

KENYA - TNA/JUBILEE

Component	Unit Cost	Number of Units	Occurrence	Days In-Country	Cost
Nationwide Sentiment Survey					
<i>Nationwide Sentiment Survey</i>					
Project Director	\$ 1,461.25	1	5	4 \$	8,506.25
Project Manager	\$ 1,225.00	4	65	45 \$	332,000.00
Quantitative Analysis Specialist (inclusive of research design)	\$ 1,312.50	2	45	45 \$	131,625.00
Survey Cost	\$ 12.00	47,000	1	0 \$	564,000.00
Desk-based Researcher	\$ 603.75	3	40	0 \$	72,450.00
Qualitative Analyst (inclusive of research design)	\$ 1,312.50	3	35	0 \$	137,812.50
Political Messaging Specialist	\$ 1,312.50	1	10	0 \$	13,125.00
Creative Director	\$ 1,312.50	1	10	0 \$	13,125.00
Quantitative Analyst	\$ 1,312.50	3	35	0 \$	137,812.50
Survey Translation Services	\$ 0.53	47,000	2	0 \$	49,350.00
In-Depth Interviews (including vox pops)**	\$ 87.50	150	1	0 \$	13,125.00
Focus Groups Discussions**	\$ 1,200.00	50	1	0 \$	60,000.00
Database License and Architecture	\$ 60,000.00	1	1	0 \$	60,000.00
Programme Costs*	\$ 3,750.00	18	1	0 \$	67,500.00
Sub-Total				\$	1,660,431.25
*Including travel documents, airline fares and insurance					
**Exact number and geographical determination to be agreed					
Party Organisational Infrastructure					
<i>Party Organisation, Recruiting, Training, Operationalising Party Structure (Campaign HQ would have to be priced separately so not included here)</i>					
Project Director	\$ 1,461.25	1	2	1 \$	3,222.50
Project Manager	\$ 1,225.00	1	35	30 \$	51,875.00
Political Campaign Consultant	\$ 1,312.50	2	35	30 \$	100,875.00
Organizational Expert (infrastructure, training)	\$ 1,312.50	1	35	30 \$	54,937.50
HR consultant	\$ 1,312.50	1	35	30 \$	54,937.50
Project Assistant	\$ 603.75	2	35	30 \$	51,262.50
Programme Costs*	\$ 3,750.00	6	1	0 \$	22,500.00
Sub-Total				\$	339,610.00
*Including travel documents, local airline and other transport costs and insurance					
TNA/ Jubilee Alliance Supporter Database & Party Membership Cards					
<i>Development of Supporter Database, Creating Party Membership ID Cards, Gamification</i>					
Acquisition of Voter Information (costs will depend on data readily available)					-
Cost of the server to store the database and support for 20 million voters will depend on whether it is stored at SCL (at a \$5,000 a month) or at the Client's server*				\$	30,000.00
Project Director (Strategist)	\$ 1,461.25	1	10	3 \$	15,512.50
Project Manager	\$ 1,225.00	1	10	5 \$	13,750.00
Data Scientist (creating TNA / Jubilee Alliance membership database architecture)	\$ 822.50	1	25	10 \$	23,562.50
Data Analyst	\$ 1,312.50	1	25	0 \$	32,812.50
Senior Designer (online interface, card design and functionality, gamification)	\$ 962.50	1	25	0 \$	24,062.50
Designer	\$ 875.00	1	15	0 \$	13,125.00
TNA/ Jubilee Alliance Supporter Database Infrastructure design	\$ 30,000.00	1	1	0 \$	30,000.00
Producing cards (will depend on number of members, card quality & will have to be priced separately)	\$ 0.80		1	0 \$	-
Sub-Total				\$	182,825.00
* Covers first 6 months cloud cluster hosting costs. Thereafter cost to be borne by client					
Programme Support & Logistics					
<i>Office Establishment and Local Logistical Costs</i>					
Office Space, Supplies, AV & Telecommunications, and Logistics	\$ 600.00	1	1	120 \$	36,600.00
Local Printing	\$ 6,125.00	1	1	1 \$	6,125.00
Sub-Total				\$	42,725.00

Total	\$	2,225,591.25
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