

A PROCLAMATION TO THE PEOPLE • KILIFI COUNTY, KENYA • 2027

# KILIFI RISES. OUR TIME IS NOW.

*"I am not asking Kilifi to follow me. I am asking Kilifi to rise with me — and together, we will build a county the world cannot ignore."*

*"For too long, Kilifi's story has been written by those who took from this land without giving back. Today, we rewrite that story — together. Not as desperate people waiting for handouts from leaders who forget us after election day. But as proud, determined, united Kilifi people who know what we have, know what we deserve, and know exactly what we are going to build."*

— Karisa J. Fagio, Gubernatorial Candidate, Kilifi County 2027

## TO EVERY PERSON IN KILIFI

### You Are Not Forgotten. You Are the Foundation.

I speak to you not as a stranger arriving with promises — I speak as one of you. I was born in the dust of Mijomboni village in Malindi, the son of parents who never sat in a classroom. I lost my father when I was seven years old — the same year I started school. My mother raised six of us alone, with no income and no safety net.

I know your hunger. I know your frustration. I know what it feels like to watch Kilifi's extraordinary gifts — this ocean, this land, this sun, these people — squandered election after election by leaders who see a county to be milked, not a people to be served.

That era is over. **Kilifi's moment has arrived.** And it will be powered not by one man's ambition, but by the collective will of every farmer in Ganze, every fisher in Malindi, every mother in Kaloleni, every young person in Mtwapa who has been told by poverty and neglect that they are not enough. **You are more than enough. You are everything.**

THE SEVEN PROMISES — BOUND TO THIS COUNTY

#	PROMISE	WHAT IT MEANS FOR YOU
01	<b>AGRICULTURAL REVOLUTION</b>	Every ward gets extension services, subsidized seeds, and irrigation. Every farmer gets fair prices. Kilifi's soil will feed its people and fill its treasury.
02	<b>BLUE ECONOMY POWER</b>	210km of ocean coastline — activated. Fishing cooperatives, mariculture, and marine tourism for women and youth. Your ocean becomes your income.
03	<b>EDUCATION FOR ALL</b>	Exclusive county bursary fund. ECDE centers in all 35 wards. School feeding. No Kilifi child drops out because their parent cannot pay fees.
04	<b>YOUTH &amp; WOMEN RISE</b>	Enterprise funds, TVET centers, girls' education support and a dedicated boys program. The young generation will have a county government that fights for them — not against them.
05	<b>CLEAN HANDS IN OFFICE</b>	I have never stolen from the public. I never will. Transparent contracts, public audits, open procurement, and a whistleblower hotline from day one.
06	<b>INDUSTRIALISATION</b>	An industrial park, agro-processing hubs, and Special Economic Zone status. Kilifi stops exporting raw materials and starts building finished goods — and jobs.
07	<b>CLEAN COAST &amp; GREEN ENERGY</b>	Waste-to-Energy technology turns our waste problem into electricity. Clean certified beaches become magnets for tourists and investors. 500+ green jobs created.
08	<b>POWER TO THE VILLAGE</b>	Devolution reaches the last mile. Village Councils and Sub-County units receive real budgets, real authority, and real accountability. Government comes to you — not the other way around.
09	<b>RESULTS OR RESIGN</b>	No more passengers on the county payroll. Every officer delivers measurable results or makes way for someone who will. A lean, effective government that serves — and proves it.
10	<b>SMALL INVESTORS PROTECTED</b>	Your kiosk, your fish stall, your market table — your livelihood is sacred. County government will protect, formalize, and support every small-scale investor in Kilifi.

## THE VISION FOR KILIFI'S FUTURE

### Imagine a Kilifi the World Cannot Resist

Close your eyes and imagine: beaches so clean they carry international certification — where tourists from Europe, America, and Asia choose Kilifi over any other destination in Africa. A coastline lit at night by electricity generated from our own waste, processed in a modern Waste-to-Energy facility built right here in our county. Fishing communities with modern equipment, cold storage, and fair markets — where a Kilifi

fishing family earns a living wage from the same ocean that has always been their inheritance.

Imagine farmland where extension officers actually show up. Imagine schools with science labs. A county industrial park where Kilifi youth clock in every morning. Health centres with electricity. Roads that do not disappear in the rain.

*This is not fantasy. Every single element of this vision exists somewhere in Africa today — in Rwanda, in Ghana, in Morocco. What has been missing in Kilifi is not resources. What has been missing is **leadership that belongs to the people**. That changes in 2027.*

---

TO INVESTORS, TOURISTS & THE WORLD

---

## Come to Kilifi. The Door Is Open.

To every investor, development organisation, tourism operator, or individual of goodwill anywhere in Kenya or beyond: **Kilifi is open for business**. Under new, accountable leadership, it will be the safest, most transparent, and most rewarding investment destination on the Kenyan coast.

We offer you 210 kilometres of Indian Ocean coastline on the doorstep of world-class marine national parks. We offer fertile agricultural land in one of Kenya's most diverse ecological zones. We offer a young, hungry, talented workforce ready to be the engine of a coastal industrial revolution. And we offer something that has been absent from Kilifi County for too long:

***A government you can trust.***

Every contract published. Every shilling accounted for. Every development partner welcomed back with open arms and the transparent systems they have been demanding. Kilifi is not starting from zero — it is resuming from where it should have been years ago.

## TO THE YOUNG GENERATION OF KILIFI

---

### You Are Not the Problem. You Are the Answer.

To every young person in Kilifi who has been told — by poverty, by school dropout, by unemployment, by a county government that never came for them — that their dreams are too big for where they were born: I was you. I started exactly where you are standing.

I chased bursaries and worked school holidays to stay in school. I supported my mother and educated my siblings from a student's savings. I lost an election to a powerful incumbent and kept going for seventeen years.

*If I could build something from nothing in a county that gave me nothing, imagine what you can build in a Kilifi that finally has a government working for you.*

The blue economy will have jobs with your name on them. The TVET centres will train you. The Youth Enterprise Fund will back your ideas. The Waste-to-Energy plant will need operators, engineers, and managers — from Kilifi. The industrial park will need workers, supervisors, and eventually owners — from Kilifi.

**I am your governor. I am coming home. And I am coming for all of us.**

## **TO EVERY VILLAGE ELDER, WARD LEADER & SUB-COUNTY COMMUNITY**

---

### **Power Will Travel to You — Not the Other Way Around.**

For too long in Kilifi County, devolution has been a word spoken in Nairobi and forgotten by the time it reaches the village. The billions that Kenya's devolution framework was designed to deliver to communities have been captured by county-level bureaucracies and political networks, leaving village councils toothless, sub-county offices powerless, and citizens no closer to government than they were before 2013.

Under this administration, devolution will not stop at the county headquarters. **It will travel all the way down the road to the last village — and it will carry real money, real authority, and real accountability with it.**

We will constitute and fully fund Village Development Councils in every ward — elected by the community, chaired by an elder chosen by the community, and given a direct quarterly budget allocation to prioritize and implement small infrastructure projects: the path to the clinic, the roof on the water kiosk, the solar light at the market. Not waiting for a distant government officer to approve. Decided here. Done here.

Sub-County Administrators will cease to be posting points for unproductive civil servants. They will become delivery hubs — staffed by officers with specific mandates, specific targets, and specific citizens they answer to. Every Sub-County will host an open public performance review every quarter where any citizen can walk in and ask any officer: what did you deliver this month?

Clean hands in office does not begin at the Governor's desk. **It begins in the village — where the people can see it, measure it, and hold it to account without needing a bus fare to Kilifi Town.**

## THE DEVOLUTION COMPACT

To every Village Council elder: you will have a budget. To every Ward development committee: you will have a mandate. To every Sub-County officer: you will have a target — and you will meet it or explain why to the people you serve. Power in Kilifi County will no longer flow upward and disappear. It will flow outward, to the edges, to the villages, to the farms, to the beaches — to every place where a Kilifi citizen lives their daily life.

## TO EVERY COUNTY GOVERNMENT EMPLOYEE — AND EVERY TAXPAYER WATCHING

### Government Must Show Results. Every Single Day.

There are people on the Kilifi County payroll today who have not delivered a single measurable outcome in years. They arrive at the office, sign the register, and leave. Their salary is paid from the taxes of farmers who work from four in the morning, from fishers who go out before dawn, from small traders who stand in the sun all day. This is not acceptable. This will end.

We will not govern through headcount. We will govern through results. **And every citizen of Kilifi County will have the right to see those results — every quarter, in plain language, published in every ward.**

## THE FIVE COMMITMENTS OF RESULTS GOVERNMENT

**One:** Every county officer will have a written Performance Delivery Contract — signed, public, and reviewed every six months against specific, measurable targets.

**Two:** Non-productive positions will be audited and eliminated. The savings will be redirected to frontline service delivery — more nurses, more agricultural extension officers, more teachers, more ward-level workers who serve citizens directly.

**Three:** A Public Delivery Dashboard — accessible by SMS and online — will show every citizen what each department has promised to deliver, what has been delivered, and what is overdue. No hiding behind committee minutes.

**Four:** Merit and results will determine promotion — not clan, not connection, not loyalty to a politician. The best performers rise. The non-performers are managed out. Kilifi County government will become a place that talented people are proud to work in.

**Five:** An independent Citizens' Oversight Committee will audit county government performance every year — with civil society representatives, elders, women leaders, and youth — and publish their findings without political interference. The Governor will appear before this committee. Without exception.

We will shrink the bureaucracy and grow the service. We will cut the committees and expand the clinics. We will end the culture of titles without tasks — and build the culture of tasks that are done, results that are real, and citizens who can see the difference. This is what clean hands in office actually looks like. Not just honesty — but effectiveness.

## TO EVERY SMALL-SCALE TRADER, ENTREPRENEUR & FARMER-INVESTOR IN KILIFI

---

### Your Business Is Not Small. It Is the Foundation of Everything.

I want to speak directly to the mama mboga in Malindi market who wakes before five to get the best vegetables. To the young man who saved for two years to buy a sewing machine and opened a tailoring shop in Ganze. To the artisan who builds boats in Kilifi Creek. To the fishmonger in Watamu who has been paying illegal levies for years to keep operating at the beach. To the small-scale farmer who invested her last savings in improved seeds and needs a functioning market to sell her harvest.

These are Kilifi County's real investors. Not the large corporations. Not the outside developers. **The people who bet their small savings, their daily labor, and their family's future on the belief that there is an economy here worth building.**

For too long, county government has treated small-scale investors as a nuisance — to be taxed, harassed, evicted, and exploited through illegal levies and arbitrary enforcement. That ends on the first day of this administration.

### THE SMALL INVESTOR CHARTER — WHAT YOUR GOVERNMENT WILL DO FOR YOU

**Formalize without burden:** Every small trader, artisan, and micro-enterprise will be offered a simple, free county business registration with a single-page certificate that protects their trading space and investment — no queues, no brokers, no middlemen.

**Protect from exploitation:** Illegal levies and arbitrary enforcement by county askaris will be prosecuted, not tolerated. A dedicated Small Business Ombudsman will receive complaints and respond within five working days.

**Upgrade their trading environment:** Clean, covered, accessible market spaces in all major trading centers — so that a Kilifi market is a place investors are proud to operate from and customers are proud to visit.

**Connect to capital:** A County Small Business Finance Facility — providing low-interest loans at 3–5% per annum for registered small enterprises, with priority for women, youth, and persons with disabilities. No collateral requirement for loans under KES 50,000.

**Build their market:** County government will prioritize procurement from local small enterprises — food, supplies, construction, services. A 'Buy Kilifi First' policy will require 40% of all county procurement to come from registered Kilifi small businesses.

**Digital market access:** A Kilifi County Digital Trader Platform — a simple WhatsApp and online marketplace where all registered small businesses can list their goods and services, reaching customers across the county, Mombasa, Nairobi, and beyond.

To the small investor of Kilifi: you will not be invisible to this government. **You will be its priority. Because the economy of this county is not built in boardrooms. It is built in your market stall, at your machine, on your boat, in your shamba — one day of honest work at a time.**

## A CALL FOR SUPPORT — THE DREAM NEEDS A VILLAGE

**Stand With Kilifi. Be Part of the Change.**

No governor transforms a county alone. Behind every Rwanda, every Botswana, every Homa Bay success story, there were citizens, donors, diaspora, professionals, and well-wishers who believed in the dream before it was a reality — and invested their time, their resources, and their voice to make it real.

I am calling on every person — in Kilifi, in Nairobi, in Mombasa, in the diaspora, and across the world — who believes that **every child deserves a fair start, every community deserves honest leadership, and every coastline deserves to be beautiful and productive:** stand with us.

### FOR FINANCIAL SUPPORTERS

Help fund civic education, candidate development, and community mobilization — building a new Kilifi without buying a single vote. Every contribution is publicly accounted for. Your money goes to rescuing a county, not enriching a politician.

### FOR PROFESSIONALS & EXPERTS

Governance advisors, agricultural scientists, environmental engineers, educators, lawyers, and development specialists: offer your expertise. Help build the blueprints that transform this county the moment the new government takes office.

### FOR THE KILIFI DIASPORA

Whether you are in Nairobi, Italy, Germany, London, New York, or Monrovia — you came from this county. Send resources. Send voice. Send connections. Come back and invest. Kilifi is where your roots are — help it become a place you are proud to return to.

### FOR EVERY KILIFI CITIZEN

Register to vote. Attend your ward baraza. Choose community-endorsed candidates. Refuse to be bought. Your vote is not worth a bag of flour. It is worth a new school, a clean beach, a fishing cooperative, and a life with dignity for your children.

This campaign will not succeed because of one person's determination. It will succeed because the people of Kilifi — tired, tested, but unbroken — finally decided that enough is enough, and that their county is worth fighting for. **I have been fighting for it for seventeen years. Now I need you to fight with me.**

---

**KILIFI YETU.  
KESHO YETU.  
USHINDI WETU.**

*Our Kilifi. Our Tomorrow. Our Victory.*

**Karisa J. Fagio**

INCOMING GOVERNOR • KILIFI COUNTY, KENYA • 2027