The People’s Project!
Your Money, Your Power, Your Project.

Power to the People – Right On!

Presented by Sue Hagener, Administrative Services Director and Barbara Hanna, Communications and Marketing Director
The Challenge

How do we get the community more involved in the City’s budgeting process?

How much involvement? How much money? Are we duplicating the work we just did?
Participatory Budgeting

A democratic process in which community members decide how to spend part of a public budget. It gives real people real power over money.

https://www.participatorybudgeting.org/
Size Doesn’t Matter

7,500 or 750,000 Doesn’t Matter

Seattle

Sequim

British Columbia, Canada

Tacoma

Seattle
The Sequim Solution

High Touch/Low Tech

Keep it Small Town Friendly
The Pitch to City Council

Fits our Organizational Value of Continuous Improvement
Design the Public Event

Branding

Final Projects

Who Gets to Vote

Marketing Plan
Branding

Logo (Trademarked)

Posters

Money

The Winning Project Signage
Final Projects

New Holiday Bells

Water Stations

Bigbelly Trash and Recycling Receptacles

Pioneer Park Pathway

Pet Waste Stations
What Projects Might Make an Impact in Your Community?
Who Gets to Vote?

City Residents

County Residents

Students

Visitors
Thinking about the composition of your community, who do you think your Council would want to invite to the party?
The Marketing Plan and Tools

- Posters
- Flyers
- Stickers
- Money
- Signage
- Newsletters
- News Releases
- Weekly Social Media Posts
- Irrigation Festival Booth
- Follow-up on Results
The Event – Sequim High School
The Event – Sequim Middle School
The Event – Irrigation Festival Weekend
Family Fun Day
The Event – Irrigation Festival Weekend
Voting at Civic Center
What type of voting event do you think would be most effective in your community?
By the Numbers

- Multiple press releases, news articles, radio spots, and e-mails
- 1 visit to the Middle School (promotional only)
- 1 visit to the High School (voting event)
- 1 All-city staff presentation
- 2 City Council presentations
- 12 funny hats
- 4 picket signs

- 5 voting displays, 5 voting boxes and 2 Dare to Dream boxes
- 50 Dare to Dream cards
- 30 hours of voting
- 10 pounds of chocolate coins
- 2 money refills
- 22 city staff and councilmembers
- Countless hours of planning, promotion, and execution
Total Voters

Total Voters = 951

City: 358, 37%

County: 539, 57%

Visit or: 54, 6%
And the Winner is...
First Place!

Watering Stations in City Parks

An idea to improve life in Sequim...

Project: Water Stations

Materials: $29,300
Installation: $9,000
Project Administration: $14,500
Total Cost: $62,800

Locations: 9 in Sequim parks—Carrie Blake Park (5), Pioneer Memorial Park, Margaret Kinner Park, Seal Street Park, and Gerhardt Park

What will the project do?
Provide six water bottle refilling stations along with drinking fountains at various locations in Sequim, and three stations with an additional pet fountain feature. These will be located around parks and the Olympic Discovery Trail.

How will it improve the City of Sequim?
Promotes sustainability through water bottle re-use and keeps the community hydrated in sunny Sequim!

The People’s Project!

Your Money  Your Power  Your Project

Through Participatory Budgeting
The Runner Up

Bigbelly Automated Trash & Recycling Stations

An idea to improve life in Sequim...

Project: Bigbelly Automated Trash & Recycling Stations

Materials: $100,000
Project Administration: $30,000
Total Cost: $130,000

Locations: 13 in Sequim neighborhoods & parks

What will the project do?
Place 13 compacting trash & recycling stations that deploy smart, solar-powered, sensor-equipped mechanisms. Holding 5-10X capacity over traditional bins, they communicate their real-time status to streamline waste management operations.

How will it improve the City of Sequim?
Bigbelly promotes public space cleanliness and aesthetics with total waste containment - eliminating overflows, visible waste, windblown litter, and critter access. Creates cleaner, greener, safer pedestrian spaces.
Total Votes

Total Votes = 2,852

- Festive Bells: 163 City, 202 County, 17 Visitor
- Pioneer Park Trail: 151 City, 292 County, 40 Visitor
- Pet Waste Stations: 187 City, 273 County, 28 Visitor
- Bigbelly Trash & Recycling: 256 City, 388 County, 38 Visitor
- Water Stations: 316 City, 462 County, 39 Visitor
The Results

Nine Water Refill Stations Installed in City Parks

Two Bigbelly Trash Receptacles Installed in Downtown Sequim
Generate More Potential Projects

Dare to Dream!

Suggestion Card for the 2021 Budget

If you have a community project in mind (within Sequim City limits) for consideration in the next People’s Project voting event, complete this form. Your contact information is important so that City Staff may follow up with you.

Name

Address

Phone

E-Mail Address

My Dream Project!!!
Please be as specific as you can about your idea including location.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
The Future of The People’s Project!

Impact of COVID-19
Bandwidth
Budget
Logistics

Imagining the Future
What We Learned

• The community loved to be asked.

• We engaged high school and middle school students in the process, and they were excited.

• We received valuable input about community priorities and learned that sustainability initiatives are important to our residents.

• The project encouraged interdepartmental engagement and design thinking.

• We don’t know exactly when, but there will be a next.
Questions?