



## Item 10 - Staff Memo with timeline

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Suzanne Doran, Acting Executive Director

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TO: Public Ethics Commission  
FROM: Suzanne Doran, Acting Executive Director  
DATE: March 30, 2023  
RE: Measure W Oakland Fair Elections Act Implementation Update for the April 12, 2023, Regular PEC Meeting

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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** – On March 9, Commission Staff, accompanied by the Commission Chair, met with the Mayor and City administration to present the Commission’s budget proposal. Staff shared the Commission’s mission, work, and priorities, particularly with regard to Measure W implementation, and answered questions from the Mayor and staff. The Mayor’s budget proposal will head to City Council in May.

**Staffing** – The ransomware attack and city recovery efforts caused delays in many intra-agency processes, and scheduled meetings with other agencies related to the PEC’s recruitment for new positions were postponed. In March, updated job specifications were presented to union representatives and staff responded to questions and proposed revisions. The updated specifications will be placed on the Civil Service Board consent calendar for its April meeting. Once Board approval is received in late April, job requisitions can be created to start recruitment.

### Administrative Processes and Technology

Due to the lengthy processes associated with public procurement, staff initially aimed to have a request for proposals (RFP) for technology needed to administer the Democracy Dollars program released by the end of March. The ransomware attack and city recovery efforts also postponed intra-agency collaboration related to procuring technology and other services, and the timeline will need to be adjusted by at least eight weeks.

In March staff continued to incorporate feedback from the IT Department and Measure W subcommittee into the draft business requirements for the administrative system and met with the Finance Department to initiate requisitioning services and developing requests for

proposals. Given the narrowing timeframe and ongoing challenges posed by staff vacancies and slowed City processes, staff will pursue a flexible, phased approach when developing requisitions with Finance to maximize the likelihood that development on the minimum viable product for issuing and tracking the Democracy Dollars can begin in July.

Staff also communicated with the Alameda Registrar of Voters in March to get detailed information on the process and costs associated with acquiring the voter data files needed to create the Democracy Dollar voucher records and mailing packet, as well as signature verification services needed to process the vouchers. Staff consulted with the Seattle Democracy Vouchers program staff and City administration regarding printing and distribution services for the program to draft basic requirements.

### **Outreach**

Commission staff met with the Measure W Equity and Outreach ad hoc subcommittee to discuss committee goals and begin outlining elements for the comprehensive citywide outreach plan required by the Oakland Fair Elections Act.

As noted in prior updates, the Commission Chair and staff will participate in an online panel discussion, “Democracy Dollars: Creating a More Democratic System in Oakland,” on April 20 from 12:30 - 1:30 PM hosted by the San Francisco Bay Area Planning and Urban Research Association (SPUR). Panelists include representatives of the Seattle Ethics and Elections Commission, Common Cause, and the Oakland League of Women Voters. Links to the event will be shared through the PEC’s communication channels when available.

OAKLAND FAIR ELECTIONS ACT – DEMOCRACY DOLLARS PROGRAM

**Implementation Overview with Key Dates**

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

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