

# City of Oakland Public Ethics Commission



## Lobbyist Registration Act Guide

2024

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## INTRODUCTION

The Oakland Lobbyist Registration Act (LRA or Act) regulates individuals engaged in lobbying activity related to decisions by the City of Oakland. The Act is codified in Chapter 3.20 of the Oakland Municipal Code.

This **Guide to the Oakland Lobbyist Registration Act** (Guide) is intended to provide a general overview of the Act and does not cover all exclusions and inclusions. The Guide is intended to be **advisory only** and is not a substitute for legal advice. To the extent the Guide conflicts with the Act or other interpretation by the Oakland Public Ethics Commission (Commission), those authorities govern over this Guide in the implementation and enforcement of the Act.

## SUMMARY OF THE ACT

The significant features of the Act include:

- Lobbyists intending to influence actions by the City and meeting certain qualifications are required to register and pay the applicable registration fee with the Commission annually.
- Lobbyists must file quarterly reports detailing their lobbying activities.
- Lobbyists are limited in giving gifts or payments that benefit Oakland officials.
- Lobbyists can be banned or penalized for failure to comply with the Act.
- Lobbyist registration and reports are submitted to the Public Ethics Commission.

The Commission is the administrative body that receives lobbyist filings, provides education and advice, and enforces the Act. If you have any questions about this Guide or your obligations under the Act, contact Commission staff.

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## LOBBYISTS AND LOBBYING DEFINED

### LOCAL GOVERNMENT LOBBYIST

The term “lobbyist” is interpreted broadly and includes any individual:

1. Who receives, or is entitled to receive, \$1,000 or more in compensation in a single calendar month to communicate with any public official for the purpose of influencing an action by the City (commonly referred to as a “contract lobbyist”); **or**
2. Whose duties as a paid employee, officer, or director of any corporation, organization, or association include communication with any public official for the purpose of influencing an action by the City (commonly referred to as an “in-house lobbyist”). [Oakland Municipal Code (OMC) 3.20.030(D)]

#### Who Qualifies as a Lobbyist?

An employee who plans to communicate their employer’s opposition to a proposed decision by a City commission to a member of the City commission **qualifies** as an in-house lobbyist and must register with the Commission before they make the communication.

An unpaid volunteer for a non-profit organization who meets with a member of a City board on the organization’s behalf **does not** qualify as a lobbyist.

A resident who talks to a City public works employee on behalf of a neighborhood association to get a stop sign placed at a busy intersection **does not** qualify as a lobbyist **unless** the person is being paid \$1,000 or more or is a paid employee, officer, or director of the neighborhood association.

If an individual falls into one of the two categories above, they must **register** as a lobbyist with the Commission and pay the applicable fee **before** attempting to lobby Oakland public officials. Both contract and in-house lobbyists have identical filing requirements under the Act.

In determining whether an individual is an in-house lobbyist, the Commission considers the nature and number of the individual’s contacts with public officials, as well as the individual’s roles and responsibilities in their organization.

**Note:** While the Act only requires individuals to register as lobbyists (and not companies or organizations), each employer and client of a lobbyist must be identified on both the Lobbyist Registration Form and Lobbyist Quarterly Reports.

### LOBBYING ACTIVITIES

Lobbying is a broad term that includes any communication, whether direct or through agents, with any **public official**<sup>1</sup>, made for the purpose of influencing any proposed or pending action of the City. Only ministerial actions by the City (*i.e.*, decisions requiring no discretion or judgment) are excluded. [OMC 3.20.030(D)]

An **agent** is a person acting on behalf of another person. However, members of the public who are asked to contact public officials regarding a specific issue are not considered agents of the person

<sup>1</sup> A **public official** means any elected or appointed officer or employee or officially designated representative, whether compensated or not, of any federal, state, or local government entity.

making the request. This practice, commonly referred to as “grassroots lobbying,” is not covered by the Act.

**Note:** A government action can also include a decision to refrain from action, delay action, or delay considering a matter.

## WHAT IS NOT LOBBYING ACTIVITY

The Act does not apply to the following:

1. Public Officials acting in their official capacity. Public Officials include all elected and appointed officers, employees, and representatives of federal, state, or local governments. [OMC 3.20.030 (H)]

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**Example:** An elected state official, in their official capacity, communicating with City Councilmembers to authorize a public works project **does not** qualify as lobbying.

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2. The publication or broadcast of news, editorials, comments, or paid advertisements that urge government action.
3. Persons who have been specifically invited by a City official or employee to give testimony or information to assist the body or person extending the invitation.

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**Example:** An architect’s expert testimony to City Council, in response to an invitation by City Council, **does not** qualify as lobbying.

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4. Attorneys, architects, or civil engineers, whose attempts to influence government action are limited to appearance at, preparation for, or conversations with City employees working under the direction of the City Administrator about a public meeting, public hearing, or public proceeding.

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**Example:** An architect representing an applicant before the Planning Department **does not** qualify as lobbying. However, an attorney contacting a member of the Planning Commission on behalf of a client outside a public meeting to help secure a permit **qualifies** as lobbying and may require the attorney to register and file as a lobbyist.

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5. Persons who, without extra compensation and not as part of, or in the ordinary course of, their regular employment, present the position of their organization when that organization already

has a registered lobbyist.

6. Designated representatives of employee organizations engaged in collective bargaining negotiations regarding employment terms and agreements.
7. Participation in a public bid, proposal and/or contract award process. This exception does not apply to communication with an elected official or member of any City board or commission.
8. Contacts with representatives of the Oakland Unified School District including trustees, administrative staff, and faculty.

<b>Lobbying:</b>	<b>Not Lobbying:</b>
<ul style="list-style-type: none"> <li>• Requesting a variance to the City’s zoning laws for a new development <b>qualifies</b> as lobbying and may require the person to register and file reports as a lobbyist.</li> <li>• Attempting to influence the award or terms of a contract with the City by communicating with an elected official or member of any City board or commission <b>qualifies</b> as lobbying and may require the person to register and file reports as a lobbyist.</li> </ul>	<ul style="list-style-type: none"> <li>• Applying for a business license or library card <b>does not</b> qualify as lobbying because issuing a business license or library card is a ministerial act.</li> <li>• Setting up a website that opposes a proposed ordinance <b>does not</b> qualify as lobbying because the person has not communicated with a Public Official. “Grassroots lobbying” is not covered by the Act.</li> </ul>

[OMC 3.20.060]

## LOBBYIST CLIENTS

The **client** is the person or organization for whose benefit the services of a lobbyist are being performed (the real party in interest). However, a person is not a client if they are simply a member of an organization that is represented by a registered lobbyist. [OMC 3.20.030(A)]

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**Example:** An in-house lobbyist’s employer is that lobbyist’s client.

**Example:** The person or organization that hires a contract lobbyist is that lobbyist’s client.

**Example:** An individual member of a union is **not** a client when the lobbyist is representing the union, so long as the individual member does not pay any extra fees for representation by the lobbyist.

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## REGISTRATION AND REPORTS

### INITIAL REGISTRATION

Once a person qualifies as a lobbyist, they are required to register with the Commission **before** beginning or continuing any lobbying activity. [OMC 3.20.040 and 3.20.120]

To register, a lobbyist must provide their name, employer or lobbying firm, contact information, and client information. The lobbyist must include all clients that have a pending interest before the City, regardless of how much the individual client pays the lobbyist. A lobbyist hired by a network of people or organizations should register all individuals or organizations who are part of that network as clients unless the network exists as its own legal entity. A lobbyist's registration is valid for the duration of the calendar year in which the lobbyist registered unless the lobbyist terminates their registration.



**Register and File Quarterly Reports Online**

Oakland lobbyists use the Commission's [OakApps](#) Lobbyist Registration and Reporting System for all filing requirements including registration, quarterly reports, annual registration renewal, and termination. See the Quick Start instructions in the appendix to this guide.

Visit <https://apps.oaklandca.gov/oakapps/>.

See the [Lobbyist e-filing quick-start guide](#) (Appendix I) for instructions. More resources are available on our online [FAQ](#)

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**Example:** A person who recently began working as a contract lobbyist should register when the lobbyist receives, or becomes entitled to receive, a total of \$1,000 in any calendar month for lobbying.

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### REGISTRATION FEE

At the time of registering, a lobbyist must pay an annual registration fee of either:

- \$500 if the lobbyist registers between January 1 and June 30; or
- \$250 if the lobbyist registers between July 1 and December 31.

After registering through the OAKapps registration and reporting system, lobbyists will receive an invoice for payment of the registration fee from PEC staff. A lobbyist must use Oakland's [invoice payment portal](#) to pay the invoice online or send a check or money order for the applicable fee made out to "City of Oakland" to:

Public Ethics Commission  
1 Frank H Ogawa Plaza  
Room 104  
Oakland, CA 94612

Attn: Lobbyist Registration

## FEE REDUCTION AND WAIVER ELIGIBILITY

Lobbyists representing a small business or nonprofit organization that meets certain tax status and/or gross receipts/income thresholds are eligible to apply for reduced or waived registration fees.

The Public Ethics Commission will reduce the registration fees to \$100 for a lobbyist who registers between January 1 and June 30 and to \$50 for a lobbyist who registers between July 1 and December 31 who meet the following criteria:

1. is a salaried employee, officer, or director of any corporation, organization or association that received less than \$200,000 in gross receipts or gross income in its current tax year at the time of the local governmental lobbyist's registration and in its prior tax year; and
2. is exclusively representing that corporation, organization or association.

The Public Ethics Commission will waive the registration fees for a lobbyist who:

1. is a salaried employee, officer, or director of an organization or association that is exempt from taxation under 26 U.S.C. Sections 501(c)(3) and that received less than \$750,000 in gross receipts in both the organization's current tax year at the time of the local governmental lobbyist's registration and in the organization's prior tax year; and
2. is exclusively representing that organization.

A lobbyist of a chapter of a nonprofit organization or association is eligible to receive a fee waiver or fee reduction if all of the following are true:

1. The chapter is clearly presented to the public as being a chapter of the nonprofit organization or association;
2. The chapter has different leadership from the nonprofit organization or association; and
3. The chapter has its own budget and pays for the lobbyist's salary or lobbying expenses out of the chapter's budget.

The Public Ethics Commission may require that a lobbyist submit proof of an employer's gross receipts or gross income to receive the fee reduction or fee waiver as part of the lobbyist's registration or at any time thereafter.

To request a fee waiver or reduction, a lobbyist must submit an online application by visiting the PEC's [Request Lobbyist Registration Fee Waiver webpage](#).

## ANNUAL REGISTRATION RENEWAL

Lobbyists are also required to re-register annually during the month of January and pay the applicable registration fee for that calendar year.

If a lobbyist does not reregister during the month of January and pay the applicable fee their registration will be automatically terminated effective December 31 of the previous calendar year.

NOTE: Even if a lobbyist files their initial registration mid-year (e.g., in June), the lobbyist must still renew their registration in January the following year if they will be continuing lobbying activity.

## DEBARMENT FOR FAILURE TO REGISTER

If a lobbyist fails to properly register, they can be barred from acting as a lobbyist in addition to facing administrative and criminal penalties. [OMC 3.20.070]

## MANDATORY TRAINING

All lobbyists must complete the PEC's lobbyist training within 60 days of the lobbyist's initial registration. Thereafter, local governmental lobbyists must complete any additional training sessions as required by the Public Ethics Commission. [O.M.C. 3.20.045] The PEC has recently adopted [Administrative Rules](#) requiring returning local governmental lobbyists to complete additional training once every two years, as specified.

To complete the mandatory training requirement, lobbyist must go to the PEC's [Lobbyist Training webpage](#) and complete the following steps:

1. Watch the PEC's online training video
2. Complete and submit a post-training quiz

The Public Ethics Commission may invalidate a registration for failure to comply with training requirements.

## MANDATORY QUARTERLY REPORTS

In addition to initial registration and annual renewal, lobbyists must file quarterly reports that disclose all clients and lobbying activities during each calendar quarter.

Lobbyist Quarterly Reports must be filed by the last day of the month following the end of the calendar quarter in which the lobbyist is registered or should have been registered. [OMC 3.20.110] A registered lobbyist must file all Quarterly Reports **even if there is no reportable activity during the quarter.**

Quarter	Reporting Period	Due Date
1	January 1-March 31	April 30
2	April 1-June 30	July 31
3	July 1-September 30	October 31
4	August 1-December 31	January 31

The Public Ethics Commission can impose a late filing fee of \$10 per day after the deadline until the information is received by the Public Ethics Commission or the fines reach \$1,000.

Note: There is no extension when a deadline date falls on a weekend. Reports may be filed prior to the deadline 24/7 using the online system.

## LOBBYIST ACTIVITY THAT MUST BE DISCLOSED

Lobbyist quarterly reports must contain the following information: [OMC 3.20.110]

### Contacts with City Officials

A lobbyist must report all contacts with City Officials seeking to influence a decision on behalf of a client or employer. A lobbyist must report every government action (i.e., municipal decision) that they are paid to influence along with the name of their client or employer. They must also include the name, title, and department of every City official that they contacted. All reported contacts must include a description of each position advocated by the lobbyist on behalf of the client.

### Employment of a City Official or Candidate

A lobbyist must report when they, or one of their clients, employ any City officeholder, candidate, City employee or their immediate family member. The report must include the name of the person hired, a description of the services performed, and the total payments to the individual.

### Employment by a City Official or Candidate

A lobbyist must report if they are employed by any City officeholder, candidate, City employee or their immediate family member. The report must include the name of the City official or candidate who hired the lobbyist. It must also include a description of the service performed and the total payment made to the lobbyist.

### Political Contributions

A lobbyist must report any person or organization that they ask to make a campaign contribution to a City officeholder or candidate. The report must include the name of every person that the lobbyist asked to make a campaign contribution. It must also include the name of the officeholder or candidate (including any committee or fund) the request benefitted. **A lobbyist must report the request even if it does not result in a contribution.**

## TERMINATION OF LOBBYING ACTIVITIES

Lobbyists who have stopped **all** Oakland lobbying activity during the calendar year in which they are registered are required to notify the Commission by filing a Termination Report on the OakApps reporting system, which shall terminate their registration. Once a person terminates their registration, they have no further obligations under the Act unless they begin lobbying again. [OMC 3.20.050]

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**Example:** A lobbyist stops working on a campaign for Client A, but they are still engaged in lobbying activities for Client B. The lobbyist would **not** terminate their registration unless they stop performing regulated lobbying activity for **all** their clients.

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If a lobbyist does not reregister during the month of January and pay the applicable fee, their registration will be automatically terminated effective December 31 of the previous calendar year. That lobbyist would still have to file their fourth quarter report for that prior year (due January 31), but would have no further reporting obligations under the Act.

If a lobbyist wishes to begin lobbying Oakland officials again after terminating their registration, the lobbyist must re-register with the Commission.

## MANDATORY RECORD RETENTION

Lobbyists must keep all documents related to registration and quarterly reports for **five years**. This includes all books, papers, and documents, including Lobbyist Registration, Lobbyist Quarterly Reports, and Lobbyist Termination forms. [OMC 3.20.100]

If you are in doubt, it is better to keep all documents. It is the lobbyist's responsibility to provide copies of records to the Commission upon an investigation, and it is a violation of the Act if required records are missing. While records are saved in the Lobbyist Registration and Reporting System, it is still recommended that lobbyists keep copies for their own records.

## PROHIBITED ACTIVITIES

The Act prohibits lobbyists, clients, contractors, and persons doing business with the City from engaging in certain activities. The following section summarizes types of activities prohibited by the Act. Please consult the Act for specific details and a complete list of restrictions.

### PERSONAL OBLIGATION

Lobbyists, clients, contractors, and persons doing business with the City may not take any action that places a City official or employee under personal obligation to the lobbyist, client, contractor, or person doing business with the City. [OMC 3.20.130]

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**Example:** A lobbyist may not make a monetary loan to a City employee.

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### DECEPTION

A lobbyist, client, contractor, or person doing business with the City may not attempt to deceive a City official or employee regarding facts about a government action (pending or proposed). [OMC 3.20.140]

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**Example:** A lobbyist may not provide false data that supports their position on pending legislation.

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### IMPROPER INFLUENCE

A lobbyist may not cause or influence a government action for the purpose of creating future lobbying business for the lobbyist. [OMC 3.20.150]

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**Example:** A lobbyist may not influence the introduction of legislation when the lobbyist hopes to be later retained to promote or oppose that very legislation.

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### FALSE APPEARANCES

A lobbyist may not attempt to create a false appearance of public favor or disfavor of any government action. A lobbyist may not cause any communication to be sent to a City official or employee in the name of any fictitious person or in the name of a real person without that person's consent. [OMC 3.20.160]

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**Example:** A lobbyist may not submit a letter in support of a proposed development on behalf of a neighborhood group that does not exist or on behalf of a neighborhood group that does exist without that group's consent.

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### PROHIBITED REPRESENTATIONS

A lobbyist may not represent that they can control or obtain the vote or action of any City officer or employee. [OMC 3.20.170]

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**Example:**  
A lobbyist may not tell a potential client that Councilmember A will vote however the lobbyist tells that Councilmember to vote.

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### RESTRICTIONS ON PAYMENTS AND GIFTS

Lobbyists and their clients may not make payments to, or incur expenses for, any officeholder, candidate, employee, or family member thereof, that exceed \$240 in any single calendar year. [OMC 3.20.180]. This restriction includes gifts, honoraria, and any other form of compensation, but does not include political contributions.

In addition, the City's Government Ethics Act prohibits a **restricted source** from giving a gift with a value of \$50 or more to a City official or employee [O.M.C. 2.25.060(C)(3)]. A restricted source means either a person doing business with or seeking to do business with the department of the City official or employee or a person who during the prior twelve (12) months knowingly attempted to influence a City official or employee in any legislative or administrative action.

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**Example:** The client of a lobbyist is prohibited from giving the Mayor’s spouse a \$300 ticket to a musical concert.

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### “REVOLVING DOOR” RESTRICTIONS

A City officer, department head, or budget director may not act as a lobbyist for **two years** after leaving office. [OMC 3.20.190] This restriction applies to the Mayor, City Administrator, City Councilmembers, City Attorney, City Clerk, City Auditor, and executive officers.<sup>2</sup> In addition, the City’s Government Ethics Act prevents a board/commission member and other City employees not listed above from lobbying their former board or department for a period of one year after leaving their position. [OMC 2.25.050(C)]

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**Example:** A director of a City department may not engage in lobbying for two years after leaving their City position. However, they may speak on their own behalf in support of a proposed ordinance.<sup>3</sup>

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### OTHER APPLICABLE OAKLAND LAWS — CONTRACTOR BAN

The Oakland Campaign Reform Act (OCRA) prohibits a person who contracts with the City, or who proposes to contract with the City, from making contributions to candidates, subject to certain exceptions. The restriction applies between the commencement of negotiations and 180 days after the completion or the termination of negotiations for such a City contract. [OMC 3.12.140(A)] For entities such as organizations or businesses, the restriction applies to anyone authorized to represent the entity before the City regarding the contract, including a paid lobbyist. Before making a campaign contribution, a lobbyist must determine the end of the contract negotiation period to avoid breaking the law.

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**Example:** A lobbyist was hired by a local business to help the business get selected for a City contract. The lobbyist cannot contribute to a City candidate until 180 days after the completion or termination of the negotiation period has ended.

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<sup>2</sup> **City officer** is defined by City Charter section 400.

<sup>3</sup> There are additional “revolving door” restrictions in the Oakland Government Ethics Act. See OMC 2.25.050.

## **ENFORCEMENT**

Persons who violate the Act are subject to administrative, civil, and criminal penalties. The Commission's Complaint Procedures and Complaint Forms are available from the Commission and are posted on its website.

### **LATE FILING FEES**

If any lobbyist fails to submit any of the required information by the appropriate deadline, the Public Ethics Commission will impose a late filing fee of \$10 per day after the deadline until the information is received by the Public Ethics Commission or the total amount of late fees reach \$1,000. This late fee is in addition to, and does not preclude, the possible imposition of other administrative, civil, or criminal penalties for a late filing.

### **ADMINISTRATIVE/CIVIL PENALTIES**

The Commission is responsible for enforcing the Act and is authorized to impose administrative penalties of up to \$1,000 for each violation. [OMC 3.20.200]

The PEC may also impose civil penalties of up to \$1,000 for each complaint sustained [OMC 3.20.210].

### **CRIMINAL PENALTIES**

In addition to potential for administrative and civil penalties, any person who knowingly or willfully violates the Act is guilty of a misdemeanor. No person convicted of a misdemeanor violation of the Act may act as a lobbyist, advise a client, or otherwise attempt to influence a government action for compensation for one year after the conviction. [OMC 3.20.220]



## APPENDIX I: LOBBYIST REGISTRATION AND REPORTING SYSTEM

### QUICK START GUIDE

The City of Oakland’s Lobbyist Registration and Reporting System allows users to register as an Oakland lobbyist, maintain a client list, enter lobbyist activity, draft disclosure reports, and submit them online.

#### CREATE OAKAPPS ACCOUNT

1. First time users must first create an [OakApps](#) account (OakApps provides access to numerous City of Oakland applications). Click **REGISTER** in the upper right side of the page. Provide the requested information to create your account. Note: Lobbyists should select “Business” as the account type.
2. Verify your email and set your password.

#### REGISTRATION

1. From [OakApps](#) click on the **PUBLIC ETHICS COMMISSION** button or enter <https://apps.oaklandca.gov/pec/> in your browser to proceed to Lobbyist Registration and Reporting.
2. Click the **REGISTRATION** icon and then the **REGISTER** link within the text.
3. Enter your contact and employer information.
4. Enter clients.
5. Contract lobbyists: Add information for each client.
6. In-house lobbyists: Your employer will automatically be entered as a client. Please click **EDIT** to complete the client information.
7. When the information is complete, click **REVIEW** to check your draft registration form for accuracy. Click the **BACK** button if you need to add, edit, or delete any data.
8. If the draft is satisfactory, check “I agree” in the declaration box at the bottom of the page and then click **REGISTER**.
9. Your registration is complete! You will receive a confirmation by email. You may print or download a copy of your registration for your records from your Profile page.

#### DRAFTING AND SUBMITTING LOBBYIST ACTIVITY REPORTS

1. Go to <https://apps.oaklandca.gov/pec/> . Click the **MY ACTIVITY REPORTS** icon and then the **REPORTS** link in the text below. If you are already logged in to your account, you can click **REPORTS** on the main menu.
2. Select the reporting period from the dropdown list in the upper right corner to start a new report. When a new report is added a draft is saved and will be displayed in the Drafts table until submitted.
3. In the Clients Represented section, click the **ADD** icon to add the clients you represented during the period, compensation received, and whether you have reportable activity on behalf of that client. Note: If you added a new client after submitting your registration, add the client from the Registration page and amend your registration before proceeding.

4. In the Contacts with City Officials section, click the **ADD** icon to make an entry for each contact with a City Official made to influence a government (municipal) decision on behalf of a client or employer. Enter elected officials and board and commission members by name. Enter City employees by Department and Title only.
5. In the Employment of a City Official or Candidate section, click the **ADD** icon to enter a City officeholder, candidate, employee, or member of their immediate family employed by you (or a client at your behest) during the reporting period.
6. In the Employment by a City Official or Candidate section, click the **ADD** icon to enter a City officeholder, candidate, employee, or member of their immediate family, who employed you during the reporting period.
7. In the Political Contributions section, click the **ADD** icon to enter each person or organization you solicited for political contributions to a City officeholder or candidate during the reporting period.
8. You may exit the system and return to continue editing your draft report by locating the draft on the Reports page and clicking **VIEW**. You may also print out your draft from the Reports page.
9. Once the draft is complete, click **REVIEW REPORT** to check your report for accuracy. Click the **BACK**
10. button to continue editing.
11. If the draft is satisfactory, check “I agree” in the declaration box at the bottom of the page and click **SUBMIT**.
12. Your Quarterly Activity Report is filed! You will receive a confirmation of your filing by email. Submitted filings are shown in the bottom section of both the Reports page and your Profile page. You may print or download a copy of your report for your records from either location.

### AMENDING YOUR REGISTRATION

Any time your registration information changes, such as contact, employer or client information, you must amend your registration. It is a violation of the Lobbyist Registration Act to lobby on behalf of an employer or client before registering them with the Public Ethics Commission, so keep your registration information current.

1. Go to <https://apps.oaklandca.gov/pec/>. Click the **REGISTRATION** icon and then the **REGISTER** link within the text. If you are already logged in to your account, you can amend your registration by clicking **PROFILE** on the main menu and then the **AMEND** button to edit your registration information.
2. Make edits to your contact, employer, and client information, then click **REVIEW** to check your amended registration form for accuracy. Click the **BACK** button to continue editing.
3. If the draft is satisfactory, check “I agree” in the declaration box at the bottom of the page and click **AMEND**.
4. Your amended registration is complete! You will receive a confirmation of your amended registration by email. You may print or download a copy of your registration for your records from your Profile page.

### AMENDING YOUR REPORT

1. Go to <https://apps.oaklandca.gov/pec/>. Click the **MY ACTIVITY REPORTS** icon and then the **REPORTS** link in the text below. If you are already logged in to your account, you can click **REPORTS** on the main menu.

2. Locate the report you want to amend in the Reports Filed section and click **AMEND**. You may exit the system and return to continue editing your draft amendment by locating the draft on the Reports page and clicking **VIEW**. You may also print out your draft.
3. Use the **ADD**, **EDIT** and **DELETE** functions to revise your report.
4. Once the draft is complete, click **REVIEW REPORT** to check your report for accuracy. Click the **BACK** button to continue editing.
5. If the draft is satisfactory, check “I agree” in the declaration box at the bottom of the page and click **SUBMIT**.
6. Your Amendment is filed! You will receive a confirmation of your amendment by email. Submitted filings are shown in the bottom section of both the Reports page and your Profile page. You may print or download a copy of your report for your records from either location.

### TERMINATING YOUR REGISTRATION

If you will no longer be lobbying City of Oakland officials, you must notify the Public Ethics Commission by submitting a final Termination Report to be relieved of registration and reporting obligations.


**Remember, once you terminate your registration it is a violation of the Lobbyist Registration Act to engage in any lobbying activity with the City of Oakland until you reactivate your registration.**

1. Go to <https://apps.oaklandca.gov/pec/>. Log into your account and click **PROFILE** from the main menu items.
2. Click the **TERMINATE** button on the right side of the page.
3. Complete the Termination Report covering activities up to the date of termination.
4. When the draft is satisfactory, check “I agree” in the declaration box at the bottom of the page and click **SUBMIT**.
5. Your registration is terminated! You will receive a confirmation by email. Your lobbyist status will be updated to terminated and you will no longer receive notices. However, you will still be able to log-in to access your account information and filing history. You may also submit reports and amends for periods prior to your termination. You may re-register at any time.


### MAIN MENU

The Oakland Lobbyist Registration and Reporting System main menu displays on each page and contains the following options:

- **HOME** - Returns your browser to the Lobbyist Registration and Reporting home page with links to Registration, Resources, and My Activity Reports.
- **PROFILE** - Displays your most recent registration status, registration information, and filing history. Allows you to amend or terminate your registration and print submitted registration and reports documents.
- **REGISTRATION** - Allows you to update registration information and client list, submit registration and amendments, and print or download your most recent registration.
- **REPORTS** - Allows you to draft and submit reports. Allows you to view, edit, print, and delete draft reports as well as view, print and amend submitted reports.

**LOGGING OUT:** Click the  OakApps logo in the upper right corner to log out of your account.

#### GET HELP

- **Tool Tips** – Throughout the system you will see tool tips. Simply hover over the  icon to open a floating window with instructions and information specific to the section you are viewing
- **Additional Resources** – From the Home page, click Resources to find links to the Lobbyist Registration Act, the Commission’s Lobbyist Guide, and our searchable [FAQ](#) page.
- **Email Assistance** – Contact Commission staff for support. Send an email to [ethicscommission@oaklandca.gov](mailto:ethicscommission@oaklandca.gov).

## APPENDIX II: SAMPLE COMPLETED REGISTRATION FORM



### Lobbyist Registration Amendment 2

Lobbyist: Quetzalli Lara

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PUBLIC ETHICS COMMISSION  
12/8/2021 1:16 PM

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#### Lobbyist

Name Quetzalli Lara  
Address 1 Frank H Ogawa Plaza  
Room 104  
Oakland, CA 94601  
Phone (510) 238-2257  
Email alarafranco@oaklandca.gov

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#### Employer

Lobbyist Type Contract Lobbyist  
Name Xochipilli  
Address 1 Frank H Ogawa Plaza 1st Floor, Rm 104  
Oakland, CA 94612  
USA  
Phone (510) 238-3593  
Email alarafranco@oaklandca.gov



Lobbyist Registration  
Amendment 2

Lobbyist: Quetzalli Lara

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PUBLIC ETHICS COMMISSION  
12/8/2021 1:16 PM

Clients

Name	Address	Phone	Email	Website	Business Interest
Xochipilli Inc. Type: Business	1 San Sebastian Road, Oakland, CA 94601, USA	(510) 238-3593	alarafranco@oaklandca.gov		Interest: Construction
Ana Lara Type: Business	123 San Sebastian Road, Oakland, CA 94612, USA	(510) 238-3593	alarafranco@oaklandca.gov		Interest: Accommodation and Food Services

Verification

I, Quetzalli Lara have reviewed this registration and agree to comply with all requirements pursuant to the Oakland Lobbyist Registration Act. I certify under penalty of perjury under the laws of the State of California that to the best of my knowledge the information contained herein is true, complete and correct.

## APPENDIX III: SAMPLE COMPLETED QUARTERLY REPORT



**Quarterly Lobbyist Activity Report**  
Oct 01 to Dec 31, 2020

Lobbyist: Quetzalli Lara

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PUBLIC ETHICS COMMISSION  
12/14/2021 12:42 PM**

Filed by Lobbyist		Employer	
Type	Contract Lobbyist	Name	Xochipilli
Name	Quetzalli Lara	Address	1 Frank H Ogawa Plaza 1st Floor, Rm 104 Oakland, CA 94612 USA
Address	1 Frank H Ogawa Plaza Room 104 Oakland, CA 94601	Phone	(510) 238-3593
Phone	(510) 238-2257	Email	alarafranco@oaklandca.gov
Email	alarafranco@oaklandca.gov		

### Clients Represented

Name	Address	Reportable	
		Activity	Payment to Lobbyist
Xochipilli Inc.	1 San Sebastian Road, Oakland, CA 94601, USA	No	Not Stated
Ana Lara	123 San Sebastian Road, Oakland, CA 94612, USA	Yes	\$ 20,000.00



**Quarterly Lobbyist Activity Report**  
Oct 01 to Dec 31, 2020

Lobbyist: Quetzalli Lara  
**FILED WITH CITY OF OAKLAND  
PUBLIC ETHICS COMMISSION  
12/14/2021 12:42 PM**

**Contacts with City Officials (Schedule A)**

Contacts by lobbyist with City Officials to influence a governmental (municipal) decision on behalf of a client or employer.

Client	Municipal Decision	Subject	Position	City Official
Ana Lara	Land Use (Permit, Zoning, Study)	Accessibility	Support	Noel Gallo, Council Member, District 5
<i>Narrative:</i> approve permits for housing				
Ana Lara	Public Contract	Airport	Support	Rebecca Kaplan, Council Member, At-Large
<i>Narrative:</i> approve new airport terminal				
Ana Lara	Ordinance, Policy, or Other Legislative Matter	Cannabis regulation/taxation	Informational meeting	City Administrator's Office - Assist to the City Administrator
<i>Narrative:</i> met with Cannabis dept				
Ana Lara	Other Permits, Administrative Decisions	Recreation and Parks	Oppose	City Council - Chief of Staff, Council District 3
<i>Narrative:</i> oppose permits for new aprk				





**Quarterly Lobbyist Activity Report**  
Oct 01 to Dec 31, 2020

Lobbyist: Quetzalli Lara

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**Schedule B - Employment of a City Official or Candidate (Schedule B)**

City officeholder, candidate, employee or immediate family member, employed by lobbyist, or by a client at the lobbyist's behest, during the reporting period.

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No Activity Reported..

**Schedule C - Employment by a City Official or Candidate (Schedule C)**

City officeholder, candidate, employee or immediate family member who employed the lobbyist during the reporting period.

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No Activity Reported..

**Schedule D - Political Contributions (Schedule D)**

Persons or organizations solicited for contributions to a City officeholder or candidate during the reporting period.

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No Activity Reported..

**Verification**

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Public Ethics Commission  
1 Frank Ogawa Plaza (City Hall), Room 104  
Oakland, CA 94612  
[www.oaklandca.gov/pec](http://www.oaklandca.gov/pec)  
[ethicscommission@oaklandca.gov](mailto:ethicscommission@oaklandca.gov)  
(510) 238-3593