

**Communication Planning and Implementation of Water Construction
Projects in Bomet County, Kenya**

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Abstract

Globally over 40 million people are faced with deficiency supply of water and more than 110 million of the worlds' 240 million population have no access to clean and safe drinking water. The country like many other developing countries is facing formidable freshwater planning and management challenges. Despite the fact that large number of resources have been invested in water infrastructure, there has been minimal impact on implementation water infrastructures and water supply systems in most project areas. Communication planning is the key component to project success, but the main focus has been on project management practices and project performance. The main objective of this study was to assess the influence of communication planning on implementation of water construction projects in Bomet County, Kenya. Communication theory

was used to guide this study. The study used descriptive survey design. Data was collected by use of self-administered Questionnaires. The study targeted 440 respondents and the sample size was 131 respondents. This study carried out a census on 88 initiated water projects in the county of Bomet. Pre-test study was administered to 18 respondents of Kajiado County to test the reliability and validity of the instruments. Data was collected through self-administered questionnaires. Regression results showed that communication planning, positively influenced implementation of water project with the F statistics value of 98.068, and P-value of 0.000. Regression resulted in R² of 0.43. In conclusion, therefore communication planning influenced implementation of water projects. The study recommends that county government can embrace the use of technology to enhance communication among stakeholders of water projects. The study can be replicated in other counties so as to improve water services.

Key words: Communication, Planning, Implementation, Water Projects