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KENYA

PROMARA

PERFORMANCE MONITORING PLAN

AUGUST 2011

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PREFACE

Through ProMara (a program title meaning “for the Mara River”), USAID assists the Kenya government in restoring forests and water catchment in the upper Mara basin of the Mau Forest Complex. The Complex is the largest of Kenya’s five major catchment areas or “Water Towers”, but has undergone large-scale, accelerating deforestation and population influx over the last 50 years.

ProMara has the goal to *help recover the integrity of the Mara-Mau ecosystem for and by stakeholders*, with three objectives:

1. Property rights and obligations of key stakeholders in the Upper Mara River Basin strengthened, clarified and communicated;
2. Markets for commodities and services that enhance conservation and sustainable natural resource management improved; and
3. Equitable management of land and forests for environmental goods and services (biodiversity, water, soil fertility, climate change mitigation and adaptation) of the Mara-Mau ecosystem fostered.

Major themes of ProMara include securing land and resource rights, forest resource and biodiversity governance and management, conflict mitigation, and equitable access to and benefits from land and forest resources for all catchment residents.

The ProMara program is a two-year USAID/Kenya activity running from August 2010 to September 2012 under USAID’s global Property Rights and Resource Governance program.

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DISCLAIMER

The authors' views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government

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DRAFT

ACRONYMS AND ABBREVIATIONS

ARD	Associates in Rural Development
COP	Chief of Party
COTR	Contracting Officer's Technical Representative
CSO	Civil Society Organization
CFA	Community Forest Association
DQA	Data Quality Assessment
EAWS	East African Wildlife Society
FACTS	Foreign Assistance Coordinating and Tracking System
FCA	Forest Conservancy Areas
FCC	Forest Conservation Committee
GCC	Global Climate Change
GOK	Government of Kenya
GPS	Global Positioning System
ICS	Mau Interim Coordinating Secretariat
IDP	Internally Displaced Person
IR	Intermediate Results
IQC	Indefinite Quantity Contract
KAP	Knowledge, Attitudes, ad Practices (survey)
KFS	Kenya Forest Service
LTPR	Land Tenure and Property Rights
M&E	Monitoring and Evaluation
MIS	Management Information System
MFW	Ministry of Forestry and Wildlife
MOC	Mau Outreach Center
NGO	Nongovernmental Organization
NRM	Natural Resource Management
PAD	ProMara Activity Description
PIRS	Performance Indicator Reference Sheet
PLACE	Prosperity, Livelihoods and Conserving Ecosystems
PMP	Performance Monitoring Plan
PRA	Participatory Rural Appraisal
RF	Results Framework
TBD	To Be Determined
USAID	United States Agency for International Development
USG	United States Government

1.0 INTRODUCTION AND BACKGROUND

Tetra Tech ARD was awarded the Upper Mara basin ProMara program- “for the Mara” in September 2010. Implemented through a “buy-in” to the Property Rights and Resource Governance (PRRG¹) Task Order under the United States Agency for International Development (USAID) Prosperity, Livelihoods and Conserving Ecosystems (PLACE) Indefinite Quantity Contract (IQC); the ProMara program runs until September 2012; at which time the PRRG contract will conclude. The backdrop of ProMara program centers on the Mau Forest Complex, located in the southwest of Kenya; where rapid large-scale forest loss is perceived to have reduced water quality and quantity; thereby affecting major economic interests. The Mara River, which runs through the Mau Forest Complex, is the main dry-season water source for the Serengeti-Maasai Mara savanna ecosystem that straddles the Kenya–Tanzania border, and is crucial for the annual migrations of large herbivores. Decline, and possible cessation, of dry season Mara water flow jeopardizes biodiversity, bilateral relationships as well as multi-lateral institutions such as the Lake Victoria Basin Commission and broader Nile Basin riparian agreements and programs. Recognizing the political, social, economic and biophysical consequences of continuing degradation of Mau ecosystems, the Government of Kenya (GoK) and USAID will establish and strengthen local key stakeholders, entities and organizations to support and recover a more sustainable Mara Mau ecosystem that is for and by the people. To achieve this goal ProMara is designed to meet three objectives:

1. Strengthen, clarify, and communicate property rights and obligations of key stakeholders in the Upper Mara River Basin;
2. Improve markets for commodities and service that enhance conservation and sustainable Natural Resources Management (NRM); and
3. Foster equitable management of land and forest of environmental goods and services (biodiversity, water, soil fertility, climate change mitigation, and adaptation)

These three objectives will be discussed in greater detail below in section 2.0; however it should be noted that ProMara partner/subcontractor Resource Development International (RDI), will provide key inputs primarily to objective 1 (from above) as well as cross-cutting gender and conflict issues whose support and assistance are crucial to sustainability beyond the life of ProMara, will be identified as needed and necessary as it progresses. In addition to the three objectives above, ProMara will also provide crosscutting support in areas of outreach and communications, gender equity, inclusion and involvement of youth as key stakeholders, as well as conflict mitigation and management.

To reliably and accurately demonstrate attributable results that contribute to the ProMara’s success, this second Performance Monitoring Plan (PMP) has been further nuanced and refined to better address the realities on the ground. Performance monitoring is a vital part of the project management function, by providing a system for:

- a) Effective management decision-making and problem-solving;
- b) Ensuring accountability for meeting performance indicator targets;

¹ Implemented concurrently at the time of this document the SECURE Project (Securing Rights to Land and Natural Resources for Biodiversity and Livelihoods in the North Coast); is also a PRRG Task Order contracted held by Tetra Tech ARD. Initiated in September 2009 in the East Lamu District; this 1.5 year project aims to secure land and resource rights of indigenous coastal communities in order to consequently improve livelihoods and support biodiversity conservation and more sustainable natural resource management. ProMara and SECURE address similar issues of land and resource governance and management, but in different physical and social environments.

- c) Learning (are we doing things right? are we doing the right things?); and
- d) Documenting and disseminating success.

The PMP is a living document. First submitted in November 2010; this current PMP is revised to reflect Phase 2 of the program. Where the first PMP was formative and designed during Phase 1 (an information gathering phase); this current PMP reflects the insight and experience of staff, stakeholders, and partners to provide more concrete and nuanced performance indicators and targets, data collection methodologies and systems and auditing measures. Systems and processes that didn't exist during the previous design of the PMP were observed and critiqued to better understand programmatic drivers and constraints which influenced and informed the changes made to this PMP. This version of the PMP, like the first one, has been done through a participatory process that brings stakeholders together to discuss anticipated results as well as solicit buy-in and collective understanding. The development of this PMP occurred over a two-week period in late July and early August 2011; see Appendix 3 for the PMP development scope of work. During the revision of the PMP; USAID/Kenya staff was consulted to clarify expectation, roles, terminology, and other technical aspects of the document. ProMara will continue to consult and work with USAID/Kenya and the PRRG team to ensure the ProMara PMP is accurate, reflects current realities, and is participatory in nature.

2.0 RESULTS FRAMEWORK

The goal of ProMara is to contribute to improved and targeted “recovery for the integrity of the Mara-Mau ecosystem for and by stakeholders”. To accomplish this goal, ProMara works through three objectives:

1. Strengthen, clarify, and communicate property rights and obligations of key stakeholders in the Upper Mara River Basin (UMRB);
2. Improve markets for commodities and service that enhance conservation and sustainable Natural Resources Management (NRM); and
3. Foster equitable management of land and forest of environmental goods and services (biodiversity, water, soil fertility, climate change mitigation, and adaptation)

The three program objectives are linked directly to program components as referenced in the ProMara workplan, along with a fourth, crosscutting component that straddles all programmatic areas. Represented graphically in figure 1 as the program’s Results Framework (RF); these logical causal relationships are the cornerstone of ProMara’s PMP. For congruency with the ProMara work plan, the RF; has been designed to represent the relationship between program components and program objectives; as well as show the relationship between the ProMara RF and USAID/Kenya’s RF. It should be noted that objective 2 (from the USAID activity description) is linked with component 3 (ProMara work plan), and objective 3 (from the USAID activity description) is linked with component 2 (ProMara work plan). For simplicity and consistency from this point forward, this PMP will reference components rather than objectives, as there is a one to one relationship between these two structures.

Linkages with other frameworks: USAID’s ProMara program worked to align as many contributing frameworks (PRRGP PMP, USAID/Kenya, and the Foreign Assistance Framework) into the design of performance indicators as well as the RF. As outlined in the USAID activity description, ProMara will contribute to USAID/Kenya’s SO 5 and its Intermediate Results (IR) with specific contributions IR 5.1 and IR 5.3. Although not graphically represented in the RF; ProMara contributes to the Foreign Assistance Coordinating Tracking System (FACTS) indicators under Program Areas Economic Growth and Peace and Security. Table 1 details the FACTS indicators that contribute to the ProMara program; whereas table 2 represents the entire list of ProMara performance indicators. FACTS as well as all ProMara indicators will be formally reported to USAID on a biannual basis (in every other quarterly report).

Table 1- ProMara FACTS Indicators

Program Component	Program Area	Program Element	FACTS Indicator
Peace and Security	Conflict Mitigation and Reconciliation	Peace and Reconciliation Processes	Number of people attending facilitated events that are geared towards strengthening understanding among conflict-affected groups that were supported with USG assistance
Economic Growth	Environment	Natural Resources and Biodiversity	Number of USG-supported initiatives designed to reduce the potential for violent conflict over the control, exploitation, trade, or protection of natural resources

Program Component	Program Area	Program Element	FACTS Indicator
			Number of laws, policies, agreements or regulations addressing climate change proposed, adopted, or implemented as a result of USG assistance Number of people with increased economic benefits derived from sustainable NRM and conservation as a result of USG assistance Number of people receiving USG-supported training in NRM and/or biodiversity conservation Number of hectares in areas of biological significance under improved management as a results of USG assistance
Economic Growth	Environment	Clean Productive Environment	Number of people with increased adaptive capacity to cope with impacts of climate variability and change
Economic Growth	Private Sector Competitiveness	Business Enabling Environment	Number of institutions/organizations undertaking capacity /competency strengthening as a result of USG assistance

ProMara has selected FACTS indicators that measure outputs and outcomes around the areas above that also contribute to funding allocation within the ProMara program as well; thereby providing performance measurement that track progress within the different “pools” of money that currently makes up the program. FACTS and other performance indicators have also been selected based on their ability to measure and contribute to Biodiversity earmarks as well as Global Climate Change (GCC) adaptations monies. It should be noted that funding allocation has changed since the first draft of the PMP in November 2010. New indicators have been added that addresses these new funding allocation, but whenever possible, Pro Mara developed “custom” indicators that could straddle and contribute to multiple FACTS indicators. When reporting to USAID, ProMara will ensure success made against any FACTS indicator is accurately and consistently reported out.

Type of Indicators: Detailed above in table 1; are the FACTS indicators that contribute to ProMara; however, other frameworks are also linked to program success. In an attempt to be comprehensive and responsive to these other frameworks, ProMara has selected performance indicators (when appropriate) that contribute to the following Frameworks and indicators.

- USAID/Kenya’s PMP (July 2010 draft version):
 - Number of USG-supported initiatives designed to reduce the potential for violent conflict over the control, exploitation, trade, or protection of natural resources- IR 5.1
 - Number of people that adopt improved NRM practices in targeted areas- IR 5.1 This indicator is being measured by the ProMara custom indicator *“Percentage of project assisted farmers who adopt on-farm conservation practices”*
 - Progress made in environment, natural resource or lands policies, laws, agreements or regulations- IR 5.3 This indicator will be measured by the ProMara custom indicator *“Number of laws, policies, agreements or regulations addressing climate change, land tenure women rights, and the environment proposed, adopted, or implemented as a result of USG”*
 - Number of people receiving USG-supported training in NRM and/or biodiversity conservation- IR 5.1

- Number of people with increased adaptive capacity to cope with impacts of climate variability and change- SO 5
- Number hectares under improved NRM as a result of USG assistance- SO 5. This indicator will *contribute* to FACTS indicator *Number of hectares in areas of biological significance under improved management as a results of USG assistance*
- Organizational Capacity index of targeted CBOs- IR 5.1. This indicator is being measured by the FACTS indicator *Number of institutions/organizations undertaking capacity /competency strengthening as a result of USG assistance*
- ProMara Activity Description (PAD):
 - Number of USG-supported initiatives designed to reduce the potential for violent conflict over the control, exploitation, trade, or protection of natural resources
 - Number of individuals with secure property rights in targeted areas This indicator will be measured by the ProMara custom indicator “*Percentage increase of program supported citizens with a perception of mores secure property rights (disaggregated by sex, age, and location)*”
 - Number and USD value of private sector investors in targeted areas This indicator will be measured by the ProMara custom indicator “*Number of private sector investors in targeted areas (disaggregated by type of investor, location of investor i.e. inside/ outside program area)*”
 - Number of local NRM-based enterprises with significant youth involvement
 - Number of people receiving USG-supported training in NRM and/or biodiversity conservation
 - Number of people with increased adaptive capacity to cope with impacts of climate variability and change
 - Number of hectares in areas of biological significance under improved management as a results of USG assistance
- Biodiversity:
 - Number of people receiving USG-supported training in NRM and/or biodiversity conservation
 - Number of hectares in areas of biological significance under improved management as a results of USG assistance
 - Number of institutions with improved capacity to address climate change issues as a result of USG assistance. This will contribute to ProMara indicator “*Number of institutions/organizations undertaking capacity /competency strengthening as a result of USG assistance?*”
- Clean Productive Environment
 - Number of stakeholders implementing risk-reducing practices/actions to improve resilience to climate change as a result of USG assistance. This will contribute to ProMara indicator “*Percentage of project assisted farmers (disaggregated by sex, age, and location) who adopt on-farm conservation practices?*”.
- Global Climate Change
 - Number of people with increased adaptive capacity to cope with impacts of climate variability and change

Finally, ProMara links with PRRG PMP. ProMara will also contribute to the following PRRG indicator:

- Number of institutions/organizations undertaking capacity /competency strengthening as a result of USG assistance
- Number of USG-supported initiatives designed to reduce the potential for violent conflict over the control, exploitation, trade, or protection of natural resources

It is evident that there is much complementarity between and among the different frameworks; and that ProMara when possible will support results across them. The final overlay in regards to performance indicator is the *type* of indicator that ProMara will measure. Given the two-year time frame of the program long-term impact indicators (incomes, production, etc) are difficult to measure given the logistics of organic growth (i.e. growing seasons) as well as the time needed for outcomes to “mature” into impacts from a behavioral aspect. Behavior changes do not happen overnight and therefore the indicators and results that ProMara can safely attribute to program activities are at the output and outcome levels. Table 2 represents a balance between both output (what we do) and outcome (what we achieve) indicators.

Before we continue to table 2; there are a few points regarding program performance indicators. 1) When the unit of measure is the individual the program will always, capture sex (male/female) and location. Age group and ethnicity will be captured when feasible and permitting so that the program can assess the impact on youth and different groups (specifically in the context of conflict). ProMara understands that collecting data on an individual’s identified ethnicity is sensitive; however ProMara also understands the role ethnicity and disadvantaged groups’ plays within the conflict dynamics of the ecosystem and complex. The program will make a case-by-case decision on when and how ethnicity and disadvantages groups data will be collected.

Targeting: The Phase 1 PMP did not include targets as it was an information gathering phase, however now in Phase 2 and with both anecdotal and tangible evidence and results; program staff was able to first nuance, revise, add, and delete previous performance indicators and then develop targets. During four two hour participatory sessions, Pro Mara staff finalized performance indicator and then developed targets. Targets were based on previous work toward similar (or in some case the same) performance indicators, data from the final Knowledge Attitudes and Practices (KAP) survey, as well as discussions with beneficiaries and stakeholders. This updated PMP has five new indicators; four of which are in Component 4; the Component that had the least amount of traction in November 2010:

- Number of local NRM-based woman enterprises who have been supported by ProMara assistance
- Percentage of respondents who are aware of the GOK Mau Task force recommendations
- Percentage of respondents who participate in activities supported by conservation agencies (WRUA, CFAs, KFS, ect)
- Number of primary and secondary school environmental clubs registered with the Wildlife Clubs of Kenya formed as a result of project assistance
- Number of public events where the program actively promoted the Mau Outreach Center (MOC), ProMara and/or Mau restoration

Five indicators from the previous PMP have been modified/ revised for inclusion into this PMP:

- Percentage increase of program supported citizens with a perception of mores secure property rights (disaggregated by sex, age, and location)
- Number of laws, policies, agreements or regulations addressing climate change, land tenure women rights, and the environment proposed, adopted, or implemented as a result of USG
- Number of private sector investors in targeted areas (disaggregated by type of investor, location of investor i.e. inside/outside program area)
- Number of local NRM-based enterprises with significant youth involvement who have been supported by ProMara assistance
- Number of media stories disseminated with USG support to facilitate the advancement of, Mau Complex NRM issues, gender, land tenure/property rights, reconciliation or peace processes

And two indicators that were deleted from the previous PMP:

- Number IDPs and land owners (disaggregated by sex, location, and age) who's titles have been revoked that receive resettlement information/advise, and support
- Percentage respondents (disaggregated by sex, location, and age) with increase knowledge of key natural resources management issues

Indicators were modified and nuanced to better meet the realities on the ground and capture higher quality data. New indicators were developed to both capture the breadth and scope of activities that have been developed as a result of Phase 1. Assumptions that were in place in November 2010 were tested. The outcome of this assumption testing exercise yielded the two indicators deleted from this PMP. The “number of IDPs and land owners who’s titles have been revoked that received resettlement information/advise, and support” was deleted because the team felt that this would not be something that would be accomplished within the timeframe of the program as originally envisioned. The second indicator that was deleted “percentage of respondents with increase knowledge of key natural resource management issues” was deleted in favor of stronger more technically appropriate indicators that were administered by the KAP.

FIGURE 1.RESULTS FRAMEWORK

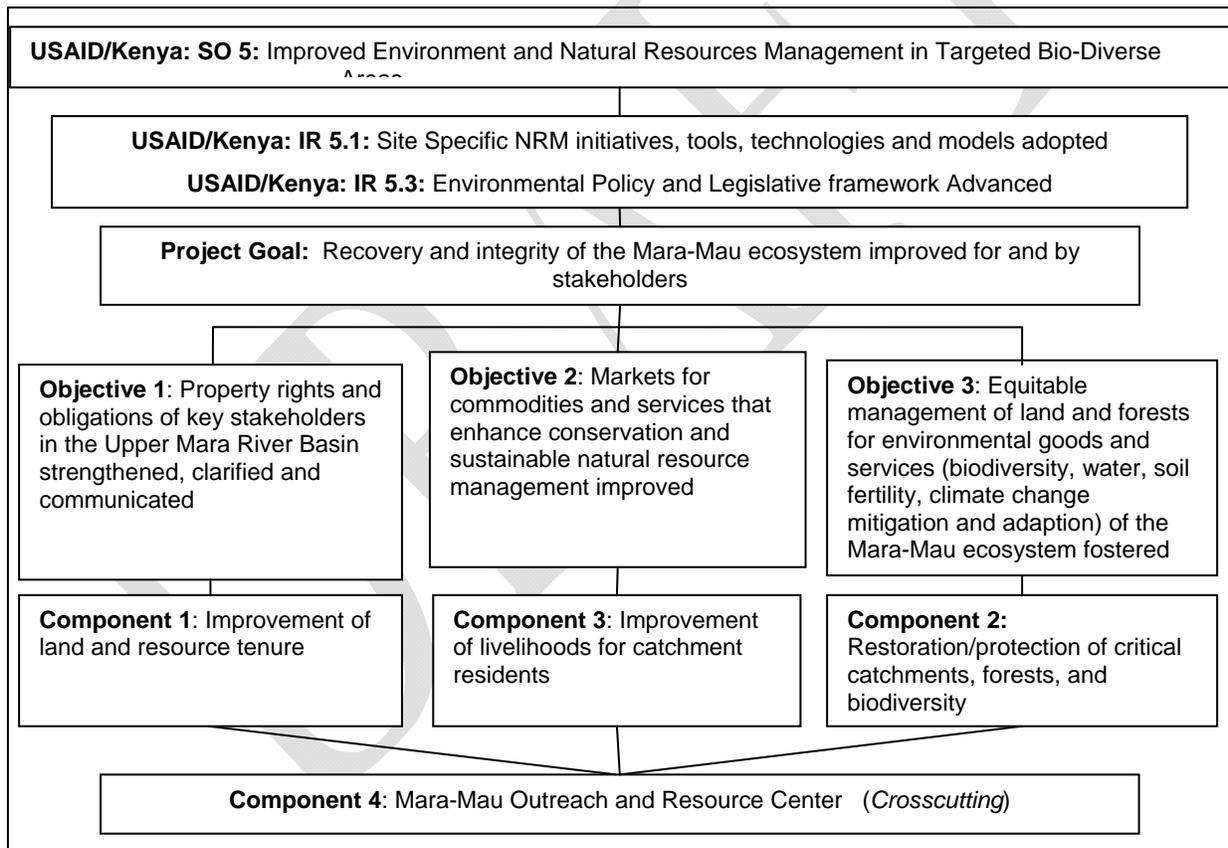


TABLE 2.PROMARA PERFORMANCE INDICATORS

Indicator Number	Performance Indicator/Definition	Indicator Type	Unit of Measure	Base line	Year 1 Target	Actual Year 1	Year 2 Target	Actual Year 2	Life of Project Target	Life of Project Actual
Objective 1: Property rights and obligations of key stakeholders in the Upper Mara River Basin strengthened, clarified and communicated										
Component 1: Improvement of Land and Resource Tenure										
1.1	Number of USG-supported initiatives designed to reduce the potential for violent conflict over the control, exploitation, trade, or protection of natural resources	PAD/ FACTS/ USAID/Kenya/ PPRG/ Output	Number (Initiatives)	0	9		8		17	
1.2	Percentage increase of program supported citizens (disaggregated by sex, age, location) with a perception of mores secure property rights ²	PAD/ Custom/ Outcome	Percentage (individuals)	TBD	baseline		30% above baseline		30% above baseline	
1.3	Number of laws, policies, agreements or regulations addressing climate change, land tenure women rights, and the environment proposed, adopted, or implemented as a result of USG ³	Custom/ Outcome/ Output	Number (actions)	0	0		5		5	
1.4	Number of people(disaggregated by sex, age, ethnicity, and location) attending facilitated events that are geared towards strengthening understanding among conflict-affected groups that were supported with USG assistance	FACTS/ Output	Number (individuals)	0	1,000		5,000		6,000	
Objective 2: Markets for commodities and services that enhance conservation and sustainable natural resource management improved										
Component 3: Improvement of Livelihoods for Catchment Residents										
2.1	Number of private sector investors in targeted areas (disaggregated by type of investor, location of investor i.e. inside/outside program area)	PAD/ Custom/ Outcome	Number/ (investors/	0	1		4		5	
2.2	Percentage of project assisted farmers (disaggregated by sex, age, and location) who adopt on-farm conservation practices ⁴⁵	Custom/ USAID/Kenya Outcome	Percentage (individuals)	Rolling Baseline	40% above baseline		60% above baseline		60% above baseline	
2.3	Number of local NRM-based enterprises with significant youth involvement who have been supported with ProMara assistance	PAD/ Outcome	Number (enterprise)	0	3		10		13	
2.4	Number of local NRM-based woman enterprises who have been supported by ProMara assistance	Custom/ Output	Number (enterprise)	0	0		15		15	
2.5	Number of people (disaggregated by sex, age, and location) with increased economic benefits derived from sustainable NRM and conservation as a result of USG assistance	FACTS/ Outcome	Number (individuals)	0	350		1,000		1,350	
2.6	Number of laws, policies, agreements or regulations addressing climate change, land tenure women rights, and the	USAID/Kenya/ Outcome	Number (actions)	0	0		5		5	

² Contributes to increased understanding of their property/land rights; see PIRS below

³ Contributes to FACTS indicator “Number of laws, policies, agreements or regulations addressing climate change proposed, adopted, or implemented as a result of USG”

⁴ Contributes to USAID/Kenya’s IR 5.1 “Number of people that adopt improved NRM practices in targeted areas”

⁵ Contributes to FACTS indicator “Number of stakeholders implementing risk-reducing practices/actions to improve resilience to climate change as a result of USG assistance”

Indicator Number	Performance Indicator/Definition	Indicator Type	Unit of Measure	Base line	Year 1 Target	Actual Year 1	Year 2 Target	Actual Year 2	Life of Project Target	Life of Project Actual
	environment proposed, adopted, or implemented as a result of USG									
Objective 3: Equitable management of land and forests for environmental goods and services (biodiversity, water, soil fertility, climate change mitigation and adaption) of the Mara-Mau ecosystem fostered										
Component 2: Restoration/Protection of Critical Catchment, Forests, and Biodiversity										
3.1	Number of people (disaggregated by sex, age, and location) receiving USG-supported training in NRM and/or biodiversity conservation	FACTS/ PAD/ Biodiversity USAID/Kenya Output	Number (individuals)	0	2,000		400		2,400	
3.2	Number of people (disaggregated by sex, age, and location) with increased adaptive capacity to cope with impacts of climate variability and change	FACTS/ PAD/Global GCC USAID/Kenya Outcome	Number (individuals)	0	1000		1,400		2,400	
3.3	Number of hectares in areas of biological significance under improved management as a results of USG assistance ⁶	FACTS/ PAD/ Biodiversity USAID/Kenya Outcome	Number (hectares)	0	TBD ⁷		TBD		TBD	
3.4	Number of institutions/organizations undertaking capacity /competency strengthening as a result of USG ⁸ assistance ⁹	PPRG/ Output FACTS/ PAD/ USAID/Kenya	Number (institution)	0	125		15		140	
Component 4: Mara-Mau Outreach and Resource Center (Crosscutting)										
4.1	Percentage of respondents who are aware of the GOK Mau Task force recommendations	Custom/ Outcome	Percentage (individuals)	26%	26%		45%		45%	
4.2	Percentage of respondents who participate in activities supported by conservation agencies (WRUA, CFAs, KFS, ect)	Custom/ Outcome	Percentage (individuals)	15%	15%		30%		30%	
4.3	Number of people(disaggregated by sex, age, and location) accessing resources form the ProMara resource center	Custom/ Output	Number (individuals)	0	150		700		850	
4.4	Number of media stories disseminated with USG support to facilitate the advancement of reconciliation or peace processes	FACTS/ Output	Number (media stories)	0	15		25		40	
4.5	Number of primary and secondary school environmental clubs registered with the Wildlife Clubs of Kenya as a result of project assistance	Custom/ Outcome	Number (clubs)	0	1		25		26	
4.6	Number of public events where the program actively promoted the Mau Outreach Center (MOC), ProMara and/or Mau restoration	Custom/ Output	Number (events)	0	4		6		10	

⁶ Contributes to USAID/Kenya 5.1 performance indicator "Number of hectares under improved NRM as a result of USG assistance"

⁷ Available at the end of September

⁸ Contributes to USAID/Kenya IR 5.1 performance indicator "Organizational Capacity index of targeted CBOs"

⁹ Will contribute to FACTS indicator "Number of institutions with improved capacity to address climate change issues as a result of USG assistance"

3.0 DATA SYSTEMS

3.1 QUANTITATIVE DATA COLLECTION

Quantitative data will be collected routinely and continuously throughout the life of the ProMara program. Although the performance indicators presented in Table 2 are the best metric to measure the success of the project, other quantitative data will also be collected and reported throughout the project such as the number of workshops and trainings conducted, number of studies, assessments, concept papers, media messages, and other work products and deliverables. Process level indicators have not been included in Table 2 as they are a means to an end, and are themselves part of a process that leads to higher-level results.

The methodology for data collection will depend on the specific performance indicator. For more information on data collection as it relates to a specific indicator, see Appendix 1; “Performance Indicator Reference Sheet (PIRS)”. The PIRS are critical to this document as they outline the definition of the indicator, how it will be measured, with what methodology, by whom, when, where, and why. It also details data limitations, data storage, data acquisition, and individuals responsible for ensuring sound and rigorous data quality.

3.2 QUALITATIVE DATA COLLECTION

ProMara will collect and disseminate a wealth of qualitative data. If quantitative data are the engine light on your car dashboard, then qualitative data are what you find when you look under the hood. Qualitative data are critical because they provide the story behind the numbers of the performance indicators. ProMara was judicious when selecting performance indicators, culling a rather expansive list to the final set that are presented in table 2. Indicators that were removed did not necessarily tell the entire ProMara story, or would produce small albeit meaningful numbers. An illustrative list of indicators that are better expressed qualitatively is provided below.

- The process and number of environmental (conservation) easements and co-management agreement plans; with a focus on the drives that influence this process. What are the key constraints, bottlenecks, and champions within this process?
- Natural resources/biodiversity threats analysis conducted by community groups
- Baselines, studies, assessments and other research
- Role of partners in implementation and sustainability of program activities and long term impacts
- Type of media utilized by ProMara to reach the public (social networking, print, radio, etc)
- Value of public sector investments into ProMara activities and interventions
- Secondary property rights for woman and youth; documented by households that certify that the head of household believes in and supports these rights. During this pilot activity, understand what was successful, and why? Why did some households agree with secondary property rights for woman and youth and other did not?

This list is by no means exhaustive and will be added as the program gains more traction. The bullet points listed directly above will all be monitored, fully documented, and reported through quarterly reports. These achievements and processes will be part of the program record; however, in the interest of a set of “lean” and targeted indicators, these are not included in table 2 above as part of the program’s formal performance indicators. Again, these qualitative measures will grow as new opportunities are identified.

3.3 M&E RESPONSIBILITIES

In April, ProMara hired a long-term M&E Specialist to provide support to the M&E endeavors of the program. Although the M&E person has other program and technical roles outside of M&E in her job description she is primarily responsible for the evaluation, analysis, and reporting of performance metrics. Although every technical ProMara staff member has M&E related tasks within their job description, it will be the responsibility of the COP and M&E to ensure that data are routinely monitored (using standardized formats and templates); evaluated, analyzed, input into the program's Management Information System, and reported to USAID and other stakeholders as relevant. ProMara uses a shared drive for internal public access of M&E related material including data collection templates and forms, as well as a copy of the PMP for guidance and review.

3.4 KNOWLEDGE, ATTITUDES, AND PRACTICES (KAP) SURVEY

A KAP survey was conducted in the second half of Q3 by subcontractor MajorStep Consultants in the upper Mara catchment. A detailed and pre-tested questionnaire was administered to 530 respondents from different households and covered a wide range of topics directly related to ProMara components and cross-cutting themes and basic demographic parameters. Sex of respondents was 46% female to 54% male across the main Mara-Mau communities – 49% were Kalenjin, 22% “self-declared”¹⁰ Ogiek, 10% Maasai, 9% Kikuyu and 7% Kisii, with the remainder from other Kenyan and non-Kenyan groups.

Overall the KAP shows clearly that Mara-Mau residents are poorly informed about government policies and programs, most originate in, or have been resident, in the area for decades, most receive limited development assistance, depend on forest resources, have deep gender biases and are prone to conflict over resources, often generated by political and ethnic differences. These features accentuate the challenges for ProMara, but the lack of prior donor interventions, widespread recognition of adverse environmental change and the need for rehabilitation of the Mau forests provides a good basis for engaging constructively with resident communities as demonstrated elsewhere in this report. During Q4 the KAP results will inform development of the PIE strategy so that information is targeted for specific sections of society and interest groups. Various elements of the KAP will be re-administered to the same respondents during the last quarter of the project to providing learning and insight on a variety of issues and topics, with specific pertinence (for the PMP) to indicators 4.1 and 4.2 (Percentage of respondents who are aware of the GOK Mau Task force recommendations, and Percentage of respondents who participate in common activities supported by conservation agencies (WRUA, CFAs, KFS, ect) respectively)

¹⁰ Self-declared in the sense that their status vis-à-vis the Ogiek register was not ascertained.

APPENDIX 1: PERFORMANCE INDICATOR REFERENCE SHEETS

DRAFT

Indicator 1.1: Number of USG-supported initiatives designed to reduce the potential for violent conflict over the control, exploitation, trade, or protection of natural resources
DESCRIPTION
<p>Precise Definition(s): This indicator focuses on “conflict resources,” which are natural resources that for reasons of either scarcity, or over-abundance may be associated with violent conflict (e.g., land, water, timber, oil, valuable minerals, etc.). Initiatives and mechanisms in this area focus on the resources themselves, and seek to address the socio-economic problems that directly impact the population as a result of such a commodity’s scarcity or excess. Examples of some mechanisms and initiatives that ProMara may implement include:</p> <p>Co-management agreements Advisory and mitigation services Conflict management training</p> <p>Unit of Measure: Number (initiatives/ mechanisms) Disaggregated by: None Justification/Management Utility: Measures progress towards reducing conflict related to natural resources</p>
PLAN FOR DATA ACQUISITION BY USAID
<p>Data Collection Method: Internal program documents. As the mechanisms/ initiatives are developed, they will be tested/implemented, at which time the ProMara team will document the implementation, which will be counted towards this indicator. For trainings, sign-in forms and reports will be provided and used to support this result.</p> <p>Method of Acquisition by USAID: Quarterly Reports</p> <p>Data Source(s): Internal documents that outlines the design and later the implementation of mechanism/initiatives; reports that detail the initiatives implementation and sign in forms and photographs to verify participation</p> <p>Frequency/Timing of Data Acquisition: Data will be collected on a rolling basis as mechanisms are first developed and later implemented; however on a quarterly basis, the team will internally collect these data for review and auditing</p> <p>Estimated Cost of Data Acquisition: N/A (included in budget)</p> <p>Responsible Individual(s) at USAID: COTR Gregory Myers USAID/Washington in consultation w/ Enock Kanyanya USAID/Kenya</p>
DATA QUALITY ISSUES
<p>Date of Initial Data Quality Assessment: December 2011 Known Data Limitations and Significance (if any): N/A Actions Taken or Planned to Address Data Limitations: N/A Date of Future Data Quality Assessments: July 2012 Procedures for Future Data Quality Assessments: For each data point report to USAID, the supporting documentation will be identified. Using a system that checks off the data point and reviews the data validity and accuracy will be housed with the M&E files.</p>
PLAN FOR DATA ANALYSIS, REVIEW, AND REPORTING REVIEW, & REPORTING
<p>Data Analysis: Data will be reviewed, and qualitative data conducted to assess the strength and impact of the initiatives and mechanisms implemented. The indicator is output in nature and by itself does not indicate the level of success of the mechanism/initiative; this will be done whenever possible.</p> <p>Presentation of Data: Table 2 will be provided in every other quarterly report and actuals against targets will be shown; also the quarterly report will detail the effectiveness and success of each mechanism/initiative qualitatively</p> <p>Review of Data: Rolling as data comes in by the component leader, and monthly by the M&E Specialist and COP</p> <p>Reporting of Data: Biannually; other reports as requested/required</p>
OTHER NOTES
<p>Notes Baselines/Targets: This indicator does not require a baseline. Target for year 1 is 9. This includes but is not limited to: youth congress, GIS conflict mapping, Peace Dialogues, Resettlement activities, advocacy to support organization, peace training, peace and conflict manuals, and ADR trainings. Year two target is 8. Results under year two may include: prevention of election related violence training, land and environmental disputes resolution, train skilled mediators for the Mau community, youth peer mediation/ peacemaking, work with KFS/KWS and Mau community on forest benefits sharing, develop non-binding - influential advice for GoK on resettlement of Mau IDPs, work closely with KFS/KWS and law enforcement on conflict sensitive and collaborative enforcement, train DPC on sustained collaboration with CFAs/WRUAs, and develop several manuals on conflict management and collaborative themes.</p> <p>Location of Data Storage: All program data will be house in the ProMara office in Nakuru. Hardcopies of all supporting documents that verify results will be kept in a locked filing cabinet. Given the size and complexity of ProMara’s performance indicators, an excel spreadsheet has been developed to track and monitoring achieved results against targets</p>
THIS SHEET LAST UPDATED ON: August 9, 2011

Indicator 1.2: Percentage increase of citizens with a perception of more secure property rights (disaggregated by sex, age, and location)
DESCRIPTION
<p>Precise Definition(s): There is a significant lack of information in the Mara-Mau about rights to resources, most notably among women and youth. Even people who had copies of the Constitution did not understand it, and some women said that when they voted in the constitutional referendum they had merely voted as their husbands asked. ProMara will support a youth-implemented Legal Aid & Literacy (LAL) Program that will engage local male and female community mobilizers. The LAL will provide resource-related legal information and advice to Mara-Mau residents free of charge through a subcontractor. The Program will also conduct legal literacy workshops for residents, including women-only meetings. Content will include information about rights and responsibilities under the Constitution, land laws, and environmental and natural resources rights and responsibilities of the Mara Mau residents.</p> <p>Unit of Measure: Number (individual)</p> <p>Disaggregated by: Sex, age, location,</p> <p>Justification/Management Utility: Because nearly all of the individuals within the ProMara target area have secure property rights (from a GoK perspective) this indicator will measure the increase knowledge and understanding of individuals land tenure and property rights ; which measures an individual level of “security” from being better informed about their rights and responsibilities.</p>
PLAN FOR DATA ACQUISITION BY USAID
<p>Data Collection Method: A local sub-contractor will conduct both the baseline and end line surveys using both qualitative (focus groups and key informant interviews) and quantitative (household surveys) to assess change against this indicator. The project will also monitor interventions carried out to achieve these anticipated results including but not limited to legal awareness campaigns, training, legal literacy materials, workshops, etc. GPS coordinates will be taken; when possible and appropriate for each respondent that contributes to this indicator.</p> <p>Method of Acquisition by USAID: Annual Reports</p> <p>Data Source(s): Beneficiaries</p> <p>Frequency/Timing of Data Acquisition: Baseline First Quarter Year 2, endline last Quarter Year 2</p> <p>Estimated Cost of Data Acquisition: N/A (included in budget)</p> <p>Responsible Individual(s) at USAID: Gregory Myers USAID/Washington in consultation w/ Enoch Kanyanya USAID/Kenya</p>
DATA QUALITY ISSUES
<p>Date of Initial Data Quality Assessment: December 2011</p> <p>Known Data Limitations and Significance (if any): Sample size may cause some difficulty. To accurately measure all the respondents to ensure a scientifically significant sample (given the stratification that would need to be considered) the program would need to spend far more time and resources available to capture these data. The program will use the KAP survey methodology, sampling of beneficiaries, to collect these data; however these results will be important and significant but not statistically significant given the entire program area.</p> <p>Actions Taken or Planned to Address Data Limitations: In addition to the KAP survey methodology more focus will be put on qualitative data collection to support quantitative findings</p> <p>Date of Future Data Quality Assessments: July 2012</p> <p>Procedures for Future Data Quality Assessments: For each data point reported to USAID, supporting documentation will be identified. Using a system that checks off the data point and reviews the data validity and accuracy will be housed with the M&E files.</p>
PLAN FOR DATA ANALYSIS, REVIEW, AND REPORTING REVIEW, & REPORTING
<p>Data Analysis: Following up with sample size at the end of LAL to determine how the ProMara supported LAL activities have enhanced a sense of security of their land and natural resource tenure rights.</p> <p>Presentation of Data: Numerical and qualitative</p> <p>Review of Data: M&E Specialist and COP as baseline and endline are completed</p> <p>Reporting of Data: KAP baseline and LAL Rapid Appraisal (first year) and KAP End of Program (final report)</p>
OTHER NOTES
<p>Notes on Baselines/Targets: Baseline and targets by the end of Quarter 2; Phase 2.</p> <p>Location of Data Storage: All program data will be house in the ProMara office in Nakuru. Hardcopies of all supporting documents that verify results will be kept in a locked filing cabinet. Given the size and complexity of ProMara's performance indicators, an excel spreadsheet has been developed to track and monitoring achieved results against targets</p>
THIS SHEET LAST UPDATED ON: August 9, 2011

Indicator 1.3.: Number of laws, policies, agreements or regulations addressing climate change, land tenure women rights, and the environment proposed, adopted, or implemented as a result of USG
DESCRIPTION
<p>Precise Definition(s): ProMara will analyze the legal framework governing access and rights to land, and advocate for securing land rights by providing technical assistance in the form of reviewing and commenting on draft laws or draft amendments to existing laws Land rights and security have specific impacts on climate change and adaptation, woman's rights, and natural resource management. For example, the basic Land Law and the Succession Law must recognize women's equal right to own and inherit land with male counterparts. In addition, other laws need gender-specific input, including a new land registration law to require joint titling of property for married couples and couples in consensual unions. ProMara would also advocate for and provide technical assistance on recognition of environmental easements within the new Land Act and for amendment of the Environmental Management and Coordination Act to remove the requirement to go to court and instead provide for voluntary agreements to establish and register environmental easements. This indicator will also contribute to USAID FACTS indicator "Number of laws, policies, agreements or regulations addressing climate change proposed, adopted, or implemented as a result of USG"</p> <p>Unit of Measure: Number (Legal Memoranda on proposed changes to land and environmental legislations)</p> <p>Disaggregated by: Different GoK agencies receiving technical support on new land legislations from ProMara</p> <p>Justification/Management Utility: These activities will focus on eliminating long-standing legal barriers to women access and rights to land which pit women against traditional laws and customs that discriminate against women in land and property rights ownership.</p> <p>Amendments of the Easement provisions of the Environmental Management and Coordination Act will pave way for a voluntary easement process, which in return, will provide a voluntary alternative to forceful eviction of Mara Mau land owners whose lands are located within critical catchment areas of the Mau Forests Complex as well as establish an avenue through which the land owners will appreciate environmental easements as a legal mechanism through which they can be part and parcel of the Mau Forest conservation efforts as opposed to viewing easements as a forceful process of curtailing rights to their land.</p>
PLAN FOR DATA ACQUISITION BY USAID
<p>Data Collection Method: Copies of memoranda submitted proposing changes in the land and environmental management law.</p> <p>Method of Acquisition by USAID: Quarterly Reports</p> <p>Data Source(s): Relevant GoK reform agencies and Lead ProMara staff</p> <p>Frequency/Timing of Data Acquisition: Activities will occur on a rolling basis; and will be recorded as such, but review and reporting to USAID will be semi annually</p> <p>Estimated Cost of Data Acquisition: N/A (included in budget)</p> <p>Responsible Individual(s) at USAID: Gregory Myers USAID/Washington in consultation w/ Enock Kanyanya</p>
DATA QUALITY ISSUES
<p>Date of Initial Data Quality Assessment: December 2011</p> <p>Known Data Limitations and Significance (if any): Endorsement and implementation of proposed changes is out of control of ProMara and may not be easy to track and realize in the life of the program.</p> <p>Actions Taken or Planned to Address Data Limitations: We will measure progress towards adoption and implementation; those memoranda that are submitted will be counted against this indicator to meet the indicator target.</p> <p>Date of Future Data Quality Assessments: July 2012</p> <p>Procedures for Future Data Quality Assessments: For each data point report to USAID; supporting documentation will be identified. Using a system that checks off the data point and reviews the data validity and accuracy will be housed with the M&E files.</p>
PLAN FOR DATA ANALYSIS, REVIEW, AND REPORTING REVIEW, & REPORTING
<p>Data Analysis: Data will be analyzed of those memoranda that have been presented to the GoK reform agencies. ProMara will also follow up with all the concerned agencies to monitor and report on the result of ProMara technical assistance, i.e. as a result of ProMara assistance, things have gotten better, worse, stay the same.</p> <p>Presentation of Data: Numerically</p> <p>Review of Data: Rolling as data comes in by the component leader, monthly by M&E Specialist and COP</p> <p>Reporting of Data: Biannually; other reports as requested/required</p>
OTHER NOTES
<p>Notes Baselines/Targets: There is no baseline for this indicator. Year one target is zero; and year two is 5. Some potential results against this indicator for year two include: EMCA, Land Act, Forest Act, and Land Law (Succession Law)</p> <p>Location of Data Storage: All program data will be house in the ProMara office in Nakuru. Hardcopies of all supporting documents that verify results will be kept in a locked filing cabinet. Given the size and complexity of ProMara's performance indicators, an excel spreadsheet has been developed to track and monitoring achieved results against targets</p>
THIS SHEET LAST UPDATED ON: August 9 th , 2011

Indicator 1.4: Number of people(disaggregated by sex, age, and location) attending facilitated events that are geared towards strengthening understanding among conflict-affected groups that were supported with USG assistance
DESCRIPTION
<p>Precise Definition(s): Facilitated events generally include workshops, seminars, town meetings, and peace dialogues, and can be geared toward any number of societal groups (e.g., affected ethnic/religious minorities or communities, local, regional or national government officials, journalists, professionals, students, reintegrating former combatants, etc.). These events can serve to strengthen a reconciliation process, but can also be part of a pre-emptive, prevention process to build tolerance for or understanding of traditional rivals or adversaries before conflict has broken out. Such activities may involve one or more conflicting parties.</p> <p>Unit of Measure: Number (individual)</p> <p>Disaggregated by: Sex, age, location ethnicity, with special consideration for woman headed households</p> <p>Justification/Management Utility: These are key processes that advance a reconciliation process through increasing public support and knowledge</p>
PLAN FOR DATA ACQUISITION BY USAID
<p>Data Collection Method: Sign in sheets which will include when possible, GPS coordinates of event location</p> <p>Method of Acquisition by USAID: Quarterly Reports</p> <p>Data Source(s): Participants</p> <p>Frequency/Timing of Data Acquisition: Rolling as facilitate events occur</p> <p>Estimated Cost of Data Acquisition: N/A (included in budget)</p> <p>Responsible Individual(s) at USAID: Gregory Myers USAID/Washington in consultation w/ Enock Kanyanya USAID/Kenya</p>
DATA QUALITY ISSUES
<p>Date of Initial Data Quality Assessment: December 2011</p> <p>Known Data Limitations and Significance (if any): This indicator only measures those attendees, and not the impact of event</p> <p>Actions Taken or Planned to Address Data Limitations: ProMara will follow up with attendees/participants (likely a sample) to assess the impact of these workshops/trainings/events.</p> <p>Date of Future Data Quality Assessments: July 2012</p> <p>Procedures for Future Data Quality Assessments: For each data point report to USAID; supporting documentation will be identified. Using a system that checks off the data point and reviews the data validity and accuracy will be housed with the M&E files.</p>
PLAN FOR DATA ANALYSIS, REVIEW, AND REPORTING REVIEW, & REPORTING
<p>Data Analysis: Follow up with participants to see how these facilitated events indeed strengthened their understanding among conflict effected groups</p> <p>Presentation of Data: Numeric</p> <p>Review of Data: Rolling as these facilitated events occur by the ProMara component leader, monthly by M&E Specialist and COP</p> <p>Reporting of Data: Biannually; other reports as requested/required</p>
OTHER NOTES
<p>Notes Baselines/Targets: This indicator does not require a baseline. Year 1 target is 1,000 people (of which at least 45% will be women). Year two target is 5,000 (of which 50 will be women). These targets are based on participation and outreach by the communities during Phase 1</p> <p>Location of Data Storage: All program data will be house in the ProMara office in Nakuru. Hardcopies of all supporting documents that verify results will be kept in a locked filing cabinet. Given the size and complexity of ProMara's performance indicators, an excel spreadsheet (or something similar) will be developed to track and monitoring achieved results against targets</p>
THIS SHEET LAST UPDATED ON: August 9 th , 2011

Indicator 2.1: Number of private sector investors in targeted areas (disaggregated by type of investor, location of investor i.e. inside/outside program area,)
DESCRIPTION
<p>Precise Definition(s): Investors include but are not limited to: private US based investors, regional investors, Kenyan investors, individuals investors, private investors, philanthropies, and private NGOs, CBOs, and other community based groups. Investors may provide cash or other in-kind contributions such as meeting hall space, farm land for demonstration exercises, seedlings, etc.</p> <p>Unit of Measure: Number (private sector investors)</p> <p>Disaggregated by: Type of investor, location of investor i.e. inside/outside program area, and value of investment per investor</p>
PLAN FOR DATA ACQUISITION BY USAID
<p>Data Collection Method: Program record review. ProMara component leader and COP will work with these investors, and when investment is made; program documents will support and verify who, where, how, how much, why, and when as it relates to ProMara's support and contribution. GPS coordinates (when possible) of site investment was made</p> <p>Method of Acquisition by USAID: Quarterly Report</p> <p>Data Source(s): Investors; program files</p> <p>Frequency/Timing of Data Acquisition: Rolling; as investor and investments are committed</p> <p>Estimated Cost of Data Acquisition: N/A (included in budget)</p> <p>Responsible Individual(s) at USAID: Gregory Myers USAID/Washington in consultation w/ Enock Kanyanya USAID/Kenya</p>
DATA QUALITY ISSUES
<p>Date of Initial Data Quality Assessment: December 2011</p> <p>Known Data Limitations and Significance (if any): The actual disbursement of funds when it comes to large scale private sector investment can take years, if not longer. ProMara will work with the private sector in engage and bring in investors and investment; however, the process which includes trust building, information dissemination, accountability, and transparency (from both parties) is often a long process.</p> <p>Actions Taken or Planned to Address Data Limitations: ProMara will detail the process of working with investors as part of this indicator. The final investment made is what is counted however an equally compelling and necessary story is the process from which we get there (all of the meetings with various stakeholders, the MOUs, the agreements, and other formal and informal processes that must be in place).</p> <p>Date of Future Data Quality Assessments: July 2012</p> <p>Procedures for Future Data Quality Assessments: For each data point report to USAID; supporting documentation will be identified. Using a system that checks off the data point and reviews the data validity and accuracy will be housed with the M&E files.</p>
PLAN FOR DATA ANALYSIS, REVIEW, AND REPORTING REVIEW, & REPORTING
<p>Data Analysis: Aside from the number of investors and contributions the program will also detail and document the processes taken to get to the final agreement and allocation of funds.</p> <p>Presentation of Data: Numerically with supporting qualitative data</p> <p>Review of Data: Rolling as events and milestones occur by component leader, monthly by M&E Specialist and COP</p> <p>Reporting of Data: Biannually; other reports as requested/required</p>
OTHER NOTES
<p>Notes Baselines/Targets: This indicator does not require a baseline. Year one target is 1 and the year two target is 4.</p> <p>Location of Data Storage: All program data will be house in the ProMara office in Nakuru. Hardcopies of all supporting documents that verify results will be kept in a locked filing cabinet. Given the size and complexity of ProMara's performance indicators, an excel spreadsheet has been developed to track and monitoring achieved results against targets</p>
THIS SHEET LAST UPDATED ON: August 9 th , 2011

Indicator 2.2: Percentage of project assisted farmers (disaggregated by sex, age, location) who adopt on-farm conservation practices
DESCRIPTION
<p>Precise Definition(s): An improved initiative, tool, technology or model is a device or application of science that facilitates conservation or sustainable utilization practices of natural resources. Conservation tools could include: 1) Land set asides for ecotourism or wildlife; 2) Nature focused enterprise development; 3) Focused commodity support; 4) Tree Nurseries, Woodlots and Plantations; 5) Agroforestry technologies for improved farming; 6); 7) Product Development; 8) Water harvesting; Use means taken, implemented, or followed. Stakeholders are local community members/individuals in the target area.</p> <p>Unit of Measure: Percentage (individual)</p> <p>Disaggregated by: Sex, age, location,</p> <p>Justification/Management Utility: Many ENRM tools and technologies already exist in Kenya but need to be disseminated from current users to new adopters in the target areas. In some cases new tools and technologies will be developed to stimulate local ENRM initiatives. Access by stakeholders to a “larger tool kit” is expected to result in promotion of change in community and individual behaviors in favor of conservation and sustainable natural resource utilization practices. An increase (or lack thereof) in the number of conservation tools / technologies in use reflects both stakeholder access to new concepts and tools and their interest in implementation of those tools to improve conservation and sustainable utilization of natural resources. The implied hypothesis is that an increase in the number of tools/techniques applied at each site leads to increased access and implementation, which in turn leads to improved management of the natural resource base.</p>
PLAN FOR DATA ACQUISITION BY USAID
<p>Data Collection Method: Observation of on-farm conservation practices adopted; pictures to verify, GPS coordinates will be taken (when possible) for each on-site location that meets this indicator</p> <p>Method of Acquisition by USAID: Quarterly Report</p> <p>Data Source(s): Project assisted farmers</p> <p>Frequency/Timing of Data Acquisition: Rolling, as necessary post training to ensure that the farmers have had the time to 1) to adopt 2) to determine if they want to adopt</p> <p>Estimated Cost of Data Acquisition: N/A (included in budget)</p> <p>Responsible Individual(s) at USAID: Gregory Myers USAID/Washington in consultation w/ Enock Kanyanya USAID/Kenya</p>
DATA QUALITY ISSUES
<p>Date of Initial Data Quality Assessment: December 2011</p> <p>Known Data Limitations and Significance (if any): Need to verify that those that contribute to this indicator have previously received ProMara assistance to prove attribution of the program. The results for this indicator are similar to those in indicator 2.5 (Number of people with increase economic benefits) with the major differences that indicator 2.5 will count both on and off farm. Its assumed that those counted toward this indicator (2.2) will also have an increase economic benefit</p> <p>Actions Taken or Planned to Address Data Limitations: For internal accountability purposes the training/assistance that each farmer received must be also documented against this indicator to prove attribution.</p> <p>Date of Future Data Quality Assessments: July 2012</p> <p>Procedures for Future Data Quality Assessments: For each data point report to USAID; supporting documentation will be identified. Using a system that checks off the data point and reviews the data validity and accuracy will be housed with the M&E files.</p>
PLAN FOR DATA ANALYSIS, REVIEW, AND REPORTING REVIEW, & REPORTING
<p>Data Analysis: Particular attention and analysis will be conducted on how this indicator relates to woman and woman headed households;, and what technologies/practices where the best received and most effective</p> <p>Presentation of Data: Numerically with supporting qualitative data</p> <p>Review of Data: Rolling as data comes in by the component leader, and monthly to M&E Specialist and COP</p> <p>Reporting of Data: Biannually; other reports as requested/required</p>
OTHER NOTES
<p>Notes Baselines/Targets: This indicator will have a rolling baseline. As new people are trained, the pool of potential “adoptees” grows; however semiannually data will be analyzed to assess baseline and results for that reporting period. Targets year one zero, target year two is 60%.</p> <p>Location of Data Storage: All program data will be house in the ProMara office in Nakuru. Hardcopies of all supporting documents that verify results will be kept in a locked filing cabinet. Given the size and complexity of ProMara’s performance indicators, an excel spreadsheet has been developed to track and monitoring achieved results against targets</p>
THIS SHEET LAST UPDATED ON: August 9 th , 2011

Indicator 2.3: Number of local NRM-based enterprises with significant youth involvement who have been supported by ProMara assistance
DESCRIPTION
<p>Precise Definition(s): NRM based enterprise are those enterprises whose primary function is NRM objectives and/or missions focus specifically on NRM activities. There are two criteria for “significant youth involvement” of which only one needs to be met 1) the NRM based enterprise has a majority of members, staff, and principles who are youth or 2) the objective of the enterprise is youth related with a youth objective that focuses on youth based activities. Youth is considered individuals from 15-35 in this context. To be counted towards this indicator the NRM enterprise must be supported by ProMara; types of support include but are not limited to mentoring, training, workshops, joint project/activities implementation, baseline studies, and advocacy.</p> <p>Unit of Measure: Number (enterprises)</p> <p>Disaggregated by: None</p> <p>Justification/Management Utility: Youth are often disengaged, unemployed, underemployed or idle. Bringing youth into NRM activities through lessons and activities that foster NRM best practices as well as provides exposure to issues around biodiversity and NRM will help to create engagement and involvement to a generation of potential “good” stewards of NRM. This indicator aims to strengthen and increase the number of NRM enterprises that have significant youth involvement.</p>
PLAN FOR DATA ACQUISITION BY USAID
<p>Data Collection Method: Review of project documents where NRM enterprises (with youth focus) benefited from the project (i.e. training, workshop, etc); theyby encouraging other NRM enterprises to increase their youth involvement to meet this indicator. This will be measured by the assistance provided by ProMara in the forms of sign-in sheets and reports. The enterprises will be followed to assess the ability to use and apply skills and experience the have learned from ProMara. The project will also ensure that the enterprise is in fact a true enterprise and not an ad hoc organization thereby providing either formal registration or if informal by-laws or other documentation supporting their affiliation.</p> <p>Method of Acquisition by USAID: Quarterly Report</p> <p>Data Source(s): Beneficiaries that took part in ProMara supported/sponsored events (i.e. sign in sheets, photographs, etc)</p> <p>Frequency/Timing of Data Acquisition: Rolling, as assistance is provided</p> <p>Estimated Cost of Data Acquisition: N/A (included in budget)</p> <p>Responsible Individual(s) at USAID: Gregory Myers USAID/Washington in consultation w/ Enoch Kanyanya USAID/Kenya</p>
DATA QUALITY ISSUES
<p>Date of Initial Data Quality Assessment: December 2011</p> <p>Known Data Limitations and Significance (if any): need to get documentation from the enterprise and keep in file with this indicator that the enterprise that has received assistance is indeed a youth focused enterprise. Many groups form in an ad hoc manner and not legally registered.</p> <p>Actions Taken or Planned to Address Data Limitations: A form will be created by the team for which the enterprise can sign off that they are a youth focus NRM enterprise. To avoid counting groups of individuals that are not true “enterprises” Pro Mara will require documentation (to be filed with this indicator) from each enterprise that confirms their legal status or if informal their by-laws and structure</p> <p>Date of Future Data Quality Assessments: July 2012</p> <p>Procedures for Future Data Quality Assessments: For each data point report to USAID, supporting documentation will be identified. Using a system that checks off the data point and reviews the data validity and accuracy will be housed with the M&E files.</p>
PLAN FOR DATA ANALYSIS, REVIEW, AND REPORTING REVIEW, & REPORTING
<p>Data Analysis: Analysis will be conducted to look at woman youth, as well as marginalized youth within the NRM enterprises that have been counted towards this indicator.</p> <p>Presentation of Data: Numerically with supporting qualitative data</p> <p>Review of Data: Rolling as data comes in by the component leader, and monthly by M&E Specialist and COP</p> <p>Reporting of Data: Biannually; other reports as requested/required</p>
OTHER NOTES
<p>Notes Baselines/Targets: This indicator does not require a baseline. Target for year one is 3 and 10 for year two. .</p> <p>Location of Data Storage: All program data will be house in the ProMara office in Nakuru. Hardcopies of all supporting documents that verify results will be kept in a locked filing cabinet. Given the size and complexity of ProMara’s performance indicators, an excel spreadsheet has been developed to track and monitoring achieved results against targets</p>
THIS SHEET LAST UPDATED ON: August 9 th , 2011

Indicator 2.4: Number of local NRM-based women enterprises who have been supported by ProMara assistance
DESCRIPTION
<p>Precise Definition(s): NRM based enterprise are those enterprises whose primary function is NRM objectives and/or missions focus specifically on NRM activities. For an enterprise to be counted towards this indicator it must comprise solely of women members and leaders. To be counted towards this indicator the NRM enterprise must be supported by ProMara, types of support include but are not limited to mentoring, training, workshops, joint project/activities implementation, baseline studies, and advocacy.</p> <p>Unit of Measure: Number (enterprises)</p> <p>Disaggregated by: Women/Youth women</p> <p>Justification/Management Utility: Women are often marginalized, disengaged, unemployed, underemployed or idle. Bringing women into NRM activities through lessons and activities that foster NRM best practices as well as provides exposure to issues around biodiversity and NRM will help to create engagement and involvement to a generation of potential “good” stewards of NRM. .</p>
PLAN FOR DATA ACQUISITION BY USAID
<p>Data Collection Method: Review of project documents where NRM enterprises what are women owned/operated/membered benefited from the project (i.e. training, workshop, ect); thereby encouraging other woman focused and operating NRM enterprises to increase and flourish. This will be measured by the assistance provided by ProMara in the forms of sign-in sheets and reports. The enterprises will be followed to assess the ability to use and apply skills and experience the have learned from ProMara. The project will also ensure that the enterprise is in fact an enterprise and not an ad hoc organization thereby providing either formal registration or if informal by-laws or other documentation supporting their affiliation.</p> <p>Method of Acquisition by USAID: Quarterly Report</p> <p>Data Source(s): Beneficiaries that took part in ProMara supported/sponsored events (i.e. sign in sheets, photographs, ect)</p> <p>Frequency/Timing of Data Acquisition: Rolling, as assistance is provided</p> <p>Estimated Cost of Data Acquisition: N/A (included in budget)</p> <p>Responsible Individual(s) at USAID: Gregory Myers USAID/Washington in consultation w/ Enock Kanyanya USAID/Kenya</p>
DATA QUALITY ISSUES
<p>Date of Initial Data Quality Assessment: December 2011</p> <p>Known Data Limitations and Significance (if any): Need documentation that the enterprise has received assistance and is indeed a women enterprise, as “precise definition” for criteria.</p> <p>Actions Taken or Planned to Address Data Limitations: A form will be created by the team for which the enterprise can sign off that they are a women NRM enterprise. To avoid counting groups of individuals that are not true “enterprises” Pro Mara will require documentation (to be filed with this indicator) from each enterprise that confirms their legal status or if informal their by-laws and structure</p> <p>Date of Future Data Quality Assessments: July 2012</p> <p>Procedures for Future Data Quality Assessments: For each data point report to USAID, supporting documentation will be identified. Using a system that checks off the data point and reviews the data validity and accuracy will be housed with the M&E files.</p>
PLAN FOR DATA ANALYSIS, REVIEW, AND REPORTING REVIEW, & REPORTING
<p>Data Analysis: Analysis will be conducted to look at the number of woman youth within the NRM enterprises that have been counted towards this indicator.</p> <p>Presentation of Data: Numerically with supporting qualitative data</p> <p>Review of Data: Rolling as data comes in by the component leader, monthly to M&E Specialist and COP</p> <p>Reporting of Data: Biannually; other reports as requested/required</p>
OTHER NOTES
<p>Notes Baselines/Targets: This indicator does not require a baseline. Target for year one is zero, and a target of 15 for year two.2.</p> <p>Location of Data Storage: All program data will be house in the ProMara office in Nakuru. Hardcopies of all supporting documents that verify results will be kept in a locked filing cabinet. Given the size and complexity of ProMara’s performance indicators, an excel spreadsheet has been developed to track and monitoring achieved results against</p>
THIS SHEET LAST UPDATED ON: August 9 th , 2011

Indicator 2.5: Number of people(disaggregated by sex, age, and location) with increased economic benefits derived from sustainable NRM and conservation as a result of USG assistance

DESCRIPTION

Precise Definition(s): Increased economic benefits include, number of new enterprises developed (including but not limited to fisheries, sustainable tourism, forestry/agroforestry, sustainable agriculture, microenterprise, etc.), economic benefits from ecosystem services, etc. Economic benefits may be based on actual cash transactions or other economic value of natural resources. ProMara will monitor the number of stakeholders directly benefiting from involvement in improved ENRM initiatives. Stakeholders are defined as individuals involved in the program. Stakeholders are individuals who receive funding, training, technical assistance, commodity support, resource access or financial returns from the program. For example, a registered member of CFA benefits if the capacity of the CFA leadership to effectively govern and manage funds is improved. Improved ENRM is defined as reversing, halting or reducing the rate of unsustainable use of the natural resource base through an integrated management approach

Unit of Measure: Number (individual)

Disaggregated by: Sex, age, location,

Justification/Management Utility: This indicator links sustainable natural resources management to economic growth and social development objectives. Inherent in improving natural resource management in Kenya is expanding the base of stakeholders involved in and benefiting from ENRM activities. The assumption is that increasing the number of individuals who benefit from improved natural resource management will result in the creation of a long-term constituency for conservation in Kenya. An increase in the number of stakeholders who are involved and benefit from improved natural resource management programs reflects the program's ability to create a base constituency for conservation, which is central for the long term sustainability of natural resources in Kenya.

PLAN FOR DATA ACQUISITION BY USAID

Data Collection Method: s People benefiting from activities that creates livelihoods (e.g. fruit trees) or improves, creates efficiencies, or better utilizes existing resources (e.g. wood stoves) are counted towards this indicator. Training will be documented with sign-sheet, and later staff will follow up with staff to verify adoption. GPS coordinates (when possible) will be taken at home of each individual.

Method of Acquisition by USAID: Quarterly Report

Data Source(s): Mainly ProMara farmers, enterprises (and workers within those enterprises) and impacts of private investment

Frequency/Timing of Data Acquisition:

Estimated Cost of Data Acquisition: N/A (included in budget)

Responsible Individual(s) at USAID: Gregory Myers USAID/Washington in consultation w/ Enock Kanyanya USAID/Kenya

DATA QUALITY ISSUES

Date of Initial Data Quality Assessment: December 2011

Known Data Limitations and Significance (if any): ProMara will look at those individuals how have received training that "could" improve their livelihood and will then follow up with the stakeholder to verify adoption. Some of the activities that will increase economic benefit may not be seen in the timeframe of the program (i.e. fruit from fruit trees) however if adopted it will be assumed that these will later provide economic benefits.

Actions Taken or Planned to Address Data Limitations: As mentioned increases incomes in this timeframe will show minimal rewards/results, but that does not mean that program beneficiaries don't have increase benefit; therefore the following proxies will all count towards this indicator: 1) number of people employed as a result of ProMara assisted private investment 2) number of people that are now working in livelihoods who were not previously 3) number of people who have adopted an improved agricultural practice to increase yields 4) new of employees from new NRM related enterprise form, and/or expanded

Date of Future Data Quality Assessments: July 2012

Procedures for Future Data Quality Assessments: For each data point report to USAID, supporting documentation will be identified. Using a system that checks off the data point and reviews the data validity and accuracy will be housed with the M&E files.

PLAN FOR DATA ANALYSIS, REVIEW, AND REPORTING REVIEW, & REPORTING

Data Analysis: Qualitative data to support the type and impact of economic benefits

Presentation of Data: Numerically with supporting qualitative data

Review of Data: Rolling as data comes in by the component leader, monthly to M&E Specialist and COP

Reporting of Data: Biannually; other reports as requested/required

OTHER NOTES
<p>Notes Baselines/Targets: There is no baseline for this indicator. Target year one is 350; target year two is 1,000.</p> <p>Location of Data Storage: All program data will be house in the ProMara office in Nakuru. Hardcopies of all supporting documents that verify results will be kept in a locked filing cabinet. Given the size and complexity of ProMara's performance indicators, an excel spreadsheet has been developed to track and monitoring achieved results against targets</p>
THIS SHEET LAST UPDATED ON: August 9 th , 2011

<p>Indicator 2.6: Number of laws, policies, agreements or regulations addressing climate change, land tenure women rights, and the environment proposed, adopted, or implemented as a result of USG</p>
DESCRIPTION
<p>Precise Definition(s): See indicator 1.3. Although counted under indicator 1.3; the result also contributes to this component.</p>

DRAFT

Indicator 3.1: Number of people (disaggregated by sex, age, and location) receiving USG-supported training in NRM and/or biodiversity conservation
DESCRIPTION
<p>Precise Definition(s): The number of individuals participating in learning activities intended for teaching or imparting knowledge and information on natural resources management and biodiversity conservation to the participants with designated instructors or lead persons, learning objectives, and outcomes, conducted fulltime or intermittently. ENRM and biodiversity conservation training can consist of transfer of knowledge, skills, or attitudes through structured learning and follow-up activities, or through less structured means, to solve problems or fill identified performance gaps. Training can consist of long-term academic degree programs, short- or long-term non-degree technical courses in academic or in other settings, non-academic seminars, workshops, on-the-job learning experiences, observational study tours, or distance learning exercises or interventions.</p> <p>Unit of Measure: Number (individual)</p> <p>Disaggregated by: Sex, age, location, , and who the participant represents (i.e. KFS, ect)</p> <p>Justification/Management Utility: Tracking the number of people trained in ENRM/Biodiversity Conservation provides information about the reach and scale of training and capacity building efforts</p>
PLAN FOR DATA ACQUISITION BY USAID
<p>Data Collection Method: Sign-in forms, post training evaluation, final training report and photographs. GPS coordinates whenever possible will be taken at place of training</p> <p>Method of Acquisition by USAID: Quarterly Report</p> <p>Data Source(s): Participants</p> <p>Frequency/Timing of Data Acquisition: Rolling as training take place</p> <p>Estimated Cost of Data Acquisition: N/A (included in budget)</p> <p>Responsible Individual(s) at USAID: Gregory Myers USAID/Washington in consultation w/ Enock Kanyanya USAID/Kenya</p>
DATA QUALITY ISSUES
<p>Date of Initial Data Quality Assessment: December 2011</p> <p>Known Data Limitations and Significance (if any): Double counting. Also skill transfer, not part of the indicator but part of ProMara functions</p> <p>Actions Taken or Planned to Address Data Limitations: Sign in list will be reviewed to ensure that if a person is trained once they are not counted again.</p> <p>Date of Future Data Quality Assessments: July 2012</p> <p>Procedures for Future Data Quality Assessments: For each data point report to USAID; supporting documentation will be identified. Using a system that checks off the data point and reviews the data validity and accuracy will be housed with the M&E files.</p>
PLAN FOR DATA ANALYSIS, REVIEW, AND REPORTING REVIEW, & REPORTING
<p>Data Analysis: Qualitative data from the post evaluation form;</p> <p>Presentation of Data: Numerically with supporting qualitative data</p> <p>Review of Data: Rolling as data comes in by the component leader, monthly by M&E Specialist and COP</p> <p>Reporting of Data: Biannually; other reports as requested/required</p>
OTHER NOTES
<p>Notes on Baselines/Targets: There is no baseline for this indicator. Target for year one is 2,000 and 400 for year two. Targets were determined based on the number of people trained to date from (CFAs, CBOs, FCC, Water groups, ect), Targets for year two are lower than year one as the program will be concentrating on beneficiaries met during year one, and will not overextend resources. Given the technical and financial resources, near saturation is met after year one.</p> <p>Location of Data Storage: All program data will be house in the ProMara office in Nakuru. Hardcopies of all supporting documents that verify results will be kept in a locked filing cabinet. Given the size and complexity of ProMara's performance indicators, an excel spreadsheet has been developed to track and monitoring achieved results against targets</p>
THIS SHEET LAST UPDATED ON: August 9 th , 2011

Indicator 3.2: Number of people (disaggregated by sex, age, and location) with increased adaptive capacity to cope with impacts of climate variability and change
DESCRIPTION
<p>Precise Definition(s): Capability to adapt to or better cope with the impacts of climate variability and change as a result of: communication of weather and climate forecasts, increased availability of weather and climate information including long-term climate projections, understanding of potential impacts of climate variability and change on development, creation and dissemination of tools to incorporate climate variability and change in development projects, consideration of future climate change in project planning and implementation, greater economic opportunities. Some examples that will be counted towards this indicator include, but not limited to: water harvesting, improved river bank management, improving on-farm practices (see indicator 2.2), woodstoves, fruit trees, wood lots, forest preserve planting, crop diversification, ect</p> <p>Unit of Measure: Number (individual)</p> <p>Disaggregated by: Sex, age, location,</p> <p>Justification/Management Utility: People benefiting from improvements in natural resource management as members of communities that rely heavily on natural resources understand the impacts of climate variability and change on the ecosystems that support their livelihoods, and have tools to manage the resources better. Also people benefiting from improvements in the agriculture sector as farmers, agricultural extension agents, and supporting institutions understand how to use climate and weather information to better plan their cropping and harvest practices and anticipate market dynamics. Improvements in natural resource management as members of communities who rely heavily on natural resources, better understand the impacts of climate variability and change on ecosystems that support their livelihoods, and have tools to manage resources better</p>
PLAN FOR DATA ACQUISITION BY USAID
<p>Data Collection Method: Review of program documents to assess which training and subsequent adoption/methods were implemented by beneficiaries; mainly firsthand account stories, with photographs. Also will be counting number of people trained to cope with climate changes which includes sign in sheets, pre and post test, and post evaluation form.</p> <p>Method of Acquisition by USAID: Quarterly Report</p> <p>Data Source(s): Those trained as well as adopters (beneficiaries) of NRM and GCC best practices that aim to help people cope and buffer the negative effects of GCC.</p> <p>Frequency/Timing of Data Acquisition: Rolling, as activities occur</p> <p>Estimated Cost of Data Acquisition: N/A (included in budget)</p> <p>Responsible Individual(s) at USAID: Gregory Myers USAID/Washington in consultation w/ Enoch Kanyanya USAID/Kenya</p>
DATA QUALITY ISSUES
<p>Date of Initial Data Quality Assessment: December 2011</p> <p>Known Data Limitations and Significance (if any): Increase adaptive capacity speaks to those who adopt, however it can be argued that those with increase knowledge (via training) will also have increase capacity to cope, and therefore will be counted as well.</p> <p>Actions Taken or Planned to Address Data Limitations: Disaggregated between those that have been trained and adopters (where relevant)</p> <p>Date of Future Data Quality Assessments: July 2012</p> <p>Procedures for Future Data Quality Assessments: For each data point report to USAID; supporting documentation will be identified. Using a system that checks off the data point and reviews the data validity and accuracy will be housed with the M&E files.</p>
PLAN FOR DATA ANALYSIS, REVIEW, AND REPORTING REVIEW, & REPORTING
<p>Data Analysis: Look at those that have received training (and will be counted towards this indicator) and those who have adopted</p> <p>Presentation of Data: Numerically with supporting qualitative data</p> <p>Review of Data: Rolling as data comes in by the component leader, an monthly by M&E Specialist and COP</p> <p>Reporting of Data: Biannually; other reports as requested/required</p>
OTHER NOTES
<p>Notes on Baselines/Targets: There is no baseline for this indicator. Target for year one is 1,000, and 1,400 for year two. Targets were developed from previous and current work being done by ProMara with fruit trees, cook stoves, forest lots, tree nurseries, and fodder.</p> <p>Location of Data Storage: All program data will be house in the ProMara office in Nakuru. Hardcopies of all supporting documents that verify results will be kept in a locked filing cabinet. Given the size and complexity of ProMara's performance indicators, an excel spreadsheet has been developed to track and monitoring achieved results against targets</p>
THIS SHEET LAST UPDATED ON: August 9 th , 2011

Indicator 3.3: Number of hectares in areas of biological significance under improved management as a results of USG assistance
DESCRIPTION
<p>Precise Definition(s): “Improved Management” includes activities that promote enhanced management of natural resources for the objective of conserving biodiversity in areas that are identified as biologically significant through national, regional, or global priority-setting processes. Management should be guided by a stakeholder-endorsed process following principles of sustainable NRM and conservation, improved human and institutional capacity for sustainable NRM and conservation, access to better information for decision-making, and/or adoption of sustainable NRM and conservation practices. Because there can be change towards positive or negative land use, ProMara will monitor net positive change. USAID/Kenya has defined positive land use as land which is purposefully dedicated to improved ENRM or open space placed under site-specific conservation programs or ENRM plans through formal agreements and actions. Negative land use is defined as land dedicated for non-conservation purposes and thus unavailable for improved ENRM (settlements, agricultural plantations, industries, mining, dynamite fishing, etc). Land may also be classified In an “indeterminate status” category for internal analysis.</p> <p>Unit of Measure: Number (hectares)</p> <p>Disaggregated by: Pilot sites , wildlife management, or forestry management</p> <p>Justification/Management Utility: A spatial indicator is an appropriate measure of the scale of impact of conservation interventions. The standard of ‘improved’ management as defined by implementation of best practices and approaches demonstrates progress across a wide range of programs.. Program activities are intended to contribute both directly and indirectly to positive changes in land use which favor more profitable and more sustainable uses and which encourage improved ENRM. One critical assumption of the program is that cumulative results of activities will result in increased land for improved ENRM (positive change) and reduction of negative land uses such as sub-division for extensive agriculture or other uses that more or less permanently remove land from conservation. This indicator quantifies the amount, and type of land use change occurring in target areas to reflect program effectiveness in forwarding conservation and improving natural resource management. The implied hypothesis is that an increase in the number of hectares under improved natural resource practices leads to improved biodiversity or sustainability ecosystem.</p>
PLAN FOR DATA ACQUISITION BY USAID
<p>Data Collection Method: Co-management agreement plans, community forestry plans, and other NRM based participatory plans; GIS</p> <p>Method of Acquisition by USAID: Quarterly Reports</p> <p>Data Source(s): Geographic information systems (GIS); co-management plans, easements, and community forestry plans</p> <p>Frequency/Timing of Data Acquisition: Quarterly / semi annually</p> <p>Estimated Cost of Data Acquisition: N/A (included in budget)</p> <p>Responsible Individual(s) at USAID: Gregory Myers USAID/Washington in consultation w/ Enock Kanyanya USAID/Kenya</p>
DATA QUALITY ISSUES
<p>Date of Initial Data Quality Assessment: December 2011</p> <p>Known Data Limitations and Significance (if any): In the process of getting specific definition from USAID/Kenya on “biological significance”</p> <p>Actions Taken or Planned to Address Data Limitations: N/A</p> <p>Date of Future Data Quality Assessments: July 2012</p> <p>Procedures for Future Data Quality Assessments: For each data point report to USAID; supporting documentation will be identified. Using a system that checks off the data point and reviews the data validity and accuracy will be housed with the M&E files.</p>
PLAN FOR DATA ANALYSIS, REVIEW, AND REPORTING REVIEW, & REPORTING
<p>Data Analysis: Will look at the number of program assisted areas that the program has under improved NRM per the entire program area;</p> <p>Presentation of Data: ENRM land will be classified by two program ENRM regimes: wildlife management and forestry management</p> <p>Review of Data: Rolling as data comes in by the component leader, monthly to M&E Specialist and COP</p> <p>Reporting of Data: Biannually; other reports as requested/required</p>
OTHER NOTES

<p>Notes on Baselines/Targets: There is no baseline for this indicator. Target for year one and two are still be determined as there is outstanding data that will be collected by the end of September 2011., However, the project is able to currently document 5.6 hectares in one CFA of indigenous forest replanting, and approximately 10 KM (to be converted to hectares) of riparian area that is under restoration; however areas of forest stations is not yet available and targets will be fixed when that data become available.</p> <p>Location of Data Storage: All program data will be house in the ProMara office in Nakuru. Hardcopies of all supporting documents that verify results will be kept in a locked filing cabinet. Given the size and complexity of ProMara's performance indicators, an excel spreadsheet has been developed to track and monitoring achieved results against targets</p>
<p>THIS SHEET LAST UPDATED ON: August 9th, 2011</p>

<p>Indicator 3.4: Number of institutions/organizations undertaking capacity /competency strengthening as a result of USG assistance</p>
<p>DESCRIPTION</p>
<p>Precise Definition(s): Number of institutions/organizations undertaking capacity / competency strengthening in one or more of the six areas of institutional/organizational competency: governance (e.g., board, mission/goal/ constituency, leadership, legal status); management practices (e.g., organizational structure, information management, administration procedures, personnel, planning, program development, program reporting); human resources (e.g., human resources development, staff roles, work organization, diversity issues, supervisory practices, salary and benefits); financial resources (e.g., accounting, budgeting, financial/inventory controls, financial reporting); service delivery (e.g., sectoral expertise, constituency, impact assessment); external relations (e.g., constituency relations, collaboration, public relations, local resources, media). ProMara will go beyond just measuring those organizations/institutions that received strengthening but rather measure the increase capacity as well. The Organizational Capacity Assessment is a process whereby organizations are evaluated and 'scored' across seven (7) thematic areas - (i) governance, (ii) natural resource management, (iii) administration, (iv) financial management, (v) conflict management, (vi) sustainability and (vii) advocacy.</p> <p>Unit of Measure: Number (institutions/organizations)- Index</p> <p>Disaggregated by: Type of organization/ institution, location.</p> <p>Justification/Management Utility: Measures the second of three stages of institutional/organizational capacity strengthening.</p> <p>Conservation programs require that grassroots CBOs be empowered to advocate and influence change in favor of improved natural resources management. Grassroots initiatives should lead to change in the management of natural resources in targeted areas, and help establish an enabling environment in which lasting changes in environmental management may occur. ProMara fosters many groups advocating the current trends towards devolution of ENRM,</p>
<p>PLAN FOR DATA ACQUISITION BY USAID</p>
<p>Data Collection Method: Program documents supporting and verify support and capacity strengthening. Method of Acquisition by USAID: Quarterly Report Data Source(s): Institutions Frequency/Timing of Data Acquisition: Quarterly Estimated Cost of Data Acquisition: N/A (included in budget) Responsible Individual(s) at USAID: Gregory Myers USAID/Washington in consultation w/ Enock Kanyanya USAID/Kenya</p>
<p>DATA QUALITY ISSUES</p>
<p>Date of Initial Data Quality Assessment: December 2011 Known Data Limitations and Significance (if any): This indicator measures institutions undergoing (i.e. training, mentoring, technical assistance) capacity building, but not the result of their increase capacity. Actions Taken or Planned to Address Data Limitations: ProMara will measure how these institutions (with baseline data) advanced in capacity as a result of program assistance. Date of Future Data Quality Assessments: July 2012 Procedures for Future Data Quality Assessments: For each data point report to USAID; supporting documentation will be identified. Using a system that checks off the data point and reviews the data validity and accuracy will be housed in M&E files.</p>
<p>PLAN FOR DATA ANALYSIS, REVIEW, AND REPORTING REVIEW, & REPORTING</p>
<p>Data Analysis: The improvement of the CFA and/or WRUA within the index Presentation of Data: Numerically with supporting qualitative data Review of Data: Rolling as data comes in by the component leader, monthly to M&E Specialist and COP Reporting of Data: Biannually; other reports as requested/required</p>

OTHER NOTES

Notes on Baselines/Targets: There is no baseline for this indicator. Target year one is 125; target year two is 15
Location of Data Storage: All program data will be house in the ProMara office in Nakuru. Hardcopies of all supporting documents that verify results will be kept in a locked filing cabinet. Given the size and complexity of ProMara's performance indicators, an excel spreadsheet has been developed to track and monitoring achieved results against targets

THIS SHEET LAST UPDATED ON: August 9th, 2011

DRAFT

Indicator 4.1: Percentage respondents (disaggregated by sex , age and location) who are aware of the GOK Mau Task force recommendations
DESCRIPTION
<p>Precise Definition(s): Respondents are program beneficiaries surveyed with increased level of awareness of Mau Task Force Recommendations.</p> <p>Unit of Measure: Percentage (individual)</p> <p>Disaggregated by: Sex, age, location, ethnicity</p> <p>Justification/Management Utility: The Task force on Conservation of the Mau Complex established in July 2008 was mandated to conduct expeditious and consultative appraisal of the situation of the Mau Complex and make recommendations to the government on 1) Effective management structure to stop any further degradation in the Mau Forest Complex 2) Long-Term solution for uncontrolled human settlement in and around the forest complex, including relocation of populations as may be necessary for the conservation of the forest complex; 3) The restoration of all degraded forests and critical water catchments in the Mau Complex; and 4) Mobilize resources to achieve the above objectives. The Report was completed and handed over to the Government in March 2009. Since then there has been the establishment of the Interim Coordinating Secretariat charged with the responsibility of coordinating the implementation of the recommendations and coordination of actors working in the Mau complex. The KAP survey revealed the level of awareness to be at 26%. This has led to the anxiety among the people living in Mau even though the report is on the public domain.</p>
PLAN FOR DATA ACQUISITION BY USAID
<p>Data Collection Method: KAP survey for baseline, during the program technical assistances will be provided to beneficiaries in various forms (training, informational campaigns, workshops, ect) that will be the basis for which the second KAP study will measure changes during the last quarter of the program</p> <p>Method of Acquisition by USAID: Annual Reports</p> <p>Data Source(s): Beneficiaries</p> <p>Frequency/Timing of Data Acquisition: KAP baseline study (last quarter of Phase 1) and KAP end of program study (last quarter of Phase 2)</p> <p>Estimated Cost of Data Acquisition: N/A (included in budget)</p> <p>Responsible Individual(s) at USAID: Gregory Myers USAID/Washington in consultation w/ Enock Kanyanya USAID/Kenya</p>
DATA QUALITY ISSUES
<p>Date of Initial Data Quality Assessment: December 2011</p> <p>Known Data Limitations and Significance (if any):N/A</p> <p>Actions Taken or Planned to Address Data Limitations: N/A</p> <p>Date of Future Data Quality Assessments: July 2012</p> <p>Procedures for Future Data Quality Assessments: For each data point report to USAID; supporting documentation will be identified. Using a system that checks off the data point and reviews the data validity and accuracy will be housed with the M&E files.</p>
PLAN FOR DATA ANALYSIS, REVIEW, AND REPORTING REVIEW, & REPORTING
<p>Data Analysis: Focus on woman headed household and geographic regions.</p> <p>Presentation of Data: Numerically with supporting qualitative data</p> <p>Review of Data: COP as KAP is completed; timing of frequent data reviews throughout the KAP process will be determined as KAP is developed</p> <p>Reporting of Data: Baseline (first year) and End of Program (final report)</p>
OTHER NOTES
<p>Notes on Baselines/Targets: From the KAP survey the baseline is at 26%. Target: by end of program the target is 45%</p> <p>Location of Data Storage: All program data will be house in the ProMara office in Nakuru. Hardcopies of all supporting documents that verify results will be kept in a locked filing cabinet. Given the size and complexity of ProMara's performance indicators, an excel spreadsheet has been developed to track and monitoring achieved results against targets</p>
THIS SHEET LAST UPDATED ON: August 9 th , 2011

Indicator 4.2: Percentage of respondents who participate in activities supported by conservation agencies (WRUAs, CFAs, KFS ect)
DESCRIPTION
<p>Precise Definition(s): Respondents are program beneficiaries who participate in conservation activities spearheaded by WRUAs, CFAs, KFS among others</p> <p>Unit of measure: Percentage (individual)</p> <p>Disaggregated by: Sex, age, location, ethnicity</p> <p>Justification/Management Utility: From the KAP survey, very residents participate in conservation activities supported by the conservation agencies such as Water Resources User Associations, Community Forest User Associations, and Kenya Forest Service among others. The WRUAs and CFAs have been mandated by the Water Act 2002 and Forest Act 2005 to serve as community organizations spearheading issues of water and forest resources conservation and management respectively. From the KAP survey 15% of the sampled households participate in such activities.</p>
PLAN FOR DATA ACQUISITION BY USAID
<p>Data Collection Method: KAP survey for baseline, during the program technical assistances will be provided to beneficiaries in various forms (training, informational campaigns, workshops, ect) that will be the basis for which the second KAP study will measure changes during the last quarter of the program</p> <p>Method of Acquisition by USAID: Annual Reports</p> <p>Data Source(s): Beneficiaries</p> <p>Frequency/Timing of Data Acquisition: KAP baseline study (last quarter of Phase 1) and KAP end of program study (last quarter of Phase 2)</p> <p>Estimated Cost of Data Acquisition: N/A (included in budget)</p> <p>Responsible Individual(s) at USAID: Gregory Myers USAID/Washington in consultation w/ Enock Kanyanya</p>
DATA QUALITY ISSUES
<p>Date of Initial Data Quality Assessment: December 2011</p> <p>Known Data Limitations and Significance (if any): N/A</p> <p>Actions Taken or Planned to Address Data Limitations: N/A</p> <p>Date of Future Data Quality Assessments: July 2012</p> <p>Procedures for Future Data Quality Assessments: For each data point report to USAID; supporting documentation will be identified. Using a system that checks off the data point and reviews the data validity and accuracy will be housed with the M&E files.</p>
PLAN FOR DATA ANALYSIS, REVIEW, AND REPORTING REVIEW, & REPORTING
<p>Data Analysis: Focus on woman headed household and geographic regions.</p> <p>Presentation of Data: Numerically with supporting qualitative data</p> <p>Review of Data: COP as KAP is completed; timing of frequent data reviews throughout the KAP process will be determined as KAP is developed</p> <p>Reporting of Data: Baseline (first year) and End of Program (final report)</p>
OTHER NOTES
<p>Notes on Baselines/Targets: From the KAP survey the baseline is at 15%. Target is to reach 30%</p> <p>Location of Data Storage: All program data will be house in the ProMara office in Nakuru. Hardcopies of all supporting documents that verify results will be kept in a locked filing cabinet. Given the size and complexity of ProMara's performance indicators, an excel spreadsheet has been developed to track and monitoring achieved results against targets</p>
THIS SHEET LAST UPDATED ON: August 9 th , 2011

Indicator 4.3: Number of people(disaggregated by sex, age, and location) accessing resources from the ProMara resource center
DESCRIPTION
<p>Precise Definition(s): Accessing the resource center is anyone who visits the center and use any of the materials (e.g. internet print material, film, etc) housed therein.</p> <p>Unit of Measure: Number (individual)</p> <p>Disaggregated by: Sex, age, location, also</p> <p>Justification/Management Utility: the more expose the resources center receives the more people that will access resources, gaining more and greater insight into conservation, biodiversity and NRM issues. A more informed and educated population is more likely to make better decisions when it comes to NRM practices including land use and NRM management</p>
PLAN FOR DATA ACQUISITION BY USAID
<p>Data Collection Method: Sign in sheet</p> <p>Method of Acquisition by USAID: Quarterly Report</p> <p>Data Source(s): Resource center users</p> <p>Frequency/Timing of Data Acquisition: When the access/use the Resource Center</p> <p>Estimated Cost of Data Acquisition: N/A (included in budget)</p> <p>Responsible Individual(s) at USAID: Gregory Myers USAID/Washington in consultation w/ Enock Kanyanya USAID/Kenya</p>
DATA QUALITY ISSUES
<p>Date of Initial Data Quality Assessment: December 2011</p> <p>Known Data Limitations and Significance (if any): Double counting may be an issue</p> <p>Actions Taken or Planned to Address Data Limitations: Will ask if they've used the resources center before, and if so, when. To cross check double counting. However will count the total number of visits (multiple visits from people) as well as total number of visitors.</p> <p>Date of Future Data Quality Assessments: July 2012</p> <p>Procedures for Future Data Quality Assessments: For each data point report to USAID; supporting documentation will be identified. Using a system that checks off the data point and reviews the data validity and accuracy will be housed with the M&E files.</p>
PLAN FOR DATA ANALYSIS, REVIEW, AND REPORTING REVIEW, & REPORTING
<p>Data Analysis: Total number of visitors verses total number of visits...also will look at qualitative first person accounts of their experience with the resource center, what is good, could be improved, etc.</p> <p>Presentation of Data: Numerically with supporting qualitative data</p> <p>Review of Data: Rolling as data comes in by the component leader, very two week to M&E Specialist, and monthly by COP</p> <p>Reporting of Data: Biannually; other reports as requested/required</p>
OTHER NOTES
<p>Notes on Baselines/Targets: There is no baseline for this indicator. Target for year one is 150 and 700 for year two.</p> <p>Location of Data Storage: All program data will be house in the ProMara office in Nakuru. Hardcopies of all supporting documents that verify results will be kept in a locked filing cabinet. Given the size and complexity of ProMara's performance indicators, an excel spreadsheet has been developed to track and monitoring achieved results against targets</p>
THIS SHEET LAST UPDATED ON: August 9, 2011

Indicator 4.4: Number of media stories disseminated with USG support to facilitate the advancement of, Mau Complex NRM issues, gender, land tenure/property rights, reconciliation or peace processes
DESCRIPTION
<p>Precise Definition(s): The number of articles, reports, stories, broadcast shows and other public media that facilitate the advancement of reconciliation or peace processes through USAID support to the media. Media stories include internet postings, public appearances, news articles, radio broadcasts.</p> <p>Unit of Measure: Number (media stories) Disaggregated by: types of topics see above</p> <p>Justification/Management Utility: Such Agency initiatives may work to build balance, transparency, and accountability in the media, but also include support for more short-term, innovative media programs that inform and prepare people to accept the outcome of gender successes and initiatives, NRM programs activities, and results, as well as credible negotiations; such programs may also educate the public about the process and issues involved in the negotiations; and facilitate important attitude and behavioral changes towards a more just and peaceable society. Originally a FACTS indicator, the definition has been broadened to more accurately capture Pro Mara's work</p>
PLAN FOR DATA ACQUISITION BY USAID
<p>Data Collection Method: Program records of the number of media stories produced and disseminated. The project will count the types of different messages and media. For example if an article about Pro Mara is in four different papers, it will be noted that we had expose in four paper, however it the "message" will only be counted once. If the message that was in the newspaper is then part of a radio program, the message will be counted towards this indicator. If a message straddles medium it will be counted, but not if represented numerous times in the same medium.</p> <p>Method of Acquisition by USAID: Quarterly Report Data Source(s): Program records Frequency/Timing of Data Acquisition: Rolling, as stories are disseminated Estimated Cost of Data Acquisition: N/A (included in budget) Responsible Individual(s) at USAID: Gregory Myers USAID/Washington in consultation w/ Enock Kanyanya USAID/Kenya</p>
DATA QUALITY ISSUES
<p>Date of Initial Data Quality Assessment: December 2011 Known Data Limitations and Significance (if any): N/A Actions Taken or Planned to Address Data Limitations: N/A Date of Future Data Quality Assessments: July 2012 Procedures for Future Data Quality Assessments: For each data point report to USAID; supporting documentation will be identified. Using a system that checks off the data point and reviews the data validity and accuracy will be housed with the M&E files.</p>
PLAN FOR DATA ANALYSIS, REVIEW, AND REPORTING REVIEW, & REPORTING
<p>Data Analysis: Type of media, audience, and qualitative follow up to measure strength and effectiveness of messages. Presentation of Data: Numerically with supporting qualitative data Review of Data: Rolling as data comes in by the component leader, twice a month by M&E Specialist and monthly by COP Reporting of Data: Biannually; other reports as requested/required</p>
OTHER NOTES
<p>Notes on Baselines/Targets: There is no baseline for this indicator. Target for year one is 15 and 25 for year two.</p> <p>Location of Data Storage: All program data will be house in the ProMara office in Nakuru. Hardcopies of all supporting documents that verify results will be kept in a locked filing cabinet. Given the size and complexity of ProMara's performance indicators, an excel spreadsheet has been developed to track and monitoring achieved results against targets</p>
THIS SHEET LAST UPDATED ON: August 9 th , 2011

Indicator 4.5: Number of primary and secondary school environmental clubs registered with the Wildlife Clubs of Kenya formed as a result of project assistance
DESCRIPTION
<p>Precise Definition(s): Environmental clubs are form organizations, formed with the assistance/support of teachers and parents. Program assistance will focus primarily on working with school officials and parents and parent organizations to form and develop these clubs for children.</p> <p>Unit of Measure: Number (clubs)</p> <p>Disaggregated by: Primary /Secondary school, location.</p> <p>Justification/Management Utility: Children who are aware of and participating in ENRM activities are better educated and exposed to the importance and reliance we have on the natural environment. The children of today are the leader and stewards of tomorrow thereby instilling this knowledge; children will have the skills to make better decisions in terms of the environment. These clubs also serve a secondary role, as a place for Pro Mara to teach, educate, and inform students, teacher, parents, and other member of the community on our activities, larger NRM initiatives in Kenya, and other NRM related topic.</p>
PLAN FOR DATA ACQUISITION BY USAID
<p>Data Collection Method: For each club form, the program will collect and document the formal inclusion into the Wildlife Clubs of Kenya form/certificate. To verify this indicator, the program will have documentation signed by the community key leader of the club (often a school official) and the members of the club. Previous meeting and discussions will also be monitored to show the work and preparation put into forming these clubs with the schools. GPS coordinates will be taken for each school that meets this indicator.</p> <p>Method of Acquisition by USAID: Quarterly Report</p> <p>Data Source(s): Schools where clubs are formed (final document signifying the formation of the club)</p> <p>Frequency/Timing of Data Acquisition: Rolling as clubs are form</p> <p>Estimated Cost of Data Acquisition: N/A (included in budget)</p> <p>Responsible Individual(s) at USAID: Gregory Myers USAID/Washington in consultation w/ Enock Kanyanya USAID/Kenya</p>
DATA QUALITY ISSUES
<p>Date of Initial Data Quality Assessment: December 2011</p> <p>Known Data Limitations and Significance (if any): N/A</p> <p>Actions Taken or Planned to Address Data Limitations: N/A</p> <p>Date of Future Data Quality Assessments: July 2012</p> <p>Procedures for Future Data Quality Assessments: For each data point report to USAID; supporting documentation will be identified. Using a system that checks off the data point and reviews the data validity and accuracy will be housed with the M&E files.</p>
PLAN FOR DATA ANALYSIS, REVIEW, AND REPORTING REVIEW, & REPORTING
<p>Data Analysis: Number of children, including number of boys/girls, as well as the GPS location of each of the school as well as qualitative follow up to measure strength and effectiveness of messages.</p> <p>Presentation of Data: Numerically with supporting qualitative data</p> <p>Review of Data: Rolling as data comes in by the component leader, twice a month by M&E Specialist and monthly by COP</p> <p>Reporting of Data: Biannually; other reports as requested/required</p>
OTHER NOTES
<p>Notes Baselines/Targets: There is no baseline for this indicator. Target year one is 1 and 25 for year two.</p> <p>Location of Data Storage: All program data will be house in the ProMara office in Nakuru. Hardcopies of all supporting documents that verify results will be kept in a locked filing cabinet. Given the size and complexity of ProMara's performance indicators, an excel spreadsheet has been developed to track and monitoring achieved results against targets.</p>
THIS SHEET LAST UPDATED ON: August 9 th , 2011

Indicator 4.6: Number of public events where the program actively promoted the Mau Outreach Center (MOC), ProMara and/or Mau restoration
DESCRIPTION
<p>Precise Definition(s): Public events include but are not limited to Wetland's Day, Women's Day, the Pro Mara Launch, Agricultural Society of Kenya Annual Show, and other national, and internationally recognized "days". These are events where everyone is invited, and a message or messages are being disseminated to increase awareness/knowledge/understanding. To be counting toward this indicator the Pro Mara program must be the one responsible for disseminating our message (i.e. not having our message disseminated by outside parties).</p> <p>Unit of Measure: Number (events)</p> <p>Disaggregated by: Location</p> <p>Justification/Management Utility: Public events like Wetland's Day provide an excellent opportunity to reach large numbers of people with information about the Pro Mara program, resources, and function of the MOC, as well as restoration initiatives in the Mau complex all of which support our program objectives and goal.</p>
PLAN FOR DATA ACQUISITION BY USAID
<p>Data Collection Method: Photographs of Pro Mara staff participating, whenever possible the program will have a booth or some area for people to review material and ask questions to staff. If supported with newspaper or other media clipping these data will also be captured (and could contribute to indicator 4.4). For citizens seeking inform at a Pro Mara booth, a sign in sheet will capture their inquiries.</p> <p>Method of Acquisition by USAID: Quarterly Reports</p> <p>Data Source(s): Photographs, sign in sheets of people visiting our booth (if applicable and feasible).</p> <p>Frequency/Timing of Data Acquisition: Rolling, as events occur</p> <p>Estimated Cost of Data Acquisition: N/A (included in budget)</p> <p>Responsible Individual(s) at USAID: Gregory Myers USAID/Washington in consultation w/ Enock Kanyanya USAID/Kenya</p>
DATA QUALITY ISSUES
<p>Date of Initial Data Quality Assessment: December 2011</p> <p>Known Data Limitations and Significance (if any): N/A</p> <p>Actions Taken or Planned to Address Data Limitations: N/A</p> <p>Date of Future Data Quality Assessments: July 2012</p> <p>Procedures for Future Data Quality Assessments: For each data point report to USAID; supporting documentation will be identified. Using a system that checks off the data point and reviews the data validity and accuracy will be housed with the M&E files.</p>
PLAN FOR DATA ANALYSIS, REVIEW, AND REPORTING REVIEW, & REPORTING
<p>Data Analysis: Qualitative data from people/citizens that visit our booth, on the type and quality of information they've received.</p> <p>Presentation of Data: Numerically with supporting qualitative data</p> <p>Review of Data: Rolling as data comes in by the component leader, twice a month by M&E Specialist and monthly by COP</p> <p>Reporting of Data: Biannually; other reports as requested/required</p>
OTHER NOTES
<p>Notes Baselines/Targets: There is no baseline for this indicator. Target year one is 4 and 6 for year two.</p> <p>Location of Data Storage: All program data will be house in the ProMara office in Nakuru. Hardcopies of all supporting documents that verify results will be kept in a locked filing cabinet. Given the size and complexity of ProMara's performance indicators, an excel spreadsheet has been developed to track and monitoring achieved results against targets</p>
THIS SHEET LAST UPDATED ON: August 9 th , 2011

APPENDIX 2: SCOPE OF WORK: PERFORMANCE MONITORING PLAN DEVELOPMENT

Scope of Work

Consultant Name: Joe LeClair

Consultant Title: Monitoring and Evaluation Specialist

Property Rights and Resource Governance (PRRG)

Task name and billing code: PRRGP 575, Kenya - ProMara

Date of SOW: 30 June 2011

Task 575 Manager: Ian Deshmukh, CoP

Background

The Mau Forests Complex (MFC) towards the southwest of Kenya is an area that has experienced rapid large-scale forest loss over many years, beginning at a significant level with colonial settlers. The Complex is the source of numerous major rivers which feed into Kenya's Rift Valley Lakes to the north and east as well as Lake Victoria to the south and west. It is widely perceived that reductions in water quality and quantity, affecting major economic interests in the surrounding areas, are the result of deforestation in this largest of Kenya's five forested "water towers."

USAID/Kenya recognizes both the challenges and opportunities for rehabilitating the MFC, and is particularly interested in supporting rehabilitation and conservation of the Upper Mara river basin. As a first step in developing a project in the upper Mara, USAID/Kenya funded a Mau forest assessment in February – March 2010. The assessment examined the complex evolving situation regarding catchment conservation, land and resource tenure, and government agency and parliamentary politics. This assessment led to the design of the ProMara Project.

The ProMara Program aims to enhance sustainable and equitable management of Kenya's rich biodiverse resource areas of the Mara-Mau catchment area, which is one of the most critical areas not only in Kenya but in East Africa for both biodiversity conservation and ecosystem services. It is also fragile politically and socially with many disenfranchised people and weak institutions. The ProMara focuses on enhancing the financial and social benefits associated with conservation; these benefits are expected to attract and motivate local communities and individuals to conserve this critical natural resource base. ProMara will contribute to USAID/Kenya's strategic objective of "Improved Environment and Natural Resources Management in Targeted Biodiverse Areas".

ProMara has four components:

1. Improvement of land and resource tenure
2. Contribution to restoration/protection of critical catchment, forests and biodiversity
3. Contribution to improvement of livelihoods for catchment residents
4. Establishment and operation of the Mara Outreach Center

In November 2010, during Phase 1 of the program, Mr. LeClair assisted in developing a results framework and draft Performance Monitoring Plan (PMP) for ProMara. At the time it was recognized that

this was a working draft as additional information collected during Phase 1 was likely to influence final selection of indicators and targets. Indeed, the draft submitted to USAID omitted targets recognizing that these could only be set early in Phase 2, which is now underway. The objective of the assignment described in this SoW is, therefore, to complete development of the PMP in consultation with USAID and the ProMara team.

2.0 Scope of Work/Activities

1. Review the draft ProMara PMP, prepared in November 2010, in light of: a) additional program findings during Phase 1 and since; b) the current ProMara Work Plan; c) discussions with team members.
2. Meet USAID/Kenya officials to assess how their evolving strategies and programs that impinge upon ProMara may be better reflected in the ProMara PMP, if necessary.
3. Work with the ProMara team to establish realistic baselines (or ways to establish these baselines where current information is imprecise) and targets for each agreed indicator.
4. Work with the assigned M&E ProMara team member and other subject matter specialists on information collection and management protocols to ensure efficient, timely and comprehensible reporting of program progress.
5. Provide training to the technical team on USAID PMP reporting requirements, and their roles in collecting, coordinating and collating M&E information.
6. Ensure USAID Kenya participation in and buy-in for the draft PMP.

Deliverables:

- A USAID-branded draft PMP document updated and complete with targets and incorporating USAID/Kenya requirements
- ProMara staff fully conversant with the PMP and their roles and responsibilities for its implementation.

3.0 Oversight

The consultant will report to and coordinate efforts with Ian Deshmukh, the CoP for this task.

4.0 Level of Effort

The level of effort for this assignment is a maximum of 17 days, broken out as follows:

- 2 days for preparation
- 3 travel days
- 12 days in-country

5.0 Schedule

The assignment will begin on or about 23 July 2011 and end by 12 August 2011.

DRAFT

