

YOUR VOICE, YOUR CHOICE

PARKS AND STREETS

Outreach Team Facilitator Toolkit



Seattle
Neighborhoods

Participatory Budgeting Seattle

YOUR VOICE, YOUR CHOICE

PARKS AND STREETS

What is Participatory Budgeting?

PB is a democratic process where community members directly decide how to spend part of a public budget. The process involves four main steps: first, people will come up with ideas for public projects they would like to see in their communities; second, volunteers will turn those ideas into concrete proposals; third, people are asked to vote on the final list of projects; fourth, the winning projects will be funded and implemented by the appropriate local agency.

PB in Seattle

Led by the Department of Neighborhoods, PB is now in its second year in the City of Seattle. In this year's cycle of PB, there is \$2 million of the City's budget set aside for Your Voice, Your Choice: Parks and Streets (YVYC). Each of Seattle's seven council districts will receive \$285,000.

Rules: How does it work?



Community members brainstorm potential projects to be funded.



Project Development Teams turn those ideas into concrete project proposals for the ballot.



Community votes on their top projects in the Council District that they are most connected to.



City funds and implements the top vote-getting projects

The Question:

TELL THE CITY OF SEATTLE HOW TO SPEND \$2,000,000! WHAT IS A SMALL PROJECT THAT YOU WOULD LIKE TO SEE BUILT IN SEATTLE'S PARKS OR STREETS?

YOUR VOICE, YOUR CHOICE: Phases



Idea Collection

February

- Community members learn about YVYC, discuss community needs, and brainstorm ideas for projects to fund around the city.
- People will be able to submit project ideas online, via social media, and through outreach events in schools, community gatherings, and other public places.
- Anyone is welcome to propose project ideas.



Project Development

March - May

- Project Development Teams are formed in each of the seven City Council districts and are responsible for evaluating the project ideas that are submitted based on impact and need and turn these ideas into full-fledged project proposals for the ballot.
- Each Project Development Team will be supported by a facilitator that will ensure they have the necessary resources and tools to evaluate projects.
- Anyone can join Project Development Teams if they live, work, go to school, receive services, volunteer, or have a connection to the City of Seattle.



Voting for Projects

June

- People are eligible to vote for projects if they live, work, go to school, receive services, volunteer, or have a connection to the City of Seattle.
- Voting will take place on multiple days, locations, and formats, which may include schools, community centers, and digital/online voting.
- Each voter may only vote once.



Projects are implemented & funded

2018

- The city will fund and implement the project that receive the most votes

YOUR VOICE, YOUR CHOICE: Project Eligibility

Projects are eligible for funding if they meet the following criteria:

- Benefits the public
- Is a physical or capital improvement project in Seattle's parks or streets
- Does not exceed \$90,000

Examples:

Repaving your driveway



Doesn't benefit the public

Building a new community center

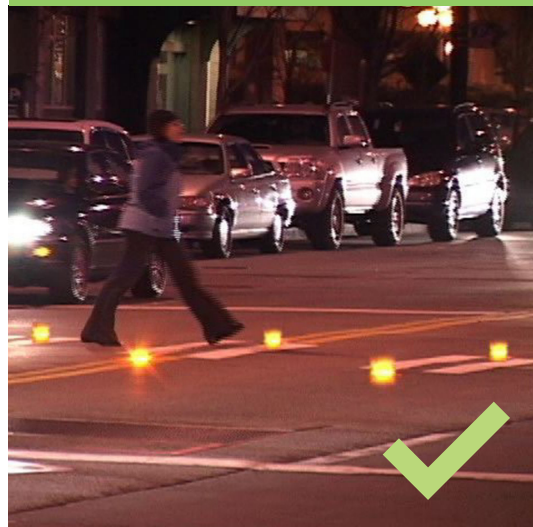


Too expensive

Making a trail improvement at your local park



Adding a flashing light to a well-used crosswalk



Timeline: What happens when?

The PB process involves a series of meetings that feed into the City’s annual budget cycle. The 2017 PB process has four key components, in addition to ongoing planning, outreach and evaluation, starting in December 2016 and continuing into mid-2017.

Phase	Timeline	What is it?
Planning & Outreach	Ongoing	Planning for key program phases [idea collection, project development, and vote], forming regional outreach teams to develop a citywide outreach strategy for getting broader community involved
Idea Collection	January, February 2017	Citywide push to collect project ideas
Project Development	March-May 2017	District-specific project development teams review and evaluate ideas, then advance 10-12 projects to SDOT and Parks by April for an in-depth cost and feasibility review.
Vote	May - June 2017	Citywide push to ‘Get Out the Vote’
Evaluation	Ongoing	Collecting participant data and feedback to inform program design
Implementation	2018	Projects are designed and built by SDOT or Parks

Roles & Responsibilities: Who does what?

There is a role for everyone in PB, but different people have different responsibilities, based on their stake in the community and their time commitment to the process.

The Public

Anyone can participate, even if they only come to one meeting or only vote. They can:

- Identify local problems and needs
- Propose project idea(s)
- Volunteer to be on a Project Development Team in their district if they live, work, go to school, receive services, volunteer, or are part of a program in Seattle
- Vote on which projects to fund if they live, work, go to school, receive services, volunteer, or are part of a program in Seattle
- Help spread the word about YVYC during the process
- Get out the Vote!

Project Development Teams

Project Development Teams (PDTs) do the work necessary to turn ideas into real projects. Team members must live, work, go to school, receive services, volunteer, or be part of a program in Seattle. This includes:

- Research local problems, needs, and project ideas
- Learn about the City's parks and transportation programs and services
- Discuss and prioritize project ideas
- Develop full project proposals to go on the ballot, with assistance from City staff

Facilitators

Facilitators help youth and adults participate effectively in idea collection and project development meetings. They are neutral parties that do not advocate for particular projects.

- Facilitate group discussions and meetings, and ensure that all participants are able to contribute
- Serve as the main point of contact between DON staff and PDTs, helping to coordinate communication and resolve conflicts
- Connect PDT members with information and resources
- Ensure that notes are taken at meetings and distributed afterward
- Support PDT members in researching, assessing and developing proposals, based on criteria that include feasibility, need and benefit

Roles & Responsibilities (Continued)

Outreach Teams

North - Central - South - West

- Help plan and carry out idea collection efforts
- Recruit volunteers for idea collection, project development and the vote
- Distribute educational and promotional materials about YVYC
- Develop and execute outreach plans to mobilize broad, inclusive, and representative community participation
- Serve as facilitators for idea collection and project development activities
- Serve as spokespeople for city-wide and local media as needed

City Departments (Department of Neighborhoods, SDOT & Parks)

- Provide budget PDTs with relevant background information
- Assess feasibility of project proposals
- Provide cost estimates for project proposals
- Offer feedback on project proposals
- Work with PDTs to make desired projects feasible within City guidelines
- Implement winning projects

Your Voice, Your Choice: Parks & Streets

Ways to be involved!

Be an Ambassador!

Just knowing about this and if it comes up, we would love your support.



Tell your networks!

Do you have any listservs that you are part of? Can you send a blurb out? Are you part of a FB group? Social Media? Can you post this opportunity? Do you tweet?



Give us feedback!

This is new. This is fast. Help us make this work. You know your community, help us make this opportunity more accessible.



Flag outreach opportunities

Are there groups that you can connect us with? Are there events going on in your neighborhood in Jan or Feb that you can let us know about? We would love to have a booth.



Attend community events

with us in Jan or Feb to collect project ideas. We're a small staff and we've got a lot of ground to cover.



Facilitate an Idea Collection discussion!

Do you meet up with folks regularly? Would you be willing to take between 20-50 min on agenda to collect projects ideas from group?



Submit a project idea!

Do you have an idea for a project? Submit your idea online or participate in one of the many idea collection discussions that will be happening near you. (See website)



Become a Project Development Facilitator!

*This is a paid opportunity. Help us get the proposal development committees going and stay on track. Help make sure both soft and loud voices contribute to this process.



Help recruit volunteers for Project Development Teams!

Let your community know that there is an opportunity for them to have a role in evaluating the ideas that come in and deciding what projects will make it on to the ballot.



Join a Project Development Team!

With your fellow community members, play a key role in evaluating the project ideas that are submitted based on impact and need and turning these ideas into project proposals to go on the ballot.



Host a Vote Site!

Facilitate the vote among the group (s) that you interact with or at a community events that you host.



Vote!

Vote on your top projects!



Green = lighter time ask, Red = Medium Time Ask, Grey = heavy time ask

Be an Idea Collection Facilitator

This is meant to be a community process, where an idea doesn't just belong to one person, it is a project that belongs to many. Someone may come into this process having a very specific project in mind, but through discussion with others, realize that the project they are seeking funding for doesn't have the same level of need or impact as other projects that are discussed by peers. This activity is meant to create an opportunity for people to share their ideas with others, at the same time, encouraging them to be open to and support other ideas that they hear from fellow community members that may demonstrate more need or impact in an area.



1 Introduce the opportunity to your group.

In each of the 7 City Council districts, the community gets to decide how the City should spend \$285,000 on parks and streets projects. Discuss what makes a project eligible (see pg 3).

Explain that once we collect ideas, a Project Development Team (one per district), comprised of community volunteers, will then take these ideas, evaluate them based on impact, need, and feasibility, and form projects proposals for the ballot.

This would be a great opportunity to encourage people to sign up to join their district's Project Development Team.



2 Lead with needs.

In pairs or small groups, encourage people to discuss the needs facing people in their neighborhood related to Seattle's parks and streets - i.e. getting around, safety, access to open space. Invite group to come back together and ask small groups to share briefly the project ideas that were brought up. Take notes (on large flip paper, if possible—we can provide this).

Be an Idea Collection Facilitator

3

Brainstorming project ideas.

Have everyone form small groups again, only with different people. Review project ideas from previous group. Ask small groups to spend a few minutes coming up with a project idea that can help address a problem or meet a need that the last group identified. Remind participants of project eligibility. Have groups write project ideas on post-its (we will provide).

Ask participants to pass their post-its up to you and post them in the “What” column on a large sheet of paper. One by one, read off each post-it, and ask the pair who came up with it to explain why it’s important. Ask if there are any other details about the project idea they’d like to explain. Take notes! Ask clarifying questions if details are unclear. Ask participants to verify that the notes are accurate (this will help the project development teams).

4

Prioritize Projects.

Give participants the opportunity to show their support for different project ideas. Invite them to place three stickers on their priority projects (one per project).

Recruit for Project Development Teams.

Ask for volunteers to sign up to be on the Project Development Teams in their district of interest. PDTs are tasked with taking the project ideas, evaluating them based on need, impact, and feasibility and preparing project proposals for the ballot. This is the group that makes these ideas actually happen.

5

Hand Out & Collect Surveys.

Hand out a short survey to participants (we will provide this).

SO, HOW WILL YOU BE INVOLVED?

Let us know!



Seattle
Neighborhoods

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