

We have made several changes to our field process under current \$2M campaign in Kenya

Randomized / experimental

- **Village saturation:** Randomized selection of 18 villages to apply saturation approach (with same size group for thatch and control)
- **Staff incentives:** Randomly select 50% of field staff to participate in scheme that provides 10% bonus on total pay for the period based on following performance metrics:
 - **Census:** Percent of households in village missed in census (<5%)
 - **Enrollment:** Recipient scores on blind comprehension audit (>90%) and on-time registration rate (#1 and #2 highest rates are rewarded)
 - **Back check:** Scores on blind comprehension audit among recipients who still have not registered

Other process improvements

- **Org structure:** Formalized Senior Field Officer layer of management to strengthen quality control functions
- **Village targeting:** Used remote sensing via Google Earth to generate village-level data on which to base selection (vs. old method dependent on data from village elders)
- **Govn't relations:** Signed MOUs with local officials to maximize buy-in and formalize relationship
- **Enrollment:** Created formal mechanism to capture complaints from community (e.g., households potentially skipped or miscategorized)
- **Mechanical Turk:** Leveraged crowd labor to conduct photo and satellite image check with less time and cost
- **Time cards:** Automated staff timecards and outsourced processing of payroll deductions to third-party