



Item 8 - Staff Memo with timeline

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

Suzanne Doran, Acting Executive Director

TO: Public Ethics Commission
FROM: Suzanne Doran, Acting Executive Director
DATE: February 3, 2023
RE: Measure W Oakland Fair Elections Act Implementation Update for the February 15, 2023, Special 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

City Administration – The City Administrator assigned a Deputy City Administrator to provide support and act as a liaison between the PEC and other City agencies involved in Measure W implementation. A working group of internal stakeholders has been convened to coordinate implementation tasks with PEC staff and begins meeting in February.

Budget – January deliverables to the City Administrator and Finance Department for the 2023 - 2025 Budget process included a draft budget proposal, bureau description and organization chart, draft performance measures, anticipated equipment needs, and IT system needs integrating Measure W funding, staffing and operational changes. The minimum funding and staff levels set by the legislation may only be reduced if “the City is facing an extreme fiscal necessity, as defined by City Council resolution... [and] only as part of a general reduction in expenditures across multiple departments.” (OFEA 3.15.060(E)) The final budget proposal will be submitted February 14th. The Mayor’s proposed budget is published in late April, and then goes to the City Council for approval.

Staffing – Measure W includes minimum staffing of four full-time equivalent positions to administer the program. Commission staff identified three positions – Program Manager and two Ethics Analysts – as priority positions to fill as soon as the new positions are funded in fiscal year 2023. In January, staff worked with the City’s Human Resources department to update the job specifications to encompass Democracy Dollars program activities and structure. We are currently on-track with the timeline recommended by HR to ensure the testing and selection process can commence in March 2023. After approval from the union and Civil Service Board, next steps are designing the exam so that recruitment may begin.

Administrative Processes and Technology

Technology – A draft business requirements document prepared by staff describing the conditions and capabilities that must be met for the Democracy Dollars technology system is being circulated among internal stakeholders for feedback. We are on-track with the timeline recommended by the IT Department to ensure that the vendor selection process can commence in March 2023.

Administration – Staff is building an index to the Measure W legislative and Charter amendments for reference and tracking revisions that need to be made to the Commission’s education and website content as well as areas that may require further policy development.

Outreach

In January, Commission staff attended a call hosted by the Bay Area Political Equality Collaborative (Bay PEC) coalition for a presentation by the Seattle Ethics and Elections Commission (SEEC) on lessons learned during implementation of their Democracy Vouchers program and consults frequently with Democracy Voucher Program staff regarding their processes. Staff also held informal discussions with Bay PEC representative Jonathan Stein to discuss opportunities for community engagement to further the Commission’s work.

The Commission received an invitation to participate in a panel scheduled for April 20 on the Democracy Dollars program hosted by the San Francisco Bay Area Planning and Urban Research Association (SPUR), a nonprofit public policy organization. Event details will be shared as they become 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 program complete - in progress & on track ✓ Updates to job specifications and civil service examination process for new staff positions – in progress & on track ✓ Business requirements for technology outlined in partnership with ITD – in progress & on track ✓ 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. • Draft tech system RFI and/or RFP in partnership with ITD. • Determine Democracy Dollars design, printing, and distribution needs in preparation for RFI and/or RFP. |
| 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 RFP in partnership with ITD. • Draft RFI/RFP for Democracy Dollar design, printing, and distribution. |
| Apr – Jun 2023 | <ul style="list-style-type: none"> • Vendor selection and approval in partnership with ITD, Finance Departments. • Vendor selected for printing and mailing of Democracy Dollar 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 Democracy Dollars 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 Democracy Dollar 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"> • Democracy Dollar 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: Democracy Dollar 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. • Democracy Dollars funds available announced. |

| | |
|--|---|
| | <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"> • Democracy Dollars 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. |