

Influence of public sensitisation and awareness on service delivery of land registries in the Rift Valley Region, Kenya

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Abstract

This study sought to address the gap in the understanding of the extent to which public awareness influences service delivery in the context of land reform in the Rift Valley Region in Kenya. The study used descriptive analysis in the research design. The study findings were generated using both descriptive and inferential statistical analyses. The target population comprised both the staff working in various departments in all three land registries and an average number of customers who visited the land offices from the three land registries on a weekly basis. The study also targeted a special group of clients from land-related agencies. The target population for this study was 179 staff in the Ministry of Lands, targeted citizens and special clients from land-related agencies, Rift Valley region. Slovin's formula was used to attain a sample size of 140 respondents. The study employed purposive sampling and stratified random sampling techniques. Questionnaires were used in data collection, which was analysed using SPSS (Version 29.0) and presented using means, standard deviations and tables. The study found that public sensitisation and awareness have a statistically significant influence on the service delivery of land registries in the Rift Valley Region, Kenya ($p < 0.05$). This study recommends that land registries in the Rift Valley region invest more in public awareness campaigns to get the public in a more representative role so that they are more aware of their land rights and feel more involved when it comes to land issues.

Key terms: Kenya, land reforms, public sensitization and awareness, Rift Valley Region, service delivery.

INTRODUCTION

Land reform is a multifaceted process that involves the transformation of laws, regulations, and customs related to land tenure. It can encompass state-led or sponsored redistribution of property, often focused on agricultural land, and aims to shift the ownership of extensive lands from a select few wealthy individuals or entities to a broader spectrum of ownership, including less powerful individuals and communities. Land reform initiatives can vary in nature, from large-scale transfers of land to regulatory changes designed to enhance land management. However, regardless of their scale, land reforms invariably modify or replace existing institutional arrangements for land ownership and usage (Dore, 2013).

Successful land reform necessitates not only a solid legal framework but also the technical and human capacity to implement it effectively. This includes coordination among various stakeholders, such as government ministries, civil society, and the private sector, to bridge the capacity gap in fields like agriculture, surveying, law, planning, environmental science, and more. Yet, even with the necessary expertise, challenges like corruption, skewed land allocation, and limited budget allocations can hinder the realisation of effective land reforms. Moreover, a critical aspect of successful land reform is public education and awareness, as they play a pivotal role in shaping the outcomes (Malombe, 2012).

The global landscape of land reform is a diverse one, with numerous countries having embarked on their own reform journeys, each with its unique challenges and outcomes. Some nations, such as Denmark, South Korea, and Taiwan, have achieved significant success through land reforms that contributed to their economic growth. In contrast, regions like Africa have experienced instances of violence, corruption, and exclusion in the implementation of land reforms (Lipton & Saghai, 2017).

Kenya, located in East Africa, provides an interesting case study for examining the dynamics of land reform and its relationship with public awareness and service delivery in land registries. The history of land in Kenya is marked by transitions from communal ownership, influenced by customary law, to individual land ownership during the colonial period and subsequent

attempts at reform. Understanding Kenya's land reform process is essential because land is central to its development, providing secure land rights that support sustainable development, stimulate economic growth, and alleviate poverty (Bassett, 2020).

This research focused on the Rift Valley region in Kenya, which has long been mired in land conflicts, even during the colonial era, and has remained a hotspot for land-related tensions and violence. The region's history and ongoing challenges make it a relevant and informative context to study the relationship between public awareness, land service delivery, and land reforms.

In this complex landscape of land reform, where issues of land ownership, public education, and awareness intertwine, it became essential to investigate the extent to which public sensitisation and awareness can influence the quality of service delivery in land registries. By examining the experiences of the Rift Valley region in Kenya, the study aimed to shed light on the broader implications for land reform efforts in Kenya and beyond, recognising that land remains a vital resource, the management of which has far-reaching economic and social consequences.

The Rift Valley Region in Kenya, marked by a history of land conflicts and challenges related to land reform, is a critical context to explore the role of public sensitisation and awareness in influencing service delivery within the Lands Registry. While land reform initiatives aim to enhance land ownership and usage, the success of these endeavours depends significantly on the effectiveness of public education and awareness. However, there is a gap in the understanding of the extent to which public sensitisation and awareness impact service delivery in the Lands Registry and whether these factors contribute to resolving long-standing land-related issues in the region. This research sought to address this gap by studying the influence of public sensitisation and awareness on service delivery in the Lands Registry of the Rift Valley Region, Kenya.

LITERATURE REVIEW

Lawrence (2019) conducted a study on the effects of policy reforms in the Ministry of Lands – Mombasa County, Kenya. A descriptive survey research approach

was employed in the study. The study utilised both descriptive and inferential statistical analyses to generate the findings of the study. The target population comprised all the officials in the various departments of the Ministry of Lands and the sampled citizens obtaining services from the Ministry of Lands in Mombasa County. Questionnaires were used as tools of data collection, after which the data gathered was analysed through graphs, means and frequencies generated and conclusions drawn from the data for interpretation. The study concluded public sensitisation and awareness had a positive effect on service delivery. The study recommended that there is a need to enhance training for both the community and local authority employees on reforms so as to improve the impact of the policy reforms on service delivery; there is a need for improved public awareness as key stakeholders in the reforms and that there is a need for more commitment and political will from both bureaucratic and political leadership for successful reforms.

According to a study in Ghana conducted by Ohemeng (2010), the adoption of public sensitisation and awareness empowers citizens to hold leaders accountable and enhances transparency in service delivery. This has informed the growing popularity of sensitisation and awareness. He, however, holds that the mere adoption of public sensitisation and awareness is not an end in itself, but rather, they ought to be effectively implemented. He highlights that governments ought to review the capacity of the various agencies to ensure that they have the capacity to implement public sensitisation and awareness to achieve the desired outcome in improving service delivery.

Another study by Mwanja (2015) investigated the impact of public sensitisation and awareness on service provision in Nairobi City Water and Sewerage Company and revealed that customer service sensitisation existence in an organisation does not provide assurance that there will be effective service delivery. In order to improve the delivery of services at Nairobi City Water and Sewerage Company, customer service sensitisation and awareness amongst the staff and their adherence to the customer service sensitisation commitments had to be upheld.

A survey conducted by Monyoncho (2014) indicated that 84 per cent of the respondents voiced their concern that, indeed, the limited funds were an impediment to public sensitisation on land issues, which inhibited service delivery all the same. These findings indicated that the government had been allocating inadequate funds to the Ministry of Lands. These funds were meant to hire enough experts as well as facilitate public sensitisation and awareness on land reform issues.

Kundo (2018) investigated the impact of sensitisation and awareness on land administration in Bangladesh and revealed that the introduction of sensitisation and awareness programs contributed to noteworthy progress in public service delivery since their introduction in 2008. However, there is still ignorance amongst citizens on the existence of sensitisation and awareness programs. Most sensitisation and awareness are, therefore, producers dominated by very few inputs from the consumers of services. It is crucial, therefore, that awareness be created on the existence of sensitisation and awareness and adequate stakeholder engagements undertaken.

Wanja (2011) studied the influence of public sensitisation and awareness on service delivery in Tharaka Nithi and asserted that public sensitisation and awareness are extremely crucial to effectual implementation of land reforms, which in turn leads to better service delivery. The argument was that a lot of technical expertise and financial resources are required for improved service delivery, but they are quite insufficient to make a good countrywide impact. A very critical challenge posed to the quality of service delivery is the poor public awareness, the technical nature of the process and restricted stakeholder capacity to engage in public consultation.

James (2007), in his study on the role of public sensitisation and awareness towards sustainable service delivery in the Land's Ministry, stated that the framework and guidelines on land policy in Africa underscore the need for support budgets derived and agreed through consultative processes. Implementation is made easier from plans and budgets derived and endorsed through participatory stakeholder forums, and they are reflected through

public sensitisation and awareness initiatives, which in turn enhance sufficient service delivery.

Mutida (2011), while carrying out his research on the effect of Kenya's land policies on Kenyan women's land rights, conducted a survey about the effectiveness of public sensitisation and awareness of service delivery. From the findings, 62 per cent and 64 per cent of staff and citizens indicated public sensitisation and awareness as effective and crucial for improving the quality of service delivery. Among the respondents, 26 per cent of the staff and 12 per cent of the public were of the opinion that public sensitisation and awareness campaigns were not effective. This was an indication that the potency of public sensitisation and awareness in improving service delivery was substantially high.

Public sensitisation and awareness are mainly geared towards restoring public confidence in government institutions. They depict a shift from a rigid government to a more open system of administration. Public sensitisation and awareness lead to citizen empowerment in that citizens are privy to the services offered and redress mechanisms, enhancing service quality (Bassett, 2020).

Conceptual Framework

This study conceptualised that at the land registry, service delivery was dependent on public sensitisation and awareness. With public sensitisation and awareness, the quality of services was assured, and performance value and efficiency were bound to improve. This thus resulted in the improvement of service delivery and reduction of costs involved in acquiring land-related services in the Rift Valley Region, Kenya.

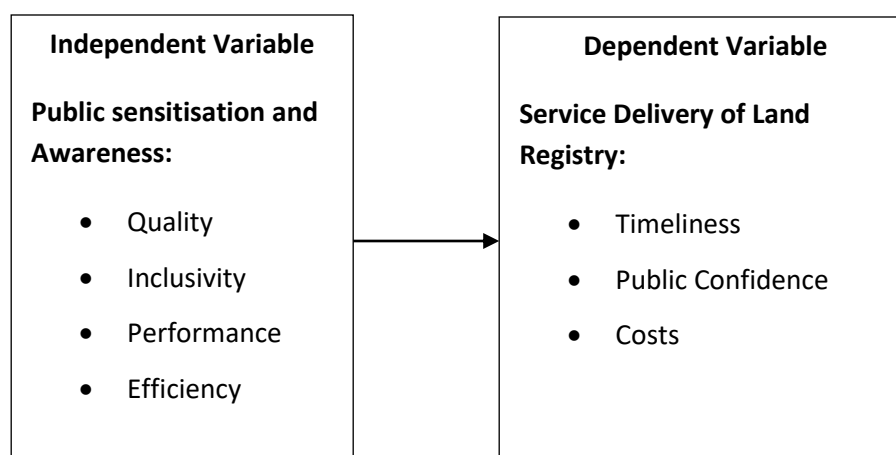


Figure 1: Conceptual Framework

METHODOLOGY

Research design is a strategy that is used to provide a cohesive way of integrating the varying components of research so as to meet the objectives of the study. This study, therefore, adopted a descriptive research design. The descriptive research purpose was to determine and report the way things were and assist in establishing the current status of the study population (Ivey, 2016).

According to an official government database, there were slightly over 270 members of staff working in the Ministry of Lands, Rift Valley region in Kenya and the weekly average number of citizens who frequented the Lands offices was about 100 in each of the three

registries totalling to an average number of 300 citizens. The study targeted 30 per cent of both staff working in the Ministry of Lands and citizens who sought various land-related services. The study then targeted 2 special clients from each of the following land-related agencies: law firms, engineering companies, architectural companies and real estate agent companies. In total, this study targeted 179 respondents.

Slovin's formula was used to identify the study's sample size, and it is given as follows:

Sample size (n) = $\frac{N}{1+Ne^2}$ where;

N = Population size

e = margin of error

Therefore, from our side, consisted of a population size of 179 and allowing for a 4 per cent margin error, our sample size was calculated as follows;

N = 179

e = 0.04

$$n = \frac{179}{1+179(0.04^2)}$$

$$= \frac{179}{1+179(0.0016)}$$

$$= \frac{179}{1+0.2864}$$

$$= \frac{179}{1.2864}$$

$$= 139.15$$

Therefore, for the purposes of this research, this study used a sample size (n) of 140 respondents. Each sample size was then determined by the formula;

$$\frac{N}{Total} \times n$$

Table 1 Sample Size

Respondents	Target Population (N)	Target Population (N)
Administration and Support services officers	23	17
Land Adjudication and Settlement officers	16	13
Physical Planners	13	10
Surveyors	11	9
Land Valuers	10	9
Land Registration officers	8	6
Targeted Citizens	90	70
Special Clients	8	6
Total	179	140

Stratified sampling was used to group both the staff and targeted citizens, after which the researcher's simple random sampling was employed to estimate statistical measures for each sub-population. Purposive sampling, which includes the unit selection based on characteristics that a researcher wants, was also employed in a bid to identify special clients from land-related agencies who had sought various services from the Ministry of Lands in each of the three land registries in the Rift Valley region.

The collection of data was by the use of a questionnaire and interview guide. In developing the questionnaire and interview guide, the multiple

choices, the five-point Likert Scale and open-ended formats were used. Combining the multi-choice and open-ended format questionnaires was so as to ensure that the expected response came off as more original and valuable. The researcher was allowed to give respondents the option to choose an option that best supported their opinion by the use of a five-point Likert Scale. The 5-point Likert Scale was also used as a measure of the respondents' attitudes by allowing the researcher to determine the extent to which the respondents disagreed or agreed with a particular question or statement.

The questionnaires were delivered to the respondents in hard copies through drop and drop-and-pick method, with a total of 5 trained research assistants hired to assist in data collection. This study used questionnaires because they were free from bias, were also expensive and allowed the respondents enough time to give well-reasoned answers. The fact that large samples were usable meant the results expected to be generated made this study more reliable and authentic.

The study used an interview schedule for the special clients because it permitted much greater depth and gave a true picture of opinions and feelings on the impact of land reforms on service delivery. The researcher used open-ended questions to elicit verbal responses from the clients. The researcher personally interviewed a few chosen clients for the purposes of this study.

The research instruments were subject to reliability and validity tests. Reliability is generally concerned with whether the results of the study are reputable. In this study, the pilot test was conducted to test the reliability of the questionnaires and interview schedules. A pre-test was also carried out from a sample of 30 staff and 30 clients who were not considered in the main study. Data collected was analysed using SPSS. The default composite reliability coefficient (Cronbach alpha) of 0.7 was considered, with 0.7 treated as the acceptable reliability efficiency (Amirrudin et al., 2021).

On validity, the researcher sought expert opinion from the study's supervisors to ascertain whether the questions generated were in line with the research objectives so as to ensure that all the relevant data was collected. The expert opinions of the supervisors played a very crucial role in determining the validity of the research instrument. Feedback from peers and supervisors improved the instrument's validity tremendously.

Data Analysis and Presentation

In this study, the data collected was analysed using descriptive and inferential statistics. The descriptive analysis comprised of Frequencies, percentages, mean and standard deviation. The quantitative data collected using questionnaires was analysed by the use of descriptive statistics using IBM Statistical Package for Social Sciences (SPSS Version 29.0) since it contained the new formulas for statistics, which enabled us to get percentages, means, standard deviations and frequencies. The frequency tables applicable to data presentation were used to display information. The unstructured questionnaires of a qualitative nature were analysed using content analysis.

The study used a two-tailed correlation coefficient test since the relationship outcome expected could either be positive or negative at a 95 per cent confidence level. Correlation, which is defined as the degree and direction of association existing between two or more variables, was used to determine the relationship strength between the independent and dependent variables. A regression analysis was used to test the hypothesis. The Analysis of Variance (ANOVA) table was used to make interpretations and discussions of the study. Frequency tables were used to present the results.

The regression model was in the form of:

$$Y = \alpha + \beta_1 X_1 + \epsilon$$

Where:

Y = Service Delivery

α = Constant.

X_1 = Public Sensitisation and Awareness

β_1 = Coefficients

ϵ = Error term

RESULTS AND FINDINGS

Public Participation and Awareness

The respondents were asked to state the extent to which public sensitisation and awareness have impacted service delivery in the Ministry of Lands in each of the three land registries within the Rift Valley region. The results are presented in Table 2.

Table 2 Public Sensitisation and Awareness

Public sensitisation and Awareness	Mean	Std. Dev
There is a system in place to monitor how public education and awareness is being implemented	4.40	0.699
The Ministry often conducts workshops for public education and training	4.09	0.980
The Ministry policies in place are public-friendly and ensure equality	4.37	0.730
Clients like the approach to Public sensitisation	4.24	0.789
The Ministry upholds professionalism when conducting such educative and awareness campaigns	4.04	0.847
Funds have been set aside to facilitate public Education and awareness campaigns	4.21	0.999
The campaigns are now advanced to reach the grass root and marginalised areas	4.19	0.890
The culture within the Ministry is conducive for Public sensitisation and awareness implementation	4.29	0.826

The findings show that most of the staff working in various registries within Rift Valley agreed with the statement that there is a system in place to monitor how public sensitisation and awareness are being implemented, with a mean score of 4.40 and a standard deviation of 0.699. There was also agreement that the Ministry often conducts workshops for public education and training with a mean of 4.09 and a standard deviation of 0.980. A good number of the officers agreed that the Ministry policies in place are public-friendly and ensure equality with a mean of 4.37 and standard deviation of 0.730. According to a significant number of the staff, their clients like the approach to public sensitisation with a mean of 4.24 and a standard deviation of 0.789. The

staff also feel that the Ministry upholds professionalism when conducting such educative and awareness campaigns, with a mean of 4.04 and a standard deviation of 0.847. The Ministry has funds set aside to facilitate public sensitisation and awareness campaigns and was found to have a 4.21 mean score and a standard deviation of 0.999. Finally, the culture within the Ministry is also conducive to public sensitisation and awareness implementation, with a 4.29 mean score and a standard deviation of 0.826.

Moreover, this study sought to understand the aspect of public sensitisation and awareness from the viewpoint of the clients. The responses were recorded in Table 3.

Table 3 Client Response to Public Sensitisation and Awareness

Ministry has been holding regular Public sensitisation and awareness campaigns	3.57	0.608
The Ministry's Public sensitisation and awareness policies are public-friendly	3.75	0.758
The Ministry is doing more to reach grass root and marginalised areas	3.40	0.522
We have supported the Ministry's approach to public education and awareness	4.32	0.698
We have actively been involved in public education and awareness implementation	3.66	0.667
Professionalism is upheld when conducting Public sensitisation and awareness campaigns	4.03	0.814
Equality is being prioritised when conducting	4.03	0.814
Our feedback on those Public sensitisation forums is being considered in planning and decision-making	4.11	0.902

The majority of the clients agreed with the statements that citizens have supported the Ministry's approach to Public sensitisation and awareness, with a mean of 4.32; they gave feedback on those Public sensitisation forums being considered in planning and decision-making, with a mean score of 4.11, professionalism is being upheld when conducting Public sensitisation, and campaigns and equality is being prioritised when conducting public sensitisation and awareness campaigns both with a mean of 4.03. A great number also agreed that the Ministry's Public sensitisation and awareness policies are public-friendly, with a mean of 3.75. A significant number also supported the statement that citizens have actively been involved in Public sensitisation and awareness implementation, with a mean of 3.66. The statements the Ministry has

been holding regular Public sensitisation and awareness campaigns and that the Ministry is doing more to reach grassroots and marginalised areas had the least support with means of 4.57 and 3.40, respectively. The findings here concur with Lawrence (2019), who presented the need to enhance training to the community through continuous public awareness as key stakeholders so as to improve the impact of the policy reforms on service delivery.

Inferential Analysis

In this study, inferential analysis included Pearson Correlation and regression analysis. The Pearson correlation and the results are documented in the table below.

Table 4 Correlation Analysis

	Service Delivery	Public sensitisation and Awareness
Service Delivery	1	
Public sensitisation and Awareness	0.736*	1

*Correlation is significant at the 0.05 level (2-tailed)

The findings also indicate a strong positive correlation between public sensitisation and awareness and service delivery, with a correlation coefficient of 0.736. This is also an indication that if public sensitisation and awareness are given more priority, there would be a substantial increase in service delivery in the land registries within the Rift Valley region, and this would, in turn, reflect on the registries' ability to meet the demands of vast populations.

Regression Analysis

A regression analysis was used to understand the influence of public sensitisation and awareness on service delivery at the land registries in the Rift Valley Region, Kenya. The model summary results are indicated in Table 5.

Table 5 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.854 ^a	.729	.725	.721
a. Predictors: (Constant), Public sensitisation and awareness				

The R-value of 0.854 indicates that there was a strong positive and linear relationship between public sensitisation and awareness and service delivery. The coefficient of determination showed that approximately 72.9 per cent of the variance in the service delivery dependent variable was explained by the predictor of public sensitisation and awareness. After adjusting the predictors, the findings showed that 72.5 per cent of the variance in service delivery was still explained. This was an indication of the model's goodness of fit, and there was no need to

include other predictors as it would be unnecessary. This meant that the model's predictions were accurate.

Analysis of Variance (ANOVA)

To assess whether service delivery is influenced by public sensitisation and awareness and service delivery, a one-way Analysis of Variance was done to investigate the null hypothesis. The results are shown in Table 6.

Table 6 Analysis of Variance

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	15.658	3	5.219	30.343	.000 ^b
	Residual	23.431	136	.172		
	Total	39.089	139			
a. Dependent Variable: Service Delivery						
b. Predictors: (Constant), Public sensitisation and awareness						

The F-statistic is 30.343, and it has an associated p-value of .000 ($p < 0.05$). This finding is an indication that the regression model is statistically significant, and as

such, as a predictor, public sensitisation and awareness have a statistically significant influence on service delivery. This finding, therefore, dispels the

study's null hypothesis that public sensitisation and awareness do not have a statistically significant influence on service delivery.

Furthermore, the study sought to find out the significance of the relationship between service delivery and public sensitisation and awareness. The results are as indicated in Table 7.

Table 7 Coefficients

Coefficients ^a						
Model		Unstandardised Coefficients		Standardised Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.896	.913		3.875	.001
	Public sensitisation and Awareness	0.372	.580	0.219	0.373	.001

a. Dependent Variable: Service Delivery

From the analysis, public sensitisation and awareness had a positive coefficient, which indicated that it was directly proportional to service delivery. This implies that taking public sensitisation and awareness and equating it to a constant zero (0) will result in service delivery at 1.896.

The regression model was expressed as follows:

$$Y = 1.896 + 0.372X_1 + \epsilon$$

The regression coefficient of public sensitisation and awareness is 0.372. This is an indication of a positive relationship between public sensitisation and awareness and service delivery. This highlights the fact that a vital focus and improvement in public sensitisation and awareness leads to efficient service delivery and vice versa.

CONCLUSION AND RECOMMENDATION

Conclusion: It is a no-brainer that in Kenya, land matters are of a historical nature and that most of the land illegalities were conducted in a systematic manner for a prolonged period of time. As such, in as much as land reforms have improved service delivery of land registries within the Rift Valley region, there still exist policy gaps and areas which need unravelling through vigorous and continuous collection and collation of data to detect priority areas in service delivery for resource allocation.

Recommendations: The land registries in the Rift Valley region need to invest more in public awareness campaigns to get the public on a more representative role so that they are more aware of their land rights and feel more involved when it comes to land issues. Funding for such public sensitisation and awareness programs should be set aside to always keep the public up to speed, especially those from within the remote areas where connectivity is a problem.

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