**Barbados**

**Implementation of the Emerging and Sustainable Cities Initiative (ESCI) in the city of Bridgetown**

**Administration and Analysis of a Public Opinion Survey in the Greater Bridgetown Area**

## Terms of Reference

1. Background
   1. The fast urbanization process observed in Latin America and the Caribbean (LAC) in recent decades has brought many challenges for the development of the region: a) sprawl and inadequate land use patterns; b) increasing proportion of the population living in poverty; c) limited resources and institutional capacity; and d) increasing environmental and social problems, increase in the vulnerability of the population. The challenges of rapid urbanization become more relevant in intermediate sized cities where the urban population tend to settle more.
   2. Approximately, 27% of the urban population in Latin America lives in slums. This situation creates great contrasts in the quality of life in the cities with developed and well-appointed areas coexisting with areas of extreme poverty that lack services, urban infrastructure, and social services and where people are living in poor environmental and housing conditions. Extreme weather events increase the vulnerability of this population, especially in cities located on the coast or on plains that could be affected by flooding. At the same time, urban living accelerates the climate change process as cities consume more than 75% of the energy distributed and are responsible for the emission of 75 – 80% of greenhouse gases[[1]](#footnote-1). On the other hand, the process of decentralization that has developed in the region during the past two decades has led to many local governments assuming greater responsibility for the provision of services, even when they are not exploiting their own sources of income and are dependent on national transfers for funding.
   3. Dealing with these challenges demanded the launch of a new IDB initiative, the Emerging and Sustainable Cities Initiative (ESCI), to contribute to the achievement of urban, environmental and physical sustainability of cities with an intermediate population that is rapidly growing. The initiative seeks integrated development of the cities, so that cities can offer their residents a high quality of life while having a lower environmental impact and creating the fiscal and administrative capacity to deal with the responsibilities of urban management.
   4. The initiative identifies constraints and bottlenecks impeding the path to sustainability, and prioritizes the problems identified to guide investment decisions in the sectors that have the potential to generate major impacts, resulting in an action and financing plan. The prioritization of the problems is based on: a) analysis of the city’s status in each topic relative to benchmarks developed by using international standards and comparable cities; b) the economic and environmental impact of these topics, including their relationship with climate change process; c) the current degree of priority that they have for the government, as manifested through existing institutional initiatives; and d) public opinion.
   5. In order to collect the aforementioned public opinion data contributing to the prioritization process, it is necessary to contract a firm to administer and analyze a public opinion survey designed to identify the priorities of the residents of the Greater Bridgetown Area.
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2. Objective of the Consultancy
   1. Design, carry out, and analyze a public opinion survey in the Greater Bridgetown Area that permits the identification of the topics that the city’s residents consider to be most problematic for the sustainable development of the city.
3. Activities
   1. In close collaboration with the IDB team responsible for the implementation of the Initiative in the Greater Bridgetown Area, the consulting company will perfect the preliminary model survey attached as **Annex I** with the objective of using it in a pilot application of the survey to test the effectiveness of its design and the chosen methodology. In this phase, the questions and the answer categories (for example, the distribution of ranges in numerical answer multiple choice questions) can be adjusted. The questionnaire should also include demographic and socioeconomic variables that allow for cross tabulations during data processing and analysis. Most importantly, the survey be designed to identify the areas which citizens consider to be priorities. The consulting company should specify the processes of control and verification of the data collected, the methodology used to determine a representative sample and the selection of cases. The survey will be directed to the residents of the Greater Bridgetown Area (including part of St. Michael parish, some of St. James Parish, and some of Christ Church parish) who are 18 years of age or older. The survey must cover the following characteristics:
      * 1. Intersectoral. The principal objective of the survey is to find out the hierarchy and relative comparison that residents of the Greater Bridgetown Area make among different issues. The topics that should be taken into account in the intersectoral design of the survey are presented in **Annex III** of this document.[[2]](#footnote-2) The intersectoral questions of the questionnaire should allow the topics to be prioritized, at the city level, neighborhood level, and by any other relevant divisions of the population determined with the IDB at the appropriate time. Two relevant questions (88 and 89) can be found in the model questionnaire.
        2. Intrasectoral. The analysis of the survey should identify the Greater Bridgetown Area residents’ main concerns within each topic. Working together with the Bank’s Bridgetown team, the company should use and complement or design questions to determine what the general public considers to be the main problems within each topic, using the model questionnaire as a base and the list of topics in **Annex II**.
   2. Using the pilot questionnaire prepared during the previous activity (1.7), the contracted company will carry out a pilot survey, administering 30 valid surveys to the general public. The company will then process and analyze this data, delivering a report with the results of the analysis at the end of the pilot process, which will be used to adjust the final questionnaire.
   3. After analyzing the results of the pilot process together with the ESCI the Greater Bridgetown Area team, the company must develop the final questionnaire and obtain the IDB team’s approval of the questionnaire before proceeding with the application of the survey.
   4. Using the final questionnaire prepared in the previous activity (1.9), the company will administer and process 1,000 valid surveys to the general population of the defined survey area. When carrying out the surveys, the company must apply the methodology that the IDB approved for determining the sample (which must be stratified or zoned as agreed upon with the IDB), selecting cases, and verifying the data collected.
   5. The information obtained must be processed electronically, entering and presenting the data in a SPSS V. 10.0 or similar file type. Using this statistical software, the company must prepare and deliver a report to the Bank presenting the data obtained, including cross tabulations with control variables accepted by the IDB team. The cross tabulations should also be delivered in electronic form.
   6. The company will work closely with the members of the ESCI Bridgetown team so that the final design of the survey will be consistent with the ESCI’s objectives.
   7. The company will have complete autonomy for the collection of the required data and must be self-sufficient in terms of transportation and equipment. The company will use personnel appropriately trained to carry out and supervise the survey process and interviews.
4. Products to be Delivered
   1. The company must deliver the following products:
      1. Questionnaire to use in the pilot phase, in accordance with the description in section 1.7 of this document. This must be delivered within 5 consecutive calendar days from the signature of the contract.
      2. Report synthesizing the analysis of the results of the pilot phase, with recommendations for the final questionnaire. This must be delivered within 12 consecutive calendar days from the signature of the contract.
      3. Final questionnaire for the approval of the IDB, within 20 consecutive calendar days from the signature of the contract.
      4. First draft of the final report of the data obtained from the surveys, complete with tables, cross tabulations, graphics, a detailed description of the methodology used, and principal conclusions, within 45 consecutive calendar days from the signature of the contract. The report should contain a section on lessons learned that can serve to improve the process of assessing public opinion in future applications of the ESCI methodology to other cities. The draft of the final report should include the file of data obtained in the surveys and a brief report on the preparatory and field activities.
      5. Final report and database, within 60 consecutive calendar days from the signature of the contract. The final report will incorporate the content from all of the products produced under this contract. This final version must take into consideration all of the observations, modifications, and comments made by the IDB. The report will incorporate all of the information explicitly and implicitly required in these terms of reference.
5. Timeframe
   1. The IDB plans to have the contract between the company and the IDB signed by the first week of September 2014, so that the work should be finalized by the first week of November 2014. The timeline of the execution of the contract is subject to change.
6. Payment Schedule:
   1. Payment will be made according to the following distribution:
      1. 20% upon signature of the contract.
      2. 40% upon delivery of the final questionnaire.
      3. 40% upon delivery of the final report.
7. Supervision and Coordination
   1. The consultancy with be supervised by the team responsible for the implementation of the Emerging and Sustainable Cities Initiative methodology in Bridgetown, coordinated by the team leader, Gilberto Chona (IFD/FMM) and ESCI sector coordinator for IFD, Huascar Eguino (IFD/FMM).
8. Confidentiality
   1. Under no circumstances, except with the IDB’s express written permission, shall the consulting company and its employees or agents copy, reproduce, sell, assign, license, market, transfer, give or otherwise disclose to any person or organization, in any manner or form, now or after the expiration of the contract the information which it has access to as part of the work to be carried out under this contract. All reports, studies, plans, drawings, source code, technical data, specifications, deliverables and any other material prepared by or worked upon by the company exclusively for the IDB under this contract are the sole and exclusive property of the IDB and as such the IDB has exclusive title, rights, and interest in all such material including the right of dissemination, reproduction and publication. All such material shall be considered confidential information of the IDB.

1. LAC countries have higher GHG emissions per capita than most developing countries in the world, including China and India. [↑](#footnote-ref-1)
2. The final list of topics to be included will be determined prior to the signature of the contract. [↑](#footnote-ref-2)