

Brief Scope of Service
Outcome Evaluation Survey for Free Wi-Fi Facilities
ICTA/GOSL/CON/CQS/2016/63

1. Introduction

ICTA is in progress of implementing Free WiFi project by setting up free WiFi zones island-wide to supply free Internet facilities for the benefit of the people in urban, semi urban and rural areas in the country. These zones provides Sri Lankans with free Wi-Fi at major locations around the country at a speed of 512Kbps, with a data limit of 100MB per month for each citizen. The major public locations that mainly selected for setting up the free WiFi zones include rail way stations, bus stand, hospitals, public trade centers, public libraries, museums, government offices, and universities etc. In the overall program of bringing the free WiFi facility to as many as possible users, ICTA has the full co-operation of local broadband and telecommunication service providers namely Dialog, Lankacom, Lankabell, Mobitel and Sri Lanka Telecom.

As an integral part of the M&E system ICTA has planned to conduct an outcome evaluation survey to identify necessary variables and gather relevant and appropriate data and information in relation to assess the outcomes (results) of the Free WiFi project. Hence this assignment is to develop a comprehensive understanding on the outcomes originated by the free WiFi project. Further it is expected to generate evidence based knowledge on the achievements, challenges and obstacles faced by the project and the key stakeholders.

1.1. Objectives of Free WiFi project

Overall objective of the free WiFi project is to increase the digital inclusion and digital literacy in the country through providing free access to wireless internet facilities. The project creates opportunity to access Internet via smart phones and other portable devices while people are travelling or waiting in the public places. Further, the people those who are unaware or unaffordable to access Internet at this time of modernization and digitization also will experience the free WiFi facilities.

2. Objective of the Assignment

The general objective of this assignment is to develop a comprehensive understanding on the outcomes originated by the free WiFi project. Further it is expected to generate evidence based knowledge on the achievements, challenges and obstacles faced by the key stakeholders.

The specific objectives of the survey are to -

1. Assess the benefits created by the free WiFi project in the general public.
2. Find out the overall usage, usage patterns and the new trends of usage and demand.
3. Effectiveness of the awareness raising and publicity program conducted for Free WiFi Project
4. Level of user's satisfaction on the free WiFi facility in terms of connectivity, bandwidth, registration process, log in and services provider's supports etc.
5. Assess the level the effectiveness of engagement of telecommunication service providers and other key stakeholders.

6. Assess the expansion of telecommunication infrastructure facilities provided under the free WiFi project.
7. Comprehensive analysis of difficulties and challenges faced by the project management, and implementation team and the service providers.

3. Scope of the study and task to be carried out

This evaluation aims to gather relevant data/information in relation to project performance indicators from selected WiFi locations and other relevant stakeholders who engaged with the Free WiFi Project. The consultancy firm is expected to propose a comprehensive evaluation design including data collection methodology and tools with proper justification. The consultant should, in their bid, discuss and present appropriate sampling approach to select a representative sample for the study. Based on the data collected the consultant is expected to produce comprehensive evaluation report including forward looking recommendations for future improvements.

4. Consultancy Firm and the Team Qualifications

The consultancy firm is free to propose the number and structure of experts appropriate to the proposed evaluation design and approach. Consultant team should include 1.) Team Leader/Evaluation expert, 2) Monitoring and Evaluation Expert, 3) Statistician and qualitative data analyst 4) Evaluation/Survey Manager

The evaluation team should be able to facilitate and conduct the study including data analysis and report writing within the limited timeframe meeting expected quality standards of ICTA. A description of an appropriate team structure, team collaboration arrangements and project management functions must be provided at the proposal submission stage.

5. Timeframe

The assignment is expected to be completed within twelve (12) weeks.