

NYC Civic Engagement Commission Public Meeting

Date: July 26, 2022



Meeting Rules & Reminders

- **To All Commissioners:**
 - Audio is enabled, please mute yourself if you are not speaking
 - Video cameras on *if possible*
- **To All Participants:**
 - This session **will be recorded**. Please feel free to turn off your camera if you wish
 - **All participants will be muted on entry**. Moderator will enable audio for participants during public testimony period
 - **Call participants in the order they have registered** for public comment prior to the hearing, then during today's hearing



Meeting Rules & Reminders

- **To All *Participants* Continued:**

- If you have not yet signed up but would like to provide public comment, you may sign up until 12:00 pm
- **To sign up to offer public comment...**
 - You may **type your name and affiliation in the chat**
 - If you are dialing-in via phone during the meeting and do not have access to a computer monitor, please **text your name and affiliation to 917-587-9103**
- We will call on participants by name in the order the name was received via chat box or text message

- **Captions**

- **Due to technical issues, captioning will be through a live link that will be placed in the chat.**

Agenda

I. Attendance

II. Approval of Minutes from June 22,2022

III. Program Updates & Upcoming Plans

A. NYS Open Meetings Law Updates

B. Updates on Poll Site Methodology

C. Participatory Budgeting Launch presentation

IV. Proposed Resolution on Participatory Budgeting

V. Public Comments

Open Meeting Law Resolution Text- Discussion Point

This resolution shall take effect immediately and shall remain in effect until the ***earlier of***: 1) such time as the Governor ends the state disaster emergency and the Mayor ends the city state of emergency based on COVID-19 transmission; ***or*** 2) such time that the Commission concludes that the circumstances necessitating the emergency declarations by the Governor and Mayor would no longer affect or impair the ability of the Commission to hold in-person meetings.

YOUR FAITH IN ACTION

JOIN US FOR A DISCUSSION BRINGING TO LIGHT
ISSUES SURROUNDING CIVICS AND FAITH AS
WELL AS LEARNING ABOUT THE AUGUST PRIMARY

08/11
12 -1:30 PM

RSVP AT
bit.ly/faithnyc

Citywide Participatory Budgeting

Implementation Plan Briefing

CEC Commissioners



July 2022

Our Roadmap



Goals and Vision

Process Steps and Timeline

Stakeholder Engagement on Design

Funding Methodology Proposal

Outreach and Engagement Strategy



Goals and Design Principles



Introduction

Starting in September 2022, the CEC will begin the process of running NYC's **first city-wide** participatory budgeting program.

New Yorkers, **11 years and older**, regardless of citizenship status, will be invited to directly decide how \$5M of mayoral expense funding should be spent.

This process is in addition to, and distinct from, the process run by City Council Members.

Goals and Design Principles

Between 2020-2022, the PB Advisory Committee deliberated on & decided the following goals:



Goal 1: Address equity issues in how the city funds local projects & spends public resources



Goal 2: Promote greater respect for lived experience of residents within city government



Goal 3: Build civic leaders and aid grassroots organizing efforts in the city



Goal 4: Bridge gaps in knowledge about public spending among residents



Goal 5: Increase civic engagement among underrepresented communities



Goal 6: Strengthen confidence & trust in local government

Introducing

The People's Money

- ★ Emphasizes that this is a process for the people
- ★ A continuation and expansion of the TRIE PB Process
- ★ Differentiates the CEC process from the Council's **PB NYC: The People's Budget**
- ★ **New graphic coming soon!**



Steps in Process and Timeline



The focus of today's discussion is on **PHASE ONE**

IDEA GENERATION

Context

Stakeholder Engagement/Feedback

- What stakeholder groups were involved in informing the design of the program?
-

Vote

Implementation Plan and Funding Methodology

- Where will the process be implemented (at what level of geography)?
 - How will the money be allocated?
-

Feedback

Infrastructure, outreach and engagement strategy

- Plan for implementing first phase of the process (idea generations sessions)
- How will CEC engage partners and stakeholders?

High-Level Timeline: FY22- FY23

PHASE ONE: Stakeholder Engagement, Funding Methodology, Outreach Strategy

PHASE TWO: Voting Methodology, Project Implementation

APRIL - MAY 2022

Stakeholder Feedback

- Intergovernmental Working Group
- Participatory Budgeting Advisory Group
- Community Conversations
- Community Board Surveys

JUNE 2022

Revise and Refine Plan

- Integrate feedback from stakeholder groups to refine and further develop implementation plan
- CBO Implementing Partners RFI Issued (June 15th)

JULY - AUG 2022

Present Plan to Commissioners

- **Commissioners vote on proposed funding methodology**
- **Present implementation plan for feedback**
- **RFI applications evaluated and selected**

SEPT - OCT. 2022

Idea Generation and Project Development

- Implementing partners and key stakeholders facilitate idea generation and propose projects
- Anyone can propose projects and ideas online

NOV. - MAR. 2023

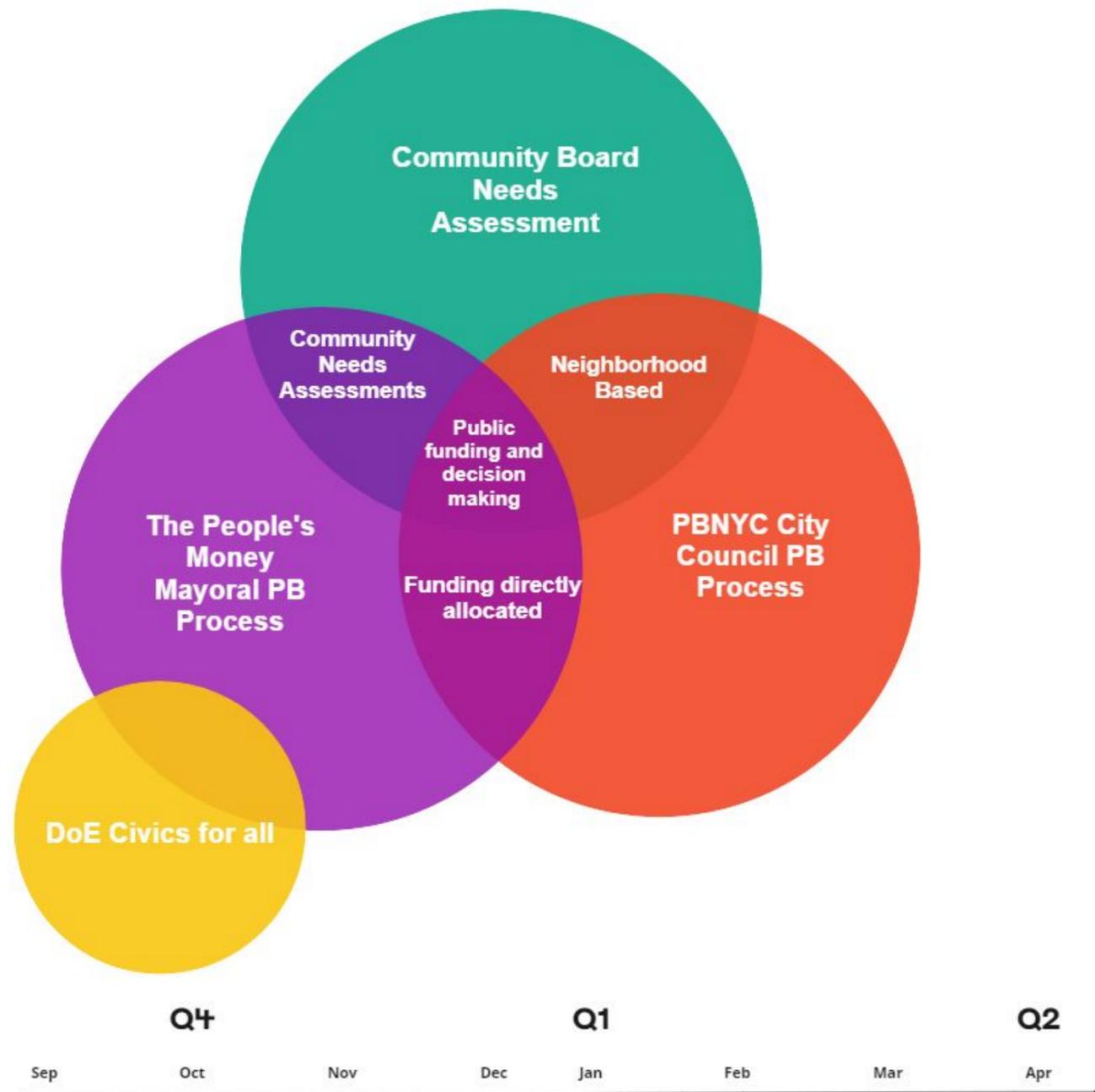
Project Vetted, CEC Facilitates Identification of Implementing Organization

- Projects finalized
- Open call for organizations to submit proposals to implement
- Ballot created
- Ballots translated into multiple languages
- Vote plan presented to Commissioners

APRIL - JUNE 2023

Voting Period, Winning Projects Announced

Public Spending Decisions: How Citywide PB Aligns with Current Processes



Timeline



	Funding	Voters	Projects
Community Boards	Capital and Expense	Board Members	Recommended
City Council	Capital OR Expense	District Residents	Funded
Citywide	Expense	City Residents	Funded
DOE Civics For All	Capital and Expense	School Community	Funded

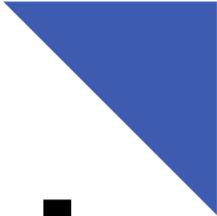
Collaboration Areas

The CEC is dedicated to making PB a successful process and looks forward to working with the Council towards that goal.

CEC has briefed the Central Staff and the District Staff

Possible areas of collaboration include:

- Co-Sponsor Meetings where appropriate
- Ideas exchanged between CEC and Council assemblies
- Social media tool kits for sharing out info about *The People's Money*
- Running an idea generation session alongside a CBO in your district
- Join our Citywide PB week of action on September 6th – 13th to talk about PB to your residents (if there is an event that falls in your district)
- Have District Office serve as an idea collection location (residents can stop by and submit their ideas for projects for citywide PB and your district if applicable)
- Promote on social media and website (CEC social media kits)



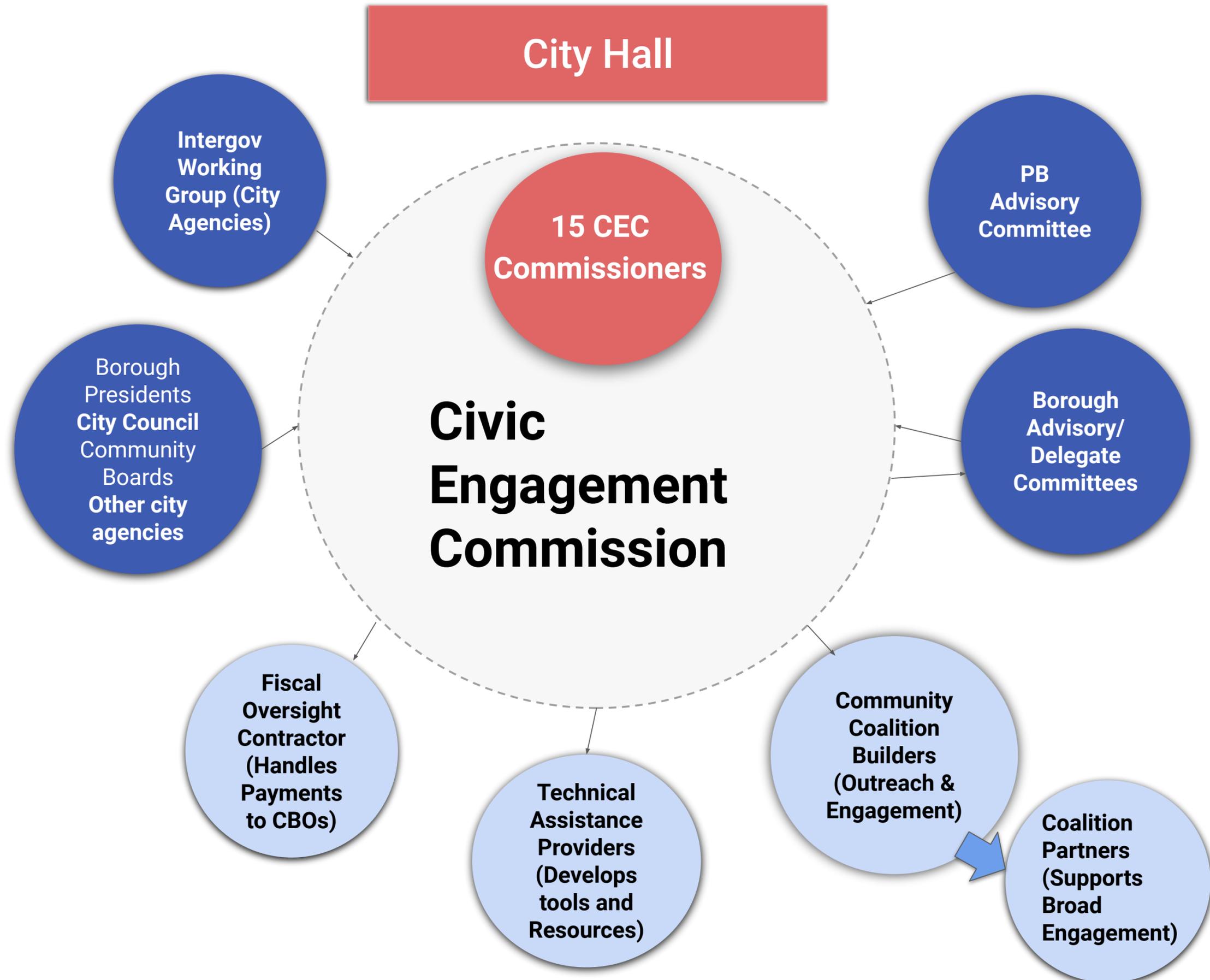
Stakeholder Engagement on Program Design

Citywide PB Stakeholders:

PB Advisory Committee (PBAC), NYC Speaks, Community Boards, Intergov Working Group,
Community-Based Organizations, other City Agencies



Governance & Implementation Structure



Stakeholder Engagement: PB Advisory Committee

Groups and constituencies represented:

As of July 2022, the CEC had 24 PB Members organized as follows:

- Core Committee (14)
- Outreach Subcommittee (8)
- Research and Evaluation (3)
- Tech and Digital Engagement (4)

Constituencies represented:

Youth
 Veterans
 People with disabilities
 Immigrants
 NYCHA residents
 Labor
 Seniors, parents
 Social services
 Education
 Faith-based community

Organizational Representation

Civil Rights: NAACP

Organized Labor: NYCLU

Advocacy and Social Services: Citizens Committee for Children, NY Immigration Coalition, RAICES, United Activities Unlimited

Technical Assistance/Capacity Building: BetaNYC, Participatory Budgeting Project

Community Boards: Queens CB 6 & BK CB 17

Academia/Research: Marxe School of Public and International Affairs Baruch College-CUNY, CUNY Staten Island, and Brooklyn College, Cornell Tech Urban Tech Hub

Arts and Culture: Arts and Democracy, Cool Culture

For complete list, [here](#) is the link.

PBAC Recommendations Incorporated into Proposed Plan

Implementation and Governance Structure

PBAC Recommendations

- **Governance structure proposed:** CEC, CEC Commissioners, PBAC, Borough based Advisory Committees & other key stakeholders (Residents, City Council PB Program, Community Boards, Community organizations, Comptroller's Office, Borough Presidents)
- **Borough based Advisory Committees will be managed by CEC' Borough Based Organizers**

CEC Proposed Plan

- ✓ **Same as recommended, plus:**
 - Intergov Committee comprised of City agencies
 - Technical assistance providers will be brought in to support CBOs
- ✓ **Same as recommended, plus:**
 - will collaborate with contracted CBOs in the borough and other key stakeholders

PBAC Recommendations Incorporated into Proposed Plan

Program Scope Recommendations

PBAC Recommendations

- **Citywide, Borough and Local projects will be funded through process**
- **Boroughwide projects would be developed through a collaborative approach with different boroughwide stakeholders** and we would structure local process to occur in City Council Districts
- Expense funding level recommendations: **\$2.9M in Y1**, \$5.9M in Y2 and \$10.9M in Y3
- Capital funding allocation recommendation: \$200M in Y1 and \$400M+ in Y2

CEC Proposed Plan

- ✓ **Same as recommended**
- ✓ **Same as recommended**
 - Local projects will occur in TRIE neighborhoods
- ✓ **Funded Allocation (Actual) for FY 23-FY25: \$5M in Year 1**
 - CEC did not receive capital allocation for first year

Citywide Participatory Budgeting Evaluation Plan (High-level)

Evaluation and Research Approach & Proposed Evaluation Goals for Citywide PB:

- Members of the PB Advisory Committee (PBAC) led the effort to define the future Citywide PB's programmatic goals and evaluation strategy and focus.
- The evaluation of the upcoming citywide PB program will take a **formative approach**.
- The CEC along with the PB Advisory Committee's Evaluation and Research subcommittee hold regular meetings to discuss **best evaluation practices, pros/cons of different research evaluation frameworks** and **SOW for potential evaluators**
- The CEC is currently drafting a write up which will outline what is needed to conduct a robust evaluation of Idea Generation, the first phase of Participatory Budgeting
- CEC & the PBAC are proposing that the evaluator **produce a final evaluation report** to be made available to the public



Stakeholder Engagement: NYC Speaks

Communities should decide where the funding should focus on so that the community can access more resources.

Queens

Participant agreed on bringing in a youth board. The narrative would change with the younger generation's ideas

Brooklyn

What would make it easier for you to participate in civic engagement opportunities organized by the City Government?

60% More opportunities for the community to decide how to spend city money.
22% Citywide plan guided by community input
18% More information on how the city works and makes decisions

Brooklyn

Education *in city budgeting* is key and this can start with having community members knowledgeable on the Participatory Budgeting process to help support all needs mentioned above.

Queens

People become animated when they talk about their neighborhoods. This resulted in active participation in our conversation.

Brooklyn

Stakeholder Engagement: **Community Boards**

Community Boards: all boards were sent a survey asking about their interest in being part of the citywide Participatory Budgeting.

Options included:

- sharing information such as meeting schedules and online resources
- participating in the process, ability to apply for funding

- **Six boards** have replied as of 6/24 saying they would be willing to partner by having the CEC at meetings or by sharing information. Currently working with four boards to award funding

Stakeholder Engagement: Intergov Working Group

NYC Government Agencies:

- Administration of Children Services (ACS)
- City Council
- City Hall
- Comptroller's Office
- Office of Technology and Innovation (OTI)
- Department of Libraries and Cultural Affairs
- Department of City Planning (DCP)
- Department of Youth & Community Development (DYCD)
- Department of Education (DOE)
- Mayor's Community Affairs Unit
- Mayor's Office for People with Disabilities (MOPD)
- Mayor's Office of Criminal Justice (MOCJ)
- Mayor's Office of Immigrant Affairs (MOIA)
- Mayor's Office of Intergov Affairs
- Mayor's Office of Data Analytics
- NYC Housing Authority (NYCHA)
- NYC Opportunity
- NYC Service

Feedback and Recommendations incorporated into Citywide Implementation Plan:

- **Allocation methodology:** Group validated approach
- **Evaluation RFI:** NYC Opportunity helping to develop scope of work
- **Youth engagement:** Agencies collaborating to build pipeline to future youth ambassador program
- **Accessibility:** Changing & modifying CEC's digital tools (website, applications, etc.) to comply with international standards
- **Outreach and community engagement:** Strategies for reaching key constituencies & recommendations on how to structure grant (RFI) process and guidance on overall strategy



Proposed Funding Methodology and Allocation



Geographical Approach

Borough AND Neighborhood Based Process

As suggested by the PBAC and to fulfill the citywide mandate, **CEC will be running a borough-based process** for boroughwide PB projects.

In addition, the CEC **will continue to sustain a local process in the 33 TRIE neighborhoods to meet our equity goals.**

- Residents of TRIE neighborhoods will have an opportunity to vote for a project in their neighborhoods and for a boroughwide project. Everyone residing in a non-TRIE neighborhood will only vote for boroughwide projects.



Goal 5: Increase civic engagement among underrepresented communities by concentrating investments in high need neighborhoods



Goal 6: Strengthen confidence & trust in local government by maintaining the coalitions, neighborhood process and investments we built together over the last year through TRIE.



Funding Allocation

Allocations:

1. Received **\$5 million in expense funding** for project implementation
2. Received **\$2.72M in operational and outreach** funding
3. **No capital funding** for this cycle

Citywide PB Budget	
Total allocation for project implementation	\$ 5,000,000
33 Neighborhoods at \$50K	\$ 1,650,000
Borough-Based Process	\$ 3,350,000
<hr/>	
Total allocation for infrastructure, outreach and engagement	\$ 1,840,000
<hr/>	
Operations: translations, promotion, material, infrastructure, platform upgrades, printing etc.	\$ 880,000
<hr/>	
Total Budget	\$ 7,720,000

Proposed Funding Methodology for Borough Based Process

Weighted Funding by *Borough Poverty Levels*



Goal 1: Address equity issues in how the city funds local projects & spends public resources *by increasing citywide funds in boroughs with higher concentrations of poverty*

2015 - 2019 Population Fact Finder	Population	Percentage of City	Weighted by Population Only	% Under 100% of Poverty Level	Weighted by Poverty and Population	Redistribution Based on Poverty Measure Increase/ Decrease
Bronx	1,435,068	17%	\$569,500	26%	\$800,000	\$230,500
Brooklyn	2,589,974	31%	\$1,038,500	19%	\$1,000,000	\$38,500
Manhattan	1,631,993	19%	\$636,500	13%	\$525,000	\$111,500
Queens	2,287,388	27%	\$904,500	17%	\$850,000	\$54,500
Staten Island	474,893	6%	\$201,000	11%	\$175,000	\$26,000
Total	8,419,316	100%	\$3,350,000		\$3,350,000	

Project Eligibility and Vetting

Expense funding can fund projects and services such as mental health initiatives, gardening programs, after school programs, job fairs, arts events/classes, etc.

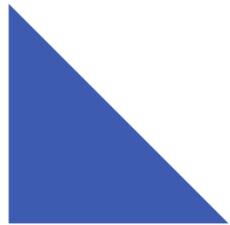
Eligibility and Vetting Criteria

- To be developed in consultation with Advisory Groups and Resident Assemblies

Examples of Previously Funded Expense Projects

- **PBNYC** - Gardening supplies and workshops for NYCHA developments
- **It's Our Money** - Paid training on helping youth prepare for a career and learn about the political process to get their voice heard today and in the future.
- **The People's Money** - Bringing plant-based community fridges and small educational gardens to five to ten schools in the Lower East Side for BIPOC youth and their families to access.

Outreach and Engagement Strategy



Strategy #1: Engage Broadly with Organizations, Key Stakeholders and Partners

- ★ Engage community boards
- ★ Build our partnerships with city agencies, public institutions, elected officials to boost and recruit broad participation
- ★ **Contract with CBOs** and community groups to host [Idea Generation sessions](#)



Goal 5: Increase civic engagement among underrepresented communities



Goal 6: Strengthen confidence & trust in local government by encouraging other government stakeholders to engage

CBO and Community Groups Host Idea Generation Sessions

Tier 1

TRIE Neighborhoods

- **Partners: 33**
- **Target: 150 per neighborhood**

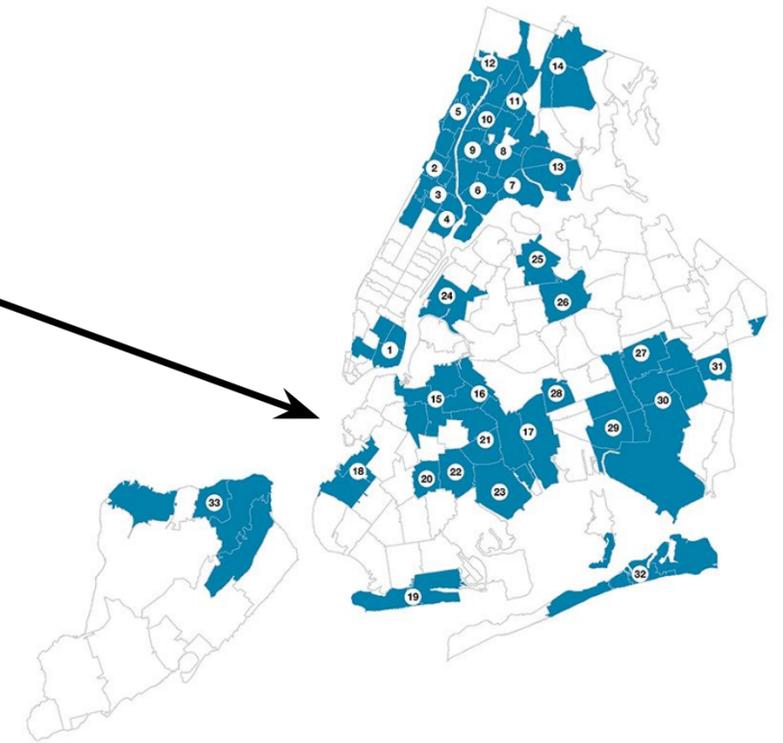
Manhattan: 5 TRIE Neighborhoods

Brooklyn: 9 TRIE Neighborhoods

Queens: 9 TRIE Neighborhoods

The Bronx: 9 TRIE Neighborhoods

Staten Island: 1 TRIE Neighborhood



Goal 2: Promoting respect by inviting in small organizations, civic groups, who are often left out of city funding opportunities

Goal 5: Increase civic engagement among underrepresented communities by creating a specific Tier to ensure they are included



Tier 2

CEC Key Target Demographic Groups

- **Target:** 400 participants per group
- **Groups*:** Youth, Older Adults, People with disabilities, Low English proficient individuals, Veterans, Justice-impacted individuals, Public housing residents, LGBTQIA+ individuals
- **Partners: 8**

**Groups based on charter demographics and additions proposed by PBAC*

Tier 3

Smaller CBOs, civic groups, community organizations, etc. (anyone)!

- **Who can apply?**
 - Community Boards, Libraries, Faith Institutions, Museums, Tenant Associations, Mutual Aid Groups, and more!
- **Min. participants target: TBD**
- **Partners: TBD**



RFI Response Rate - 230 Organizational (Unique) Applications

TIER 1 - TRIE Neighborhoods	
Borough	# of Applications
Bronx (9)	40
Queens (9)	35
Manhattan (5)	38
Brooklyn (9)	52
Staten Island	14

TIER 2 - Demographic	
Population	# of Applications
Youth	80
Older Adults	64
People with Disabilities	40
Immigrants/LEPs	65
Veterans	28
Public Housing Residents	55
Justice Impacted	46
LGBTQIA+	40

TIER 3 - 'Open Call'	
Applicant Type	# of Applications
CBOs or M/WBEs	52
Libraries	7
Faith Institutions	6
Tenant Associations	4
Civic/Block Associations	8
Sports, Arts or Music Academies	6
For Profit/Business	5
Older Adult Center	2
K-12 School	2
CUNY Campus	2
Community Board	2

Strategy #2: Invest in Civic Infrastructure Capacity Building

Community Coalition Builders

Engage an anchor CBO, faith-based organization, M/WBE, or local civic group to conduct outreach, canvassing, and facilitate deliberation and project development and submission at the community level, working closely with community boards, city council, and other key stakeholders

- Support on the ground facilitation of idea generation, project development, outreach and canvassing
- Work with community groups and residents, with oversight and support from the CEC and Technical Assistance Providers to develop proposals
- CCBs will also be asked to build leadership among residents at the local level

Technical Assistance Providers

Engage a consortium of providers who specialize in community engagement to provide technical assistance and capacity building:

- Build tools to support civic education and leadership development
- Develop and convene trainings based on needs (train the trainer model)



Goal 3: Build civic leaders and aid grassroots organizing efforts in the city by increasing resources, tools and training

Strategy #3: Learning

- ★ Integrate robust learning component into idea generation sessions
 - Budget basics, ways to influence budget making decisions (public hearings, community boards, etc.)
 - Present compelling community profile and community needs data and gamify!

CIVIC ENGAGEMENT COMMISSION

Civics Scavenger HUNT

As a group, find the following data for your neighborhood!

- A. Poverty rate
- B. Educational level
- C. Top 3 pressing issues submitted by Community Board

A: Go here:



participate.nyc.gov



Goal 3: Build civic leaders and aid grassroots organizing efforts in the city *by providing information on how their voices could be heard*



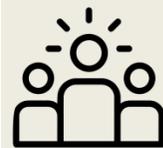
Goal 4: Bridge gaps in knowledge about public spending among residents *by providing digestible information about city budgets, that can be difficult to access and understand*

Strategy #4: Promote Deliberation AND Broad Participation

- ★ Engage residents in a deliberative process as part of the idea generation process to surface priorities and needs to inform, narrow, and collectively recommend project ideas.
 - Session facilitators/hosts narrow down project ideas with residents
 - CEC hosts borough-wide ‘People’s Assemblies’
 - Recruit representative groups to participate
 - Propose, deliberate, and narrow borough-based projects
- ★ Residents endorse top projects by category to narrow ballot (broad participation)



Goal 2: Promote **greater respect** for lived experience of residents within city government *by centering their needs and priorities in the generation of project ideas (ideas as solutions to addressing needs and priorities discussed by the group)*

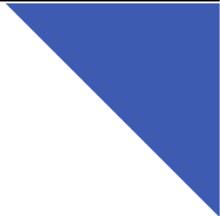


Goal 3: Build civic leaders and aid grassroots organizing efforts in the city *by bringing residents together, across the city to engage in deliberative dialogue and solutioning*

Also... Awareness Campaign Strategy Development in Progress!

- ★ **Promotion and marketing** through strategic placement (subway ads, bus shelters, Taxi TV, etc.)
- ★ Merchandise, branding and swag
- ★ **Social media toolkits** for sharing out
- ★ Deploy **the People's Bus** to celebrate and support outreach
- ★ Example of video: https://www.dropbox.com/s/yIk2hkeggI2kdzv/CEC_PeoplesMoney_MonYuck.mp4?dl=0





That's a wrap!

Thank you for your time.