

## Item 4d - Policy Priorities Chart

### PUBLIC ETHICS COMMISSION Policy and Executive Projects and Priorities 2023 – 2024

Under the City Charter, the Public Ethics Commission (PEC) must periodically report to the City Council concerning the effectiveness of all local laws regarding campaign finance, lobbying, transparency, and governmental ethics and may make recommendations to the City Council for improving these laws. In addition, under the City Charter the City Council is required to consult with the PEC prior to amending laws that the PEC enforces. The table below summarizes current and potential policy and executive projects by project urgency, difficulty, and impact on the Commission’s overall goals.

Project	Description	Timing	Staff Effort	Impact	Recommended Priority
<b>Limited Public Financing (LPF) Act of 2024</b>	<b>CAMPAIGN FINANCE</b> Proposes to bring back a limited public financing program for the 2024 cycle only	<b>IN-PROGRESS</b> Likely considered by Council in October. Program launch in 2024	<b>MEDIUM</b> <ul style="list-style-type: none"> <li>• Significant legislative engagement</li> <li>• If enacted: Update guides and implement LPF program</li> </ul>	<b>HIGH</b> <ul style="list-style-type: none"> <li>• Ensures public financing for 2024 election cycle</li> <li>• Provides opportunity to pilot some Measure W policies</li> </ul>	<b>2023 - 2024</b>  <b>HIGH PRIORITY:</b> PEC has recommended this policy to the Council
<b>Lobbyist Registration Act (LRA) Fee Waiver/Reduction</b>	<b>LOBBYING</b> Proposes to establish a fee waiver/reduction program and other changes to the LRA	<b>IN-PROGRESS</b> Likely considered by Council in October. Fee and lobbyist training implemented in 2024	<b>MEDIUM</b> <ul style="list-style-type: none"> <li>• Significant legislative engagement</li> <li>• Update guides; add waiver/reductions with new fee</li> <li>• Create lobbyist training</li> </ul>	<b>MEDIUM</b> <ul style="list-style-type: none"> <li>• Provides fee relief to nonprofits and small business/organizations</li> <li>• Includes some lobbying policy streamlining/best practices</li> </ul>	<b>2023</b>  <b>HIGH PRIORITY:</b> PEC has recommended this policy to the Council
<b>Voter Guide</b>	<b>CAMPAIGN FINANCE</b> Pilot a candidate information voter guide for the 2024 election cycle	<b>NEAR/MEDIUM TERM</b> Guide design would need to be complete by early 2024	<b>HIGH</b> <ul style="list-style-type: none"> <li>• Research voter guide content and design best practices</li> <li>• Solicit candidate statements</li> <li>• Create online/paper format</li> </ul>	<b>HIGH</b> <ul style="list-style-type: none"> <li>• Advances many Measure W goals, including promoting voucher usage, voter information, and turnout</li> <li>• Piloting a voter guide in 2024 would enable the PEC to refine guide design/admin for 2026</li> </ul>	<b>2023 – 2024</b>  <b>HIGH PRIORITY:</b> Aligns with and amplifies Measure W goals
<b>Assign Mayor’s Salary Setting to PEC</b>	<b>ETHICS</b> Provide PEC’s perspective as to whether/how PEC should set the Mayor’s salary, vs waiting for Administrator’s proposal (Council policy proposal)	<b>NEAR TERM</b> City Administrator will likely provide a recommendation to Council by early next year	<b>MEDIUM</b> <ul style="list-style-type: none"> <li>• Modest policy research and legislative drafting</li> <li>• Modest leg. engagement</li> <li>• Mayor salary setting would be incorporated with City Attorney/Auditor processes</li> </ul>	<b>MEDIUM</b> <ul style="list-style-type: none"> <li>• With this change, PEC would set all elected officials’ salaries</li> <li>• Opportunity to propose refining charter criteria for setting other officeholders’ salaries based on experience</li> </ul>	<b>2023</b>  <b>MEDIUM PRIORITY:</b> PEC must be consulted on this proposal, but may choose to be proactive

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<b>Charter Review</b>	<b>GOVERNANCE</b>  Review City Charter to propose changes that could be incorporated in a ballot measure charter amendment affecting the PEC	<b>NEAR/MEDIUM TERM</b>  Proposed ballot measures would likely need to be considered by Council in first half of year	<b>LOW TO MEDIUM</b>  <ul style="list-style-type: none"> <li>• Modest policy research and legislative drafting</li> <li>• Modest legislative engagement</li> <li>• Possible formation of Ad Hoc subcommittee to provide recommendations</li> </ul>	<b>LOW TO HIGH</b>  <ul style="list-style-type: none"> <li>• Impact would vary based on changes proposed</li> </ul>	<b>2023 – 2024</b>  <b>MEDIUM PRIORITY:</b> Possible Nov 2024 ballot measure may be unique opportunity to strengthen PEC governance.
<b>Bi-Annual Policy Review: Lobbyist Registration Act (LRA)</b>	<b>LOBBYING</b>  Comprehensively review the LRA, including who is required to register as a lobbyist and what lobbyists are required to disclose	<b>LONG TERM</b>  Staff goal is to review one law administered by the PEC every two years	<b>HIGH</b>  <ul style="list-style-type: none"> <li>• Research peer jurisdictions; hold informational hearings; engage stakeholders</li> <li>• Draft report of recommended changes</li> <li>• Significant policy research and legislative drafting</li> <li>• Significant legislative engagement</li> </ul>	<b>HIGH</b>  <ul style="list-style-type: none"> <li>• Increased transparency of lobbying activities</li> <li>• Opportunity to address deficiencies in LRA identified by staff, elected officials, and regulated community</li> <li>• Builds off registration fee work</li> </ul>	<b>2024 - 2025</b>  <b>HIGH PRIORITY:</b> Oakland’s LRA has not been updated in decades and falls short of peer lobbying ordinances in many areas
<b>Build Ethics Commission Network</b>	<b>GOVERNANCE</b>  Create a regularly-meeting network of California Ethics Commissions and an annual conference (Goldman reco)	<b>LONG TERM</b>  PEC already coordinates with other ethics commissions, but on an as-needed basis	<b>MEDIUM</b>  <ul style="list-style-type: none"> <li>• Propose Network concept; set up regular meetings; prepare agendas</li> <li>• Secure meeting space and logistics; prepare conference topics and materials</li> </ul>	<b>LOW TO MEDIUM</b>  <ul style="list-style-type: none"> <li>• Promotes problem and solution-sharing</li> <li>• Restarts prior PEC effort</li> </ul>	<b>2024</b>  <b>LOW PRIORITY:</b> prioritize setting up regular quarterly check-in meetings; participate in an annual conference if another Ethics Commission hosts

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<b>Strengthen Public Records Mediation/ Disclosure Laws</b>	<b>TRANSPARENCY</b> Review causes of mediation delays and research policy alternatives to increase records request responsiveness (Nardi reco)	<b>LONG TERM</b>	<b>HIGH</b> <ul style="list-style-type: none"> <li>• Categorize and review mediation dispute types</li> <li>• Research peer jurisdiction approaches</li> <li>• Draft report of recommended changes</li> <li>• Significant policy research and legislative drafting</li> <li>• Significant legislative engagement</li> <li>• Likely requires budget prioritization</li> </ul>	<b>MEDIUM</b> <ul style="list-style-type: none"> <li>• Potentially reduce mediation backlog</li> <li>• Faster responsiveness to records requests</li> </ul>	<b>FUTURE CONSIDERATION:</b> revisit if staff resources allow; potentially seek student assistance for policy research
<b>Contributor Certification</b>	<b>CAMPAIGN FINANCE</b> Require contributors to certify they meet OCRA requirements, including the contractor contribution prohibition (Goldman reco)	<b>LONG TERM</b>	<b>LOW</b> <ul style="list-style-type: none"> <li>• Modest policy research and legislative drafting</li> <li>• Modest legislative engagement</li> <li>• Potentially significant staff resources to implement/ enforce</li> </ul>	<b>LOW</b> <ul style="list-style-type: none"> <li>• Increase contributor awareness of OCRA restrictions</li> </ul>	<b>FUTURE CONSIDERATION:</b> revisit once contractor database and Schedule O contractor ban acknowledgment are implemented
<b>Create Regular Auditing Program</b>	<b>ENFORCEMENT</b> Create a regular comprehensive or randomized auditing program for lobbying and campaign finance reports (Goldman reco)	<b>LONG TERM</b>	<b>HIGH</b> <ul style="list-style-type: none"> <li>• Requires additional staff to implement</li> </ul>	<b>HIGH</b> <ul style="list-style-type: none"> <li>• Increase compliance with PEC-enforced laws and detection of violations</li> </ul>	<b>FUTURE CONSIDERATION:</b> revisit as part of future budget processes or as staff capacity increases