

# Goal: Provide real-time access to meaningful data

- Strategy: Determine success of of new Open Data project
  - Action plans:
    - Use "Google analytics" to measure numbers of novice "My Candidates" users, medium "Search the Database" users, and power "Open Data" users
    - Track contacts with filers & public regarding database assistance monthly to get baseline.
- Measurements:
  - Review internal data in "follow the money" for baseline and increase website use by 5% annually
  - Collect baseline data and report monthly



#### Goal: Ensure compliance with campaignfinance laws and regulations

- Strategy: Create a compliance notification process
- Action plan: Use SOS list to send C-1/F-1 reminder each day during filing week to all newly declared candidates who registered on that day. Send electronic warning letter in place of mailed hard copy warning letter and in lieu of 3<sup>rd</sup> and final electronic reminder to those still missing reports.
- Measurement: Increase number of timely filed reports by 10% annually
- Measurement: Reduce time to complete C-1/F-1 group enforcement

# Goal: Pursue proactive and equitable enforcement

- Strategy: Create efficiencies in complaint intake, review and enforcement process
- Action plans:
  - Improve complaint notification process.
  - Complete future mapping of complaint review and enforcement processes.
- Measurements:
  - Reduce number of public records requests for complaint intake related documents by 5% annually.
  - Measure the number of steps improved or eliminated in the complaint intake, review and enforcement processes to get a baseline.

### Goal: Enhance outreach

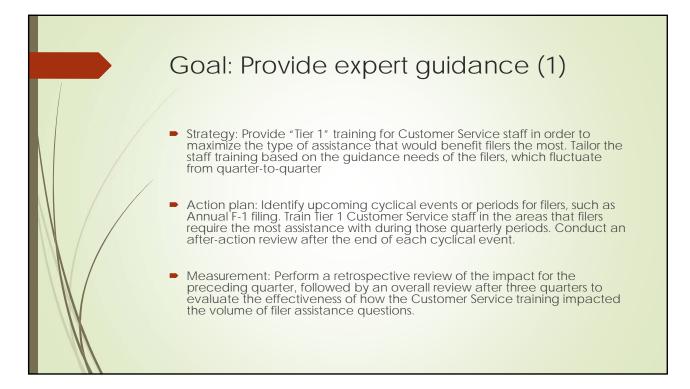
- Strategy: Create notification process for "new filers" re: new website search functions and filing requirements
- Action plan: Send emails 1x per week to new C-1/C-1pc filers
- Measurement: Create baseline in order to reduce number of calls and Freshdesk tickets

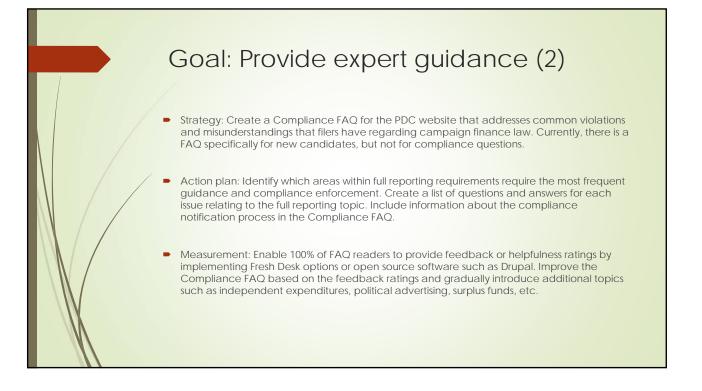
### Goal: Enhance outreach

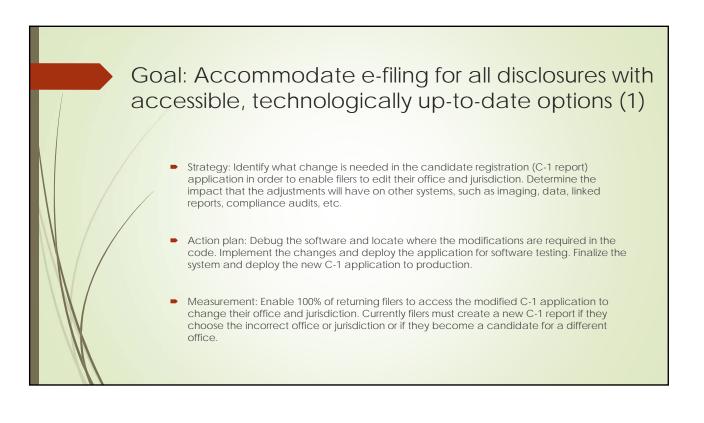
- Strategy: Identify "groups" (jurisdictions, associations, other membership organizations) and the members of the group who have a filing requirement and are missing reports
- Action plan: Notify jurisdictions, associations re: entity specific filers missing reports
- Measurement: Improve compliance rate of filers missing reports. Track by "group" and individuals inside of group to get a baseline.

### Strategic Plan element

### Help regulated community achieve and maintain compliance

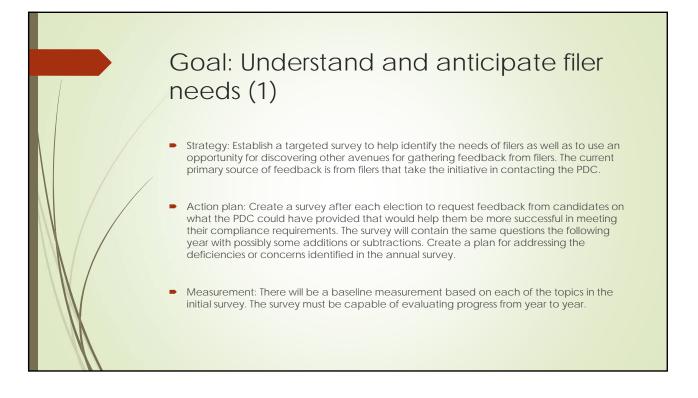






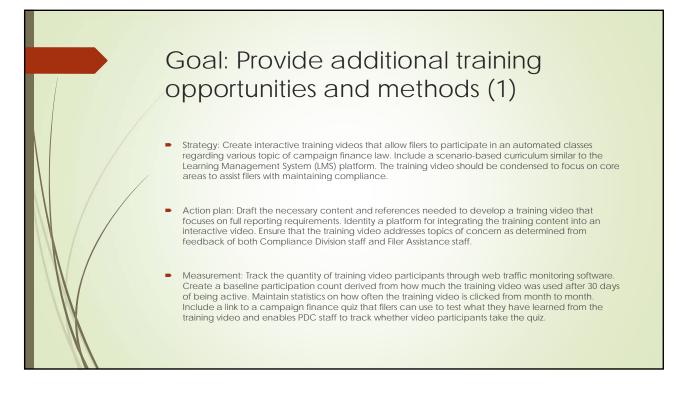
### Goal: Accommodate e-filing for all disclosures with accessible, technologically up-to-date options (2)

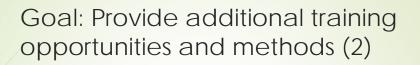
- Strategy: Introduce link-based tracking mechanisms for monitoring and promoting electronic filing participation. New candidates and committees often run into difficulty with registering electronically. Determine how many filers are currently using ORCA and whether there has been an increase or decrease in electronic filers.
- Action plan: Implement hyperlinks in on the website to help refer filers to the electronic filing page and encourage ORCA usage. Use download management tools to examine and adjust how and where links are used. Devise additional approaches based on staff feedback on where ORCA should be promoted.
- Measurement: Establish a current baseline based on the quantity of filers that presently use ORCA and determine how many filers used ORCA for C3/C4 filing, but used the web C-1 for registration. Use link tracking or other software tools to track the frequency and quantity of downloads and clicks. Use the database to run reports against the baseline and compare the number of electronic filers a year later during a new election cycle.



# Goal: Understand and anticipate filer needs (2)

- Strategy: Determine if email reminders are effective in encouraging filers to fulfill the reporting
  requirements, such as regarding the timely filing of reports and related campaign finance deadlines or
  thresholds. Identify which approaches or notifications are more effective than others.
- Action plan: Use the Sendgrid email delivery system to send notifications for a defined period. Include campaign finance reporting reminders as a use case, in addition to any other strategic plans that involve routine email correspondence. Apply minimal variation in content, but test different approaches, such as by examining which subject lines show more email interaction activity. Also test the effectiveness of using brief content with links to appropriate references in relation to emails that have heavier content or paragraphs
- Measurement: Establish a baseline for how many email messages are being opened. Determine the mail statistics if certain approaches receive a better response. Determine from the mail statistics if people are accessing the linked resources within the emails sent from PDC staff.



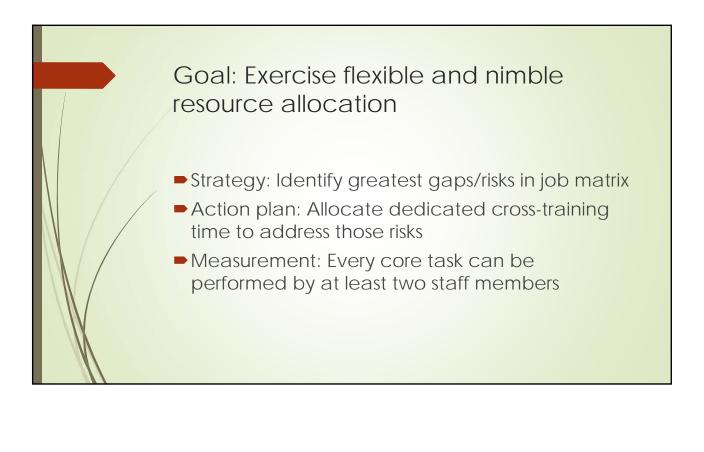


- Strategy: Create a campaign finance quiz for filers and political entities to test their own compliance knowledge based on core topics that receive frequent questions or enforcement action.
- Action plan: Establish a campaign finance quiz based on full reporting requirements as determined by the RCW and WAC. Consolidate staff guidance from the Compliance Division and Customer Service in order to standardize the content of the training video and to develop comprehensive scenarios that address common questions as well as complaints against full reporting filers. Provide quiz testers with answers so they can identify what they did wrong.
- Measurement: Monitor the frequency in which the quiz is activated using web traffic measurement tools and establish a baseline quiz participation rate. Maintain an analysis of anonymous quiz score statistics so that PDC staff can gauge the effectiveness of prerequisite training or guidance that is being provided to filers about full reporting requirements.

Strategic Plan element

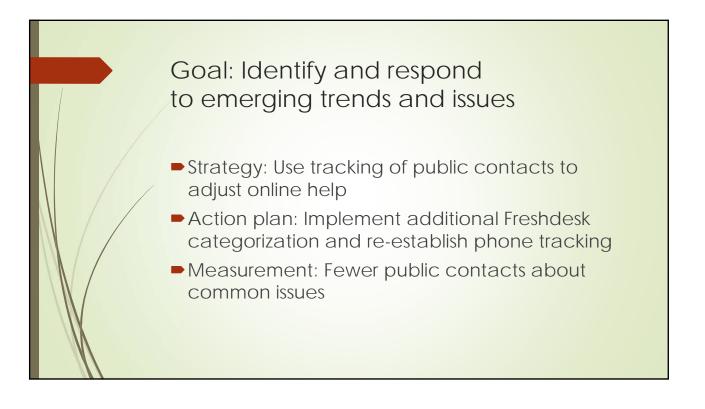
Continue to build a better, more agile and more responsive organization





# Goal: Seek enhanced funding and staffing

- Strategy: Identify useful productivity data for core functions so resource needs can be documented and explained
- Action plan: Document where existing data resides and what potentially helpful datasets are missing
- Measurement: Data for core functions is tracked on an ongoing basis







### Strategic Plan element

# Attract and retain a talented and dedicated workforce

## Goal: Sustain culture of clean and open government

- Strategy: Instill importance of agency mission
- Action plan: Invite speakers to address all-staff meetings
- Measurement: 2 guest speakers in first year
- Strategy: Foster appreciation of extraordinary contributions
- Action plan: Institute program of "PDC Bucks" notes of appreciation
  - For "above and beyond" contributions
  - Can be entered into regular drawings for small prizes
- Measurement: Design and explain details of program to staff in year one

