



**To:** Chair Silver and Commissioners Brandt, Ortiz, and Wilson  
**From:** Shery Yang, Communications Director  
**Date:** March 9, 2026  
**Subject:** Stakeholder Engagement Meetings

---

### **Executive Summary:**

In 2025, we conducted outreach with a range of stakeholders, including attorneys, lobbyists, campaign consultants, local agencies, legislative staff, advocacy organizations, and elected officials.

The purpose of these conversations was to listen and gather input. Participants were asked to share what they believe the FPPC does well, as well as any issues they have experienced with the FPPC, past or present, and suggestions for improvement. This memo summarizes themes expressed by participants. It does **not** represent formal findings or agency conclusions as this reflects a small group of individuals who regularly interact with the agency, with a total of 14 participants.

Rather, it is intended as a starting point for continued dialogue with the regulated community.

Stakeholders consistently expressed appreciation for the FPPC's professionalism, authority, and commitment to transparency. Several themes emerged related to digital navigation, educational tools, communication, and access to information.

Importantly, many of the issues raised have already informed agency improvements - including the recently launched website redesign, enhanced newsletter outreach, and ongoing work on digital tools.

---

## **1. Themes Raised During Stakeholder Conversations**

### **A. Website & Navigation**

Several stakeholders noted that, historically, they relied on Google to locate FPPC resources rather than navigating the website directly. Feedback included:

- Desire for stronger internal search functionality
- Ensuring ordinances and regulations are current
- More intuitive navigation and clearer contact pathways

**Current Status:**

- The recently launched website redesign directly addresses many of these concerns, including:
  - Improved search functionality and taxonomy
  - Streamlined navigation structure
  - Reorganized sitemap
  - Dedicated Filing Officers tab
- Website improvements were informed in part by stakeholder input gathered during this outreach.

Stakeholders generally expressed appreciation for the depth of available information and viewed the website as a central resource, while noting usability enhancements could make it even more accessible.

---

**B. Guidance & Education**

Participants emphasized the value of the FPPC’s manuals, fact sheets, and training programs. Feedback included:

- A desire for even more scenario-based examples
- Additional plain-language explanations alongside regulatory citations
- Shorter, modular training options
- More on-demand video resources

**Current Status:**

- FPPC has continued expanding newsletter outreach and educational updates tied to filing deadlines
- Training programs remain well-attended and positively reviewed
- FPPC has many fact sheets and manuals with clear, real-world examples and is always exploring opportunities to incorporate additional examples while ensuring legal accuracy

Stakeholders consistently described FPPC’s education function as one of the agency’s strengths.

---

### **C. Enforcement & Audits**

Many stakeholders indicated that the Enforcement Division staff is viewed as professional, and enforcement of the Political Reform Act is important for maintaining transparency. Feedback focused primarily on clarity and included:

- Desire for clear written audit notifications
- Interest in more clarity on the enforcement process
- Perception that some matters remain in Intake longer than expected

#### **Current Status:**

- Written audit notification processes are being explored in consultation with the Franchise Tax Board and the FPPC's Audit Division
  - A standardized communications style guide has been developed to promote clarity and consistency
  - The Enforcement Division has implemented and continues to update its intake protocols for case processing
- 

### **D. Communication & Outreach**

Stakeholders expressed appreciation for:

- The FPPC Newsletter
- Intergovernmental partnerships
- Social media updates
- Public training programs

Feedback included:

- A desire for more election-cycle specific updates
- Implementing scenario-based compliance reminders
- Durable, evergreen resources for offices experiencing staff turnover

#### **Current Status:**

- Newsletter expansion and topic-based outreach are ongoing
- Timed deadline reminders are already incorporated into communications strategy

- A continuation of the stakeholder roundtables and town halls as part of continued engagement effort

---

## 2. Distinct Perspectives by Stakeholder Type

*(Representative themes; not comprehensive.)*

<b>Stakeholder Group</b>	<b>Input Shared</b>
Attorneys & Compliance Experts	Greater ease of locating Advice Letters and Enforcement cases; consistent tone across divisions
Local Agencies	Clearer filing roles; unified training resources
Legislative Staff	Simplified access to commonly used forms (Form 700, behested payments); specialized trainings
Campaign Professionals	Interest in digital tools (e.g., gift app integration)
Advocacy Organizations	Emphasis on searchable data and transparency

---

## 3. Areas for Continued Discussion

### I. Continued Digital Enhancements

- Ongoing refinement of website search and archives
- Continued development of digital tools already in progress (e.g., gift app features)

### II. Education & Plain Language

- Expansion of scenario-based guidance
- Continued modular training efforts

### III. Ongoing Stakeholder Engagement

- Periodic listening sessions
  - Enhanced newsletter features such as “Compliance Corner”
- 

## 4. Positive Feedback Highlighted

Several consistent themes of praise emerged:

- FPPC is viewed as strong on education.
  - The newsletter is widely used and appreciated.
  - Opinion letters and enforcement notices provide important clarity.
  - Training sessions are considered high quality.
  - Transparency is seen as one of FPPC's core strengths.
- 

## **Conclusion**

Stakeholders expressed strong respect for the FPPC's mission and expertise. The feedback gathered reinforces that transparency, education, and professionalism remain the agency's strengths.

This outreach effort helped inform recent improvements, particularly the website redesign and continued communications enhancements, and provides a foundation for ongoing dialogue about how the FPPC can continue supporting compliance and public trust.