



Approach to Citizen Engagement

Entambulayo

Funded by ASToN

Directly translated to:

Your Movement/ Mobility

Together we can transform Kampala city



Presentation Outline

- Introduction
- Citizen Engagement using Digital tools
- Initiatives in the Pipeline
- *Entambulayo* funded by ASToN

Introduction

- KCCA is a body corporate responsible for administering Kampala Capital City on behalf of central government subject to the KCC Act 2010.
- The top leadership comprises the elected political leaders and the appointed technical Management which is comprised of Executive Director and 10 Service directorates

Profile of Kampala City

City Population:

Resident popn is est. at **1.5 million** while day population est. at **4 million**.

5.2%

The current growth rate of the urban population

60%

The city's contribution to Uganda's GDP.

10 Million

Projected population by 2040 (source: KPDP).

KCCA's Strategy



Vision

To be a Vibrant, Attractive
And a Sustainable City

Mission

Provide Quality Services to the
City

Core Values

Excellence, Client Care, Integrity,
Teamwork and Innovativeness.

ICT Strategy

“Towards a Smart City”

Citizen Engagement using Digital Tools

With regards citizen engagement, digital tools have to be applied to guarantee success in terms of reach and coverage.

On this basis the following initiatives were implemented

1. eCITIE

This is the tax collection system for all the authority's sources including Licenses, Property rates, Building plans, Local Service Tax, Local Hotel Tax, Outdoor advertising, Medical fees, Ground rent, Markets, etc

2. Ksmartmarket

Online market linking buyers and sellers

3. Visit Kampala

This is used mainly to boost tourism in the city



Citizen Engagement using Digital Tools Cont'd

4. The Client Contact Centre

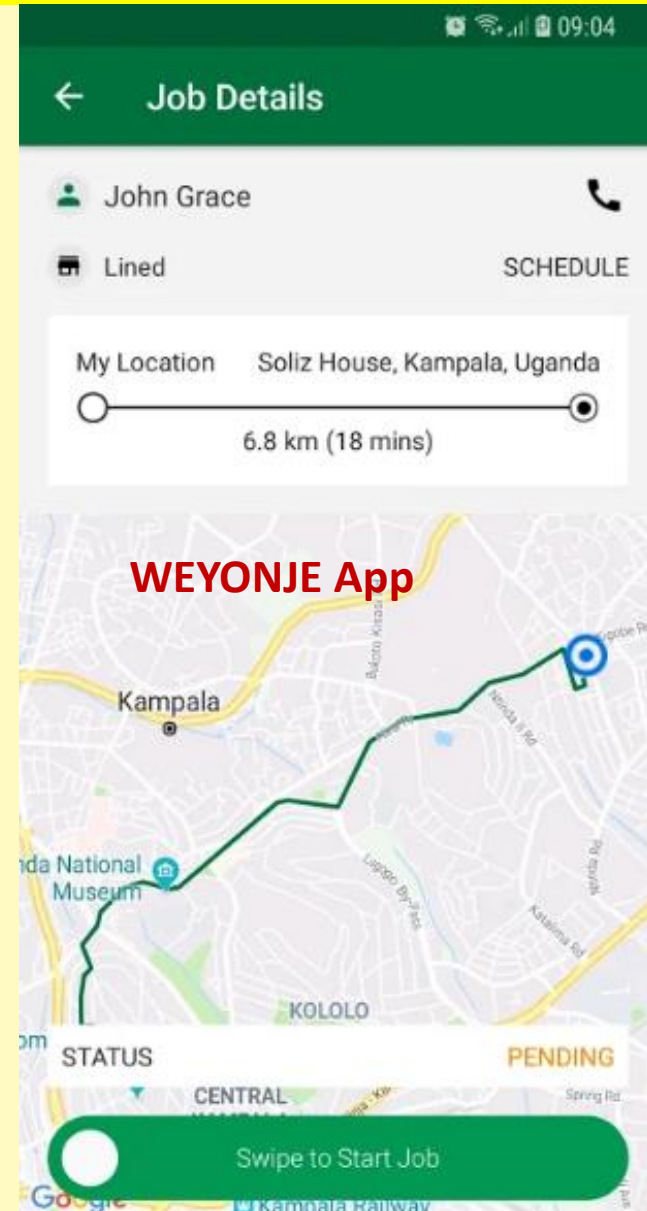
This is a platform where clients make inquiries and receive responses on matters of public services using toll free line services. The platform has been integrated with emergency response systems like ambulance services that have been very useful during the pandemic.

5. Weyonje

It is a community led behaviour change campaign that seeks to mobilize communities to improve their sanitation conditions by promoting community participation and ownership for individual and community responses to quality services with in their city for example fecal waste management

For more information, please visit

<https://www.kcca.go.ug/>



Citizen Engagement using Digital Tools Cont'd

A number of innovations are in the pipeline including:

- **CAMCAMV**

The full name to the acronym is City Address Model- Computer Aided Mass Valuation. It's a system with 5 modules Document Management System, Property Tax, Smart Permit for physical development applications, the Enterprise Geographical Information Systems module, Web portal.

- **Entambulayo**

An incident management tool where citizens can report any incident and receive real time traffic status around the city using CCTV footage at all major junctions as the primary source of data.

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Achieved tasks

- Gave project a name that resonates with the Public
- Created content for our project
- Formed a project team
- Formulation of the Baseline study – city profile
- Identified the core stakeholders and created Local Action Group that players in the transport sector namely; Uganda Police Force, National Information Technology Authority, Ministry of Works and Transport

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A glimpse of our Communication Strategy

- Radio mobilization and outreach (Live shows, mentions and adverts)
- Social Media Updates (Facebook, Twitter, Instagram) on all activities
- Bilingual SMS poll for the registered tax payers similar to UNICEF's U-reporter
- Online surveys for the informal sector (using data collectors)
- Survey on our website (using Google Forms)
- Social Media Polls
- Animation
- Community Barazas (depending on availability of funds)

For more information, please visit

<https://www.kcca.go.ug/about-aston>

Main Take Away

- No singular solution can fully engage the public. Multiple tools should be utilized
- Solutions should include all sectors formal and informal
- Engagement should be continuous and relatable with the locals

THANK YOU!



THANK YOU

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