

CITY OF OAKLAND
Public Ethics Commission

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TO: Public Ethics Commission
FROM: Daniel Purnell
DATE: March 6, 2006

**RE: A Report And Action To Be Taken Regarding Proposals For
Commission Outreach**

At the Commission's regular meeting of February 6, 2006, the Commission directed staff to agendize a future discussion of the ways in which the Commission could improve its outreach efforts to the Oakland community.

I. Current Outreach Activities

Commission staff currently maintains a site on the City of Oakland's webpage, "www.Oaklandnet.com." Commission staff updates the site on almost a weekly basis. Oakland's local government channel, KTOP, televises the Commission's monthly meetings both live and on tape delay, usually the following Sunday morning. Copies of the Commission's meeting agendas are provided to approximately 60-70 recipients in the media, legal and political communities.

Commission staff periodically participates in a number of external events such as conferences and candidate training seminars. In the past, the Commission has sponsored such events as Student Government Day and speaking at local high schools.

Finally, the Commission is occasionally the subject of local news stories regarding substantive complaints brought before the Commission for adjudication.

II. Additional Outreach Possibilities

The following are some additional ideas that could be implemented depending on time, Commissioner interest and resources:

- 1) Expansion of the Commission's agenda subscriber list (e.g., survey Oakland community organizations, local newsletters, alternative media, etc.)
- 2) Development of a speaking schedule to various community, educational and stakeholder groups.
- 3) Initiate an adjunct website devoted solely to ethics in government.
- 4) Sponsorship of specific programs and events.

III. Staff Recommendation

Commission staff recommends that the Commission discuss the above suggestions and "brainstorm" any additional opportunities for Commission outreach. Depending on the Commission's priorities, Commission staff can then return to the Commission with a specific plan for implementing the Commission's proposals.

Respectfully submitted,

Daniel D. Purnell
Executive Director