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THE STATE OF ARIZONA
CITIZENS CLEAN ELECTIONS COMMISSION

REPORTER'S TRANSCRIPT OF PUBLIC MEETING

Phoenix, Arizona
January 29, 2026
10:00 a.m.

By: Kathryn A. Blackwelder, RPR
Certified Reporter
Certificate No. 50666



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<p>1 PUBLIC MEETING BEFORE THE CITIZENS CLEAN 2 ELECTIONS COMMISSION convened at 10:00 a.m. on January 3 29, 2026, at the State of Arizona, Clean Elections 4 Commission, 1110 West Washington, Conference Room, 5 Phoenix, Arizona, in the presence of the following 6 Board Members: 7 8 Mr. Mark Kimble, Chairman 9 Mr. Galen Paton 10 Ms. Christina Werther 11 Mr. Sam Crump 12 Mr. Steve Titla 13 14 OTHERS PRESENT: 15 Thomas M. Collins, Executive Director 16 Paula Thomas, Executive Officer 17 Mike Becker, Policy Director 18 Gina Roberts, Voter Education Director 19 Alec Shaffer, Web Content Manager 20 Avery Xola, Voter Education Manager 21 Samantha Fox, Richards & Moskowitz 22 Craig Morgan, Taft Law 23 Cathy Herring, KCA 24 Rivko Knox, Member of the Public 25</p>	<p>1 motion to approve both of those sets of minutes? 2 COMMISSIONER WERTHER: Mr. Chairman, I move 3 to approve the meeting minutes for December 11th and 4 December 22nd, 2025. 5 CHAIRMAN KIMBLE: Thank you, 6 Commissioner Werther. 7 Is there a second? 8 COMMISSIONER PATON: I'll second it. 9 CHAIRMAN KIMBLE: Thank you, 10 Commissioner Paton. 11 It's been moved and seconded that we approve 12 the meeting minutes for December 11th, 2025 and 13 December 22nd, 2025. I'll call the roll. 14 Commissioner Werther. 15 COMMISSIONER WERTHER: Aye. 16 CHAIRMAN KIMBLE: Commissioner Paton. 17 COMMISSIONER PATON: Aye. 18 CHAIRMAN KIMBLE: Commissioner Crump. 19 COMMISSIONER CRUMP: Aye. 20 CHAIRMAN KIMBLE: Commissioner Titla. 21 COMMISSIONER TITLA: Aye. 22 CHAIRMAN KIMBLE: Chair votes aye. The 23 meeting minutes are approved 5-to-nothing. 24 Item III is the Executive Director's Report, 25 including enforcement and regulatory updates and the</p>
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<p>1 P R O C E E D I N G 2 CHAIRMAN KIMBLE: Good morning. I'm 3 Mark Kimble, Chair of the Citizens Clean Elections 4 Commission. It's 10:00 a.m. on January 29th, 2026. I 5 call this meeting of the Citizens Clean Elections 6 Commission to order. 7 With that, we'll take attendance. 8 Commissioners, please identify yourselves for the 9 record. 10 COMMISSIONER WERTHER: Christina Werther. 11 COMMISSIONER PATON: Galen Paton. 12 COMMISSIONER CRUMP: Sam Crump. 13 COMMISSIONER TITLA: Morning. Steve Titla 14 present. 15 CHAIRMAN KIMBLE: Good morning. 16 COMMISSIONER TITLA: Hello, everybody. 17 CHAIRMAN KIMBLE: Good morning. We have all 18 five Commissioners with us this morning. 19 Item II, discussion and possible action on 20 the meeting minutes for two meetings, December 11th, 21 2025 and December 22nd, 2025. Do any of the 22 Commissioners have comments or questions on the 23 minutes? 24 (No response.) 25 CHAIRMAN KIMBLE: Hearing none, do I have a</p>	<p>1 legislative update. 2 Tom. 3 MR. COLLINS: Thank you. Commissioners, I 4 just want to highlight a couple of items. First, on 5 the election calendar, with local elections coming up 6 in -- on March 10th, the City of Tempe, for example, 7 has three council seats and then Pima County has 8 Propositions 418 and 419, so the voter registration 9 deadline for that election is February 9 and 10 the ballots will go out on February 11th. The two that 11 I mentioned are both mail -- I think they're all-mail 12 elections. 13 On voter education outreach, we're -- we have 14 a few things I wanted to mention. And you can see in 15 one of the -- one of the many great photos we have from 16 the inaugural Civics Matters Summit, which was 17 sponsored by the Arizona Cardinals, and so Avery and 18 Gina and Captain Activate were there -- 19 Alec, were you there? 20 MR. SHAFFER: No. 21 MR. COLLINS: -- out at the Cardinals 22 Stadium. And there were thousands of high school 23 students there and they -- we had a table and a -- and 24 a -- Avery and Gina got to present to the students 25 there about different civic opportunities.</p>

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1 I also understand there was an election for
2 the most popular mascot, and we finished third, which
3 -- and I guess Sparky finished first, the Cardinals
4 mascot finished second, and we finished third. So we
5 beat the Wildcats and the Lumberjacks, so...

6 CHAIRMAN KIMBLE: You might want to point out
7 it was -- it was held up here, so it was obviously --
8 obviously not an impartial election.

9 MR. COLLINS: And then we have -- and then
10 this weekend is Tempe FanCon, where -- Avery will be
11 there.

12 We've had 11 participating candidate
13 workshops.

14 I wanted to highlight we're working on a
15 couple of projects with ASU that we're kind of hoping
16 to finalize. The first one is a project with the
17 Center for an Independent and Sustainable Democracy
18 around doing some focus groups on Gen Z voters. We've
19 worked with this part of ASU before, and we think
20 that's -- that will be something that will give us some
21 good insights, you know, as we -- you know, through
22 Captain Activate, the curriculum, and other things that
23 we are doing, you know, we are trying to, you know,
24 identify ways that we can better communicate with
25 younger voters.

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1 You know, I read a thing the other day that
2 said that -- pointed out that if you are 20 years old,
3 right, you've basically -- just like -- so I'm older
4 than that, right. So from the first presidential
5 election I could vote in until -- for 20 years, you
6 know, there was a Clinton on the ballot. And now if
7 you're 20, there has been -- you know, Trump has --
8 President Trump has been on the ballot that whole time.
9 So that's a real -- you know, that's a big generational
10 shift, that window. So those kinds of things, I think,
11 make this kind of -- make it valuable.

12 The other thing we are -- and I mentioned
13 this last year. We've been working with the Mechanics
14 of Democracy Lab at ASU, which is run by Bill Gates,
15 who's the former Maricopa County Supervisor, and
16 they're going to be hosting the Election Science,
17 Reform, and Administrative -- Administration Conference
18 this summer, May, actually, and -- or, June, early
19 June, rather. And that we're -- that's the biggest
20 sort of academic conference on election matters in the
21 country, and so we were -- we were working on
22 finalizing what we -- what we would do there.

23 But the idea that former Supervisor Gates
24 had, which I thought was a great idea, would be to have
25 a live Commission meeting at the conference, which I

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1 think would give an opportunity for us to do --

2 And Paula is going to have a heart attack.
3 It was in the report, Paula.

4 And I think the -- I think the value there
5 would be -- you know, one of the things that, in
6 talking to ASU about this and -- you know, would be to
7 try to bring in -- you know, not -- to make it less
8 academic in the sense of trying to bring in more folks,
9 whether they're, you know, election administrators,
10 election officials, and attorneys and the whole
11 community around elections to, you know, the
12 conference. So we're working on that, but I think it
13 would be an opportunity for us to, you know,
14 potentially have some testimony around election
15 administration and some of the things that we're doing
16 there. So I'm excited about that and we're working on
17 that.

18 I needed to note, you know, on the legal
19 front, you know, we're still awaiting two pending
20 Appellate Court decisions on Prop 211: The Ninth
21 Circuit argument we had in May, and that's still
22 waiting; and then we had the second Arizona Supreme
23 Court argument in September, and that's still waiting.

24 In the meantime, we had an oral argument at
25 the Superior Court in the legislative leadership's case

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1 against the Prop 211 Act, and so I think that that --
2 you know, I think that that argument went well. You
3 know, it's a little hard to -- a little hard to
4 predict. But what we'll be doing, both sides will be
5 submitting proposed findings of fact and conclusions of
6 law, and then we'll --

7 The major writ ask there and the major topic
8 there is the Legislature's motion for a preliminary
9 injunction, and they seek to enjoin all of Prop 211.
10 In the first round through the courts on this, they
11 were unsuccessful in securing an injunction at all.
12 And then at the Court of Appeals they had a -- they
13 were not able to convince the Court of Appeals to, you
14 know, reverse -- or, enjoin the entire Act. The Court
15 of Appeals opinion was vacated by the Supreme Court, so
16 we're sort of -- sort of back to square one.

17 But, again, I think that -- you know, our
18 position is, you know, with the attorneys is really
19 focused on, you know, you can resolve the Legislature's
20 claim on statutory construction bases -- essentially,
21 you have to read the statute in a way that's pretty at
22 odds with the typical way that you read statutes to get
23 to where they want to get -- but even if you do that,
24 it's still severable.

25 So before I wrap up, and certainly I'm

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<p>1 available for questions, I did want to make a quick 2 note. You know, I saw, and I think it was on LinkedIn, 3 but, you know, Paula is this month, I think, 4 celebrating 34 years with the State and 26 years with 5 the Commission.</p> <p>6 So I -- you know, what you're going to hear 7 both in this report in terms of the stuff we're talking 8 about and then later on with respect to the Voter 9 Education Plan, you know -- you know, I just -- I felt 10 like it was important to recognize that, you know, and 11 say that, you know, Paula has been central and is 12 central to keeping the infrastructure that keeps all of 13 this going, going, you know, whether that's, you know, 14 the purchase orders that get implemented, the 15 procurement evaluations that she participates in, you 16 know, dealing with the Voter Education Guide 17 procurement. These are very time-intensive and 18 detailed projects, and they're a little invisible, but 19 they are, you know, crucial to allowing us to deliver 20 on the Commission mission.</p> <p>21 So I wanted to -- you know, I felt like it 22 was a good time to highlight Paula's work there, 23 because it's -- we're really demanding a lot of her 24 right now in any event, so --</p> <p>25 But that sort of completes my report, if you</p>	<p>1 that I -- you know, I keep them apprised of our 2 interactions around this. So I would just say that 3 that's in the process, and then these other two are 4 Prop 211 complaints, I think I can say. But that -- 5 you know, so --</p> <p>6 You know, if you're interested in having 7 copies of the complaints, for example, which we don't 8 generally provide until the actual -- we agendaize them, 9 we can work with Craig to get those to you in an 10 appropriate venue.</p> <p>11 CHAIRMAN KIMBLE: Okay. Thank you.</p> <p>12 Do any Members of the Commission have 13 questions or comments from Tom on the Executive 14 Director's Report?</p> <p>15 COMMISSIONER TITLA: Chairman.</p> <p>16 CHAIRMAN KIMBLE: Yes, Commissioner Titla.</p> <p>17 COMMISSIONER TITLA: Yeah. Thank you, 18 Chairman.</p> <p>19 First of all, I'd like to congratulate Paula 20 for being with the Clean Elections for so long. She's 21 an integral and valuable member of the team. I know 22 that for all the time that I have been on the 23 Commission, she's always done excellent work working 24 with the team and with Thomas and everybody else. So 25 I'd like to thank her and congratulate her for all the</p>
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<p>1 have any questions for me.</p> <p>2 CHAIRMAN KIMBLE: Congratulations, Paula.</p> <p>3 MS. THOMAS: Thank you. Thank you.</p> <p>4 CHAIRMAN KIMBLE: I see that there's a 5 number of complaints here that I don't know anything 6 about. Are these things we're going to discuss at 7 upcoming meetings?</p> <p>8 MR. COLLINS: Yeah. So we keep a running 9 sort of tab on the -- on the complaints in the ED 10 Report. You know, procedurally I think I can -- I 11 think I can say that, you know, everything that we 12 haven't brought to you for a decision is somewhere in 13 a -- in a -- in an administrative process. What we do 14 with -- and, you know, to -- so, you know, to some 15 extent -- so that's what they are. So we keep this 16 running list on the -- on the report every month in 17 order to, you know, make you aware of what the docket 18 is.</p> <p>19 The list ebbs and flows as cases come and 20 go. The Jaramillo matter is on this Agenda. The 21 status of the Timberlake matter, I think I can say that 22 we will -- we will have -- you know, I have to make an 23 administrative determination about when and what to 24 bring to the Commission, and I have to make sure that 25 the respondent is, you know, aware of any conversations</p>	<p>1 good work she's done throughout the years.</p> <p>2 Second, Thomas, with respect to the 3 litigation, the Ninth Circuit case, was it before the 4 full panel or was it just a three-judge panel on the 5 arguments?</p> <p>6 MR. COLLINS: Mr. Chairman, Commissioner 7 Titla, it was a three-judge panel. It was Judge 8 Rawlinson and Judge Bumatay, and then there was a third 9 judge who I can't -- the name escapes me at the moment.</p> <p>10 COMMISSIONER TITLA: Yeah. We were in the 11 Ninth Circuit arguments also a few weeks ago, like 12 three weeks ago, I think, or maybe a month ago there in 13 downtown Phoenix at the white glass house Federal Court 14 building in the big courtroom and we were before a 15 three-judge panel, so -- so we're waiting upon decision 16 of that.</p> <p>17 On the third item, you know, recently they 18 had the Tribal State Legislative Day a couple weeks ago 19 there in the State Capitol, and it is a day designed 20 for tribal leaders and state legislators on the -- on 21 the Senate and the legislative House side to get 22 together and talk and just co-mingle and discuss 23 issues. So I know, Thomas, you've been there before.</p> <p>24 MR. COLLINS: Yes.</p> <p>25 COMMISSIONER TITLA: I was Chairman of the</p>

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1 Commission a few years back when we still had the
2 office across the street there.
3 MR. COLLINS: Yes.
4 COMMISSIONER TITLA: And I know that you were
5 there. And as you know, as Chairman of the Commission,
6 that I advocated that we reach out to the 22 tribes in
7 the state, reach out to the four corners of the state
8 and try to include them in the Clean Elections
9 Commission's mandate by the citizens because they are
10 -- we are -- as tribes we are citizens also, and there
11 are 22 tribes out there.
12 And so it is my fault, but I wish I could
13 have told you that -- it might have been a good idea to
14 come out there and have a booth there, because there
15 were numerous, numerous booths out there from every
16 aspect of Arizona business and government and federal
17 government and everything else, so it was -- when I was
18 there is when I thought about it.
19 But maybe for next year, if you all can make
20 it, I think it would be a good idea to maybe get a
21 booth out there and have all the information that we
22 can, because there were many tribes there and many
23 Native American people there co-mingling and having
24 lunch and talking and meeting with Senators and
25 legislators.

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1 So I just wanted to divvy out that we need to
2 continue to reach out to the tribes in the state,
3 because they are an integral part of the political --
4 politics in the state of Arizona and they want to be
5 included more in the political process of the state,
6 because I think that they have a lot to contribute to
7 the state.
8 One example I'd like to point out is that we
9 went to a Proposition 202 vote back in 2002, I think,
10 and the tribes tried to negotiate a compact -- gaming
11 compact with the State of Arizona, and the Legislature
12 would not sign, although the Governor at the time was
13 with us. And finally the tribes just went to a
14 proposition and put a ballot on the -- on the vote.
15 And the tribes won that ballot, although a very narrow
16 margin. I think we won by 20,000 votes over a million
17 votes in that case. But we were still able to win that
18 vote with the help of many citizens in the state of
19 Arizona, along with the Governor. The Governor
20 supported us and, I remember, the sheriff at the time.
21 I can't remember his name, but he was a
22 famous kind of sheriff in the nation. He was the one
23 that had instituted pink underwear. Maybe you guys
24 remember the guy, but I can't remember his name right
25 now. But he supported us also and made commercials for

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1 us.
2 So I just want to continue to advocate for
3 Native Americans in the state of Arizona. I think
4 that's very important that we reach out to them. Thank
5 you.
6 CHAIRMAN KIMBLE: Thank you,
7 Commissioner. Very, very important points you make.
8 Any other Member of the Commission have any
9 comments or questions on Tom's Executive Director's
10 Report?
11 (No response.)
12 CHAIRMAN KIMBLE: Hearing none, we'll move on
13 to Item IV, discussion and possible action on penalties
14 in MUR 25-01 involving Hector Jaramillo, a 2024
15 candidate for the Legislature.
16 Commissioners, you have the staff materials.
17 I'll give the Executive Director an opportunity to
18 present his recommendation. We will also have time for
19 Mr. Jaramillo, if he is here, or his representative.
20 Craig is available as our independent advisor if we
21 have questions.
22 Tom.
23 MR. COLLINS: Thank you, Commissioners. I
24 want to be brief. I think this is -- you know, this is
25 the -- there are several procedural steps here, so I

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1 think you all are probably pretty familiar with this
2 matter. It involves a participating candidate who
3 failed to file timely reports that were required and
4 then failed to comply with the audit obligations under
5 the Act.
6 You know, the proposed order I think
7 recognizes that these aren't technicalities. These are
8 substantial accountability mechanisms that make the
9 public financing program credible, they also make the,
10 you know, the overall disclosure and anti-corruption
11 purposes of the entire campaign finance scheme
12 credible, and then -- and the order reflects that
13 seriousness. It does, you know, I think identify the
14 formal findings and it does recommend -- or, I
15 recommend the civil penalty that I -- that is included
16 there, you know, and then -- and then, you know, it
17 also advises Mr. Jaramillo of his appeal rights.
18 The other -- obviously, the other aspect of
19 this is simply how you -- how you deal with the
20 monetary penalty. And this -- what, you know, I sought
21 to do in the proposed order is to have a penalty that
22 demonstrated some consistency and proportionality and
23 defensibility, but also protect the integrity of the
24 program.
25 So with that, I don't -- I'd answer your

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1 questions about the proposed order.
2 CHAIRMAN KIMBLE: Just for the record, Tom,
3 have you discussed the proposed penalties with
4 Mr. Jaramillo and does he have any reaction to that?
5 MR. COLLINS: I have not had a substantial
6 conversation with Mr. Jaramillo, you know, in some
7 time. We have exchanged e-mails. I was hopeful we
8 would schedule something this week. That -- I offered
9 times, and then -- you know, but I never got any
10 response.
11 You know, my -- my own, you know, thing -- I
12 think that in that e-mail exchange I was -- I was clear
13 that we were moving forward with the next step in this
14 after our December probable -- after the probable cause
15 determination in December. This is the next step in
16 the process, so --
17 So the answer is no. This is a -- this is
18 not a conciliation, you know, this is an order. And
19 so, you know, beyond that, you know, I -- I mean, he
20 has, in my view, notice -- appropriate notice for
21 this -- of this hearing. And beyond that, I guess I
22 really don't have much I can add.
23 CHAIRMAN KIMBLE: Thank you.
24 Do any Members of the Commission have any
25 questions of -- or comments?

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1 COMMISSIONER TITLA: Chairman. Chairman.
2 CHAIRMAN KIMBLE: Yes, Commissioner Titla.
3 COMMISSIONER TITLA: Yeah. Thomas, did the
4 other party have notice of the -- this meeting today?
5 MR. COLLINS: Mr. Chairman,
6 Commissioner Titla, yes, Mr. Jaramillo has had notice.
7 He had notice in a couple of different ways, but he
8 had -- he has had both formal and informal notice of
9 both the date of the hearing and the -- and the order
10 and the proposed penalty.
11 COMMISSIONER TITLA: Okay. Thank you.
12 CHAIRMAN KIMBLE: Any other questions from
13 Members of the Commission?
14 (No response.)
15 CHAIRMAN KIMBLE: For the record,
16 Mr. Jaramillo was invited to this -- to this meeting.
17 And as near as I can tell, I don't see either him or a
18 representative for him either in our room or on Zoom.
19 If there is any member who -- anyone who's representing
20 Mr. Jaramillo, please speak up at this time.
21 (No response.)
22 CHAIRMAN KIMBLE: And I don't see anyone.
23 If there are no more questions, does any
24 Member of the Commission wish to make a motion
25 regarding penalties in MUR 25-01?

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1 COMMISSIONER WERTHER: Mr. Chairman, I'd like
2 to make a motion to approve the order assessing the
3 penalties in MUR 25-01 against Hector Jaramillo.
4 CHAIRMAN KIMBLE: Thank you,
5 Commissioner Werther.
6 Is there a second?
7 COMMISSIONER PATON: I'll second.
8 CHAIRMAN KIMBLE: Thank you,
9 Commissioner Paton.
10 It's been moved and seconded that the
11 penalties in MUR 25-01 be imposed as recommended by the
12 Executive Director. I will call the roll.
13 Commissioner Werther.
14 COMMISSIONER WERTHER: Aye.
15 CHAIRMAN KIMBLE: Commissioner Paton.
16 COMMISSIONER PATON: Aye.
17 CHAIRMAN KIMBLE: Commissioner Crump.
18 COMMISSIONER CRUMP: Aye.
19 CHAIRMAN KIMBLE: Commissioner Titla.
20 COMMISSIONER TITLA: Aye.
21 CHAIRMAN KIMBLE: Chair votes aye. The
22 motion is approved 5-to-nothing.
23 Item V is discussion and possible action on
24 Arizona Citizens Clean Elections Commission versus
25 Fontes, Number CV-2025-064149, consolidated. As

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1 indicated on the Agenda, the Commission may vote to go
2 into executive session, which is not open to the
3 public, to receive legal advice or consult with its
4 attorneys. Before we proceed, I'd like to see if any
5 Commissioners have questions or comments they would
6 like addressed in open session.
7 (No response.)
8 CHAIRMAN KIMBLE: Hearing none, I would
9 entertain a motion to go into executive session.
10 COMMISSIONER WERTHER: Mr. Chairman, I move
11 to go into executive session for Item Number V.
12 CHAIRMAN KIMBLE: Thank you,
13 Commissioner Werther.
14 Is there a second?
15 COMMISSIONER PATON: I'll second.
16 CHAIRMAN KIMBLE: It's been moved and
17 seconded that we go into executive session. I will
18 call the roll.
19 Commissioner Werther.
20 COMMISSIONER WERTHER: Aye.
21 CHAIRMAN KIMBLE: Commissioner Paton.
22 COMMISSIONER PATON: Aye.
23 CHAIRMAN KIMBLE: Commissioner Crump.
24 COMMISSIONER CRUMP: Aye.
25 CHAIRMAN KIMBLE: Commissioner Titla.

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1 COMMISSIONER TITLA: Aye.
2 CHAIRMAN KIMBLE: Chair votes aye. We will
3 go into executive session.
4 (The following section of the meeting is in
5 executive session and bound under separate cover.)
6 * * * * *
7 (End of executive session. Public meeting
8 resumes at 11:01 a.m.)
9 CHAIRMAN KIMBLE: Good morning. We're back
10 in open session.
11 Item VI is discussion and possible action on
12 the 2026 voter education plan. Tom, do you want to set
13 the stage? And then Gina has a presentation.
14 MR. COLLINS: Yes. And I'll be very brief
15 here before I turn it over to Gina. I think, as you
16 see this plan, you know, one of the things we know is
17 that Arizona elections are -- you know, now unfold
18 across a longer and longer calendar and in a much more
19 fragmented information environment. And what that
20 means is that voter education has to function as a
21 civic infrastructure, so it has to be reliable and
22 accessible and it has to be built to last over -- over
23 the course of a longer period of time.
24 I think the voter education plan that you're
25 going to hear about, which will also highlight our

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1 successes in 2025, reflects the Commission's deliberate
2 shift towards building voter capacity over time and not
3 just focusing outreach around individual elections, and
4 so I think this sets the framework for that work.
5 So with that, I -- with your permission,
6 Commissioner -- or, Chairman, I'd like to turn it over
7 to Gina to walk through what we're implementing for the
8 2026 election.
9 CHAIRMAN KIMBLE: Thank you.
10 Gina.
11 MS. ROBERTS: Thank you, Mr. Chairman,
12 Commissioners. I will go ahead and share my screen, as
13 I have slides for you. And it looks like you can see
14 everything. Okay.
15 Okay. Well, good morning. As Tom mentioned,
16 we'll start off with a little bit of recap from our
17 efforts from 2025. The slides that I have for you are
18 in no way reflective of everything that we've done,
19 we'd be here for much longer if we did that, but we do
20 want to highlight a few of our efforts.
21 So we'll jump into what we experienced in
22 2025 for elections. We had six elections, and two of
23 them we -- were special elections due to the vacancy
24 created in Congress by the passing of Congressman Raul
25 Grijalva, and then we had our standard four elections

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1 that occur every single year. So this is a good
2 reminder that elections happen all the time, very
3 local, in our own backyard, and it was a very busy
4 year, so -- including, with the special elections, that
5 did prompt debates as well for us. So we'll give you a
6 little bit of background on what those elections
7 entailed.
8 In terms of our success, I have some key
9 performance measures here that I wanted to share with
10 you. So all in all, we had five paid media campaigns.
11 And I know we had six elections, but I'm referring to
12 the CD7 special election as one. And we were really
13 very impressed with our performance here, and this in
14 part -- and you'll see this throughout the
15 presentation. Our partnerships are very important.
16 So as we work with our partner Riestler, you
17 know, we -- we have X-amount of dollars that we are
18 able to execute for our efforts to reach, again, every
19 voter across the state, not just, you know, those in --
20 local in Maricopa County. We're going to all the four
21 corners. And so the financial resources that come into
22 play there, we have to really be smart with the public
23 dollars that we are spending here and really get the
24 best bang for our buck. So, again, very happy with the
25 performance of these paid media campaigns.

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1 Of those five, you can see here we had over
2 89 million impressions, which basically means how many
3 times our content was presented to someone in the
4 state. Of our organic social media, which was
5 fantastic, so basically nonpaid here, we had 216,000
6 impressions and 2.2 million engagements. So 2.2
7 million times people engaged with our content on
8 social.
9 In terms of editorial, so maybe that is, you
10 know, an opinion piece that a staff member or a
11 Commission Member wrote, but basically our own content
12 that we were producing, we had 99 articles that linked
13 back to Clean Elections directly and we had 284
14 placements. And so some of the numbers here, they're
15 very, you know, high reaching here, but because of
16 those placements and the coverage that we received on
17 our editorial pieces, that resulted in 2.2 billion
18 total audience. And what that means is all of those
19 entities that either linked back to Clean Elections or
20 shared our content, that was the broadest audience that
21 we could reach there. So, again, the editorial efforts
22 were very successful in helping to get our information
23 out there.
24 Our podcast, which is in its infancy still,
25 we launched it last year, we had 19 episodes that we

<p style="text-align: right;">Page 26</p> <p>1 recorded with -- we had 1.3 -- oh, that should be 2 thousand -- downloads. And our consumption rate, which 3 I think is a very important metric here, the 4 consumption rate, how long did people listen to our 5 episodes, which are about 10 minutes in length, we had 6 a 76 percent average consumption rate, and that's 7 really great. That's above industry standard there. 8 So it shows the people are interested in the content 9 that we're putting out on the podcast, they're taking 10 the time to listen to it. 11 And then we have our content management, so 12 our CRM here. This means basically our newsletter, our 13 content that we are writing in house that we are 14 sending out. We had over 300,000 e-mails that were 15 sent. And we have -- on our subscription list we have 16 over 16,000 e-mail subscribers, and that is continuing 17 to grow month by month that we're keeping track of. 18 And then SMS, which is our text messaging 19 service, this is very new as well too. We had 32,000 20 texts that were sent, and we have just -- well, 3,518 21 subscribers. So that is still very new and we're 22 growing that as well. 23 So we are very excited with the performance 24 of each one of these tactics because, again, it 25 showcases that our content is effective, it's engaging,</p>	<p style="text-align: right;">Page 28</p> <p>1 typically see those in those local elections. And just 2 some key metrics here from our website. For that 3 particular election we had over -- we had about 117,000 4 visitors to our website for election information on 5 that Tucson race. 6 In May there were Glendale, Goodyear, and 7 Colorado City ballot-by-mail elections. Again, you'll 8 see a range of what's on the ballot, ranging from 9 council elections to charter, zoning amendments, to 10 school board elections as we go through these. So, 11 again, it's very important that we keep up our outreach 12 during odd years. 13 There really is no such thing as, oh, it's 14 not an election year. That just doesn't exist. I know 15 some folks still have that thought, that perception 16 that elections only happen every two years and it's 17 only the primary and general or it's only presidential 18 and midterm. But the reality is, there's elections 19 happening pretty much all the time, every year, and 20 they are very real, important matters that impact 21 voters directly. 22 For this May local election we had 132,000 23 visitors on our website. 24 Then we jump into our special primary 25 election, and we had six -- it looks like six counties</p>
<p style="text-align: right;">Page 27</p> <p>1 and we are being very smart with our financial 2 resources. 3 So to give you an idea of how we reached 4 voters with all of our content through paid media, 5 these are the digital channel -- or, excuse me -- these 6 are some of the paid media channels that we utilized. 7 This is -- we were on -- so over the top, like Netflix, 8 things like that, your streaming services. We were on 9 social media. Search -- search is something that I 10 will highlight in a few slides later, but it is very 11 successful for us. And what I mean by that is, when 12 somebody opens up a search engine, like Google, and it 13 ultimately gets them to our content. And we had 14 digital display ads and then we had print ads, so we 15 were in the newspaper. We had radio reads and 16 out-of-home, such as billboards. So we used a very -- 17 a variety of paid media tactics to reach voters across 18 the state. 19 So what did these elections look like? We 20 had our local elections in March and May. And so for 21 March we had a City of Tucson election, which 22 was ballot by mail. And you typically see that type of 23 election, ballot by mail, where every registered voter 24 is automatically mailed -- or, excuse me -- every 25 eligible voter is automatically mailed a ballot, we</p>	<p style="text-align: right;">Page 29</p> <p>1 that were participating in that election and we had 2 131,000 views. 3 And then we get into our August, which is -- 4 you know, we'll think of as our primary election, 5 right, for 2025. We had Tucson, San Tan Valley, 6 Prescott, several elections going on, and, again, 7 everything ranging from a recall election to 8 propositions to council seats, and we had about 56,000 9 views on that from our website. 10 Then we jump into the CD7 special general 11 election. We had 110,000 views on our website. 12 And then finally, we capped the year off with 13 the November locals, which there were multiple 14 counties. Most of the counties across the state had 15 elections, and there were a lot of elections related to 16 schools, so whether that was school boards, bonds and 17 overrides, things like that. We had a lot of activity 18 going on throughout for the November 4th locals. And 19 again, you can see all the counties listed here, the 20 elementary school districts. 21 And, you know, one of the things that I will 22 pause here and note for this particular election that 23 we see, again, with all of these school-related items, 24 we are the only entity in the state of Arizona that you 25 can go to, the single website, to find this</p>

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1 information. And that's a big shout out to Alec for
2 having all of his well established contacts to get this
3 accurate election information and post it timely for
4 us. So this is a very key service that our website
5 provides during these school district elections. And
6 then we had 228,000 views on our website.
7 So for the year of 2025 we had 852,000 views.
8 And the key event count is a great performance
9 indicator as well, so what that means -- it means that
10 we had people take some sort of action when they were
11 on our site 2.7 million times. So that could be, you
12 know, clicking our register to vote button, it could be
13 downloading our civics curriculum, they are taking an
14 action on the website 2.7 million times all throughout
15 2025.
16 And that heat map, it indicates our presence
17 throughout the state. And we're very excited about
18 this, because it showcases, again, our efforts to not
19 just reach the Phoenix metro area. We have a very
20 strong presence in rural areas, and we're going to
21 continue to do that, but this is also an indicator of
22 why we don't rely solely on digital outreach efforts,
23 because we know in some of our rural areas that could
24 be difficult with broadband access. So as we talk
25 about our 2026 voter education plan, we have a

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1 multitude of tactics to reach voters that -- again,
2 we're not relying just on digital and online efforts.
3 A few things to talk about, again, that we
4 wanted to share with the website. So organic search.
5 Again, voter pulls up Google, they are, on their own,
6 typing in Clean Elections or primary election, things
7 like that, and that is one of the biggest drivers to
8 our website. So for 2025 about 265,000 users were sent
9 to our website based off organic search alone, so not
10 us prompting them or anything, them doing it on their
11 own.
12 And what that means is a few things. One,
13 it's great for brand recognition that people are
14 turning to and recognize Clean Elections, they remember
15 and recall Clean Elections when they're going to do
16 their search for election information. But also, it
17 showcases that our web content is structured and
18 optimized in such a way that search engines are
19 trusting our content as well enough that they are
20 putting it in those top search queries.
21 So, again, it's another shout out to Alec in
22 making sure that the behind-the-scenes efforts of our
23 website, such as our meta tags and our site structure,
24 it all works really well for Google and other search
25 engines. So the website is being highlighted to voters

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1 based off a search that way as well.
2 A few things that we wanted to share were the
3 top pages for the year. So when people come to the
4 Clean Elections website, what pages are they most
5 interested in. I personally thought this was really
6 interesting that one of the top pages has to do with
7 the President's cabinet. So we have on our pages all
8 of the different cabinets that the President of the
9 United States oversees and his appointments, and that
10 was really interesting to voters in 2025. So, again,
11 that's part of our just how government works section
12 and explaining the different branches and levels of
13 government. Again, civics education. So that was very
14 popular in 2025.
15 The second highest page is The People's
16 Ledger. And I have some slides dedicated to that, but
17 I just wanted to highlight that right now. I'll
18 explain why that's important in a few slides. But The
19 People's Ledger was number two, which is very exciting,
20 and then we get into our election pages.
21 So it showcases that people are coming to
22 Clean Elections not just for logistical information on
23 voting, but really looking at the whole civic life that
24 voting is a part of.
25 So we had new pages in 2025 that we launched.

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1 The first page is Beyond the Ballot AZ, which is our
2 podcast. So we have our page where folks can go
3 directly to our website and they can stream the podcast
4 episodes directly on our website. Of course, the
5 podcast is also available any other place that you can
6 get your podcast, like Spotify or Apple.
7 And then here is The People's Ledger. So The
8 People's Ledger, again, is brand new, and it's -- you
9 know, what a ledger is, it's usually a book or a
10 collection of information. And so for our purposes we
11 thought, you know what? We'll create this content that
12 we are producing in house and we'll talk about policy
13 issues or ways to stay engaged.
14 So an example of some of the content that
15 we've produced are democracy in motion, what happens
16 when no one is voting, or we did a People's Ledger on
17 debunking election myths, spotlight on voting rights,
18 Arizona's election history, a legacy of civic
19 engagement. So folks are really showing an interest in
20 this content that we're developing.
21 And then finally here, I'll talk about the
22 content that we have on our website, and just it's a
23 wealth of information. So I talked about the school
24 board elections and how the Clean Elections website is
25 the only site in the state of Arizona -- well, really

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1 in the country -- that you can go to to get all of that
2 information about school board elections.
3 And so what this means is, our website has a
4 wealth of information related to voting that we are
5 putting into our voter dashboard, and this also
6 includes the propositions. So for that November local
7 election there were several propositions on the ballot,
8 again, bonds, maintenance, and override elections,
9 recalls, other propositions, charter amendments. We
10 had every single one of those propositions listed on
11 our website that voters could access. So, again, it's
12 a wealth of information in one location.
13 And again, another shout out to Alec here
14 because, you know, this is the Clean Elections website,
15 but we know that there are other entities out there,
16 other websites that people go to, such as Ballotpedia
17 is something that is a website that has a lot of -- a
18 lot of folks know about. Ballotpedia e-mails us
19 saying, hey, when can we get your information? So it's
20 just -- it's really great to showcase that our website
21 is really the original source of this content.
22 So when we're working on our website, again,
23 data and metrics and performance, that is very
24 important in how we are executing the functions of the
25 voter education plan. And so the things that we look

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1 at to make sure the website is meeting the needs of
2 Arizona voters are we are looking at the usability of
3 the site, again, the structure and organization of the
4 content. How long does it take for a page to load when
5 somebody is using it, whether on desktop or mobile.
6 You know, is it friendly. What's the bounce rate from
7 certain sites. The search effectiveness, so if you go
8 to Clean Elections and you click the little magnifying
9 glass, how great are we returning results.
10 Accessibility, is it working well with screen readers.
11 You know, what is the contrast of our font. Looking at
12 site traffic and our conversion rates. So all of this
13 is what we were doing on the back end to provide a
14 better experience for voters. So that covers our
15 website performance and the six elections that we had
16 this year.
17 Now, as I mentioned, we don't rely solely on
18 online and digital outreach efforts. So with that
19 comes our sort of boots on the ground, and we've got
20 some information here that we wanted to highlight.
21 Again, it does not come close to representing all of
22 the areas that we were -- that we were at in 2025, but
23 it's a few things that we wanted to highlight.
24 Of course, we have Captain Activate here.
25 But we partnered with all of our counties and local

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1 election officials across the state and we had really
2 great engagement and outreach efforts. Whether that's
3 going to county fairs or going to libraries or schools,
4 we definitely had a presence across the entire state of
5 Arizona.
6 Some great numbers for our Captain Activate
7 series. We shipped over 3,000 copies. And, you know,
8 the people who are reaching out to us and saying, hey,
9 can we get copies -- copies of Captain Activate,
10 they're schools, they're parents, they're election
11 officials, they are libraries. We've had people
12 request the comics from out of state, from out of
13 country. It's really -- you know, you can't specify.
14 It's not like the comic is just for kids. We are
15 seeing a variety of folks who are interested in it for
16 a multitude of reasons.
17 And so with that being out there in the
18 community, it's a great resource for us to be able to
19 connect with voters and start talking to them about
20 being engaged. So we found the comic to be very
21 successful, and really ultimately it's part of that --
22 encouraging that civic life.
23 Here is some photos of, again, boots on the
24 ground, being out there in the community, engaging with
25 voters face to face, and having a presence. Our -- so,

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1 again, Captain Activate, our civic mascot, is great
2 outreach to our families and to our future voters. He
3 was at a lot of events last year. That included Fan
4 Fusion here in Phoenix, which is a very large event and
5 we have a great opportunity to connect with thousands
6 of voters at a single location. Captain Activate was
7 at the Tucson Book Festival and also Youth Day at the
8 Capitol.
9 And it's really great too because we're
10 seeing our election partners across our 15 counties
11 contact Avery and be like, hey, can we get Captain
12 Activate out here because we're having an open house or
13 there's a public safety day, things like that.
14 A few things that we wanted to highlight as
15 well for our outreach, Avery has launched a voter
16 outreach working group that he has several members of
17 our 15 counties participate in. And basically they get
18 together, they discuss, okay, what events do we have
19 coming up, what are some voter education issues that
20 we're seeing or, you know, can we collaborate together
21 on these things.
22 And then, of course, there's been
23 presentations. So a multitude of events across the
24 year where Clean Elections staff is going out and
25 presenting on Clean Elections, talking about the voting

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1 process, talking about media literacy and civil
2 discourse, how to run for office. So our office -- our
3 staff are very much out there in the community being
4 looked to as folks who are knowledgeable about these
5 issues and being asked to present.

6 And so, again, these are just some photos of
7 where we were able to be out. One of the photos I
8 wanted to highlight in particular, the one on the
9 right. I know Tom, during the ED Report, mentioned an
10 event where we were at the Cardinals stadium last week,
11 but this is another event that we were also at the
12 Cardinals stadium a few months ago. And this is where
13 Tolleson School District brought together a career day
14 for all of their school districts and bussed in
15 hundreds of students to come.

16 And so our booth is surrounded by businesses,
17 right; things like, hey, you can have a career in this.
18 And it was really great that they reached out to Clean
19 Elections and asked us to participate, because we could
20 talk to them about do you want to have a career as an
21 election official or maybe just serve as a poll worker.
22 And then, of course, that lends the opportunity of
23 talking about voting and civic engagement as well.

24 So we talked about the website, we talked
25 about boots on the ground. The other component that

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1 was very successful for us in 2025 was our content
2 production. So we had our Inside the Issues events.
3 We held two in 2025. The first one was about
4 education, and then in December we had another one
5 about healthcare. The one about education, we
6 partnered with ABC 15 and held it at their studios.
7 And healthcare, we partnered with Telemundo, and it was
8 entirely in Spanish. And so the thought process behind
9 this is bringing information to voters about the top
10 policy issues that they've told us about in our
11 research that they care about.

12 The Inside the Issues, I've got a lot of data
13 here showcasing just how many news outlets picked up
14 and carried this production. This is specific to our
15 education one, and so you can see all of the news
16 stations that aired it. We had ABC 15, Arizona 61,
17 Arizona PBS, KVOA, KOLD, AZPM, Cox, Fox 10, KTAR. A
18 multitude of news outlets picked up this content to
19 show it to their audiences, so it was really great to
20 reach voters across the state.

21 And I've got a little clip here for you.
22 (Video plays.)

23 MS. ROBERTS: So for these Inside the Issues
24 events, one of the benefits of it is, in addition to
25 bringing this information to voters about these top

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1 policy issues, we're also engaging the business
2 community, so that's really important. Because we do a
3 lot of outreach with our civic partners, who are
4 naturally interested in elections, working with our
5 teachers and our educators on civic engagement, working
6 with voters with disabilities, things like that.

7 But when we are doing these specific issues
8 like this, education, we had top education minds in the
9 state come together to talk about this particular
10 issue. And then when we did healthcare, same thing, we
11 had the top leaders in the healthcare industry. So we
12 are bringing together the business industry and getting
13 them to put their buy-in and their support for civic
14 engagement and for learning about voting and being a
15 vote -- being an informed voter. So that's another
16 benefit to these Inside the Issues tables.

17 The CD7 special election, which was
18 unexpected, but it prompted the need for a debate. So
19 we were very pleased with the success of our CD7
20 debates for both the primary and the general elections.
21 I've got some data points here that showcase the
22 results, ranging from 100 percent participation from
23 the candidates that were invited to participate to how
24 many television stations carried the debate to how many
25 hours it resulted in in live stream. We even take a

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1 look at how does having this debate impact the traffic
2 on our website, which you can see there was a 258
3 percent increase in new users from the time period
4 during the CD7 election and our debate.

5 So we, again, really try to make sure that we
6 are capturing all data points possible to, one, help us
7 determine are our efforts being successful, but also so
8 we can learn from it, you know, we can learn about
9 behavior from the voters and how they're engaging with
10 our content. So, again, we were very pleased with the
11 results from our CD7 debate -- debates that we had.

12 So with that, Mr. Chairman, I can pause if
13 there's any questions on our activities for 2025 before
14 I jump into our 2026 plan, if you'd like.

15 CHAIRMAN KIMBLE: Any -- any questions or
16 comments on the 2025 -- what you did last year?

17 Gina, it's a very impressive package of ways
18 that you are looking to inform and educate voters and
19 get them involved. It's just astounding all that you
20 have accomplished with Alec and Avery and Captain
21 Activate and everyone else on the staff. Very
22 impressive.

23 Anyone else on the Commission want to make
24 any comments before we look at what we're going to do
25 this year?

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1 COMMISSIONER WERTHER: Mr. Chairman.
2 CHAIRMAN KIMBLE: Commissioner Werther.
3 COMMISSIONER WERTHER: Just also very
4 impressive and thank you so much. I know how much work
5 goes into all of this.
6 And also, I just wanted to give a shout out
7 to the billboards, because I do actually drive around
8 the state for work and I've seen them on the very rural
9 highways out there and it's really always great to see.
10 So I think that is a great way to engage voters who
11 maybe aren't looking at the digital method of delivery.
12 Thank you.
13 CHAIRMAN KIMBLE: Thank you,
14 Commissioner Werther.
15 Any other Commissioners wish to make any
16 comments?
17 COMMISSIONER TITLA: Yeah, Chairman. This is
18 Steve Titla.
19 Good morning, Gina.
20 CHAIRMAN KIMBLE: Yes. Good morning,
21 Commissioner Titla.
22 COMMISSIONER TITLA: Yeah, thank you.
23 Yeah. I'm impressed with all the work that
24 has been done by Gina and the rest of the team there
25 for Clean Elections implementation in the state. As

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1 you know, we have a mandate from the Clean Elections,
2 which is citizen initiated. And so as I keep saying,
3 we need to reach out into the four corners of the
4 state, which includes 22 tribes in the state. And I
5 think that it would be a good idea to reach out to
6 tribes, specifically to all 22 tribes, because they are
7 a significant part of the population as far as voting
8 is concerned.
9 So I know that the tribes have annual --
10 annual celebrations. And San Carlos -- that's where
11 I'm from, San Carlos Apache -- they have an annual
12 Veteran's Day event, activities. They have parades,
13 they have rodeos, they have concerts, they have games,
14 they have powwows. And I think thousands of people
15 congregate over there from all areas of the state and
16 from out of state also, so I think that would be a good
17 site to have information available to those voters.
18 And then I know that Navajos have a big
19 Navajo fair up there. I don't know the dates of it.
20 And then down in the south, the Tohono O'odham, they
21 have a big celebration coming up here, I think the
22 first weekend in February, down in Sells, where they
23 have big festivities, rodeos and powwows and everything
24 else.
25 So I think it would be a good idea if we

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1 could devote some time to them so that they can know
2 about Clean Elections and all the good work that's
3 being done here. What we have done in the past, Tom
4 and I were on the radio over there at San Carlos
5 Apache. And they call it KYAY 91.1 FM. Tom was a good
6 radio person. He has a good voice for radio. So we
7 were able to appear on radio. And I think those kind
8 of things to reach the tribes also is very important.
9 Thank you, Gina, Chairman.
10 CHAIRMAN KIMBLE: Thank you, Commissioner.
11 Thank you, Commissioner Titla.
12 Any other Commissioners wish to make comments
13 on the 2025 report?
14 (No response.)
15 CHAIRMAN KIMBLE: Okay. Gina, the floor is
16 yours.
17 MS. ROBERTS: Thank you, Mr. Chairman.
18 And if I -- if I may, Commissioner Titla,
19 thank you so much for the direction that you always
20 provide and the leadership for the outreach to our 22
21 tribes. That is absolutely something that we dedicate
22 our efforts and resources to. And I apologize that I
23 didn't have much on that in this presentation for our
24 recap.
25 Just to briefly touch on that, of what we did

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1 do in 2025, many of the events that you had noted,
2 those were events that we did have participation in.
3 Avery is very good about traveling around the state.
4 And you'll see in the 2026 plan we do have some of
5 those on our calendar already.
6 A few things I wanted to highlight. There
7 was a conference put together by the Intertribal
8 Council of Arizona where they brought together election
9 officials across the state and talked about voter
10 education and outreach for tribal members. And we had
11 the opportunity to attend that and to present on it,
12 and it was very great because we hear from ITCA about
13 how they look to us as leaders for voter education for
14 the tribes and how they are constantly using our
15 content that we put out there. So that -- one, that
16 was really great to hear.
17 The other opportunity that we have, for the
18 past several years now when the Secretary of State's
19 Office does their election officer certification
20 training, we are invited to train the new election
21 officials on outreach efforts specifically for our
22 Native American communities. And so it's really great
23 that we are looked at as leaders for that as well and
24 that we place such a high importance on it.
25 There are also several events that, again,

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1 that we attend, and I'm very happy to showcase to you.
2 In our 2026 plans you'll see some of those as well.
3 I also completely agree that Tom has a great
4 radio voice, which is why we have him on the podcast.
5 So for 2026, this is, just to give you an
6 idea, the landscape that we're looking at with our
7 voter registration numbers. We've got about 4.3
8 million registered voters. And again, it's -- you can
9 take a look at the "other" line. Those are going to be
10 our unaffiliated independent voters, which make up a
11 very big portion of our electorate. So we have to be
12 mindful of that because, again, when you are
13 unaffiliated, when you're an independent, the rules can
14 change for you on how to participate in the elections.
15 So we are very mindful of our voter registration
16 makeup.
17 And what we were looking forward to in 2026
18 are four elections. We do have a March 10th local
19 election coming up. That's going to be the City of
20 Tempe and Pima County. Then we look to May. Right now
21 what we're aware of is Coconino County and the Town of
22 Mammoth and possibly more elections that will be
23 happening. We're still doing our outreach.
24 We do have our primary election, which as of
25 right now it is scheduled for August 4th; however,

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1 there is a strong likelihood that that date will change
2 and be bumped up a week. This is -- we had the same
3 thing occur in 2024 where the primary election date was
4 changed; however, then it was only done temporarily by
5 a session law. There is a bill in the Legislature now
6 to make this change permanent, and it just really has
7 to do with calendaring and making sure that election
8 officials have enough time that they need to perform
9 their tasks in between a primary and general election.
10 So once we get confirmation on what that --
11 it will likely be July 28th is the date that it will
12 be. But what we're looking at on the ballot are, of
13 course, our Congressional seats, our -- all of our
14 statewide executive offices, our legislative offices
15 and local offices. And as Tom mentioned earlier in the
16 ED Report, this is going to be the first time in over
17 10 years where we do not have a U.S. Senate seat on
18 the ballot. And that's going to be important for a
19 number of reasons, as you'll see when we go through
20 these slides.
21 And then we jump into our general election.
22 So, again, we'll have all of those candidate races back
23 on the ballot. In addition, we will also have
24 Lieutenant Governor, which is a brand new seat. So the
25 gubernatorial candidates, the nominees, they will need

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1 to announce who their running mates are and they will
2 appear on a joint ticket together, so very similar to
3 how our President and Vice President run, but this is a
4 new office for Arizona voters and what they'll see. So
5 we will be including that office in our debate process,
6 but also just providing some information on what that
7 office is responsible for doing.
8 And then, of course, we have our judicial
9 retention elections, judges and justices, the ballot
10 measures, and then of course local offices and races.
11 So it's going to be a very busy year for voters.
12 So how do we prepare and how do we create our
13 2026 voter education plans? As hopefully it was
14 demonstrated in the recap, we relied very much on
15 talking to voters directly and research. We want to
16 make informed decisions, that way we know we can be the
17 most effective with our dollars and our time and energy
18 and how we are communicating with voters.
19 So a few highlights from the research that we
20 have done. So after the 2024 election, so in Q4 --
21 Quarter 4 of 2024, we put out a survey to talk to
22 voters; then, in 2025 we held focus groups. So these
23 are some highlights from that research.
24 I do have a slide here on election security,
25 because that's just been top of mind for the past

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1 several years. So we just wanted to talk to voters and
2 say, hey, how confident are you -- or, were you in the
3 accuracy of the results of the 2024 election?
4 So it's really great to see that some folks
5 were extremely confident, you can see 61 percent there,
6 and we have it broken down by party. And so that's
7 good news for us. It shows that people are having
8 trust in the system.
9 Then one of the things we talked to voters
10 about, how much time do you spend researching the
11 candidates and the issues? And this is important too
12 because, you know, obviously we put out our Voter
13 Education Guide. Are people taking the time to read
14 that entire Guide? When the Secretary of State's
15 Office puts out their very thick publicity pamphlet,
16 are people reading that? How much time are they
17 spending online? We just want to know how long are we
18 having the attention span of voters, what's the
19 priority that people are placing on it, so we know how
20 to best provide and deliver content to them.
21 So you can see here, you know, how many hours
22 did you spend researching it? It looks like the top is
23 a range between one to five hours. And so you can see
24 the difference throughout the years as well, and that
25 seems about average for most voters.

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1 And then we asked them, okay, well, you're
2 spending time researching, but where are you getting
3 your information? And so the two different colors
4 here, we have it broken down between our general
5 population and then specifically our youth, so 16- to
6 24-year-olds, but, you know, we know it's 18 that are
7 voting. So very happy to see that the Voter Education
8 Guide and debates are ranked very highly that people
9 are looking to for their information when they're
10 voting.

11 And then we also asked them, well, when
12 you're researching and you're looking for your sources,
13 what do you consider an unbiased source? Again, very
14 happy to see that the Voter Education Guide is ranked
15 one of the highest sources for unbiased information.
16 And this has been something that is consistent year
17 over year when we are having our focus groups and our
18 surveys that we put out there. The Voter Education
19 Guide is -- people are looking forward to.

20 And then we asked them about our website.
21 Okay. If you visited azcleelections.gov, you know,
22 what was your experience? Did you find what you were
23 looking for? And 92 percent of folks said yes, which
24 is great news.

25 And then we asked them, how could we do

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1 better? And it's really great that 45 percent, which
2 is the top result, said nothing, you know, there's
3 nothing you could do to be better, but we always know
4 we can improve. And so 28 percent did reflect on the
5 design and navigation, which prompted us to invest
6 further in a UX design study research, which we
7 completed at the end of 2025, and I'll talk about that
8 momentarily. But it was really great to see that we
9 had great feedback from voters when they were visiting
10 our site.

11 And then one other thing that I wanted to
12 share too on our research was about democracy. We just
13 wanted to, again, learn about the sentiment, how voters
14 are feeling. And so we asked them, what's the first
15 word or phrase that comes to your mind when you hear
16 the word democracy? This is just a small snapshot of
17 the list, but it was -- you can see here that one of
18 the top responses had 37 percent where folks said, what
19 comes to mind, freedom, free, liberty, independence,
20 sovereignty, and sovereign. And so most of the
21 responses overall were positive when people, you know,
22 think of the word democracy. About 13 percent came in
23 neutral and about 5 percent had a negative reaction to
24 that term.

25 So during our research we also wanted to know

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1 about user experience with our Voter Guide. And so we
2 put them through a practice where we said, if you were
3 going to build your own Voter Guide, what would it be
4 like? And so this is some of the feedback that voters
5 gave us. The great news is that we already do most of
6 this. And then the things that we aren't doing, we are
7 looking at implementing, and hopefully it should be
8 fairly easy to implement.

9 So, for example, on the candidate information
10 side, folks were very interested in the voting history
11 of incumbents. So that's something that we think we
12 can update and link to in our -- in our dashboard. But
13 again, very, very great to hear -- to see that what
14 people are reporting of what they want in a Voter Guide
15 we are, for the most part, doing.

16 And then finally, I wanted to give you some
17 information on just who are the voters right now, what
18 are some general descriptions of voters, a snapshot.
19 So when we think about voters as a whole from our
20 population across the state, participants expressed
21 worry about the economy and changes to the political
22 system, but they're hopeful. So that's really great
23 that they have that hope. And then those bullets are
24 just some action points of what they've done. So, as
25 you can see, you know, tightened their budget or stayed

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1 away from overly political situations and
2 conversations.

3 On independent voters, they showcased that
4 they have some worry about the future, what the
5 government looks like, and that they are happy to see
6 changes of any kind. And so as a result, their
7 activities, they've adjusted their spending habits,
8 they are spending more time indoors in their home, and
9 they focused on politically educating their kids.

10 Our youth, they have pretty high feelings of
11 anxiety and little hope about the current state of
12 affairs. And so what that results in their action is,
13 they're trying to save more money, they're increasing
14 their political research. They're kind of sort of, I
15 guess, censoring themselves in a way, concealing part
16 of their identity and monitoring what they say.

17 So this is, again, based off of the research
18 that we've done. We also have some secondary research.
19 But this just gives us an idea of who the voters are,
20 and that helps us understand how to communicate with
21 them.

22 So in 2026, the expected media landscape
23 across the country -- I wanted to share this with you.
24 AdImpact puts out this report for every election cycle
25 and they put out estimates of how much money they think

<p style="text-align: right;">Page 54</p> <p>1 will be spent across each state for political 2 advertising. And Arizona, the expectation is that 3 \$332 million will be spent.</p> <p>4 So why do I share that? That's important 5 because, when we are going to be out there in market 6 and paid media, so are a lot of other people. There's 7 going to be candidates with their campaign messaging, 8 political, you know, committees out there pushing 9 messaging. And so, again, it just gives us awareness 10 about the environment that voters are in. They have 11 lots of political messaging coming at them.</p> <p>12 And so how can we kind of filter through 13 that? How do we essentially compete with all of the 14 other candidate messaging that has a very political 15 tone to it and is saying, you know, vote for me or vote 16 yes or no? How does Clean Elections, as a 17 non-partisan, unbiased entity, break through that to 18 voters and say, hey, we just want to give you the facts 19 so you can vote informed and we want you to 20 participate.</p> <p>21 So something that we keep in mind is what is 22 the media landscape looking at. 332 million, it is 23 lower than 2024, but again, as Tom noted, there's not a 24 U.S. Senate race on the ballot, which typically brings 25 in a lot of paid media activity. So with that sort of</p>	<p style="text-align: right;">Page 56</p> <p>1 them, whether it's curbside voting or resources that 2 they have on how to use the assessable voting 3 equipment.</p> <p>4 And then, of course, we'll do our civic 5 education and media literacy for our future voters and, 6 again, to really help create that healthy civic life.</p> <p>7 All of that ends up with us developing our 8 campaign for 2026, which is vote with intention. So 9 what this means is, there are some things in life that 10 everybody chooses with great care, your partner in 11 life, your job, your friends, but even the smaller 12 things, such as, you know, what phone case you're going 13 to get, your coffee order, how you're curating your 14 playlist. People spend time and effort on that, so 15 voting should be one of those things to make your vote 16 yours.</p> <p>17 So as I talked about what that estimated paid 18 media spend is going to be in Arizona and how do we cut 19 through all of that political advertising, we wanted to 20 be relatable and do that with a touch of humor and 21 really showcase that you need to be intentional with 22 your choices, and we can provide you that factual 23 information so that you can be an informed voter.</p> <p>24 So with that, I'd like to show you two of our 25 TV spots that we've created for 2026.</p>
<p style="text-align: right;">Page 55</p> <p>1 foundation and that information, what are we planning 2 to do?</p> <p>3 We know that our messaging is going to be 4 pretty straightforward. We will always speak to the 5 logistics of voting. So we're always going to educate 6 about how to get registered to vote, how the early 7 voting process works, how to cast your ballot. We will 8 continue to educate on election security. Here is how 9 you can track your ballot to ensure it was counted. If 10 you want to participate in a logic and accuracy 11 testing, this is how you can do it. This is how you 12 can have confidence in the accuracy of the vote count.</p> <p>13 We will, of course, educate independent 14 voters. As I mentioned, they're a high part of our 15 electorate, and the rules can change if -- from primary 16 to general election. They need to understand how to -- 17 one, that they can vote in a primary, and how that 18 process works. Again, procedurally, what happens when 19 you register to vote and your options for your 20 selecting. If you get a notice in the mail from the 21 County, you know, and you're on the early voting list, 22 what actions do you have to take to get your 23 primary ballot, things like that.</p> <p>24 We will also do messaging to our voters with 25 disabilities and explain what options are available to</p>	<p style="text-align: right;">Page 57</p> <p>1 (Video plays.)</p> <p>2 MS. ROBERTS: So why did we go that route 3 with those -- with those commercials, those TV spots? 4 Again, we have to be mindful of our resources. And 5 paid media is expensive, so how can we be most 6 effective with our spots? How can we cut through that 7 standard political advertising that voters are being 8 inundated with? How can we be relatable to them, a 9 touch of humor? And then ultimately, how can they have 10 that brand recognition? So if they see our spot on TV, 11 then later on when they're at their computers or on 12 their phone and, oh, it's time to vote, oh, yeah, I 13 remembered I saw that. I'm going to go to 14 azcleanelections.gov.</p> <p>15 So we know that we -- when we have our 16 commercials in market like this, there's a direct 17 increase into our website traffic. Again, we're 18 tracking every metric that we can. And so it's 19 important that we are out there, and these spots are 20 running -- what you just saw was 30 seconds. So when 21 we are placing our media buys, again, being financially 22 responsible with the resources that we have, we're 23 placing spots -- we have these in 15-second spots and 24 30-second spots. So it's -- 25 To educate, 15 and 30 seconds, there's really</p>

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1 not a lot of opportunity there. And again, we're
2 trying to cut through all of the messaging that voters
3 may even be getting tired of hearing from during the
4 election cycle. So we have found success that when our
5 spots are more on the humorous side and relatable, that
6 we really get to see, one, a brand recognition from
7 voters, and two, we see those higher metrics in the
8 performance of our -- of our website, so we know that
9 they're working.

10 So, again, going along with the theme that we
11 developed based off of our research, vote with
12 intention, those are going to be our two primary video
13 spots, and we'll have other creative media that follows
14 along with that theme.

15 So where are voters at? Where are they
16 consuming their media? We've got a chart here that
17 breaks it down between our young adults and even rural
18 communities, our Spanish speaking voters, our Native
19 American communities, and how are they accessing
20 information. And so this gives us where the voters are
21 at, so this is where we're going to be at.

22 Where are our media placements going to be
23 for Clean Elections? We're going to be on TV. We're
24 going to be on streaming. So, you know, if you're --
25 if you don't have cable or TV, your streaming channels

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1 that you use. We'll have radio reads, prints. Again,
2 out-of-homes, so those billboards. We'll be on social
3 media, we'll have our ads that we push out. And again,
4 search is very important for us. So we will use these
5 different platforms to reach voters.

6 This is just a quick pie chart to show you
7 the breakdown. Again, we try to have a variety of
8 tactics that we use, never just focusing on one. And
9 again, that has proven to give us the success that we
10 want to see in our performance measures.

11 So our messaging channels that we have. In
12 addition to paid media, we've got our newsletter, we
13 have our text messages system, we've got our podcast,
14 The People's Ledger. Of course, we have our own social
15 media and the paid media that we're going to be
16 utilizing.

17 And then we also are working very strongly
18 with PR, public relations and community outreach,
19 working with our news members and our journalists
20 across the state to get coverage on elections and the
21 efforts that Clean Elections is doing. And then, of
22 course, our website.

23 So with our website, our plans to improve
24 that and make a better experience for voters in 2026
25 are we're going to be providing new content and

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1 refreshing our content so that we are making sure that
2 we are meeting the needs of voters. As I mentioned, we
3 went through a user experience, a user design testing
4 to see, okay, how are people engaging with our site and
5 where are they looking to for information, what pages
6 are they researching on, and the timing that it takes
7 as well, and we're going to be optimizing the site that
8 way.

9 We're also going to be expanding our Voter
10 Dashboard capabilities. We have more data available to
11 us from the Secretary of State's Office, where we are
12 now going to be able to provide voter registration
13 lookup, full -- full district mapping capabilities. So
14 if somebody comes to our site, we're going to be able
15 to tell them every single district that they live in.
16 And if we can do that, we can then tell them every
17 single candidate that's running in their district. And
18 of course, making updates to our candidate profiles,
19 and then we have a lot of updates that we need to make
20 to our back-end system as well.

21 We will continue with content development, so
22 we will -- we're planning to have more Inside the
23 Issues events throughout the year. Those will, again,
24 be anywhere from 60- to 120-minute panel discussions
25 with those subject matter experts. We will continue to

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1 partner with the Arizona Media Association. We'll have
2 our Spanish town halls. And we will continue to
3 produce podcast episodes for Beyond the Ballot AZ.

4 Now, our debates. 2026 debates, we have been
5 working on these throughout all of 2025 in preparation
6 of this year. Based off of the election schedule, the
7 majority of our debates will be held in June and
8 September.

9 We are continuing our partnership with AMA,
10 which is fantastic, because we know that it helps us
11 really produce this white label content and get it out
12 to voters across the state.

13 In addition to our partnership with the
14 Arizona Media Association, we are also partnering with
15 Arizona Agenda for our non-broadcast debates. We had a
16 lot of great success with our televised debates in
17 2024; we really want to bring that same success to our
18 legislative and local debates that we're doing. So we
19 have this partnership with Arizona Agenda to really
20 kind of mimic what we're doing with the AMA and create
21 this white label content for these debates to push out
22 to our partners.

23 We're going to be revising how we're engaging
24 and inviting candidates to participate and really
25 showcasing, this is the debate that you want to

<p style="text-align: right;">Page 62</p> <p>1 participate in, why it's important for candidates to 2 show up and communicate with voters. We're going to be 3 refreshing our format and our run of show, and Arizona 4 Agenda will be moderating the majority of our debates 5 as well, and then we'll be utilizing their existing 6 network to reach voters across the state. 7 And then we are going to be putting out 8 surveys prior to each election so we can ask voters, 9 again, what are the issues that you care about? This 10 will help shape our discussion and, you know, what 11 questions the moderators come up with for the 12 candidates. 13 And so you can see, we've got a full debate 14 lineup, everything -- our Congressional races and, 15 again, Governor, Lieutenant Governor, all the way down 16 to local races. 17 Our Voter Education Guide, we will be putting 18 that out again this year, and we'll have all of those 19 statewide offices in there. And what will be new is we 20 will now be including county candidates, so countywide 21 candidates. So that's going to be the county executive 22 offices, such as, you know, County Recorder, County 23 Sheriff, you know, County Attorney, those countywide 24 offices, as well as board of supervisor candidates, so 25 by district.</p>	<p style="text-align: right;">Page 64</p> <p>1 course, we'll be at Fan Fusion as well. 2 And one of the things we're excited about in 3 the initiative that we're undertaking is the Arizona's 4 Native Vote Collection. What we'd like to do is 5 partner with our tribes and do this original outreach 6 activation to celebrate civic engagement and the Native 7 American culture and inspire and encourage people to 8 vote in these midterm elections. And the idea is to 9 essentially create original vote art from our tribes, 10 from our 22 tribes, and feature it on one-of-a-kind 11 Clean Elections materials. So whether that's, you 12 know, some of the swag that we take with us, putting it 13 on our website, on our social media. Really at the end 14 of the day is we want to honor and celebrate and 15 inspire our tribal communities to participate in state 16 elections. 17 (Video plays.) 18 MS. ROBERTS: We plan to unveil Issue 3 at 19 Phoenix Fan Fusion this summer. Avery is hard at work 20 and has almost finalized the draft of Issue 3. Again, 21 our comic corresponds to the civic curriculum that we 22 have developed for 4th through 6th, 7th through 8th, 23 and 9th through 12th. Issue 3 will really focus on our 24 9th through 12th graders. And again, we're very 25 excited to continue to develop the comic, because it</p>
<p style="text-align: right;">Page 63</p> <p>1 So what that means for what's on the ballot 2 and the schedule of these races, in 2026 when our Voter 3 Guides go out they will have all of these statewide 4 executive offices, they're going to have -- there's a 5 few countywide offices, like County Recorder, and then 6 there's a very small amount of board of supervisor 7 district candidates that will be on in 2026. In 2028 8 is their election schedule, what their terms were. We 9 will see a lot of county candidates on the ballot, 10 which means they'll be in our Voter Guide. 11 So this is a new legislative mandate. We've 12 been working on updating our system to be able to 13 accommodate this change, we've been working with our 14 vendors. And we will, again, continue to make sure 15 that our Voter Guide is looked at and is meaningful to 16 voters, so it has the information they need and 17 continues to be a trusted source for them. 18 For our outreach, this is a very small 19 snapshot of some things that we have coming up. Some 20 of the events that Commissioner Titla had mentioned, 21 such as the O'oodham Rodeo that's coming up in 22 February, that will be on there. We are also going to 23 be partnering with the Navajo Voters Coalition for a 24 conference in June, and a multitude of events. But 25 again, this is certainly not all encompassing. And of</p>	<p style="text-align: right;">Page 65</p> <p>1 promotes that -- literacy skills and it really 2 encourages not only our future voters, but we're seeing 3 great feedback from adults as well. And our civic 4 partners absolutely love the comics, so we're very 5 excited to continue with this in our voter education 6 efforts. 7 With that, I will apologize for taking so 8 much time. I tried to go quickly, but we do have a lot 9 of content here. And so I can stop sharing my screen 10 and I'm happy to answer any questions. 11 CHAIRMAN KIMBLE: Any comments or questions 12 from the Commission? 13 COMMISSIONER PATON: I have a comment. 14 CHAIRMAN KIMBLE: Commissioner Paton. 15 COMMISSIONER PATON: I think that one of the 16 Governor candidates should get you to be the 17 Lieutenant Governor on their ticket. I mean, you 18 should be running the State. That's all. That's all. 19 MS. ROBERTS: Mr. Chairman, 20 Commissioner Paton, that is very, very kind. Thank 21 you. And of course, I very much love working for Clean 22 Elections. Thank you. 23 CHAIRMAN KIMBLE: Any other comments or 24 questions from Members of the Commission? 25 COMMISSIONER TITLA: Mr. Chairman.</p>

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1 CHAIRMAN KIMBLE: Yes, Commissioner Titla.
2 COMMISSIONER TITLA: Yeah. Gina, thank you
3 for all that information. That's very impressive. I'm
4 excited about the election now. Thank you.
5 CHAIRMAN KIMBLE: Thank you,
6 Commissioner Titla.
7 Anything else?
8 (No response.)
9 CHAIRMAN KIMBLE: If there's no further
10 discussion, I would entertain a motion on the 2026
11 voter education plan.
12 COMMISSIONER WERTHER: Mr. Chairman, I move
13 to approve the 2026 voter education plan.
14 CHAIRMAN KIMBLE: Thank you,
15 Commissioner Werther.
16 Is there a second?
17 COMMISSIONER PATON: I'll second it.
18 CHAIRMAN KIMBLE: Thank you,
19 Commissioner Paton.
20 It's been moved and seconded that we approve
21 the 2026 voter education plan. I will call the roll.
22 Commissioner Werther.
23 COMMISSIONER WERTHER: Aye.
24 CHAIRMAN KIMBLE: Commissioner Paton.
25 COMMISSIONER PATON: Aye.

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1 CHAIRMAN KIMBLE: Commissioner Crump.
2 COMMISSIONER CRUMP: Aye.
3 CHAIRMAN KIMBLE: Commissioner Titla.
4 COMMISSIONER TITLA: Aye.
5 CHAIRMAN KIMBLE: Chair votes aye. The plan
6 is approved 5-to-nothing.
7 Item VII is public comment. This is the time
8 for comments and suggestions from the public. Action
9 taken as a result of public comment is limited by
10 statute to directing staff to study the matter,
11 responding to criticism, or scheduling the matter for
12 further consideration.
13 Do we have anyone in person or on Zoom who
14 wishes to make a comment?
15 (No response.)
16 CHAIRMAN KIMBLE: Hearing new one -- hearing
17 no one, excuse me, the public may also submit comments
18 by e-mail at ccec@azcleelections.gov.
19 Item VIII, adjournment. If there's no
20 further business, I would entertain a motion to
21 adjourn.
22 COMMISSIONER WERTHER: Mr. Chairman, I move
23 to adjourn.
24 CHAIRMAN KIMBLE: Thank you,
25 Commissioner Werther.

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1 Is there a second?
2 COMMISSIONER PATON: I'll second it.
3 CHAIRMAN KIMBLE: Thank you,
4 Commissioner Paton.
5 It's been moved and seconded that we would
6 adjourn. I will call the roll.
7 Commissioner Werther.
8 COMMISSIONER WERTHER: Aye.
9 CHAIRMAN KIMBLE: Commissioner Paton.
10 COMMISSIONER PATON: Aye.
11 CHAIRMAN KIMBLE: Commissioner Crump.
12 COMMISSIONER CRUMP: Aye.
13 CHAIRMAN KIMBLE: Commissioner Titla.
14 COMMISSIONER TITLA: Aye.
15 CHAIRMAN KIMBLE: Chair votes aye. We are
16 adjourned. Thank you.
17 (The meeting concluded at 12:01 p.m.)
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1 STATE OF ARIZONA)
) ss.
2 COUNTY OF MARICOPA)
3
4 BE IT KNOWN that the foregoing proceedings
5 were taken by me; that I was then and there a Certified
6 Reporter of the State of Arizona; that the proceedings
7 were taken down by me in shorthand and thereafter
8 transcribed into typewriting under my direction; that
9 the foregoing pages are a full, true, and accurate
10 transcript of all proceedings had and adduced upon the
11 taking of said proceedings, all to the best of my skill
12 and ability.
13
14 I FURTHER CERTIFY that I am in no way related
15 to nor employed by any of the parties hereto nor am I
16 in any way interested in the outcome hereof.
17
18 DATED at Tempe, Arizona, this 2nd day of
19 February, 2026.
20
21
22
23
24
25


Kathryn A. Blackwelder, RPR
Certified Reporter #50666

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