

Hearing the People: Computer-Assisted Telephone Interviewing to Evaluate Public Services



Secretaria de Planejamento,
Orçamento e Gestão



GOVERNO DE
BRASÍLIA

XXI Century Governance Challenges

- | Use technology to cost effectively hear the people
- | Use Information to Improve Government Performance

Strengthen Democracy:

- + Representation
- + Responsiveness



Traditional Solutions

COSTLY,
TIME CONSUMING,
RARELY APPLIED

Public Hearings, referendums,
plebiscites, committees...

Selection bias, costly, rare

Face-to-Face Opinion Polls

Expensive, time consuming



CODEPLAN SOLUTION = INNOVATIVE + EFFICIENT

COMPUTER-ASSISTED TELEPHONE INTERVIEWING

LOW COST

PRECISE

(Margins of error of 1,6%)

REPRESENTATIVE

(40 K interviews)



EXPEDITE

(Ten days to collect 4000 interviews)



TECHNOLOGICAL

(Advanced data collection and analysis)

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BUSINESS MODEL

SEMANA 1

SEMANA 2

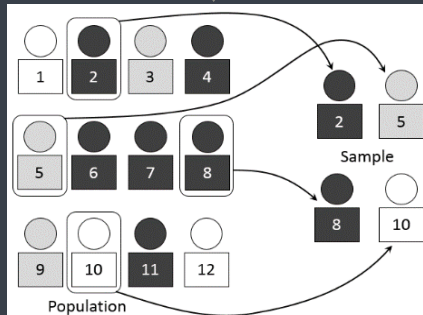
SEMANA 3

SEMANA 4

1. Meeting with Partner



**+Partnership
+Beneficiary
participation**



2. Sample Calculation and questionnaire design

3. Data Collection



PESQUISA DE OPINIÃO - CODEPLAN -
Secretaria das Cidades -
Estacionamentos Rotativos.

*Obrigatório

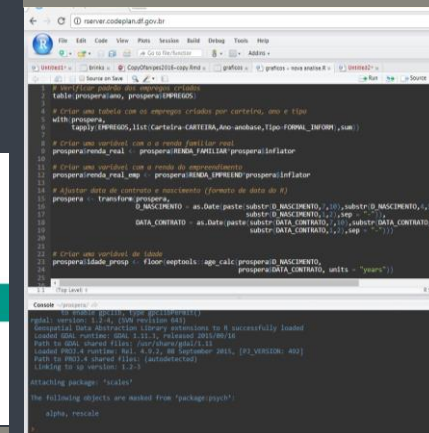
Seção sem título

1) O(a) senhor(a) aceita participar desta pesquisa? *

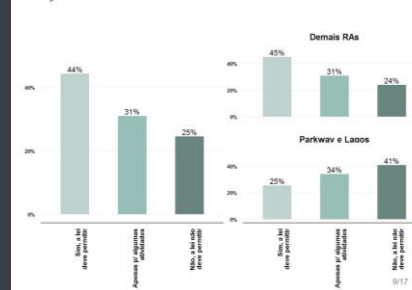
- ☒ (1) Sim
☐ (2) Não

4. Computer-assisted interviewing + Technology

5. Analysis: RServer



10) Na sua opinião, a lei deve permitir que as pessoas usem seus domicílios para comercializar produtos e serviços?



6. Report

**+Transparency
+Informing
society and
government**

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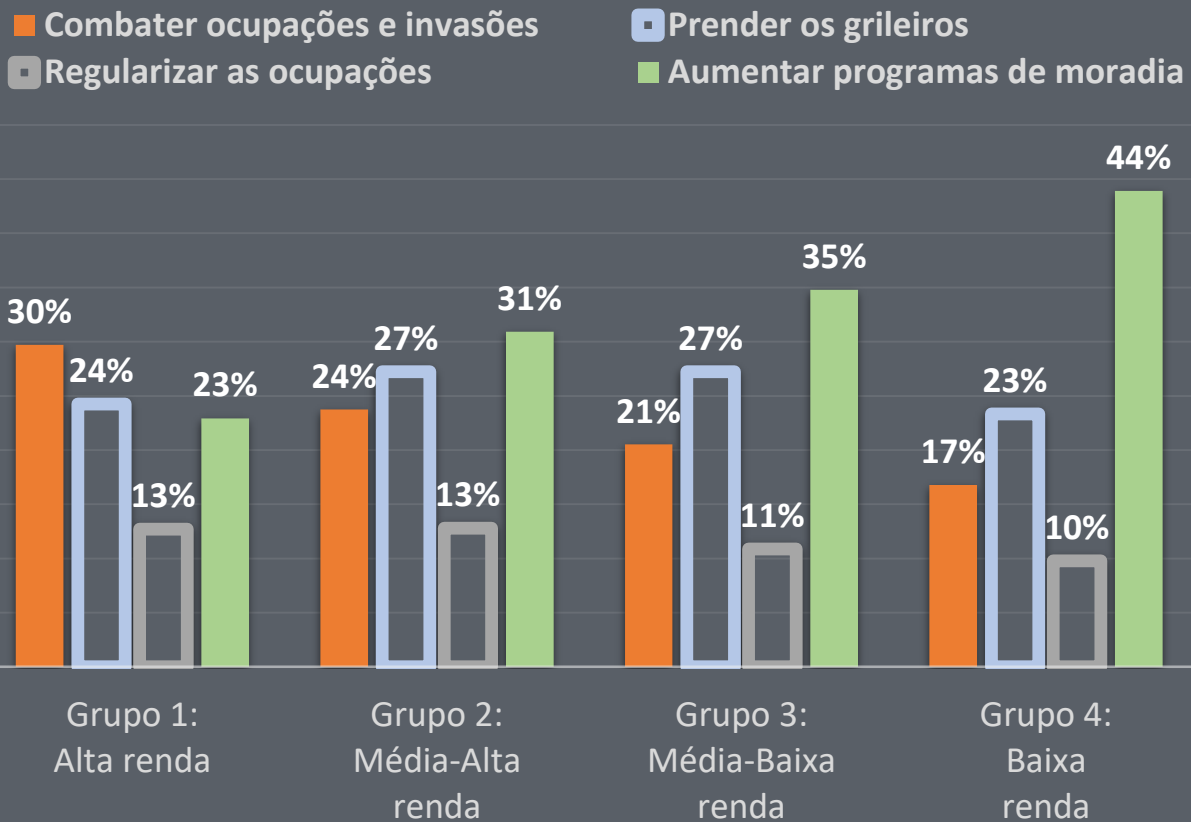
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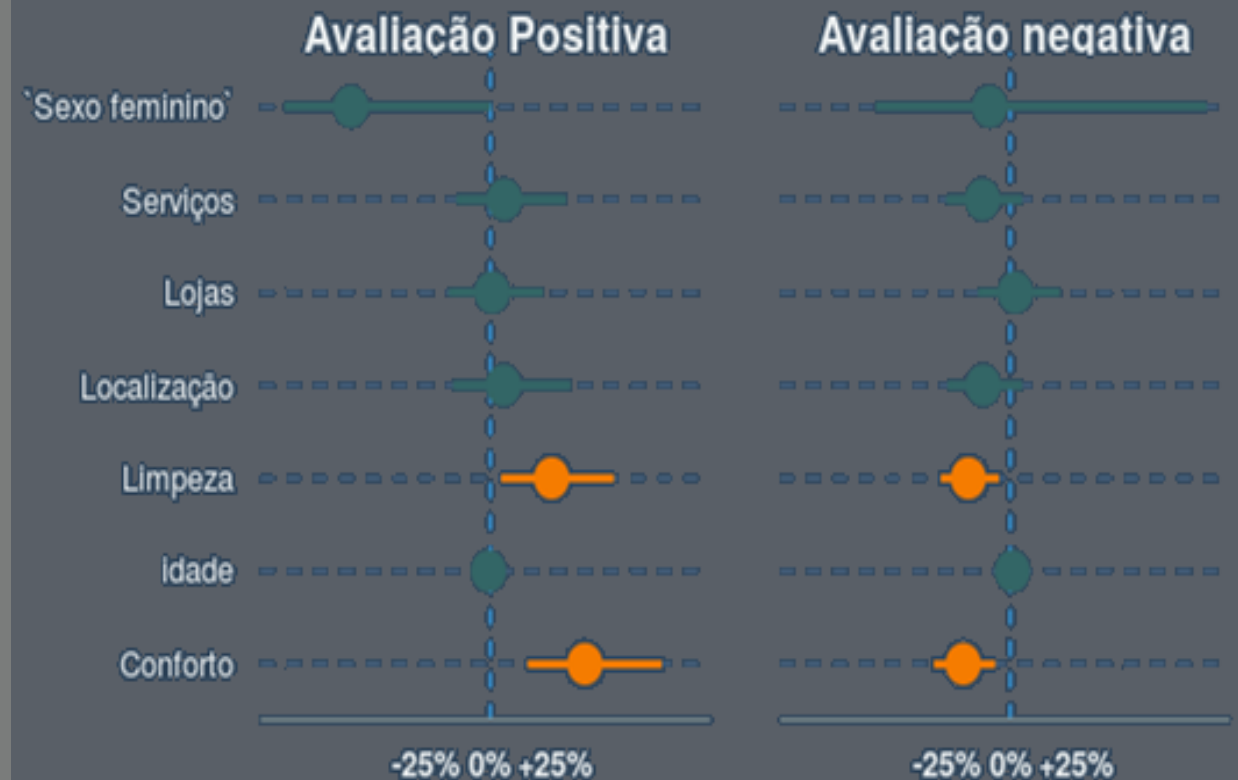
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The truth is in the data!

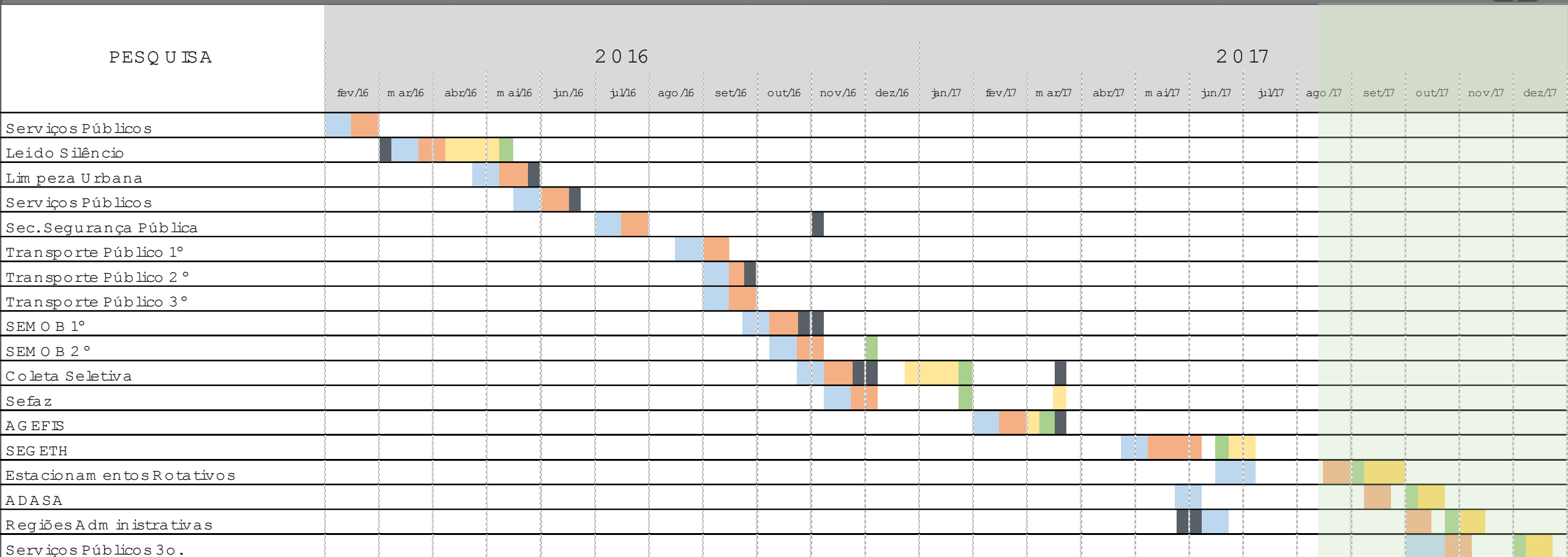
Descriptive Evidence



Inferential Statistics



Timetable



Legenda

Elaboração de Questionário

Coleta

Relatório

Apresentação

16 Surveys conducted since 2015

+4

Until December 2017

Partners Evaluations



“To understand how inhabitants of the cities receiving urban cleaning services is essential to improve our operational controls and performance in cleaning our cities..”

Kátia Campos

President Urban Cleaning Service

“The research was fundamental to realign our policy proposals. It was presented in a public hearing, assuring that the political process also received a scientific counterpoint.”

Thiago Teixeira

Secretary of Territory Governance

“The research helped identify the most importante aspects requiring improvement in the public transportation system from the beneficiary’s perspective. It was quick, objective, and eficiente providing expedite feedback for our actions.”

Leo Carlos Cruz

Diretor General of Urban Transportation Agency

The Future? Diffusion and Replication!

1. Replicability

Easily replicable: standardized components of the process.

2. Diffusion

Technical assistance to implement the project elsewhere.

3. Sustainable

Optimization of available resources and low environmental impact.

The Team

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