



Urban Sanitation  
Research Initiative  
Kenya

**WSUP**  
Water & Sanitation  
for the Urban Poor

# Sanitation Surcharges: a potential contribution to urban sanitation financing

**National Sanitation Workshop**

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# **STUDY: ARE WATER CUSTOMERS WILLING TO PAY A PRO-POOR SANITATION SURCHARGE?**

## **OBJECTIVES**

- 1. Determine the willingness-to-pay of utility customers for a pro-poor sanitation surcharge
- 2. Investigate factors that influence their willingness-to-pay

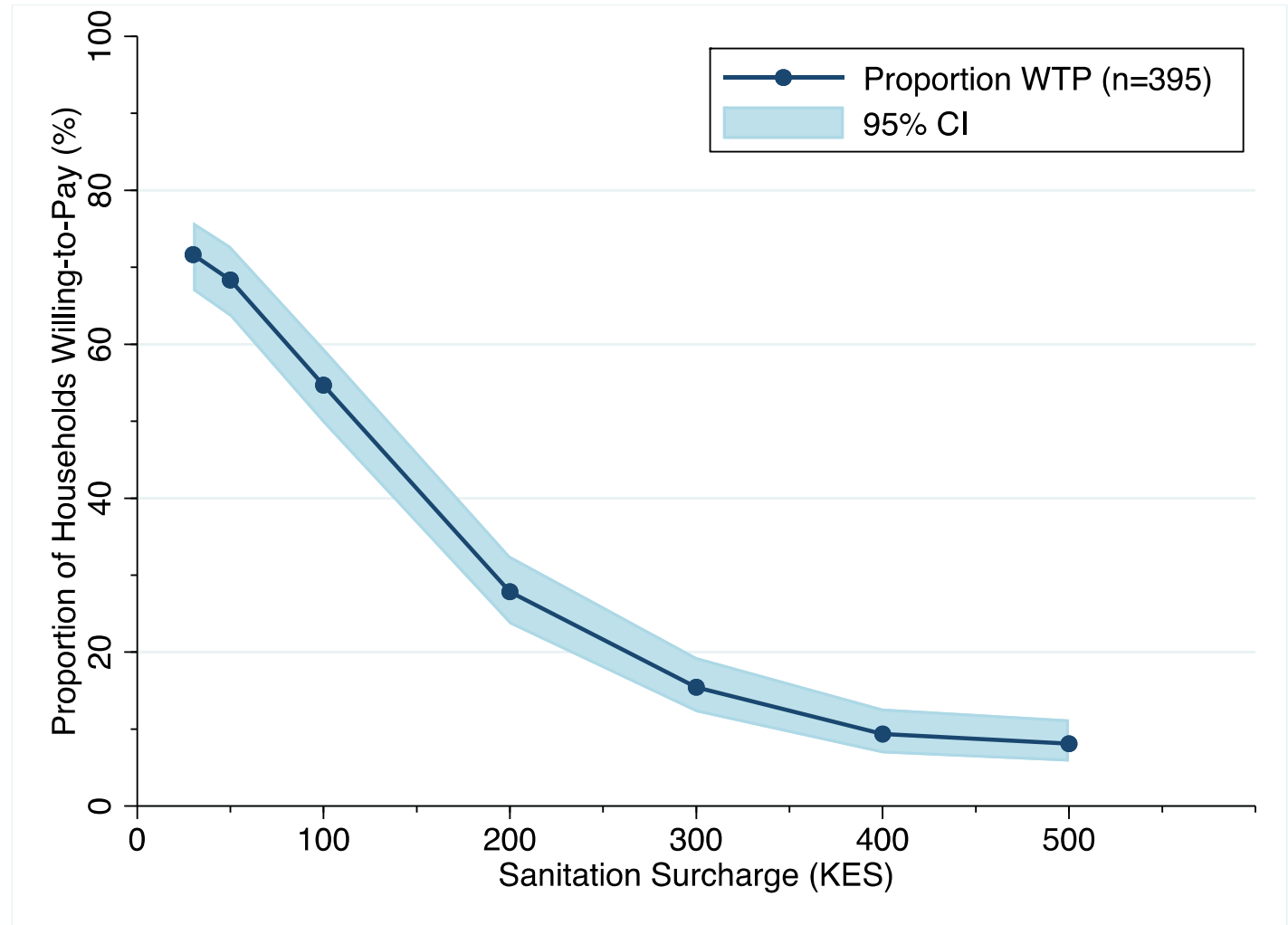
<b>Water utility</b>	<b>Number of customers</b>	<b>% Sewered</b>
NAWASSCO	39,528	39.7 %
RUJWASCO	16,446	0.5 %

# FINDINGS (QUANTITATIVE)

75% willing to pay some amount

Median: 100 KES/month

- 9% of median water bill



# FINDINGS (QUANTITATIVE)

Factors that DID influence willingness-to-pay were:

- Trust in utility to manage the pro-poor fund
- Solidarity with the poor
- Satisfaction with water services

# SCENARIO

At the median WTP of 100 KES/month, the 91 water regulated utilities in Kenya could raise a combined 1.6 billion KES annually for sanitation improvements in low-income areas

Messaging around *trust* and *solidarity* is recommended

# RECOMMENDATIONS AND NEXT STEPS (FROM NAIVASHA)

- ❑ Consider a different name: ***Sanitation Development Fee (SDF)***
- ❑ The SDF can be a proportion (%) of the water bill
- ❑ 60/40 model of spending (poor vs non-poor customers-sewerage extension)
- ❑ Utilities collects the money; the fund managed in a ring fenced Acc by a Central Authority-WSTF proposed; WASREB to maintain Oversight role
- ❑ *WASREB to share with all counties & Utilities, COGs and the MWS.*
- ❑ Develop an Implementation Strategy/Model
- ❑ Pilot the SDF in one Urban Utility- *Considering Nawassco*
  
- ❑ ***National government needs to greatly increase allocation to urban sanitation from general budgets.***