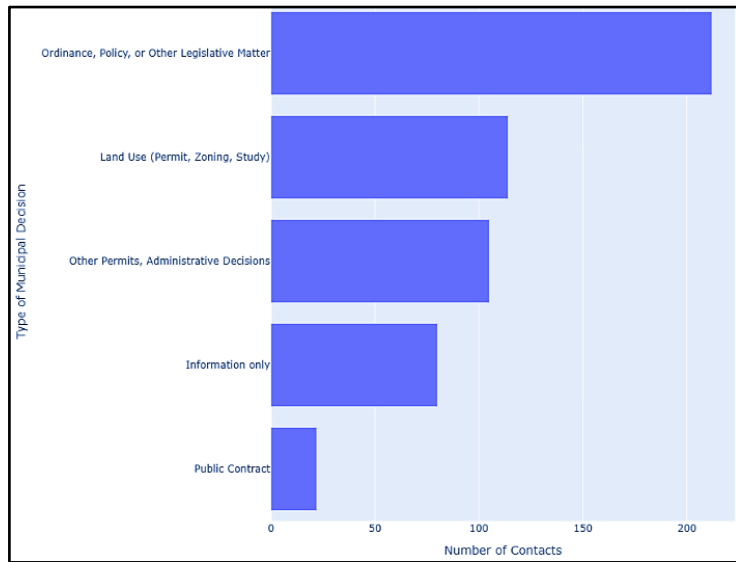
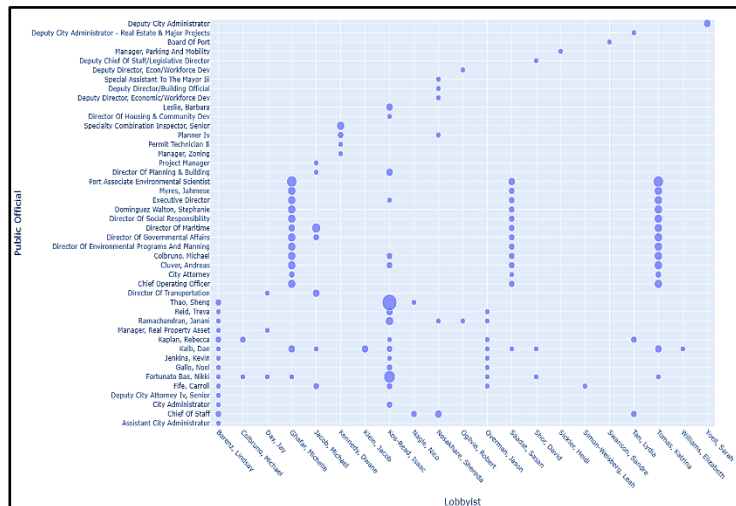


The Heatmap of Municipal Decisions by Client Type visualization located on the left shows the distribution of lobbying activities across different types of municipal decisions and client categories in 2024. The brightest spot indicates that “Other Organizations” such as Business and Legal are most active in “Ordinance, Policy, or Legislative Matter” decisions. The “Business” client type shows moderate to high activity across all decision types, while Individual clients show minimal activity overall.



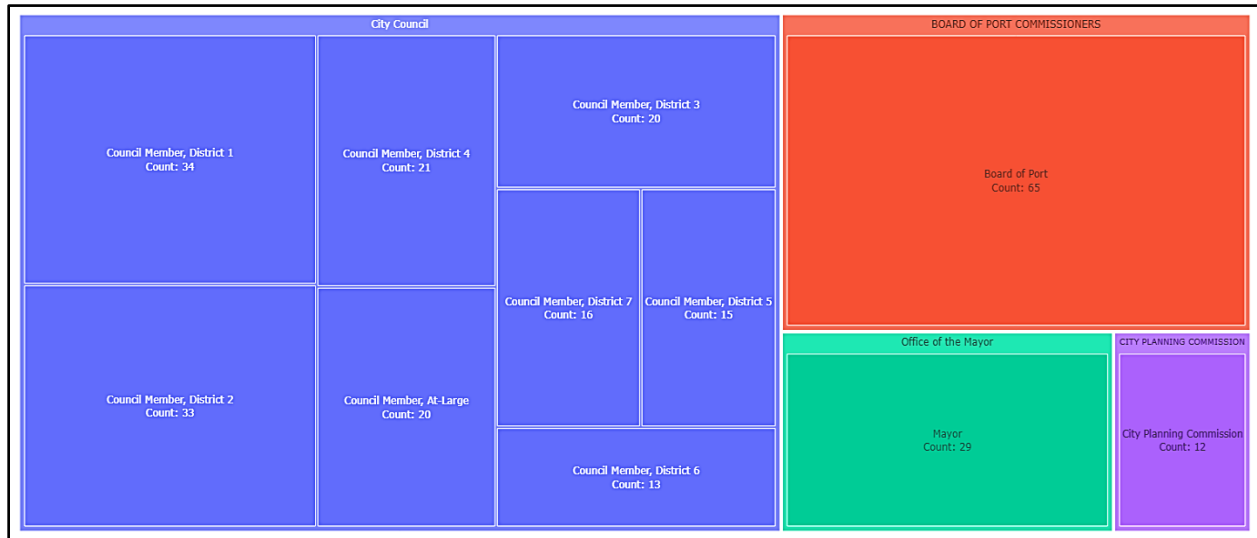
The Distribution of Lobbying Contacts by Municipal Decision visualization located on the left shows the volume of lobbying contacts by decision type in 2024. “Ordinance, Policy, or Legislative Matter” dominates with over 200 contacts, followed by “Land Use” and “Other Permits, Administrative Decisions” with approximately 100 contacts each. Public Contract-related lobbying shows the lowest activity.



The Network of Lobbyist-Official Interactions visualization located on the left displays the network of interactions between lobbyists and public officials in 2024. Bubble sizes indicate the frequency of contacts. Several concentrated clusters of activity are visible, particularly around certain key officials.

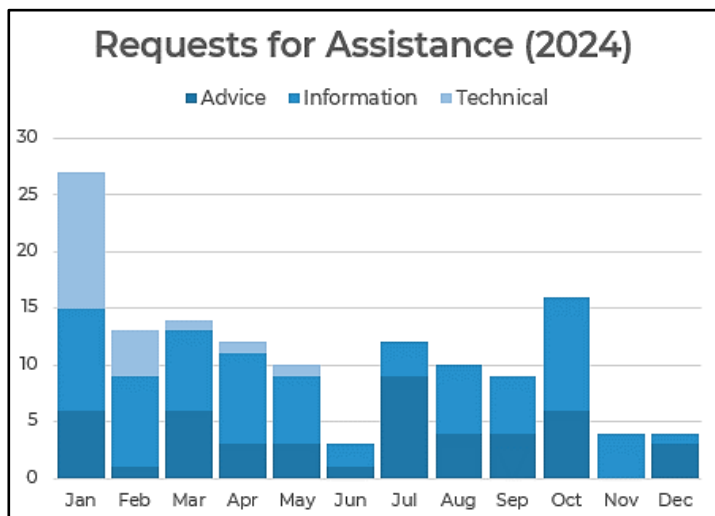
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The *Hierarchy of Lobbying Contacts by Department and Position* visualization below reveals the distribution of lobbying contacts across City departments and positions in 2024. The City Council received the most lobbying contacts (152 total across all districts) – District 1 had the highest number (34 contacts) among Council Districts. The Board of Port Commissioners also shows significant activity (65 contacts), followed by the Mayor's Office (29 contacts).



Advice and Engagement (Includes Program Milestones in 2024)

The Commission’s Advice and Engagement Program seeks to ensure Oakland public servants, candidates for office, lobbyists, and City contractors understand and comply with City campaign finance, ethics, and transparency laws.

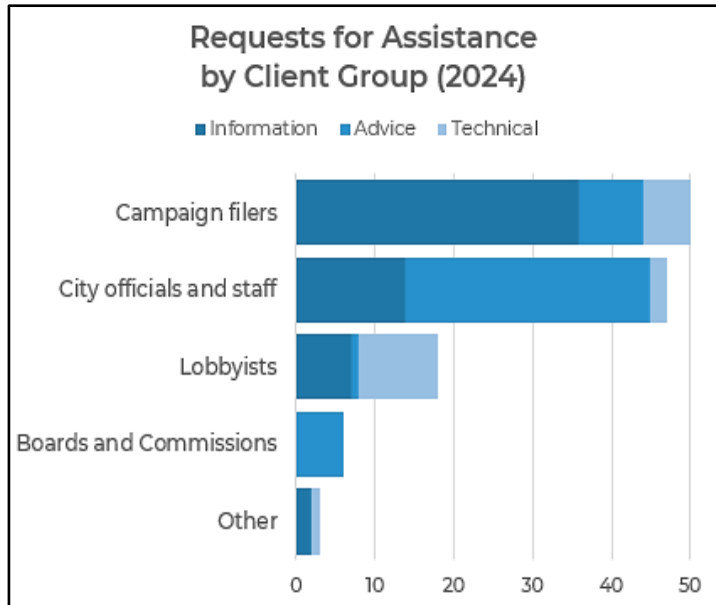
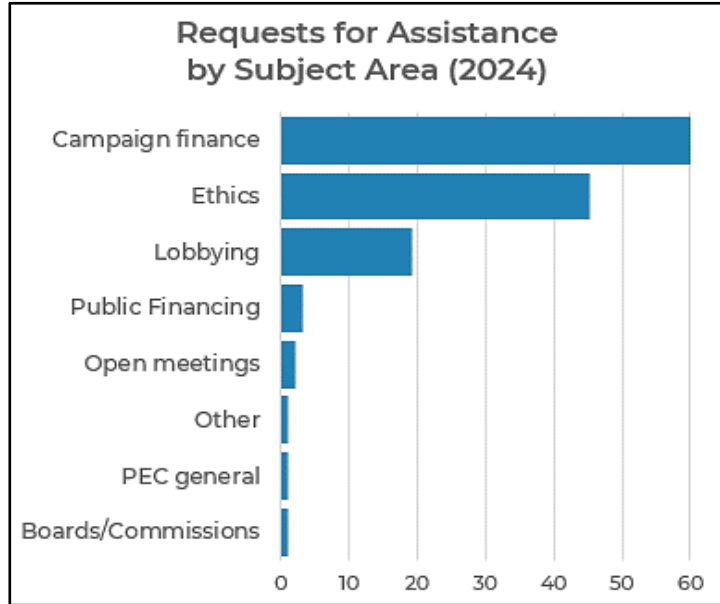


Advice and Technical Assistance – In 2024, Commission staff responded to 134 requests for information, advice or assistance regarding campaign finance, ethics, Sunshine law, or lobbyist issues, fielding an average of approximately 11 requests per month.

Inquiries from campaign filers (40%) and City officials and staff (38%) made up the majority of requests for advice and assistance followed by lobbyists (15%).

New Employee Orientation –

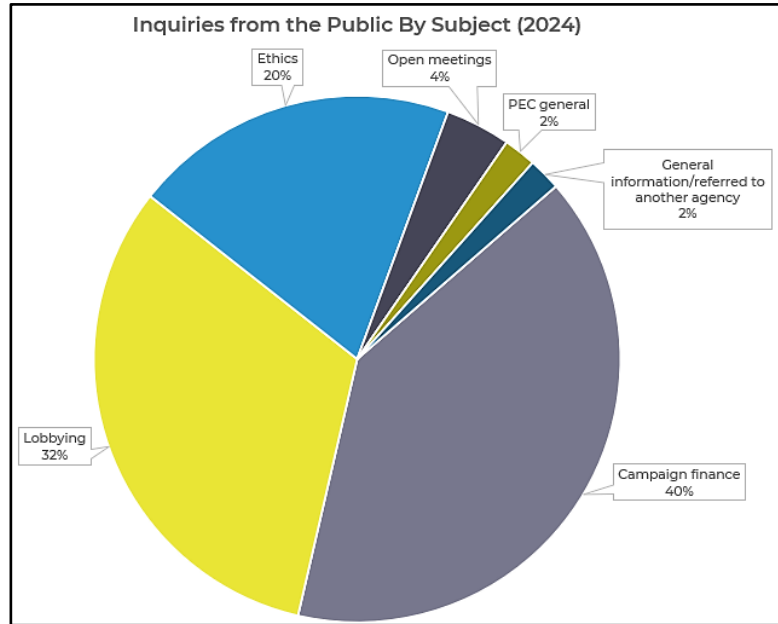
Commission staff continued to collaborate with the Department of Human Resources Management (DHRM) to ensure that every new City employee received introductory Government Ethics training. This year, Commission staff made 11 live presentations and one video presentation reaching over 400 new employees. In addition, staff presented a live ethics training at the Oakland Parks, Recreation, and Youth Development Department’s Summer Orientation reaching 100 new employees.



Ethics Training for Form 700 Filers – In 2024, 224 employees completed the PEC’s online Government Ethics Training for Form 700 Filers via NeoGov LEARN, the City’s online learning management system. In addition, Commission staff, in collaboration with DHRM, held two live Zoom trainings that covered all the content in the PEC’s online ethics training for Form 700 filers to provide additional opportunities to complete the mandatory training requirement. Approximately 30 employees attended the live Zoom trainings.

Supervisor Academy – The City’s Supervisor Academy provides training for supervisors and management-level employees on City policies and procedures, internal systems, and leadership skills relating to day-to-day supervision. In 2024, Commission staff provided ethics presentations at three Supervisor Academies, reaching nearly 90 supervisor-level City employees with an overview of the Government Ethics Act and PEC services, as well as the

opportunity to dive into discussions of ethical issues and scenarios and skills-based training to deal with ethical dilemmas such as gift restrictions, lobbying activity, misuse of City resources, and public records requests.



Boards and Commissions – Commission staff participated in a joint effort with the Mayor’s Office, City Clerk, and City Attorney to provide a comprehensive training for City Board and Commission staff liaisons.

The training covered all relevant laws and responsibilities, including Sunshine and Government Ethics Act requirements, pertaining to boards and commissions to ensure their understanding of and compliance with these laws.

Candidates and Campaigns – In 2024, Commission staff conducted a joint candidate and treasurer training with representatives from the California Fair Political Practices Commission (FPPC). The attendees received a two-hour training on the California Political Reform Act and the Oakland Campaign Reform Act. Topics covered included campaign forms, committee IDs, campaign bank accounts, recordkeeping, contribution rules, and advertising disclosures.

Additionally, Commission staff issued multiple targeted communications to campaign filers to ensure awareness of local campaign finance rules.

Limited Public Financing (LPF) Program – In 2024, Commission staff administered the Limited Public Financing (LPF) program providing reimbursements to participating candidates for qualified campaign expenditures. Commission staff dispersed a total of \$154,999.95 in processed reimbursements to participating candidates out of the \$155,000 available through the election fund.

Name	District	Total Funds Dispersed
Zac Unger	1	\$22,142.85
Carroll Fife	3	\$22,142.85
Warren Logan	3	\$22,142.85
Noel Gallo	5	\$22,142.85
Erin Armstrong	5	\$22,142.85
Ken Houston	7	\$22,142.85
Iris Merriouns	7	\$22,142.85

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Name	District	Total Funds Dispersed
	TOTAL	\$154,999.95

Publications – In 2024, Commission staff updated three comprehensive guides intended to assist the regulated community in complying with local laws:

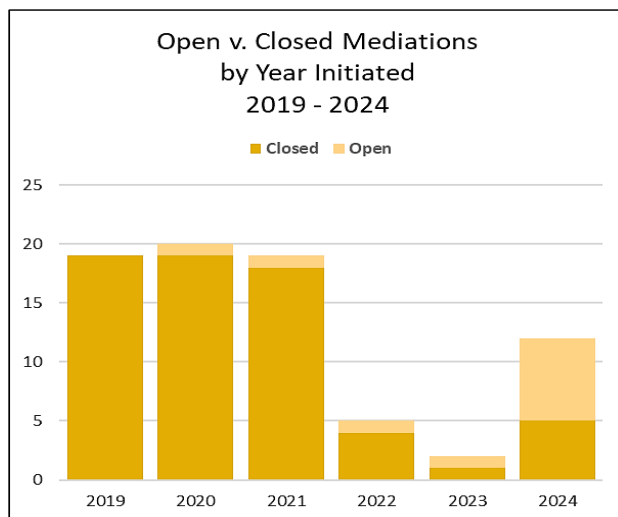
- **Guide to the Lobbyist Registration Act** – Commission staff made substantial revisions to the PEC’s comprehensive guide to the Lobbyist Registration Act, designed to assist the regulated community in complying with local law.

The guide provides a summary of the Oakland Lobbyist Registration Act provisions and was updated to incorporate newly adopted amendments including registration fees and training requirements.

- **Oakland Campaign Reform Act Guide** – Commission staff updated the PEC’s comprehensive guide to the Oakland Campaign Reform Act, designed to assist the regulated community in complying with local campaign finance laws.

The guide provides a summary of the Oakland Campaign Reform Act provisions and was updated to reflect the recent changes from Measure W including new contribution limits and independent expenditure disclosure requirements.

- **Limited Public Financing (LPF) Guide** – Commission staff updated the guide for the 2024 election, updated LPF program forms along with additional edits to ensure that language is consistent with the revised Oakland Campaign Reform Act (OCRA) Guide.



Mediation Program – Pursuant to the Oakland Sunshine Ordinance, the Commission conducts mediation of public records requests made by members of the public to City departments for records within the department’s control.

The Commission received 12 new requests for mediation in 2024 – 14 mediations were completed in 2024.

Online Engagement

Social Media – In 2024, Commission staff continued producing monthly social media content highlighting PEC policy areas, activities, and topics of interest to specific client-groups.

Website Migration – The City of Oakland is in the process of transitioning its website to a new content management system (CMS), OpenCities. The new website is scheduled to launch in 2025. In the initial phase of the migration process, Staff worked with the City of Oakland’s website project team to review the Public Ethics Commission’s current webpages and determine which ones will migrate to the new website.

Targeted Advertising – Leading up to the election, the PEC purchased digital advertisements in *The Oaklandside*, which ran from October 14, 2024, through election day, November 5, 2024, and also posted to social media to promote public awareness of the Open Disclosure Oakland platform. Outcomes of the targeted advertising effort were included in the December 2024 Disclosure and Engagement Report provided to the Commission.

General Outreach

The Commission conducts outreach activities to ensure Oakland residents and the regulated community know about the Commission and that the Commission is responsive to their complaints and questions about government ethics, campaign finance, or transparency concerns.

Commissioner Recruitment – In 2024, Commission staff implemented a robust recruitment strategy to fill its Commission-appointed vacancy that included email blasts to PEC agenda subscribers and community organizations, paid online advertisements, social media posts, and tabling at community events. A Total of 10 applications were received.