



## Item 7 - Staff Memo with timeline

Ryan Micik, Chair  
Charlotte Hill, Vice Chair  
Alea Gage  
Arvon J. Perteet  
Vincent Steele  
Francis Upton IV

Nicolas Heidorn, Executive Director

---

TO: Public Ethics Commission  
FROM: Suzanne Doran, Project Lead/Analyst  
Nicolas Heidorn, Executive Director  
DATE: July 28, 2023  
RE: Measure W Oakland Fair Elections Act Implementation Update for the August 9, 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.

### Operational Changes and Tasks

**Budget and Staffing** – Staff is working with HR to hire for the Program Manager position.

**Administrative Processes and Technology** – In July, staff met with Oakland ITD management to review next steps and discuss the timeframe for program tech development considering postponement of program launch to 2026. IT and Commission staff are reviewing the draft request for proposals (RFP) with a target to publish the RFP by October, so a vendor can be selected and work on the Democracy Dollars database can begin in early 2024. Staff also met with Seattle Democracy Vouchers staff for a detailed tour of their voucher processing procedure.

Additionally, staff is researching opportunities for partnerships with and/or grants from organizations or foundations promoting civic engagement and/or civic technology, such as the Center for Civic Design, U.S. Digital Response, and university programs, to help inform the Commission's Democracy Dollars outreach plan and public-facing program resources.

**Data Projects** – In July, staff initiated a collaboration with Oakland ITD's Geographic Information Systems (GIS) team to explore how the Commission can surface insights from Oakland voter and demographic data to inform the Democracy Dollars outreach plan, performance measures, and proto-types for future transparency resources. GIS connects data to a map, combining where people or things are with descriptive information, such as the PEC's Show Me the Money app that shows the source of campaign contributions on a map. In the coming month, the team is partnering to aggregate voter history data by categories, such as census tracts and the City of Oakland's equity priority areas, that can then be associated

with demographic characteristics such as age, income, race and ethnicity, educational attainment, languages spoken, and more. Results from the analysis will be reported in future updates and utilized to enhance discussion of implementation plans and engagement activities.

### **Outreach**

**General Outreach** – Staff issued a press release announcing the Commission’s action to postpone Democracy Dollars voucher distribution until the 2026 election due to lack of sufficient funds in the FY 23 – 25 budget. The press release was sent to the PEC subscriber and press lists, added to the PEC and City of Oakland’s news items, posted to social media accounts, and shared on NextDoor.

**Candidates and Campaigns** – The July advisory to campaign subscribers featured an FAQ explaining the Commission’s action to postpone Democracy Dollars voucher distribution until the 2026 election.

**Online engagement** – In July, Commission staff revised the Democracy Dollars webpages to reflect the postponed launch to the 2026 election and updated the program FAQs.

# Item 7 - Staff Memo with timeline DEMOCRACY DOLLARS

## IMPLEMENTATION OVERVIEW WITH KEY DATES



### 2023: Preliminary Tasks

- Jan – Jun 2023**
- ✓ FY 2023 – 2025 budget proposal and advocacy
  - ✓ Update job specifications for new staff positions
  - ✓ Business requirements for technology drafted in partnership with ITD
  - ✓ Develop initial program webpages to chart implementation progress
  - ✓ Research and cost DD design, printing, and distribution needs
  - ✓ Draft requirements and get quotes for printing and mailing of DD packets

**June 2023  
Milestone 1:**



**FY 2023 – 2025 Budget adopted**

**Jul – Dec 2023**

- Commission postpones distribution of Democracy Dollars due to lack of funding
- Issue RFP for tech in consultation with ITD
- Recruit Program Manager
- Identify services needed for signature verification by Alameda County ROV
- Explore partnership opportunities for outreach and design
- Groundwork with City Administrator, City Clerk, Race and Equity

**Sep 2023  
Milestone 2:**



**Program manager position filled**



### 2024 – 2025: Program Foundations

**Jan 2024  
Milestone 3:**



**Tech vendor selected; database development begins**

- Jan – Jun 2024**
- Preliminary development of forms, systems for program administration
  - Develop process for signature verification by Alameda County ROV
  - Stakeholder engagement – internal stakeholders, candidates, campaign consultants
  - Identify policy questions requiring Commission action prior to 2026 launch
- Jul – Dec 2024**
- Outreach plan development
  - Stakeholder engagement – outreach, design elements, coalition-building
- Jan – Jun 2025**
- Democracy Dollars design options finalized
  - Develop marketing materials and educational resources
  - Recruit for new staff positions
  - Budget development for FY 2025 - 2027
  - Develop performance metrics and determine baselines

**Jun 2025  
Milestone 4:**



**Outreach plan adopted**

**Jul 2025  
Milestone 5:**



**FY 2025 – 2027 program funds budgeted**

## Item 7 - Staff Memo with timeline

Aug – Sep 2025  
Milestone 6:



New positions filled, staff onboard

Sep – Dec 2025

- Finalize service contract and process for signature verification by Alameda County ROV
- Adopt program rules and regulations prior to 2026 launch, as needed
- Evaluate progress towards milestones required for 2026 launch date
- Finalize and publish outreach and training materials for Oakland residents, candidates
- DD funds available announced

Dec 2025  
Milestone 6:



Tech system MVP tested and ready to deploy



### 2026: Program Launch

Jan 2026  
Milestone 7:



Candidate application process begins

Jan - Mar 2026

- Outreach to raise awareness of Democracy Dollars program
- DD voucher, packet, and mailing information ready for printing and distribution
- Voucher assignment system and public program dashboard live

Apr 2026  
Milestone 8:



DD mailed to Oakland registered voters by April 1, 2024

Apr – Nov 2026

- PEC staff processes DD vouchers, disburses funds to candidates
- Ongoing community outreach to promote program

Nov 2026  
Milestone 9:



First Election with Democracy Dollars

Dec 2026 - ongoing

- 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



### 2027: Post-election Evaluation

2027  
Milestone 10:



Report to City Council