



The Richmond People's Budget: Evaluation Report

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Methodology

Literature Review

- Considered 20 localities from around the world
- Equity impacts
- Efficiency improvements

Survey

- Conducted online and in person
- 63 responses

Focus Groups

- One in-person focus group(4 participants)
- One virtual focus group (10 participants)



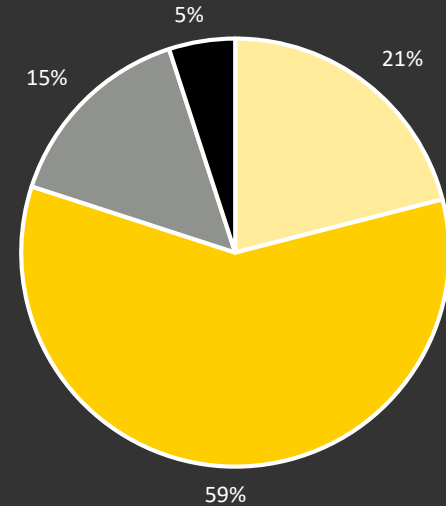
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Survey Findings: PB Participation

- Feel perspectives are valued in PB process: **77%** agree, **23%** disagree
- Positive experiences with city officials so far: **59%** agree, **41%** disagree
- PB is strengthening relationship with city government: **80%** agree, **20%** disagree
- Overall experience: **64%** excellent or good, **36%** fair or poor

The PB process is strengthening the relationship between city government and residents



■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree



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Survey Findings: Open-Ended Responses

1. **Excitement and optimism**
2. **Greater visibility and more inclusive outreach:** mailings, TV ads, listening events, presence in libraries and community centers, incentives for participation, “go door to door in Southside” to reach “long-time residents”
3. **More feedback and transparency:** more guidance in submission process, provide examples of services possibly impacted
4. **Greater scope and funding:** too much focus on capital projects vs. maintenance (storm water, graffiti, code enforcement, maintaining schools/parks/infrastructure)

“I think this process will result in us feeling RVA gov is more responsive to our needs/wants.”

“I would suggest making a very heartfelt and concerted effort to ask citizens in public housing and in historically disadvantaged neighborhoods to contribute.”

“Over communicate. People are still not trusting.”

“It’s such a small percentage of the overall city budget.”



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Focus Group Findings: Why Get Involved?

- Want to know more about how government and budgeting works
- Want to increase trust between governments and citizens
- Want to center the perspectives of historically marginalized groups in the decision-making process
- Enjoy getting out into the community
- Want to be a part of making positive changes in Richmond



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Focus Group Findings: Perceptions of RVA Government

- Citizens hope for increased trust and transparency
- PB is interesting and a source of hope
- Some groups may go unheard
- Decision-makers and advocates may not understand the needs of residents
- Lack of diverse representation
- A need for increased response time



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Focus Group Findings: Increasing Outreach & Equity

- Increase collaboration with other organizations, e.g. public transportation
- Empower individuals already involved in the process to share information with their community and networks
- Hold additional activities or events around the Richmond area to spread the word
- Increase representation (e.g. youth and unhoused individuals)
- Increase reach to all neighborhoods



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Next Steps: Phase 2

- Conduct additional outreach initiatives examining:
 - The nature of citizen participation in PB
 - Trust in democratic processes
 - Trust in local government
- Write a second report
- Deliver another presentation



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Thank you!
Any Questions?



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