PARTICIPATORY BUDGETING WORKS

PB Works – PB Online and Digital Engagement
Kelly McBride, Democratic Society

Play Resource Centre, Wednesday 20 June 2018

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BUILDING CHANGE TRUST

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Welcome and Introductions
Dr Louise O'Kane, Community Places

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PB Works Project

- BCT: Civic Activism Programme
- Collaborative effort
- Raise awareness of and advocate for Participatory Budgeting (PB)
- Tailored Training and Support - working with PB Partners and Democratic Society
- PB Works Website www.participatorybudgetingworks.org
- PB Works Network

PB PARTICIPATORY BUDGETING WORKS

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What we’re doing today

- Introduction to online and digital engagement in PB
- Case studies – learning from Scotland and beyond
- Practical considerations of online and digital engagement
- Interactive demos – try some tools!

- Opportunities for discussion and questions

Source: PB Scotland

PB comes in all shapes and sizes, but basically it looks like this:

1. Ideas are generated about how a budget should be spent

2. People vote for their priorities

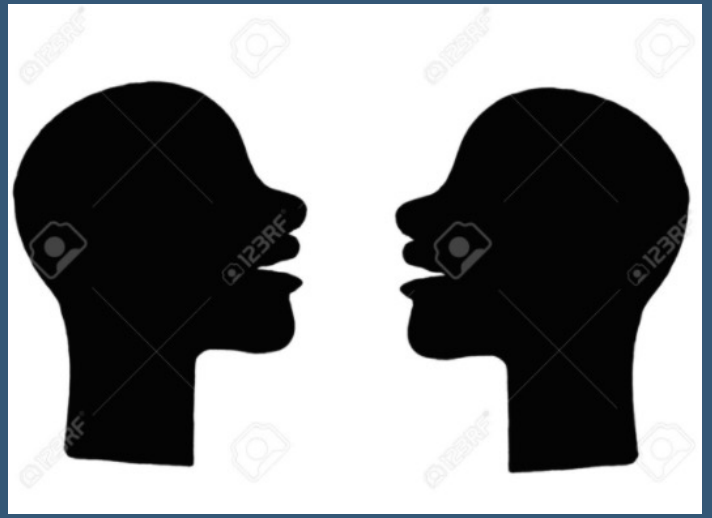
3. The projects with the most votes gets funded

Mostly, participatory budgeting is about bringing people together at local events. Sometimes it also happens online, where digital tools can help even more people to get involved.

Source: PB Scotland

If PB is so good…. let's get more people involved!

Could digital engagement be ~~the answer~~…? **an answer...?!**



2015-Present

The Scottish Government

Digital tools and Scotland's Participatory Budgeting programme

A report by the Democratic Society for the Scottish Government February 2016

The Democratic Society

The Scottish Government

RESEARCH WITH LOCAL COUNCILS

- Digital engagement can provide important support for PB processes, but it cannot completely replace offline engagement
- Digital can ensure that a wider range of voices are involved
- No single tool is significantly better than others in all situations, and no universal platform for participation.

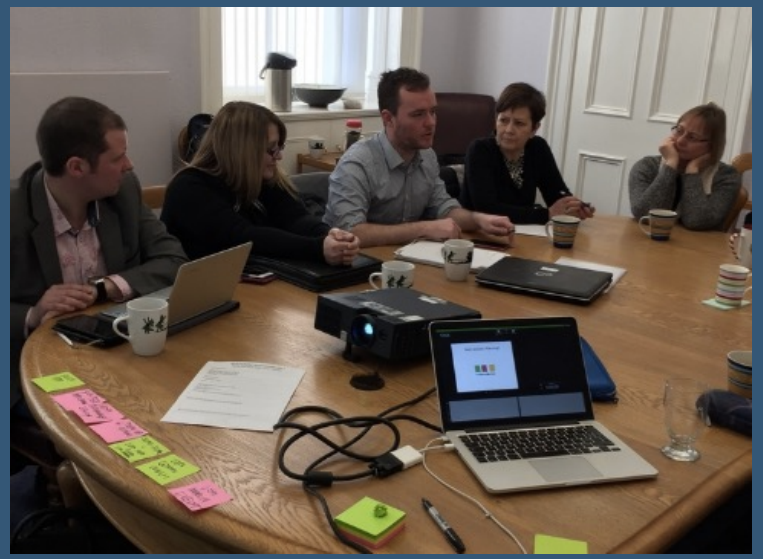
Digital tools and Scotland's Participatory Budgeting programme

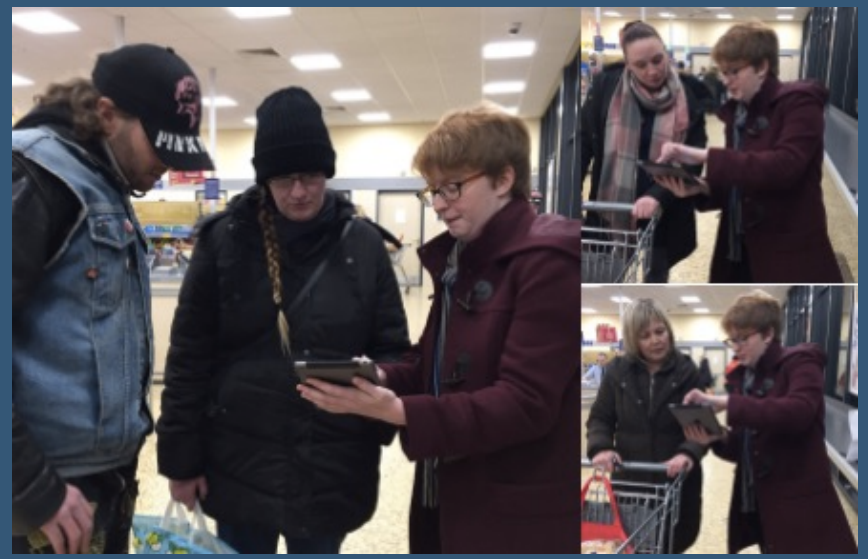
A report by the Democratic Society for the Scottish Government
February 2016

The Democratic Society

Digital engagement = community engagement using tech

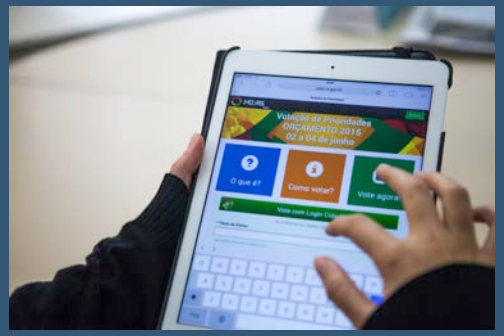
- Complements work you are already doing
- Reaches new audiences
- Skills, training and benefits for staff



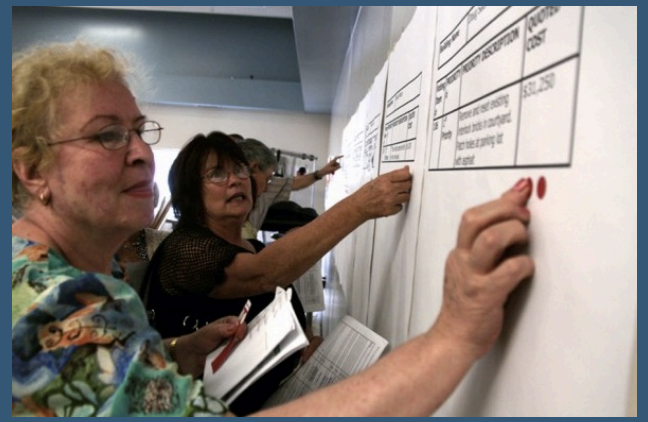


What does digital look like?

This...



...and this!



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Mostly, participatory budgeting is about bringing people together at local events. Sometimes it also happens online, where digital tools can help even more people to get involved.

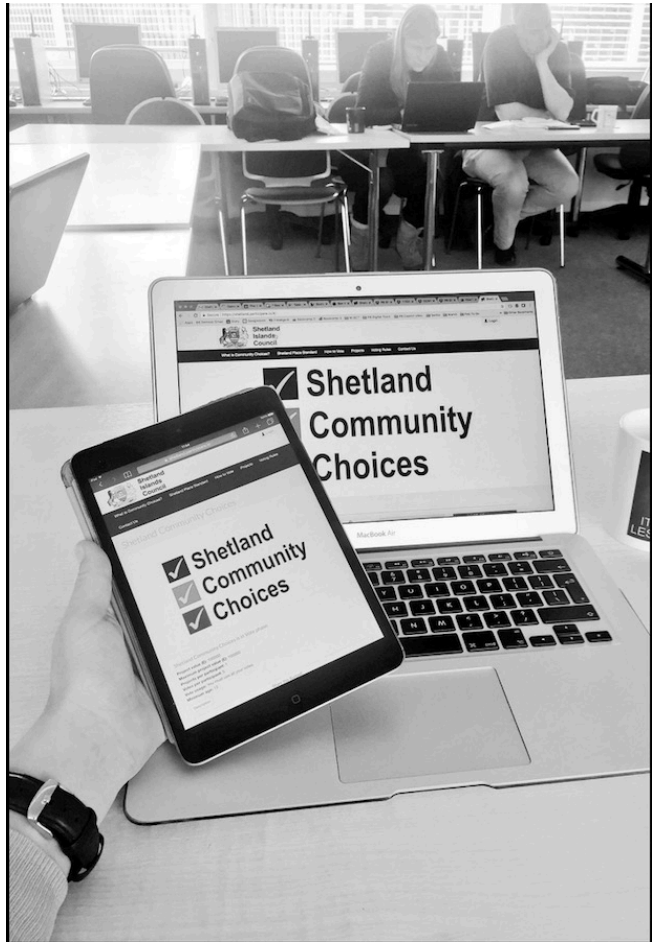
Source: PB Scotland

Some reasons for doing PB:

1. build **trust**
2. create space for **deliberation**
3. **empower** people.

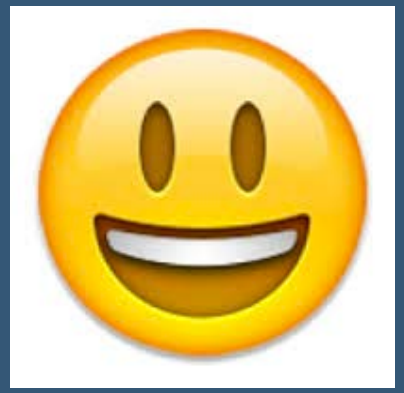
Digital engagement can benefit by:

1. **involving more people**
2. overcoming barriers of **time and place**
3. starts conversations, **build relationships** with community and **trust.**



YOU BUILD IT.
THEY WILL COME.

Benefits and challenges



- Reach new audiences
- Involve more people in decision making
- Overcomes barriers of time and place
- Starts conversation and builds relationships

- Digital divide (not everyone is online)
- Echo-chambers and usual suspects
- Cannot completely replace face-to-face engagement

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Case studies – learning from Scotland and beyond

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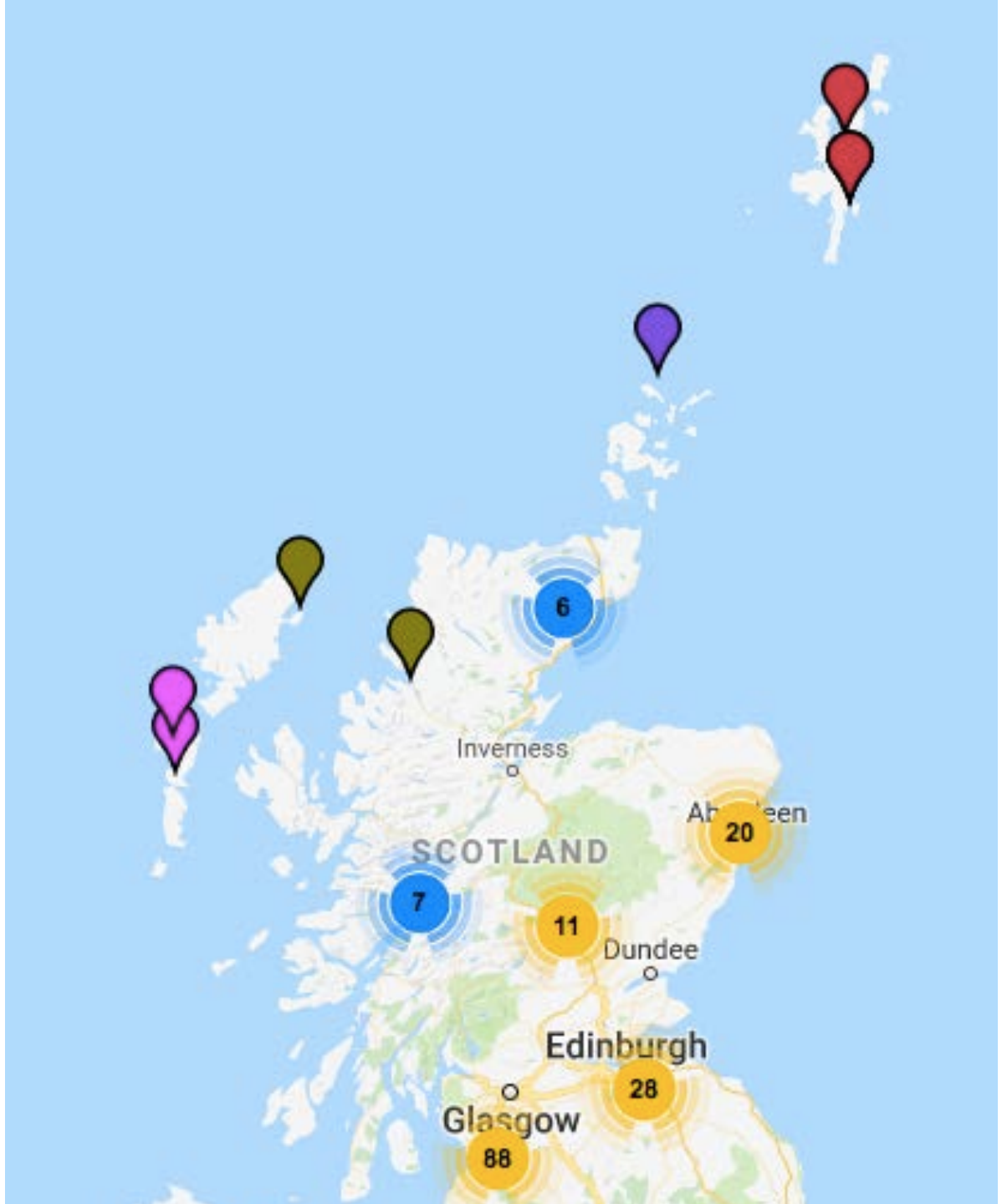


Crowdsourced map

169 projects at the moment

https://pbscotland.scot/map

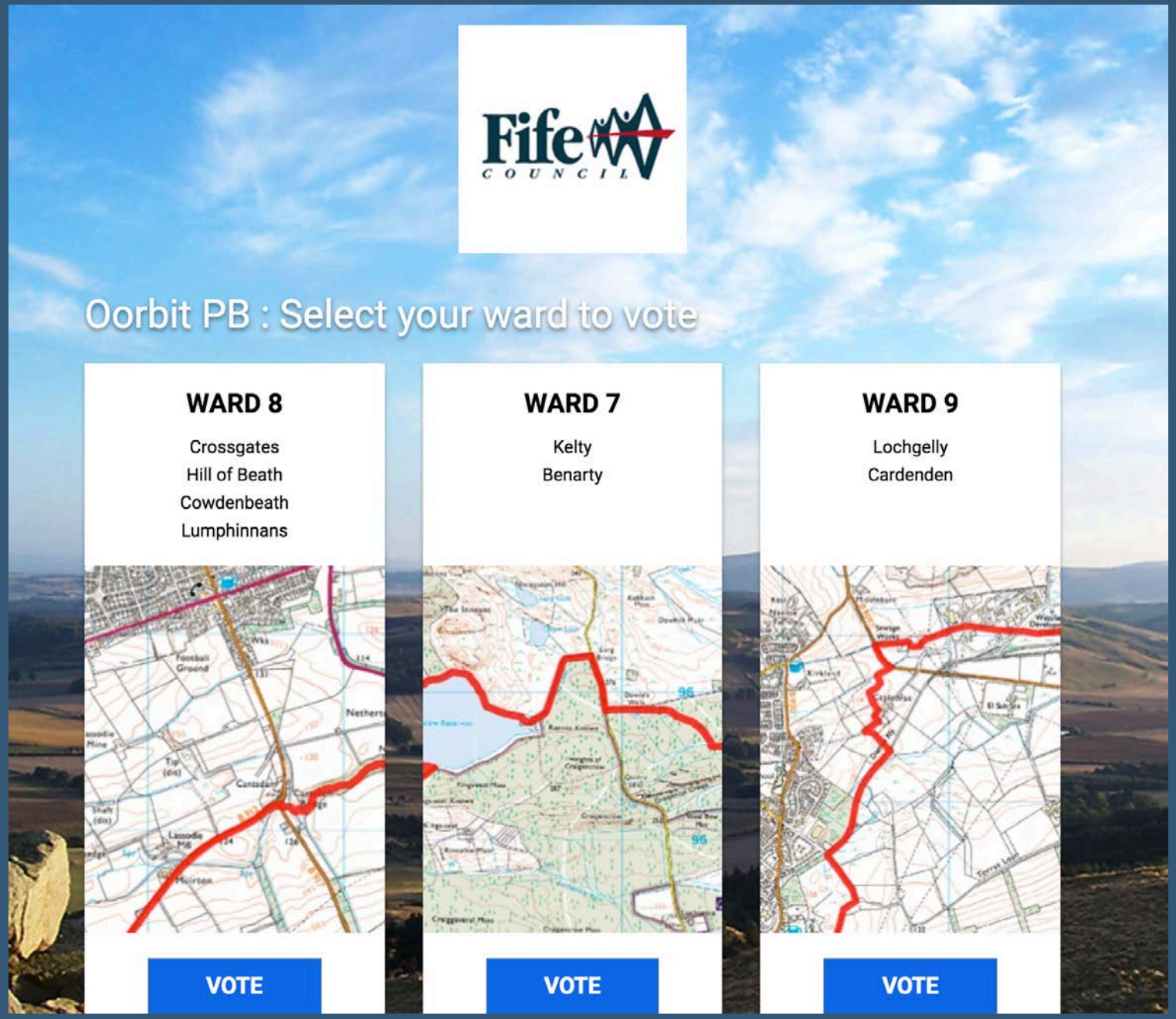
Digital Tools for Participatory Budgeting Programme (Scotland)

Six digital tools were selected…

\+ ‘**Open Active Voting**’, recently launched in Scotland

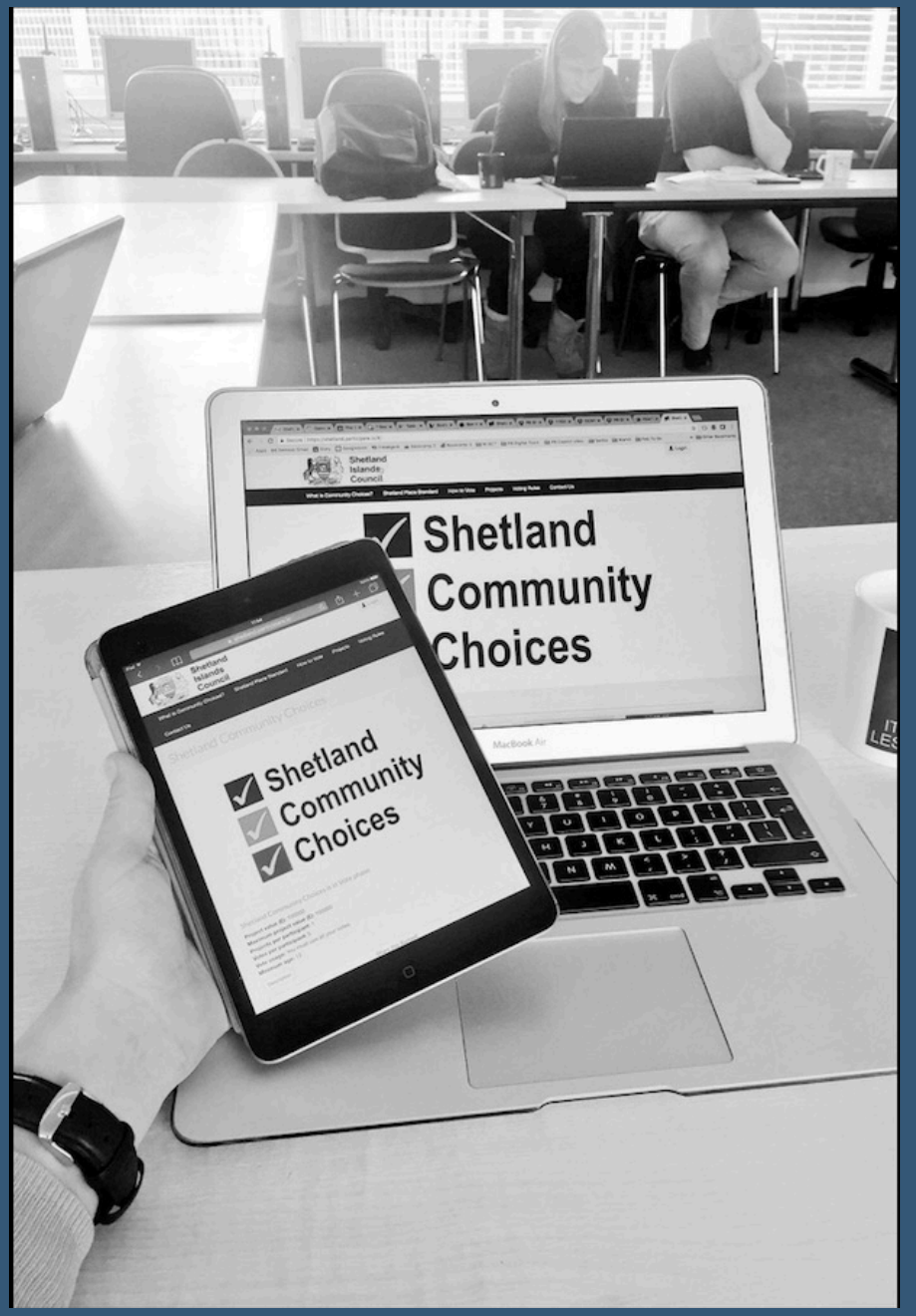
Fife ‘Oor Bit’

- 710 people voted online
- 166 ideas generated, 99 of which were generated online
- 50% voted online, 60% offline



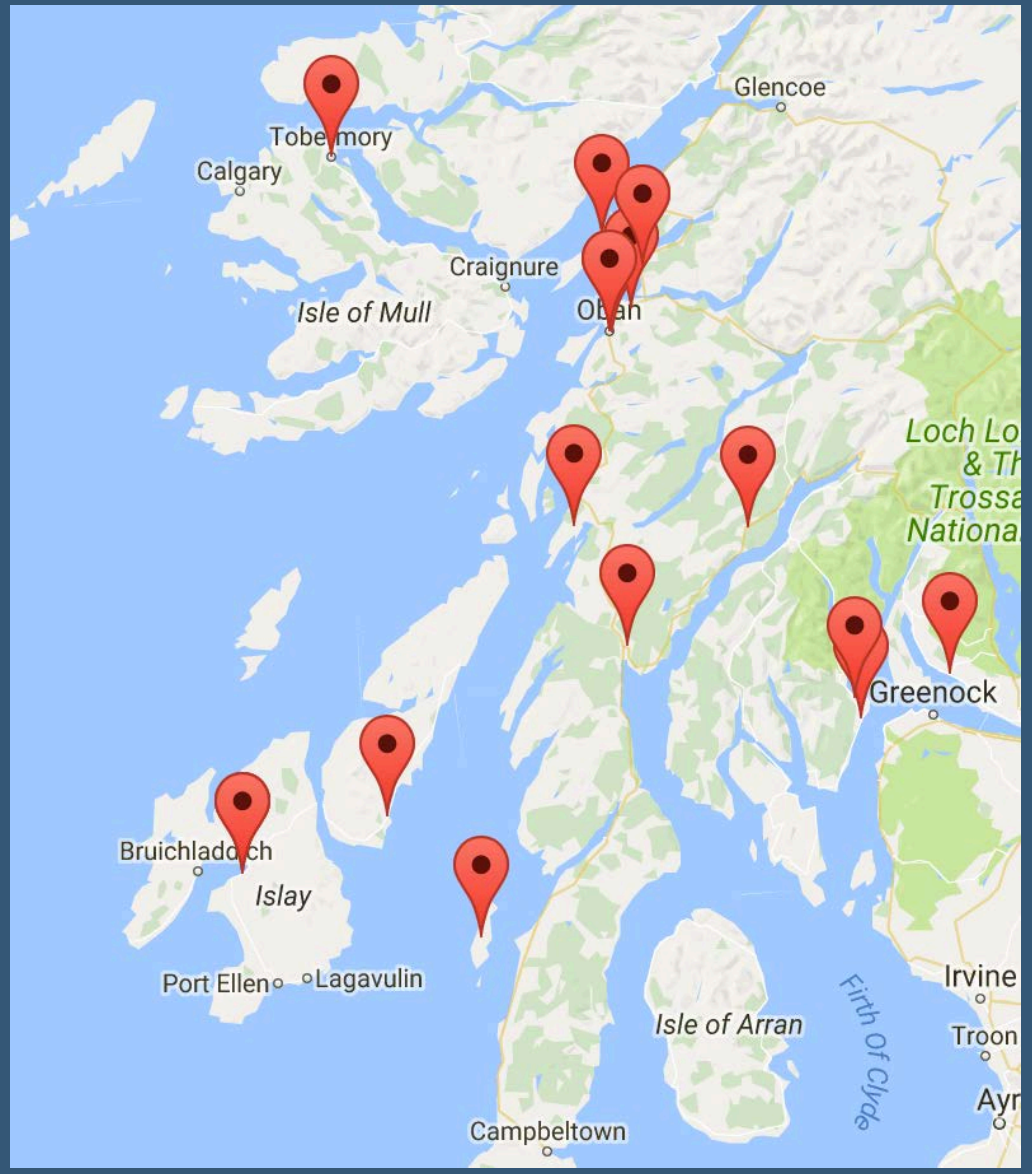
Shetland Islands

- 1000 people voted!
- Lots of offline engagement
- Very remote, geographically dispersed



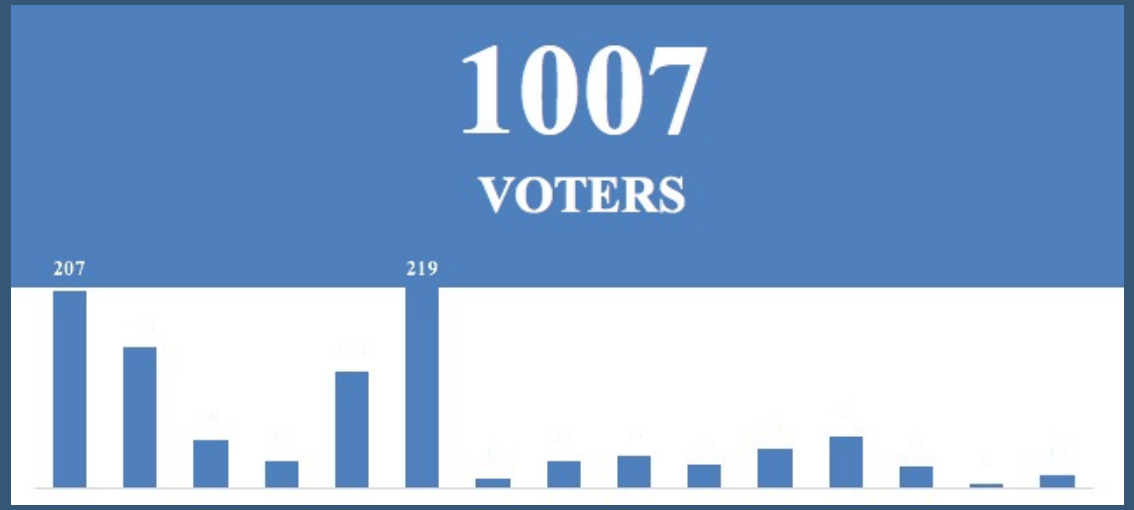
Argyll & Bute ‘Growing Gaelic’

- 889 people voted (online ONLY)
- Targeted theme
- Small pilot (£15k)
- Rural area and islands
- Reaching out to networks of the ‘un’usual suspects
- 22 ideas generated (less than 1 month)
- 57 participants involved in discussions
- 120 discussion points
- Voting for 1 month



Ruchill/Possilpark, Glasgow

- Population of 8,000
- 1007 voters online
- 170 at offline event



Dundee

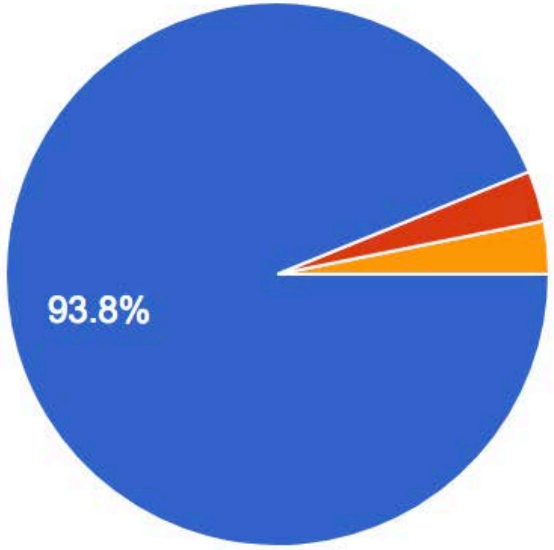
- 11,472 **voters**
- Voting options selected/removed: **112,508** times
- Map explored **2,041** times
- Projects explored **11,545** times
- Project Design PDFs opened **1,729** times

SUPPORT: What about people who are not online?

- Trained Dundee Council Staff to help get out the vote using 70 tablets across the city
- Pop up events at schools, sheltered housing, libraries & football stadiums
- User guides available and support telephone number
- Manual Email address process to allow people with out an email address to take part

Did you find the voting website easy to use?

4,355 responses



- Easy to use, straight forward, easy to navigate.
- “Potentially very empowering for Dundee's communities.”
- “I thought the site was designed well and very interactive.”
- “Great idea! More please!”
- “More information of budget breakdown on projects.”
- “Allow the public to put forward ideas”

Lessons from Scotland

1. Not build it and they will come (tools not a magic solution)
2. Security and verification (accessibility)
3. Active facilitation helps
4. Builds on work that you’re doing already
5. Deliberation online – qualitative research
6. Process not project (PB as a cycle)

Bay Olympic Soccer Club

Bay Olympic Soccer & Sports Club is the largest in West Auckland, with around 3,000 members from a wide range of cultures and age groups.

Target reached

1 vote = $5

$13,455 $13,455

Leataata O Tupulaga Preschool

Leataata O Tupulaga Preschool is a community-based preschool focused on helping children grow up to be confident, healthy, and ready for school.

Voting closed

1 vote = $5

$16,705 $17,500

Matuku Reserve Trust

Matuku Reserve Trust are developing the education and conservation potential of their wetland area in Te Henga, West Auckland.

Voting closed

1 vote = $5

$85,125 $100,000

Burgerbegroting district Antwerpen

In thema Stad & Beleid

WAT ZOU JIJ DOEN MET 1 MILJOEN?

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Comfort Break

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Practical considerations of online and digital engagement

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- How can you use online or digital tools, offline?
- Go where people are – network mapping?
- Who can you count on to give support to the process?
- Who else do you need to involve or inform?
- Training to upskill community members
- Remember: bespoke adjustments to digital tools can cost

- Depending on the tool you choose, this could include moderation of conversations, approving or denying user registrations, gathering data and analytics and creating and publishing web content

- Do you want to include surveys or questionnaires at the end of the online user journey? If so, what will you ask and why?

- Have a named lead – train the trainer, clear responsibilities. Who needs to be trained to use the digital tool and who just needs to be aware of how it generally works?

Communications and branding

- Ensure consistency across the project
- Use social media to promote
- Keep all the ideas in one place.

Voting Options

- 1 person, 1 vote
- Weighted multiple votes (Oor Bit Fife– three ward areas, 3 votes)
- Optimum number of votes vs. proposals (D21 / SoRP)
- Scoring each idea one a scale (Leith Decides - two budgets, 1-5)
- Option for – and + votes

Ensure any offline voting processes matches exactly.

Verification

I.D. verification

Postcode

My DUNDEE Sign in / Register

Council Tax no.

Accessibility V **Security**

Too little – not secure

Too much – fewer participants

Plan the process from beginning to end

Re-cap

- What do we mean by online and digital engagement
- When it can be used
- Benefits and challenges
- Examples from Scotland and beyond
- Key Lessons
- Practice advice.

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Discussion and questions

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Interactive Demo – try some tools

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IDEA GENERATION

- Dialogue: h**ttps://pb.dialogue-app.com/ni-demo/**
  register to add ideas and comments; no log-in to read

- Your Priorities: **https://scotland-pb-demo.yrpri.org/group/1604**
  check the email you registered with for an invitation

VOTING

- Open Active Voting: **https://ktest.betrireykjavik.is/**
  no registration required

- Mentimeter: **https://www.menti.com/3f3cb92e**
  no registration required

Thank you!

Kelly McBride
www.demsoc.org
@demsoc / @kelly_mcb

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HOME ABOUT WHAT IS PB NEWS EVENTS TRAINING RESOURCES

WHAT IS
PARTICIPATORY BUDGETING

Participatory Budgeting can be described as "Local People deciding how to allocate part of a public budget."

FIND OUT MORE

PARTICIPATORY BUDGETING WORKS

www.participatorybudgetingworks.org

HOW TO
GET INVOLVED

GO TO AN EVENT

JOIN THE NETWORK

SUPPORT OR RESOURCING

JOIN THE
PB NETWORK

The PB Works Network is free and open to anyone who is interested in participatory budgeting.

Network members are invited to contribute their ideas, learning and enthusiasm to advancing PB across the region.

BECOME A MEMBER

Having trouble with the form? Contact louise@communityplaces.info

FIND OUT MORE
RESOURCES

ALL | LINKS TO PB IN ACTION | VIDEOS | DOCUMENTS | PB SUPPORT WEBSITES

LINKS TO PB IN ACTION

HOLYWELL STEW

VIDEO

YOUR VOICE, YOUR CHOICE

DOCUMENT

PB CASE STUDY

The City of Edinburgh Council and the Leith Partnership

PB SUPPORT WEBSITE

DUNDEE DECIDES

VIDEO

MAKING PEOPLE COUNT

DOCUMENT

VIDEO

TRIANGLE HOUSING ASSOCIATION VOTE FOR FUN

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Evaluation
Thank-you for participating

www.participatorybudgetingworks.org

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