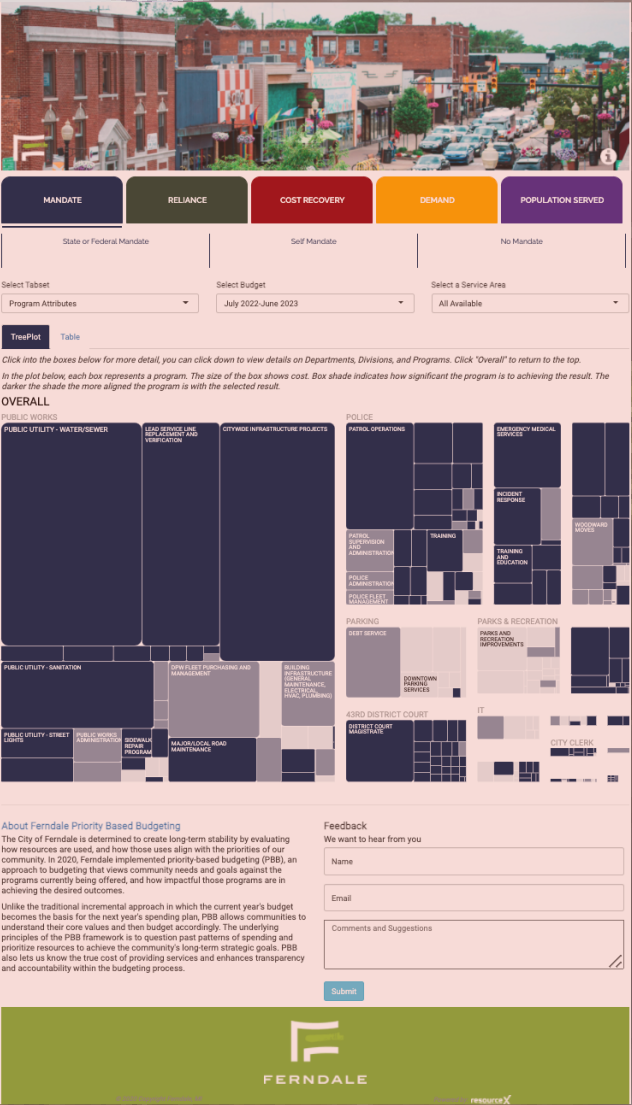


2021

FERNDALE, MI



IMPLEMENTED PBB IN 2020
POPULATION OF 20,100



The City of Ferndale excelled in 2020-2021 by using its programmatic data to drive budget and policy discussions. This was evident throughout the city’s budget process, most notably through the review of capital projects related to existing programs and the degree to which each project impacted those programs. The city also launched its OpenPBB data site, enabling direct programmatic communication with residents. This demonstration of thinking and communicating programmatically is precisely what we look to celebrate in the communities we work with!

This whole process was kind of a luck of timing for us. And, going into COVID, we recognized that there was a high emphasis on understanding our budget on a new level. So, we used PBB to put a number on capital projects that'll help the public understand how important a capital investment is to the functioning of even basic city programs like police and fire, and it worked out well.

Kyle Pollet
Assistant City Manager

THE ABILITY TO SPEAK AND
THINK PROGRAMMATICALLY

