Leo T. McCarthy Center for
Public Service and the Common Good
2130 Fulton Street
San Francisco, CA 94117-1080
Tel 415.422.5662
Fax 415.422.5641

UNIVERSITY OF SAN FRANCISCO
Master of Public Affairs

San Francisco Ethics Commission Recommendations

The following information is the collective intellectual work of the University of San Francisco's Master of Public Affairs 2016 candidates from the Fall 2015 Advocacy, Lobbying and Governmental Relations class:

Enrique Aguilar, Ben Biscocho, Sebastian Conn, Jasmine Conrad, Breeanna Decker, Marquise Foster, Joseph Igbineweka, Hanouf Khallaf, Bridget Mahoney, Trevor Martin, Rebecca McDowell, Kiran Parmar, and Joanne Wang.

Objective: We believe that our suggestions and recommendations will ensure that the city of San Francisco continues to lead the Bay Area in ethical lobbyist reporting.

Immediate Suggestions: *will lead to increased standardization and efficiency*

1. Create a designated identification number (DIN) system for internal use only during the reporting process of all entities
2. Insert a search box and filter options within the current directories and transaction databases
3. Hyperlink all existing data

Additional Recommendations: *will lead to increased transparency*

1. Disclosure of non-profit contributions by lobbyists exceeding $500
2. Disclosure of lobbyist governmental employment history (related with date range)
3. Combine voting outcome data with lobbyist activity data to display the influence of lobbying within San Francisco politics

Significance: Our recommendations highlight two important tenants of the USF mission statement that we as students aim to achieve:

1. The freedom and the responsibility to pursue truth and follow evidence to its conclusion
2. Promoting a common good that transcends the interests of particular individuals or groups

Follow up: Our program director, Angela Fleekop can be reached if further contact, information or conversations are warranted, (415) 422-5060, amfleekop@usfca.edu.

San Francisco Ethics Commission Recommendations

Standardization | Efficiency | Transparency

University of San Francisco
Master of Public Affairs Candidates 2016
Advocacy, Lobbying and Governmental Relations class

Objective:

To present achievable recommendations to increase ***standardization*** across the Ethics Commission website, increase ***efficiency*** while researching reported data and activity, and increase the ***transparency*** of searchable information by recommending website features that cohesively present reported data.

Standardization | Efficiency | Consistency

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Lobbyists - Research and Filings

- Lobbyist Activity (2010-Present)
- Lobbyist Activity (1996-2009)
- Lobbyists on Behalf of the City

Lobbyist Activity (2010-Present)

Lobbyists are required to register with the Commission and disclose activity on a monthly basis. Under amendments to the San Francisco Lobbyist Ordinance effective July 26, 2014, a lobbyist is any individual who either: (1) makes five or more lobbying contacts in a calendar month with officers of the City and County on behalf of the individual's employer; or (2) makes one or more lobbying contacts in a calendar month with an officer of the City and County on behalf of any person who pays or who becomes obligated to pay the individual or the individual's employer for lobbyist services. An individual is not a lobbyist if that individual is lobbying on behalf of a business of which the individual owns a 20% or greater share.

Under the prior version of the law (effective starting in 2010), a lobbyist was an individual who received or was promised economic consideration of $3,000 or more within three consecutive calendar months for lobbyist services; and on behalf of the persons providing the economic consideration, made any lobbying contact with an officer of the City and County.

The Ethics Commission provides the public with a database to view the monthly disclosure reports including a directory of lobbyists, firms, clients, lobbying subject areas, and contacted public officials. Lobbyist activity can be searched, including political contributions made or delivered to candidates, contacts of public officials, payments promised by clients, and activity expenses. The web site is updated within minutes of a lobbyist filing a monthly disclosure reports. To check if a particular lobbyist has filed a report, please see the "All Lobbyist Filings" page.

- Lobbyist Database (2010-Present)

Lobbyist Datasets at data.sfgov.org and Database API

Datasets derived from lobbyist statements are accessible via data.sfgov.org. The datasets can be embedded into your own web site, built into charts, or downloaded into a variety of formats.

Software programmers can access the Commission's Lobbyist Database API to build custom applications with live access to the Commission's lobbyist database.

- Lobbyist Database API Methods and Datasets at data.sfgov.org

Amendments

If the lobbyist makes an error on a disclosure statement, the lobbyist may submit corrections on an amended disclosure statement. When a lobbyist submits an

Mapping Reported Names

Lobbyists are required to accurately self-report all information required under the Lobbyist Ordinance. The Ethics Commission does not alter any entry except to correct typographical errors in order to facilitate the public's use of the reported information. This includes correcting the spelling of public officials' names and linking legislative aides and City employees to the correct public official. However, the Commission retains the original filings in its office.

- Mapped Reported Names Table

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Lobbyist Web Site - Mapping Reported Names

Lobbyists are required to accurately self-report all information required under the Lobbyist Ordinance. The Ethics Commission does not alter any entry except to correct typographical errors in order to facilitate the public's use of the reported information. This includes correcting the spelling of public officials' name. However, the Commission retains the original filings in its office.

The table below provides a list of typographical errors on lobbyist disclosure reports since January, 2010. The "Reported As" column indicates the name originally reported by the lobbyist. The "Display As" column indicates the corrections made on the lobbyist web site.

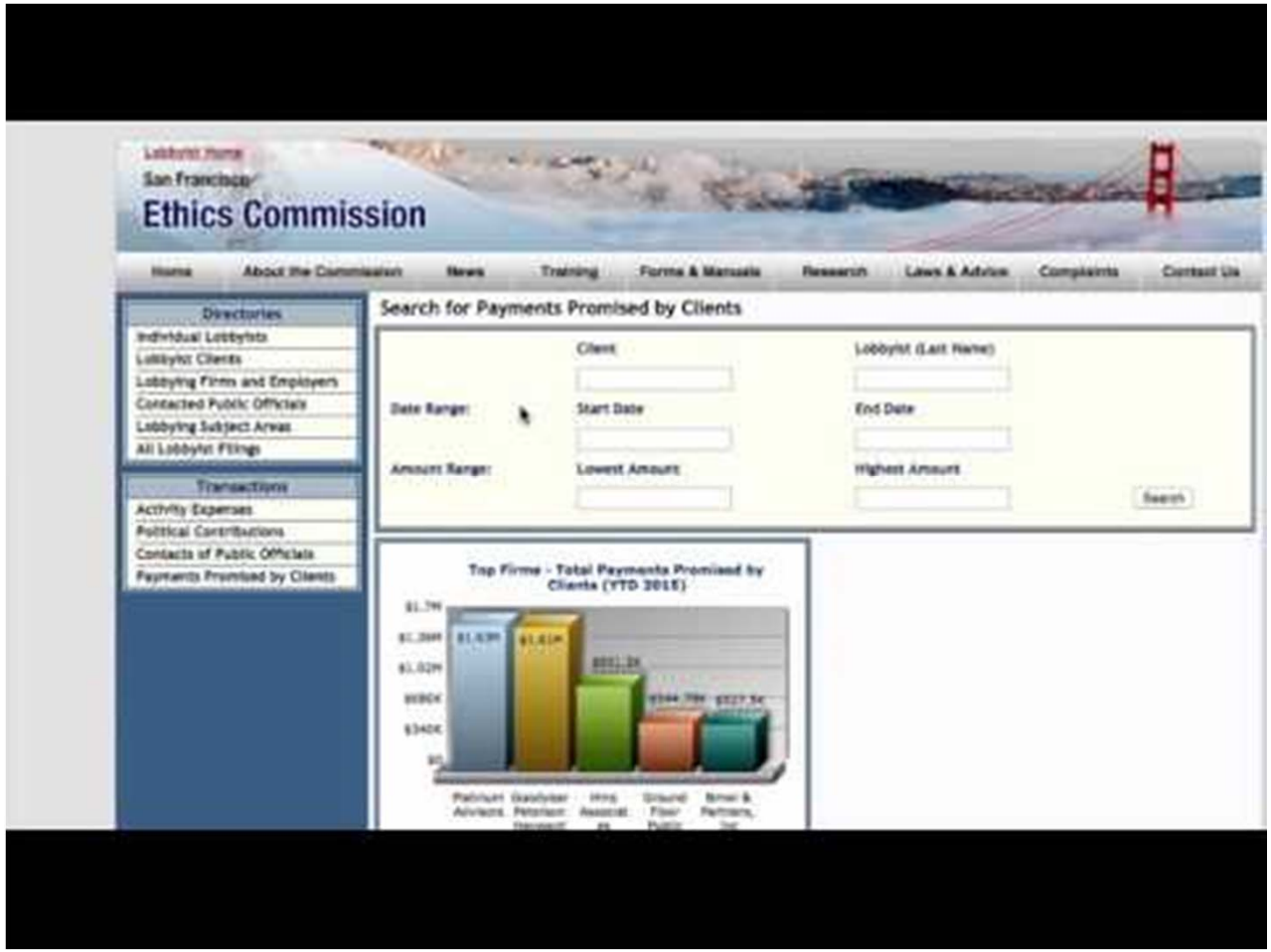
San Francisco Data

MENU

Lobbyist Data Name Mapping

	Reported As	Display As
4	Barnes , Bill	Barnes, Bill
5	Bmwl & Partners	Bmwl & Partners, Inc
6	Borden, Gweneth	Borden, Gwyneth
7	Borden, Gwenyth	Borden, Gwyneth
12	Eagan, Edmund	Egan, Edmund
13	Egan, Edward	Egan, Edmund
14	Egan, Ted	Egan, Edmund
18	Fortress Capital Formation Llc	Fortress Capital Formation, Llc
19	Gascon, Chief, George	Gascón, George
20	Gascon, George	Gascón, George

Example of a reporting inconsistency



Video Clip

Three Immediate Suggestions

No additional data will need to be gathered to make these changes

1. Designated Identification Number (DIN)

The Ethics Commission can create across the board standardization for reporting of available lobbying information with the use of ***one internal DIN*** that connects all entities to ***all*** of their reported information.

- Lobbying firms
- Registered lobbyists (associated with a firm or self-employed)
- Clients of registered lobbyists
- San Francisco government officials covered by the Ethics Commission Lobbying Ordinance

The importance and significance of a DIN

The DIN system will correct:

- Spelling errors
    - increase standardization regarding address and phone number listings
- Eliminate multiple entries and errors in reporting
    - saves time while searching

Current Reporting without DIN

Lobbyist Name	Report	Date Filed	Period Start Date	Period End Date	Amendment
Holland & Knight LLP	Holland.Knight|Quarter	05/13/11	02/01/11	04/30/11	
Holland & Knight	Holland.Knight|Quarter	05/29/14	02/01/14	04/30/14	
Holland & Knight LLP.	Holland.Knight|Quarter	05/21/12	01/01/12	04/30/12	
Hllnd & Knight	Holland.Knight|Quarter	03/29/13	01/01/13	04/30/13	
Holland & Kngt	Holland.Knight|Quarter	02/04/14	01/01/14	04/30/14	
Hlnd & Kngt LLP	Holland.Knight|Quarter	01/29/12	01/01/12	04/30/12	

How a DIN will capture reported data

Designated ID Number (DIN)	Lobbyist Name	Report	Date Filed	Period Start Date	Period End Date	Amendment
2314	Holland & Knight LLP	Holland.Knight|Quarter 1.2011.F	05/13/11	02/01/11	04/30/11	
2314	Holland & Knight	Holland.Knight|Quarter 1.2014.F	05/29/14	02/01/14	04/30/14	
2314	Holland & Knight LLP.	Holland.Knight|Quarter 1.2014.F	05/21/12	01/01/12	04/30/12	
2314	Hllnd & Knight	Holland.Knight|Quarter 1.2014.F	03/29/13	01/01/13	04/30/13	
2314	Holland & Kngt	Holland.Knight|Quarter 1.2014.F	02/04/14	01/01/14	04/30/14	
2314	Hlnd & Kngt LLP	Holland.Knight|Quarter 1.2014.F	01/29/12	01/01/12	04/30/12	

Want to see what Barbary Coast Consulting is Up to?

Currently, there is no function that would allow you to conduct one search to see reporting for lobbying firms.

The only way to determine this information is if you know all the registered lobbyists within that firm and search their individual reports.

How the DIN could work within a lobbying firm

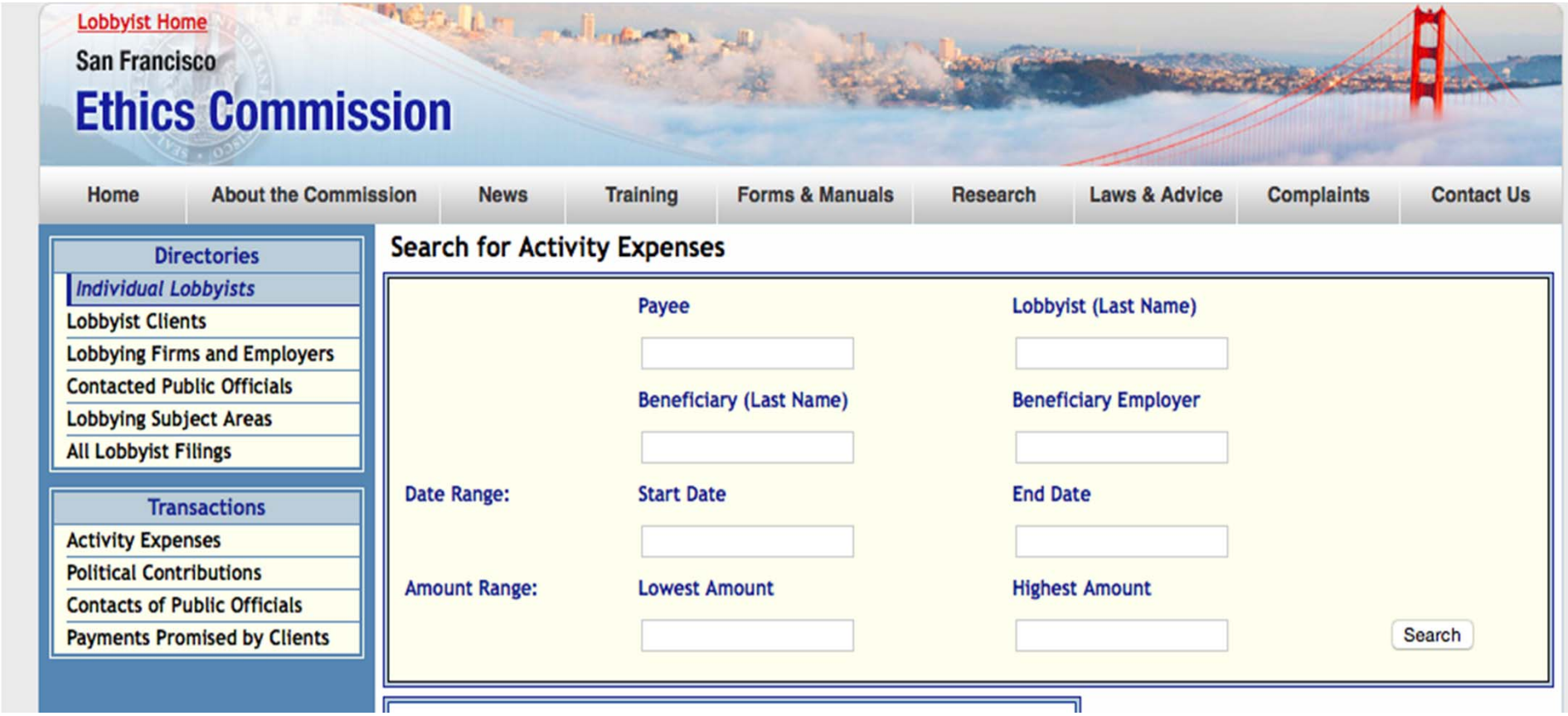
Barbary Coast Consulting	2705
Designated ID Number	**Lobbyists**
2705	Clemens, Alex
2705a	Rossi, Jaime
2705b	Smith, Alexis
2705c	Guehring, Ross
2705d	Jordan, Taylor
2705e	Sullivan, Tara

2. Search options

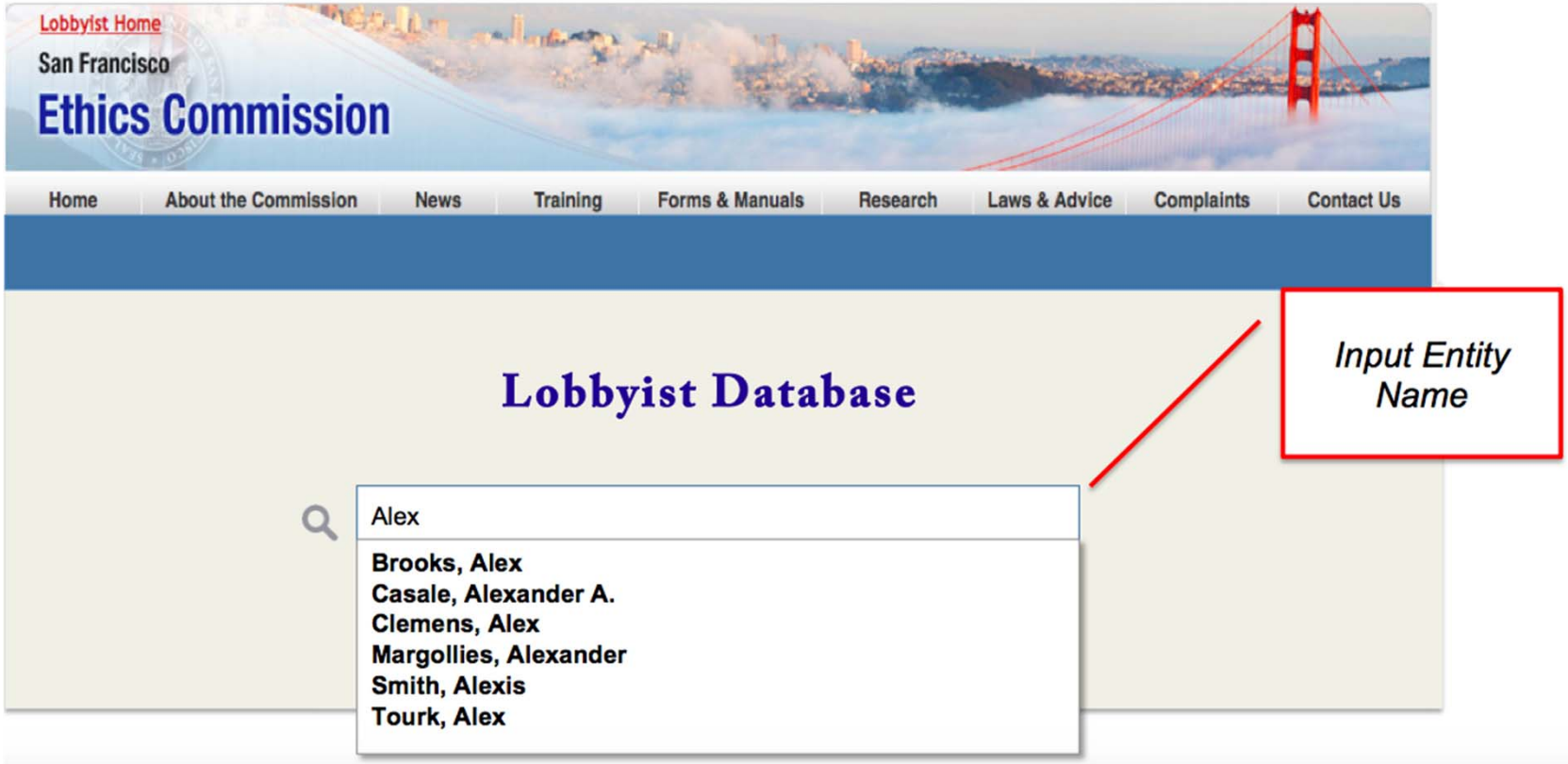
Search boxes and filter options will increase efficiency and reduce the time the public spends researching lobbyist activities.

- Search boxes with predictive text
- Sorting functionality within search results
  - Alphabetically
  - Date (all reports, not just quarterly)

Current search page on the website



Recommended Search Page Update with single search box



How a sorting function would increase efficiency and access to information

Lobbying Subject Areas of Public Official Contacts 2016

Directory Year Select a year...

Subject Area	Contacts List
Accessibility	View List
City Employee Benefits	View List
Economic Development	View List
Environment	View List
Government Administration	View List
Health	View List
Housing/Property Tax	View List
Planning and Building Permits	View List
Public Utilities	View List
Recreation and Parks	View List
Technology	View List
Transportation	View List

How a sorting function would increase efficiency and access to information

Reported Contacts List

Date	Official	Subject Area	Lobbyist	Client	Details
10/27/2015	Burns, Kanishka	Transportation	Peterson, Rich	Lasalle Hotel Properties	Details
10/27/2015	Reiskin, Ed	Transportation	Bozeman, John	Boma San Francisco	Details
10/26/2015	Yuen, Janis	Transportation	Yaki, Michael	Barneys New York	Details
10/26/2015	Breed, London	Transportation	Workman, Dee Dee	San Francisco Chamber Of Commerce	Details
10/26/2015	Breed, London	Transportation	Linscheid, Rob	San Francisco Chamber Of Commerce	Details
10/26/2015	Reiskin, Ed	Transportation	Bozeman, John	Boma San Francisco	Details
10/26/2015	Wiener, Scott	Transportation	Bozeman, John	Boma San Francisco	Details
10/23/2015	Yuen, Janis	Transportation	Yaki, Michael	Barneys New York	Details
10/22/2015	Reiskin, Ed	Transportation	Bozeman, John	Boma San Francisco	Details
10/21/2015	Elliott, Jason	Transportation	Workman, Dee Dee	San Francisco Chamber Of Commerce	Details
10/21/2015	Elliot, Nicole	Transportation	Workman, Dee Dee	San Francisco Chamber Of Commerce	Details
10/21/2015	Elliot, Nicole	Transportation	Lazarus, Jim	San Francisco Chamber Of Commerce	Details
10/21/2015	Elliott, Jason	Transportation	Lazarus, Jim	San Francisco Chamber Of Commerce	Details
10/21/2015	Reiskin, Ed	Transportation	Bozeman, John	Boma San Francisco	Details
10/20/2015	Matranga, Benjamin	Transportation	Prozan, Rebecca	Prozan, Rebecca	Details
10/20/2015	Malone, Rob	Transportation	Flood, Karin	Usbid	Details
10/20/2015	Breed, London	Transportation	Lazarus, Jim	San Francisco Chamber Of Commerce	Details
10/20/2015	Reiskin, Ed	Transportation	Bozeman, John	Boma San Francisco	Details

3. Hyperlinks for every category

Firm or Employer Details

Barbary Coast Consulting

Activity Summary for 4th Quarter 2015 — Previous Quarter

Lobbyists	Clemens, Alex Rossi, Jaime Smith, Alexis Guehring, Ross Jordan, Taylor Sullivan, Tara	
Reported Contacts	40 reported contacts	Hyperlinked
Client Payments Promised	$19,738.00	Hyperlinked
Total Activity Expenses	$275.00	Hyperlinked
Total Political Contributions	No Political Contributions Made	Hyperlinked
Subject Areas Influenced	• Planning and Building Permits • Housing/Property Tax • Economic Development • Transportation	Hyperlinked Hyperlinked Hyperlinked Hyperlinked
Candidates Supported or Opposed	No Political Contributions reported for this period.	Hyperlinked
Municipal Decisions Influenced	• DM Development - informational • One Vassar-informatoinal • 430 Main Street • Jewish Home Campus • Background information on Safeway • Informational Paramount • Informational Motivate • One Vassar - Informational	Hyperlinked Hyperlinked Hyperlinked Hyperlinked Hyperlinked Hyperlinked Hyperlinked Hyperlinked

Three Additional Recommendations

Further data will need
to be gathered

1. Disclose non-profit contributions

The Ethics Commission should encourage the voluntary disclosure of contributions to nonprofit organizations exceeding $500 and incorporate such givings into lobbyist and firm profiles.

- Increases transparency of monetary exchanges
- May reduce or expose the appearance of financial quid pro quo corruption
- Voluntary disclosure would not infringe on privacy rights while at the same time increase trust and confidence in those e

Alex Clemens
Activity Summary for 3rd Quarter 2015

Firm or Employer	Barbary Coast Consulting
Activity Expenses	$0.00
Contacts of Public Officials	25 Reported Contacts
Political Contributions	$0.00
Nonprofit Contributions Exceeding $500.00	$1,000.00
Payments Promised by Clients	$18,400.00
Government-Related Employment History	

Employer	DIN	Position	Date
Mayor Ed Lee	2345	Budget & Finance Analyst	
SF Planning Department		City Planner	

2. Disclose employment history

When a lobbyist registers with the Ethics Commission he/she should disclose ALL government-related employment history. In this way, conflicts of interests or the appearance of a revolving door to a “favor factory” would be exposed. Again, this would increase transparency and expose any appearance of quid pro quo corruption.

Lobbyist Activity Details

Alex Clemens
Activity Summary for 3rd Quarter 2015

Firm or Employer	Barbary Coast Consulting
Activity Expenses	$0.00
Contacts of Public Officials	25 Reported Contacts
Political Contributions	$0.00
Nonprofit Contributions Exceeding $500.00	$1,000.00
Payments Promised by Clients	$18,400.00
Government-Related Employment History	

Employer	DIN	Position	Date
Mayor Ed Lee	2345	Budget & Finance Analyst	
SF Planning Department		City Planner	

(example)

3. Disclose legislative outcomes/voting record

Currently on lobbyist and firm profiles there is a list of "*Subject Areas Influenced*" as well as a separate list for *"Municipal Decisions and Issues Influenced*". It is our recommendation that the Ethics Commission expand this area to include the **outcomes** and **voting records** of these issues and decisions which have been lobbied on.

Increases transparency of lobbying efforts and the responses to those efforts from public officials

Inclusion of legislative outcomes/voting record on lobbied legislation will allow the public to research and determine if lobbying efforts were influential in the decision making process

Summary

Three immediate changes <u>without</u> needing additional data

1. Create a designated identification number (DIN) for internal use only
2. Insert a search box within all lobbyist databases and include a filter option
3. Hyperlink all existing data records within the directories and transaction categories

Summary

Three additional recommendations required additional data to be gathered and some maintenance

1. Disclosure of non-profit contributions by lobbyists exceeding $500

2. Disclosure of lobbyist employment history (governmental related with date range)

3. Combine voting outcome data with lobbyist activity data to display the influence of lobbying within San Francisco politics

Thank You

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