



THE PEOPLE'S BUDGET RULEBOOK

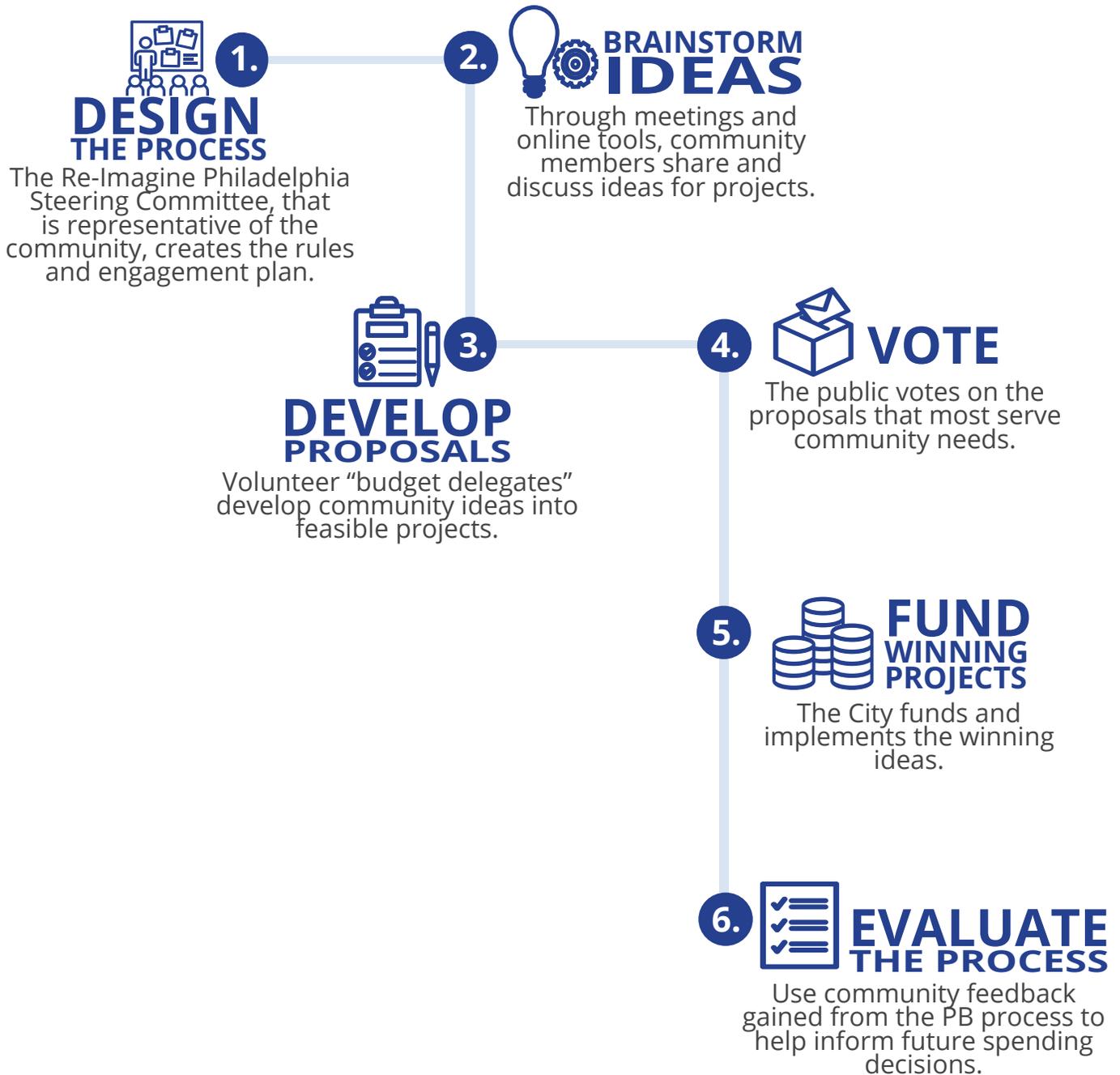
About this Rulebook

This rulebook was developed by the Re-Imagine Philadelphia Steering Committee members for the City of Philadelphia's first participatory budgeting initiative. The Steering Committee is comprised of a group of residents who applied to participate, community members on City advisory boards, and City employees from relevant departments, boards, and commissions. Together they have worked to guide the City's Participatory Budgeting pilot project. The purpose of this rulebook is to set the guidelines for the 2021 Participatory Budgeting initiative. These guidelines reflect the unique needs, interests, and issues of Philadelphia communities and the Participatory Budgeting process. It is a living document that is meant to be revised annually.

WHAT IS PARTICIPATORY BUDGETING?

Participatory Budgeting (PB) is a democratic process in which community members directly decide how to spend part of a public budget. PB gives people real power to make real decisions over real money.

The process is comprised of six key process phases:



In addition to the phases above, processes are typically evaluated and improved upon each cycle before they continue and a next cycle begins.

WHAT IS THE PEOPLE'S BUDGET?

In 2021, Participatory Budgeting (PB) in the City of Philadelphia is led by the Budget Office in partnership with the City Planning Commission. During the PB process, Philadelphians generate ideas for infrastructure investments and vote directly on how to spend \$1 million dollars on capital projects.

Participatory Budgeting involves a cycle of engagement that is combined with the regular budgeting process. It sparks a variety of powerful, lasting impacts across a community:

- ▲ More equitable and effective spending.
- ▲ Broader political participation, especially from historically marginalized communities.
- ▲ Stronger relationships among residents, government, and community organizations.
- ▲ New community leaders.
- ▲ Increased civic engagement.

ABOUT THE STEERING COMMITTEE

The City formed the Committee to help it develop inclusive and equitable processes to increase public input into City budget and planning decisions. In particular, the committee will help the City find ways to engage residents and communities that have historically been omitted from these processes.

COMMUNITY LEADERS (VOTING MEMBERS): Community leaders collaborate with government and decision-makers to decide on the rules that will guide the PB process. Responsibilities include:

- ▲ Provide oversight to ensure the process continues to meet its goals.
- ▲ Vote on decisions for the rulebook.

CITY RESOURCE EXPERTS: City staff that serve on boards or commissions:

- ▲ Vet proposals during proposal development before they go to the ballot for a vote to ensure they meet PB eligibility criteria and are feasible.
- ▲ Liaise to City departments, support strategy, provide cost estimates for proposals.

CITY STAFF: City staff are supporting the implementation of PB. Responsibilities include:

- ▲ Administer and implement PB in city processes.
- ▲ Provide information to participants and the public to ensure everyone has the information they need to be involved.
- ▲ Coordinate idea collection assemblies, sort ideas collected into thematic committees, coordinate agency briefings, vet project proposals, and organize voting events.

FACILITATORS (PARTICIPATORY BUDGETING PROJECT AND EVERYONE):

- ▲ Create safe spaces within idea collection events and Budget Delegate meetings, allowing community members to participate effectively.
- ▲ Ensuring everyone stays on track to meet process deadlines and make decisions within the framework established by the Steering Committee.

To further support Philadelphia’s first Participatory Budgeting effort, the City has also engaged the non-profit [Participatory Budgeting Project \(PBP\)](#). PBP has worked with cities including Oakland, Boston, and Seattle and has a proven track record of working to deepen democracy, build stronger communities, and make public budgets more equitable and effective.

COMMISSIONS REPRESENTED:

- Mayor’s Commission on African American Males
- Philadelphia Youth Commission
- Mayor’s Commission on Aging
- Commission on Faith-based and Interfaith Affairs
- Mayor’s Commission on Asian and Asian Pacific American Affairs
- Mayor’s Commission for People with Disabilities
- Mayor’s Commission on African and Caribbean Immigrant Affairs
- Millennial Advisory Committee
- Criminal Justice/Reentry
- Peer Culture Transformation Advisory Board
- Philadelphia Food Policy Advisory Council
- Future Hispanic and Latinx
- Philadelphia Commission for Women

CITY DEPARTMENTS REPRESENTED:

- Office of Diversity, Equity, and Inclusion
- Office of LGBTQ Affairs - Office of Diversity, Equity, and Inclusion
- Office of Immigrant Affairs
- Mayor's Office of Public Engagement
- Mayor's Office of Policy and Strategic Initiatives
- Mayor's Office
- Mayor's Office of Education
- Department of Public Health
- Mayor's Office of Children and Families
- Mayor's Office of Grants
- Office of the Chief Administrative Officer
- Philadelphia Parks and Recreation
- Rebuild
- Managing Director's Office - Health and Human Services
- Office of Sustainability
- Office of Transportation, Infrastructure, and Sustainability
- Managing Director's Office - Community Services
- Department of Commerce
- Department of Planning and Development
- Register of Wills
- Philadelphia Commission on Human Relations
- Office of Criminal Justice and Public Safety
- Office of Community Empowerment and Opportunity

COMMUNITY AGREEMENTS

These are the agreements the Steering Committee agreed to adhere to as the team works together throughout this process.

- Listen well and learn by listening
- Move forward, move back / make space, take space
- One mic
- Yes, and...
- No bad ideas
- Assume best intentions and attend to impact
- Affirmation
- Spell out acronyms
- Moving towards safer & more courageous spaces
- Value the process and the outcomes
- Self and community care
- Respect pronouns and social dynamics that exist
- Be respectful of time
- What's said here stays here unless it's agreed to share transparently
- Embrace being a beginner (yourself and others)
- Acknowledge and respect the multiple identities that we bring to this process



GUIDING PROCESS DECISIONS:

PROCESS GOALS

The Steering Committee voted on the following process goals. The goals for this process will guide decisions about how the process should work, communicate why this matters to the public, help measure effectiveness, and define success. They are as follows:

INCLUSION: The process is accessible (language, technology, etc.) and incorporates voices of people most often excluded from decision-making processes, including youth, elders, residents that live in under-resourced neighborhoods, etc. Cultural competency is emphasized.

TRANSPARENCY: The process is clearly communicated to the community including the limitations and expectations of the process. We acknowledge if we make mistakes. We ensure the process and outcomes are understood by the community.

COMMUNITY CAPACITY BUILDING: Community members better understand how the system works and are better prepared to influence larger decision-making processes. New community leaders emerge. Residents better understand their power.

CENTERING COMMUNITY ENGAGEMENT AND GRASSROOTS LEADERSHIP: Process reflects community voice. Community is leading decisions. Community leaders and nonprofits leading meaningful work in the community are empowered.

BUILDING TRUST among community members and with government. Support better alignment and understanding. Bringing honesty, empathy, and integrity to our interactions.

REPAIRING AND AVOIDING HARM: Awareness of how COVID-19 pandemic, gentrification, redlining, and other systems affect communities with intention.



PROCESS SCOPE & PROJECT FOCUS:

GEOGRAPHIC SCOPE

Overall, the Steering Committee elected to ensure the process is focused on creating investments in communities with the greatest need. It was decided that the process will be citywide for certain phases but would be more geographically focused for later phases. These details are included below under sections related to each phase.

FOCUS AREAS

The Steering Committee surfaced a range of options to focus on for the process and in the end narrowed the list to focus the process on investments related to:

- Housing
- Violence & public safety
- Poverty
- Environmental Justice

PROJECT ELIGIBILITY

Funding for all projects **must be used to buy, build or improve upon City assets**. Criteria for projects or investments identified within the PB process have been set by the Steering Committee:

- Projects must be at scale that we can manage and prove results
- Projects must have a minimum cost of \$15,000 and must have a useful “life” of at least five years



DECISIONS FOR PHASE II: IDEA COLLECTION

WHO WILL BE ABLE TO SUBMIT IDEAS?

For this year's process, **anyone** of any age living, working, or attending school in the city is eligible to submit ideas. There will be no age requirements, citizenship requirements, nor requirements to participate of any sort.

All Steering Committee members will be able to submit ideas, including staff. Committee members' participation will be communicated to the public, and they will use the same process as nonmembers.



DECISIONS FOR PHASE III: PROPOSAL DEVELOPMENT

The Steering Committee elected to change the name of those who support in this phase of the process from "budget delegates", as can be commonly used in other PB processes, to "**Proposal Advocates**". Community members volunteering as Proposal Advocates will review the ideas for feasibility and prioritize projects for the ballot that best meets the goals of the process.

WHO IS ABLE TO SERVE AS A PROPOSAL ADVOCATE?

Proposal Development will prioritize anyone living in areas of the city most impacted by COVID-19, higher poverty areas, or who are from underserved communities within the city. There is no age requirement however, those under 18 will require a sponsor to support them through the process.



DECISIONS FOR PHASE IV: THE VOTE

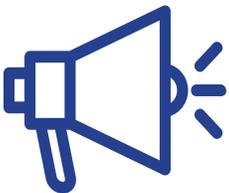
WHO WILL BE ABLE TO VOTE?

For the 2021 process, voting will be open to **anyone** of any age living in the city. There will be no age requirements or citizenship requirements.

Steering Committee members who meet this criteria will be allowed to vote but they will participate the same way as anyone else from the community and their votes will be counted the same way.

VOTING PROCESS

The vote will be open for at least 2 weeks and no longer than a month.



DECISIONS AROUND OUTREACH & ENGAGEMENT FOR ALL PHASES

FOCUS OF ENGAGEMENT

The Steering Committee elected to facilitate a process that would engage **as many people as possible** within the City of Philadelphia - anyone who would be interested in The People's Budget process should be included in outreach, as appropriate for each phase.

Given the potential scope of outreach and engagement across the city, the Steering Committee decided that outreach generally should focus on engaging community members in **communities of most need** (e.g. have not benefited from capital investments in recent years) and **communities most impacted** by deindustrialization, redlining, the War on Drugs, overcriminalization, poverty, high rates of COVID-19, and other factors.

Other considerations for specific phases of the process can be found above under the appropriate phase headers.

OUTREACH STRATEGIES USING TECHNOLOGY

During the past year, online engagement has increased significantly to host community events, build broad consensus, learn, and share information. For this process, the Steering Committee elected to focus on using technology and related platforms to build awareness of the process via **social media posts and ads** as well as relying on **text-messaging** and other cellphone-based methods of outreach. The latter can include using bot technology for mass communication or individualized text messaging approaches to ensure the community is engaged and informed.

OUTREACH STRATEGIES WITHOUT THE USE OF TECHNOLOGY

Given the impact of the digital divide and this process' commitment to racial equity, other methods of outreach will be essential to engage those without consistent or reliable access to technology. To this end, the Steering Committee elected to focus on strategies that include **some in-person events with social distancing** as community members are able and willing. The Steering Committee also elected to identify and collaborate with key members of the **media**, ensuring information is shared through trusted outlets, including ethnic media sources. This can include news articles, updates, and information about the process and where and how to participate. Outreach will also focus on creating **promotion pop-ups** in relevant, high traffic areas. Finally, outreach efforts will explore the use of **collection boxes** or other equivalent space to collect ideas in certain parts of the city to ensure easy access to the process.

OTHER CONSIDERATIONS:

The Steering Committee will work in concert with the process Oversight Committee to ensure outreach and engagement are aligned with the vision of the process. A few guiding recommendations they offered include:

- Ensuring that the Steering Committee is responsible for coordinating local outreach
- A focus on meeting community members where they are
- Creating a plan to include those that cannot read
- Ensuring that participants who know about the PB process also learn more about capital budgets for the city
- Seeking to gather some resources to create ads, swag, local support or other resources vital for outreach
- The Steering Committee also articulated an interest in ensuring youth voices were present in the process by also adding some youth leaders to the Steering Committee to the process with possible focus on Philly Youth Commission (ages 12-24).
- Intentional solicitation of input from historically excluded groups including people with disabilities, unhoused people, incarcerated people, members of the reentry community, youth, people in group homes, etc.

- Removing as many barriers to participation as possible across all phases, including ensuring that there are no citizenship requirements and ID checks are not instituted in a discriminatory manner that could disincentivize participation.
- Support of and collaboration with trusted liaisons through outreach process that ensure we are working with established community partners who reflect priority communities and paying for their labor as much as possible.
- The Steering Committee also created a running list of other populations to center in outreach, potential partners and prospective neighborhoods to focus on that reflect these priorities to deepen outreach planning and implementation.

PROJECT TIMELINE 2021:



SPRING

- Writing the Rules workshops
- Steering Committee members vote on key decisions



FALL

- Detailed project proposal information reviewed and announced to community
 - Community outreach and engagement around proposals and voting process
 - Online voting opens
- Voting to take place in mid- to late-November 2021
 - Announcement of Winning Projects



WINTER

- Participatory Budgeting info sessions



SUMMER

- Finalize rulebook
- Collecting ideas from community members
- Recruiting Proposal Advocates
- Deadline for Idea Collection
- Oversight team and Proposal Advocates review idea submissions against criteria and eligibility
- Proposal Advocates identify proposals to put forward for an initial round of project vetting
- City staff review these proposals to ensure feasibility and to assign a budget
- Proposal Advocates finalize project proposals and draft text for the ballot

RE-IMAGINE PHILADELPHIA

STEERING COMMITTEE MEMBERS

Community Members Selected from Applicants

Jeffrey Abramowitz

Linda Bell

Alexander George Casper

Emilia Crotty

Angela K. Ferguson

Rafiqq Friend

Tara Gontek

Novilette Jones

Chi-Hyun Kim

Katherine Mateo

Tanya Morris

Rapheal Randall

Andrea Rivera

William M. Scott

Bishop Ethan Thornton

Jasmin Velez

Community Members Currently on or Referred by Advisory Boards

John Chin – Mayor’s Commission on Asian Pacific American Affairs

Julian Domanico – Millennial Advisory Committee

Jose Ferran – Peer Culture Transformation Advisory Board

Will Gonzalez

Pastor Clarence Hayes, Jr. – Mayor’s Commission on Faith-based and Interfaith Affairs

Jude Husein – Philadelphia Youth Commission

Yocasta Lora – Commission on Aging

Shania Morris – Food Policy Advisory Council

Anna Perng – Mayor’s Commission on People with Disabilities

Raquel Evita Saraswati – Commission on LGBT Affairs

Reverend Doctor Michelle Simmons – Criminal Justice Reform

Musa Trawally – Mayor’s Commission on African and Caribbean Immigrant Affairs

Wayne Williams – Mayor’s Commission on African American Males

City Government Representatives

Ajeenah Amir – Office of Public Engagement*

Erica Atwood – Office of Criminal Justice and Public Safety

Cheryl Bettigole – Department of Public Health

Sharon Clinton – Office of Community Empowerment and Opportunity

Liana Dragoman – Chief Administrative Office

Randy Duque – Commission on Human Relations

Amy Eusebio – Office of Immigrant Affairs

Adrienne Ewing – Office for People with Disabilities

Cynthia Figueroa – Office of Children and Families

Eva Gladstein – Office of Health and Human Services

Otis Hackney – Mayor’s Office of Education

Mark Harrell – Register of Wills Office

Jovida Hill – Office of Engagement for Women

Anh Hua – Mayor’s Office of Grants

Christine Knapp – Office of Sustainability

Celena Morrison – Office of LGBT Affairs

Elhadji Ndiaye – Department of Planning and Development

Joanna Otero-Cruz, Managing Director’s Office – Community Services

Maari Porter – Policy and Strategic Initiatives*

Ashley Richards – Philadelphia Parks and Recreation

Nefertiri Sickout – Office of Diversity, Equity and Inclusion

Kira Strong – Rebuild

Dawn Summerville – Department of Commerce

Kelley Yemen – Office of Transportation, Infrastructure and Sustainability

*Through August 2021