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PROJECT CHARTER

Project Name	Commission Outreach Program
Project Sponsor(s)	Peter Frey Lavalley
Proposed Start Date	Spring 2023
Proposed End Date	Continuous

Project Background and Rationale

This project advances the agency strategic plan goals:

- I. Empower the public to follow the money in politics – I. D.* Enhance outreach;
- II. Help regulated community achieve and maintain compliance – II. A.* Provide expert guidance; *II. C.* Understand and anticipate filer needs; *II. D.* Provide additional training opportunities and methods;
- III. Continue to build a better, more agile, and more responsive organization – III. A.* Exercise flexibility and nimble resource allocation; *III. C.* Identify and respond to emerging trends and issues

The COVID-19 outbreak significantly curtailed the Commission’s efforts to interface with the public, notwithstanding the agency’s smooth transition to remote work and virtual meetings. Pre-pandemic, the agency hosted a well-received, in-person summit on emerging trends in digital advertising. Even with that success, however, the agency’s efforts at direct engagement have traditionally been focused on the Olympia area.

Project Goals

- Increase public engagement across the state
- Raise public awareness of the agency’s mission and resources for the public
- Enhance dialog with regulated community, focused especially on prohibitions regarding the use of public resources in campaigns (RCW 42.17A.555)

Deliverables

- Hold regular Commission meetings in additional cities in Washington state (two in first year, and one a year going forward)
- Plan and execute regular stakeholder forums (approximately twice a year)

- Increase outreach to jurisdictions and associations around Washington, with a focus on RCW 42.17A.555 compliance
 - PDC to increase engagement with jurisdictions for assistance in promoting awareness of filing requirements and other compliance issues
 - PDC representatives to attend meetings of civic and professional groups (e.g., WACO, WSACA, WFCFA) to promote awareness, solicit feedback and provide guidance
- Development of additional training and guidance materials, specifically geared toward RCW 42.17A.555 guidance and assisting citizen committees to engage on ballot propositions

Scope

- Focus on public meetings in geographically diverse areas outside of Olympia in the first year
- Choose topics for focused discussion during periods set aside at regular commission meetings for stakeholder engagement on the topic

Success Criteria

- Multiple in-person public meetings covering the eastern and western parts of the state.
 - Public attendance
 - Media engagement
- Multiple stakeholder engagement sessions on select topics held in extended timeslots within and without Commission meetings
- PDC presence at association forums, with priority given to requests to provide guidance to local agencies with ballot propositions pending

Tier II. Strategic Plan Implementation

This project advances the agency strategic plan goals:

I. Empower the public to follow the money in politics

- **D.** Enhance outreach: hosting in-person meetings across Washington provides opportunities to engage new audiences and raise awareness of Commission mission and business

II. Help regulated community achieve and maintain compliance

- **A.** Provide expert guidance: PDC outreach to jurisdictions and associations will facilitate the provision of proactive guidance, before filers run afoul of requirements

- **C.** Understand and anticipate filer needs: Public stakeholder forums will allow the agency to receive expert feedback on developing issues in campaign finance and better understand impacts on the public and the regulated community
- **D.** Provide additional training opportunities and methods: PDC attendance at meetings and events provides new opportunities to educate the regulated community

III. Continue to build a better, more agile, and more responsive organization

- **A.** Exercise flexibility and nimble resource allocation: Enhanced outreach and new avenues of public communication can increase public and filer awareness of agency business with existing resources
- **C.** Identify and respond to emerging trends and issues: Increased stakeholder engagement will allow the Commission to hear from practitioners and other experts about new developments and how the agency can best respond

Proposed Timeline & Key Milestones

- Spring 2023 – Commission meeting in Eastern Washington (e.g., Spokane)
- Summer 2023 – Topic(s) chosen and extended timeslot at a regular Commission meeting dedicated to stakeholder engagement
- Fall 2023 – Additional topic(s) chosen and extended timeslot at a regular Commission meeting dedicated to stakeholder engagement
- Fall/Winter 2023 – Commission meeting in Western Washington (e.g., Bellingham)
- Winter 2023 – Additional topic(s) chosen and extended timeslot at a regular Commission meeting dedicated to stakeholder engagement
- Throughout the year: PDC representatives participate in association meetings and forums as opportunities arise
- Winter 2024/Spring 2025 – Development of guide for creating local ballot measure PACs and possible additional guidance memo(s) on RCW 42.17A.555 compliance
- Future years – incorporate lessons learned and continue/expand outreach efforts

Resources & Organization

What	Who	Role / Comments
Commission Sponsor	TBD	Commission lead and liaison
Project Sponsor(s)	Peter Frey Lavallee	Oversight
Customer	Public, filing community	

Project team members	Kim Bradford, Sean Flynn, Jana Greer, Natalie Johnson	Planning and executing events, including traveling Commission meetings and stakeholder forums
Project manager	Peter Frey Lavallee	Responsible for planning and organizing work on project
Subject matter expert	Executive team	Participation

Assumptions

- Stakeholders will take advantage of new opportunities to engage in Commission business
- Outside experts will continue to engage with Commission on emerging topics
- Agency will retain necessary staff to provide resources for the project
- Revisions to Interpretations 04-02 (Guidelines for Local Government Agencies in Election Campaigns) and 01-03 (Guidelines for School Districts in Election Campaigns) are not anticipated at this time

Risks

- Reemergence of COVID-19, or other public health events, curtailing opportunities for travel and in-person meetings
- Disruption to normal business practices (e.g., technological hurdles to holding/streaming meetings remotely)

Budget

- Ten to twenty hours per month for project team members
- Travel and lodging costs for Commissioners and staff (some of which is already incurred for travel to Olympia)