



Item 6 - Staff Memo with timeline

Ryan Micik, Chair
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Suzanne Doran, Acting Executive Director

TO: Public Ethics Commission
FROM: Suzanne Doran, Acting Executive Director
DATE: April 28, 2023
RE: Measure W Oakland Fair Elections Act Implementation Update for the May 10, 2023, Regular PEC Meeting

With the passage of Measure W, the Oakland Fair Elections Act, the Public Ethics Commission (PEC or Commission) is planning for a transition of growth in staffing, structure, and responsibilities as administrator of a completely re-designed public financing program. This memorandum provides an update on implementation activities since the last Commission meeting and a timeline for implementation tasks.

Operational Changes and Tasks

Budget – In April, Commission staff provided City administration with a service and equity impact analysis of the Commission’s budget proposal and potential effects should the proposal be reduced. The Mayor’s budget proposal will be published in May.

Staffing – Two new Ethics Analyst positions are expected to be added in the new fiscal year to staff the Democracy Dollars Program. In preparation for recruitment, Commission staff worked with the Human Resources Department to make minor classification specification updates to better reflect the work that has gradually evolved since the position was initially created and to include necessary references to the new Democracy Dollars program. City and union representatives met in February and March to discuss the proposed revisions and collaborated on minor language adjustments. In April, the union conveyed that there were no objections to the proposed revisions, which were then brought before the Civil Service Board and approved at its April meeting. The revised description will be used to initiate a recruitment and selection process once the positions are added to the PEC’s budget and can be filled.

Administrative Processes and Technology

In April, staff met with the City’s Contracts and Compliance team to discuss next steps on the requests for proposals/quotes (RFP/Q) for technology and other services related to the Democracy Dollars program administration. A Contract Analyst and a Compliance Officer will be assigned to work with staff on the RFP/Q. The Compliance Officer will review the RFP/Q for compliance and approve it for release.

Outreach

Online engagement – In April, Commission staff added a [Measure W/Democracy Dollars Program webpage](#) with a form to [subscribe for updates](#) and a form to [request a PEC speaker](#). Links to the page are featured prominently on the PEC’s home page. In addition, the PEC’s campaign finance webpages were updated with links to the Democracy Dollars webpage. Limited Public Financing webpages were archived or redirected to the Democracy Dollars program webpage. More detailed content covering new campaign finance rules, such as new political communication disclaimer requirements, are in progress and will continue to be released incrementally in the upcoming months.

Candidates and campaigns – In April, Commission staff sent an advisory to campaign subscribers providing an overview of changes to campaign rules affected by Measure W, including new contribution limits, voluntary spending limits, political communication disclaimers, and social media account disclaimers. Included with the advisory was a request for ongoing feedback from candidates and potential candidates, treasurers, and campaign consultants to inform preparation of guides, fact sheets, and training resources for the 2024 election cycle.

Public events – The Commission Chair and staff participated in an online panel discussion, “Democracy Dollars: Creating a More Democratic System in Oakland,” on April 20 hosted by the San Francisco Bay Area Planning and Urban Research Association (SPUR). Panelists included representatives of the Seattle Ethics and Elections Commission, Common Cause, and the Oakland League of Women Voters. The event garnered approximately 40 participants. A recording is available for viewing on the [SPUR website](#) and a link has been added to the [Measure W/Democracy Dollars Program webpage](#).

OAKLAND FAIR ELECTIONS ACT – DEMOCRACY DOLLARS PROGRAM

Implementation Overview with Key Dates

Phase 1: Preliminary Tasks	
Nov 2022 – June 2023 Activities and Outcomes	
Nov 2022	<ul style="list-style-type: none"> ✓ Preliminary research and analysis of requirements for program administration. ✓ Begin coordination with other City stakeholders and agencies.
Dec 2022 – Jan 2023	<ul style="list-style-type: none"> ✓ 2023 – 2025 fiscal year budget preliminary deliverables including Democracy Dollars (DD) program complete ✓ Updates to job specifications and civil service examination process for new staff positions – in progress ✓ Business requirements for technology outlined in partnership with ITD ✓ Establish advisory group/liaison with City Administrator’s office and internal stakeholders
Feb 2023	<ul style="list-style-type: none"> ✓ Submit budget proposal with funding for DD program. ✓ Submit DD job specifications for union approval. ✓ Receive and incorporate feedback into tech system requirements.
Mar 2023	<ul style="list-style-type: none"> ✓ Present budget proposal with PEC priorities for DD program to Mayor. ✓ Response to union re: DD job specifications. ✓ Draft milestones, success metrics for program roll-out for discussion. ✓ Research DD design, printing, and distribution needs. ✓ Initiate RFP process for tech and voucher production services with Finance Department.
Apr – Jun 2023	<ul style="list-style-type: none"> • Issue tech system RFI/RFP in partnership with ITD. – in progress • Issue RFI/RFP for DD design, printing, and distribution. – in progress • Develop program webpages to chart implementation progress. – in progress • Recruitment for new positions, examination/interview process. – in progress • Outreach plan development. – in progress • Identify policy questions requiring Commission action prior to 2024 launch. • Vendor selection and approval in partnership with ITD and Finance Departments. • Vendor selection for printing and mailing of DD packets.
Phase 2: Program Foundations	
Jul - Dec 2023	
Jul 2023	<p>MILESTONE 1: Program funds budgeted and available for 2023 – 2024.</p> <p>MILESTONE 2: Vendor approved; tech system development begins.</p>
Aug 2023	<p>MILESTONE 3: New positions filled; staff onboarded.</p> <p>MILESTONE 4: Vendor approved for printing and mailing of DD packets.</p> <ul style="list-style-type: none"> • Preliminary development of forms, systems for program administration.
Sep – Oct 2023	<ul style="list-style-type: none"> • DD and packet design selection. • Adopt Commission regulations prior to 2024 launch, as needed. • Outreach and training materials development for Oakland residents, candidates. • Monitor milestones required for 2024 launch date.
Nov – Dec 2023	<p>MILESTONE 5: DD voucher, packet, and mailing information ready for printing and distribution.</p> <p>MILESTONE 6: Tech system MVP tested and ready to deploy.</p>
Phase 3: Program Launch	
Jan - Apr 2024	
Jan – Mar 2024	<ul style="list-style-type: none"> • Tech system live. • DD funds available announcement.

	<ul style="list-style-type: none"> • Candidate application process begins. • Ongoing outreach to raise awareness of Democracy Dollars program.
Apr 2024	<ul style="list-style-type: none"> • DD distribution to Oakland registered voters by April 1, 2024. • Voucher assignment system and public program dashboard live.
May – Nov 2024	<ul style="list-style-type: none"> • PEC staff processes DD vouchers, disburses funds to candidates.
Phase 4: Post-election Evaluation	
Dec 2024 - ongoing	<ul style="list-style-type: none"> • Candidates return unused funds. • Program audit, performance evaluation reports for Commission and City Council. • Tech system and outreach development continues, user-experience, data-informed improvements.