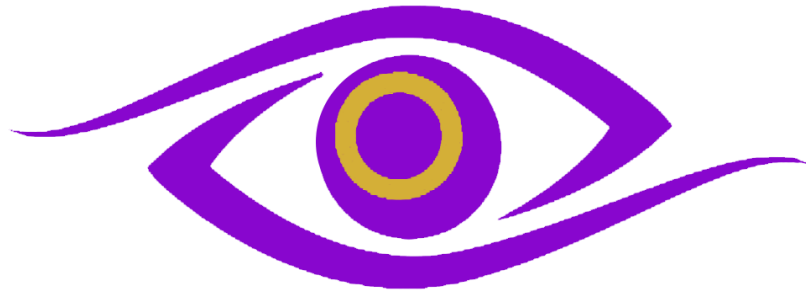


UNITED SUPER ALLIANCE PARTY (USAP)



UNITED SUPER ALLIANCE PARTY

Tuko Macho

PARTY IDEOLOGY AND POLICY FRAMEWORK

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CHAPTER 1: INTRODUCTION

1.1 Background

This document presents the official ideological, policy, and structural framework of the United Super Alliance Party (USAP). It has been developed in alignment with the Constitution of Kenya, the Political Parties Act, and the guidelines of the Office of the Registrar of Political Parties (ORPP). It articulates the party's foundational beliefs, vision for governance, policy preferences, and strategies for national transformation. The document also demonstrates USAP's commitment to constitutional values, national unity, and public participation.

1.2 Statement of Ideology

The United Super Alliance Party (USAP) subscribes to a progressive, uniquely African form of social democracy—Afro-Social Democracy. This ideology blends modern principles of equality and social justice with African traditions of communalism, equity, and participatory governance. '*Utu na Haki*' (human dignity and justice), '*Uchumi Kwa Wote*' (economy for all), and '*Uongozi wa Maadili*' (ethical leadership). This philosophy is designed to deliver an inclusive, ethical, and accountable development agenda for Kenya.

1.3 Reason for Establishment

The establishment of USAP is rooted in the party's desire to provide alternative, people-centred leadership committed to transformative governance. The party was founded to address governance gaps, promote economic inclusion, and safeguard constitutional rights. USAP exists to strengthen public institutions, expand democratic space, and enable all Kenyans to contribute to and benefit from national development. It responds to the need for ethical, accountable leadership that represents the interests of all communities.

1.4 Guiding Principles and Values

USAP's core values include patriotism, integrity, inclusivity, equality, the rule of law, peaceful coexistence, and civic responsibility. These values are inseparable from the party's afro-social democratic ideology and reflect national values in Article 10 of the Constitution of Kenya. The party promotes multiculturalism by affirming respect for ethnic, religious, and cultural diversity, which mandates preservation of cultural heritage and historical memory.

1.5 Approved Party Particulars

Party Name: United Super Alliance Party (USAP)

Slogan: Tuko Macho

Symbol: An Eye

Colours: French Violet, Metallic Gold, Silver

Head Office: Nairobi, Kenya

1.6 Relevance of Party Particulars

The Eye symbol signifies vigilance and public accountability, aligning with USAP's ideological commitment to citizen oversight and transparency. The slogan '*Tuko Macho*' reinforces the party's message of civic alertness and ethical governance. The colours represent inclusivity (French Violet), excellence (Metallic Gold), and integrity (Silver).

These elements, codified in Schedules I–IV, are consistent with Article 10 of the Kenyan constitution on values and reinforce the party's identity as one of integrity and responsiveness.

1.7 Party Ideology with Emphasis on Spectrum

USAP situates itself within the centre-left of the political spectrum, consistent with its constitutionally declared ideology of Social Democracy. This position is defined by a commitment to participatory governance, economic justice, and welfare-enhancing state interventions. Article 13 of the USAP the Constitution confirms this through objectives promoting devolution, social protection, fair taxation, climate action, and public accountability. This spectrum contrasts with right-leaning ideologies by favouring public participation and state-supported development.

1.8 Political Spectrum

The party's placement in the centre-left spectrum stems from its emphasis on equity, constitutionalism, devolution, and economic fairness. These priorities are found throughout Article 13 of the Party Constitution and further reflected in the party's rules on inclusive nominations and representation under the Election and Nomination Rules. USAP supports a progressive agenda that upholds both individual rights and collective responsibility in national development.

1.9 Compliance with Legal and Policy Frameworks

USAP Constitution explicitly commits the Party to comply with the Constitution of Kenya, the Political Parties Act (2011), the Elections Act (2011), and all other laws governing political organisations. Internal democratic structures and fair election procedures are well articulated in Articles 21 to 24, which cover the election, duties, and rights of National Officials.

These provisions are reinforced by the Election and Nomination Rules and the mandate of the National Elections Board under Article 41, vetting candidates in line with Chapter Six of the

Constitution of Kenya.

Additionally, the Party's internal dispute resolution mechanisms are anchored in Article 65 and the disciplinary framework outlined in Article 50, both of which uphold the principles of natural justice and constitutional compliance, particularly Articles 47 and 50 of the national Constitution

CHAPTER 2: POLICY PREFERENCES

2.1 Economic Development

2.1.1 Planning, Economy and Development

- USAP advocates for equitable development and strategic national and county planning. The Party constitution mandates the establishment of sound fiscal institutions, as well as promoting balanced, inclusive development across counties.
- USAP envisions a balanced, inclusive, and innovation-driven economy that uplifts all Kenyans. In line with our constitutional commitment under Article 13(e), we will establish sound economic and fiscal institutions to anchor sustainable development.
- We are committed to balanced development across all counties and will prioritise strategic infrastructure such as roads, energy, broadband, and water systems to reduce inequality and enhance national integration.

2.1.2 SME Support and Industrial Strategy

- The Party supports decentralised planning, SME empowerment, job creation, and public-private partnerships. These commitments align with the economic and social rights articulated under Article 43 of the Constitution of Kenya.
- Our social policy will support job creation, SME growth, and inclusive access to quality public services, advancing the right to dignified livelihoods and well-being for all.
- To achieve broad-based growth, we will promote value addition in agriculture, fisheries, and extractives as a core part of our industrial strategy, reducing reliance on raw exports. We will support public-private partnerships to mobilise capital and expertise for national development.

2.1.3. Climate Action in Economic Planning

- Finally, we will integrate climate action and environmental conservation into all aspects of development planning to ensure resilience and sustainability.
- USAP's economic approach is guided by evidence, inclusivity, and long-term national interest firmly grounded in the values and commitments set out in our Constitution.

2.2 Social and Cultural Policy

USAP recognises and respects Kenya's cultural and religious diversity. The party promotes peaceful coexistence and national unity, as outlined in the party constitution which calls for harmony among all communities and religious groups. This vision aligns with Article 11 of the Kenyan Constitution which recognises culture as the foundation of the nation. Kenya's social sector faces a range of challenges that hinder human development. USAP is committed to building a socially inclusive, culturally vibrant, and educated society;

- i. **Inclusive and Equitable Education:** The party will prioritise access to quality and inclusive education at all levels. Emphasis will be placed on early childhood education, special needs education, and the expansion of Technical and Vocational Education and Training (TVET) institutions.
- ii. **Accessible Healthcare:** USAP will work to improve access to essential healthcare services, equip public hospitals, and promote preventive health education.
- iii. **Gender Equality and Social Inclusion:** USAP upholds gender equality and is committed to implementing the two-thirds gender rule across political and public appointments. The party shall take affirmative action to ensure the effective participation of women, youth, persons with disabilities, and other marginalised groups in leadership and decision-making.
- iv. **Youth Empowerment:** The party recognises youth as a cornerstone of national progress. USAP will expand youth access to education, support job creation, strengthen youth enterprise financing, and promote meaningful youth participation in policymaking echoing both the spirit of Article 13(n) and the Party's nomination rules on youth inclusion.
- v. **Cultural Preservation and National Identity:** USAP will promote cultural preservation through support for indigenous languages, national monuments, and creative arts. National and county cultural centres will be established to celebrate Kenya's diverse heritage.
- vi. **Community and Sports Development:** USAP will promote community well-being by investing in public amenities, libraries, recreational parks, and grassroots sports development.

2.3 Security, Justice and Governance

- i. **Security and Justice;** USAP is committed to establishing a society anchored in security, justice, and the rule of law. It calls for a democratic government founded

on law, equity, and social justice. The party advocates for peaceful co-existence and community cohesion as essential pillars of national security

- ii. **Judicial System Reform;** To uphold justice, USAP supports an independent judiciary and guarantees access to dispute resolution mechanisms. It believes in adherence to natural justice and the rule of law in all electoral processes.

2.4 Environmental Sustainability

USAP promotes reforestation, renewable energy, climate-smart agriculture, and environmentally friendly legislation. These objectives reflect Article 42 and 69 of the Constitution of Kenya. Kenya faces rising environmental degradation and vulnerability to climate change, including extreme weather, declining biodiversity, and pollution. Forest cover remains below the constitutionally required 10%, while waste management and water pollution pose risks to public health.

2.5 Foreign Policy

- USAP's foreign policy is founded on the principles of regional solidarity, mutual respect, and peaceful co-existence. The party is committed to promoting regional cooperation and the integration of African states, with particular focus on strengthening ties within the East African region.
- USAP envisions a Kenya that actively engages its neighbours to advance shared interests in peace, economic growth, and cultural exchange. The party will support diplomatic dialogue as the primary instrument of foreign relations, guided by respect for national sovereignty and international law.
- In all its engagements, USAP will uphold Kenya's image as a constructive and principled partner in regional affairs, working within African frameworks to support progress, unity, and long-term stability.

2.6 Innovation and Technology Access

- As provided for under the policy formulation mandate of the National Executive Committee as outlined in Article 60 of the USAP Constitution, Article 60 empowers the National Executive Council to develop policy on emerging issues. USAP supports digital innovation, ICT literacy, youth tech hubs, and e-governance initiatives to modernise political engagement and economic empowerment.
- The party will invest in universal digital infrastructure, particularly in underserved regions. National broadband connectivity will be classified as a public utility, with subsidized access in schools, hospitals, and community centers. A National Innovation Agency will support startups, research institutions, and intellectual property protection. Digital literacy will be mainstreamed into all levels of education, while

data protection and cybersecurity frameworks will be strengthened. Technology parks and innovation hubs will be established in each county, promoting job creation and regional innovation.

- USAP is committed to empowering entrepreneurs and creators through protection of intellectual property rights. The party supports fair market practices, consumer rights education, and policies that guard against exploitation and substandard products.

2.7: Decentralization and Devolution

- USAP believes in devolution, participatory democracy, and equitable allocation of resources. The party promotes accountable county governments, performance-based financing, and citizen oversight.
- The party will advocate for a constitutional amendment to increase the equitable share of revenue to counties to at least 35% of national revenues. Conditional grants and development equalization funds will be disbursed transparently and timely. County governments will be supported to develop integrated development plans (CIDPs) aligned with national priorities.
- A National Devolution Support Program will be launched to build human resource capacity, digitalize service delivery, and improve planning and budgeting processes. County Assemblies will be empowered to provide effective oversight. Citizen participation will be institutionalized through public forums, county budget hearings, and participatory planning.

2.8 Land and Natural Resources Management

- USAP upholds equitable land distribution, sustainable land use, and protection of community land. The party seeks to strengthen land governance, protect public land from illegal acquisition, and support indigenous land rights.
- The party will implement a comprehensive National Land Use Policy that harmonizes land planning, utilization, and conservation. A digitized, transparent, and accessible land registry will be established to enhance land tenure security. Community land rights, particularly for pastoralists and indigenous groups, will be recognized and enforced. Natural resource governance will be anchored in transparency, environmental justice, and equitable sharing of revenues. The Extractives Revenue Sharing Bill will be revived to ensure host communities benefit from mining, oil, and gas revenues. Environmental impact assessments will be strictly enforced for all extractive and infrastructure projects.

2.9 Immigration and Citizenship

- USAP promotes inclusive citizenship policies that uphold dignity, national values, and the rule of law. The party supports lawful immigration practices while ensuring

that national identity, economic rights, and social protections are preserved in accordance with Chapter 3 of the Constitution of Kenya.

- The party will modernize the National Registration Bureau and streamline all services under a single digital identity platform. A fully automated e-citizen registry will be developed for all services including ID issuance, passport application, and birth and death registration. Stateless communities, including the Nubians, Pemba, and Shona, will be granted legal recognition through an expedited citizenship regularization framework. Immigration policies will balance openness with national interest by prioritizing skilled labor, diaspora engagement, and regional mobility under the EAC framework.

2.10 Religion and State

- USAP respects freedom of religion and the secular nature of the state. The party adheres to Article 32 of the Constitution, which guarantees freedom of conscience, belief, and opinion, while safeguarding religious pluralism in a democratic society.
- The party will safeguard religious freedoms while ensuring that public policy and funding decisions remain secular and evidence-based. Religious leaders will be engaged in promoting social harmony, ethical leadership, and peacebuilding. Laws regulating religious organizations will be enforced to curb exploitation, extremism, and unethical practices. The state will remain neutral in matters of faith, and religious education will be balanced with civic education promoting critical thinking, respect, and inclusivity.

2.11 Judicial System

- USAP affirms the independence of the judiciary and supports reform to increase access to justice, especially for marginalised groups. Article 13(a) of the Constitution emphasises fairness and equality before the law, while Articles 50 and 159 of the Constitution of Kenya affirm fair trial and alternative dispute resolution.
- The party will allocate at least 2.5% of the national budget to the judiciary to enhance autonomy and operational efficiency. Alternative dispute resolution (ADR) and mobile courts will be expanded to reduce backlogs and enhance rural access. Legal aid will be institutionalized through a National Legal Aid Fund. The Judicial Service Commission will be empowered to fast-track recruitment and vetting of judicial officers. Court infrastructure and case management systems will be modernized using technology

2.12 Intellectual Property and Consumer Protection

- USAP is committed to empowering entrepreneurs and creators through protection of intellectual property rights. The party supports fair market practices, consumer rights education, and policies that guard against exploitation and substandard products.
- The party will strengthen the Kenya Industrial Property Institute (KIPI) and Copyright Board by digitizing services and reducing registration timelines. A national IP policy will be adopted to promote commercialization of innovations and protect traditional knowledge.
- Consumer Protection Agencies will be reformed to enhance enforcement against counterfeit goods and unfair trade practices. Public awareness campaigns will be conducted on consumer rights and IP laws. Laws will be harmonized to balance the interests of creators and consumers in the digital economy.

2.13 Labour Standards

- USAP promotes labour rights and social protection. The party supports safe workplaces, fair remuneration, collective bargaining, and equal pay for equal work. USAP aligns these goals with Article 41 of the Constitution of Kenya, and reinforces them through nomination requirements in the Election Rules that promote representation of workers and informal sector groups in party structures.
- The party will undertake comprehensive labour law reforms to align national legislation with international labour standards. A National Labour Standards Compliance Agency will be created with adequate staffing and digitized reporting tools for real-time monitoring. Labour courts will be decentralized to enhance access to justice for workers.
- A National Skills Development Authority will be established to provide vocational training aligned with market demands. Social protection coverage will be expanded through contributory and non-contributory schemes. Technical assistance and capacity building will be rolled out for labour officers at both national and county levels to enhance inspection, mediation, and

2.13 Elections Framework and Internal Democracy

- The party adheres to the Elections Act, the Political Parties Act, and the Constitution of Kenya. USAP's Election and Nomination Rules establish transparent and fair processes for internal elections, including eligibility criteria, timelines, and compliance with Chapter Six of the Constitution of Kenya.
- The party will support the comprehensive reform of the IEBC to ensure institutional independence, professional capacity, and operational integrity. An Open Electoral Data Policy will be adopted to allow real-time public access to election results and

financial disclosures by candidates and parties.

- Legal reforms will be introduced to enhance gender representation, diaspora voting rights, and access for persons with disabilities. Voter education will be continuous, civic-based, and integrated into the school curriculum. Political party primaries will be regulated to foster internal democracy, while campaign financing will be strictly monitored to curb illicit influence

2.15 Sports, Entertainment, and Recreation

- USAP supports the growth of sports, arts, and cultural industries. Article 13(s) of its Constitution commits to supporting recreational programmes for youth empowerment, healthy living, and national unity. The party encourages investment in creative talent, public stadiums, and cultural exchange.
- The party will launch a National Sports and Creative Economy Development Fund to invest in stadiums, talent academies, and recreational facilities across counties. County-level sports leagues will be professionalized and integrated into national competitions. A National Talent Identification and Development Policy will guide investments in music, film, gaming, and performing arts. Public parks and recreation spaces will be protected and enhanced in urban planning. Cultural festivals and heritage promotion will be institutionalized as part of tourism and youth engagement strategies.

2.16 Tourism Policy

- USAP promotes domestic and international tourism as part of cultural and economic development. Article 13(u) of the its Constitution directs the party to promote cultural heritage, natural landscapes, and national parks, supporting sustainable tourism that benefits local communities.
- The party will develop a National Tourism Diversification Strategy to promote eco-tourism, agri-tourism, and cultural tourism. Investment in tourism infrastructure including roads, airstrips, signage, and visitor centers will be prioritized in partnership with county governments. Tourism marketing will be rebranded to target regional and domestic markets, while visa regimes will be simplified to enhance accessibility. Community-based tourism initiatives will be scaled to ensure local benefit sharing and preserve cultural authenticity. A Tourism Sustainability Act will be introduced to safeguard biodiversity and heritage sites.

CHAPTER 3: IMPLEMENTATION STRATEGY

3.1 Strategic Implementation Plan to Realize Party Ideology

This Strategic Implementation Plan outlines the short-term, medium-term, and long-term strategies for actualizing the USAP ideology of Afro-Social Democracy; These timelines provide a roadmap for structured implementation aligned with the Constitution and guided by citizen participation;

3.1.1 Short-Term Strategies (1–2 Years)

- i. **Policy Foundation & Legislative Engagement** - Draft and disseminate policy papers on economy, land, healthcare, and devolution. - Support USAP-affiliated leaders to push party agenda at national and county levels.
- ii. **Youth, Women & PWD Empowerment** - Activate Women, Youth, and Disability to increase structured mentorship programs that encourage political inclusion.
- iii. **Technology, Civic Innovation & Digital Infrastructure** - Pilot tech hubs and promote digital literacy in targeted counties. - Begin national broadband roll-out and support community ICT access centers.
- iv. **Security, Justice, and Governance;** - Improve public safety and citizen confidence in security agencies through police reforms, digital crime and intelligence, youth led community security projects. Increase access to fair, efficient, and affordable justice for all citizens through; legal Aid and Awareness, Judicial Reforms, and promotion of Alternative Dispute Resolution. On Governance; promote integrity, accountability and citizen participation in government by leading anti-corruption campaigns, open government platforms, civic education and public participation.
- v. **Religion and State Policy;** Ensure full implementation of Article 32 of the Constitution on freedom of religion, conscience, and belief. Create a clear and accountable system for registration, compliance, and conduct of religious organizations. Build peaceful coexistence and social cohesion through structured dialogue among religious groups.
- vi. **Judicial System;** Safeguard the judiciary from political interference and promote ethical conduct. Push for full financial autonomy of the Judiciary through adequate allocation and timely disbursement of funds. Reduce case backlog and make justice delivery faster and more predictable. Make justice accessible, especially to the poor, marginalized, and vulnerable.
- vii. **Sports, Entertainment and Recreation;** improve grassroots and elite sports development across the country. Set up a Creative Economy Fund to support upcoming musicians, filmmakers, and content creators. Create healthy, vibrant public spaces for leisure, fitness, and mental wellness.

3.1.2 Medium-Term Strategies (3–5 Years)

- i. **Decentralization and Devolution Enhancement** - Advocate for constitutional amendment to raise county revenue share to 35%. - Roll out National Devolution Support Program (NDSP) to strengthen county service delivery. - Institutionalize citizen participation in county planning and budgeting.
- ii. **Economic Equity and SME Empowerment** - Strengthen public-private partnerships for job creation in key sectors. - Expand SME support through financing, training, and market access.
- iii. **Climate and Environmental Action** - Implement national reforestation programs. - Promote eco-tourism, green energy, and sustainable agriculture. Enhance the legal and institutional infrastructure to lead and coordinate climate action. Expand investment in solar, wind, biogas, geothermal, and mini-grid systems in off-grid areas.
- iv. **Labour, Justice & Consumer Rights** - Establish National Labour Standards Compliance Agency. - Enhance access to justice via mobile courts and legal aid programs. Ensure comprehensive protection of workers under the law and hold employers accountable. Bridge the gap between education and the evolving world of work. Use data-driven policymaking and innovation to manage future of work challenges.
- v. **Foreign Policy and Regional Integration;** Advance Kenya's leadership in EAC and continental peacebuilding. - Promote cross-border trade, infrastructure, and cultural exchanges. position the country as a respected, peaceful, and influential actor in global and regional affairs while advancing national development interests. through diplomatic engagement and regional leadership, economic diplomacy, diaspora engagement and protection, multilateralism and global reputation,
- vi. **Tourism policy and Development;** Expand beyond wildlife and safaris to attract more visitors from varied demographics and global regions. Provide incentives for investment in eco-lodges, boutique hotels, and budget-friendly accommodation. Roll out a "*Brand Kenya*" digital campaign focused on culture, cuisine, landscapes, music, innovation, and wildlife to reposition Kenya as a competitive, safe, and year-round destination

3.1.3 Long-Term Strategies (5+ Years)

- i. **Transformative Governance & Ethical Leadership** - Institutionalize Afro-Social Democracy through reforms and leadership training. - Embed performance-based recruitment in public service.
- ii. **Inclusive Economic Transformation** - Industrialize agriculture, mining, and manufacturing with value addition. - Operationalize National Innovation Agency and county-based tech hubs. - Transition to a fully green and sustainable economy.
- iii. **Cultural Identity and Creative Economy** - Establish cultural centers and heritage promotion programs. - Institutionalize national sports, arts, and creative industry development.
- iv. **Social Justice & Equity Infrastructure** - Implement Extractives Revenue Sharing framework. - Complete national land reform and digitization. - Create a universal social protection system for vulnerable groups.

- v. **Land Natural Resource Management;** Secure land tenure, resolve historical injustices, and promote productive land use. Utilize natural resources (minerals, forests, water, wildlife) responsibly to drive inclusive economic growth and protect ecosystems. Optimize land use for food security, climate resilience, and rural development.
- vi. **Immigration and Citizenship;** create a fair, secure, and development-oriented immigration and citizenship system that promotes national identity, protects sovereignty, and supports economic growth. Enhance border security, streamline entry systems, and curb illegal immigration. Attract global talent and investors while protecting local labor markets. Promote a transparent, inclusive process for acquiring and revoking citizenship. Review and update the Kenya Citizenship and Immigration Act, 2011 to align with current realities and digital innovations.
- vii. **Intellectual Property and Consumer Protection;** build a knowledge-driven, innovative economy where creativity is rewarded, consumer rights are upheld, and markets function fairly and transparently. Strengthen the Legal and Institutional Framework. Ensure robust protection and enforcement of Intellectual Property rights across all sectors. Introduce incentives for innovators, including tax breaks, grants, and patent registration subsidies

CHAPTER 4: IDEOLOGY, COMMUNICATION AND DISSEMINATION STRATEGY

USAP will put strategies to ensure that the party's ideology is clearly understood, consistently communicated, and widely accepted by members, supporters, and the broader public across all regions and social groups.

4.1: Citizen Participation

The party will seek to ensure the public is actively involved in shaping, interpreting, and spreading the party's ideology at every level of society through;

- **Inclusive Ideology Forums:** Organize national and county-level citizen dialogue forums where the public can interact with party officials to understand and critique the party's ideology.
- **Grassroots Participation Platforms:** Establish ward-level and village party cells and committees that host regular discussions and civic education forums.
- **Participatory Policy Development:** Involve citizens in co-creating policies that reflect the party's ideological principles (e.g., public hearings during manifesto or policy drafting).
- **Youth and Women Ideology Clubs:** Create party-aligned ideology clubs in universities, colleges, youth groups, and women's networks to promote active civic engagement.
- **Feedback Mechanisms:** Use town halls, SMS polls, suggestion boxes, and digital platforms to gather public views on how the ideology is understood and applied.

4.2: Publicity

Promote visibility and public awareness of the party's ideology, values, and objectives using all available media;

- **Branding and Visual Identity;** Promote the party's logo, colours, slogan, and symbols consistently across all materials to reflect ideological themes (e.g., unity, justice, empowerment). Distribute party merchandise (e.g., T-shirts, flags, caps, bumper stickers) that carries ideological messages.
- **Events and Campaigns;** Host high-profile events like "National Party Ideology Week", regional tours, and ideology-driven development launches. Sponsor sports, environmental, or cultural events under an ideological theme (e.g. "Decentralization in Action" clean-up day).
- **Mass Media Engagement;** Run radio talk shows, TV segments, newspaper columns, and vernacular programs dedicated to explaining the party's beliefs and policies. Publish press releases and opinion pieces by party leaders linking ideology to national issues.
- **County and Ward Offices as Publicity Hubs;** Use decentralized party offices to display posters, host forums, distribute materials, and act as local ideology centres.

4.3: Communication of Ideology to the Public

Educate, influence, and mobilize the public through clear, accessible, and consistent communication of the party's ideology;

- **Digital Platforms and Social Media;** Use Facebook, X (Twitter), TikTok, Instagram, WhatsApp, and YouTube to share simplified ideological messages, speeches, animations, memes, and short videos. Launch a party website and mobile app with interactive content: FAQs, e-learning on ideology, citizen feedback, and live streams.
- **Simplified Publications;** Publish manifestos, booklets, and leaflets in English, Kiswahili, and local languages explaining the party's core beliefs and principles. Produce audio and braille versions for persons with disabilities.
- **Training and Messaging Alignment;** Train all party officials, aspirants, and volunteers to be ideological messengers who articulate consistent party positions. Develop a message guidebook and talking points to ensure alignment across national, county, and grassroots levels.
- **Influencer and Clergy Engagement;** Collaborate with artists, influencers, religious leaders, and community elders to explain ideological principles in relatable terms. Encourage storytelling, songs, poetry, and skits that carry ideological messages during gatherings.
- **Traditional and Local Media;** Partner with vernacular radio stations, community newspapers, and local theatre to explain ideology in ways that resonate with specific communities.

CHAPTER 5: MONITORING, EVALUATION

5.1 Criteria for Measuring Progress

USAP uses well-defined performance indicators to assess progress towards achieving its strategic and ideological objectives;

- a) Number and functionality of county and constituency branches, verified through reports from County Coordinators.
- b) Membership growth and digital engagement rates through the national party portal.
- c) Completion rates and impact of civic education sessions by the Women, Youth, and Disability Leagues.
- d) Policy documents published under Article 60 and their uptake in public discourse, media, or legislation.
- e) Participation of USAP-elected officials in advancing party legislative agendas at the county and national levels.

These metrics are reviewed on a quarterly basis by the National Executive Committee and documented through structured reports and evaluation scorecards.

5.2 Process of M&E

Monitoring and Evaluation (M&E) is coordinated by the NEC under the oversight of the Secretary General. The process includes:

- a) Quarterly branch performance audits using data collected from league reports, grassroots feedback forms, and engagement metrics.
- b) Biannual strategic reviews led by the M&E Subcommittee, which includes external observers and internal party technocrats.
- c) An annual performance report presented at the National Delegates Congress, featuring key learnings, reforms, and success stories.
- d) Real-time feedback channels via digital platforms and regional forums to allow public contribution to M&E cycles.
- e) Use of custom scorecards to track delivery against the 26 goals outlined in Article 13 of the Constitution.

The M&E framework is participatory, inclusive, and aligned with best practices in results-based political governance.

CHAPTER 6: REVIEW OF THE STATEMENT OF IDEOLOGY

6.1 Process for Initiating Review

Reviews of the ideology or core values may be initiated in accordance with Article 60 of the USAP Constitution. The following mechanisms apply:

- i. A formal motion passed by the National Executive Committee (NEC), supported by a two-thirds majority of its members.
- ii. A petition endorsed by at least two-thirds of county branches, submitted with a clear rationale for review.
- iii. Structured engagement with constitutional experts, party members, and civic actors to guide the review process.

The review must align with the principles of public participation under Article 10 of the Constitution of Kenya.

6.2 Public/Stakeholder Review Process

All proposed amendments to the party ideology are subjected to a national consultation process led by the NEC. This includes:

- i. County-level town hall meetings organised by the Leagues and Regional Coordinators.
- ii. Online submission of views via official party platforms.
- iii. Thematic focus group discussions with youth, women, PWDs, and marginalised communities.
- iv. Final ratification through a National Delegates Congress as required by the Constitution.

The review process ensures transparency, legitimacy, and alignment with evolving national aspirations.

CHAPTER 7: PRESENTATION OF THE DOCUMENT

7.1 Soft Copy Submission Format

The final document will be submitted in PDF format to the ORPP, as per the official requirements.

7.2 Hard Copy Submission

A printed and signed hard copy will accompany the soft copy, following Registrar's rules.

7.3 Founding Members' Attendance

Attendance lists signed by founding members are maintained separately as part of the physical submission file.