

COMMUNICATION TOOLBOX

COMMUNICATION MODELS AND TOOLS

IN PARTICIPATIVE BUDGETING



Participatory Budgeting
for Sustainable Development
of V4 Capital Cities

Prepared by Collegium Civitas



Authors:

Robert Sobiech & Tomasz Potkański

The publication is a result of the project

"Participatory Budgeting for Sustainable Development of V4 Capital Cities"

supported by International Visegrad Fund.



Project coordinator:

Collegium Civitas, Warsaw, Poland



Partners of the project:

Mindspace - Budapest, Agora CE - Prague, Utopia - Bratislava, Inicjatywy - Warsaw



inicjatywy



This file is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported license.

CONTENTS

INTRODUCTION	4
COMMUNICATION AS PART OF PUBLIC PARTICIPATION PROCESS.....	5
COMMUNICATION MODELS AND TOOLS IN PARTICIPATIVE BUDGETING	14
WARSAW (POLAND). COMMUNICATION AND STANDARDS OF PARTICIPATIVE BUDGET.	15
MILAN (ITALY). COMMUNICATION TOOLS UTILIZED IN PARTICIPATIVE BUDGET PROCESS.	20
NEW YORK (USA). COMMUNICATION TOOLS IN PUBLIC OUTREACH.	23
WARSAW (POLAND) COMMUNICATION TOOLS IN PB INFORMATION CAMPAIGN.	27
UDDEVALLA (SWEDEN). HOW TO INVOLVE YOUNG PERSON IN PARTICIPATIVE BUDGETING.	30
GERMANY. ONLINE PLATFORM AND DELIBERATION.....	32
DĄBROWA GÓRNICZA (POLAND). COMBINING ONE-WAY, TWO-WAY COMMUNICATION WITH DELIBERATIVE COMMUNICATION?	34



INTRODUCTION

The aim of the toolbox is to present a set of communication instruments that can be used in the process of preparing, implementing and evaluating a participatory budget. Effective communication is one of the key conditions for the success of participatory budgets. It includes both ascending communication between residents and local authorities, and descending communication of local authorities with residents.

The toolbox does not offer one, universal set of tools. The development of such a set does not seem possible in a situation when participatory budgets are implemented in many, sometimes completely different cities, characterized by different ways of managing and varying levels of civic engagement. Hence, the toolbox is to be an inspiration for stakeholders of participatory budgets, above all for those who are involved in the promotion of participatory budgeting. The guide contains a description of models as well as actually used communication instruments in selected cities.

COMMUNICATION AS PART OF PUBLIC PARTICIPATION PROCESS

Public participation can take different forms influencing decision making process. In order to present the broad roles of citizens' participation, International Association of Public Participation (IAP2) developed Spectrum of Public Participation that "clarif[ies] the role of the public (or community) in planning and decision-making, and how much influence the community has over planning or decision-making processes".¹ The Spectrum consists of five levels of public participation: inform, consult, involve, collaborate, empower. It is worth noting that subsequent level indicates influence that the public has over decision making process. It is also important that the scheme describes specific levels of public participation not the whole process, where success at one level precedes success at the next level (Figure 1).

According to authors of the Spectrum Information "is an important foundation for community engagement (...) some practitioners and writers suggest that the Inform level should be placed across the Spectrum"², stressing the need to ensure a strategic flow of information at each level.

¹ <https://sustainingcommunity.wordpress.com/2017/02/14/spectrum-of-public-participation/>

² Ibid.



	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decision.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Figure 1. IAP2's Public Participation Spectrum


Experts from the UNPAN³ have enriched the Spectrum with wide range examples of communication techniques, tools, and processes that can be used at different levels (Figure 2, 3). Communications instrument included in the Information part are examples of one-way communication (e.g. from sender to receiver). Tools utilized at Consult and Involve case represent two-way communication. Tools assigned to Collaborate and Empower levels constitute examples of deliberative communication (e.g. communication where different views and arguments are confronted at given time and space)⁴.

Similar approach was proposed by Parker⁵, who identified five stages in public participation process: publicity, public education, public input, public interaction and public partnerships. The first two stages focus on one-way communication. The remaining four stages require a two-way communication.

³ <http://unpan1.un.org/intradoc/groups/public/documents/un-dpadm/unpan048340.pdf>

⁴ Por. Englund, Tomas (2000): Deliberative communication: A pragmatist proposal. *Journal of Curriculum Studies* 38(5) 503-520.

⁵ Parker, B. (2003). The theory of citizen participation. <http://pages.uoregon.edu/rgp/PPPM613/class10theory.htm>

Increasing Level of Shared Decision Authority 					
	Inform	Consult	Involve	Collaborate	Empower
Goal of Public Participation	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions	To obtain feedback on analyses, alternatives and/or decisions	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution	To place final decision-making in the hands of the public
Promise to the Public	We will keep you informed	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decision to the maximum extent possible	We will implement what you decide
Examples	Websites, Mailings, Bill Stuffers, Fact Sheets, 311 Call Centers, Open Meeting Webcasts, Social Media Tools (e.g., Facebook or Twitter)	Public Meetings, Focus Groups, Citizen Surveys, Public Comment Devices, Interactive Websites	Public Workshops, National Issues Forums, Deliberative Polling®, Wikiplanning	Citizen Advisory Committees, 21st Century Town Meeting®, Citizens Jury®	Delegated Decision-Making Processes, Participatory Budgeting

**This chart is adapted from the IAP2 Spectrum of Public Participation (IAP2 2007).*

Figure 2. Modified Spectrum of Participation.

Source: <http://unpan1.un.org/intradoc/groups/public/documents/un-dpadm/unpan048340.pdf>



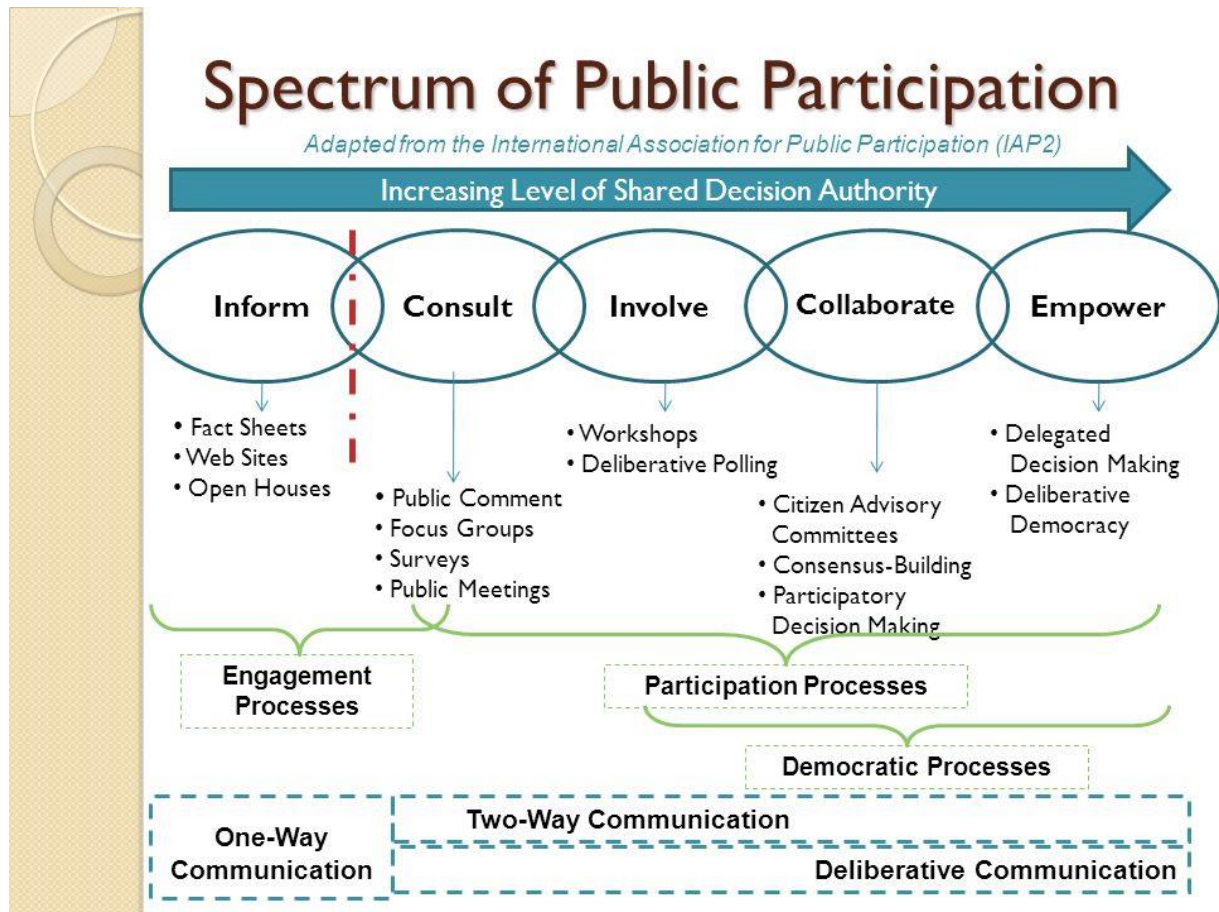


Figure 3 Modified Spectrum of Public Participation

Source: <https://slideplayer.com/slide/6945131/>

There is a wide array of communication models that are utilized in participative processes. Most of the approaches are closely related with communication goals that should be achieved at particular stage. For example, Paolo Mefalopulos and Chris Kamlongera identified 3 main approaches in designing a participatory communication strategy⁶.

1. persuasion, advocacy, information and promotion,
2. education and training
3. community mobilization, group formation and building networking or partnerships

A variety of communication goals is reflected in numerous communication channels and tools that are recommended for reaching these goals in the selected target audiences at different phases of the participation process. There are many categories of communication instruments

⁶ <http://www.fao.org/docrep/008/y5794e/Y5794E02.htm>

that reflect the diversity related to the ownership of the media, technology advancement or innovative ideas.

For example, the community engagement action plan developed by the Queensland State Government in Australia (Figure 4), recommends utilization of the following communication tools⁷:

Action	Description
Phase 1: Raise awareness	
Letters to ratepayers	Prepare a letter that outlines the project and why it is needed, and outlines the engagement process. Distribute the letter to all ratepayers.
Advertisements	Place advertisements in local newspaper and book community service announcements.
Establish webpage	Establish a page for the project on council's current website. Prepare background information and FAQs for page. Provide more detail to support information supplied in letter to ratepayers.
Media release	Prepare and issue a media release for the local paper to raise awareness of project.
Email address Project hotline	Create a project email address and project telephone hotline.
Facebook Instagram	Establish Facebook page and Instagram account. Create a hashtag #mytown
Community and local radio	Establish a regular interview with a planner to discuss planning concepts

⁷ <https://dilgpprd.blob.core.windows.net/general/community-engagement-toolkit.pdf>

Direct email	Send direct emails to representatives of identified stakeholder groups. Email will outline the project, why it is needed, and the engagement process
Community Reference Group	Establish and meet with Community Reference Group. Focus of first meeting will be on outlining the project, why it is needed, and the engagement process
Phase 2: Capturing community input for draft local plan	
Prepare print materials to support Phase 2 engagement	Print materials could include flyers, factsheets, and brochures
Main Street 'Talk to a Planner' sessions	Conduct regular drop-in sessions in the main street where community members can talk to a planner about the future of the town and the planning concepts that are being considered as part of the planning process Identify other opportunities for Talk to a Planner sessions, e.g. local show, farmers markets etc. Capture conversations in database.
Instagram campaign	Launch Instagram campaign #mytown to encourage people to share images of the things that are important to them in town
Community workshop	Conduct workshop with interested community members and invited stakeholders. Explore range of planning topics that are being considered as part of the local plan.
Conversation Toolkit	Prepare conversation toolkit to encourage broader community to discuss the project

	and planning concepts, at home, work, school, or community group meetings. Toolkit includes a hard-copy survey.
Online survey	Make Conversation Toolkit survey available online. Promote availability
Community Reference Group	Meet with Community Reference Group. Focus of meeting is to discuss planning challenges, community feedback and to input into planning process
Phase 3: Public Notice period	
Prepare print materials to support Phase 3 engagement	Print materials could include fact sheets (including one that shows how community and stakeholder input has shaped plan), brochure, and guide to making a 'properly made submission'.
Community Reference Group	Meet with Community Reference Group. Focus of meeting is to discuss draft plan.
Main Street 'Talk to a Planner' sessions	Conduct regular drop-in sessions in the main street so community can talk to a planner about local plan.
Phase 4: Finalise and feedback	
Email to participants and submitters	Email participants and thank them for their contribution. Provide an overview of how all community input helped to shape process. Attach summary of engagement report.

Figure 4. Example community engagement action plan.

Another example of utilization of communication instruments in public participation process is “The toolbox of Smart urban innovation participatory methods & tools” in the framework of the project “URBAN INNO – Utilizing innovation potential of urban ecosystems”⁸. The toolbox refers to a wide set of resources, including literature and case studies. The emphasis however, is put on utilization of using existing ICT tools in the specific stages of engaging stakeholders in public participation. The toolbox identifies the following parts of the process: Defining Problems and Objectives, Building Relationships, Invitations, Starting Interactions, Participatory Methods, Documentation, Follow up and Continued Interactions (Figure 5).

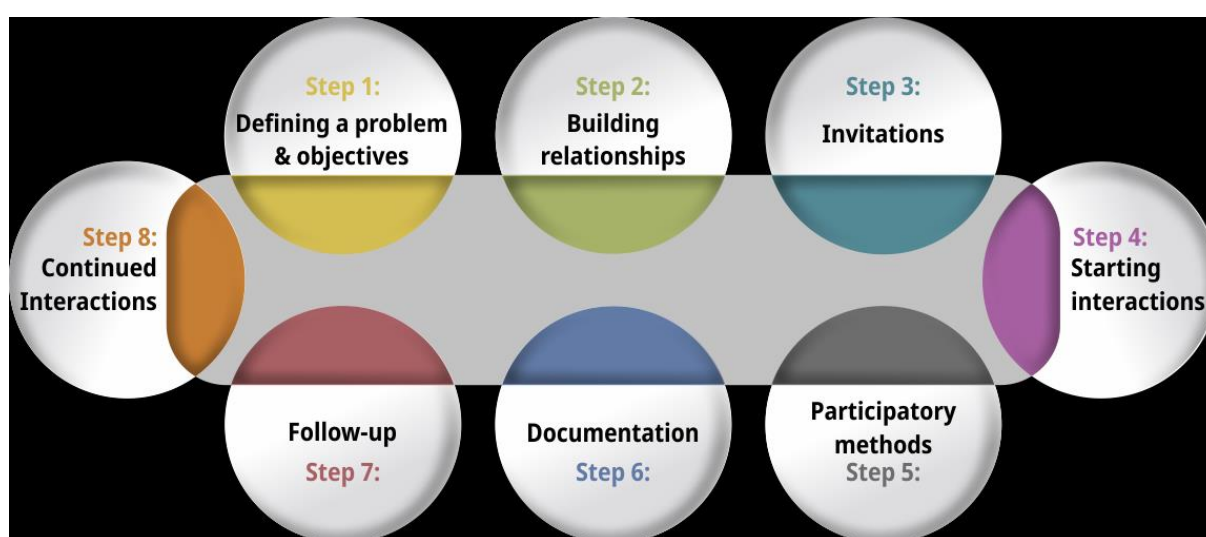


Figure 5. Planning participatory process.

Source: <https://www.user-participation.eu/planning-the-process/overview>

In most parts, the toolbox offers several examples of communication instruments and their application to public participation efforts. The part on starting interactions shows a number of instruments aiming at engaging stakeholders, interacting with them and giving them opportunities to give their input. It includes description of such methods as: Semi-structure and contextual interviews, speed dating or brainstorming. The toolbox provides also information on less known, innovative tools such as:

World-Café – “workshop method, suitable for group sizes from 12 up to 2,000 participants. It is a structured conversational process intended to facilitate open and intimate discussion. It

⁸ <https://www.user-participation.eu/about>

links ideas within a larger group to access "collective intelligence" of the participants and to understand/learn from multiple points of view"⁹.

Design Thinking - "methodology that provides a solution-based approach to solving problems. It is extremely useful in tackling complex problems that are ill-defined or unknown, by understanding the human needs involved, by reframing the problem in human-centric ways"¹⁰.

Hackathon - "participatory activity of short duration, where people come together to solve some particular real life problems (challenges), in a friendly and fairly competition. It provides a space and a time for participants to make progress on problems, they are interested in and an opportunity to learn about specific topics."

Crowdsourcing - "tool of e-democracy which enables involvement in decision co-creation process, in various extent. This method is basically an open invitation to every citizen, willing to participate in particular issues, via free-access online platform"¹¹.

One of the key instruments of participative included in the toolbox is participative budget.

Participative budget - "process of democratic deliberation and decision-making, and a type of participatory democracy, in which ordinary people decide, how to allocate part of a municipal or public budget. It enables taxpayers to work with government to make the budget decisions that affect their lives"¹²..

⁹ <https://www.user-participation.eu/planning-the-process/step-5-participatory-methods/planning-the-future-visions-strategies-projects/world-cafe>

¹⁰ <https://www.user-participation.eu/planning-the-process/step-5-participatory-methods/planning-the-future-visions-strategies-projects/project-in-a-day-method-description>

¹¹ <https://www.user-participation.eu/planning-the-process/step-5-participatory-methods/crowdsourcing-participative-governance/on-line-public-engagement>

¹² <https://www.user-participation.eu/planning-the-process/step-5-participatory-methods/crowdsourcing-participative-governance/participatory-budget>

COMMUNICATION MODELS AND TOOLS IN PARTICIPATIVE BUDGETING

Planning and implementation of participative budget as one of the most important instruments of public participation pays special attention to communication efforts. Establishing an effective communication between public authorities and citizens is a precondition of achieving public participation's goals. It is also a precondition of appearance of trust networks that strengthen public policies at state or at local level. Existing models of one-way, two-way communication as well as deliberative communication shows a wide spectrum of communication tools that have been utilized in implementation of participatory budget.

A huge number of cities that adopted the participatory budget and various forms of its implementation make it impossible to indicate one, dominant model of communication, and communication tools. Therefore, the toolbox shows examples of communication approaches that include different communication instruments.

Warsaw (Poland). Communication and standards of participative budget.

In Poland, Foundation “Laboratory for Research and Social Innovations” has developed standards that should be valid for implementation participatory budget in Polish cities.¹³ The standards identify 9 stages of participatory budget process. Most of the stages include recommendations for communication activities and their expected outcomes.

Stage 1. Preparation of the process ("zero phase")

The introduction to the participatory budgeting procedure should be preceded by a discussion at the level of city authorities. This is an attempt to provide an answer why participatory budget should be implemented and if there is a wider political will that supports the idea.

Communication

Information about readiness to launch the participatory budget process in a given city must be publicly communicated to residents.

Stage 2. Developing the principles of the participatory budgeting process.

The phase includes the establishment of a participatory budget team, which will work on proposing rules and will prepare a final model of the budget.

Communication.

The effects of the team's work should be made public, e.g. in the form of notes / summaries from his meetings posted on the municipal office's website. It should be possible to comment on the effects of the work of the team from outside, especially by non-residents (preferably during social consultations).

¹³ <https://partycypacjaobywatelska.pl/wp-content/uploads/2014/06/broszura-budzety-partycypacyjne.pdf>

Meetings of the participatory budgeting team should be public, e.g. broadcast on the Internet or recorded, and recordings should be published on the website of the municipal office.

Stage 3. Information and educational activities.

Education and information activities should accompany the whole participatory budgeting process at all its stages. The particularly intense nature of these activities is indispensable in the first years of the participatory budget functioning, when residents need to get information about the principles and the essence of this new mechanism, as well as at the stage of preparing projects and their selection.

Communication.

It is recommended to use various communication channels and forms of information materials (posters, leaflets, film and radio spots). Providing access to detailed information about the entire process on the Internet (on a dedicated website or subpage within the municipal office / municipality office page). It should include detailed description of individual stages and general rules of the procedure, templates of documents to be downloaded (e.g. application form), information on the possibilities of additional advice at the office (on-call time, contact persons, telephone numbers and e-mail addresses). The use of "non-mediated" information channels, e.g. information materials placed in multi-family buildings, public institutions, public transport (buses, trams, etc.).

Stage 4. Development and submission of projects.

Communication.

Residents should have access to basic framework information necessary for the preparation of projects, including on the scope of tasks of the community, including thematic areas that projects may concern (...) This stage in the process should be accompanied by particularly intensive information and promotion activities, the special purpose of which is to reach the inhabitants with information on the possibilities and conditions of project submission.

Organization of open meetings for residents with the participation of representatives of the municipal office departments or other public units that will potentially carry out various tasks.

Stage 5. Verification of the submitted projects.

It is recommended that verification of projects by city authorities should be limited to the necessary minimum e.g. legality and feasibility of implementation.

Communication.

Full lists of projects admitted to vote and projects rejected at the verification stage (including the reasons for the rejection of the project) should be made public as soon as possible after approval by the participatory budget team.

Stage 6. Discussion on the submitted projects.

Communication.

In the period preceding the selection of projects in the areas where the voting will take place, meetings for residents should be organized, during which projects that have successfully passed the verification phase should be presented and discussed. The course of such meetings may be different - for example, they may take a form of presentation of projects by authors or stock exchanges / fairs of projects organized on the occasion of other events'

Creating (on the website dedicated to participative budget) the possibility of commenting on projects or presenting ideas for projects before they are still submitted to the office, for example in the form of an online forum for residents.

Organization of "open days", projects fairs, at schools, cultural centres or on the occasion of local events.

Allowing the authors of the projects to promote projects themselves, for example by making available the visual identification of the process or by setting up a video channel dedicated to the process on which project providers can place their presentations.

Stage 7. Selection of projects to be implemented.

The selection of projects to be implemented should be carried out through a general vote of the residents. Such voting should last minimum 7 days and may take a form of a traditional voting form (using paper cards filled in at voting points) and voting via the Internet.

Communication.

Voting online should be based on an earlier registration of the voter by the e-mail address assigned to a single person. The procedure must be very well described and explained to the potential voters in order to prevent mistakes resulting in the transfer of an invalid vote.

Stage 8. Monitoring.

It is important that the participation of residents in the process does not end with the delegation of tasks to the officials, but that they can follow and to some extent "control" what is happening with the effects of their involvement - observe how the results of this procedure translate actually for the functioning of their community.

Communication

The city (...) should publish information about the progress in their implementation of projects (...) on an ongoing basis, especially on its website. (...) it is a good idea to create a separate subpage with information on projects selected for the implementation, where information on the time of the end of the project is published, the stage at which the project is located.

Stage 9. Evaluation

The entire PB process should be evaluated, both in terms of organizational efficiency and effectiveness in achieving the objectives.

Communication

A well-prepared evaluation report is an important, expert voice in the discussion of the BP model adopted in the municipality and in general on the legitimacy of introducing this mechanism of participatory participation. A voice that should reach all interested people and environments. For this to happen, the strategy of disseminating the report should be agreed in advance. The report should primarily be made available where the interested parties are looking for information about BP, and therefore on the official BP website (if there is one) and other websites administered by the local government, including the Public Information Bulletin of the Commune Office. The report should also be sent to the media and other potentially interested entities (for this purpose, a list of media and journalists informing about BP should be prepared in advance)¹⁴.

¹⁴ <https://partycypacjaobywatelska.pl/wp-content/uploads/2015/11/Jak-ewaluowa%C4%87-BP.pdf>



Milan (Italy). Communication tools utilized in participative budget process.

The participative budgeting process in Milan is an interesting example of combination different tools of communication into a coherent model of engaging citizens' activity. It shows a variety of communication instruments, starting with tools of one-way communication and ending with instruments of deliberative communication.

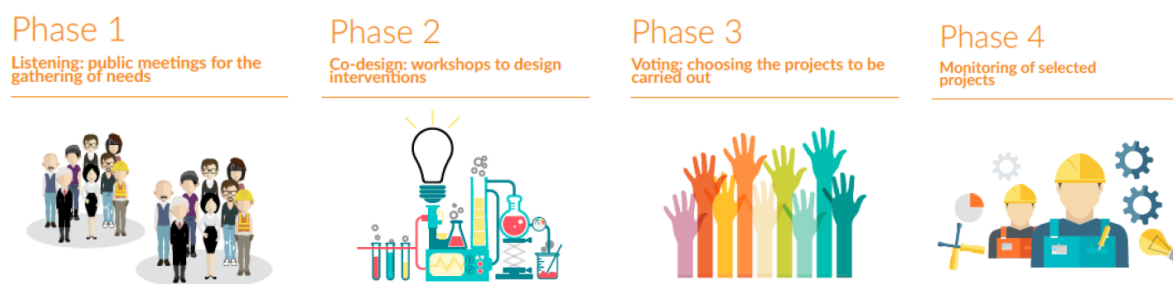


Figure 6. The phases of participative budget in Milan¹⁵.

Phase 1. Listening: public meetings for the gathering of needs.

*The first phase ran from early May until late September 2015. A set of meetings was scheduled by the Municipality and the participation to these public hearings was open to the general public. A broad range of **online and offline invitations** were spread into the city trying to reach every citizen with a minimum of 14 years of age. After few **introductory meetings in which the citizens were explained the scope and depth of this new PB project** in the city, a total of 1442 citizens gathered together to attend 45 meetings. During these events, under the guidance of professional facilitators helping to achieve a positive and productive discussion, the participants tried to address the many issues they had experienced while living in the city.*

In addition to all this, 17 supplementary assemblies with elected peer facilitators were organized and run by citizens. Furthermore, 350 young participants aged 14 to 25 had 9

¹⁵ Alecio Pratico. "What does it mean participation for the city of Milan? The case of the Participatory Budgeting: I count, I participate, I decide"
https://www.researchgate.net/publication/306518372_What_does_it_mean_participation_for_the_city_of_Milan_The_case_of_the_Participatory_Budgeting_I_count_I_participate_I_decide

meetings (one for each area) with professional facilitators and **every group produced proposals that can be found on the website of 'I count, I participate, I decide'**¹⁶.

Phase 2. Co-design: workshops to design interventions.

Unlike in Phase 1, which was open to any citizen or resident in the city, during Phase 2 the participants were randomly selected from an initial total of 610 people who participated to Phase 1 (...). The random selection was carried out by the Municipality over the course of one day and a total of 45 citizens attended, having the role of scrutinizing the process. Out of the 610 available from Phase 1, a total of 30 citizens for each district group was selected for a total of 270 participants, who **met in the local assembly point of the 9 districts in order to deliberate.** (...) The random selection (Municipality of Milan, 2015) was realized while still respecting a balance of gender, of geographical provenience and of age. At the end of Phase 2, the 40 final projects were rearranged with the help of two professional facilitators per district, with the addition of experts to give technical advices over the feasibility of projects and of the actual planned cost.

(...) there has been elements of online participation (...), mainly through social media. In this regard, **the web site of the Municipality but more consistently the Facebook page 'Bilancio Partecipativo Milano'**, have proven to be extremely active in following the various stages of the project and dealing with online discussions over topics.

Phase 3. Voting: choosing the projects to be carried out.

Phase 3 consisted in the voting process, that ran from the 12th until the 29th of November 2015. During these 17 days, **citizens had the chance to vote online, or offline.** The online vote could be completed on **the Municipality web page** and there was an online **voting tutorial (MetroNewsItalia, 2015) available on Youtube.**

¹⁶ <https://participedia.net/en/cases/i-count-i-participate-i-decide-participatory-budgeting-milan>



Phase 4. Outcomes: projects updates and accountability.

*The outcome (...) to the voting process **was published online** with a detailed description of all projects and number of votes attributed to each one of them. In addition to that, a document listing the winning projects and their description was **published on the official web site.** (...) the updated progress in realizing the projects are available on the website. Every citizen can access it and see district by district how far projects have developed. Representatives of the administration ran a meeting for the citizens to acknowledge the progress made in the development of the projects. The event was also **live streamed on Facebook** so that citizens could participate asking questions online.*

New York (USA). Communication tools in public outreach.

Providing information concerning participative budget requires different method of reaching the target audience. Therefore, outreach can be any effort to get information out to members of the public. Participative budget in New York consists of 5 steps: design, brainstorm ideas, develop proposals, vote and fund (Figure 7).

How participatory budgeting works

PB involves an annual cycle of meeting and voting, integrated into the broader budget decision-making process. Each community adapts PB to its specific needs, but it generally follows these steps:

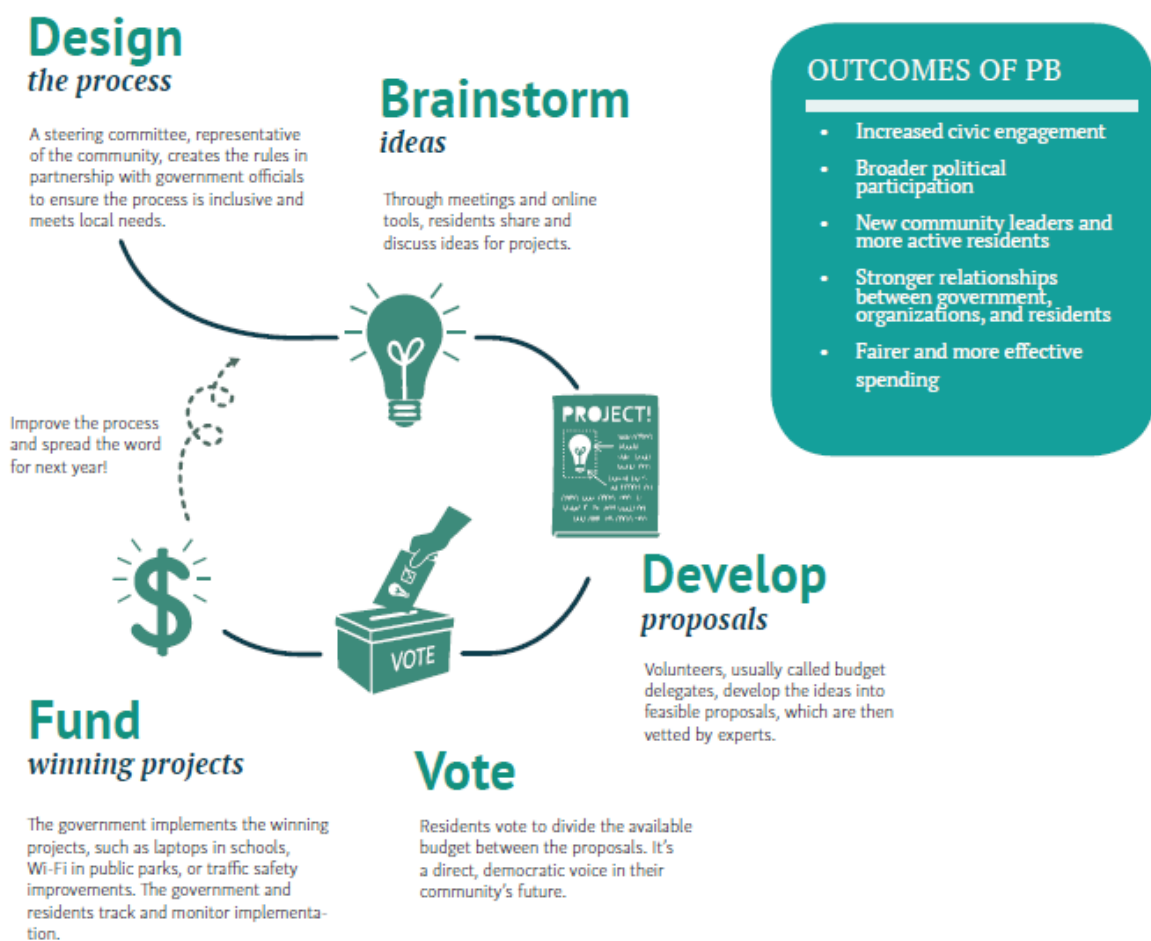


Figure 7. Steps of Participative Budget in the US.

The Participative Budget Outreach Toolkit prepared for New York citizens¹⁷ shows a variety of communication tools (Figure 8) utilized in 3 main phases that require strong public outreach:

Phase 1. Recruiting members for your steering committee;

Phase 2. Idea collection, inviting people to attend public assemblies, learn about participative budget, brainstorm ideas for participative budget projects, and signing up to serve as budget delegates;

Phase 3. The participative budget public vote

Type	Description	Materials Needed
Street Outreach	Tabling and flyering at high traffic places and community events	Outreach rap, flyers, sign-up sheet or pledge card
Canvassing	Door knocking in neighborhoods near assembly sites	Turf map*, Outreach rap, flyers, sign-up sheet or pledge card
Phone Banking	Phone calls to existing PB contacts and contact lists from Steering Committee organizations	Phone rap, contact list with space for notes
Organizational Outreach	Presentations to—and meetings with—community organizations, faith-based groups, and other local institutions	Talking points, sign-up sheet, flyers

*Map of the area where someone will be canvassing.

Figure 8. Type of outreach and materials recommended for communication activities in New York
Source: PB Outreach Toolkit¹⁸

¹⁷ <https://www.participatorybudgeting.org/resources-to-do-pb/outreach-toolkit/>

¹⁸ *ibid*

EMPOWER UPTOWN PROJECT

Join Councilmember Richardson and vote to directly decide how to spend \$250,000 to improve our community.

Neighborhood Assembly Dates

October 16 • 6:30pm - 8:30pm
150 W Victoria St.
Colin Powell Academy (Cafeteria)

October 22 • 6:30pm - 8:30pm
6301 Myrtle Ave.
Houghton Park Community Center
*Child care available

November 2 • 3:00pm - 5:00pm
6465 Cherry Ave.
Light of Life Church
*Child care available
**Meeting will be presented in Spanish and translated in English

Participatory budgeting

is a democratic process in which community members decide how to spend part of a public budget.

For more information on the participatory budgeting process in Long Beach, visit: PBlongbeach.org

Refreshments and translations will be available at all meetings

Rex Richardson
Long Beach City Councilmember, 9th District

For more information please visit www.insidedistrict9.com

Figure 9. Sample PB Flyer. Source: PB Outreach Toolkit¹⁹

¹⁹ <https://www.participatorybudgeting.org/resources-to-do-pb/outreach-toolkit/>





Figure 10. Source: PB Outreach Toolkit²⁰

²⁰ <https://www.participatorybudgeting.org/resources-to-do-pb/outreach-toolkit/>

Warsaw (Poland) Communication tools in PB information campaign.

Information campaign covers all the phases of participatory budget in Warsaw (Figure 11). Organization of information campaign is the responsibility of the City Hall Social Communication Center, and partly of 18 Warsaw districts. It is the role of the Center to ensure the consistency of the message. The Center for Social Communication cooperates also with non-governmental organizations in conducting educational campaigns in schools and in districts.

The role of the districts is to prepare the content for the materials concerning their areas and to decide about their distribution places.

The process of the PB in Warsaw:

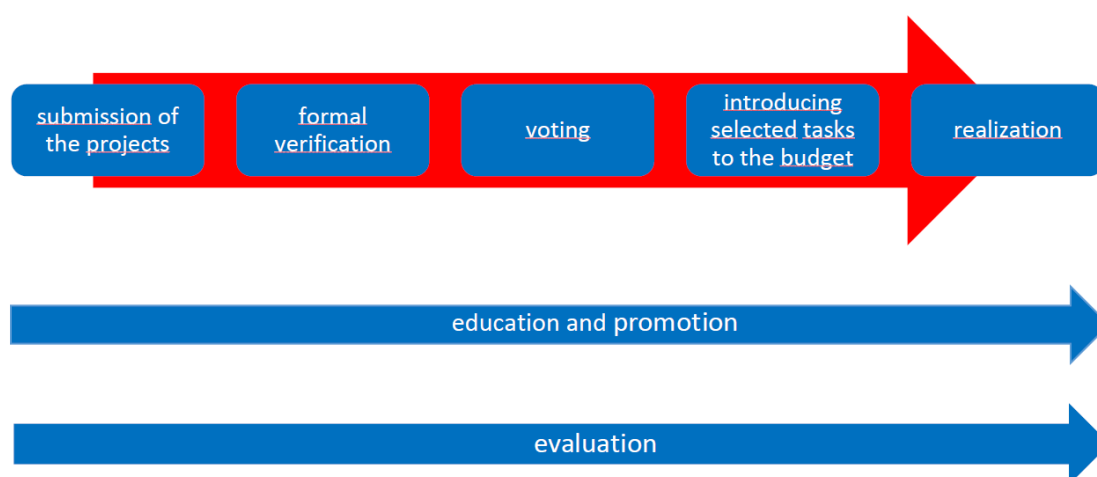


Figure 11. Participative budget process in Warsaw

Source: Warsaw Participatory Budget. Case Study Report and Analysis²¹

At the city level, the campaign utilizes standard channels of communication: distribution of leaflets, posters at bus stops, and advertising spots on the city transport network monitors. At the local level it includes posters and leaflets in schools, shops and houses and distribution of brochures. At the local level, the campaign also refers to non-standard activities like breakfast for residents, information on sidewalks. The campaign is also supported by activities in social media (Google Network, Newsletter and Facebook (sponsored posts and official profile))²²

²¹ http://pbv4.civitas.edu.pl/wp-content/uploads/2018/10/REPORT_WARSAW-PB-1.pdf

²² Ibid.



Figure 12. Posters designed for each stage of the PB process: project submission, discussions on submitted projects, voting.

The campaign covers also open conferences, workshops, activities for different target groups, special trainings at schools (...) The promotional events are organized in intergenerational local cafes and clubs. Each year volunteers are appointed and acting in the city, at the frequented places and during the city events when a lot of people are coming to spend their free time (i.e. city picnics, breakfast markets). Sometimes the volunteers are disguised as projects (i.e. a lamp or tree) and they encourage passers-by to vote in PB. (...) The Centre for Social Communication supports the potential project authors by organizing project writing marathons, enhancing for the contact with the district coordinators, publishing an online guide facilitating budgeting the project (price list “How much does the city cost?”) www.twojbudzet.um.warszawa.pl . Also the maps and plans showing the owner and responsible institution for the given area www.mapy.um.warszawa.pl and different strategic documents are publically available www.bip.um.warszawa.pl.²³

²³ Ibid



Figure 13. PB breakfast in one of the districts.

Uddevalla (Sweden). How to involve young person in participative budgeting.

The participative budget in Uddevalla shows a variety of innovative methods of engaging citizens in management of the city. It is also an example of cooperation between young people and adult residents.

Uddevalla City Government and its Technical Board for the implementation of PB tried to emulate some elements of the Portuguese experience of São Bras de Alportel. In 2010 a process called “Develop the school environment” was created. This process asked the students to photograph and describe their problems, and then prioritize improvements and solutions for bettering their school environment. (...) It lasted four weeks (in two schools with children from 6 to 14 years) from the launch to the voting of children’s priorities. Identified among other things, was the refurbishment of a school lounge, an amphitheater and a new playground and were then funded and implemented. (...) The children were given information both verbally and through information booklets, and parents were also invited to help children with proposal submission and voting. Web-tools supported the process allowing to mix texts, pictures and drawings for every proposal. A Working Group consisting of project management, school staff and responsible for technical management calculated the costs and tested proposals’ feasibility, and suggested the merging of similar ideas. The kids had a week to vote via web.

A third different pilot in Uddevalla was made in 2011 through the so-called “Environmental and Safety Tours”. This took inspiration from a long tradition of security walks organized through time by housing agencies, municipalities, schools and other actors dealing with security issues in the built environment (...) One of the trekking tours was organized by the children of a small village outside the central city, another was proposed by adult citizens of foreign origin in a typical neighborhood of the Million Housing Programme. The limit to a full participation of citizens in this experiment was that the selection of 14 proposals (out of around 20 presented) that were going to be voted on took place in a Workgroup of representatives from technical management. (...) The two final area-referendums (opened to all residents aged 10 years and more) were supported by advertisements in local newspapers, posters in public venues (libraries, billboards, etc.), leaflets sent in every home, Facebook and information given

*through local clubs. Special launching efforts occurred in schools in both areas. The voting was conducted via Internet with the opportunity to discuss the proposals in the previous two weeks. Libraries and other venues were arranged to allow for people to vote who did not have a personal computer at home.*²⁴

²⁴ [Langlet L. Allegratti G. \(2014\) "Participatory Budgeting in Sweden: telling a story in slow-motion". in: *Hope for Democracy – 15 year of Participatory Budgeting Worldwide*. Nelson Dias. Sao Bras de Alportel](https://www.researchgate.net/profile/Rafael_Cardoso_Sampaio/publication/271504927_Electronic_Participatory_Budgeting_False_Dilemmas_and_True_Complexities/links/583ee61308ae8e63e6181bcb/Electronic-Participatory-Budgeting-False-Dilemmas-and-True-Complexities.pdf)
https://www.researchgate.net/profile/Rafael_Cardoso_Sampaio/publication/271504927_Electronic_Participatory_Budgeting_False_Dilemmas_and_True_Complexities/links/583ee61308ae8e63e6181bcb/Electronic-Participatory-Budgeting-False-Dilemmas-and-True-Complexities.pdf



Germany. Online platform and deliberation.

In Germany, one can find the most successful experiments of deliberation. (...) In 2008, the city of Freiburg online combined deliberation with a budget digital simulator, allowing citizens to better assess the impacts of their choices. The results of this deliberative process were then put together collaboratively on wikis, which, in turn, were edited by the participants of the process. Similar cases have also been conducted in other German cities, such as Bergheim, Cologne, Hamburg and Leipzig.²⁵

Berlin Lichtenberg. Role of ICT platform

Berlin-Lichtenberg one of Berlin districts. The participative budget process consists of the following stages.

1. Opening meeting of the district council with the inhabitants
2. Series of five meetings with residents aimed at presenting ideas for public investments.
3. Panel with participation of residents aiming at approving the final list of public investments.
4. The final list goes back to the residents who vote.

Since 2005, participative budget process combines face-to-face meetings with online activities. Each of the above-mentioned stages is carried out simultaneously in public meetings and online, on the internet platform (BhL) of the Berlin BP (<https://www.buergerhaushalt-lichtenberg.de/vorschlagsliste>).

BhL is an interactive website containing information materials. BhL at every stage enables voting in a transparent way, using reliable information on popular investments. The platform has an option that allows users to present and comment their choices on public investments.

²⁵ Cardoso Sampaio R, Peixoto T. (2014) "Electronic Participatory Budgeting. False dilemmas and true complexities". in: *Hope for Democracy – 15 year of Participatory Budgeting Worldwide*. Nelson Dias. Sao Bras de Alportel https://www.researchgate.net/profile/Rafael_Cardoso_Sampaio/publication/271504927_Electronic_Participatory_Budgeting_False_Dilemmas_and_True_Complexities/links/583ee61308ae8e63e6181bcb/Electronic-Participatory-Budgeting-False-Dilemmas-and-True-Complexities.pdf

The page includes:

- Detailed information: explanations regarding BP (interviews with politicians, option of viewing the existing proposals).
- Newsletter with news related to participatory budget cycle.
- Interactive budget calculators.
- Photos and articles about investments from previous years.

The inhabitants can propose their initiatives that are assigned to a specific location in the district. Residents can also comment and vote for its implementation or against. Every proposals are assigned an identification number so that residents can follow the fate of your own ideas.²⁶

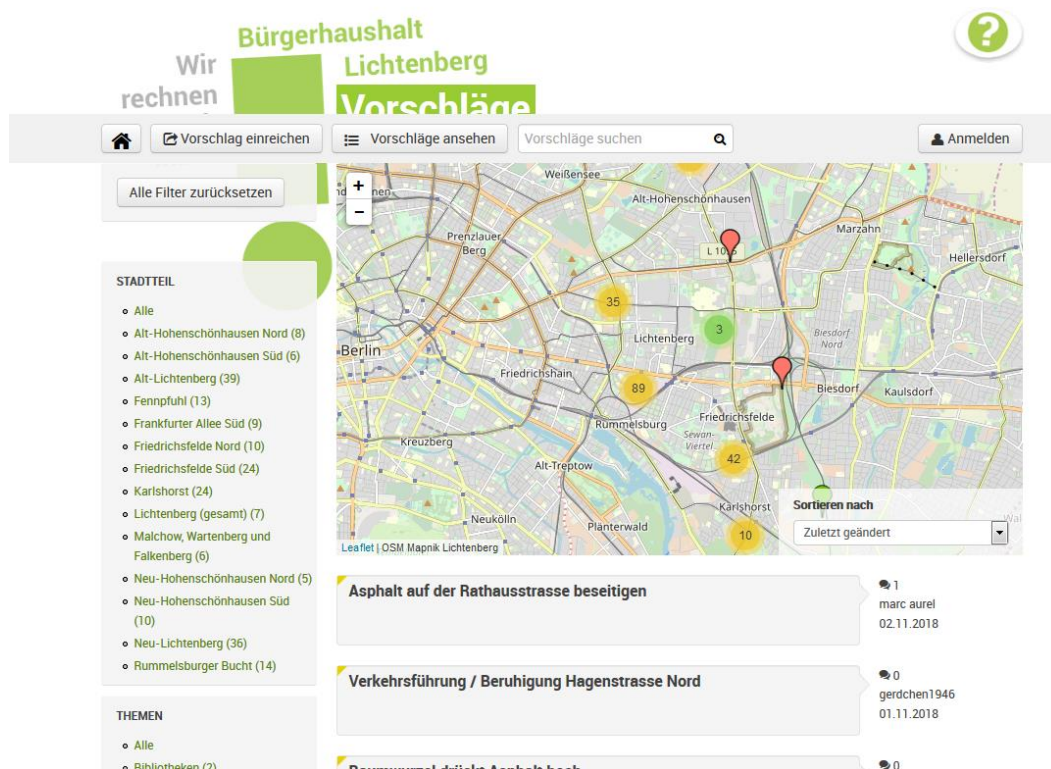


Figure 14. Source: <https://www.buergerhaushalt-lichtenberg.de/vorschlagsliste>

²⁶ Glab V., Parés M. (2015) *Narzędzia ICT w procesach budżetu partycypacyjnego*. Fundacja Pracownia Badań i Innowacji Społecznych „Stocznia”. Warszawa. <https://partycypacjaobywatelska.pl/wp-content/uploads/2015/08/Narz%C4%99dzia-ICT-w-procesach-bud%C5%BCetu-partycypacyjnego.pdf>

Dąbrowa Górnicza (Poland). Combining one-way, two-way communication with deliberative communication?²⁷

The exemplary Participatory Budgeting practices in Dąbrowa Górnicza (120 000 inhabitants, Silesia Region, Poland) are one of the elements of the Program for development of civic society worked out jointly by the city authorities and the local NGO community and approved by the City Council in 2007.

Its implementation has started from a wide range of public consultations on issues important for the community – location of hot-spots and recreational facilities in the public areas, location of bicycle routes, restoration of public parks and reconstruction of one of the main streets in the city. As a result, the citizens were the co-authors of the proposals and their details, and there are no local protests against the finally approved solutions. The main communication tools used for each project were: dedicated website, visual identification of each consulted project, open public meetings, narrow technical meetings open also for interested citizens, meetings and long-standing cooperation with bicycle associations, open questionnaires distributed among citizens, and for the reconstruction of the street - a thorough sociological research, which results were published on the website and in a special bulletin.

In 2012 the City Council, based on the initiative of the Mayor and his team, working hand in hands with the local NGO community, decided to initiate the Participatory Budgets. At that time, it was the third case of PB in Poland (now there is well over 300 cases, no-one counts). The model approach was developed with assistance of Foundation Stocznia from Warsaw. In early 2013 the model was operationalized through detailed procedures, and covered the following stages: (1) Informational & Educational activity; (2) Collecting of project proposals from inhabitants; (3) Verification of the feasibility of projects by LG administration; (4) Meetings in City districts – public presentation of the project; (5) Public open voting – separate for each district; (6) Announcement of the list of winning projects; (7) Implementation of the projects (8) Monitoring and evaluation. In autumn 2013, for the first time citizens proposed

²⁷ The case study was developed by Tomasz Potkański

and later voted for projects that were to be implemented as part of the 2014 overall city budget.

The city was divided into 27 districts, each was allocated a certain amount of funds based on number of inhabitants, with some preferences to smaller ones. In 2013 the amount of funds was an equivalent of 1,2 million euro, which over years rose to 1,8 million euro in 2018 (approx. 1% of the budget, still one of the highest in Polish large cities) – but it finances only small projects in local districts of Dabrowa city. Participation in the voting was very wide. For example, in 2016, during the 3rd edition of PB (the last under the original model of voting – see below) over 23 thousands of citizens voted (25,15% of all eligible), of whom 17 thousand in traditional paper form and 6 thousand by internet. That year citizens proposed 247 projects, of which 164 were assessed as technically and legally feasible by the city hall screening, and were subject of voting. Finally, 70 projects were selected by citizens, mostly small infrastructure related to sport and recreational activities in 27 districts, but also small improvements in district libraries, etc.

The following public communication tools were used at all stages: information placed in internet on the City Website or FB profile, local press and TV, posters places within districts, different types of meetings – discussion and leaflets distributed. Significant role was played by representatives of NGO community who were staffing district informational points, costs of which were financed by city hall through small grants to NGOs for playing such promotional role.

Based on the internal evaluation of the 3rd edition, and the questionnaire among citizens, they have learnt about the BP and project proposals from the following sources:

- from the website of city hall – 48%;
- from the local press – 32%
- from posters places in public places within the districts – 21%
- from friends and family – 19%
- from the Facebook profile of Dąbrowa Górnicza town – 18%
- directly from members of town hall administration, or housing cooperatives – 15%

- from the written informational materials – 12%
- from the local TV – 1%

Despite of general success of the program, recognized locally and promoted countrywide, the city authorities and NGO activists were becoming more and more aware that this wide participation (up to 25% of citizens) does not sufficiently translate into increased knowledge and dialogue among citizens about city problems and ways of tackling it. The voting event seemed to majority of citizens a sufficient form participation in decision-making and taking responsibility for the city. The voting process was turning into small “local battles” over who of the project promotes would win a wider local support for an own project. Instead of supporting the culture of sharing the responsibility for own small community, the voting system strengthens the consumptive culture of “vote and forget” rather building wide involvement in local decision-making. This was a starting point for adjusting the model of conducting PB process in Dąbrowa Górnicza. Already starting from PB budget for 2017 (4th edition) the system was consciously adjusted to emphasize the key role of deliberative dialogue among citizens about selection of priorities within districts. The so-called PB model 2.0 assumed that more valuable is reaching an agreement among citizens within the district:

- Diagnosis of the situation and problems within the district (march each year) – survey and diagnostic meetings conducted by local animators;
- Opening wide meetings in the districts for all interested citizens, mapping of the problems and creation of the vision for the district – and then submitting proposals within districts for the projects resolving problems identified during diagnosis phase (April each year);
- Preliminary formal verification of feasibility by city-hall administration including legal and financial aspects (March each year);
- Conducting series of open meetings in the districts (“District forums a of citizens”) to discuss which projects best resolve identified problems – (June – September each year), designing the final project through participative process, ending up with the consensus of participants about the set of projects and their contents

- Voting by inhabitants of the district (optional – in case the consensus was not reached). In 2017 edition of the PB only in one out of 27 districts such voting was necessary (540 citizens took part), in all other consensus was reached.

The same public communication tools were used at all stages: information placed in internet on the City Website or FB profile, local press and TV, posters places within districts, different types of meetings – discussion and leaflets distributed. Since the major part of the process was taking place at the District Forums of Citizens – significant emphasis was put on interactive tools supporting discussion and consensus-making, as well as project planning. One of the criteria was if the projects in the district create a set or they contradict themselves, etc. Participatory ranking of the projects – through several stages, took also place. Finally, each project over which the consensus was reached was equipped with the professional project fiche, which would allow the city administration to start the procurement or implementation process. The type of projects remained the same as in previous years, but proportion of soft (social) projects to infrastructure projects is raising.

Major role was played by the group of Animators who were leading the process through stages 1-4 in own districts. They were recruited by the local NGO which was selected through open competition conducted by the city hall's Office of cooperation with NGOs. The group of animators were carefully trained and prepared for this role – as facilitators of local consensus of what are the problems and therefore what should be the priorities of the city to support local community to resolve these issues. All other larger priorities which fall outside of the small amounts allocated for PB – would be satisfied from the general budget of the city of Dąbrowa Górnicza. The process was well promoted in the local press and by the city hall website.

Although the overall number of participants fell done significantly, but the quality of deliberative process was significantly improved – this approach seems more adjusted to building the consciousness of co-responsibility for the city. It is a typical question “of something for something”, and an important innovative experience in Poland.

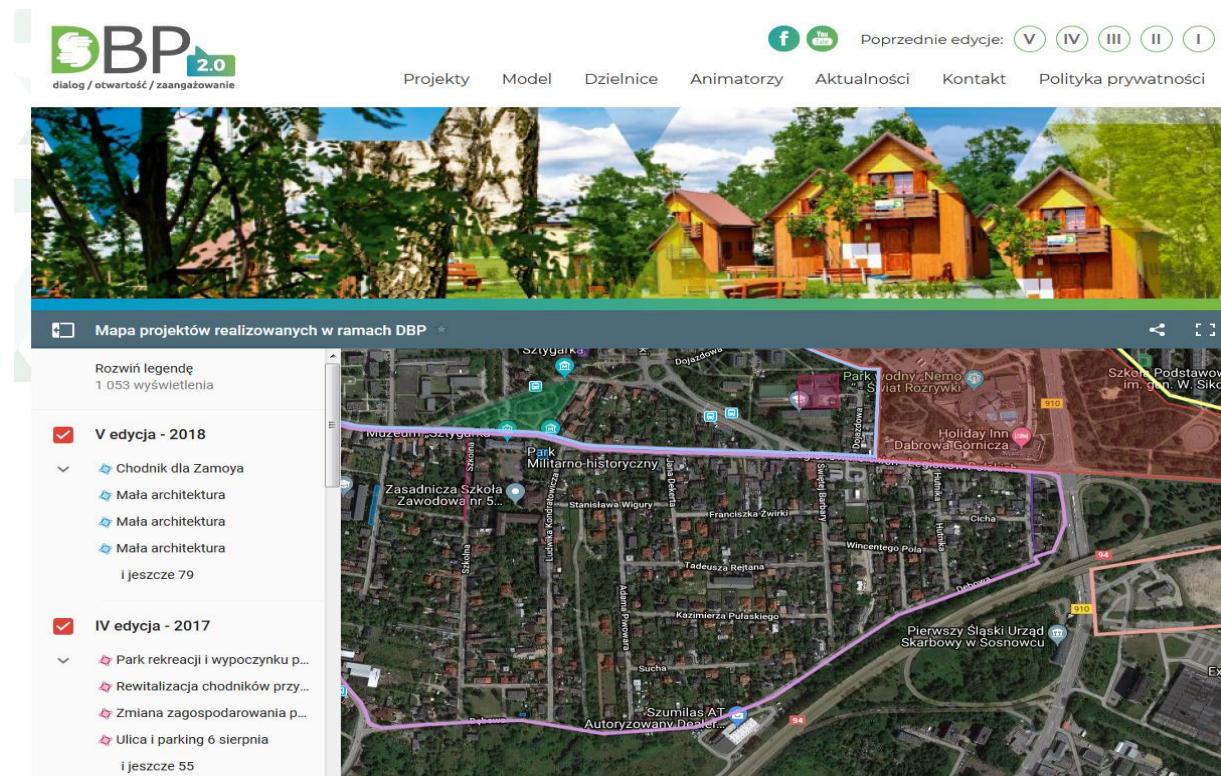


Figure 15. Map of the implemented projects. Source: <https://twojadabrowa.pl/mapa>