

# Giving Customers a Voice in Rural Water Supply

Application of the  
**Citizen Score Card**  
in Nine Provinces in Vietnam

East Asian Regional Learning Event – Civil Society WASH Fund  
July 2016



# The Citizen Score Card:

- Is an instrument to encourage public accountability;
- Is a type of client satisfaction survey
- Solicits user perceptions on the quality, efficiency, and adequacy of public services
- Employs quantitative methods to facilitate comparison of performance

# Purpose

- Give the citizens/water users a voice
- Make service quality a major and measurable objective
- Provide feedback for provincial and local authorities to better manage their water and sanitation services
- In the long run, change the organizational culture and incentive system within the utilities

# Implementation Process (Main Steps):

## *Background work:*

- Consumer satisfaction surveys undertaken by EMW
- Extensive consultations with international and local organizations
- Approach was presented at the Water Integrity Forum in Delft in 2012

1. Capacity Assessment of Provincial and local YU chapters
2. Design and Testing Questionnaire
3. Pilot in Binh Dinh
4. Phase 1 Implementation => 4 provinces @ 500 interviews each
5. Consultation with 4 provincial YU, pCERWASS, other agencies
6. Phase 2 Implementation => 5 provinces @ 1,000 interviews each

# Survey Methodology:

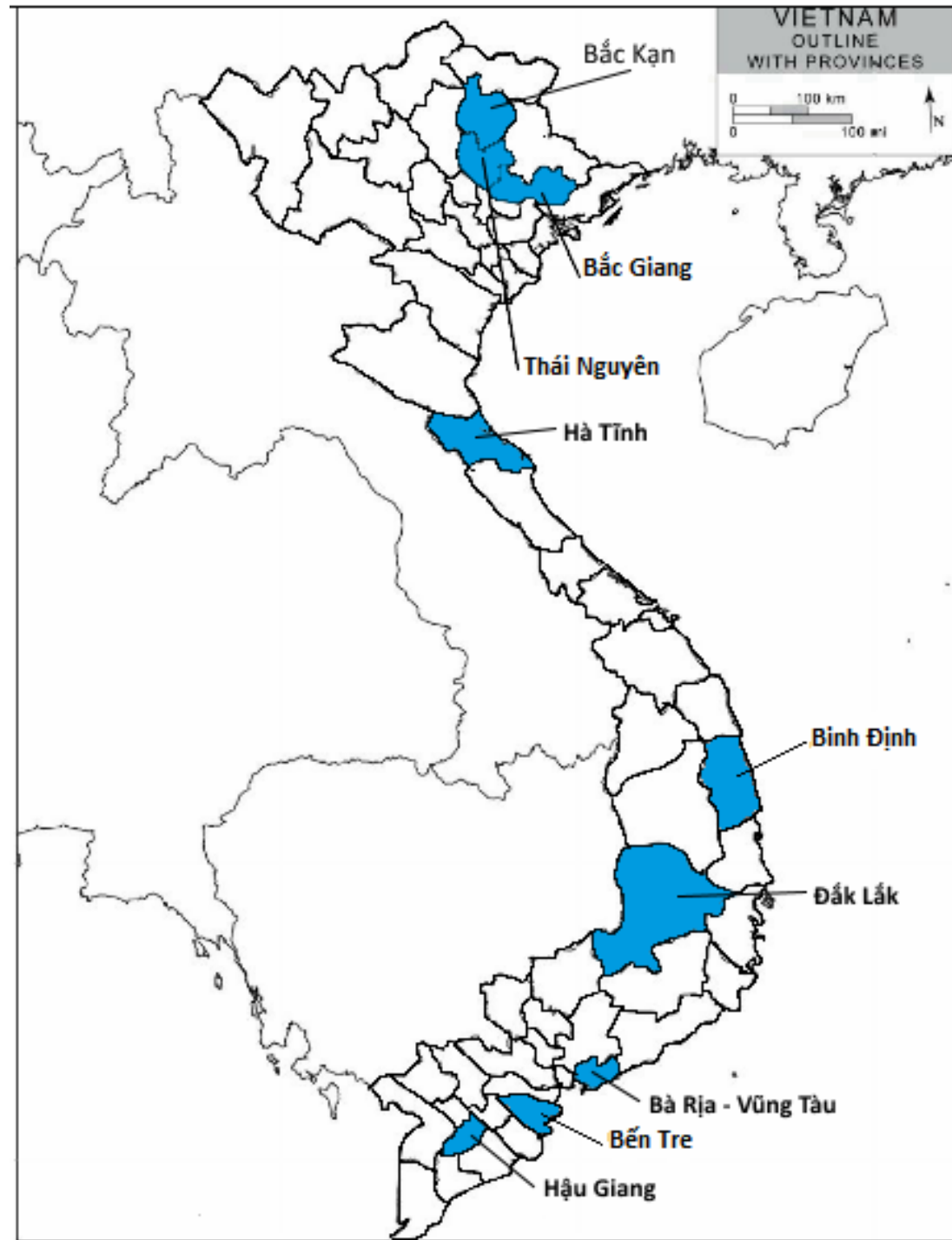
- KAP Survey (Knowledge, Attitude and Practice) comprising about 80 questions; (paper questionnaire)
- Volunteers/staff from the 9 provincial Youth Unions undertook the field work and data entry (Excel)
- The Central Youth Union coordinated the field activities and undertook most of the data analysis
- East Meets West provided advice and guidance to the Youth Union
- EMW did the analysis for the scoring & ranking of provinces
- Results shared and discussed with the provinces
- DFAT provided funding through EMW under the WASHOBA project

# Map of Nine CSC Provinces

Surveys divided into two groups:

Households **without** piped water supply

Households **with** piped water supply

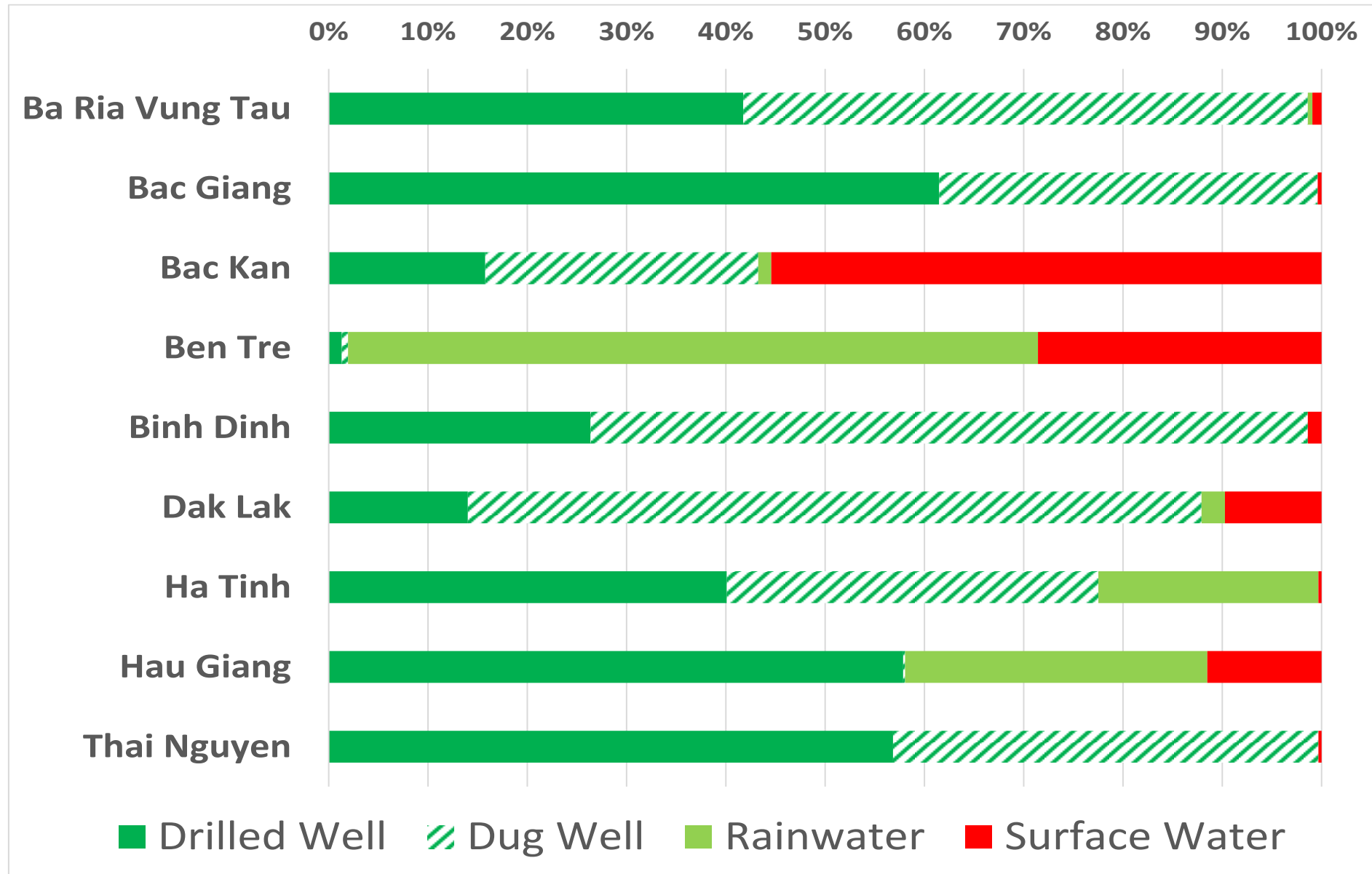


# Selected Results

## 1. Households without Piped Water Supply

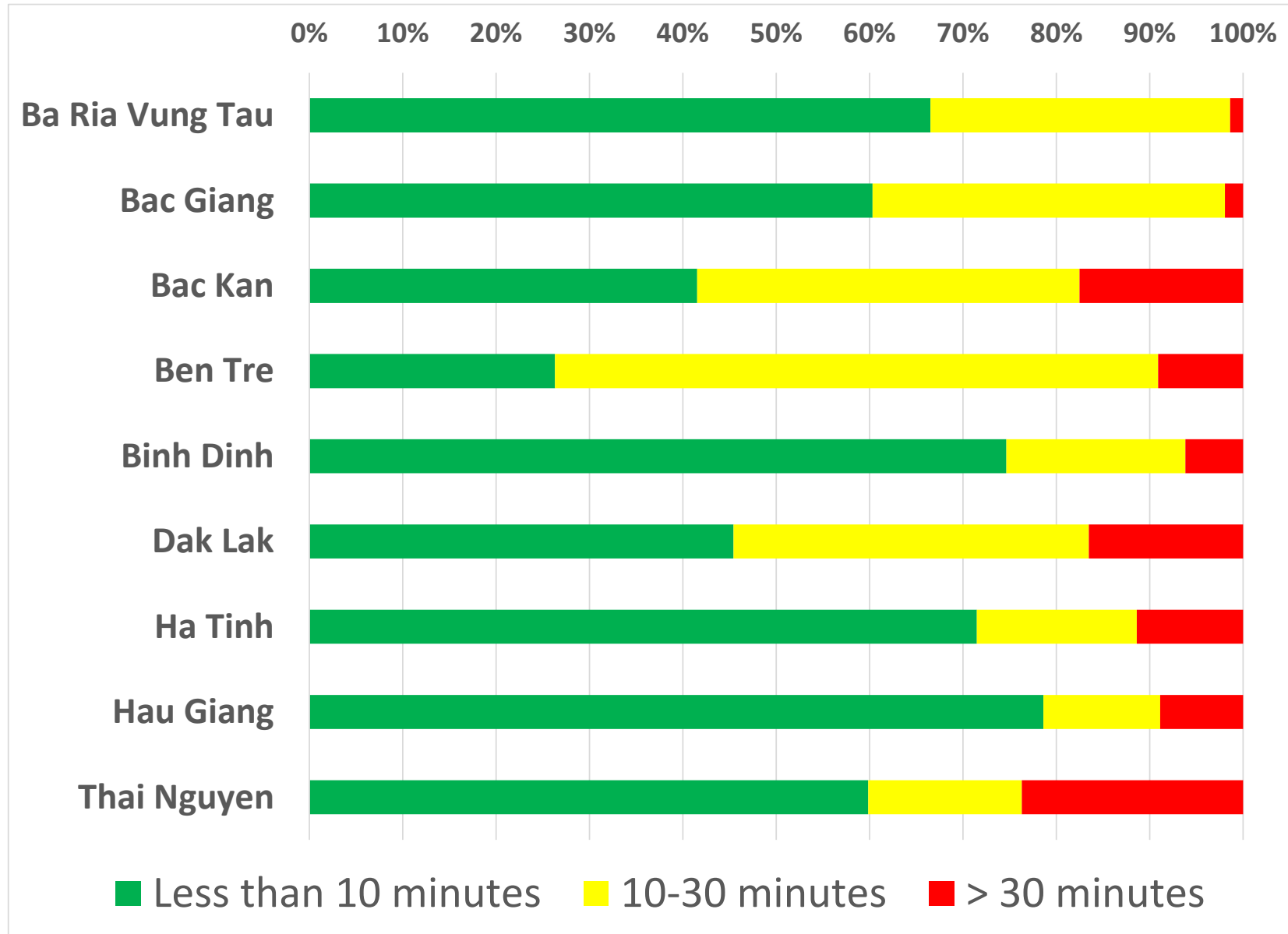
- Water Sources (drilled well, dug well, rain water, surface water)
- Time to Collect Water per Day (10 minutes, 10-30 minutes, > 30 minutes)
- Who Collects the Water (husband, son, daughter, wife)

# Water Sources for Drinking & Cooking

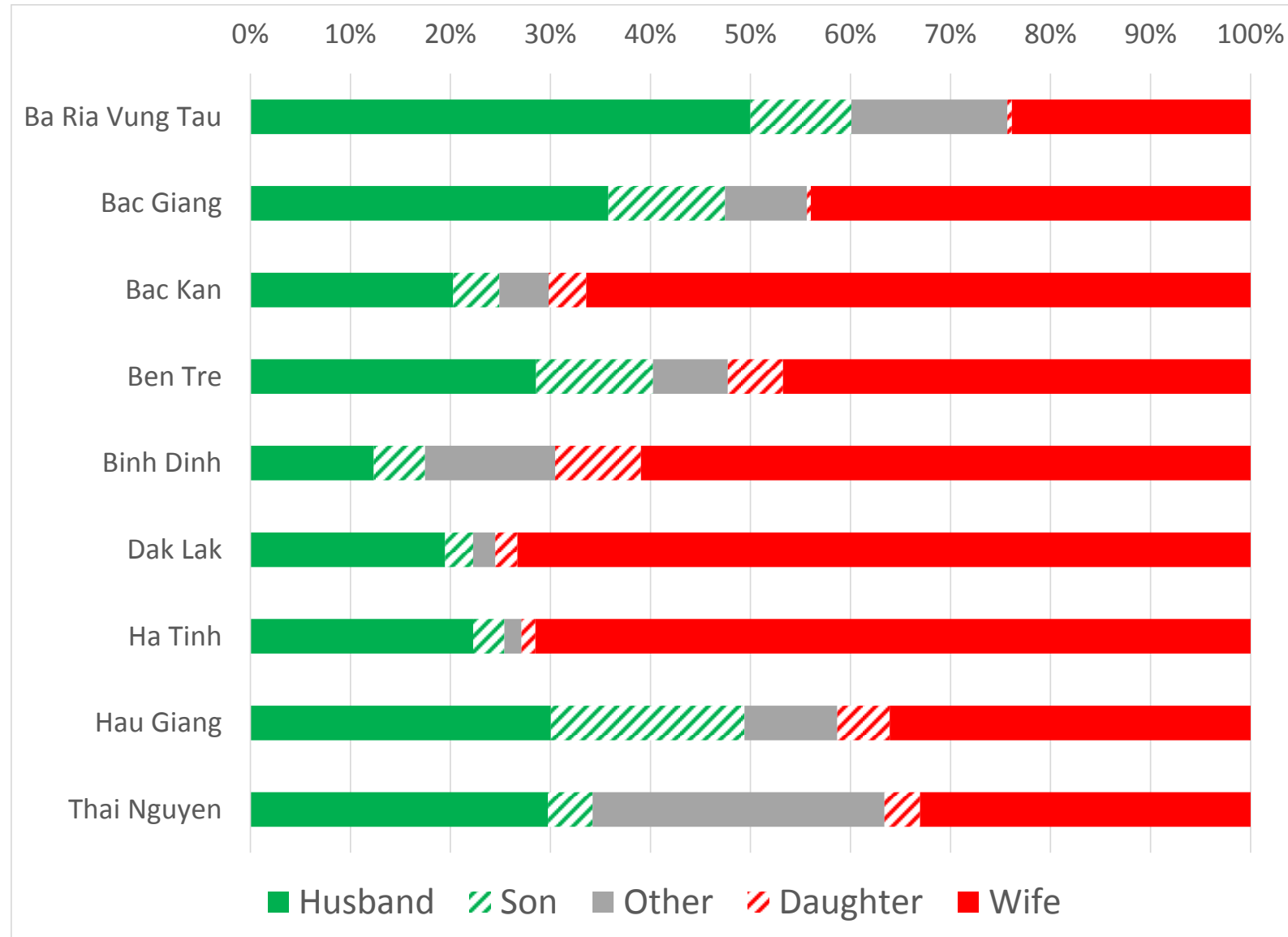




# Time to Collect Water per Day



# Who Collects Water?

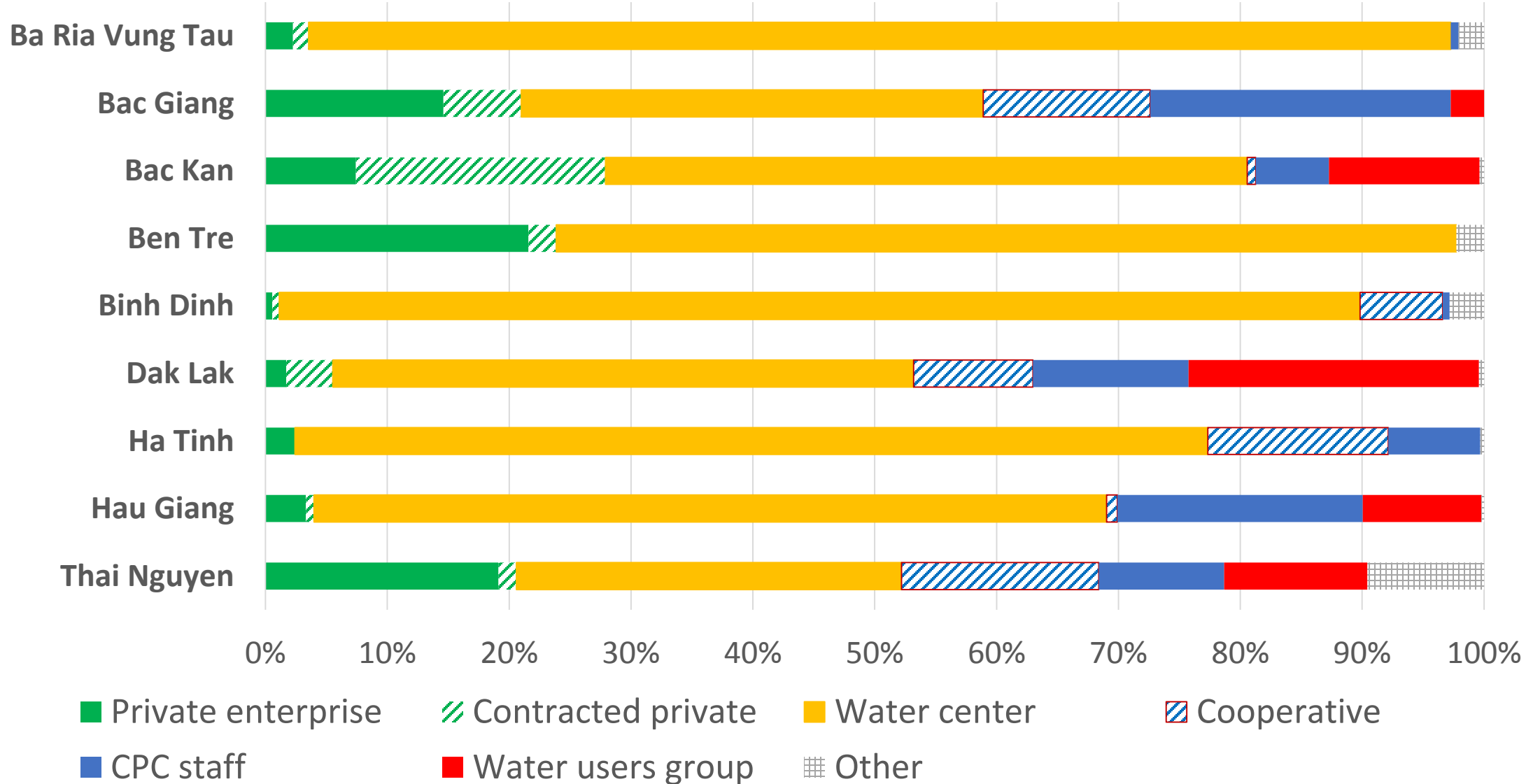


# Selected Results

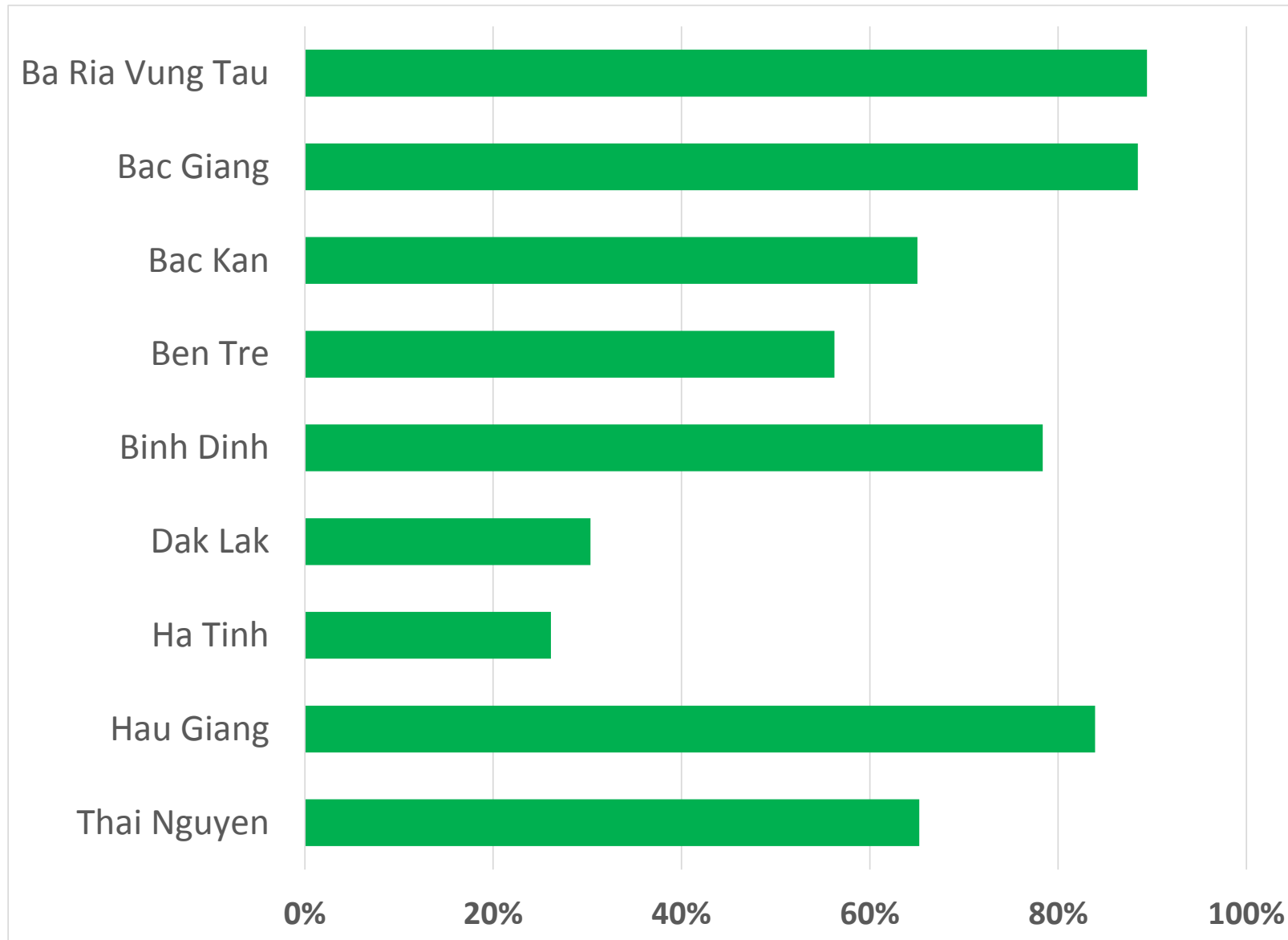
## 2. Piped Water Supply

- Who Manages the System? (private enterprise, contracted private, Water Centre (PCERWASS), cooperative, CPC staff, Water Users Group, Other)
- Service Quality: 24 Supply
- Service Quality: 3 or more breakdowns per month
- Satisfaction with Water Quality (Good & Very Good)
- Connection Charge (VND Inflation Adjusted)
- Tariff (VND/cum)
- Who Charges the Most?

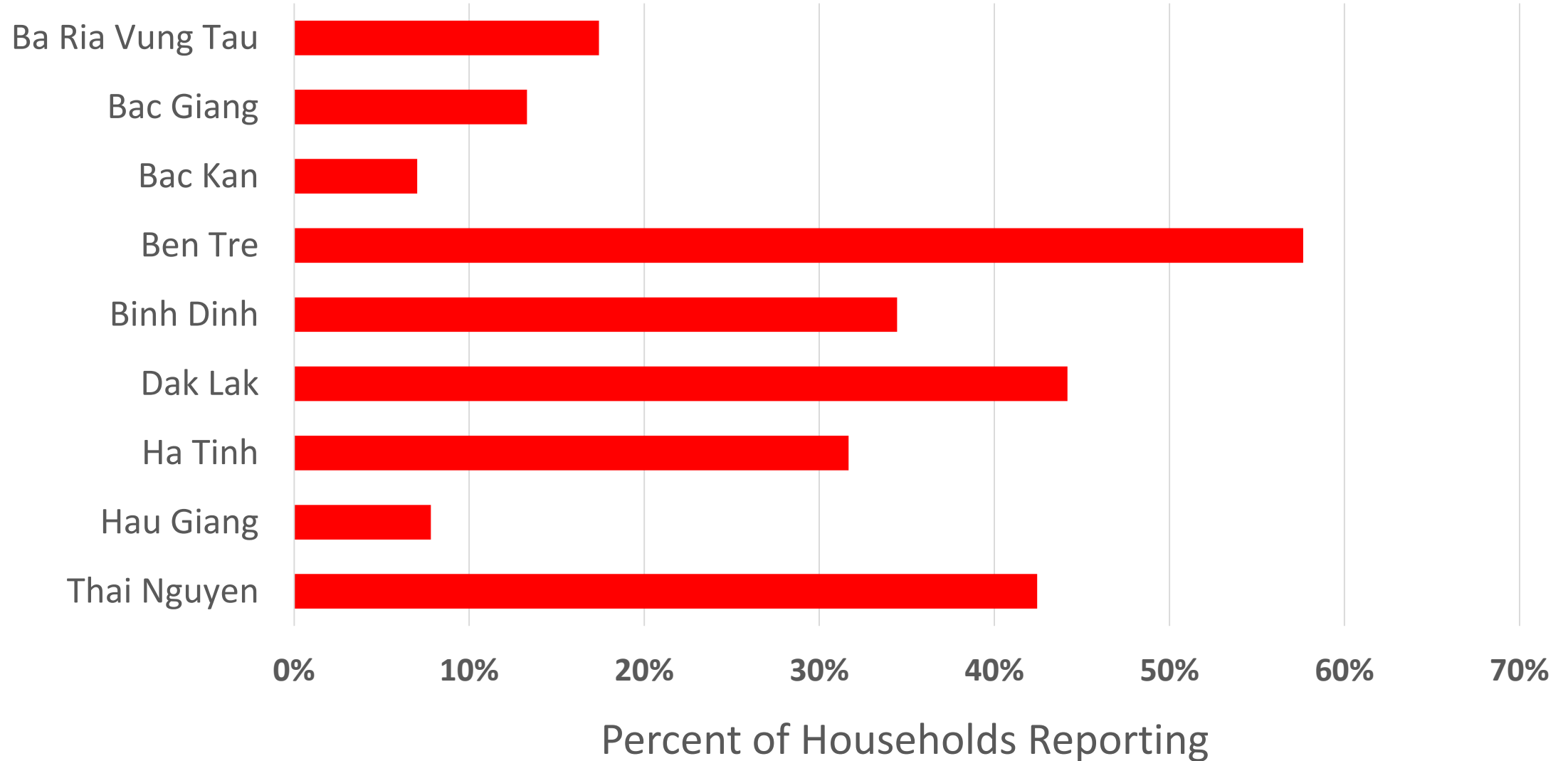
# Who Manages the System?



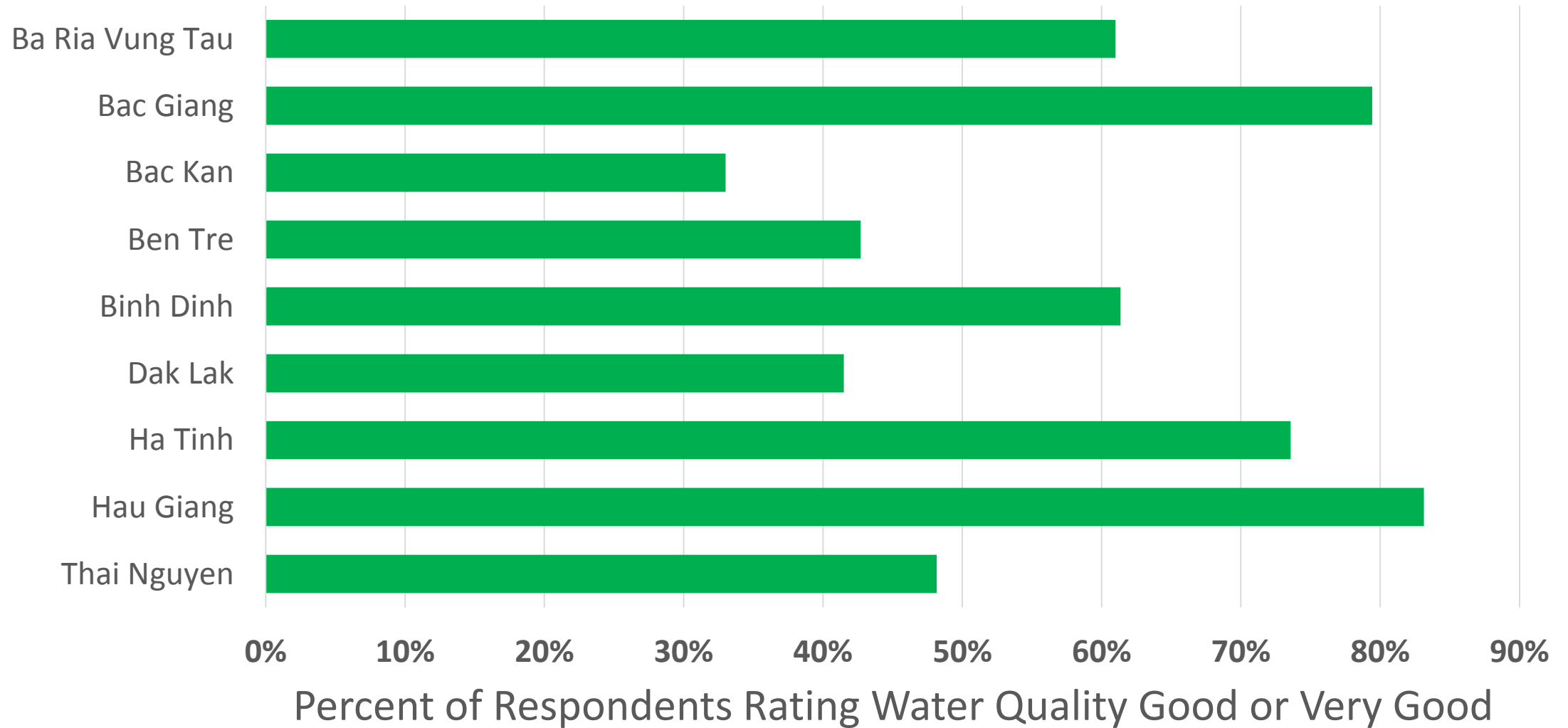
# Service Quality: 24 hours supply



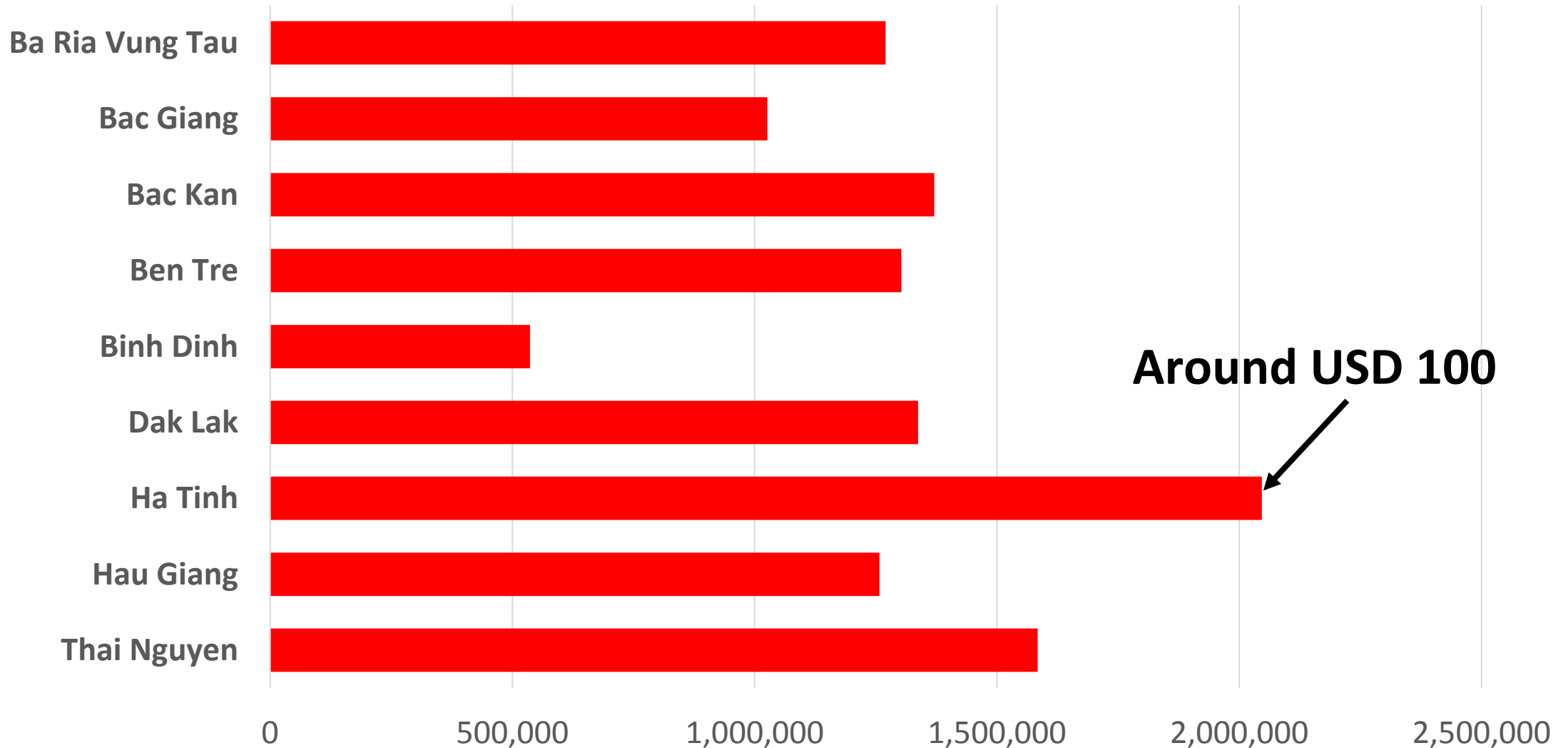
# Service Quality: 3 or more breakdowns per month



# Satisfaction with Water Quality (Good & very Good)

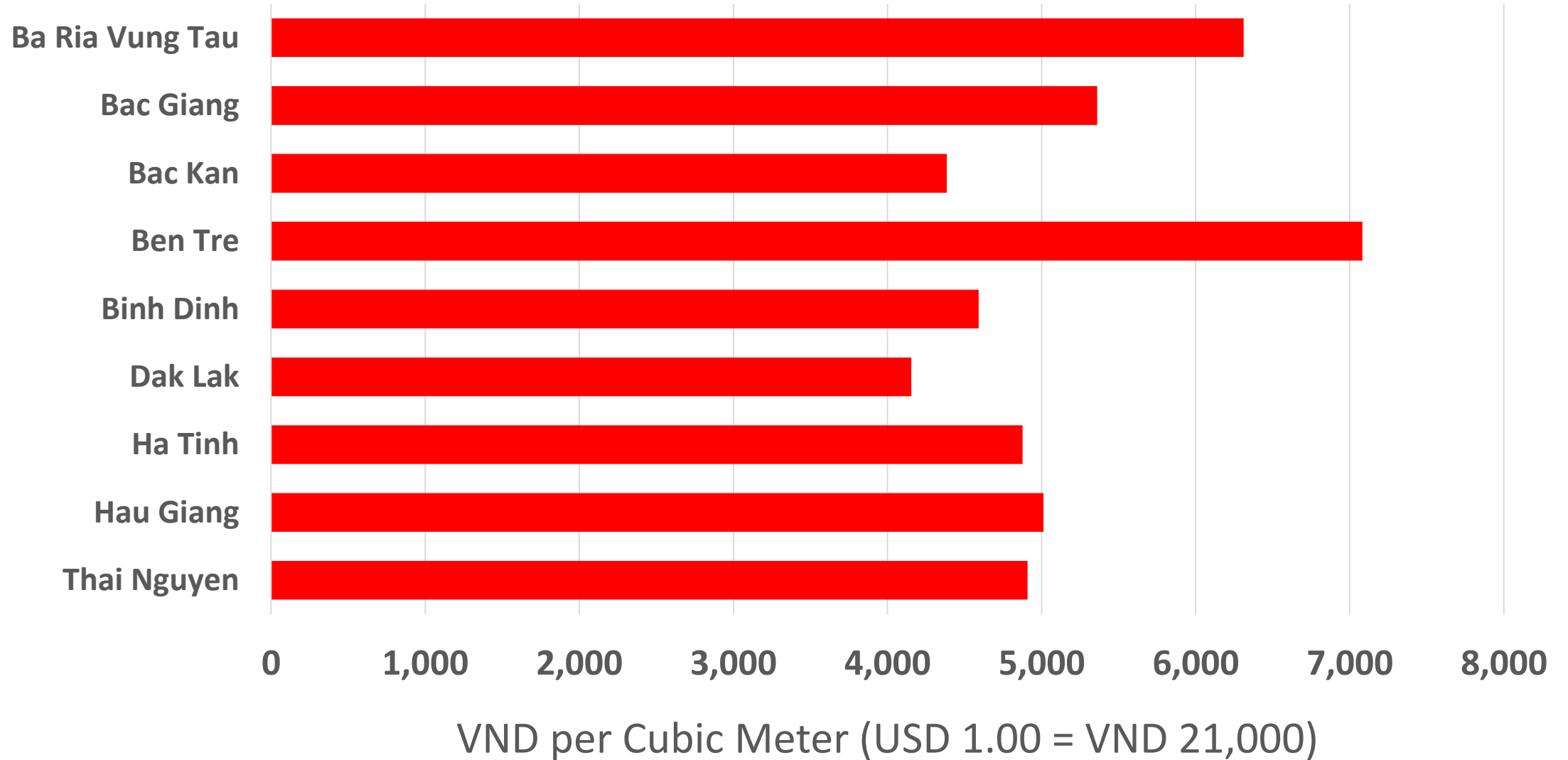


# Connection Charge (VND Inflation Adjusted)

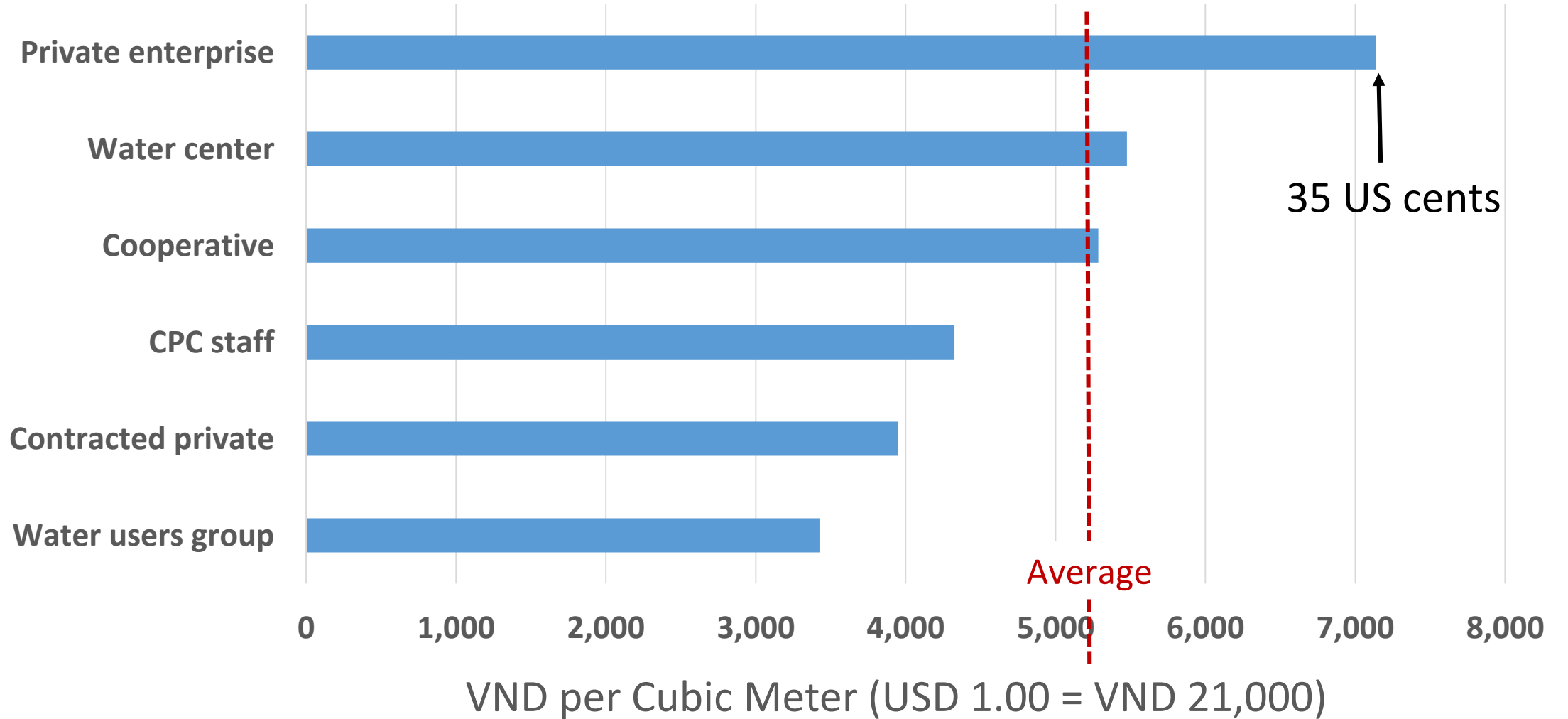




# Tariff (VND/cum)



# Who Charges the Most?



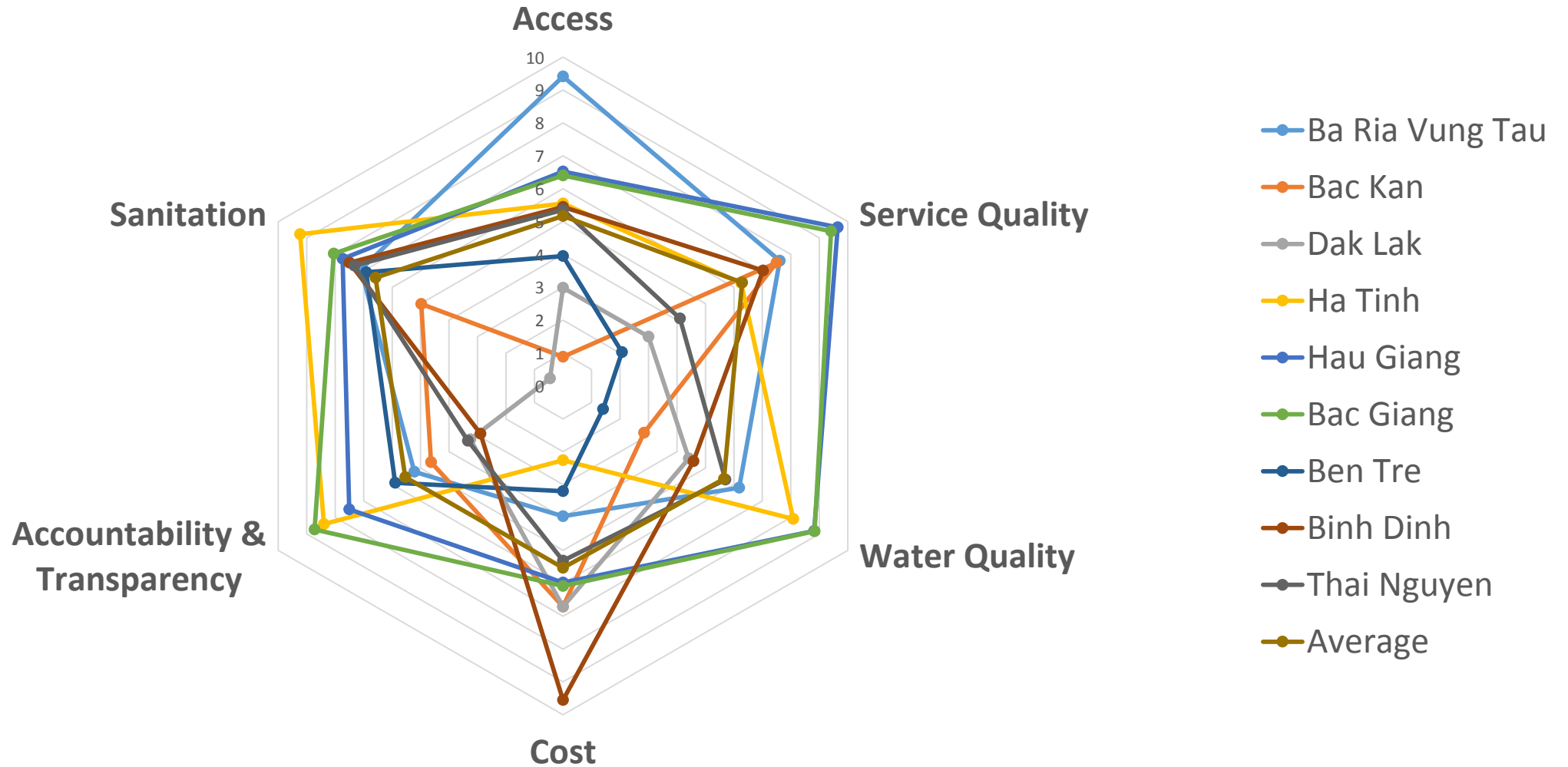
# Scoring the Provinces

# 29 Indicators Grouped into Six Service Dimensions

- Access to clean water
- Quality of piped water services
- Quality of the piped water
- Cost of piped water supply
- Information and transparency in the operation of water systems
- Sanitary conditions

*Each indicator was given a score between 0 and 10, with the best value gave 10 points and the worst 0 points. Intermediate values were given a pro rata score. Dimension scores were the weighted sum of the indicator scores.*

# The Performance Diamond



# How Do the Provinces Stack Up?

<u>Province</u>	<u>Score</u>
Bac Giang	7.74
Hau Giang	7.61
Ba Ria Vung Tau	6.76
Binh Dinh	6.65
Ha Tinh	6.31
Thai Nguyen	5.32
Bac Kan	4.76
Ben Tre	3.95
Dak Lak	3.40

# Future Strategy (1)

## **Changed enabling environment:**

**National Target Program** for Rural Water Supply and Sanitation integrated in a broader **New Rural Development Program** so new opportunities and new strategy required.

Government of Vietnam has a strategy for “**sector socialization**”

Society and government are to **mobilize all resources available** to achieve the New Rural Development targets. In water supply this means **promoting private sector participation** (among others)

# Future Strategy (2)

## Ways to Scale Up:

1. Document findings and lessons learnt from CSC in nine provinces to share with Government of Vietnam counterparts and NGOs.
2. Simplify the current survey and operation manual for GoV partners (Youth Union) to conduct the survey and analysis in the future
3. For on-going and new EMW programs, utilize CSC to assess service quality and rank operators in each province
4. Utilize for any on-going and new programs of NGOs and GoV that provide public services (not only water)
5. Scale-up in new Government National Target Programs (NRD, Poverty Reduction program)