PSAs are broadcasted.
CHANGES TO INDICATOR
Changes to indicator: None.
Other Notes (optional):
THIS SHEET LAST UPDATED ON:

USAID Performance Indicator Reference Sheet 7

Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): DO3, IR 3.2, Sub-IR 3.2.3, Project Purpose 1, Project Objective 1: Awareness of PTEC and other DABS energy projects increased, Project Outcome 1.1: Knowledge and awareness of PTEC and other DABS energy projects increased, Project Output 1.1.3.a: Printed Materials
Name of Indicator: Indicator 1.1.3.a: Number of Afghans who gained more knowledge about DABS and DABS energy projects through printed materials
Is this a Performance Plan and Report indicator? Yes. Reporting Year: 2014 If yes, link to foreign assistance framework:

DESCRIPTION
Precise Definition(s): Number (estimative) of Afghans that have access to the Printed Materials about DABS and DABS energy projects.
Unit of Measure: Number (estimative) of materials printed.
Disaggregated by: -
Rationale or Justification for indicator: Demonstrates that an increasing number of people may have gained awareness of PTEC and other DABS projects, the benefits of having electricity, the measures people need to follow to ensure their safety, and the need to cover the cost to ensure the continuity of the service among settled population living in proximity to the NEPS and SEPS transmission lines.
PLAN FOR DATA COLLECTION BY USAID
Data Source: Quarterly project progress reports
Method of data collection and construction: Collected in projects progress reports by tracking the number of materials printed and distributed.
Reporting Frequency: Quarterly starting in June 2014.
Individual(s) responsible at USAID:
DATA QUALITY ISSUES
Dates of Previous Data Quality Assessments and name of reviewer: None. Sayara Strategies has monitored the data on June 2014.
Date of Future Data Quality Assessments (optional): September 2014.
Known Data Limitations: The estimated number of Afghan readers of the Printed Materials is based on the number of materials printed. More than one person can read each printed item, but it is not possible to predict the additional number of people who may have access and read each of to those printed materials.
TARGETS AND BASELINE
Baseline timeframe (optional): Quarterly.
Rationale for Targets (optional): The target includes literate Afghans in the settled population near 14 planned and existing DABS's substations between Kabul and Kandahar and Kajaki/Helmand and Kandahar, and in Kandahar city.
CHANGES TO INDICATOR
Changes to indicator: None.
Other Notes (optional):
THIS SHEET LAST UPDATED ON:

USAID Performance Indicator Reference Sheet 8	
Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): DO3, IR 3.2, Sub-IR 3.2.3, Project Purpose 1, Project Outcome 1.2.1.a: Two-way communications between DABS and the Afghan public is increased, Project Output: Public events in provincial capitals	
Name of Indicator: Indicator 1.2.1.a: Number of Afghans attending events (university events and stakeholders' meetings)	
Is this a Performance Plan and Report indicator? Yes. Reporting Year: 2014 If yes, link to foreign assistance framework:	
DESCRIPTION	
Precise Definition(s): Number of Afghans who participated in DABS PAC public events in Kabul, Maydan Wardak, Ghazni, Qalat, Kandahar, Helmand, Herat, and Mazar during the course of the project implementation.	
Unit of Measure: Number.	
Disaggregated by: District (distance to the energy infrastructure) and gender (male / female)	
Rationale or Justification for indicator (optional): Demonstrates that the DABS PAC has increased two-way communication between DABS and the Afghan public, therefore: increasing the targeted population's knowledge about PTEC, other DABS energy projects, and their benefits for the community; expanding support for PTEC project; and providing channels for people to reach out to DABS to present complaints, suggestions, and inquiries.	
PLAN FOR DATA COLLECTION BY USAID	
Data Source: Quarterly project progress reports.	
Method of data collection and construction: Guest lists in outreach DABS PAC public events in the capital cities of Kabul, Maydan Wardak, Ghazni, Qalat, Kandahar, Helmand, Herat, and Mazar.	
Reporting Frequency: Quarterly starting June 2014.	
Individual(s) responsible at USAID:	
DATA QUALITY ISSUES	
Dates of Previous Data Quality Assessments and name of reviewer: None. Sayara Strategies has monitored the data on June 2014.	
Date of Future Data Quality Assessments (optional): September 2014.	
Known Data Limitations: No data limitations have been identified so far.	
TARGETS AND BASELINE	
Baseline timeframe (optional): Quarterly. The baseline for this indicator is 0.	
Rationale for Targets (optional): The target includes key stakeholders in Kabul, Kandahar, Ghazni, and Helmand, and university communities in Kabul, Maydan Wardak, Ghazni, Qalat, Kandahar, Helmand, Herat, and Maza. Due to the limited number of universities in this region, however, public events will also take place in Mazar and Herat.	
CHANGES TO INDICATOR	

Changes to indicator: None.
Other Notes (optional):
THIS SHEET LAST UPDATED ON: July 2014

USAID Performance Indicator Reference Sheet 9
Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): DO3, IR 3.2, Sub-IR 3.2.3, Project Purpose 1, Project Outcome 1.2.2: Two-way communications between DABS and the Afghan public is increased, Project Output: Campaign Radio Shows
Name of Indicator: Indicator 1.2.2.a: Number of Afghans participated in the village radio shows
Is this a Performance Plan and Report indicator? Yes. Reporting Year: 2014 If yes, link to foreign assistance framework:
DESCRIPTION
Precise Definition(s): Number of Afghans who participated in DABS PAC village radio shows during the course of the project implementation.
Unit of Measure: Number (estimative).
Disaggregated by: District (distance to the energy infrastructure) and gender (male / female)
Rationale or Justification for indicator (optional): Demonstrates that the DABS PAC has increased two-way communication between DABS and the Afghan public, therefore: increasing the targeted population's knowledge about PTEC, other DABS energy projects, and their benefits for the community; expanding support for PTEC project; and providing channels for people to reach out to DABS to present complaints, suggestions, and inquiries.
PLAN FOR DATA COLLECTION BY USAID
Data Source: Quarterly project progress reports.
Method of data collection and construction: Track number of participants in DABS PAC village radio shows.
Reporting Frequency: Quarterly starting June 2014.
Individual(s) responsible at USAID:
DATA QUALITY ISSUES
Dates of Previous Data Quality Assessments and name of reviewer: None. Sayara Strategies has monitored the data on June 2014.
Date of Future Data Quality Assessments (optional): September 2014.
Known Data Limitations: Double counting may occur when tracking the number of participants in the village radio shows, given that one person may participate twice or more times in different shows.

TARGETS AND BASELINE
Baseline timeframe (optional): Quarterly. The baseline for this indicator is 0.
Rationale for Targets (optional): The target includes Afghan populations settled in villages that will be affected by the construction of the NEPS-SEPS transmission line between Kabul and Kandahar, and existing lines from Kandahar to Helmand. Based on Sayara's experience in similar projects, Sayara estimates around 100 participants per show, for a total project target of 5,000 men participants (50 shows are planned for men) and 2,000 women participants (20 shows are planned for women). These targets are divided in two quarters, based on the technical plan of the project.
CHANGES TO INDICATOR
Changes to indicator: None.
Other Notes (optional):
THIS SHEET LAST UPDATED ON: July 2014

USAID Performance Indicator Reference Sheet 10
Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): DO3, IR 3.2, Sub-IR 3.2.3, Project Purpose 1, Project Outcome 1.2.3: Two-way communications between DABS and the Afghan public is increased
Name of Indicator: Indicator 1.2.3.a: Number of Afghans participated in the SMS contests
Is this a Performance Plan and Report indicator? Yes. Reporting Year: 2014 If yes, link to foreign assistance framework:
DESCRIPTION
Precise Definition(s): Number of Afghans who participated in DABS PAC SMS contest during the course of the project implementation.
Unit of Measure: Number.
Disaggregated by: District (distance to the energy infrastructure) and gender (male / female)

Rationale or Justification for indicator (optional): Demonstrates that the DABS PAC has increased two-way communication between DABS and the Afghan public, therefore: increasing the targeted population's knowledge about PTEC, other DABS energy projects, and their benefits for the community; expanding support for PTEC project; and providing channels for people to reach out to DABS to present complaints, suggestions, and inquiries.
PLAN FOR DATA COLLECTION BY USAID
Data Source: Quarterly project progress reports.
Method of data collection and construction: Calculate and add the number of Afghan participants in DABS PAC SMS campaigns in each quarter of the duration of the project implementation. The number of participants will be obtained from phone number lists provided by the telecommunications company.
Reporting Frequency: Annual starting in January 2015.
Individual(s) responsible at USAID:
DATA QUALITY ISSUES
Dates of Previous Data Quality Assessments and name of reviewer: None. Sayara Strategies has monitored the data on June 2014.
Date of Future Data Quality Assessments (optional): September 2014.
Known Data Limitations: No data limitations have been identified so far.
TARGETS AND BASELINE
Baseline timeframe (optional): Annual. The baseline for this indicator is 0.
Rationale for Targets (optional): The target of SMS campaign includes 50,000 people among Afghan populations settled in villages that will be affected by the construction of the NEPS-SEPS transmission line between Kabul and Kandahar, and existing lines from Kandahar to Helmand.
CHANGES TO INDICATOR
Changes to indicator: None.
Other Notes (optional):
THIS SHEET LAST UPDATED ON: July 2014