# 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

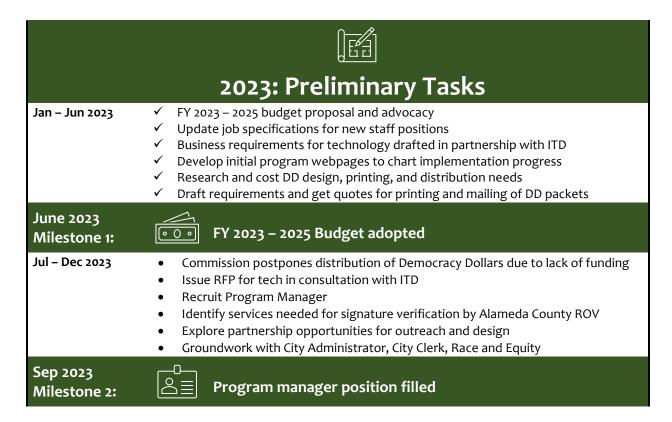
**General Outreach** – Staff issued a press release announcing the Commission's action to postpone Democracy Dollars voucher distribution until the 2026 election due to lack of sufficient funds in the FY 23 – 25 budget. The press release was sent to the PEC subscriber and press lists, added to the PEC 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.

# DEMOCRACY DOLLARS Memo with timeline

# IMPLEMENTATION OVERVIEW WITH KEY DATES





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# Aug – Sep 2025 Milestone 6: New positions filled, staff onboard 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





2027: Post-election Evaluation

2027 Milestone 10:



**Report to City Council**