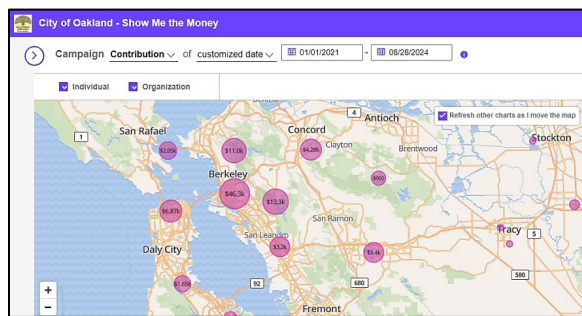


- New users by “channel” data include 1,795 from organic searches¹ (76% of new users), 604 “direct traffic”² users, and 147 users through channels such as email and related referrals (which includes the PEC’s paid advertising of the Open Disclosure Oakland platform).

Open Disclosure Oakland gained 6,120 new users and generated over 20,610 pageviews in 2023-2024. Since launching Open Disclosure Oakland in 2014, the website has reached 45,655 users with 183,903 page views of Open Disclosure Oakland content.

“Show Me the Money” Campaign Finance Mapping – The City of Oakland [“Show Me the Money”](#) app is still live with 2024 campaign finance data. “Show Me the Money” builds a map showing the geographic source of campaign contributions to candidates and totals donated



from that location. Oakland residents can dig deeper by clicking each location point, and the application will reveal the names of top contributors from that area. Up to three candidates may be selected at a time for comparison. Features beyond the contribution map include allowing users to review campaign contribution trends and campaign spending patterns.

Like the Commission’s other campaign finance projects, this app is updated daily with data imported directly from the [City’s campaign finance database](#). Followers of Oakland elections can find the “Show Me the Money” app via links on the Commission’s website, the [City’s Open Data portal](#), and Open Disclosure Oakland candidate pages.

“Show Me the Money” Campaign Finance Mapping Platform Usage Overview – Commission staff is still collecting analytics data for this platform.

¹ This refers to sessions originating from unpaid search engine results. It includes data from search engines like Google, Bing, etc. Users find the site through keywords or phrases and click on the organic (non-ad) links displayed on the search engine results page.
² This encompasses sessions where users directly type the website’s URL into their browser or use a saved bookmark. It can also include cases where the source of traffic cannot be determined (e.g., a non-tagged link in an email, PDFs, or certain mobile apps).

Limited Public Financing (LPF) Program

Commission staff administers the Limited Public Financing (LPF) program and provides training and ongoing interaction with candidates to facilitate program requirements and distribute the maximum amount of available public funds.

The deadline for candidates participating in the 2024 LPF Program to submit final reimbursement claims was November 4, 2024. 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
	TOTAL	\$154,999.95

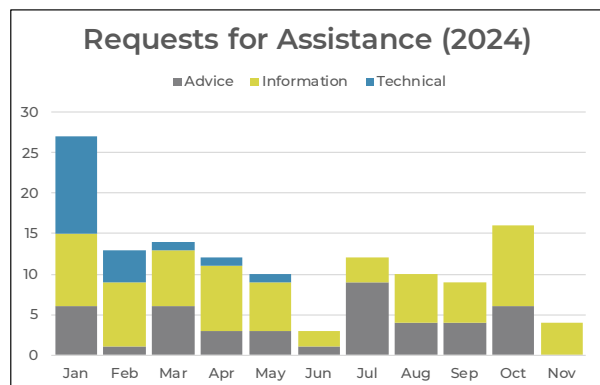
The next LPF program deadline is January 31, 2025, in which LPF participants must return any surplus funds remaining in their campaign account as of December 31, 2024. Staff will continue to work with candidates to close out the LPF program for the 2024 election.

Additional detail about participation trends in the 2024 LPF Program are included in a separate report for this meeting.

Advice and Engagement

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 the months of October 2024 and November 2024, Commission staff responded to 20 requests for information, advice or assistance regarding campaign finance, ethics, Sunshine law, or lobbyist issues.



New Employee Orientation – Commission staff continues to make presentations at the City’s monthly New Employee Orientation (NEO) providing new employees with an introduction to the Public Ethics Commission and overview of the Government Ethics Act (GEA).

In the months of October 2024 and November 2024, Commission staff provided an overview of the City’s ethics rules to 60 new City employees. Employees required to file Form 700 disclosure statements were also assigned the Commission’s mandatory online Government Ethics Training for Form 700 filers.

Social Media – Each month Commission staff post social media content to highlight specific PEC policy areas, activities, or client-groups. Communications in October 2024 specifically focused on promoting Open Disclosure and the “Show Me the Money” app.

