

**Information and Communications
Technology Applications in Support of
Municipal and Local Development
For the Government of Bolivia**

**Quarterly Report III
April 1 – June 30, 2003**

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I. Introduction

The third quarter of the *Enlared Municipal* project was marked by the consolidation of the activities in the three strategic areas of the project: training, strengthening of the municipal associative system, and marketing/information dissemination.

Training

- Three training of trainers workshops (La Paz, Santa Cruz, and Sucre).
- Sixty-nine participants were trained, including council members, association technicians and representatives from mancomunidades.
- Thirty-seven association Web sites are now published through *Enlared*.

Strengthening the Municipal Associative System

- To date, all of the members of the municipal associative system have formalized agreements with *Enlared*, including three mancomunidades (Chiquitanía, Yungas, and Cintis).
- Meetings have been held with AMDEOR, AMDEPAZ, AMDECO and AMDEPO to develop business plans.
- Service prices and contract models have been sent to AMDECRUZ, AMDEBENI and AMDECH, AMT, and the Chiquitanía, Yungas and Cintis mancomunidades for revision.
- Members of the Portal have sold five Web sites and one publicity notice.

Marketing, Information Dissemination, and Content

- Establishment of a network of correspondents to add content to *Enlared* (there are nine municipal journalists that provide reports to *Enlared* staff).
- Three workshops for municipal journalists were held in La Paz, Santa Cruz and Tarija in conjunction with the launching of the Virtual Agency for Municipal Information.
- Three discussion forums were held with correspondents and other interested parties for the establishment of a municipal communications network.
- The Virtual Agency for Municipal Information was presented.
- Thirteen issues of the e-newsletter *Comun@* were sent to more than 1500 subscribers via e-mail.
- The Portal's content was continuously updated, with approximately 300 new articles posted each quarter.
- New "special" products were added to the Web site, including the Technical Roundtable, and products related to transparency, and political culture.

II. Major Accomplishments this Quarter

The following accomplishments were archived this quarter:

- A. Launching of the *Comun@* e-newsletter: On April 7, the first edition of the *Comun@* (*Comunicación Municipal que Une*) e-newsletter was published. The newsletter is published every Monday and is sent to over 1500 recipients via e-mail. It covers topics related to

municipal management and the Bolivian municipal associative system. It is worth mentioning that the FAM has been an active participant in the development of the newsletters, especially in the Editorial section.

- B. Selection Process for the Training Counterpart Institution: *Enlared* and the FAM invited organizations currently offering training in local development and decentralization to submit proposals to provide training workshops through *Enlared*. After a rigorous qualification process, *Enlared* selected Nur University to lead the workshops. After the approval of ICMA/Washington, the contract was sent to the university on April 21.
- C. Training Workshops: After a detailed revision of the training materials developed by Nur University and a meeting with the project's counterparts that were involved in the first training workshop (AMDECRUZ, the Chiquitanía mancomunidad, and the Association of Women Council Members of Santa Cruz), the first Training of Trainers workshop was held in Santa Cruz from May 13-16, 2003. Twenty-three participants learned how to develop, maintain and update their own Web sites during this event. The participants also learned training techniques and they will be responsible for replicating what they learned in their municipalities. Similar workshops were held in La Paz (27-20 May) and Sucre (4-7 July), where 24 and 20 individuals participated, respectively.
- D. Thirty-seven New Web Sites Developed: As a result of the training workshops, 37 new municipal Web sites are now hosted on *Enlared* (see www.enlared.org.bo for more details). *Enlared* ICT staff have also developed a mechanism to monitor how often and what type of content is uploaded on these new Web sites.
- E. Replication Plan for the Training Workshops: At the end of June, the ICMA/Bolivia team began to develop a Replication Plan for the institutions participating in the training workshops. A survey has been sent to all participants to obtain their inputs for the Plan. It is hoped that this will facilitate acceptance during the second training phase.
- F. Final Draft of the Pilot E-procurement Report: In the final phase of the pilot e-procurement project, all of the technical, normative and operational lessons have been documented by the participants in the pilot project. The final draft also includes inputs from the Microsoft consulting team.
- G. Pilot Tests for the E-procurement System: As part of the implementation strategy, *Enlared*, Microsoft and the *Unidad de Normas* ran tests of the e-procurement system in each of the four participating municipalities. The test runs were conducted in order to gauge the feasibility of using the system. During the test runs, municipal officials and providers of goods and services were trained and given information about the advantages of using this new kind of system for small procurements. The test runs were conducted in Tarija, Sucre, El Alto and Cochabamba in April. The representatives from the municipal governments were very interested and ready to participate in the e-procurement experience.
- H. Sale of Services: With the intent to make *Enlared* and its members financially sustainable, ICMA/Bolivia sent out a document with a list of services that can be sold through the

Internet. In order to develop this list, the team conducted an exhaustive compilation of data about tariffs and the achievements of the private sector in each department. The data collected was related to marketing, graphic design, Web hosting, advertising banners, etc. *Enlared* also gave the municipal associations information on how the communications team approaches potential clients. This will allow each partner to develop a personalized sales pitch to individuals interested in providing support to the municipal Web sites. On May 23, *Enlared* organized a round of negotiations between AMDEOR and the private sector in Oruro, which resulted in three contracts with businesses interested in advertising on AMDEOR's Web site.

- I. Expansion of the User Universe: In an effort to increase the number of *Enlared*'s members, during this quarter agreements were signed with the Association of Municipalities of Pando (AMDEPANDO), and the mancomunidades of Yungas and Cintis. As a result, all nine departmental associations are now members of *Enlared*, and three mancomunidades are members as well. To date, all of the municipal associations have complied with the requirements set forth by the agreements, which demonstrates a new level of maturity of the associations through their recognition of the benefits that they can achieve through the use of the Portal.
- J. New Content on *Enlared*'s Web Site: The following is a list of new sections of the Web site that have been developed this quarter.
 - HIPCII Tool: The HIPCII tool was updated with the latest information available as of June 2003.
 - Law and Decrees Update: A new service called Draft Bills for Norms (*Anteproyectos de Normas*) has been developed so that civil society and municipal officials can exchange their opinions about laws that are being developed at the federal level. This new service will help increase the level of citizen participation in government decision-making.
 - Extra-special Products: Include the Technical Roundtable, Transparency, and Political Culture sections.
 - Web pages for the municipal journalists' workshops (www.enlared.org.bo/muniforo)
- K. New Services - The Municipality Responds and Contact Us: Both of these new services demonstrate that any citizen, official, or anyone affiliated with or interested in the Bolivian municipal associative system can find information, answers to questions, or municipal management tools by using the *Enlared* Portal. More than 100 messages are received each month through these services, all of which are responded to within a 24 hour timeframe. This further demonstrates that *Enlared* has become the premier platform for services and information pertaining to municipalities in Bolivia.
- L. Workshops on Municipal Journalism: During this quarter, *Enlared* organized three workshops for municipal journalists with two key objectives: (1) stimulate the debate between Bolivian journalists to make sure that local information is covered by national media outlets and identify the most common problems with covering municipal issues; and (2) present the Virtual Agency for Municipal Information to the journalists. The workshop held in La Paz brought together journalists from La Paz, El Alto, Cochabamba and Oruro; the

workshop held in Santa Cruz linked journalists from Pando, Beni and Santa Cruz; and the workshop held in Tarija connected journalists from Potosí, Tarija and Chuquisaca.

- M. Workshops for the *Enlared* Network of Correspondents: Taking advantage of the workshops for municipal journalists, the ICMA Bolivia team also trained the members of their Network of Correspondents. Specifically, they focused on the Cgconte tool, which was created specifically by ICMA Bolivia's technology team to facilitate the sending and receiving of information between the journalists and *Enlared*. The Network of Correspondents is comprised of one correspondent in each department that works closely with the municipal association of that department. There is also one correspondent each for FAM and ACOBOL.
- N. Inauguration of the Municipal Patio: The Municipal Patio is a meeting space located in the offices of FAM and *Enlared*. It is a multi-purpose room with capacity for 50 people. The room also has Internet access, which will allow a wide variety of activities concerning municipalities to be held there. The space will be shared between the FAM and *Enlared*.
- O. First Municipal Chat: At the suggestion of members of the FAM, the first municipal chat was held on *Enlared* at the end of May. This space serves as a virtual meeting place for representatives of the FAM and the departmental municipal associations. Participants in the chat meet each day to discuss topics of their own interest. This helps to keep their own communications costs down while promoting the other services available through *Enlared*.
- P. Launch of the First Virtual Agency for Municipal Information: On May 29, the first Virtual Agency for Municipal Information was launched on the *Enlared* site. This virtual agency provides municipal information that is updated daily to everyone in Bolivia. The Network of Correspondents sends information from their department which is posted on the Virtual Agency. This facilitates the spread of news concerning municipalities at the national level.
- Q. Projects Directly Related to the IT Staff:
- Updated the municipal calendar (www.enlared.org.bo/calendario2).
 - Disseminated issues 1-13 of the *Comun@* e-bulletin.
 - Supported the creation of the MuniForo Web site (www.enlared.org.bo/muniforo)
 - Supported the creation of the Web site for the Work Group on Municipal Transparency (www.enlared.org.bo/transparencia).
 - Developed the training of trainers CD.
 - Assisted the municipal associations in updating their Web sites.
 - Assisted the mancomunidades in updating their Web sites.
 - Monitored the content posted on the following Web sites created during the training workshops: FAM, AMDECRUZ, AMDEBNI, the Municipality of Vallegrande, the Municipality of Puerto Suarez, the Mancomunidad Chiquitanía, ACOVICRUZ, ACOCRUZ, ACOPANDO, ACOBENI, ACOLAPAZ, AMCOR, AMDEPAZ, AMDEOR, AMDEPO, Curahuara de Carangas, ADECO, the Municipality of El Alto, ACOBOL, the Mancomunidad Piscicola CB, AMDECO, the Mancomunidad of Los Yungas, AMCOT, the Municipality of Culpina, the Mancomunidad of Chuquinorte, ADECOCH, COLCHAK, AMDECH, ACOP, CECAOT, MANCHACO, the

Mancomunidad of Chu. Central, the Mancomunidad of J.A. Padilla, AMT and FACOV BOL.

- Connected the new meeting room to the Internet and developed the municipal chat feature.
- Initial coordination with Microsoft on the Telecenters project.
- Updated information on Munidatos (HIPCII, etc.).
- Updated the *Vitrina Virtual* (www.enlared.org.bo/vitrina).
- Provided user and visitor support.
- Managed servers (Web, Mail, Data and ISA)

III. Challenges/Issues of Concern Affecting Implementation and Actions Taken

- A. Completion of the Replication Plan by the Members of the Project: Though the first training module was considered a success by *Enlared* with regard to participation, organization, content, etc., it is now up to the members to replicate what they have learned in their municipalities. ICMA Bolivia is working on this with the participants and, in fact, the second training module will address this issue. In order to increase the probability that the municipalities will apply what they have learned, *Enlared* has developed incentive contests to encourage members to maintain and update their Web sites and replicate what they have learned.
- B. Ability of the FAM to absorb *Enlared's* Activities: Even though the FAM is participating more and more in the activities developed by *Enlared*, the FAM still does not seem ready to assume ownership of and responsibility for the Portal. In response, *Enlared* is training its technicians and is developing tools that directly address the needs expressed by the FAM. ICMA Bolivia has analyzed the actions necessary to transfer *Enlared* to the FAM and will present their approach to FAM as well as USAID in the next quarter.

IV. Projected Activities for the Next Quarter (July, August, and September 2003)

Training

- Announce the plans for the Best Replication and Best Web Site contests.
- Provide technical assistance to member institutions of *Enlared* to develop their Replication Plans.
- Definition of the content for the second training of trainers workshop in coordination with Nur University and the participants from the first workshop.
- Make a video that documents the first cycle of training of trainers workshops.
- Review and revise the Replication Plans once they are received. Elaborate instruments to evaluate the results of the replication.
- Follow up with the updating of content on the Web sites.
- Provide assistance to associations and mancomunidades with the execution of the replication workshops.
- Conduct the second Training of Trainers Workshop in Santa Cruz.
- Adjust the content of the program for the second round of training of trainers workshops based on feedback received in Santa Cruz.

- Conduct the second Training of Trainers Workshop in La Paz.
- Conduct the second Training of Trainers Workshop in Sucre.
- Prepare the report after the second round of Training of Trainers workshops.

Strengthening the Municipal Associative System

- Conduct at least six rounds of negotiation with the members of the project.
- Participate in and complete the actions promised by the Inter-Institutional Commission on Transparency, led by the Anti-Corruption Secretariat and the Office of the Vice President.
- Provide continuous service to the Portal and the *Municipio Responde* section. Maintain the database to establish frequently asked questions and their answers to process relevant statistics.
- Incorporate a database related to demographics and other data related to users of the Portal.
- Develop training courses on how to develop a business plan as part of the second training cycle, in conjunction with the other areas of training offered through *Enlared*.
- Systematize the information provided about the signed contracts and resources generated by the members of the project.
- Support the FAM in the municipal roundtable discussions that will be held in August 2003.
- Support the FAM in the consolidation of the International Congress of Municipalities. *Enlared* will serve as the principle communications channel through which participants can learn about the event, and it will create virtual meeting spaces throughout the Congress.

Marketing, Information Dissemination, and Content

- Hold an event to present the results of the E-procurement pilot project, coordinating with all of the groups that participated in the pilot.
- Promote and develop the Network of Correspondents.
- Promote and develop the Virtual Agency for Municipal Information.
- Support all of the marketing activities of the municipal agenda, the Municipal Congress, and the Municipal Fair.
- Continue the current promotional activities of the project and begin specific campaigns to support other areas of *Enlared*.
- Maintain the number of news articles posted on *Enlared*.
- Update the Portal's information on training initiatives.
- Elaborate the report and supporting documents about the Municipal Journalism workshops.
- Incorporate the latest regulations (Laws and Decrees) about municipal decentralization in the Portal.

Specific Tasks for the ICT Team

- Provide training on Internet usage to the Mancomunidad Chiquitana.
- Provide training on the *Vitrina Virtual* to the Mancomunidad Chiquitana.
- Provide technical advice to the counterparts.
- Provide technical validation on the utilization of services given by the project to the counterparts.
- Provide follow up and support to the technical training received by the counterparts.
- Compile data on the type of hardware and software and their usage by the counterparts.

- Coordinate, provide support and follow up on the use of Munidatos as a digital product.
- Continue to provide support to users and visitors of the *Enlared* site.
- Continue to maintain and monitor the Web, mail, data and ISA servers.
- Optimize the *Foro Municipal*.
- Develop tools in response to the needs expressed by the FAM or by other *Enlared* staff.