

<u>Mission</u>: The Public Disclosure Commission was created and empowered by Initiative of the People to provide timely and meaningful public access to accurate information about the financing of political campaigns, lobbyist expenditures, and the financial affairs of public officials and candidates, and to ensure compliance with and equitable enforcement of Washington's disclosure and campaign finance laws.

<u>Vision</u>: We are dedicated to building public confidence in the political process and government.

Values: SHINE

- Service to the people of Washington
- Helpfulness—providing everyone with accurate information when they need it
- Innovation—using technology to increase transparency and access to information
- Neutrality—fair and impartial advice and enforcement of the state's disclosure laws
- Efficient—using easy to understand information and providing timely assistance with questions, complaints, investigations, and enforcement matters

PDC STRATEGIC PLAN

JANUARY 2016 THROUGH JUNE 2017

<u>Context</u>: The PDC is supported by general fund dollars, and was severely impacted by budget cuts, layoffs, and furloughs during the recent recession. Emerging from that period of shortfall, the agency is ready to move forward with technology improvements, energized staff, and a renewed commitment to fulfilling our mission. Nevertheless, there are challenges ahead and this plan outlines strategies for meeting these challenges and creating opportunities.

As this plan developed, it became clear that it would need to cover more than twelve months given the size of the agency and the expected workload during a significant election year. Therefore, action items are identified as:

- Shorter-Term Actions to be resolved by June 30, 2016,
- Medium-Term Actions to be resolved by December 31, 2016, and
- Longer-Term Actions to be resolved by June 30, 2017

Goal I. The PDC will ensure that the public and regulated community have timely and professional access to information and assistance through excellent customer service, both in person and online

A. The PDC will provide open, real time access to data and full disclosure of information

Shorter-Term Actions: I.A.1 Implement a strong website search tool Who is Lead: J. Gutholm, IT Division When: website roll out/April 2016 **Completed April 2016** I.A.2 Deploy lobbyist filer app allowing for real-time filing/reporting Who is Lead: J. Gutholm, IT Division When: estimated by July 2016 Phased deployment began July 2016. Users created accounts in July and filed reports in August. Development continues. Medium-Term Actions: I.A.3 Provide meaningful information from the database (revamp query system) Who is Lead: J. Gutholm, IT Division When: on project list after lobbyist application; estimated by September 2016 Planning started September 14th, Project kick-off October 13th. I.A.4 Develop 2017 legislative package based on 2016 framework; lay groundwork for longer term legislative changes Who is Lead: E. Lopez When: Start pulling together items in May 2016 Package development started in May; draft bills will be reviewed in September *Longer-Term Actions*: I.A.5 Plan and begin development to change for all apps to provide real-time filing/reporting Who is Lead: J. Gutholm, IT Division When: projects lined up with declarations process, F-1 reports, candidate/committee registrations C-1; estimated by December 2016

Evaluation of L5 (public agency lobbying) alternatives planned for Oct-Dec 2016. There may be an opportunity to leverage existing system through business process change and minor changes to L2 (Lobbying reports)

I.A.6 Develop user feedback and stakeholder feedback process for website, database, and apps to measure success and future needs Who is Lead: J. Gutholm, IT Division When: in process with each new project: check status for wh

When: *in process with each new project; check status for what is still needed in February 2017*

Website contains a *comment* feature. Lobbyist application team held a post-mortem session with the user group that provided input during development.

B. <u>To facilitate voluntary compliance, the PDC will find new ways to make it easy for the</u> regulated community to comply

Shorter-Term Actions:

I.B.1 Redesign the PDC website

Who is Lead: J. Gutholm, L. Anderson, IT Division When: roll out expected end of March/early April 2016 Completed.

I.B.2 Continue focus on the project list/scorecard of items as incorporated into the strategic plan and commitments

Who is Lead: J. Gutholm

When: *set up Exec Mgmt prioritization check in meeting in May* 2016

Project priorities have been reviewed and based on current timelines we've made a change in strategy for Public agency lobbying. See I.A.5

I.B.3 Develop a plan for more training options, including online or video training available on the new website

Who is Lead: *L. Anderson, Customer Service* When: *May/June 2016*

Still planned; may be a possible PDP goal

Medium-Term Actions:

I.B.4 Review forms and filing documents—where do we see people struggling now; build list of priorities for review/fix Who is Lead: *L. Anderson, Customer Service*

When: review at twice a year Customer Service review meeting July 2016¹ July 2016 review occurred. I.B.5 Review whether more filer assistance staff are needed; develop options Who is lead: E. Lopez, L. Anderson When: budget building meetings—start in May 2016 **Completed.** Longer-Term Actions: I.B.6 Work with other election/campaign agencies to develop one-stop shop for campaign info; explore one-stop filing and registration options Who is Lead: E. Lopez, L. Anderson When: continue efforts with Sec. State; meet with local offices during summer road trip beginning May/June 2016 Still planned; schedule meetings? Working on notice when ballot measures are filed. C. The PDC will enhance customer service, whether delivered in the office, over the telephone, or online Shorter-Term Actions: I.C.1 Review front office lay out for ease of customer access Who is Lead: S. Haley When: PDP goal, end of June 2016 **Review completed June 2016** I.C.2 Add an additional front desk person Who is Lead: E. Lopez; L. Anderson; J. Greer When: Develop recruitment material April 2016 Recruitment plans to fill vacant customer service position on hold until budget issues are resolved. I.C.3 Review options/methods for driving customers to website for questions so that tasks can be assigned via freshdesk and more staff can assist with answers when needed Who is Lead: Customer Service When: discuss at May 2016 all staff meeting Discussed at all staff meeting; need to be recurring discussion.

¹ The Customer Service team regularly brings these issues forward for discussion as they see problems, but we will also set up a twice a year retrospective meeting to discuss these issues.

Medium-Term Actions:

I.C.4 Review options and costs for replacing the phone system; include option for voice messages to go into freshdesk system

Who is Lead: J. Gutholm, IT Division When: June 2016

Reviewed options for freshdesk and the system seems viable but other priorities need to be addressed before we can begin a pilot.

I.C.5 Establish review system for issues that recur from calls and email requests

Who is Lead: *L. Anderson, Customer Service* When: *review at twice a year Customer Service review meeting July 2016*

July 2016 review occurred.

Longer-Term Actions:

I.C.6 Replace the phone system Who is Lead: *IT Division* When: *depending on funding, by June 2017*

I.C.7 Develop user feedback and stakeholder feedback process for customer service activities to measure success and future needs
 Who is Lead: *E. Lopez & Customer Service* When: review at twice a year Customer Service review meeting January 2017

Have discussed feedback options, but not process in place.

D. <u>The Customer Service Division will support and develop knowledge and expertise by</u> providing training to meet internal and external needs

Shorter-Term Actions:

 I.D.1 Provide short topic trainings at Commission meetings Who is Lead: C. Beatty When: PDP goal, end of June 2016
 Topics covered by Chip so far include: F1 reporting, campaign registrations, and independent expenditures

I.D.2 Review options for providing recurring training topics outside the Olympia area; consider online training (see III.B.3) and training via webinar or skype

Who is Lead: *J. Hanson* When: *PDP goal, end of June 2016* Options reviewed; online training similar to modules for lobbyist app appears to be achievable. May be a new PDP goal to select topics and start developing training.

I.D.3 Explore the use of searchable meeting and hearing audio tapes, and transcribed recordings, so that users can find resources by key topics

Who is Lead: J. Greer

When: provide options at Exec Mgmt team in May 2016 Review completed; meeting minutes have links to video from meeting and new streaming system in use.

I.D.4 Assess needs for cross-training staff in key areas where we have workload peaks

Who is Lead: Exec Managers

When: *discuss after L-2, F-1, C-1 peaks, end of May 2016* Still a good idea; have not acted on this.

Medium-Term Action:

I.D.5 Work with informal user/testers and develop user metrics to determine need and application of possible website user tutorial (see IV.A.5)

Who is Lead: L. Anderson, IT Division

When: after website roll out, April/May 2016

Modified—based on feedback received, a tutorial does not appear to be the best tool, but some topic trainings on finding information may be an option.

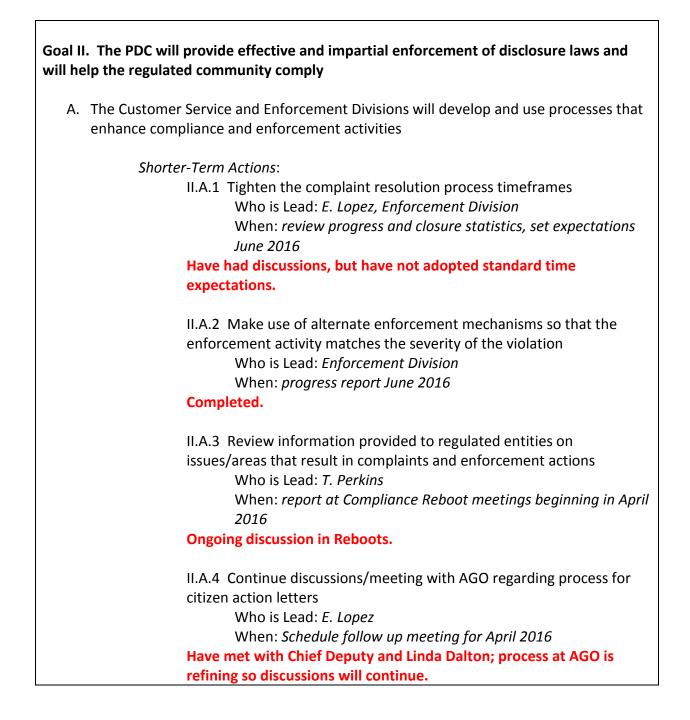
I.D.6 Develop training on what the laws (RCWs, WACs, agency interpretations) require for each regulated area for use in training and for new Commissioner orientation; develop legislative history materials for training

Who is Lead: *L. Anderson, Enforcement Division* When: *July/August 2016*

Not done.

I.D.7 Develop training, or send staff to external training, on administrative investigations
 Who is Lead: *E. Lopez* When: *July/August 2016* Not done due to workload.

Longer-Term Actions: I.D.8 Develop user feedback and stakeholder feedback process for training activities to measure success and future needs Who is Lead: L. Anderson, C. Beatty, J. Hanson When: review after 2016 election, January 2017 Not done; possible new PDP goal.



Medium-Term Actions:

II.A.5 Develop proposals for changing the citizen action process for the 2017 legislative package

Who is Lead: *E. Lopez* When: *Discuss with AGO in April; joint request legislation options?*

Considered, but not in 2017 package; possible initiative impact.

II.A.6 Develop proposal for increasing Commission penalty authority for the 2017 legislative package

Who is Lead: *E. Lopez*

When: Discuss with AGO in April; legislative proposals drafted by May 2016

Considered, but not in 2017 package; possible initiative impact.

Longer-Term Actions:

II.A.7 Survey campaign treasurers for feedback on areas where more clarity or assistance is needed

Who is Lead: *L. Anderson, Customer Service* When: *after 2016 election, December 2016/January 2017* Current campaign treasurers surveyed in August 2016

Goal III. The PDC will use best practices in order to ensure fair and professional regulation, investigations, and enforcement actions

A. <u>The Enforcement Division will set clear expectations and deadlines to timely manage</u> <u>cases</u>

Shorter-Term Actions:

III.A.1 Complete draft plan for updated compliance manual; include clear protocols for complaint and investigation processes
 Who is Lead: E. Lopez, Enforcement Division
 When: discuss what we have and what is needed, April 2016
 Draft manual complete; need to assign section updates as part of PDP goals.

III.A.2 Develop PDC style guide for enforcement correspondence, reports, charges, orders and miscellaneous documents; review enforcement terminology for consistency across reports and website

	Who is Lead: J. Berkey
	When: PDP Goal, end of June 2016
	Draft guide complete; need input on final formats.
	III.A.3 Develop case numbering system or alternative to show year of initiation
	Who is Lead: <i>E. Lopez, Enforcement Division</i> When: <i>April 2016</i>
	After discussion, using freshdesk ticket numbers for case numbers; will refine use of year opened.
	III.A.4 Develop investigative plans at the point where cases move from
	complaint to investigation; consider options for plan format (including using freshdesk notes)
	Who is Lead: E. Lopez, Enforcement Team
	When: PDP goal, end of June 2016
	Completed; need to refine expectations and completion dates for
	cases.
Mediu	m-Term Actions:
	III.A.5 Set up statistics/metrics tracking process for cases
	Who is Lead: <i>P. Stutzman</i>
	When: <i>April 2016</i>
	Have discussed the statistics we want to track; need to review.
	III.A.6 Establish standard deadlines and completion expectations for enforcement actions
	Who is Lead: E. Lopez, Enforcement Division
	When: review progress and closure statistics, set expectations June 2016
	Have discussed, but were not ready to set standard deadlines and
	completion expectations. Must do this, possibly after election.
	III.A.7 Finalize rewrite of compliance manual
	Who is Lead: Enforcement Team
	When: September/October 2016
	Need to assign section updates as part of PDP goal setting.
Longer	-Term Actions:
	III.A.8 Set up quarterly reports with case counts and completion data
	to track completion statistics and measure success; report to
	Commissioners and seek their feedback

Who is Lead: *P. Stutzman* When: *begin quarterly reports in July 2016, get feedback and return in October 2016*

Have not done this; still a good idea. Need to set this up.

B. <u>The Enforcement Division will engage in proactive enforcement activities</u>

Shorter-Term Actions:

 III.B.1 Restarting audit activities (select 2015 campaigns) Who is Lead: K.Young When: PDP Goal, end of June 2016
 Preliminary letters drafted; notifying campaigns after November election (legislative race).

 III.B.2 Review plans for group enforcement; consider process changes Who is Lead: K. Young, J. Berkey When: discuss options and propose a plan, April 2016
 Have discussed; continue to identify options.

III.B.3 Develop a system to check for PAC registrations early in election cycle; start with state initiatives and county initiatives

Who is Lead: *E. Lopez, L. Anderson* When: *May 2016*

Staff contacted Municipal Clerks Assn and explained the Commission's desire to be notified when city clerks receive petitions for local initiatives. The MCA board of directors is considering the Commission's request at their October 14 meeting.

III.B.4 Set up collections process with DES Who is Lead: J. Greer When: Set up in March 2016; review monthly through 2016

Completed.

Medium-Term Actions:

III.B.5 Review peak period resource needs and options
 Who is Lead: E. Lopez, Enforcement Team
 When: budget building meetings—start in May 2016

Completed.

Longer-Term Actions:

III.B.6 Set up quarterly reports with case counts and completion data to track completion statistics and measure success

Who is Lead: *P. Stutzman* When: *July 2016* Have not done this; still a good idea. Need to set this up.

C. <u>The Enforcement Division will develop and maintain systems to ensure the</u> <u>Commission is prepared for timely and organized hearings</u>

Shorter-Term Actions:

III.C.1 Review other regulatory agency charges and reports of investigation materials and compare with PDC materials; consider changes in format

Who is Lead: E. Lopez, AAGs

When: *coordinate with style manual development; end of June* 2016

Started review, but not completed. May be PDP goal.

III.C.2 Work with AGO regarding what information should be provided to Commissioners at what time so that they can appropriately prepare for hearings

Who is Lead: *E. Lopez, AAGs* When: *review process changes and get Commissioner feedback in June 2016*

Discussions continue at September meeting.

III.C.3 Review the timing and process of PDC hearings, including use of requests for hearing, pre-hearing conferences for scheduling, and briefing schedules

Who is Lead: E. Lopez, AAGs

When: review process changes and get Commissioner feedback in June 2016

Internal discussions and AGO discussions have occurred; will get feedback at September meeting.

Medium-Term Actions:

III.C.4 Review limitations on Commission deliberations; use of proposed orders from parties

Who is Lead: P. Allen (AGO)

When: review after April hearings, May 2016

Review of hearing issues continues; will align PDC hearing rules with APA model hearing rules.

III.C.5 Continue discussion regarding budget and AGO resources

Who is Lead: *E. Lopez* When: *Memo to Commissioners in March 2016; continued monitoring and budget build process* **Completed, but will continue.**

Longer-Term Actions:

III.C.6 Consider using post-hearing surveys of parties to gather feedback on hearing process

Who is Lead: Enforcement Team When: By July 2016, set up some feedback option for 2016 group enforcement, then refine

Have not done this; consider starting with a mandatory reports enforcement (F1).

Goal IV. The PDC will have the capacity to address emerging trends and issues

A. <u>The IT Division will be ahead of the curve on technology, and will be an early adopter</u> <u>of new technology to increase efficiency</u>

Shorter-Term Actions:

 IV.A.1 IT Division participation in tech advisory committee(s)
 Who is Lead: IT Division
 When: continued engagement with Drupal development groups; check in May 2016

Staff regularly participate with other agencies and private sector IT regarding Drupal, our web site platform, including presenting/leading discussions at 2 meetings this year. Ongoing

To improve collaboration with the broader community, the CIO has initiated contact with all 50 state agencies with a similar function to the PDC with the intent to develop an ongoing channel for sharing information and ideas about how we can best leverage technology to serve the mission. Sept 2016

IV.A.2 Review requirements for making all filing apps work on mobile devices (mobile capable)

Who is Lead: IT Division

When: review success of lobbyist app, June/July 2016 We have learned through stakeholder engagement that each project

needs to be evaluated through stakeholder feedback to determine if

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it is designed to work best on mobile devices such as the new website or mobile compatible but improved user experience on large screens. This is driven by the way that the application is used. Ongoing Medium-Term Actions: IV.A.3 Presentation to Commission on "open data" progress; remaining legacy systems and plans for replacement Who is Lead: J. Gutholm When: IT Work Session at Commission meeting, Summer 2016 Need to schedule. IV.A.4 Develop low or no cost survey/feedback mechanism for early users of redesigned website; develop metrics on needs/focus for website user assistance (see I.D.5) Who is Lead: L. Anderson, IT Division When: begin after website roll out; review April 2016 Completed or substituted feedback gathering process. Longer-Term Actions: IV.A.5 Make all filer apps work on mobile devices (mobile capable) Who is Lead: IT Division When: review on project list/scorecard continuing Apps developed are mobile capable; this will continue. IV.A.6 Develop user feedback and stakeholder feedback process for all applications to measure success and future needs; scope possibilities for more tailored/sortable stakeholder lists Who is Lead: IT Division When: March 2017

Goal V. The PDC will have effective and efficient management systems and public meetings

A. <u>The PDC will build on its adoption of a performance management system that ensures</u> <u>staff development, accountability and job satisfaction</u>

Shorter-Term Actions:

V.A.1 Initial Professional Development Plans for six month reviews
 Who is Lead: *Exec Managers* When: *Initial PDP plans start January 31, 2016* Completed plans; still working on evaluations.

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V.A.2 Report back on interim successes at Commission meetings Who is Lead: E. Lopez When: After April interim reviews Completed; needs to be recurring report following evaluations. Medium-Term Actions: V.A.3 Report back on first PDP outcomes, successes and adjustments for future Who is Lead: E. Lopez When: After June 30, 2016 Evaluations are taking longer than anticipated due to other workload; expect completion by end of September, and new plans in place. V.A.4 Implement 12 month Professional Development Plans Who is Lead: *Exec Managers* When: New PDP period begins July 1, 2016 In process as evaluations are done. Longer-Term Actions: V.A.5 Develop a PDC succession plan based on interests and goals identified over the PDP process Who is Lead: *Exec Managers* When: August 2016 Did not write up formal plan; need a more flexible format for a small agency. V.A.6 Measure effectiveness of PDP process and staff satisfaction through annual staff survey Who is Lead: E. Lopez When: December 2016 B. The PDC will ensure continuous process improvement to identify strategic goals and tasks, and establish systems for assessing and measuring success Shorter-Term Actions: V.B.1 Review past six months of process improvement activity at all staff meeting; get input on what has worked and what is needed Who is Lead: All staff discussion

When: *May 2016*

General discussion completed; needs to be a recurring item.

V.B.2 Develop a plan for continuing process improvement topics and sessions

Who is Lead: J. Gutholm, L. Anderson When: review status with Enforcement Team; plan next steps April 2016

Have worked through most complaint set up, processing, and closing issues; need discussion before moving to setting time standards.

 V.B.3 Schedule process improvement sessions; designate leads Who is Lead: *Exec Managers* When: *after April 2016 (calendar dates)* Not done due to workload; need to list ideas.

Medium-Term Actions:

V.B.4 Report changes from process improvement process back to Commission; add recurring process improvement update to meeting agendas

Who is Lead: Exec Managers When: add to meeting agenda for April; report review of process July 2016

Completed agenda item.

V.B.5 Develop more staff expertise in process improvement and team leadership, IT scrum processes

Who is Lead: Exec Managers

When: *incorporate into current or next cycle PDPs, July 2016* The IT team is continuing to use Scrum (iterative 2 week cycles) for team planning as well as weekly "Lunch and Learn" sessions to support continuous improvement. Ongoing.

Longer-Term Actions:

V.B.6 Teams develop baselines and measures to review effectiveness of process improvement efforts

Who is Lead: Exec Managers

When: *teams report back September 2016 and continuing* **Not done.**

C. The PDC meetings will be efficient and the materials will be easy to access and	
<u>understand</u>	
Short	er-Term Actions:
	V.C.1 Develop a standard format for staff reports tied to the strategic
	plan
	Who is Lead: E. Lopez
	When: coordinate with new style manual; draft for use in April meeting
	Completed.
	V.C.2 Explore with Commissioners whether some materials should be
	provided in word format rather than pdf for mark-up purposes
	Who is Lead: <i>E. Lopez, P. Allen (AGO)</i> When: <i>May 2016</i>
	Records retention implications; need to schedule time for more
	detailed discussion.
	V.C.3 Schedule policy issue work sessions for discussion of emerging
	issues
	Who is Lead: E. Lopez, T. Perkins
	When: schedule for summer meeting depending on agenda items
	Completed for summer 2016.
	V.C.4 Revisit the list of recurring events to include annual review of
	agency's delegation of authority documents
	Who is Lead: E. Lopez, J. Greer
	When: initial review in April 2016; thereafter in January
	Completed.
Medium-Term Actions:	
	V.C.5 Set up at value stream mapping process to review meeting
	activities and materials
	Who is Lead: <i>J. Gutholm</i>
	When: either along with IT Work Session, or September 2016
	Needs to be scheduled.
	V.C.6 Develop a method for surveying other users of meeting
	materials to ask for suggestions and feedback on what the public would like available
	Who is Lead: <i>L. Anderson</i>
	WITO IS LEGU. L. ATTUETSUIT

When: *August 2016* Not done.

Longer-Term Actions:

V.C.7 Review agenda and meeting materials software programs for cost and usability (ability to make notes, flag materials)
 Who is Lead: J. Greer
 When: summer 2016 during budget development
 Completed; no budget for this currently.

V.C.8 Measure effectiveness of meetings and materials through Commissioner feedback Who is Lead: *E. Lopez* When: *December 2016*

Goal VI. The PDC will build on its reputation as active, relevant, customer friendly, and respected across the state of Washington in order to provide strong support for the regulated community and people of the state

A. <u>The PDC will enhance public perception of its assistance</u> and enforcement roles (the Big Bunny with a hammer)

Shorter-Term Actions:

VI.A.1 Publicize wins Who is Lead: *L. Anderson, E. Lopez* When: *increased use of social*

> media March 2016; coordination with AGO press releases March 2016 and continuing

Completed; facebook page and twitter account.

VI.A.2 Good press – publicize not just enforcement
Who is Lead: *L. Anderson, E. Lopez*When: press releases and presentations after website launch, *April/May 2016*Completed; continue media contacts and social media.

Medium-Term Actions:

VI.A.3 Review mission and vision statements
 Who is Lead: J. Gutholm
 When: coordinate with value stream mapping and IT Work
 Session if possible, summer 2016

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Not done.

Longer-Term Actions:

VI.A.4. Explore ideas for changing the agency's name Who is Lead: *E. Lopez* When: *discuss during road trip, summer 2016*Discussed; not at this time.

B. The PDC will enhance public perception of its role as an advocate of open government

Shorter-Term Actions:

VI.B.1 Work with Governor's office to fill vacant Commissioner position

Who is Lead: *E. Lopez; J. Greer* When: *Check in weekly* Completed, but continuing.

VI.B.2 Develop a plan for holding one or more PDC meetings outside Olympia

Who is Lead: J. Greer When: options scoped by June 2016 Reviewed, but not possible with current budget issues.

VI.B.3 Schedule ED road trip for legislative district and editorial board visits across state for May through July period; make contact with local elections offices

Who is Lead: E. Lopez, J. Greer When: begin scheduling activity in April

Completed.

VI.B.4 Profile improvements since July 1, 2015; develop document for road trip

Who is Lead: *E. Lopez* When: *develop for review at April PDC meeting* Completed.

Medium-Term Actions:

VI.B.5 Set up/schedule a PDC meeting outside of Olympia Who is Lead: *J. Greer* When: *possible schedule for September*

Not planned due to budget issues.

Longer-Term Actions: VI.B.6 Measure effectiveness of efforts to build PDC's reputation through surveys/interviews Who is Lead: Exec Managers When: develop feedback processes, check on progress in December 2016