



State of Washington PUBLIC DISCLOSURE COMMISSION

711 Capitol Way Rm. 206, PO Box 40908 • Olympia, Washington 98504-0908 • (360) 753-1111 • FAX (360) 753-1112
Toll Free 1-877-601-2828 • E-mail: pdc@pdc.wa.gov • Website: www.pdc.wa.gov

January 16, 2014

TO: Commission Members
FROM: Andrea McNamara Doyle
RE: Strategic Plan Progress Report - January 2014

Agenda Item

At its meeting next week, the Commission is schedule to receive a progress report concerning the 2013-15 Strategic Plan. This memorandum focuses primarily on two action items in the plan and, while no specific Commission action is required, your feedback and suggestions are welcome as staff continues working to complete or advance these projects.

Update on Action Item 4.3 Informational Brochure re: Complaint Investigation Process

As you may recall from discussions over the past year, both staff and the Commissioners agreed that the agency should do a better job providing information to the public about the PDC complaint investigations, particularly about how and why investigations take as long as they do. One of the easiest ways to do that was determined to be by providing a more detailed explanation about the entire complaint investigation process on the website, to answer more of the common questions we get and to help manage the expectations of complainants, respondents, and other interested people.

Attached to this memorandum is a draft of that expanded explanation. When finalized, it will be posted on the Compliance and Enforcement page of the website, replacing the current one page FAQ. It will be optimized for online reading, with links to move easily through the document by topic.

Update on Action Item 6.1 Partnership Opportunities with Civic & Other Organizations

At the Commission retreat, Commissioners and staff briefly discussed the possibility of strengthening relationships or developing partnerships with existing civic and other organizations in order to expand the inclusion of information about the PDC in relevant civic activities, publications, and curricula.

Staff has continued to brainstorm groups that might be appropriate for targeted outreach and/or partnerships, and attached to this memorandum are the notes from our efforts to date. One issue we have identified through our discussions is the need to think carefully about the manner in which we “partner” with entities we also regulate. While our regulated community

includes some of our most logical partners for purposes of sharing information and outreach efforts, we recognize the need to be sensitive to real or perceived potential conflicts.

This action item is closely related to, and overlaps somewhat, with a couple of other action items in the strategic plan. For example, item 3.1 is focused on coordinating/collaborating with partners who support PDC's educational efforts for the more specific purpose of improving compliance with disclosure requirements; and item 5.3 is focused on the technological opportunities to partner with other online content providers by modifying/creating more online applications and specialized widgets to push data out to the public without users needing to come to our website. As staff discussed this last issue in more detail, we realized that opportunities already exist to better market our current suite of widgets if we were to focus our outreach efforts toward existing groups with online audiences comprised of people we also want to reach. To that end, I am attaching the notes from our most recent work group meeting where we discussed item 5.3.

Attachments: Draft Complaint Investigation Process Brochure

Partnership Opportunities Brainstorm

Notes re: Strategic Plan Item 5.3