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Subject: Upcoming Media Advisory & News Release - West End Participatory Budgeting pilot

Greetings Mayor and Council,

The City is holding a media event tomorrow to announce the start of public engagement for the West End Participatory Budgeting pilot. City staff will be joined by representatives from the local committee to encourage people who live and work in the West End to submit their ideas for projects that should receive funding.

The pilot program will be taking place in the West End and people living and working in the area will have the opportunity to submit project ideas of how \$100,000 of parking revenue should be reinvested into the community. The program is being driven by a committee formed of residents and community groups, and locals can find out more about the program and share their ideas via pop-up events, community assemblies and an online survey. The ideas will then be developed into more detailed proposals and voted on by the local community. The revenue for the program was generated as a result of changes to resident permit parking in the West End, and the selected projects can require funding ranging from \$10,000 to \$50,000.

A news release will be sent out following the event, and the public is being encouraged to participate in idea generation via a number of online and face-to-face opportunities, including promotions by the local leadership council, WE Choo\$e Impact Team: <https://twitter.com/WEChoosePB>

Best,
Sadhu

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