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Developing and Implementing Good Field Surveys for Urban and Water Projects

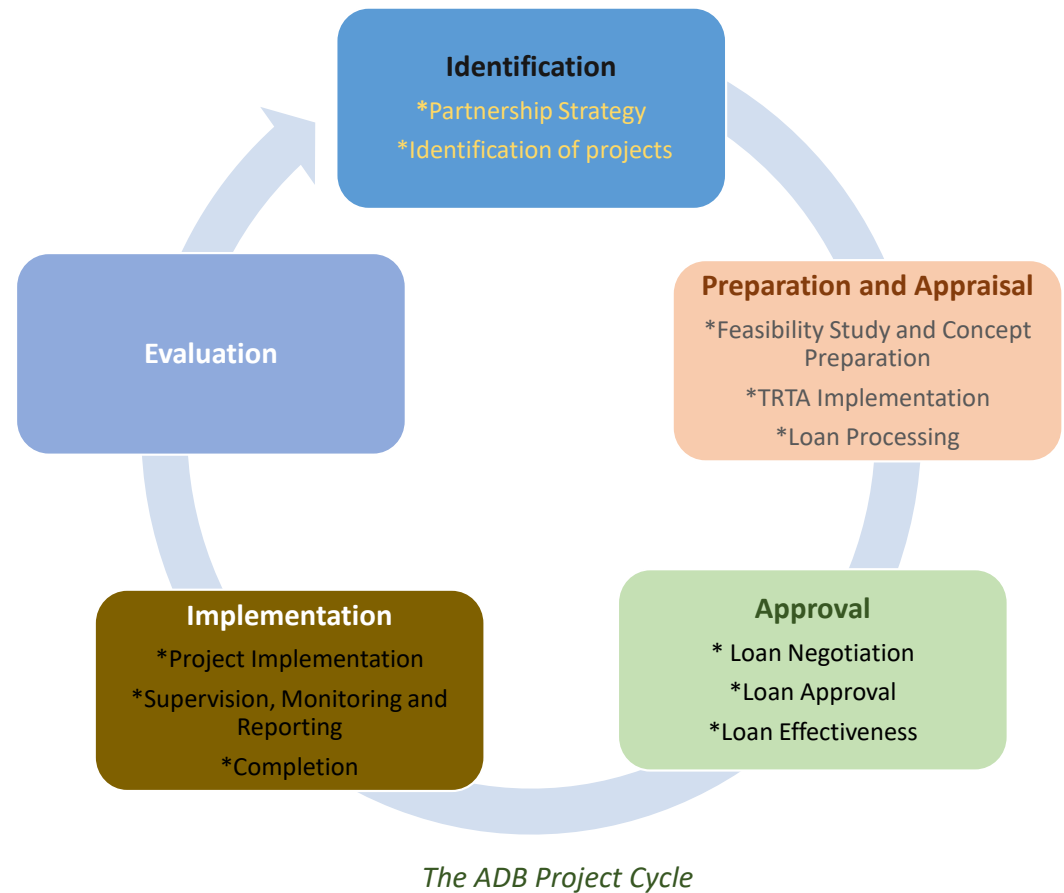
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August 2022



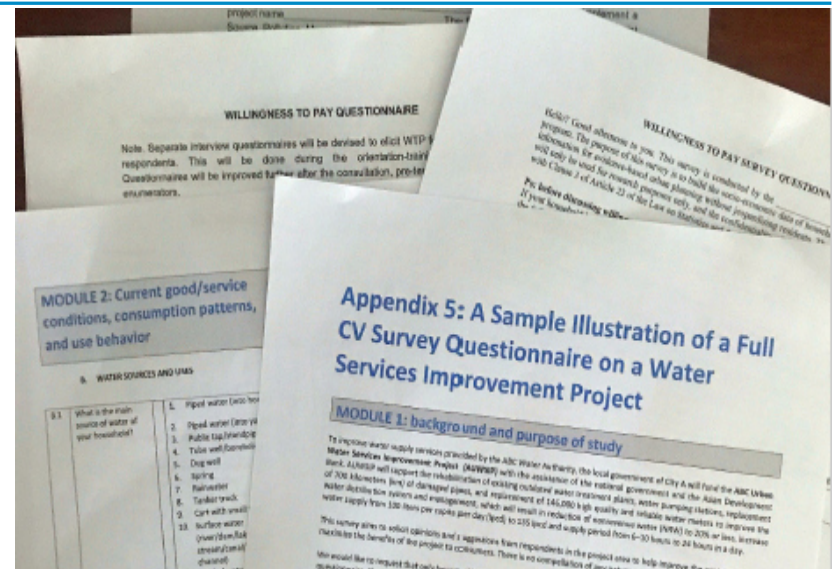
Introduction

- Surveys are often conducted at the project preparation and appraisal phase of ADB Projects
- These contributes to project design, and support ADB's due diligence, i.e., determining the economic viability of projects using CBA analysis



Benefits of Developing a Standardized Questionnaires

- Comparison of data & results
- Reliability
- Communication
- Generalization from several sample for other projects



Identification of Core and Expanded Questions

Core questions are a set of questions common to all sector project questionnaires. They provide basic information on urban water and sanitation, and solid waste and flood management in a project area.

Expanded questions are a larger set of questions that are intended for more robust economic analysis

Sources: Joint Monitoring Programme (JMP), Multiple Indicator Cluster Surveys (MICS), Economics of Sanitation Initiative Regional Survey (ESI); and ADB Questionnaires

Key Guidelines to Pre-Survey Implementation

1. Gather relevant information of the project area, i.e., *desk review, FGD, KII*
2. Design the questionnaire with the end in mind
3. Ensure that the sampling methodology accurately represents the target population
4. Select the appropriate survey method to use (*i.e., face to face, online, telephone, self administered, etc.*)

Key Guidelines to Pre-Survey Implementation

5. Carefully select and train the survey team to improve the quality of data collection
 - ✓ In surveys, enumerators should be able to present the project scenario to respondents in an accurate, neutral, and clear manner to minimize potential bias.
6. Do a thorough pre-testing of the survey questionnaire
7. Translate the questionnaire to the local language of the project area and do a back translation

Key Guidelines to Survey Implementation

1. Carefully plan survey logistics (i.e. timing of the interview, coordination with local authorities, etc)
2. Observe proper introduction and selection of eligible respondents
3. Conduct interviews following survey protocol (i.e. who, where, when, how)
4. Apply quality control checks to ensure data validity and reliability.

Survey References & Guidebooks

- Joint Monitoring Programme (JMP):
 - <https://washdata.org/sites/default/files/documents/reports/2019-03/JMP-2018-core-questions-for-household-surveys.pdf>
- Multiple Indicator Cluster Surveys (MICS):
 - <https://mics.unicef.org/tools>
- Economics of Sanitation Initiative Regional Survey (ESI)
 - <https://www.wsp.org/content/economic-impacts-sanitation>
- Contingent Valuation of Nonmarket Benefits in Project Economic Analysis: A Guide to Good Practice
 - <https://www.adb.org/publications/valuation-nonmarket-benefits-project-economic-analysis-guide>
- **Forthcoming:**
 - [Socioeconomic Survey Guide for Urban Development and Water Projects \(ADB- internal report\)](#)
 - [A Review of ADB's Practice on Contingent Valuation of NonMarket Benefits in Project Economic Analysis: A Supplementary Report \(ADB-Internal report\)](#)



Thank you very much!



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