

## **RECOMMENDATION 1**

### **Electronic Campaign Finance Reporting Recommendation**

Electronic filing of campaign finance reports should be adopted immediately. A three phased plan is proposed to accomplish this goal. Each phase lays the groundwork for the next.

#### **Phase I**

Phase I is a simple, first step that provides transparency to individual campaigns.

In Phase I, the Board of Elections (BOE) requires that all transaction details (donations, loans, expenditures) be provided in standard format spreadsheets. These spreadsheets would be posted on the BOE website for analysis by interested parties.

Phase I should be implemented immediately.

#### **Phase II**

Phase II extends transparency across all campaigns.

In Phase II, the BOE provides the mechanism to import individual campaign spreadsheets into a single campaign finance database that is searchable on-line, across all election campaigns.

The choice of database manager and reporting tools should allow for maximum user friendliness and searching functionality.

Phase II could be implemented by June 1, 2011.

#### **Phase III**

Phase III opens the door to real-time reporting and substantial cost savings both to the BOE and election campaigns.

In Phase III, the BOE extends the functionality of an on-line campaign finance database which may include the following:

- On-line entry of individual transaction.
- Import from Pay-Pal, in addition to the standard spreadsheet.
- Automatic transaction summary calculations.
- Additional fields and functionality that help both the BOE and campaigns reduce reporting costs.

Phase III should be implemented by June 1, 2013.