

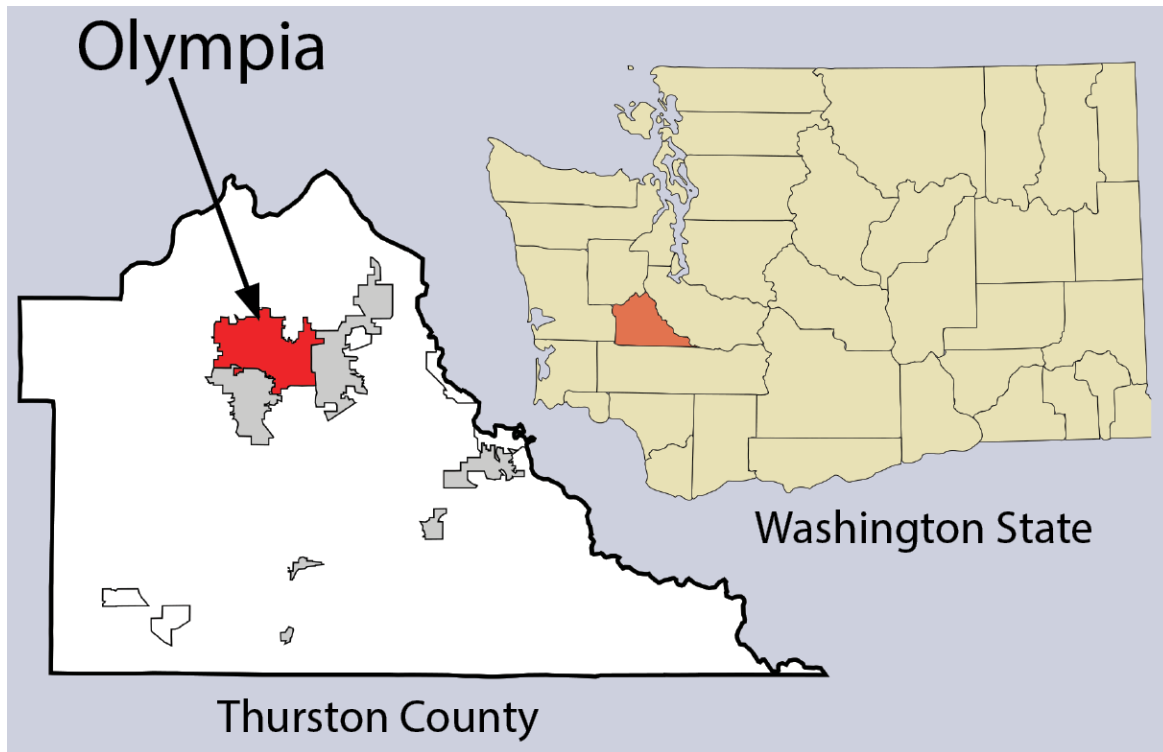


# Puget Sound Finance Officers Association

Budgeting Different – Engaging the Community Early in the Process



# Olympia – The Capital City



Population	52,490
Largest Employer	State and Local Government
Full Service City	
Operating Budget	\$155.9 Million
Capital Budget	\$23 Million
Employees	591
Multifamily	45%
Poverty Rate	12%



# The Budget Games









# A Vibrant, Healthy, Beautiful Capital City

Neighborhoods	Downtown	Community, Safety, & Health	Economy	Environment
<ul style="list-style-type: none"><li>• Distinctive Places and Gathering Spaces</li><li>• Neighborhoods are Engaged in Community Decision Making</li><li>• Safe and Welcoming Places to Live</li><li>• Nearby Goods and Services</li></ul>	<ul style="list-style-type: none"><li>• A Safe and Welcoming Downtown For All</li><li>• A Mix of Urban Housing Options</li><li>• A Variety of Businesses</li><li>• Connections to Our Cultural and Historic Fabric</li><li>• Engaged Arts and Entertainment Experiences</li><li>• A Vibrant, Attractive Urban Destination</li></ul>	<ul style="list-style-type: none"><li>• Inclusive, Respectful, Civic Participation</li><li>• A Safe and Prepared Community</li><li>• Health and Wellness</li><li>• A Quality Education</li><li>• Adequate Food and Shelter</li></ul>	<ul style="list-style-type: none"><li>• Abundant Local Products and Services</li><li>• A Thriving Arts and Entertainment Industry</li><li>• Sustainable Quality Infrastructure</li><li>• A Stable, Thriving Economy</li></ul>	<ul style="list-style-type: none"><li>• Clean Water and Air</li><li>• A Daily Connection to Nature</li><li>• A Toxin-Free Community</li><li>• A Waste-Free Culture</li><li>• Preserved, Quality Natural Areas</li></ul>

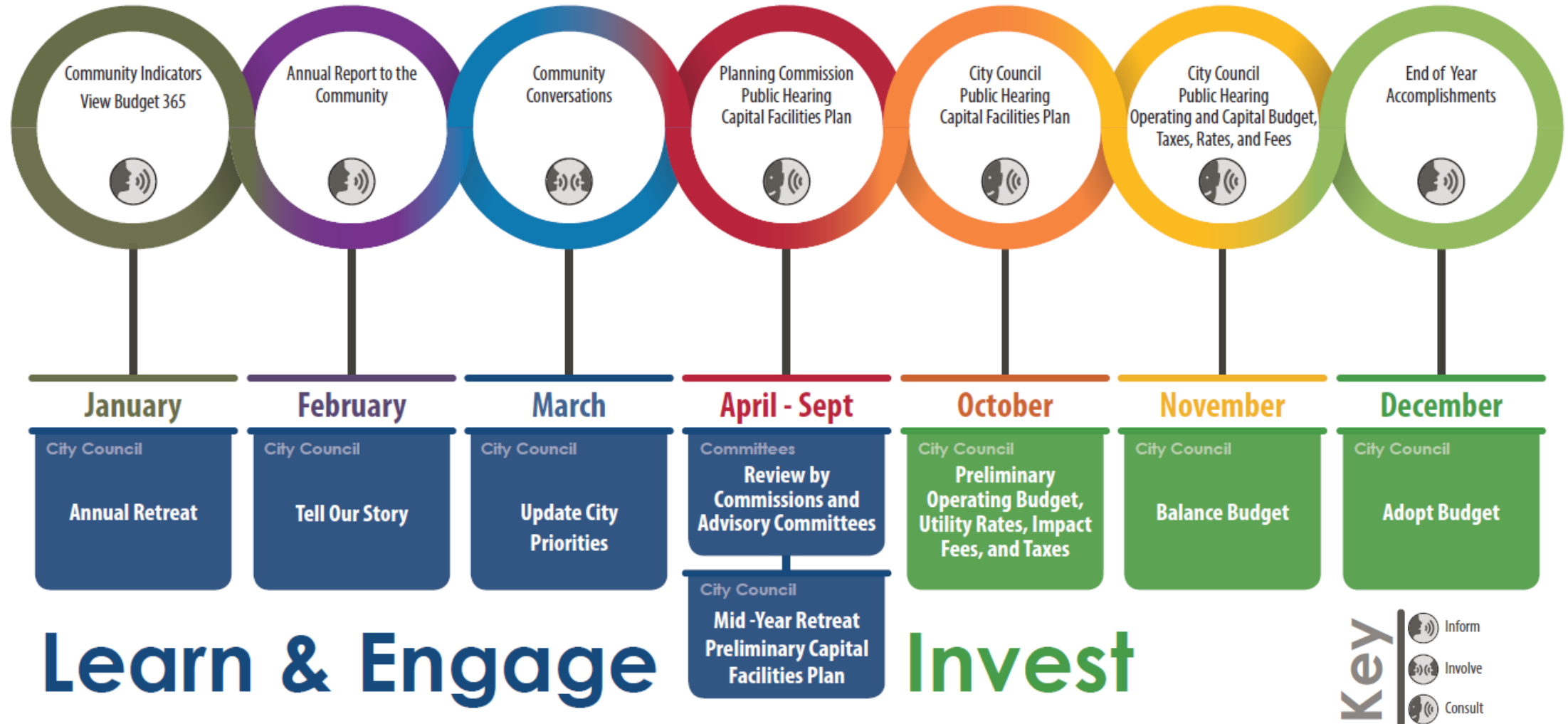


# Measuring Progress

- 31 Indicators in 5 focus areas
- Updated and Reviewed Annually
- Connected to Operational Performance Metrics

BASELINE	MOST RECENT	GOAL	TARGET	STATUS
<b>Citizen Satisfaction with their Involvement in City Decision Making</b>				
57% very or mostly satisfied (2014)	75% very or mostly satisfied (2017)	Increase	TBD	
<a href="#">▶ More information...</a>				
<b>High School 5-year Graduation Rates</b>				
86.3% (Class of 2013)	91.6% (Class of 2015)	Increase	1-5% annual increase	
<a href="#">▶ More information...</a>				
<b>Number of Individuals who are Homeless in Thurston County</b>				
441 (2006)	579 (2017)	Decrease	TBD	
<a href="#">▶ More information...</a>				
<b>Participation in Parks, Arts and Recreational Activities (Hours)</b>				
244,570 (2015)	250,301 (Oct 2016-Sept 2017)	Increase (2% annually)	255,300 (Oct 2017-Sept 2018)	

# Priorities, Performance and Investments



# A New Approach

- Engage with people that represent our community
- Reach people we do not normally hear from
- Educate them on the budget



# Education Materials – Hard Copy

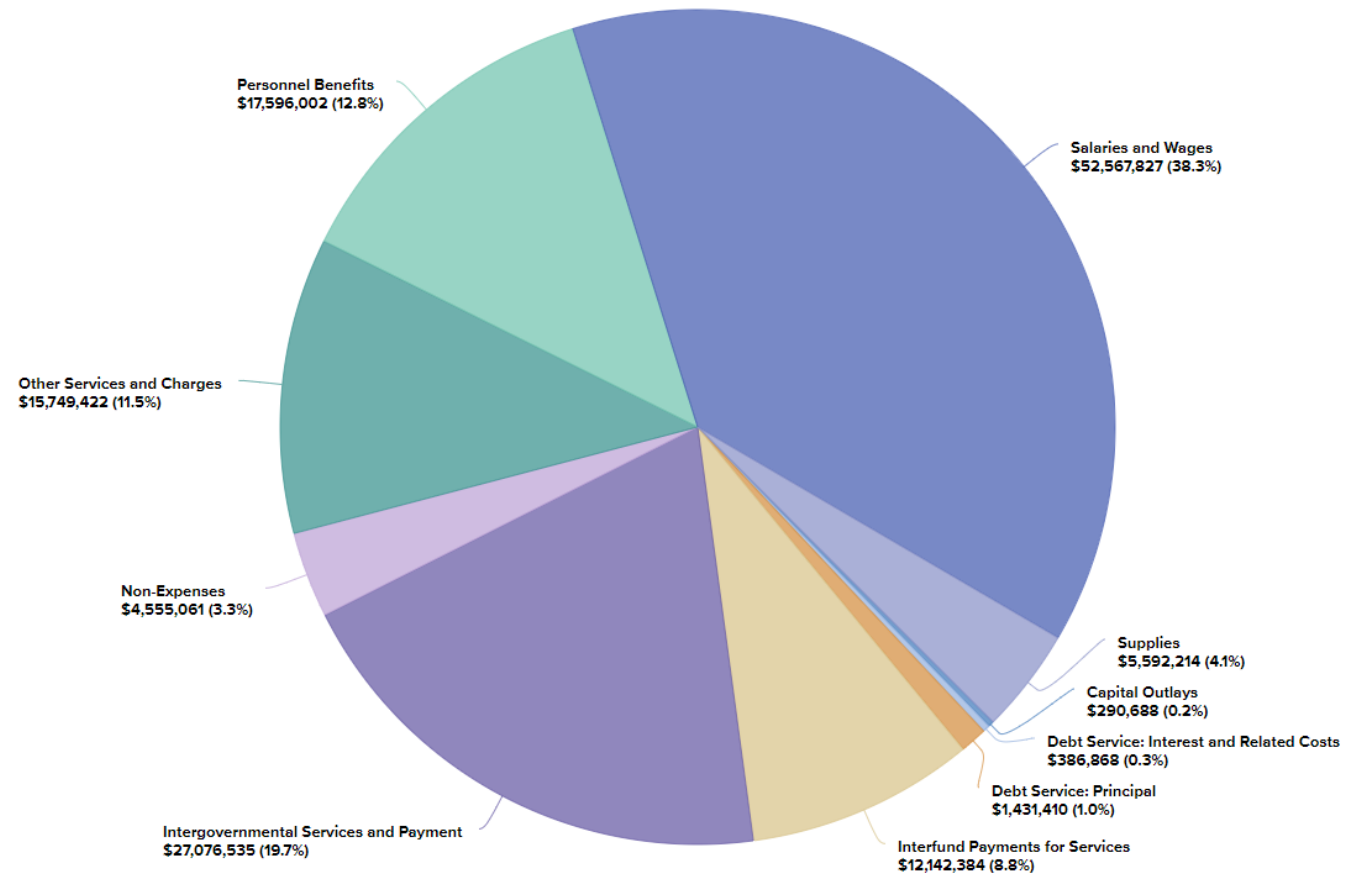
Hard copy documents:





# Education Materials – Visual Data Stories

## Online interactive visuals

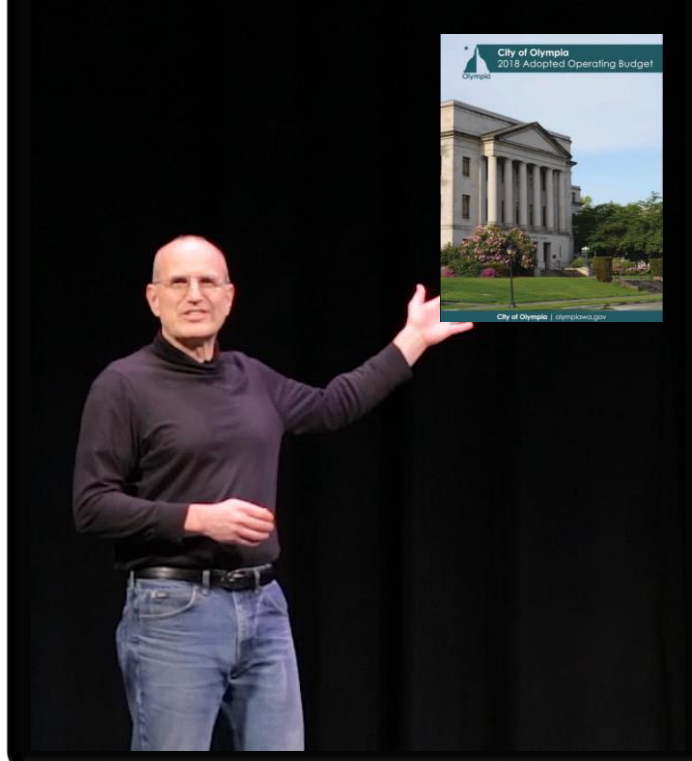


# Education Materials - Videos

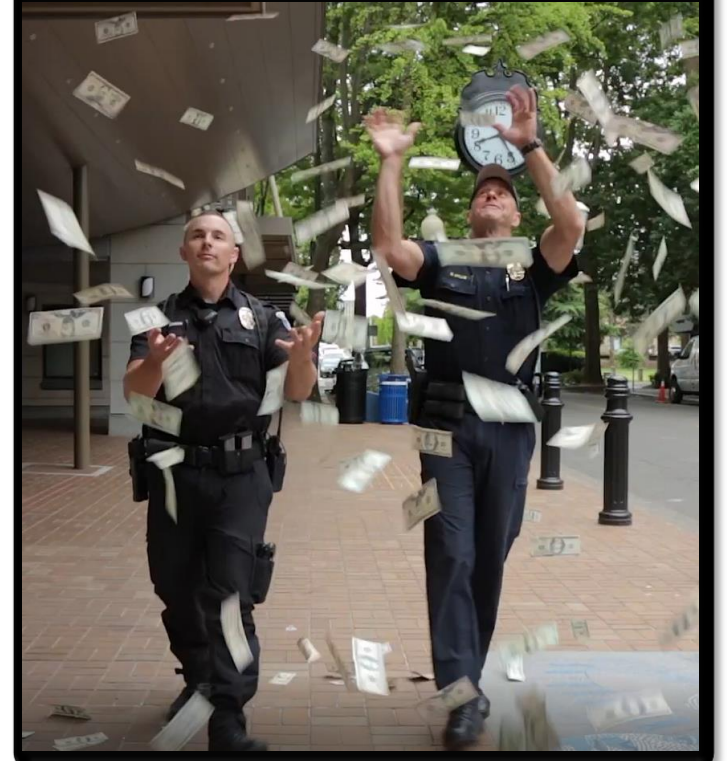
Budget Wars



We Budget Different



Show Me the Revenue



# Hosting a Conversation (Not a Meeting)



## Purpose:

Listen to citizen's perspectives on the top priorities...to inform the City's budget investments over the next two years.



# Reaching New and Diverse People

- 225 invitations sent
- 72 responses
- 32 said “yes”

## Participant Demographics:

- People of color (14%)
- Income < \$50K (20%)
- Renters (14%)
- Never participated in a planning process (40%)



# The Invitation



- Personal Invitation from the Mayor
- Filled spots based on demographics
- Reduced Barriers
- Confirmed participation

# Preparing for the Conversation

- Worked with Council on “Active Listening” Techniques
- Paid attention to who was facilitating
- Warm and personal welcome to everyone





# It's All About the Budget, but Not Really

1. Welcome & Orientation
2. Choose Focus Area
3. Conversation
4. Reflections



# They Talked, We Listened





# Informing the City's Budget

## 1. Priorities

## 2. What We're Already Working On

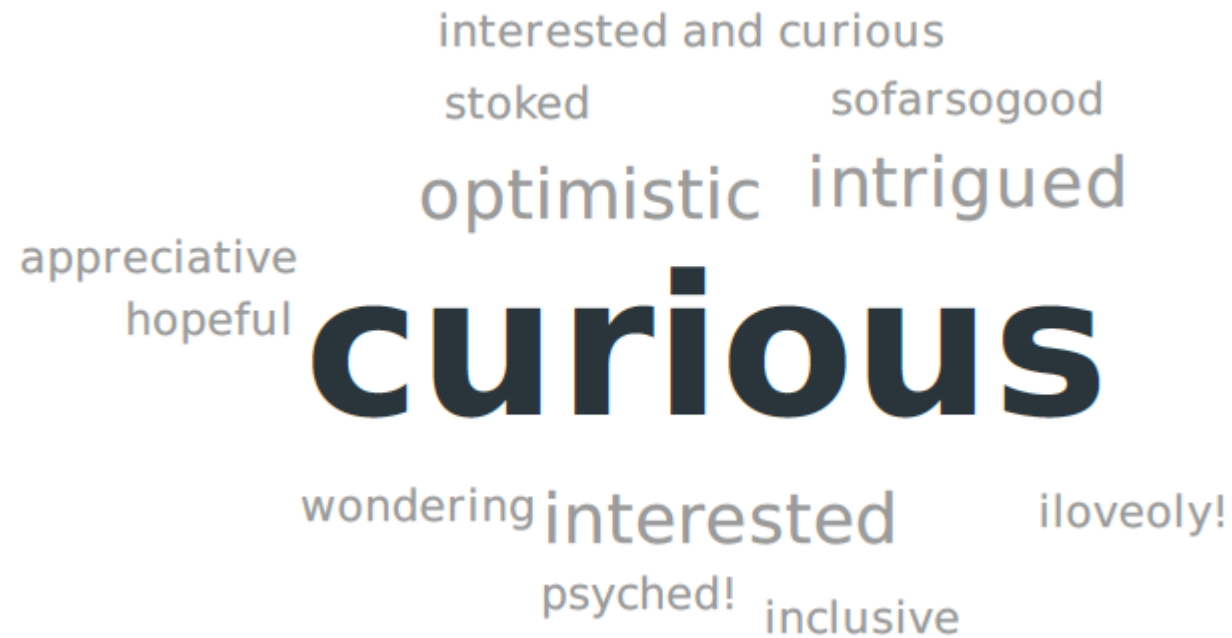
## 3. Gaps





# Before...

What is one word to describe how you feel arriving here today?



A word cloud of responses to the question 'What is one word to describe how you feel arriving here today?'. The word 'curious' is the largest and most prominent, centered in the middle. Other words are arranged around it in various sizes and orientations. The words include: 'interested and curious', 'stoked', 'sofarsogood', 'optimistic', 'intrigued', 'appreciative', 'hopeful', 'wondering', 'interested', 'i loveoly!', 'psyched!', and 'inclusive'.

interested and curious  
stoked sofarsogood  
optimistic intrigued  
appreciative  
hopeful **curious**  
wondering interested i loveoly!  
psyched! inclusive

# After...

What is one word that describes your experience of this conversation?



# They Will Continue to Engage

Evaluation Questions (4/10)

024

**I think I will pay more attention to city government after this experience.**

Strongly Agree



46 %

Agree



54 %

Disagree



0 %

Strongly Disagree



0 %



# Fostering Trust Begins

Evaluation Questions (2/10)

0 2 4

**I am confident that the feedback we provided today will influence decisions at City Hall.**

Strongly Agree



33 %

Agree



58 %

Disagree



4 %

Strongly Disagree



4 %

# What We Learned

- Personal invitations and meeting design mattered – a lot
- Dialogue amongst participants was rich and relevant
- Council actively “listening” and “reflecting” created trust
- Labor intensive but worth it

# Questions?

