



MUNG'AR WA KILIFI Leave No One Behind!

INAWEZEKANA!

OUR PROMISE

As leaders, we have a verifiable history of delivery and commitment to the welfare of all Kilifi residents. We have a commitment to improve the economic status of all people in Kilifi through a caring, transparent, and all inclusive government.

To the people of Kilifi, I promise to:

1. Listen and learn from you:

I will remain humble and accessible to you. I will put in place a public participation platform that will enable my government to receive your feedback on every activity that we undertake. My office will always remain open to you. Every age group, color, religion, or race will be accommodated in this all-inclusive, responsive and non-discriminating government

2. Champion human development issues:

I will put my energy to solving the most pressing problems in education, health, employment, food and nutrition security and social protection. I will not be afraid of making long-term investments in water and electricity to improve the quality of life and the livelihoods of our people. We will empower

The Promise

Kilifi youths, women and Persons Living With Disabilities (PLWDs) to participate inclusively in the County's development

3. Work in harmony with all leaders:

With my goal of mobilizing resources from all corners and investing them where it matters, I will work with all leaders at both county, regional, national, and international level and tap from different religions, professionalism, and political ideologies. Civil society organizations will not be excluded. This is so because we are not in a competition. We have to complement one another.

4. Stick to the "Mung'aro wa Kilifi "10-year strategic blueprint and this manifesto:

We will jointly develop a detailed "Mung'aro wa Kilifi" Development Master Plan within the first 200 days. The plan will outline specific infrastructural and human development strategic projects that shall be our focus. This plan shall be based on our 10 priority areas. The blueprint will ensure equitable distribution of resources and opportunities to all parts of Kilifi County. I will seek to attract foreign direct investments and partnerships? to create opportunities for our people. NO ONE WILL BE LEET BEHIND!

5. Promote efficiency, transparency and an open governance:

I will set automated systems to ensure accountability in revenue collection and service delivery. I will address all forms of resource misuse and mismanagement and shall establish an elaborate Corruption Risk Assessment Plan and an attendant corruption eradication strategy. I shall not tolerate corruption



ABOUT Gideon Mung Arongur

I am a humble, sociable, and generous person. I was born on 13th day of June 1966, in the small rural village of Dabaso in Kilifi North sub-county, Kilifi County, on the Kenyan Coast. I attended Dabaso Primary and Malindi Secondary Schools.

MUNG'ARE

before graduating with a Human Resource
Management degree from GRETSA
University, near Thika town. I am happily
married to Susanne, with whom we
have two grown children, Ian and
Vivian. I began my career in the hotel
industry, rising through the
ranks to manage one of

the finest beach hotels in Kilifi County. Later, I got into elective politics and was elected chairperson of the Malindi chapter of the Coast Tourism Association (CTA).

Competitive Politics and Public Service

My leadership in the hotel and tourism industry led to my nomination as a Councillor in Malindi. I was elected Mayor of the then Malindi in di

Municipality, becoming First Mayor of Malindi town, where I served between 1998 and 2002. Under my leadership as the mayor, Malindi town became a national and international tourism hub. The United Nations named Malindi one of the best tourist destinations and the cleanest towns in the world.

I contested for the Malindi Parliamentary Constituency seat in the year 2007 and won. When the larger Malindi Constituency was split into Malindi and Kilifi North Constituencies, I was moved to my native Kilifi North Constituency where I contested in the 2013 elections and won, joining parliament again.

In the 2007 general elections, I contested for the Kilifi County Gubernatorial race under the Jubilee Party and emerged strong-second in a competitive field of Kilifi County political heavyweights. Owing to my experience and close association with the National Government of H.E. President Uhuru Kenya, I was appointed the Chief Administrative Secretary (CAS) in the Ministry of Lands. While serving in this position, I lobbied the Government to issue title deeds to the landless and squatters of Kilifi County. By the time I was transferred as Chief Administrative Secretary to the Ministry of

Devolution, Arid and Semi-Arid Lands (ASALs), over 10,000 dwellers in settlement schemes, and peasants in Kilifi County had acquired land title deeds. I was able to make a significant mark in Kenya's quest to actualize devolution.

A Leader Amongst Leaders

In addition to the roles I have played before as hotelier, councilor, mayor, two-term Member of Parliament, and recently. Chief Administrative Secretary in the National Government. I have had the opportunity to serve in other leadership capacities as well: I served for two years as the chairperson of the defunct ALGAK -(All Local Government Authorities of Kenval, Between 2008 and 2013, I served as a member of the Pan African Parliament, which sat quarterly in South Africa. In this capacity, I was able to chair the Eastern Region caucus for the organization and led many elections observer delegations to many member states. Between 2013 and 2016. I served as Chairperson of the Coast Parliamentary Group (CPG). Through sponsoring the ODM Party, I served as the minority chief-whip in the National Assembly from 2013 to 2014.



A MESSAGE TO THE PEOPLE OF KILIFI COUNTY

It is an honor and a privilege to share, with you the citizenry of our great County of Kilifi, our good thoughts on our grand vision and mission to move our county's socio-economic agenda forward by delivering a strong, prosperous economy and a secure County.

Our plan is to build a greater Kilifi by building a stronger economy, stronger communities, a serene environment premised on modern infrastructure. Our priority is to build a transformative, productive, and diverse economy through an efficient County Public Service, unlocking our magnanimous potential and a more productive business sector that will deliver more jobs, higher wages, and better services for all the citizens of our County.

With a modernized economy and sound policies, we will work to ensure we establish a competitive manufacturing industry, a dynamic service sector, a growing knowledge economy, a

modernized agricultural sector, and a value-added mining sector. With this, we hope to achieve strong vibrant Small and Medium Enterprises (SME's) to bolster jobs creation and sustainable economic growth.

We will put in place an education policy that will enhance Early Childhood Education (ECD) and promote skilling for employment through our Technical, Vocational Education and Training (TVETs) centers.

We will deepen our economic base to unlock and mainstream agriculture, particularly in both our rural and urban areas. Our intention is to modernize agriculture by developing virgin lands and supplying them with water infrastructure to secure a robust industry and food sustainability. We shall purpose to fully explore the Blue Economy and develop strategies that will maximize full exploitation of our natural resources.

We will continue with the social grants system to help in uplifting many of our people out of poverty and act as safety nets in terms of calamities such as the one on COVID 19 which we are now facing. We shall give particular emphasis on supporting single mothers, the elderly and all the marginalized and vulnerable people within our society.

I will be an effective and active transformational leader ensuring efficiency in our government so that every person has a voice and can directly benefit from our developmental agenda. The waste of resources of the County and corruption shall be fought with renewed vigor and determination.

There is and should be no limit to what we and our generation can achieve. It is our time to redirect the socio-economic agenda for ourselves and successive generations to come.

I am therefore calling up on each one of us to be the change we want to see and let's work together towards these noble ideals and put our party and candidature by voting for fresh new ideas that can move our great County of Kilifi forward come August 2022.

MUNG'AR WA KILIFI



VISIONARY & TRANSPARENT LEADERSHIP



VISION

We will establish a responsive, accessible, citizen centric government all the way from the village to the county level. I will ensure equitable distribution of resources and positions across all parts of the county and address the inefficiencies that are well evident in current regime. We will achieve this by institutionalizing Participatory Integrated Development Planning with a primary view of enhancing and safeguarding the gains that have come with Devolution.

"Mung'aro wa Kilifi" Visionary & Transparent Leadership

We will use technology to ensure maximum participation in planning and implementation of projects and ensure the delivery of timely and efficient services.

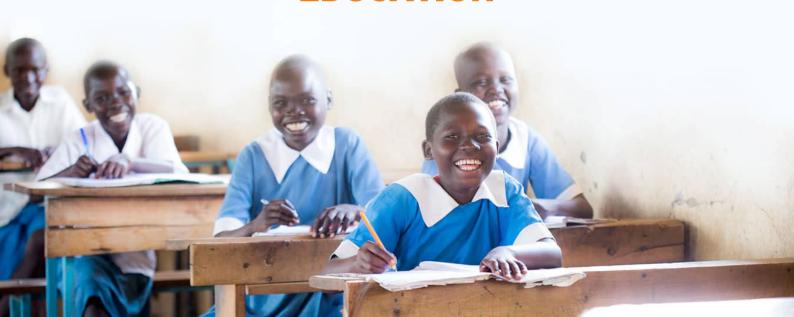
As a way of establishing a visionary and transparent leadership in Kilifi County, I will perform the following:

- Establish and strengthen the Ward and Sub-County Development Boards
- 2 Establish the Governor's Service Delivery & Efficiency Monitoring Unit
- Implement fully the electronic County Integrated Monitoring & Evaluation System (e-CIMES) providing all project information

at a click of a button. This will ease the tracking of service delivery and ensure the timely completion of all planned project activities

- Put in place a public participation policy with clear guidelines on how to ensure effective public participation. I will support the County Assembly of Kilifi in enacting a public participation legislation
- Sestablish a County Audit Unit that independently works and reports to me to promote accountability and equity in the use of the County resources
- 3 Establish a County Social Audit and Accountability Forum across all the County

2 EDUCATION



Education

VISION

We will establish a responsive, accessible, citizen centric government all the way from the village to the county level. I will ensure equitable distribution of resources and positions across all parts of the county and address the inefficiencies that are well evident in current regime. We will achieve this by institutionalizing Participatory Integrated Development Planning with a primary view of enhancing and safeguarding the gains that have come with Devolution.

To see a world-class education system that not only provides quantity but also quality and that which is strategically investing in the necessary and conducive infrastructure to support learning

The Mung'aro wa Kilifi Education Plan

Gideon Mung'aro's government will 2. Provide Free & Compulsory Early ensure access to education at all levels. We will strive not only for quantity but quality. We will ensure that our deserving children in primary and secondary schools, TVET institutions, Universities, and other Educational Institutions have access to education regardless of their financial, religious, or social status. In collaboration with the national government, we shall improve the quality of school performance and provide the area we will:

1. Establish and resource the Kilifi County Education Fund to provide bursaries to the underprivileged but deserving children. The bursary process will be administered through very transparent process coordinated from the village level to the ward level through the development boards

Childhood Education as a requirement of the Early Childhood Education Act (2021). We will also establish an areas with food shortages.

3. Establish a fully-fledged ECD center 5. Work with the national government supporting different approaches for our early learners in including boards, alumni organizations each ward

much needed infrastructure. As a priority 4. Promote new approaches to learning for TVET institutions including eLearning, Blended Learning, and traditional classroom learning. We shall continued teacher attract and retain foreign and domestic direct investors that are willing to motivation but industry specific training centers that education for our children provide practical life-long learning skills for employment in the 7. Support ICT skills enhancement at all manufacturing, agricultural, tourism, levels of education including primary We shall establish Lifelong Learning for for a TVET institution in each ward

Development (L3D) where practical short-term courses (e.g. in improved agricultural production, in tourism and hospitality, in mining etc) lead to elaborate school feeding program in certifications which can be used to access financing and markets

> learning and existing schools' management to improve the education infrastructure and the quality of education

6. Support ongoing teacher training and upskilling programs to ensure professional development for not only staff also for the partner with the county to establish improvement of the general quality of

maritime and other technical sectors. and secondary by setting up ICT labs



Health

VISION

To establish a sustainable healthcare system that guarantees the availability, accessibility, and affordability of medical services to all people of Kilifi

The Mung'aro wa Kilifi + "Baba Care" Health Plan

We will ensure better healthcare for all by Healthcare Programs at the national level (i.e Baba Care) and supporting the for all health workers professionalization of County Health Services to attract qualified health 3. Establish a modernized referral. workers that are motivated and well perform the following:

- and above) and other vulnerable Center, an ICU and a Cancer Unit. citizens who cannot afford to pay for any medical insurance and initiate a scheme for them to access National public expense.
- 2. Improve doctor-to-patient ratio and dispensaries through competitive recruitment. training, remuneration and human 5. Deploy alternative methods of

and retain high quality doctors & healthcare workers. In addition, we will improve the working conditions

- training and research hospital in Kilifi remunerated. Additionally, we will County attracting medical tourism due to cutting-edge high-quality health services provided in the facility. It will 1. Carry out a household audit to also house the County's Drugs and identify senior citizens (65 years old Substance Abuse Rehabilitation
- 4. In liaison with KEMSA and other pharmaceutical and medical Hospital Insurance Fund cover at equipment providers, ensure that there are adequate drugs and medical equipment in all the health centers
- resource measures that will attract provision of healthcare including

Mobile Health Clinics, community health care, the use of telemedicine in collaboration with the national government

- 6. Implement an integrated health management information system technology within all the county's hospital facilities to ensure proper medical records and improve access to patient data. It will also reduce redundancy and duplication
- 7. Collaborate with privately funded health facilities to improve quality services to the people of Kilifi
- 8. Boost rapid response emergency services by providing a standby ambulance 2 per sub county



4 Infrastructure & Accessibility

VISION

To establish an efficient and reliable road, air, and marine transport network to improve accessibility and open up all areas to trade and industry. In addition, we will collaborate with the national government and the private sector to ensure fiber optic cables reach each sub-county.

The Mung'aro wa Kilifi Infrastructure Plan

My government will open up all the hinterlands to spur economic growth. We shall ensure that all county roads are motorable and have proper drainage to guarantee that the roads are usable throughout the year. In this area we shall achieve the following:

- 1. Collaborate with and lobby the national government to upgrade various key roads to bitumen standards and to maintain the existing ones.
- 2. Ensure that all county roads are properly constructed and maintained guaranteeing all year and all-weather access
- 3. Require that all infrastructure contractors use local labor initiatives to

ensure that all roads construction, maintenance, and repair works create employment for Kilifi residents

- 4. Upgrade at least 100kms of gravel roads to bitumen standards in the first term of office
- 5. Promote establishment of marine transport through Private Public Partnerships (PPP) arrangements connecting the 5 counties of Mombasa, Kwale, Tana River, Kilifi and Lamu that border the Indian ocean



Agricultural

VISION

Mung'aro wa Kilifi Agricultural Transformation Plan will seek to turn agriculture into a profitable and lucrative venture. It will not only focus on increased agricultural productivity but also in seeking local and international markets for agricultural produce. It will seek to revive the dwindling agricultural sector by establishing local value-addition plants and other production and marketing mechanisms. It will enhance the use of irrigation to quarantee productivity in dry areas and reduce reliance on rain fed agriculture.

The Mung'aro wa Kilifi Agricultural Transformation Plan

Our government will devote 15% of the up a milling plant within the county so in farmer's livelihoods. The budget to the locals allocation will quarantee investment in the three key areas of crop development. 3. Enhance agricultural production by have a County agro-processing strategy farmers) focusing on post harvest handling, processing and value addition.

support in the form of e-subsidies and farm inputs access. More specifically, we

- smallholder farmers to county, regional, national, and international markets
- Security Project with the aim of setting

County's development budget to as to reduce the soaring price of flour agriculture and by that guarantee food and basic food commodities within the and nutrition security and improvement county and ensure they are affordable

- livestock production and exploitation of use of model farms (14 model irrigation the Blue Economy. We will endeavor to schemes for small and medium scale
- 4. Revive the production of mango. We will commit to improving market cashew nut. coconut, and horticultural access and the provision of agricultural farming by establishing a fruit processing factory in the county
- 5. Promote high return value chains including fish farming, improved 1. Develop market linkages for poultry farming, dairy farming, bee keeping and others
- 6. Invest in agricultural extension services especially the County 2. Work with the national government Agricultural Extension System. We will to revive the Galana-Kulalu Food revamp and substantively invest in

agricultural extension services including offering subsidizes and distributing farm inputs [seeds and fertilizer) and machinery to farmers to enable early preparation of farms and support tree planting so as to address the chronic food shortage and provide increased forest cover within the county

- 7. Promote climate smart agriculture and the use of sustainable agricultural practices
- 8. Encourage traditional food crop production e.g sweet potatoes. arrowroots, cassava etc to ensure food security
- 9. Promote the grand idea of One County. One product based on our competitive advantage



Water for All Plan

VISION

The Mung'aro wa Kilifi "Maji kwa Wote" Plan will enhance access to water both for human consumption and for irrigation and livestock use, reducing the average distance to a watering point to less than 2kms per household.

The Mung'aro wa Kilifi "Water for All" Plan

ensure the availability of water that is safe. accessible and affordable to all Kilifi residents. For urban dwellers, our government will ensure the availability of water that is safe and free from contamination. We promise that we will:

- supply and sanitation systems in all our well as community managed water water shortage systems in every Sub-County.
- 2. Ensure every household in areas with acute water shortage has a 5.000 litres water tank for rainwater harvesting

- Gideon Mung'aro's government plan is to 3. Collaborate with the National Government to ensure the construction of dams in all major rivers and dig out large scale dams and water pans for both animals and human use
- 4. Purchase a County Water Drilling equipment and use it to drill at least 4 1. Invest in the development of water boreholes for each ward and lease it out to private sector for subsidized water urban areas and County institutions, as drilling especially in places with acute



Tourism and Culture
Tourism and Culture

VISION

The Mung'aro wa Kilifi blueprint will promote the preservation of cultural sites for tourism and cultural heritage as part of our efforts to promote Kilifi as a conferencing and local tourism destination.

The Mung'aro wa Kilifi Tourism and Culture

Kilifi county has some of the best fun filled adventure and travel destinations in addition to wonderful hotels and accommodations. Our government shall ensure a thriving tourism sector that will place Kilifi among the global favorite destinations. We will promote eco-tourism and cultural tourism through conservation of our natural forests, traditional sites, cultural practices, and marketing as well as encouraging the development of tourism facilities. In achieving this, we will:

- 1. Promote Kilifi as a world class destination for conferencing and tourism. We will seek to attract and host the devolution conference among other major conferences in the country and in Africa as a whole
- 2. Open remote tourism sites by providing road access and creating tourism events that attract participation from and outside the country
- 3. Collaborate with the national government to modernize Malindi international airport, with a

view of improving its capacity for direct international flights and the handling of large aircrafts thus lowering the cost of air travel and increase the number of tourists to our county.

- 4. Construct a Kilifi County Cultural village and 3 ecological/marine parks and amusement parks to spur economic growth through local and international tourism
- 5. Lobby for financing by the National Government of the Kilifi Medical Tour City which is part of Kenya's Vision 2030 blueprint
- 6. Promote sports tourism and other cultural activities by building modern state-of-the-art sports stadium and gymnasium in Kilifi County
- 7. Work with MCA's to enact a Maritime Economy legislation to help streamline the operation of fishermen, tourism operators and other groups engaged in the blue-economy sector



Trade, Employment & Entrepreneurship

VISION

We shall strive to have meaningful employment for all persons in various sectors including agriculture, manufacturing, mining, infrastructure, tourism and the hospitality sector and others. In every sector my government will seek to identify meaningful employment opportunities of which shall be made available to Kilifi residents. We will work and support the local private sector to develop entrepreneurship opportunities for young people. By facilitating trade, our government will seek to empower Kilifi residents economically and increase their income.

The Mung'aro wa Kilifi Trade, Employment and Entrepreneurship (TEE) Plan

The Mung'aro wa Kilifi Trade, enlist them and build capacity in management and water projects employment meaningful entrepreneurship opportunities for the **themselves** Kilifi people, especially the youths. The TEE plan will:

- 1. Promote skilling for development and employment through the County's Technical, Vocational Education and Training (TVETs) centers
- to provide a safety net to support ports for the marginalized and vulnerable groups in the county. This will also 6. Establish the Kilifi Youth Service information portal. when out of employment
- 3. We will identify young people beautification. who have been blacklisted in the conservation. CRB and establish a program to

Employment and Entrepreneurship them before supporting them to management (TEE) plan will seek to create access new finances which they can and use to meaningfully sustain 7. Encourage the youths, women

- facilities to increase trade including sub-counties that will get 30% of the a modern slaughterhouse and skin county contracts especially those processing plant, a coconut earmarked for the Youth, Women processing factory among others
- 2. Establish a Social Protection Fund the Takaungu and Ngomeni Fish relevant business information in
- provide limited support to (KYS) with representations in all the qualifying and registered persons wards and sub-counties employing 9. Work with the private sector to meaningful thousands of vouths labor-intensive clean

- and Persons Living With Disabilities (PLWDs) to create companies or 4. Construct necessary factories and co-operatives within wards and and PLWDs
- 5. Develop through Private Public 8. Improve Kilifi County Ease of Partnerships (PPP) arrangements Doing business through provision of electronic formats through the "one-stop-shop" **eCounty**
- in expand Savings and Credit rural roads Co-operative Societies to mobilize programs, afforestation, urban capital to support and open up environmental business opportunities in the ocean County



Land, Urban Settlement, Environment & Natural Resource Management

VISION

Ensure effective utilization of resources in both urban and non-urban setting for the benefit of all Kilifi people. We quarantee the modernization of all town centers and urban areas and address the unique challenges that are faced by our people living in urban

The Mung'aro wa Kilifi Land. Environment & Natural Resource Management Plan

Land, being a sensitive issue, will require the establishment of a special lands agricultural activities in Kilifi County committee to develop a comprehensive policy for management of County trust sustainable use of our environment and natural resources. The committee will also research on land issues and advice the county on how to handle these issues. We will cooperate with the National government to setup other land registry offices in the county to expedite titling of

- 1. Support ongoing land adjudication & titling activities to ensure that all landowners in Kilifi have valid titles. This sensitive activity will be performed by a special land committee within the Governor's office.
- 2. Work towards the implementation of the Kilifi County Spatial Plan 2025

enhance mining and processing of

- 4. Encourage the production and use of alternative sources of energy including green energy, biogas, biodiesel. sustainable wind and solar to protect the environment
- 5. Establish a carbon trading platform that will facilitate companies involved in environmental degradation to pay through the purchasing and exchange of carbon credits
- 6. Create a Special Economic Zone to spur industrial and manufacturing growth within the county.
- 7. Improve and expand infrastructure; roads, water, drainage, electricity, fibre-optic and security in all our towns and urban centers.
- 3. We will seek and support small and 8. Make use of renewable energy for large-scale value addition firms to street lighting and develop an incentive

framework for property developers to use green energy to light the whole town and ensure security.

- 9. Ensure general cleanness for all ablution facilities and the county sceneries. We intent to plant over 1m trees and create boulevards and parks for relaxation
- 10. Encourage the building of modern houses through upgrading the new building approvals procedures
- 11. Implement a proper and efficient waste management disposal program that ensures the timely collection of garbage from both the land and the ocean
- 12. Ensure a clean ocean by removing debris and garbage while at the same time preventing re-occurrence of marine litter recurrence



Resource Mobilization & Revenue Collection

The Mung'aro wa Kilifi Resource Mobilization & Revenue Collection Plan

The Mung'aro wa Kilifi Plan of Action will need to be financed by resources that will internally (i.e within the county) and System. externally. We will automate revenue collection and completely do away with 2. Establish a single-business license the manual processes thereby reducing wastage and pilferage while at the same time enhancing accountability and completeness of county revenue. We will establish the eCounty "one stop shop" platform that will provide 24/7 flexibility to access and pay for county services from the convenience of our people's homes, 3. Retraining of the County offices and workplaces

As part of this plan, we will achieve the following:

1. Automate access to all county's information and services through a 4.

revenue collection platform jointly called the Kilifi County eCounty be mobilized from various activities, both Services and Revenue Collection

> that will contain all charges that the Kilifi County Government can levy on a business. The annual single-business license can be paid monthly for micro and small informal businesses. hawkers and small-scale traders

> Inspectorate and "askaris" to play a more friendly front-office role of customer service by adopting the use of technology for law enforcement and compliance monitoring

Encourage Foreign single web portal called "Kilifi eCounty Investment and Diaspora Direct services, which shall be linked to a Investment by issuing relevant bonds

and securities to finance specific county projects while at the same time generate returns to our investors

5. Improve the ease of doing business through collaboration with the National Government to eliminate barriers to trade including land registration and settlement of court cases.

6. Implement a revenue collection process that uses members of registered groups and individuals as commission earning agents for county revenue collection which will not only improve the revenue collected but also create employment opportunities

