



Item 6 - Staff Memo with timeline

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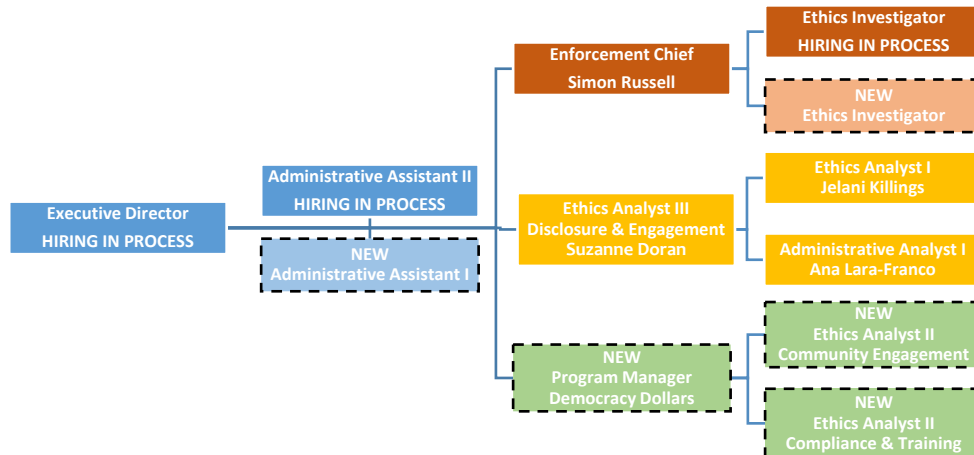
Suzanne Doran, Acting Executive Director

TO: Public Ethics Commission
 FROM: Suzanne Doran, Acting Executive Director
 DATE: February 24, 2023
 RE: Measure W Oakland Fair Elections Act Implementation Update for the March 8, 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 – Commission staff submitted its budget proposal to the City administration on February 21, requesting full funding for the Democracy Dollars program including additional staff positions in accordance with the Oakland Fair Elections Act. Staff will be meeting with City administration in the coming weeks regarding these requests as part of the Mayor’s budget development and proposal process that will head to City Council in May. The organization chart below reflects the PEC proposal with new positions shown in the boxes with dotted outlines.



Administrative Processes and Technology

Technology – Staff is reviewing feedback from other City stakeholders and Measure W subcommittee members on the draft business requirements document describing the conditions and capabilities that must be met for the Democracy Dollars technology system. Staff is preparing a request for information (RFI) to gather more information from potential

vendors. Issuing an RFI allows staff to seek information on technology solutions available in the market and potential costs to assist development of a future request for proposals (RFP). It is a request for information only and does not commit the City to contract for service.

Performance Measures

Implementation includes defining goals and providing measurements to assesses how well Democracy Dollars Program objectives are achieved. Measures should be service-specific, designed to assess results, and indicate impact. City policy requires measures disaggregate impact for different racial/ethnic groups and communities. Program data needs to link to demographic characteristics by Council District and other geographic units, such as zip code or census track, to measure equity impacts. The table below provides a sample list of outputs (program activities) and measures to initiate discussion.

Program Goals	Program Output	Success Measure
<i>Public funds allow candidates to conduct viable campaigns without relying on wealthy donors, donors outside Oakland, or personal funds.</i>	<ul style="list-style-type: none"> • Number of candidates participating in Democracy Dollars program 	<ul style="list-style-type: none"> • % of participating candidates • % of small contributions increases • % of contributions from Oakland residents increases
<i>Increase candidate engagement with residents.</i>	<ul style="list-style-type: none"> • Number of candidate forums • Number of vouchers collected directly by campaigns 	<ul style="list-style-type: none"> • % of participating candidates • % of vouchers collected by campaigns
<i>Increase resident participation in the campaign process.</i>	<ul style="list-style-type: none"> • Number of Democracy Dollars vouchers issued • Number of Democracy Dollars vouchers returned • Number of community outreach events or attendees at events 	<ul style="list-style-type: none"> • % of Democracy Dollars redeemed • % increase voter participation
<i>Program accountability and transparency</i>	<ul style="list-style-type: none"> • Program publishes transparency dashboard and webpages • Number of program audits conducted 	<ul style="list-style-type: none"> • Transparency webpages meet/exceed requirements • Program audits meet/exceed requirements
<i>Program delivery meets deadlines</i>	<ul style="list-style-type: none"> • Number of Democracy Dollars distributed to residents • Amount of funds issued to candidates 	<ul style="list-style-type: none"> • % of Democracy Dollars issued by Program deadlines • % of funds issued by Program deadlines

Outreach

As noted in the February 3 update, the Commission 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

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/liason with City Administrator’s office and internal stakeholders
Feb 2023	<ul style="list-style-type: none"> ✓ Submit budget proposal with funding for DD program. • Approval of DD job specifications and exams in partnership with HR. – in progress • Draft tech system RFI and/or RFP in partnership with ITD. – in progress • Determine DD design, printing, and distribution needs – in progress
Mar 2023	<ul style="list-style-type: none"> • Determine milestones, success metrics for program roll-out. • Develop program webpages to chart implementation progress. • Issue tech system RFI/RFP in partnership with ITD.
Apr – Jun 2023	<ul style="list-style-type: none"> • Issue RFI/RFP for DD design, printing, and distribution. • Vendor selection and approval in partnership with ITD and Finance Departments. • Vendor selected for printing and mailing of DD packets. • Recruitment for new positions, examination/interview process. • Identify policy questions requiring Commission action prior to 2024 launch. • Ongoing engagement with stakeholders to raise awareness of the DD program and gain input through various available channels.
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. • Outreach plan development in partnership with community partners.
Sep – Oct 2023	<ul style="list-style-type: none"> • DD and packet design selected. • Adopt Commission regulations prior to 2024 launch, as needed. • Outreach and training materials developed 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 announced. • Candidate application process begins. • Ongoing outreach to raise awareness of Democracy Dollars program.

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Apr 2024	<ul style="list-style-type: none">• DD distributed 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.