


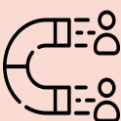







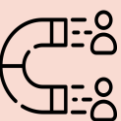











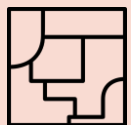
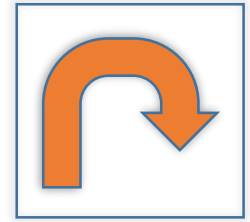


# Evaluation scheme – An introduction

**Instruction:** Clicking in the table fields will take you to the indicator recommendations. From there, click the arrow in the upper right corner to return.

	Basic set	Advanced sets							
Process phase and sub-goals	Start PB	Quality of proposals	Innovation	Feedback & Monitoring	Process delay	Online	Cost efficiency	Co-creation	Inclusiveness
<b>(Re-) Design phase</b>	Setting the parameters of the process	Communication of the proposal restrictions	Preparation of proposal overviews	Setting up surveys in the process	–	Capture of digital information	Capture of time and cost	Integration of citizens ideas for the process	Involvement of NGOs and associations
<b>Proposal phase</b>									
<b>Voting phase</b>			–					–	
<b>Implementation phase</b>		–							

**Orange frame:** This tables fields are supported by indicator examples of the German pilot municipality Bützow.



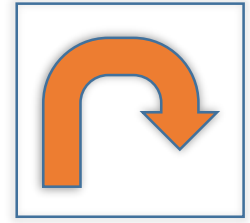
# Evaluation scheme

## (Re-)Design phase – Basic set

### Check framework conditions:

Build process: Proposal and/or voting phase?

- Ensure recording of proposals and voting results
- Set budget for implementations (amount to be adapted to the individual case, measurable via euros/per inhabitant)

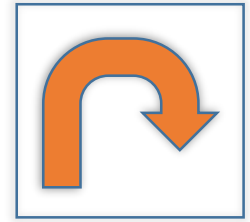


# Evaluation scheme

(Re-)Design phase –  
Quality of proposals

## Check framework conditions:

- Plan communication of proposal restrictions:
  - Topics
  - Budget size
  - Location
  - Realisation
- Communicate reasons for rejected proposals
- Recording the reasons for rejections

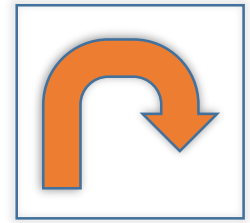


# Evaluation scheme

## (Re-)Design phase – Innovation

### Check framework conditions:

- Request demographic data of the proposing persons (e.g. online accounts)
- Knowledge of the planned projects of the administration

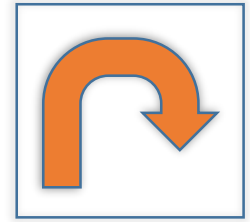


# Evaluation scheme

## (Re-)Design phase – Feedback

### Check framework conditions:

- Embed feedback surveys in the proposal or voting phase
- Continuity of the survey reveals changes over time  
(→ create database)
- Ask for consistent content if possible  
(consistent questions, scales etc.)
- Set focus points  
(Note the length of the surveys (dropout rate))

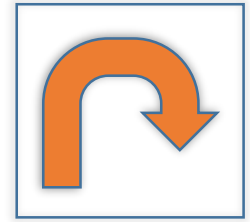


# Evaluation scheme

## (Re-)Design phase – Online

### Check framework conditions:

- Create an online participation platform with appropriate functions (e.g. submit proposals, make comments, award up-votes/down-votes, conduct votes, etc.).
- Use of digital analysis tools (GoogleAnalytics or similar)
- Regularly check the participation platform and its functions (→ create database)

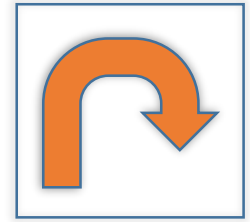


# Evaluation scheme

(Re-)Design phase – Cost-efficiency

## Check framework conditions:

- provide time recording and check allocation of costs to individual process phases (cost accounting)



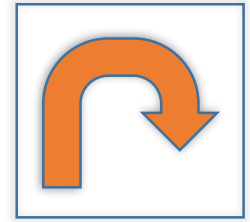
# Evaluation scheme

## (Re-)Design phase – Co-creation

### Check framework conditions:

- Check if citizens influence is possible
- At least: Listen to citizens ideas and wishes for the PB process
- Possible forms of citizens influence:
  - Form a working group of citizens
  - Consult a local NGO
  - Include citizens representatives in a PB board





# Evaluation scheme

## (Re-)Design phase – Inclusiveness

### Check framework conditions:

- Define marginalised groups in the municipality
- Implement request of demographic data during proposal and/or vote phase
- Contact associations, NGOs and familiarise them with the concept of PB
- Using organisations as multipliers and supporters (EmPaci: Train-the-Trainer, [PBbase network](#))

# Evaluation scheme

## Proposal phase – Basic set

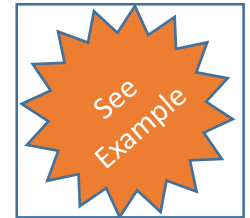
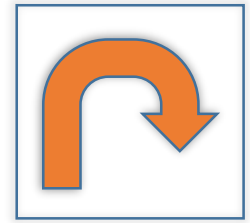
### Indicators:

- Number/Rate of proposers
- Number of proposals
- Number of proposals per topic
- Main target groups

### Goal:

Recording of proposals and proposing citizen groups over time and focus points of the citizens' proposals.

Assumption: number of proposals **decreases** over time

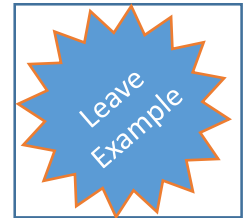


# Evaluation scheme

## Proposal phase – Basic set

### Bützow

### Indicators:



Year		2020	2021
# proposals		136	140
Per topic (top categories)	Infrastructure and traffic	56	58
	Sports and recreation	29	34
	Green areas	25	22
	Signs and information	9	7

# Evaluation scheme

proposal/voting phase –  
Quality of proposals

## Indicator:

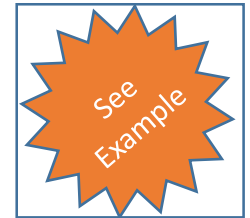
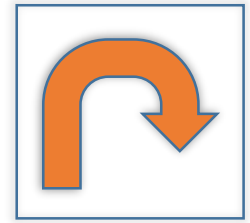
- Number of accepted proposals
- Number of rejected proposals
- Rate of accepted proposals  
(for all: aim for comparison with previous year)

## Goal:

A review of accepted proposals over time.

## Assumptions:

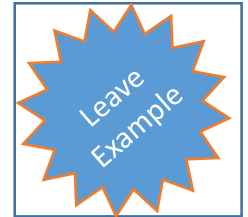
- Rate of accepted proposals increases over time
- Total number of proposals decreases over time



# Evaluation scheme

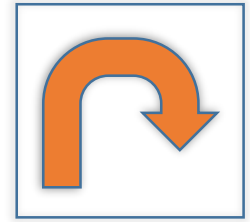
proposal/voting phase –  
Quality of proposals

**Bützow**



## Indicators:

Year	2020	2021
# proposals	136	140
# accepted proposals	82	79
# rejected proposals	54	61
Rate of accepted proposals	60.3%	56.4%



# Evaluation scheme

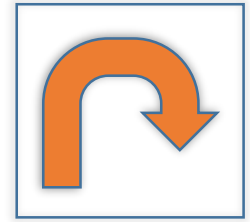
## Proposal phase – Innovation

### Indicator:

- Number of unexpected proposals
- Citizens group who have innovative proposals (if possible)

### Goal:

Checking which new impulses come from the population and which groups are innovation drivers



# Evaluation scheme

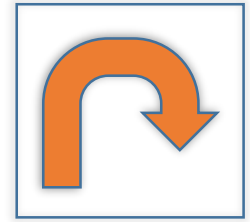
## Proposal phase – Feedback

### Indicator (if possible):

- Number of citizens reached through activation activities
- Categorisation according to activities (social media, local media, posters, events (NGOs), etc.)
- Categorisation of citizens (age, region, social status, etc.)

### Goal:

Checking the visibility ("What made you take notice?") to capture effective activation channels and activities



# Evaluation scheme

## Proposal phase – Process delay

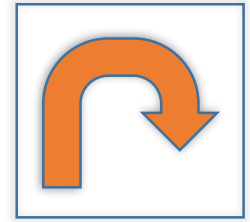
### Indicator:

- Number of delayed feasibility checks
- Area of delayed feasibility checks  
(infrastructure, cultural events, services, etc.)

### Goal:

Identification of time-consuming checks for  
prioritisation/adjustment of capacities and resources





# Evaluation scheme

## Proposal phase – Online

### Indicators:

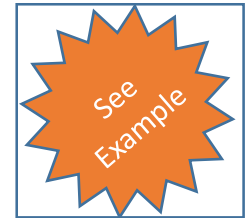
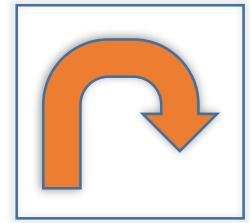
- Number of accounts on the participation platform
- Number of comments per proposal (positive/negative)
- Number of proposals submitted online
- Number of visitors to the participation platform
- Number of clicks, likes, page views etc.  
(also on social media)

### Goal:

Recording of user behaviour and analysis of the architecture of the participation platform during proposal submission

# Evaluation scheme

## Proposal phase – Cost-efficiency



### Indicators:

- Expenditure for the proposal phase
- Expenditure per proposal (accepted or rejected)
- Time required for the feasibility check  
(per proposal and in total)

### Goal:

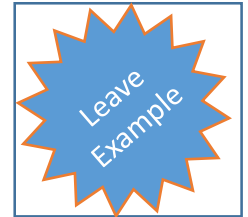
Recording of the costs and time spent on proposal evaluation

# Evaluation scheme

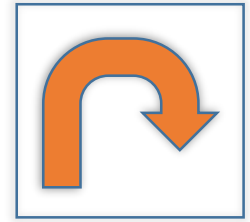
## Proposal phase – Cost-efficiency

Bützow

Indicators:



Year	2020	2021
# proposals	136	140
Time (h)	40	40
Time per proposal (h)	0.31	0.29
Expenditures (EUR)	6,425	1,275
Expenditure per proposal (EUR)	47.24	9.11
Expenditure source	First time creation of website and information material, create forms	Adapt website and information material



# Evaluation scheme

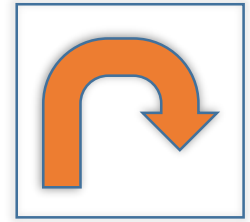
## Proposal phase – Co-creation

### Indicators:

- Number of jointly developed proposals
- Number of not jointly developed (and cancelled) proposals
- Rate of jointly developed proposal on the overall number of proposals

### Goal:

Recording the effectiveness and influence of joint development of proposals by citizens and administration



# Evaluation scheme

## Proposal phase – Inclusiveness

### Indicators:

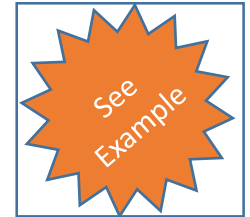
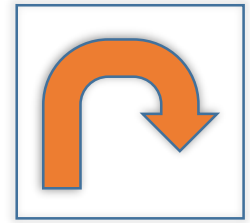
- Number of citizens entitled to propose
- Rate of proposing citizens who are not eligible to vote
- Number of proposals that address the needs of marginalised groups
- Number of proposals coming from marginalised groups

### Goal:

Recording the involvement of disadvantaged groups in the proposal phase

# Evaluation scheme

## Voting phase – Basic set



### Indicators:

- Number/Rate of citizens participating
- Number of votes received (up-vote, down-vote, multiple votes, etc.)

### Goal:

Presentation of the voting results

# Evaluation scheme

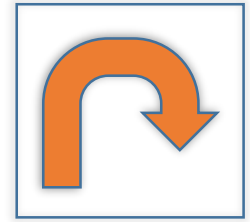
## Voting phase – Basic set

### Bützow

### Indicators:



Year	2020	2021
# votes received	1,921	1,750
# voting citizens	384	350
Participation rate	7%	6.4%



# Evaluation scheme

## Voting phase – Feedback

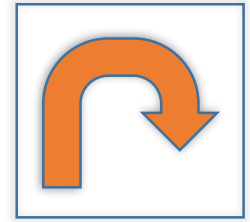
### Indicators:

- Number of citizens reached through activation activities
- Classification by activities (social media, local media, posters, events (NGOs), etc.)
- Categorisation of citizens (age, region, social status, etc.)

### Goal:

Checking the visibility ("What made you take notice?") to capture effective activation channels and activities





# Evaluation scheme

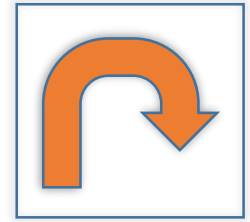
## Voting phase – Process delay

### Indicators:

- Number of delayed feasibility checks
- Topics of delayed feasibility checks  
(infrastructure, cultural events, services etc.)

### Goal:

Identification of time-consuming feasibility checks for prioritization/adjustment of capacities



# Evaluation scheme

## Voting phase – Online

### Indicators:

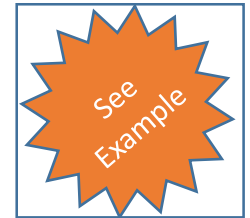
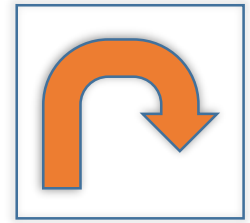
- Rate of discontinued voting processes
- Number of website visitors during the voting period (additionally: recording of the devices used)
- Number/Rate of voting processes online and offline
- Number of clicks, likes, page views, etc. (also on social media)
- Conversion rate (Relation of completed voting process to Website views)

### Goal:

Recording of user behaviour and analysis of the architecture of the participation platform of the vote

# Evaluation scheme

## Voting phase – Cost-efficiency



### Indicators:

- Expenditures for the voting phase
- Expenditure per proposal (accepted or rejected)
- Time required for the feasibility checks (per proposal and in total)

### Goal:

Recording the costs and time spent on the voting phase

# Evaluation scheme

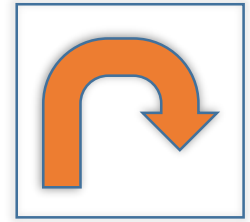
## Voting phase – Cost-efficiency

### Bützow

### Indicators:



Year	2020	2021
# accepted proposals	82	79
# voting citizens	384	350
Participation rate	7%	6.4%
Expenditures (EUR)	5,584	2,976
Expenditures per accepted proposal (EUR)	68.10	37.67
Expenditure source	First time creation of the proposal booklet, poster, banner	Print proposal booklet, poster, banner



# Evaluation scheme

## Voting phase – Inclusiveness

### Indicators (if possible):

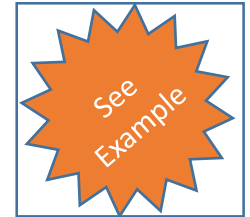
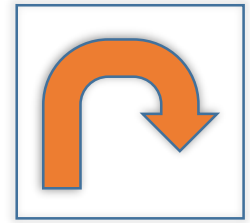
- Number of voting citizens
- Number of marginalized voting citizens (form groups)
- Rate of citizens who are not eligible to vote
- Number of citizens reached through various activities of activation (differentiated by groups: age, region/district, etc.)
- Number of proposals selected that address the needs of marginalized groups
- Number/Rate of citizens involved who did not vote in the last election

### Goal:

Recording the involvement of disadvantaged groups in the PB and the impact of the results of the vote.

# Evaluation scheme

## Implementation phase – Basic set



### Indicators:

- Amount/Rate of the budget used
- Amount distributed among various topics
- Number of realized proposals after one year

### Goal:

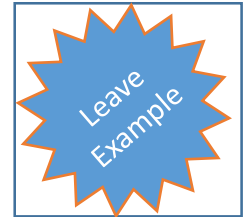
Recording the budget utilization and the progress of the implementation of the proposals.

# Evaluation scheme

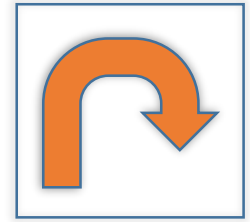
## Implementation phase – Basic set

### Bützow

### Indicators:



Year	2020	2021
PB budget	30,000	40,000
# voted proposals	4	4
# realized propals (in a year)	3	-
Rate of relized proposals	75%	
Tasks (examples)	Planning, documentation, enforce public procurement law, construction supervision	-



# Evaluation scheme

## Implementation phase – Innovation

### Indicators:

- Number of realized innovative proposals  
(unexpected proposals for the administration, )

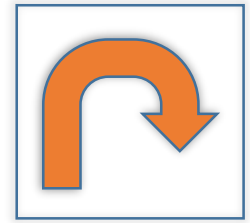
### Goal:

Recognition of innovative proposals



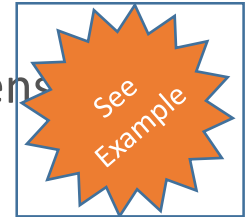
# Evaluation scheme

## Implementation phase – Feedback



### Indicators (if possible):

- Perceived trust/transparency/satisfaction/knowledge of citizens (differentiated according to aspects, e.g. communication, coordination, etc.)
- Number of complaints related to the PB
- Number/Rate of new or returning participants
- Number of new contacts outside the PB
- Number of reports in the media (positive/negative)
- Number of citizens reached through various activities of activation (including the perception of the implemented proposals) (differentiated by groups: age, activities, etc.)
- Perceived satisfaction of administrative employees



### Goal:

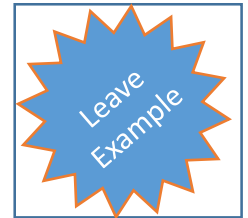
Recording the perception of the citizens (and administration employees) of the PB and drawing conclusions about effective activation activities.

# Evaluation scheme

## Implementation phase – Feedback

### Bützow

### Indicators:

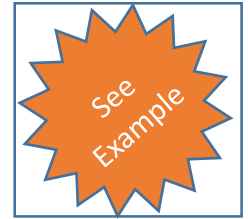
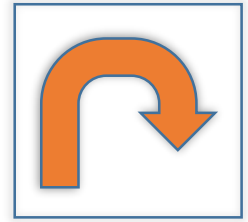


Year	2020	2021
Satisfaction	-	8.9 of 11
Suggestions and critics by citizens (free text boxes)	-	<ul style="list-style-type: none"> <li>– <b>Suggestion:</b> Longer duration of the voting phase (more time to look on proposals)</li> <li>– <b>Critic:</b> Uncertainty about the proposal selection (one proposals was voted third place, but the fourth place was chosen, because the remianing budget was too low)</li> </ul>

Indications for the  
process design

# Evaluation scheme

## Implementation phase – Process delay



### Indicators:

- Number of delayed implementations
- Number of delayed feasibility checks
- Rate of delayed feasibility checks
- Number/Rate of realised proposals after 2 years
- Average duration of implementation per proposal

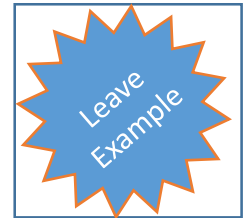
### Goal:

Uncovering the delayed processes and capturing sources of delay

# Evaluation scheme

## Implementation phase – Process delay

### Bützow

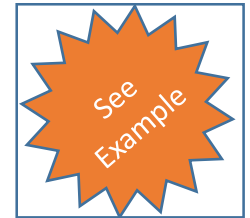
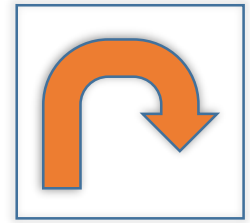


### Indicators:

Year	2020	2021
PB budget	30,000	40,000
# winning proposals	4	4
# realized proposals (in a year)	3	-
# delayed proposals	1	-
Topic of delayed proposal	Traffic concept	
reasons	<ul style="list-style-type: none"> <li>– hearings with proposer, residents and public administration,</li> <li>– different municipality level departments and state level departments are involved</li> </ul>	-

# Evaluation scheme

## Implementation phase – Online



### Indicators:

- Number of "active" citizens throughout the process (suggesting/commenting/voting)
- Number of comments on implementations (positive/negative)
- Average time spent by citizens on the participation platform over the entire process
- Bounce rate (= Leaving the platform after a short time)

### Goal:

Recording of active website visitors and assessment of the usability of the participation platform

# Evaluation scheme

## Implementation phase – Online

### Bützow

### Indicators:



Year	2019 (pre-PB)	2020	2021
# visitors of the website	61,428	67,699	84,220
Length of stay (min,sek)	2.31	2.17	1.21
# page views overall	189,812	173,881	155,146
# page views PB	-	624	1,125
# clicks proposal form		200	196
Most downloads	Others	Proposal list	Proposal list

Reasons:  
Covid-19  
pandemic

Reasons:  
PB

# Evaluation scheme

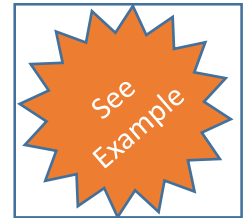
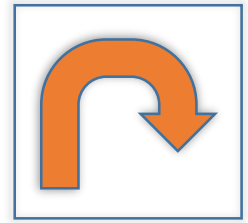
## Implementation phase – Cost-efficiency

### Indicator:

- Amount of total expenditure until implementation
- Average amount for feasibility check and implementation per proposal
- Amount per process phase
- Average amount for feasibility check and implementation per citizen
- Budget-efficiency

### Goal:

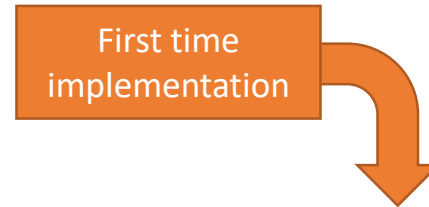
Recording the costs of carrying out the implementation and revealing the cost structure in the process



# Evaluation scheme

## Implementation phase – Cost-efficiency

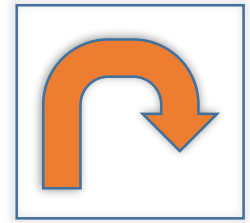
**Bützow** (about 5,500 citizens)



### Indicators:

Phase	Year	2020	2021
(Re-) Design phase	PB budget	30,000	40,000
Implementation phase	# winning proposals	4	4
	# realized proposals	3	-
	Additional expenditures (EUR)	0	-
	Time spent on implementation per proposal (h)	46.6	-
Overall	Total time spent (for administration) per implemented proposal (h)	46.96	-
	Expenditures total (EUR)	12,279	4,251
	Total costs (Expenditures and PB budget for proposals)	42,279	44,251
	Expenditures spent per implemented proposal (EUR)	115.34	-
	PB budget per citizen (EUR) (Rate of PB budget on total costs)	5.45 (71.0%)	7.27 (90.4%)
	Implementation cost per citizen (EUR)	2.23 (29.0%)	0.77 (9.6%)





# Evaluation scheme

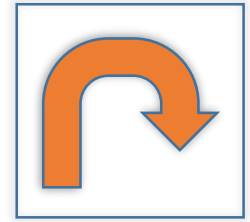
## Implementation phase – Co-creation

### Indicator:

- Number of implementations actively supported by citizens (including: NGOs, working groups)

### Goal:

Recording the influence of citizens on the implementation of the (voted) proposals



# Evaluation scheme

## Implementation phase – Inclusiveness

### Indicator:

- Number/Rate of realized proposals that address the needs of disadvantaged groups (if possible, comparison with pre-PB)
- Amount/Rate of budget used per district/region or per inhabitant of the districts/region

### Goal:

Demonstrating the impact on disadvantaged groups and their living space

# Thank you very much for your attention!

Questions? Suggestions? Criticism?  
Gladly also by e-mail!

## EmPaci-Project

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