



## **NOTICE OF PUBLIC MEETING AND POSSIBLE EXECUTIVE SESSION OF THE STATE OF ARIZONA CITIZENS CLEAN ELECTIONS COMMISSION**

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**Location:** Citizens Clean Elections Commission

**1616 West Adams, Suite 110**

**Phoenix, Arizona 85007**

**Date:** Thursday, February 15, 2018

**Time:** 9:30 a. m.

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the Commissioners of the Citizens Clean Elections Commission and the general public that the Citizens Clean Elections Commission will hold a regular meeting, which is open to the public on February 15, 2018. This meeting will be held at 9:30 a.m., at the Citizens Clean Elections Commission, 1616 West Adams, Suite 110, Phoenix, Arizona 85007. The meeting may be available for live streaming online at [www.livestream.com/cleanelections](http://www.livestream.com/cleanelections). Members of the Citizens Clean Elections Commission will attend either in person or by telephone, video, or internet conferencing.

The Commission may vote to go into executive session, which will not be open to the public, for the purpose of obtaining legal advice on any item listed on the agenda, pursuant to A.R.S. § 38-431.03 (A)(3). The Commission reserves the right at its discretion to address the agenda matters in an order different than outlined below.

The agenda for the meeting is as follows:

- I. Call to Order.
- II. Discussion and Possible Action on Commission Minutes for January 18, 2018 meeting.
- III. Discussion and Possible Action on Executive Director's Report.
- IV. Recognition and Appreciation to Commissioner and Past Chairman, Steve M. Titla, for his service to the Commission and the State of Arizona.
- V. Discussion and Possible Action on Arizona State University's Morrison Institute's Interagency Service Agreement for 2018.
- VI. Discussion and Possible Action on Citizens Clean Elections Commission's 2017 Annual Report.
- VII. Discussion and Possible Action on Legislation Affecting the Commission, Campaign Finance, Election, and Administrative Law.

- VIII. Discussion and Possible Action on Authorization of Staff to Approve Final Payment of CY 2017 ISA with Arizona Secretary of State's Office.
- IX. Discussion and Possible Action on *Legacy Foundation Action Fund v. Citizens Clean Elections Commission*.

**The Commission may choose to go into executive session on Item IX for discussion or consultation with its attorneys to consider its position and instruct its attorneys regarding the public body's position regarding contracts, in pending or contemplated litigation or in settlement discussions conducted in order to avoid or resolve litigation. A.R.S. § 38-431.03(A)(4).**

- X. Discussion and Possible Action on *Arizona Advocacy Network, et. al v. State of Arizona, et al.*

**The Commission may choose to go into executive session on Item X for discussion or consultation with its attorneys to consider its position and instruct its attorneys regarding the public body's position regarding contracts, in pending or contemplated litigation or in settlement discussions conducted in order to avoid or resolve litigation. A.R.S. § 38-431.03(A)(4).**

- XI. Public Comment

This is the time for consideration of comments and suggestions from the public. Action taken as a result of public comment will be limited to directing staff to study the matter or rescheduling the matter for further consideration and decision at a later date or responding to criticism

- XII. Adjournment.

This agenda is subject to change up to 24 hours prior to the meeting. A copy of the agenda background material provided to the Commission (with the exception of material relating to possible executive sessions) is available for public inspection at the Commission's office, 1616 West Adams, Suite 110, Phoenix, Arizona 85007.

Dated this 13<sup>th</sup> day of February, 2018.

Citizens Clean Elections Commission  
Thomas M. Collins, Executive Director

Any person with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting the Commission at (602) 364-3477. Requests should be made as early as possible to allow time to arrange accommodations.

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THE STATE OF ARIZONA

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CITIZENS CLEAN ELECTIONS COMMISSION

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REPORTER'S TRANSCRIPT OF PUBLIC MEETING

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Phoenix, Arizona

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January 18, 2018

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9:34 a.m.

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## ITEM II

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COASH & COASH, INC.

22

Court Reporting, Video & Videoconferencing  
1802 North 7th Street, Phoenix, AZ 85006  
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Prepared by:

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LILIA MONARREZ, CSR, RPR  
Certificate No. 50699

<p style="text-align: right;">Page 2</p> <p>1 PUBLIC MEETING BEFORE THE CITIZENS CLEAN 2 ELECTIONS COMMISSION convened at 9:34 a.m. on 3 January 18, 2018, at the State of Arizona, Clean 4 Elections Commission, 1616 West Adams, Conference Room, 5 Phoenix, Arizona, in the presence of the following Board 6 members: 7 Mr. Damien R. Meyer, Chairperson 8 Mr. Mark S. Kimble 9 Ms. Amy B. Chan 10 Mr. Galen D. Paton 11 12 OTHERS PRESENT: 13 Thomas M. Collins, Executive Director 14 Paula Thomas, Executive Officer 15 Sara Larsen, Financial Affairs Officer 16 Gina Roberts, Voter Education Director 17 Mike Becker, Policy Director 18 Alec Shaffer, Web Content Manager 19 Stephanie Cooper, Executive Support Specialist 20 Kara Karlson, Assistant Attorney General 21 Mary O'Grady, Osborn Maledon (telephonic) 22 Joseph LaRue, Assistant Attorney General 23 Mirja Riester, Riester 24 Christina Stone, Riester 25 Talia Cornbeth, Riester</p>	<p style="text-align: right;">Page 4</p> <p>09:35:28-09:36:24</p> <p>1 CHAIRMAN MEYER: Is there a second? 2 COMMISSIONER CHAN: I second that motion. 3 CHAIRMAN MEYER: Commissioner Chan, thank 4 you. 5 We have a motion and a second. 6 All in favor say aye. 7 (Chorus of ayes.) 8 CHAIRMAN MEYER: All opposed? 9 (No response.) 10 CHAIRMAN MEYER: Okay. Motion passes. 11 Item Number III: Discussion and possible 12 action on executive director's report. 13 Tom? 14 MR. COLLINS: Yes. Thank you, 15 Mr. Chairman, Commissioners. 16 Just real briefly, we do have a -- there's 17 a special primary election to fill the vacancy in 18 Congressional District 8 you may have heard about. 19 That's on Tuesday, February 27, and the voter 20 registration deadline for that is January 29th. Early 21 voting begins January 31st. 22 We will have a booth at the 23 African-American Conference on Disabilities on 24 February 16th. 25 We have started to receive applications for</p>
<p>09:34:27-09:35:23</p> <p style="text-align: right;">Page 3</p> <p>1 PROCEEDING 2 3 CHAIRMAN MEYER: All right. Good morning, 4 everyone. We're going to call to order the meeting of 5 the Citizens Clean Elections Commission. It is 6 Thursday, January 18, 2018. Commissioner Damien Meyer. 7 We are -- let's just go ahead and call the roll here, I 8 guess. 9 Everyone announce their presence. 10 Go ahead. 11 COMMISSIONER CHAN: Mr. Chairman, this is 12 Commissioner Chan. I'm here. 13 CHAIRMAN MEYER: Okay. 14 COMMISSIONER KIMBLE: Commissioner Kimble. 15 I'm present. 16 COMMISSIONER PATON: Galen Paton, present. 17 CHAIRMAN MEYER: Okay. And we have -- Mary 18 O'Grady is on the phone, counsel for the Commission. 19 Let's start with Item -- or move to Item 20 Number II: Discussion and possible action on 21 Commission minutes for December 14, 2017. 22 COMMISSIONER KIMBLE: Mr. Chairman? 23 CHAIRMAN MEYER: Yes. 24 COMMISSIONER KIMBLE: I move we approve the 25 minutes for the meeting of December 14th, 2017.</p>	<p>09:36:29-09:38:14</p> <p style="text-align: right;">Page 5</p> <p>1 funding from candidates. We have thus far funded three 2 candidates, one statewide and two legislative 3 candidates. 4 We are -- just to note real quick, MUR 5 17-01 on Rubalcava, that has been appealed. And then 6 the Legacy Foundation Action Fund case, oral argument 7 was in September. We're still waiting for -- for that. 8 This miscellaneous is -- was on last 9 month's agenda. We just sort of left it -- left it in 10 there. It's not -- it's not new. And then there's the 11 supplement. We're still working with the Secretary's 12 office on completion of the deliverables for the See 13 the Money program, and Sara and I had, I think, a 14 productive meeting with them on January 3rd and had 15 hoped that things will be completed by the 16th. 16 It doesn't look like all work has been 17 completed by the 16th, although on the -- on the good 18 side, the indications are that Clean Elections 19 independent expenditure reports are available for 20 filing. So, you know, it's kind of a mixed bag, but we 21 have not yet made the final payment on that. 22 And, you know, we -- when we last met, 23 you-all -- you-all authorized me to issue that payment 24 conditioned on completion and without having the items 25 completed, the final signoff, some -- I'm looking for</p>

09:38:18-09:39:34	Page 6	09:41:20-09:42:46	Page 8
<p>1 some information on the beta testing and those kinds of</p> <p>2 things. I've been unable to do that, and they haven't</p> <p>3 asked for the final payment yet either. So that's</p> <p>4 where we are.</p> <p>5 If anyone has any questions on that, that</p> <p>6 pretty much concludes the highlights of my report.</p> <p>7 COMMISSIONER PATON: Mr. Chairman?</p> <p>8 CHAIRMAN MEYER: Yes, Commissioner Paton.</p> <p>9 COMMISSIONER PATON: Tom, I do have a</p> <p>10 question about Rubalcava. So he appealed.</p> <p>11 What does that mean?</p> <p>12 MR. COLLINS: I may not be the best person</p> <p>13 to ask. Joe LaRue may be -- may be the best person to</p> <p>14 answer that question. My -- my answer is, essentially,</p> <p>15 the case goes to the Office of Administrative Hearings.</p> <p>16 There are some procedures there. He has some filings</p> <p>17 he has to make. We have filed our -- essentially,</p> <p>18 noted our presence or something to that effect, entered</p> <p>19 an appearance, I think.</p> <p>20 MR. LaRUE: Commissioner -- or Mr. Chair</p> <p>21 and Commissioner, basically, the way it works is that</p> <p>22 Mr. Rubalcava sent a notice to Clean Elections</p> <p>23 indicating that he wanted to appeal the decision that</p> <p>24 the Commission reached. At that point, we, the</p> <p>25 Attorney General's Office, prepared a notice of hearing</p>	<p>1 MR. LaRUE: Mr. Chairman and Commissioner,</p> <p>2 I really -- I don't know. The criminal side of things</p> <p>3 is not something that Kara and I deal with, and so I</p> <p>4 really don't know the answer to that.</p> <p>5 COMMISSIONER PATON: Okay.</p> <p>6 COMMISSIONER KIMBLE: Mr. Chairman?</p> <p>7 CHAIRMAN MEYER: Commissioner Kimble.</p> <p>8 COMMISSIONER KIMBLE: So just to be clear,</p> <p>9 this -- my understanding was that his deadline to</p> <p>10 appeal had passed and now he's appealing to a different</p> <p>11 agency and we are removed from this and -- am I</p> <p>12 accurate in that?</p> <p>13 MR. COLLINS: Mr. Chairman, Commissioner</p> <p>14 Kimble, the way that -- the way -- the way that I see</p> <p>15 the matter is that we had two separate orders against</p> <p>16 him. One order related to repayment and one order</p> <p>17 related to fines and penalties. The fines and</p> <p>18 penalties deadline ran from the date of service which</p> <p>19 was -- I don't know -- something like a couple of days</p> <p>20 after -- after the last meeting. He did timely file</p> <p>21 that notice of appeal.</p> <p>22 Our rules and sort of background</p> <p>23 administrative law in Arizona contemplate, you know,</p> <p>24 that the -- that there are administrative law judges</p> <p>25 who can review these kind of administrative decisions</p>		
09:39:38-09:41:19	Page 7	09:42:50-09:44:11	Page 9
<p>1 and set a hearing before the Office of Administrative</p> <p>2 Hearings for February 12th.</p> <p>3 Mr. Rubalcava will have the opportunity to</p> <p>4 make his case in that -- that hearing as to why your</p> <p>5 decision against him was in error, and there's a</p> <p>6 process through which that will go. The judge in that</p> <p>7 hearing will either affirm your decision or else will</p> <p>8 find problems with it, but until we come to that --</p> <p>9 that hearing date, I really don't know any more than</p> <p>10 that.</p> <p>11 MR. COLLINS: And, Mr. Chairman,</p> <p>12 Commissioner Paton, I think just to add to that, when</p> <p>13 we -- when/if the administrative law judge issues an</p> <p>14 order, then we'll have -- I can't remember the other</p> <p>15 Attorney General -- Assistant Attorney General's name</p> <p>16 who will come back to be your adviser on the return of</p> <p>17 that order because Joe and Kara will be in the process</p> <p>18 of defending the decision. So there will be a separate</p> <p>19 screened attorney general to advise you on what steps</p> <p>20 you might take after an order comes back from the ALJ.</p> <p>21 COMMISSIONER PATON: And if I may -- and is</p> <p>22 it possible the Attorney General's Office could pursue</p> <p>23 something criminally or -- I mean, it's not just our</p> <p>24 thing? It's the Attorney General could do something.</p> <p>25 Yes or no?</p>	<p>1 as to timely -- if a timely notice is filed. This is</p> <p>2 the first opportunity we've really had to talk to you</p> <p>3 about the notice because it was filed after our</p> <p>4 December meeting.</p> <p>5 In any event, it's not atypical. For</p> <p>6 example, in the Legacy Foundation Action Fund case</p> <p>7 which we're waiting the Supreme Court decision on, they</p> <p>8 went to the ALJ. That decision came back to the</p> <p>9 Commission. The Commission made some modifications to</p> <p>10 the ALJ ruling and then, you know, they then could go</p> <p>11 to Superior Court and then have jurisdictional deadline</p> <p>12 that we believe they blew there, but -- so this is</p> <p>13 pretty typical.</p> <p>14 In fact, the last time we went through a</p> <p>15 full-blown -- the other time we went through a</p> <p>16 full-blown ALJ hearing was in 2012? '14. We had a</p> <p>17 candidate who had previously been removed from office</p> <p>18 who under the -- under the statute we denied the right</p> <p>19 to participate in. He appealed that right to OAH, and</p> <p>20 we had a hearing. And the administrative law judge</p> <p>21 affirmed our decision or, I should -- our decision</p> <p>22 there.</p> <p>23 So it's just -- it's basically your first</p> <p>24 step in an appellate process is to go to the</p> <p>25 administrative law judge and then, depending upon how</p>		

09:44:16-09:45:23	Page 10	09:46:37-09:48:29	Page 12
<p>1 people want to proceed, they have a right to go to</p> <p>2 Superior Court.</p> <p>3 CHAIRMAN MEYER: So, Tom, is he appealing</p> <p>4 only the fine and penalty provision of the -- of our</p> <p>5 order? Because hasn't the deadline -- wouldn't the</p> <p>6 deadline have passed on the initial order, the first</p> <p>7 order to refund all the money?</p> <p>8 MR. COLLINS: Mr. Chairman, that's how I</p> <p>9 understand things.</p> <p>10 CHAIRMAN MEYER: Okay.</p> <p>11 MR. COLLINS: What he -- what he would say</p> <p>12 at a -- at a hearing is up to him, but that certainly</p> <p>13 would be the position I believe that we hold.</p> <p>14 CHAIRMAN MEYER: Then the next question.</p> <p>15 At the hearing, this is just a review of the record,</p> <p>16 correct? There's not going to be evidence put on or</p> <p>17 anything like that, will there?</p> <p>18 MR. LaRUE: Mr. Chairman, that is my</p> <p>19 understanding. That's the way it's supposed to work,</p> <p>20 and I'm couching it that way because, you know, as an</p> <p>21 attorney I can tell you that one never knows what may</p> <p>22 happen in a hearing, but the way it is supposed to work</p> <p>23 is that it is a review of this body's decision with</p> <p>24 Mr. Rubalcava allowed to make arguments as to why this</p> <p>25 Commission erred in imposing penalties. And we, of</p>	<p>1 think it's -- well, I'll just say unattractive and not</p> <p>2 at all what we were initially shown as the wire outline</p> <p>3 of what it was supposed to look like.</p> <p>4 So where exactly do we stand with them?</p> <p>5 And there's a place you can put feedback, and I put</p> <p>6 feedback in. And I sent an email to the Secretary of</p> <p>7 State, and I've heard nothing back. So where do we</p> <p>8 stand on our issues with them?</p> <p>9 MR. COLLINS: Well, Mr. Chairman,</p> <p>10 Commissioner Kimble, there's really two -- two</p> <p>11 different issues there that you've described. The</p> <p>12 first is the ISA outlined some specific features that</p> <p>13 the site was to have. One of the things we did not do</p> <p>14 in our -- in our ISA was make, if you will, aesthetic</p> <p>15 stipulations.</p> <p>16 We did -- the beta testing, however, was</p> <p>17 specifically part of the process, and the Secretary has</p> <p>18 gone out and done a pretty ongoing Facebook advertising</p> <p>19 campaign, for example, to drive people to the site. I</p> <p>20 have some inquiries into them related to what</p> <p>21 they've -- what the scope of that was, what the results</p> <p>22 were, how it's changed things.</p> <p>23 As -- in an effort to be -- go above and</p> <p>24 beyond what our partnership requires, I authorized Gina</p> <p>25 to work with our -- with the designers at the Riester</p>		
09:45:27-09:46:32	Page 11	09:48:38-09:50:20	Page 13
<p>1 course, will make arguments as to why this Commission</p> <p>2 was correct.</p> <p>3 CHAIRMAN MEYER: Okay. Any other questions</p> <p>4 on the appeal?</p> <p>5 COMMISSIONER KIMBLE: Well, one other one.</p> <p>6 So this may be getting in the realm of it's difficult</p> <p>7 to predict, but typically will the administrative judge</p> <p>8 rule that day or is this something he takes under</p> <p>9 advisement?</p> <p>10 MR. LaRUE: Mr. Chairman, Commissioner, it</p> <p>11 is impossible to predict. That said, I would be</p> <p>12 surprised if there is a ruling that day.</p> <p>13 COMMISSIONER KIMBLE: Mr. Chairman, I have</p> <p>14 a question about something else on the -- in the</p> <p>15 executive director's report, if we're done with this</p> <p>16 topic.</p> <p>17 CHAIRMAN MEYER: Any other questions on the</p> <p>18 Rubalcava matter?</p> <p>19 (No response.)</p> <p>20 CHAIRMAN MEYER: If not, go ahead,</p> <p>21 Commissioner Kimble.</p> <p>22 COMMISSIONER KIMBLE: Mr. Collins, on the</p> <p>23 See the Money, I've looked at the -- at the site, and</p> <p>24 I've spent a substantial amount of time using it. And</p> <p>25 I can say that I think it works. I can also say I</p>	<p>1 firm that we work on a lot of our design matters to</p> <p>2 provide feedback and some mockups of some -- some,</p> <p>3 perhaps, more -- dealing with some of the aesthetic</p> <p>4 issues.</p> <p>5 I think that the major -- putting aside,</p> <p>6 you know, whether they like the tones and stuff like</p> <p>7 that, I think there are -- I think, in my view -- and</p> <p>8 Gina can correct me if I'm wrong, but I think there are</p> <p>9 two major design issues. The first is that if you look</p> <p>10 at what's currently there, the color scheme and the</p> <p>11 granularity around the different icons makes it very</p> <p>12 difficult to read. So there's a -- so there's a</p> <p>13 visibility and accessibility issue there which we've</p> <p>14 identified for the IT staff.</p> <p>15 Secondly, the site as it's currently</p> <p>16 designed doesn't articulate as well as it might why you</p> <p>17 should look at it, and we think that's important.</p> <p>18 We've given them a mockup that basically lays out, you</p> <p>19 know, here's what -- here's why this matters; here's</p> <p>20 what is -- here's where to find certain things. You</p> <p>21 know, we haven't had a meeting with them about that. I</p> <p>22 know they've been -- you know, their goal was to really</p> <p>23 grind out a lot of this stuff over the course of the</p> <p>24 next -- of the last two weeks.</p> <p>25 So I'm not sure whether -- and we haven't</p>		

09:50:22-09:51:49	Page 14	09:53:21-09:54:29	Page 16
<p>1 really bugged them about it. We expected some</p> <p>2 communication by the 16th. We didn't get it. I</p> <p>3 haven't had a chance to follow up where we are. I do</p> <p>4 think -- I think there's really three evaluation</p> <p>5 ways -- there are three ways to evaluate See the Money,</p> <p>6 and the first is what does it look like right now. The</p> <p>7 second is what does our ISA call for, and the third is</p> <p>8 what has Secretary Reagan articulated it will do in the</p> <p>9 future.</p> <p>10 And what our RSA -- ISA calls for in terms</p> <p>11 of functionality is more limited than what the ultimate</p> <p>12 vision of the system is. We may, as Mr. Miller told us</p> <p>13 at the -- back in -- God knows -- May or so, you know,</p> <p>14 we may -- they may come back and ask for assistance</p> <p>15 with those kinds of things in the future. So I think</p> <p>16 that there's a lot of information there. I think</p> <p>17 there's a lot of function there.</p> <p>18 I think -- I think articulating better why</p> <p>19 those functions are different than functions that have</p> <p>20 previously existed and why those functions are relevant</p> <p>21 to voters is really going to be the challenge going</p> <p>22 forward, and that may be something that we do -- that</p> <p>23 may be partially design issues and then maybe partially</p> <p>24 public relations and it may be a combination of things,</p> <p>25 but that's kind of where we are.</p>		<p>1 any changes, I would like -- there's a reason -- I'd</p> <p>2 like to know why and those kinds of things because</p> <p>3 those are the reasons why those were incorporated into</p> <p>4 the contract itself, if that answers the question at</p> <p>5 all.</p> <p>6 CHAIRMAN MEYER: Commissioner Chan?</p> <p>7 COMMISSIONER CHAN: Mr. Chairman, Tom, is</p> <p>8 it possible at all to bring it up on the screen for us?</p> <p>9 I don't -- I don't want to hijack the meeting</p> <p>10 completely, but I admire the fact that, you know,</p> <p>11 Commissioner Kimble has actually looked at it. I have</p> <p>12 been remiss because I haven't, and I was just curious</p> <p>13 if we could take a look at it because I'm a little</p> <p>14 surprised that it doesn't look like what we were shown.</p> <p>15 And I was curious to see it.</p> <p>16 Thanks, Gina.</p> <p>17 COMMISSIONER PATON: I have to admit it</p> <p>18 doesn't lend itself to be real excited to view it, I</p> <p>19 mean, once you see the --</p> <p>20 CHAIRMAN MEYER: That's a good -- and,</p> <p>21 Commissioner Chan, I have actually pulled it up on my</p> <p>22 phone and was looking at it.</p> <p>23 COMMISSIONER CHAN: Yeah. Well,</p> <p>24 Mr. Chairman and Tom, I just -- I also want to thank</p> <p>25 you and, you know, the staff that's working on this</p>	
09:51:51-09:53:17	Page 15	09:54:31-09:55:51	Page 17
<p>1 I do -- you know, I want to stress that I</p> <p>2 think we've had -- at all the meetings we've had --</p> <p>3 well, I think the meetings we had -- the meeting we had</p> <p>4 January 3rd was cordial, and -- and I think that we --</p> <p>5 I think we got a lot accomplished in terms of</p> <p>6 understanding where they're coming from. I just -- you</p> <p>7 know, the whole purpose of the update to you was simply</p> <p>8 to -- you know, I'm not -- you at the last meeting</p> <p>9 authorized me to -- you know, to essentially have this</p> <p>10 done and it's not.</p> <p>11 And so I feel like I'm obligated to report</p> <p>12 on it, but I don't want to -- I don't want to</p> <p>13 overemphasize this, but on the other hand, you know,</p> <p>14 it's -- you know, I think we'll get -- I think we'll</p> <p>15 get there sooner rather than later. That's my hope,</p> <p>16 and my also hope is that the -- is that there are</p> <p>17 some -- some of those aesthetic changes are made.</p> <p>18 And, finally, I really do, in order to --</p> <p>19 if you read the -- if you read the contract, the beta</p> <p>20 testing and off the testing and final signoff, which</p> <p>21 you authorized me to do, you know, requires me to have</p> <p>22 some information, and I've asked for that information.</p> <p>23 I haven't received it yet. So I'm really -- that's an</p> <p>24 important piece of this. In other words, if the beta</p> <p>25 testing didn't yield any information or didn't yield</p>		<p>1 because I appreciate the fact that you're sticking to</p> <p>2 the terms of our contract and making sure that they're,</p> <p>3 you know, fulfilling their part of the bargain.</p> <p>4 MR. COLLINS: And Commissioner --</p> <p>5 Chairman -- I'm not sure --</p> <p>6 COMMISSIONER CHAN: It looks a little</p> <p>7 different.</p> <p>8 MR. COLLINS: Commissioner Chan, I just</p> <p>9 wanted to note, I mean, I think that the Secretary of</p> <p>10 staff has, for the most part, been receptive to our --</p> <p>11 to our ideas. I think the question is whether or not</p> <p>12 they're in a position to implement some of the ones --</p> <p>13 some of the suggestions we've made or not. We don't --</p> <p>14 I don't think we have a clear answer on that.</p> <p>15 COMMISSIONER KIMBLE: Mr. Chairman, let me</p> <p>16 just say, this looks somewhat different than when I</p> <p>17 looked at it as recently as yesterday, although it</p> <p>18 still has the rather unattractive funny-looking thing</p> <p>19 at the top.</p> <p>20 CHAIRMAN MEYER: The magnifying glass?</p> <p>21 COMMISSIONER KIMBLE: And, also, one of the</p> <p>22 discussions we had with them was that they would give</p> <p>23 equal display to saying this was a project of the</p> <p>24 Secretary of State and the Clean Elections Commission</p> <p>25 and they have, but you would need to find a microscope</p>	

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<p>1 to find that which is at the very bottom there in about</p> <p>2 the one-point type.</p> <p>3 MR. COLLINS: Yeah. Mr. Chairman,</p> <p>4 Commissioner Kimble, with respect to that, I mean, I</p> <p>5 think that the contract actually calls for a landing</p> <p>6 page with both logos on it. I know that there are</p> <p>7 folks who work on IT at the Secretary's office who</p> <p>8 don't like landing pages. You know, part of it is a</p> <p>9 question of what -- what battles to fight and what</p> <p>10 battles not to fight. At a certain point there's --</p> <p>11 that's -- that's ultimately a call for you-all to make.</p> <p>12 I mean, certainly -- and I don't have the</p> <p>13 contract -- a copy of the contract with me, but I'm</p> <p>14 pretty -- I'm almost 100 percent certain we wrote in</p> <p>15 that there would be a landing page and then you would</p> <p>16 go into it which would allow for more space for the</p> <p>17 logos. A landing page with those logos could also</p> <p>18 explain you are about to enter a system that allows you</p> <p>19 to do X, Y, and Z and that kind of thing.</p> <p>20 So there are some things you could do with</p> <p>21 a landing page that I think would be beneficial but,</p> <p>22 you know, I suspect that I can certainly give that</p> <p>23 feedback to them. I mean, there's -- there's nothing</p> <p>24 to prevent that, and I'm halfway certain they're</p> <p>25 watching the meeting anyways. So, you know, I mean, I</p>		<p>1 about or it depends on, you know, how much you want to</p> <p>2 be sticklers about it.</p> <p>3 I certainly -- I think -- I think that Sara</p> <p>4 and I have demonstrated a willingness to accommodate</p> <p>5 the views of the Secretary's office insofar as they</p> <p>6 don't mesh with the contract the Secretary's office</p> <p>7 signed, but there is a point in which, you know, that</p> <p>8 has to -- there is a point past which, you know, we</p> <p>9 need to have -- the terms were written for the purpose</p> <p>10 of having them done, you know, not to not have them</p> <p>11 done.</p> <p>12 So it's -- you know, on the other hand, you</p> <p>13 know, we do have our reports in which is important, and</p> <p>14 there's some other benefits. So it's -- you know, I</p> <p>15 think the only thing I can say is that you'd like to</p> <p>16 believe that a contract is a contract is a contract,</p> <p>17 but a contract is often -- it becomes a jumping-off</p> <p>18 place for further negotiations of that contract.</p> <p>19 I don't think we've given anything away on</p> <p>20 that score, but we have also tried not to overplay our</p> <p>21 hand because it is important to us to have the</p> <p>22 functionality. Once the functionality is built, the</p> <p>23 Secretary's office over time has time to improve the</p> <p>24 product. And if our relationship is good, we're happy</p> <p>25 to continue to work with them to make sure that the</p>	
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<p>1 think we can -- but I do know there's a general dislike</p> <p>2 for that. I don't know if that's true as a web design</p> <p>3 concept in general or if it's simply just an</p> <p>4 idiosyncrasy of the Secretary's IT folks.</p> <p>5 COMMISSIONER CHAN: Thank you,</p> <p>6 Mr. Chairman.</p> <p>7 CHAIRMAN MEYER: Thank you.</p> <p>8 Okay. So just sort of maybe bringing this</p> <p>9 back a bit to the supplement to your report, Tom, if I</p> <p>10 understand it correctly, you're just going to keep in</p> <p>11 communication with them. There's certain deliverables</p> <p>12 you've asked to have before we submit the second and</p> <p>13 final payment?</p> <p>14 MR. COLLINS: Yeah.</p> <p>15 CHAIRMAN MEYER: And you're still waiting</p> <p>16 on those and we'll hear from you on that, but once you</p> <p>17 get those you're going to make the payment.</p> <p>18 Is that a fair summary?</p> <p>19 MR. COLLINS: I think -- yeah. I think as</p> <p>20 long as the -- as long as the contracts are filled, I</p> <p>21 think -- I think that -- I think we're obligated to</p> <p>22 make the payment. You know, hindsight being 20/20,</p> <p>23 surely there are things that we might have -- you know,</p> <p>24 we might have been more specific of. Some things we</p> <p>25 were specific of that we may or may not really care</p>		<p>1 product is something that benefits the public and is</p> <p>2 understandable for the public and it's in the public's</p> <p>3 best interest from a voter education perspective.</p> <p>4 So I'd rather -- so the relationship</p> <p>5 matters too is what I'm trying to say.</p> <p>6 CHAIRMAN MEYER: Yeah. I mean, just --</p> <p>7 we'll move on here, but let me -- before we do, I'll</p> <p>8 just say, you know, thank you to Tom. And I know Sara</p> <p>9 has been involved in this. It's great to be working</p> <p>10 with the Secretary of State's office on a project</p> <p>11 that's bringing so much information. It's a huge</p> <p>12 positive. And, you know, it's not done yet, but I'd</p> <p>13 like -- you know, I think we're all happy with where</p> <p>14 it's going. At least I am.</p> <p>15 And, you know, Tom, keep doing what you're</p> <p>16 doing. Thanks for the update on the status of that</p> <p>17 last payment. And we'll, you know, trust you to keep</p> <p>18 doing what you're doing and move on, but I think we're</p> <p>19 in good hands in this project is going well.</p> <p>20 So let's move on to the next item.</p> <p>21 COMMISSIONER CHAN: Actually, Mr. Chairman,</p> <p>22 I just had one question on --</p> <p>23 CHAIRMAN MEYER: Okay.</p> <p>24 COMMISSIONER CHAN: -- not about the</p> <p>25 Secretary of State's --</p>	



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<p>1 CHAIRMAN MEYER: Okay.</p> <p>2 COMMISSIONER CHAN: -- but on the candidate</p> <p>3 information. I was just curious about who the</p> <p>4 legislative candidates are and who the statewide</p> <p>5 candidate is who has received funding so far.</p> <p>6 That's --</p> <p>7 MR. COLLINS: It's David Schapira, who's</p> <p>8 the candidate for superintendent of public instruction,</p> <p>9 Senator Dalessandro and Representative Gabaldon in</p> <p>10 District -- who are both in District 2. Councilman</p> <p>11 Schapira was the first statewide candidate to apply,</p> <p>12 and Senator Dalessandro and Representative Gabaldon</p> <p>13 have been our earliest filers, gosh, for two or three</p> <p>14 election cycles now and really have -- do a very good</p> <p>15 job articulating why they use Clean Elections and why</p> <p>16 they think it's a benefit to them and their</p> <p>17 constituents in terms of their interaction with their</p> <p>18 constituents.</p> <p>19 COMMISSIONER CHAN: Thank you.</p> <p>20 CHAIRMAN MEYER: All right. Any other</p> <p>21 questions on the executive director report?</p> <p>22 (No response.)</p> <p>23 CHAIRMAN MEYER: Okay. Let's move on to</p> <p>24 Item Number IV, which is discussion and possible action</p> <p>25 on the 2017 voter education activities and the 2018</p>	<p>1 them.</p> <p>2 So we conducted focus groups earlier in</p> <p>3 2017, and we held those in Phoenix, Tucson and</p> <p>4 Flagstaff. We had about ten groups of about an average</p> <p>5 of 10 participants in each group, and we had the</p> <p>6 opportunity to sit down and talk with them. And we</p> <p>7 discussed a lot of -- a lot of topics, but our ultimate</p> <p>8 goal here, the objective, again, as I mentioned, was to</p> <p>9 identify this messaging strategies that we can utilize</p> <p>10 to reach these voters.</p> <p>11 So we're just trying to get an</p> <p>12 understanding of where our voters are at, and this was</p> <p>13 particularly important coming off of the 2016</p> <p>14 presidential election. We just wanted to see how</p> <p>15 things may have changed with the voters.</p> <p>16 Some of the subjects that we discussed with</p> <p>17 them were overall democracy. What is a democracy and</p> <p>18 what does it mean to be a citizen? What are your roles</p> <p>19 and responsibilities as a citizen when it comes to</p> <p>20 participating in your democracy? Elections in general.</p> <p>21 We talked about social media, media, the news. We</p> <p>22 talked about where do you go to get your information,</p> <p>23 how the voting process has been for you. And we had</p> <p>24 them go through a few exercises such as writing a</p> <p>25 letter to a nine-year-old and describe what a democracy</p>		
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<p>1 voter education plan.</p> <p>2 MS. ROBERTS: Mr. Chairman, Commissioners,</p> <p>3 good morning.</p> <p>4 CHAIRMAN MEYER: Good morning.</p> <p>5 MS. ROBERTS: We have a lot to cover today</p> <p>6 so I'm going to try to be as brief as possible.</p> <p>7 There's a lot of information in this -- in this</p> <p>8 presentation just for your ultimate review if you</p> <p>9 decide to look further and deeper, but I will try to be</p> <p>10 brief. So what we have for you today is a recap of our</p> <p>11 voter education activities for 2017 and our plan going</p> <p>12 forward.</p> <p>13 To start off, I'd like to briefly remind</p> <p>14 the Commission of some research that we conducted in</p> <p>15 the beginning of 2017, and this is really the</p> <p>16 foundation for how we've moved forward for what we have</p> <p>17 done in 2017 and what our plan is for 2018. This</p> <p>18 research guides our messaging strategy. It guides the</p> <p>19 tactics that we utilize, and the Commission has for the</p> <p>20 past several years conducted research for this purpose</p> <p>21 to make sure that we understand where the voters stand,</p> <p>22 where they are looking for their information, what</p> <p>23 their overall feelings and thoughts are on elections.</p> <p>24 And so the more we can understand the voter standpoint,</p> <p>25 the viewpoint of the voters, the better we can reach</p>	<p>1 is to these folks -- you know, to this nine-year-old</p> <p>2 and write another letter explaining how you felt the</p> <p>3 last time you voted. Did you feel empowered? Did you</p> <p>4 have a good experience? Things like that.</p> <p>5 And then we actually asked them to describe</p> <p>6 what each elected office does. What is the</p> <p>7 responsibility of the governor? What is the</p> <p>8 responsibility of the Corporation Commission? So that</p> <p>9 was very eye opening for us to see where these focus</p> <p>10 groups, the participants -- where they stood with that</p> <p>11 level of knowledge.</p> <p>12 A few takeaways that we wanted to share.</p> <p>13 The participants noted that voting, especially voting</p> <p>14 local is important, but we know the turnout in our</p> <p>15 midterms and in our local elections and our city and</p> <p>16 town elections, those are much lower. So, you know,</p> <p>17 it's interesting because a voter -- they recognize the</p> <p>18 importance because it's their own backyard. These are</p> <p>19 the things -- the issues that are -- hit really close</p> <p>20 to home, but unfortunately, we're not seeing that</p> <p>21 turnout.</p> <p>22 We see reasons for that due to the lack of</p> <p>23 coverage maybe. There's obviously not as much media</p> <p>24 coverage on these local elections as there is the</p> <p>25 presidential election. So it's not so much in the</p>		

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<p>1 voter's face. They don't have that constant reminder</p> <p>2 this election is coming up. And then where do they go</p> <p>3 to get information? Most of these voters describe</p> <p>4 difficulty in I don't really know where to go to find</p> <p>5 information on, you know, my local candidate or, you</p> <p>6 know, my midterm election or my legislative candidate.</p> <p>7 So there was that overall feeling of, yes,</p> <p>8 they're important, but the reason why we're not turning</p> <p>9 out is because we don't know where to go for the</p> <p>10 information. We're not being constantly reminded of</p> <p>11 it.</p> <p>12 We did talk to them about our debates and</p> <p>13 our voter guide, and with regard to debates, voters</p> <p>14 spoke positive when it came to the presidential ones.</p> <p>15 As far as the local debates, not so much awareness that</p> <p>16 these are actually happening.</p> <p>17 And our voter guide, folks reference the</p> <p>18 guide as being too long and complicated to be fully</p> <p>19 understood. So we have made some changes, as you're</p> <p>20 aware of, with going from the full pamphlet to the</p> <p>21 district specific. And the first year that we</p> <p>22 implemented that was the 2016 cycle. So with this</p> <p>23 feedback after the fact, we still have some</p> <p>24 improvements that we can make.</p> <p>25 And I'll share those with you a little bit</p>	<p>1 elections this year on our consolidated election dates.</p> <p>2 One thing I want to notice -- or mention here, the</p> <p>3 messaging and tactics that we've used. So I described</p> <p>4 a little bit about the research and how that drives our</p> <p>5 messaging, and that will go forward with our tactics</p> <p>6 that we used for our media plan.</p> <p>7 The other thing that I want to point out to</p> <p>8 consider as we go through this, we have the job of</p> <p>9 educating the entire state of Arizona. We have 15</p> <p>10 counties. The voting experience is different in each</p> <p>11 county for each individual voter as in what options do</p> <p>12 they have. And we have terminology from vote by mail,</p> <p>13 vote centers, all mail, all mail ballot, polling place,</p> <p>14 provisional ballot, early voting, ballot replacement</p> <p>15 centers. All of these terms are different across</p> <p>16 counties and a matter of what's available.</p> <p>17 So a voter who is in Pima County can have a</p> <p>18 very different voting experience than a voter that's in</p> <p>19 Yavapai County. So that's important for us to keep in</p> <p>20 mind as we consider the messaging that we're pushing</p> <p>21 out statewide and then how we have to reach each</p> <p>22 individual voter across the four corners of the state.</p> <p>23 So this is where I'll go pretty quickly.</p> <p>24 These are just some brief details on the elections and</p> <p>25 what we did. So we had our March election with our</p>		
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<p>1 later throughout the presentation, but we are aware of,</p> <p>2 you know, how can we improve our Voter Education Guide?</p> <p>3 How can we make folks aware of the debate so that</p> <p>4 they'll come out?</p> <p>5 So the overall takeaway that we left with</p> <p>6 from the research was, as far as our messaging goes, we</p> <p>7 really need -- and I apologize. I know this is</p> <p>8 difficult to see, but we need to demonstrate the</p> <p>9 emotional reward of voting, that feeling of</p> <p>10 empowerment, that feeling of, you know, I just cast my</p> <p>11 ballot and I feel really great walking away from the</p> <p>12 polls.</p> <p>13 We need to provide our information in a</p> <p>14 more simplified manner. We need to show the connection</p> <p>15 of this information to the individual voter, the local</p> <p>16 issues, how they impact their backyard. We need to</p> <p>17 make our information as easily accessible as possible</p> <p>18 and as easily digestible as possible and just to be</p> <p>19 transparent. It's important for voters to understand</p> <p>20 where they're getting their information from, that it's</p> <p>21 non-partisan and that it's unbiased so they trust the</p> <p>22 source. And we need to consistently provide multiple</p> <p>23 touch points on how we can get this information to</p> <p>24 voters.</p> <p>25 So 2017, our elections, we had four</p>	<p>1 local cities, and we've supported these through social</p> <p>2 media. And these are just some examples of the</p> <p>3 creative that we did, and you'll see a lot here where</p> <p>4 we talk about impressions and engagement and the cost.</p> <p>5 We had a very strong media plan in 2017, and overall</p> <p>6 our performance was above industry standard.</p> <p>7 So, you know, in terms of what do these</p> <p>8 numbers mean, it means we did a good job. It means our</p> <p>9 media buyer and our media team, they did a good job in</p> <p>10 getting us our bank for a buck in our reach.</p> <p>11 COMMISSIONER CHAN: Mr. Chairman, Gina,</p> <p>12 could you just explain what impressions are and</p> <p>13 engagement?</p> <p>14 MS. ROBERTS: Sure. So an impressions is</p> <p>15 how many times was this ad -- a message, an ad that we</p> <p>16 have, how many times was it displayed to somebody so</p> <p>17 they were impressed with it.</p> <p>18 Now, whether or not they clicked on it,</p> <p>19 that's a click or did they engage with it somehow. So</p> <p>20 if we're talking social, you know, did they react to</p> <p>21 it? Did they leave a comment? That type -- that's</p> <p>22 engagement, and we want engagement because that gives</p> <p>23 us the opportunity, then, if someone puts a question on</p> <p>24 social media, we can respond to it pretty quickly. You</p> <p>25 know, we have a hundred response rate through those.</p>		

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<p>1 So it's a good communication channel for us.</p> <p>2 CHAIRMAN MEYER: What does engagement mean?</p> <p>3 Like, someone clicked on it?</p> <p>4 MS. ROBERTS: Yeah. That would be a click,</p> <p>5 so depending on the ad that we are talking about. And</p> <p>6 then the engagement, again, is if they leave a comment</p> <p>7 or something like that. So they engage with the ad.</p> <p>8 They clicked on it. They left a message. They shared</p> <p>9 it with their friends, that type of thing.</p> <p>10 COMMISSIONER PATON: Did they like it?</p> <p>11 MS. ROBERTS: Yes, yes.</p> <p>12 So these are just examples of creative that</p> <p>13 we did, some of the ads that we had through March. And</p> <p>14 then we had our May election. You'll see as we go from</p> <p>15 March, May, August and November, the amount of</p> <p>16 jurisdictions that are participating, those start to</p> <p>17 pick up. So when those pick up, because we now have a</p> <p>18 greater audience, we'll support that with more tactics.</p> <p>19 So we'll see more social media here.</p> <p>20 And, again, the messaging that we're</p> <p>21 putting out there is key dates, deadlines, last date to</p> <p>22 register to vote. This is where you go to find your</p> <p>23 polling or your vote center, a reminder to turn in your</p> <p>24 early ballot, things like that.</p> <p>25 When we get into August, August was a</p>	<p>1 supporting messaging out there for each election and</p> <p>2 the stats on this show that we were successful.</p> <p>3 An example of one of the radio reads that</p> <p>4 we had: Brought to you by the Citizens Clean Elections</p> <p>5 Commission. Register to vote by October 10th for the</p> <p>6 November 7th election. Visit</p> <p>7 <a href="http://azcleanelections.gov/novemberelection">azcleanelections.gov/novemberelection</a> for all your</p> <p>8 voter registration information. Very to the point,</p> <p>9 very basic. It's the information you need right then</p> <p>10 and there, and we did radio reads like this for all the</p> <p>11 key dates and deadlines. So mail your ballot back, the</p> <p>12 last date to get a ballot by mail.</p> <p>13 Maricopa County had a very specific voting</p> <p>14 process with specific dates that people could vote in</p> <p>15 person once early voting ended. So we a specific radio</p> <p>16 read to that and then, of course, on election day.</p> <p>17 So some of the voter tools that we</p> <p>18 implemented. This is a picture here from when staff</p> <p>19 went down to ASU at the National Voter Registration</p> <p>20 Day, and these students who are on their phone, they</p> <p>21 are downloading our chatbot. They are engaging with</p> <p>22 it. And with our chatbot, we ran ads to support this.</p> <p>23 And as most of you saw during the roundtable, the</p> <p>24 chatbot is a new tool that we developed, and it</p> <p>25 provides automated responses to voters under specific</p>		
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<p>1 pretty bigger -- a much bigger election because of the</p> <p>2 city of Phoenix one that got more media attention on</p> <p>3 it, and so we did social media and we also had digital</p> <p>4 tactics. So we helped support this election through</p> <p>5 banner ads. So when you're on your computer, you see</p> <p>6 an ad pop up, that type of thing. We had social videos</p> <p>7 going through YouTube, and then we did paid search. So</p> <p>8 if you're googling and you type in city of Phoenix</p> <p>9 election, that type of thing, you'll get to the Clean</p> <p>10 Elections information.</p> <p>11 Just some more examples, some examples of</p> <p>12 our videos for our Facebook. Hopefully our</p> <p>13 commissioners follow us and have already seen these.</p> <p>14 Some examples of the banner ads that I mentioned, the</p> <p>15 digital. And this was a YouTube video that we had to</p> <p>16 remind voters to mail in your early ballot. And,</p> <p>17 again, with our paid search.</p> <p>18 So November picked up. We had 11 counties,</p> <p>19 it looks like, that had elections. So because of that,</p> <p>20 we wanted to amplify our tactics. We added radio into</p> <p>21 the mix here and we -- that helped support our digital</p> <p>22 and social media efforts. And -- you know, I</p> <p>23 apologize, but I am trying to go through these items</p> <p>24 pretty quickly because we do have a lot to cover again,</p> <p>25 but overall, the main point here is that we had</p>	<p>1 detailed election information.</p> <p>2 So, you know, it's the August election.</p> <p>3 Here's the key dates and deadlines. You want to learn</p> <p>4 more about how to get your ballot or where your voting</p> <p>5 location is or visit <a href="http://azcleanelections.gov">azcleanelections.gov</a> directly to</p> <p>6 learn more. It's a new tool, new technology. We</p> <p>7 learned a lot about how voters use this, and it was</p> <p>8 really interesting to see their reaction to it.</p> <p>9 We had three paths in the chatbot. We had</p> <p>10 one for the August election, the November -- elections.</p> <p>11 Elections in general, the details about it. And then</p> <p>12 we had a path for trivia. So test your election trivia</p> <p>13 knowledge. We had about ten questions -- or eight to</p> <p>14 ten questions in there. And where we asked what we</p> <p>15 thought as staff were very easy questions, such as how</p> <p>16 old do you have to be to register to vote or, you know,</p> <p>17 when is the deadline, things like that, it took our</p> <p>18 users about nine to ten minutes to answer those</p> <p>19 questions which was, you know, a little bit of an eye</p> <p>20 opener for us because, again, on our end, we think this</p> <p>21 is easy information but, you know, it took a little bit</p> <p>22 longer than anticipated to respond to those.</p> <p>23 So this tool, again, is very new. We're</p> <p>24 learning more about it, how we can best use it to reach</p> <p>25 our -- to reach our voters and -- sorry about that.</p>		

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<p>1 One of the interesting things, too, is with our</p> <p>2 subscription rate. So with the chatbot, when someone</p> <p>3 downloads it, they can choose to subscribe to</p> <p>4 notifications. And we had a 10 percent subscription</p> <p>5 rate, which was really great to see. So what that</p> <p>6 means now is every time we have an election deadline,</p> <p>7 we can push that notification out to them and it will</p> <p>8 pop up.</p> <p>9 We had our voter I.D. at the polls tool</p> <p>10 that we developed, and so we launched that later in</p> <p>11 2017. If you'll recall, this tool was developed to</p> <p>12 help people navigate through that standard list.</p> <p>13 There's three lists of acceptable I.D., and sometimes</p> <p>14 it's kind of a mix and match. You know, do I have</p> <p>15 this, but is it the right -- you know, is it out of</p> <p>16 date, or does this have my current address on it? So</p> <p>17 we developed an application to take the guesswork out</p> <p>18 of it.</p> <p>19 Events and outreach that we went through in</p> <p>20 2017, we had our roundtable. That was really great.</p> <p>21 We had a good turnout between our counties, our</p> <p>22 election officials, and our stakeholders throughout the</p> <p>23 community. So we took away from that roundtable -- the</p> <p>24 highlight was the need for voter education. Throughout</p> <p>25 all of the breakout sessions, from the feedback that we</p>	<p>1 passionate they are. We also know that they need a lot</p> <p>2 of help just because, you know, we have voters who</p> <p>3 maybe they're here temporarily, you know, this is not</p> <p>4 their home state. They don't have an Arizona I.D., an</p> <p>5 Arizona driver's license. They live in a dorm.</p> <p>6 We just have to talk to each individual</p> <p>7 voter to understand more about how we can help them.</p> <p>8 These are just some pictures of the event. So it's</p> <p>9 really great to get these folks registered, and we</p> <p>10 asked them to write down on a whiteboard, why are you</p> <p>11 registering today? And so this is also really great</p> <p>12 content for our social medial channels too, but you'll</p> <p>13 see some of the messages here. All voices should be</p> <p>14 heard. Voting creates a better future. This is just a</p> <p>15 picture of our booth. So we hope to be out there in</p> <p>16 2018 as well.</p> <p>17 So that was a very brief -- hopefully it</p> <p>18 was very brief -- review of 2017. Unless there's any</p> <p>19 questions, Mr. Chairman, I can jump right into what our</p> <p>20 plans are for this year.</p> <p>21 CHAIRMAN MEYER: No. Go ahead.</p> <p>22 MS. ROBERTS: Okay. So we do have some</p> <p>23 events coming up. The first would be in February. The</p> <p>24 Commission is working with our counties to sponsor a</p> <p>25 security training conducted by the United States</p>		
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<p>1 got in our surveys, the Number 1 theme was the need for</p> <p>2 voter education and how most people view voter</p> <p>3 education as the solution to some of the issues that</p> <p>4 we're seeing, whether, you know, it's on the county</p> <p>5 side or, you know, maybe getting people to return their</p> <p>6 early ballots on time, that type of thing. The common</p> <p>7 denominator here was that voter education could be the</p> <p>8 solution for most of the issues.</p> <p>9 Just a quick overview, we continued our</p> <p>10 partnerships and building and strengthening those</p> <p>11 partnerships with the county recorders, our election</p> <p>12 officials. We held several meetings with them</p> <p>13 throughout the year. We provided training for them in</p> <p>14 terms of public relations. We gave a presentation on</p> <p>15 how can we better educate voters about the ballot by</p> <p>16 mail process. We had a partnership with the Arizona</p> <p>17 Center for Disability Law in developing education</p> <p>18 materials for voters without permanent residence. This</p> <p>19 is just a snapshot of what we have done this year.</p> <p>20 As I mentioned, we were at National Voter</p> <p>21 Registration Day. This is a really fun event for staff</p> <p>22 to go to because we get to interact with really our</p> <p>23 young generation of voters here. These are going to be</p> <p>24 the folks who are shaping our future, and it's really</p> <p>25 exciting to see their level of interest and how</p>	<p>1 Elections Assistance Commission. So that will be</p> <p>2 towards the end of February down at the Hyatt, and this</p> <p>3 training will really talk about what it means -- what</p> <p>4 IT means with regards to elections and how important it</p> <p>5 is to have an IT manager in your office and how they</p> <p>6 interact with all of the different applications and</p> <p>7 databases and the overall security for that, for making</p> <p>8 sure that our voters' information is secured.</p> <p>9 There will be a conference in February as</p> <p>10 well for the African-American Conference on</p> <p>11 Disabilities. This is through our partnership with</p> <p>12 ACDL. So the staff will be out there with education</p> <p>13 materials. There will be a Federal Election Commission</p> <p>14 Regional Conference that staff will be attending. We</p> <p>15 have our EOA spring conference and, of course, National</p> <p>16 Voter Registration Day. Again, this is just a snapshot</p> <p>17 of some of the grassroots efforts that staff will be</p> <p>18 attending in 2018.</p> <p>19 Our campaign for this year, our voter</p> <p>20 education campaign, we are terming that "Connections."</p> <p>21 And, again, this goes back to our research. How can we</p> <p>22 connect the voter to the election? So our goal here is</p> <p>23 to motivate Arizona voters to vote informed in our</p> <p>24 state elections, of course, but also, you know, their</p> <p>25 local.</p>		

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<p>1 And our approach for doing that is, again,</p> <p>2 we need to showcase that emotional reward of voting and</p> <p>3 actually voting informed as well, too, but we need to</p> <p>4 have that -- if we can demonstrate that emotional</p> <p>5 reward and demonstrate the connection to the individual</p> <p>6 voter on why it matters to them to vote in this</p> <p>7 election, the goal is to increase that turnout and get</p> <p>8 these folks to participate in the political process.</p> <p>9 We'll have a strong media mix to support</p> <p>10 all of our messaging efforts. So we will be on TV this</p> <p>11 year. We will have our radio reads. We'll have our</p> <p>12 print ads and, of course, a strong presence on digital</p> <p>13 and social and paid search.</p> <p>14 I would like to play for you one of our TV</p> <p>15 spots that we have developed. It's a 30 second spot,</p> <p>16 and if you'll excuse me. I just have to go straight to</p> <p>17 the source. I don't think -- I'll just go straight up</p> <p>18 here. There we go.</p> <p>19 (Video playing.)</p> <p>20 MS. ROBERTS: Okay. So that was our 30 --</p> <p>21 30-second TV spot, and as we've been mentioning and</p> <p>22 building up towards, the point behind this strategy was</p> <p>23 really, again, that emotional connection. So we</p> <p>24 showcase talent that represents our college student</p> <p>25 down in NAU. We had folks who represented our urban</p>	<p>1 We will have -- our supporting media for</p> <p>2 this includes developing a mural. So we will have a</p> <p>3 location here in downtown Phoenix. I'm sure you've</p> <p>4 seen street art, but we're actually going to develop a</p> <p>5 mural -- I'll give you an example on them just in</p> <p>6 another slide here -- and turn that into augmented</p> <p>7 reality. So it will be a mural on a physical location,</p> <p>8 but then we'll have an application where voters can</p> <p>9 actually interact with it digitally.</p> <p>10 And this will encourage our younger voters</p> <p>11 to come out. You know, it's that Instagram worthy</p> <p>12 moment for them. This goes back to what we heard in</p> <p>13 our roundtable from Mr. Casap that it's meeting them</p> <p>14 where they're at. So trying to hit our younger</p> <p>15 generation here. Again, with these media tactics,</p> <p>16 we'll meet them where they're at with our social,</p> <p>17 snapshot. We'll have Snapchat filters, Instagram, and</p> <p>18 then we'll run ads on their college campus newspapers</p> <p>19 and things like that.</p> <p>20 So this is an example of what that mural</p> <p>21 could look like, the 18 in 2018. So we've seen similar</p> <p>22 types of wings before, but you get the person out</p> <p>23 there. They stand in front of it and they get that</p> <p>24 photo. Ideally they share it and then they interact</p> <p>25 with -- with our website.</p>		
10:22:49-10:24:03	Page 39	10:25:22-10:26:33	Page 41
<p>1 area, our rural areas. We wanted to try to reach, you</p> <p>2 know, again, the four corners of the state and</p> <p>3 establish that emotional reward, that connection to</p> <p>4 what it means to vote local in our state elections.</p> <p>5 This is just some examples of the print of</p> <p>6 what that Connections campaign looks like and how we'll</p> <p>7 be communicating with voters. So, again, how does this</p> <p>8 election connect with you. And, again, we'll have our</p> <p>9 talent representing the different areas of the state.</p> <p>10 And we also have another campaign that</p> <p>11 we'll be running in 2018, and it's our 18 in 2018</p> <p>12 campaign. We have voters who will be turning 18 years</p> <p>13 old in 2018, and as part of that we want to reach -- we</p> <p>14 want to reach them and get them to register to vote now</p> <p>15 and act- -- what we are terming activate their</p> <p>16 political power. These are, again, our next generation</p> <p>17 of voters. And so we want to get to them and celebrate</p> <p>18 that they are now able to vote, to participate in the</p> <p>19 political process.</p> <p>20 And so our goal is to increase our voter</p> <p>21 registration with these younger voters and inform them.</p> <p>22 They're new now. They're new to this process, to</p> <p>23 voting, to elections. So we want to introduce them to</p> <p>24 the tools and resources that we can provide so they can</p> <p>25 not just vote but be that informed voter.</p>	<p>1 This -- on the right you'll see our</p> <p>2 Instagram page for the 18 in '18, and the kind of</p> <p>3 content we'll be pushing out there is interesting facts</p> <p>4 about young leaders. So we just did one for MLK day</p> <p>5 about some of the other leaders that have been younger</p> <p>6 activists, and really it goes back to informing this</p> <p>7 younger generation. You're 18 now. You can vote. You</p> <p>8 have this voice now. So activate it. Get out there</p> <p>9 and register.</p> <p>10 So we also have our debates. That's going</p> <p>11 to be part of our bread and butter that the Commission</p> <p>12 sponsors, and this year we have all of our statewide</p> <p>13 that will be on the ballot. So in addition to</p> <p>14 statewide, we will have our legislative candidates. So</p> <p>15 we will be running debates in every legislative</p> <p>16 district where it's eligible and, of course, our</p> <p>17 statewide. And just a reminder for our statewide</p> <p>18 debates, we do broadcast those. So those are</p> <p>19 televised. And our legislative ones are on the ground</p> <p>20 in the district, and voters can actually attend those</p> <p>21 in person.</p> <p>22 And our goals here are to increase</p> <p>23 attendance ultimately and engagement and provide</p> <p>24 multiple touch points on how voters can access this</p> <p>25 information. We record them for viewing after the</p>		

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<p>1 fact. We have different outlets where voters can</p> <p>2 actually submit a debate question, whether that's</p> <p>3 through our smart phone app or our website, coming down</p> <p>4 in person, but we want those voters to engage with the</p> <p>5 candidates directly.</p> <p>6 And some of the pilot programs that we</p> <p>7 have -- or excuse me. We do have our media mix for</p> <p>8 supporting our debates. If you'll recall, during the</p> <p>9 budget approval process, we had spoke briefly about how</p> <p>10 we can further support our debates and our Voter</p> <p>11 Education Guide, and this is where we landed at. We</p> <p>12 can use tactics that are listed here to let our voters</p> <p>13 know that the debates are actually happening so we can</p> <p>14 increase that attendance.</p> <p>15 The feedback that we constantly hear from</p> <p>16 our surveys is they just -- voters, they learn last</p> <p>17 minute about it, and the way that they knew about it</p> <p>18 was from the candidate themselves. So we know that we</p> <p>19 need to do more to communicate to the voters about the</p> <p>20 existence of these debates and when they're occurring.</p> <p>21 One thing I wanted to point out, this is a</p> <p>22 new tactic we'll be trying out is direct mail. So</p> <p>23 we -- with our Voter Education Guide, we send the guide</p> <p>24 to every household that has a registered voter. We</p> <p>25 want to now send a personalized invitation to every</p>	<p>1 they can bring their parents and they can get involved.</p> <p>2 They get the community involved.</p> <p>3 And what we're doing there is, again, with</p> <p>4 our younger -- our next generation of voters, we're</p> <p>5 creating an experience where they can get involved in</p> <p>6 the political process and hopefully we'll get that</p> <p>7 lifelong voter from this.</p> <p>8 And we have an opportunity to live stream</p> <p>9 certain districts as well. So we've talked about doing</p> <p>10 that in the past and it's never been feasible until now</p> <p>11 in terms of the economics of it and the efficiency of</p> <p>12 it, but now we're in a place where we think with the</p> <p>13 technology that's available to us through our A/V</p> <p>14 partners, we are going to pilot live streaming in</p> <p>15 certain legislative districts. And as far as the</p> <p>16 statewide debates goes, I mentioned we broadcast those,</p> <p>17 but we will now be able to tap into that feed and live</p> <p>18 stream it through the Clean Elections social medial</p> <p>19 channels as well, too. So we will be exploring those</p> <p>20 options.</p> <p>21 We will improve the process of</p> <p>22 communicating with our candidates about the debates.</p> <p>23 So we're working on online applications to -- if you</p> <p>24 think of, like, an Evite invitation, if you've ever</p> <p>25 seen those, but that's how we want to get our</p>		
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<p>1 household with a registered voter letting them know,</p> <p>2 did you know Clean Elections sponsors debates? You're</p> <p>3 invited. Visit our website for the schedule, but this</p> <p>4 is now going back to where voters -- you know, they</p> <p>5 want that information provided directly to them. This</p> <p>6 is the response to that. So they're going to get it in</p> <p>7 their mailboxes, in their hands that a debate will be</p> <p>8 occurring in their district.</p> <p>9 Some of the pilots that we're working</p> <p>10 through and how can we improve our debate experience</p> <p>11 for voters. We have been working with Commissioner</p> <p>12 Paton on implementing a pilot with some high schools</p> <p>13 down in the Tucson area and incorporating the student</p> <p>14 groups and parent networks. So if we host a debate --</p> <p>15 and right now we're working with Sahuaro High School</p> <p>16 and Empire High School.</p> <p>17 So if we host a debate down there, we can</p> <p>18 get those students who are in the student government</p> <p>19 classes, who are on the debate team, who maybe they</p> <p>20 have an A/V club or they have a social media club.</p> <p>21 These groups can get involved and they can maybe write</p> <p>22 the debate questions. They can cover it as a</p> <p>23 journalist. They can write up a report. They can take</p> <p>24 pictures of it for their social media channels. They</p> <p>25 can come out and interact with the entire process and</p>	<p>1 invitations out to the candidates and the responses.</p> <p>2 And the goal here is that whatever</p> <p>3 candidate happens to interact with this, if they</p> <p>4 confirm their attendance or, you know, maybe or a no,</p> <p>5 that information is automatically populated to our</p> <p>6 website so that voters know immediately which</p> <p>7 candidates will be -- are confirmed to attend and the</p> <p>8 press as well. So we often get phone calls about who's</p> <p>9 coming to this debate. This is our -- our automatic</p> <p>10 way of getting that information out there.</p> <p>11 Our Voter Education Guide. As I mentioned,</p> <p>12 one thing we heard through our research was we need to</p> <p>13 take a look at this guide and see how can we make it</p> <p>14 more user friendly for our voters. We are working with</p> <p>15 the Center for Civic Design. We have sent that to</p> <p>16 them. This is a national group who -- they work with</p> <p>17 election officials across the state to develop ballots,</p> <p>18 education guides, websites, and they focus on plain</p> <p>19 language and layouts to develop a better user</p> <p>20 experience.</p> <p>21 So we got some really great feedback from</p> <p>22 them on our guide, and we're working on implementing</p> <p>23 those changes. So hopefully when we get our guide out</p> <p>24 this year voters will have a better experience as they</p> <p>25 navigate through the information that we provide in</p>		

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<p>1 there. And, of course, we'll be integrating our</p> <p>2 Connections campaign, the look and feel of it. And we</p> <p>3 will continue with the district-specific guides that we</p> <p>4 are putting out there. That's proved to be not only</p> <p>5 cost efficient for us, but also it was a better</p> <p>6 experience for the voter. Again, we don't want to</p> <p>7 intimidate them with that thick guide.</p> <p>8 We will have supporting messaging and media</p> <p>9 tactics out there to inform voters about the existence</p> <p>10 of the guide; that it's coming to them; what</p> <p>11 information they can get from it and how to use it. So</p> <p>12 we'll let voters know about this through several</p> <p>13 tactics such as radio print and digital.</p> <p>14 We will have a specific campaign for our</p> <p>15 independent voters. As we know, Arizona has an open</p> <p>16 primary. So we want to make sure that we let this</p> <p>17 significant block of voters understand the process so</p> <p>18 they know how to participate and get their ballot. And</p> <p>19 this is an example of the media that we'll do use to</p> <p>20 support that.</p> <p>21 Our website. We have launched a redesign</p> <p>22 of our website. We launched -- working on it, I should</p> <p>23 say. The new design is not live yet, but this is what</p> <p>24 our new site will look like. So we've worked closely</p> <p>25 with our partner Riester to put a new skin on our site</p>		<p>1 good stuff.</p> <p>2 And then if there's something significant</p> <p>3 that voters need to know, you know, maybe it's not a</p> <p>4 date or something but it's something specific, maybe</p> <p>5 it's about the open primary and independent voters, we</p> <p>6 have this communication channel to send them an email</p> <p>7 about it now.</p> <p>8 And I saved the best for last, so our voter</p> <p>9 dashboard. I'd like to walk you through this tool that</p> <p>10 we are building as part of our new website design. And</p> <p>11 I will probably have to work from over there because I</p> <p>12 will be using the mouse, but the dashboard -- we've</p> <p>13 mentioned this before a few times. This is really that</p> <p>14 one stop shop for voters to come to.</p> <p>15 They enter in their address, and when we</p> <p>16 get their address, we know what districts they're in.</p> <p>17 If we know what districts they're in, we know what</p> <p>18 county they're in. We know their voting experience,</p> <p>19 the voting options that they have to them. We know</p> <p>20 their candidates, and so we can provide them very</p> <p>21 useful information in one location.</p> <p>22 And I'm going to jump up over there to</p> <p>23 guide you through that.</p> <p>24 COMMISSIONER CHAN: It looks like we need a</p> <p>25 mouse with more range. It probably doesn't exist yet.</p>	
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<p>1 and also work on the flow of the information that we</p> <p>2 provide, the structure of it.</p> <p>3 When you look at our site compared to even</p> <p>4 last year, but a few years ago, the amount of content</p> <p>5 we are providing to the voters now, the information, it</p> <p>6 has increased significantly. And the previous site</p> <p>7 structure that we had did not really support that, and</p> <p>8 so we had to take a step back and see how can we</p> <p>9 improve the overall structure of this site, the bones</p> <p>10 of it, to support all of the information we have out</p> <p>11 there.</p> <p>12 And so we went through a process of working</p> <p>13 with Riester on that redesign, and we hope to have this</p> <p>14 launched within the next month or two. So we are close</p> <p>15 to getting this new design out there. With that, we'll</p> <p>16 be updating the mobile app design as well so folks know</p> <p>17 when they visit the app or when they visit the website</p> <p>18 that they are on the Clean Elections site.</p> <p>19 We are implementing a new communication</p> <p>20 tool as well. We will be setting up an email registry</p> <p>21 so folks can give us their email if they want to sign</p> <p>22 up to get election-related information. So any time we</p> <p>23 have an election coming up, we'll send out an email,</p> <p>24 hey, did you know this election is coming up? Here's</p> <p>25 everything you need to know, reminders and all that</p>		<p>1 MS. ROBERTS: Can I jump right in here?</p> <p>2 I'm so sorry. My apologies.</p> <p>3 So here we have our landing page.</p> <p>4 COMMISSIONER PATON: Maybe you can sit over</p> <p>5 there.</p> <p>6 MS. ROBERTS: I'm so sorry.</p> <p>7 COMMISSIONER PATON: That way -- you're</p> <p>8 making me uncomfortable.</p> <p>9 MS. ROBERTS: I know. I'm sorry.</p> <p>10 Our technical difficulties here. Okay. So</p> <p>11 here we go.</p> <p>12 This is the landing page. As you brought</p> <p>13 up during some of the conversations with See the Money,</p> <p>14 we have this page here and we tell voters what you will</p> <p>15 see if you use this tool. So very specific here. You</p> <p>16 will get election information. You will get</p> <p>17 information on the candidates, where to vote, the</p> <p>18 voting process, who your current elected officials are</p> <p>19 and your district information.</p> <p>20 So the user will enter in their address.</p> <p>21 We don't retain that information, but we do need it to</p> <p>22 identify their districts. And we get going. The first</p> <p>23 thing they're going to see is my upcoming election, and</p> <p>24 this button will take them to our election detail page</p> <p>25 on our website where they can get everything they need</p>	

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<p>1 to know about that specific election. And we jump into</p> <p>2 our important dates. So what's the voter registration</p> <p>3 deadline? When do they need to return their ballot?</p> <p>4 When will they get their ballot?</p> <p>5 Then we jump into where to vote. As I</p> <p>6 mentioned with our 15 counties, the voting options that</p> <p>7 are available, there can be a lot to filter through.</p> <p>8 So we have it broken down by am I going to vote early</p> <p>9 or do I prefer to vote on election day? And so if I'm</p> <p>10 voting early, we have the information to request an</p> <p>11 early ballot, who their specific county recorder is and</p> <p>12 the contact information.</p> <p>13 We also list all of the early voting</p> <p>14 locations in that county. We explain what an early</p> <p>15 voting location is and then we show them the top three</p> <p>16 to the address that they entered. If they decide, you</p> <p>17 know what, maybe I want to visit an early voting</p> <p>18 location near my job, then they can change their</p> <p>19 location. And we will list all of them so they can</p> <p>20 click "see all," but we do list the top three nearest</p> <p>21 to them. And, of course, it will have the operating</p> <p>22 hours.</p> <p>23 Then if I want to vote on election day, if</p> <p>24 I'm in a county that utilizes polling places, then --</p> <p>25 and this is very important. We do need to let the</p>	<p>1 office, for example, in addition to just their social</p> <p>2 media --</p> <p>3 MS. ROBERTS: Yes, Mr. Chairman,</p> <p>4 Commissioner Chan. We have that capability. So right</p> <p>5 now in our profiles we can link to their -- we can link</p> <p>6 to -- we can link to actually whatever we want. We</p> <p>7 have the fields to do it. Right now we have just</p> <p>8 linked to their E-Qual documents and we have talked</p> <p>9 about integrating their campaign finance reports into</p> <p>10 it when we get access to that data. With our existing</p> <p>11 structure, we really didn't have that opportunity, but</p> <p>12 now through See the Money hopefully we will have more</p> <p>13 access to that system where we could do that.</p> <p>14 COMMISSIONER CHAN: Great. Thank you.</p> <p>15 Well, Mr. Chairman, while Gina is</p> <p>16 completing what she needs to to get past the technical</p> <p>17 difficulties, I'll just mention that prior to seeing</p> <p>18 this dashboard, the most exciting thing for me so</p> <p>19 far -- I mean, it's all exciting, but I was able to</p> <p>20 actually subscribe through the chatbot to get election</p> <p>21 updates for myself which I guess I hadn't done that</p> <p>22 before. You just go on Facebook and message the</p> <p>23 Commission and it will kind of take you through the</p> <p>24 thing, and you give it a thumbs up if you want to get</p> <p>25 election information.</p>		
10:37:31-10:38:37	Page 51	10:40:00-10:41:07	Page 53
<p>1 voter know you have an assigned polling location. And</p> <p>2 so here that information will be displayed if we have</p> <p>3 access to that data. If it's a county that utilizes</p> <p>4 voting centers, we'll have all of those voting centers</p> <p>5 listed just like with did with those early voting</p> <p>6 locations.</p> <p>7 Then if I go back up to my different tabs</p> <p>8 here, that was the when and where to vote. Now I want</p> <p>9 to know what's on my ballot. So here's the candidate</p> <p>10 information that populates. So we'll have all of the</p> <p>11 candidate profiles, and you would just click on the</p> <p>12 view info to view their candidate statement, their</p> <p>13 contact information, their social media links. This</p> <p>14 would be a link to our candidate compass quiz, and then</p> <p>15 here's the information on, great, here's the upcoming</p> <p>16 debates in my district or statewide -- oh, sorry about</p> <p>17 that.</p> <p>18 COMMISSIONER CHAN: Mr. Chairman, this is</p> <p>19 incredible.</p> <p>20 Sorry you're having a technical difficulty.</p> <p>21 I was going to ask about the candidate</p> <p>22 links.</p> <p>23 Do you -- do you think it would be</p> <p>24 beneficial or too confusing to also link to their</p> <p>25 campaign finance, you know, at the Secretary of State's</p>	<p>1 I thought that was -- I didn't realize, I</p> <p>2 guess, that we did that with our chatbot.</p> <p>3 So thank you, Gina. That is incredible,</p> <p>4 and this is amazing.</p> <p>5 MS. ROBERTS: Thank you, Mr. Chairman.</p> <p>6 You know, in the interest of time and also</p> <p>7 technical difficulties, I will just show you -- I</p> <p>8 apologize -- instead of going through each page, but we</p> <p>9 do also have a my registration and ballot status where</p> <p>10 voters can actually look up am I registered to vote or</p> <p>11 the status of my early ballot. And a quick note about</p> <p>12 that, if the Commission -- if you'll recall, you did</p> <p>13 approve Tom to work with Maricopa County on an IGA so</p> <p>14 we can get access to that data from Maricopa County.</p> <p>15 So our goal is to work with our county partners to be</p> <p>16 able to provide specific information to voters through</p> <p>17 our application.</p> <p>18 And then we have our elected officials tab.</p> <p>19 We show the profiles, very similar to candidates, about</p> <p>20 their current incumbents, so who the current elected</p> <p>21 official is, and then the my district info will show</p> <p>22 them all of their districts: congressional,</p> <p>23 legislative, board of supervisor, their city district,</p> <p>24 and with a brief explanation of what these districts</p> <p>25 actually are and what they do.</p>		



10:41:10-10:42:45	Page 54	10:44:17-10:45:38	Page 56
<p>1 So with that, I am happy to answer any</p> <p>2 questions, but I do apologize for the technical</p> <p>3 difficulty here.</p> <p>4 CHAIRMAN MEYER: No need to apologize.</p> <p>5 Commissioner Paton, go ahead.</p> <p>6 COMMISSIONER PATON: So as to the -- a</p> <p>7 couple of things that strike me here is when you</p> <p>8 compare this dashboard to the See the Money thing and</p> <p>9 it pales in comparison, the Clean Elections -- I mean,</p> <p>10 the See the Money looks rather generic compared -- I</p> <p>11 mean, I'm not a technical person, but I mean, I can</p> <p>12 definitely see the difference.</p> <p>13 Secondly, as to my emphasis that I wanted</p> <p>14 to do as far as have these debates at schools, last</p> <p>15 week Gina and Stephanie and I met the principal at</p> <p>16 Sahuaro High School where I went to school, and he was</p> <p>17 worried that we may go to Sabino or another school.</p> <p>18 And he was all on Twitter that, you know, we may have</p> <p>19 like a competing thing.</p> <p>20 And he is -- he's very excited that we</p> <p>21 would have the debate for Legislative District 10 at</p> <p>22 Sahuaro High School, and he's going to involve his</p> <p>23 government classes. They're going to push it in the</p> <p>24 community. And we went and saw their auditorium.</p> <p>25 Obviously, I've been to the auditorium before, and it</p>		<p>1 And so this fits in well with Gina's plan</p> <p>2 for the 18 in 2018 and my goal of getting a more</p> <p>3 educated electorate. It's frustrating when people ask</p> <p>4 me, well, who should I vote for, you know, that kind of</p> <p>5 thing. We need an electorate that knows what's going</p> <p>6 on. And so if this goes well, hopefully, my goal would</p> <p>7 be to have all these debates of contested elections, I</p> <p>8 mean -- you know, to be at school sites. And you're</p> <p>9 going to get these schools to back up these debates and</p> <p>10 hopefully promote the younger kids voting as well as</p> <p>11 educating their parents and the community areas around</p> <p>12 them so that we have more participation in our</p> <p>13 elections.</p> <p>14 CHAIRMAN MEYER: Thank you, Commissioner</p> <p>15 Paton. And on behalf of the Commission, thanks for all</p> <p>16 your work on that. I think it's a really -- a really</p> <p>17 great idea and a really great thing.</p> <p>18 So anyone else have any other questions for</p> <p>19 Gina?</p> <p>20 Are you -- thank you very much.</p> <p>21 MS. ROBERTS: Thank you.</p> <p>22 CHAIRMAN MEYER: The information is</p> <p>23 definitely out there if anyone wants to find it. So</p> <p>24 thank you.</p> <p>25 MS. ROBERTS: My apologies again for the</p>	
10:42:51-10:44:16	Page 55	10:45:39-10:52:50	Page 57
<p>1 seats -- I don't know -- like a thousand people or so.</p> <p>2 And so he's loving the idea.</p> <p>3 And for people that are on our Commission</p> <p>4 that haven't been to these debates, they're -- a lot of</p> <p>5 them re rather poorly attended by 10 or 20 people. And</p> <p>6 it just -- it's very frustrating to see that. And if</p> <p>7 we can get hundreds of people at Sahuaro High School</p> <p>8 and get the news media down there to promote it and</p> <p>9 that kind of thing, you know, I feel like that's --</p> <p>10 that's my goal.</p> <p>11 And then we went down to Empire High School</p> <p>12 where my stepdaughter goes to school, and they have a</p> <p>13 parents group that's very involved. And they have put</p> <p>14 on their own debates for the whole school district area</p> <p>15 which covers like several districts, but this would be</p> <p>16 for 14, correct?</p> <p>17 And so we talked to a parents group, and</p> <p>18 I've also separately talked to the principal there.</p> <p>19 And I told them that our budget is going to -- we're</p> <p>20 going to set this debate up, but my goal is to fill</p> <p>21 this -- this auditorium. And it seats about 523</p> <p>22 people, and they said the last debate they had, they</p> <p>23 had a couple hundred, but I said, no, you don't have to</p> <p>24 worry about doing the debate. You guys fill this place</p> <p>25 up.</p>		<p>1 technical difficulties.</p> <p>2 CHAIRMAN MEYER: No need to apologize.</p> <p>3 I suggest we take five minute -- a</p> <p>4 five-minute break here, and then we'll reconvene and</p> <p>5 we'll move on to Action Item Number 5.</p> <p>6 (Whereupon, a recess was taken in the</p> <p>7 proceedings.)</p> <p>8 CHAIRMAN MEYER: All right. We're going to</p> <p>9 reconvene our meeting here. We were actually at Item</p> <p>10 Number V, which is discussion and possible action on</p> <p>11 MUR 14-027, Veterans for a Strong America.</p> <p>12 I know, Tom, you provided a memo to us, a</p> <p>13 one pager recommending that the Commission approve this</p> <p>14 conciliation. I agree with that. I'm ready to approve</p> <p>15 it with my vote.</p> <p>16 Does any of the other commissioners have</p> <p>17 any questions on this issue?</p> <p>18 COMMISSIONER PATON: Actually, I do.</p> <p>19 How did you come up with that amount?</p> <p>20 MR. COLLINS: So, Mr. Chairman,</p> <p>21 Commissioner Paton, this complaint comes out of two --</p> <p>22 well, one set of expenditures and two different</p> <p>23 complaints. There was a complaint filed with the</p> <p>24 Secretary of State's office alleging that Veterans for</p> <p>25 a Strong America was a corporation that owed corporate</p>	

10:52:54-10:54:20	Page 58	10:55:24-10:56:42	Page 60
<p>1 reports under what then 16-914.02.</p> <p>2 I as -- in my capacity as executive -- in</p> <p>3 my capacity as executive director and my ability to</p> <p>4 make complaints reviewed that complaint and concluded</p> <p>5 that based on the information available, that DSA was</p> <p>6 an unincorporated association in South Dakota and,</p> <p>7 therefore, not subject to 914.02, but subject to the</p> <p>8 Clean Elections Act which does not make a distinction</p> <p>9 between corporate entities and unincorporated</p> <p>10 associations.</p> <p>11 The Commission worked with the Attorney</p> <p>12 General's Office after the Commission directed me to do</p> <p>13 so. There were a number of different changes in</p> <p>14 both -- counsel both of the AG's office and most</p> <p>15 specifically and more difficulty at the -- at DSA. And</p> <p>16 the \$2,000 was arrived at by the Attorney General's</p> <p>17 Office, and the specific attorney that negotiated it is</p> <p>18 not -- is not here.</p> <p>19 I think that -- my view was, given that we</p> <p>20 were working on this together, that getting the Clean</p> <p>21 Elections reports was more important for Clean</p> <p>22 Elections. And to the extent the Attorney General's</p> <p>23 office did take the lead in negotiating this</p> <p>24 conciliation, that the fine going to the Attorney</p> <p>25 General was reasonable.</p>		<p>1 be cashed in the possession of the Attorney General's</p> <p>2 Office.</p> <p>3 This is -- this is -- I'm very -- I have to</p> <p>4 say I'm very happy the Attorney General's Office and</p> <p>5 particularly O.H. Skinner who is the civil -- the</p> <p>6 government accountability chief there who worked with</p> <p>7 me on this getting this done was helpful. I think it</p> <p>8 relieved a lot of ongoing issues or outstanding issues</p> <p>9 that had been shifted around as the Attorney General's</p> <p>10 Office has gone through its own reorganization, but</p> <p>11 this did not get lost in the shuffle.</p> <p>12 And I'm appreciative to the Attorney</p> <p>13 General's Office as well as to Joe and Kara who kept me</p> <p>14 informed when it was in their section for their help on</p> <p>15 getting this done. And I think this is a good</p> <p>16 resolution and -- and given, obviously, the amount of</p> <p>17 time passed since that election, I'm happy to have it</p> <p>18 resolved. And I would encourage you to vote to approve</p> <p>19 it. And if someone would move.</p> <p>20 COMMISSIONER KIMBLE: Mr. Chairman?</p> <p>21 CHAIRMAN MEYER: Commissioner Kimble.</p> <p>22 COMMISSIONER KIMBLE: I move that we</p> <p>23 approve the agreement in MUR 14-027.</p> <p>24 CHAIRMAN MEYER: Is there a second?</p> <p>25 COMMISSIONER CHAN: I second that motion.</p>	
10:54:21-10:55:19	Page 59	10:56:44-10:57:43	Page 61
<p>1 In the past we've done -- I think in 2014</p> <p>2 we did a similar conciliation with the Attorney</p> <p>3 General's Office where we got the fine. So I don't</p> <p>4 really have a -- I don't have a -- I don't have an</p> <p>5 answer to why the fine was set as it was, but I did</p> <p>6 defer to the Attorney General on the fine because they</p> <p>7 did the bulk of the negotiating legwork here and yet we</p> <p>8 are getting the Clean Elections reports out of the</p> <p>9 conciliation which I think is -- our bottom line --</p> <p>10 most important.</p> <p>11 If that -- I mean, that's the answer to</p> <p>12 your question. It may not be a -- it may not be an</p> <p>13 answer answer, but it's the answer.</p> <p>14 CHAIRMAN MEYER: Any other questions on the</p> <p>15 proposed conciliation agreement?</p> <p>16 (No response.)</p> <p>17 CHAIRMAN MEYER: I think -- I think it's</p> <p>18 been signed by all the other parties --</p> <p>19 MR. COLLINS: That's correct.</p> <p>20 CHAIRMAN MEYER: -- if I'm correct, Tom?</p> <p>21 MR. COLLINS: Yeah. And, Mr. Chairman,</p> <p>22 that's different from most reconciliations. Typically</p> <p>23 the parties will wait until we approve before they</p> <p>24 sign, but in this particular case, they have actually</p> <p>25 signed. And the -- and the fine dollars are waiting to</p>		<p>1 CHAIRMAN MEYER: We have a motion to</p> <p>2 approve the reconciliation in MUR 14-027.</p> <p>3 All in favor say aye.</p> <p>4 (Chorus of ayes.)</p> <p>5 CHAIRMAN MEYER: All opposed?</p> <p>6 (No response.)</p> <p>7 CHAIRMAN MEYER: Abstentions?</p> <p>8 (No response.)</p> <p>9 CHAIRMAN MEYER: All right. Motion carries</p> <p>10 unanimously.</p> <p>11 On to Item Number VI on the agenda,</p> <p>12 discussion and possible action on Arizona Advocacy</p> <p>13 Network, et al., v. State of Arizona, et al.</p> <p>14 It says we may choose to go into executive</p> <p>15 session here, Tom?</p> <p>16 MR. COLLINS: Yes, Mr. Chairman. And I</p> <p>17 think Mary is on the line.</p> <p>18 Mary?</p> <p>19 MS. O'GRADY: Yes, I am.</p> <p>20 MR. COLLINS: Okay. I'm not -- Mary, I</p> <p>21 guess I thought I'd give a quick outline of where we</p> <p>22 are and then -- and then you and the Commissioners can</p> <p>23 make a decision about whether or not to go into</p> <p>24 executive session, but January 8th was the due date for</p> <p>25 responsive pleadings to the complaint filed by AZN and</p>	

10:57:48-10:59:29	Page 62	11:00:37-11:01:59	Page 64
<p>1 the other plaintiffs which include the bulk of the</p> <p>2 Democratic caucus as well as at least one union.</p> <p>3 We filed our answer. The State and the</p> <p>4 Secretary of State whom are both represented by Tim</p> <p>5 Berg of Fennemore Craig, filed an answer, and then the</p> <p>6 Governor's Regulatory Review Council which was named</p> <p>7 filed a motion to dismiss on the basis of essentially</p> <p>8 that they are not a jural entity; that is to say,</p> <p>9 they're not an entity that can be sued or be sued</p> <p>10 independently.</p> <p>11 So that is sort of the beginning of the</p> <p>12 lawsuit. There will be some deadlines approaching as</p> <p>13 far as initial disclosures and those kinds of things,</p> <p>14 but I think that so far, you know, there's -- you know,</p> <p>15 one might have anticipated that the Secretary of State</p> <p>16 might have filed a motion to dismiss. They did not,</p> <p>17 and -- and that's kind of where things are.</p> <p>18 Mary, I don't know how you want to -- if</p> <p>19 you want to get into any -- any detail or talk -- or if</p> <p>20 there's anything we need to go into executive session</p> <p>21 on or if there are any questions that are public that</p> <p>22 anybody has.</p> <p>23 MS. O'GRADY: This is Mary. Yeah. I think</p> <p>24 Tom gave a good procedural update, and unless the</p> <p>25 commissioners have questions, I don't see a need to go</p>		<p>1 CHAIRMAN MEYER: Any other questions?</p> <p>2 (No response.)</p> <p>3 CHAIRMAN MEYER: Okay. Thank you, Mary.</p> <p>4 We will go to Item VII: Discussion and</p> <p>5 possible action on legislation affecting the</p> <p>6 Commission, campaign finance, election and</p> <p>7 administrative law.</p> <p>8 MS. O'GRADY: And I will hang up now.</p> <p>9 Thank you.</p> <p>10 CHAIRMAN MEYER: Thank you.</p> <p>11 MR. COLLINS: Mr. Chairman, if I may,</p> <p>12 you'll have -- you have in front of you a memo that</p> <p>13 Mike put together updating the bills that we have</p> <p>14 identified thus far as a -- as having an essential</p> <p>15 impact on the Commission. I want to highlight a couple</p> <p>16 of them and what we're -- what we're planning on with</p> <p>17 those bills.</p> <p>18 There's an HCR referendum dealing with, as</p> <p>19 the short title says, unlawful contributions and</p> <p>20 rulemaking. Basically -- essentially Section 1 of the</p> <p>21 bill says that participating candidates would not be</p> <p>22 able to make any expenditures to any party directly or</p> <p>23 indirectly for anything other than a voter file and</p> <p>24 voter file would be defined in the statute.</p> <p>25 We have reached out to Representative</p>	
10:59:32-11:00:36	Page 63	11:02:03-11:03:24	Page 65
<p>1 into executive session.</p> <p>2 CHAIRMAN MEYER: I do not have any</p> <p>3 questions.</p> <p>4 Any of the other commissioners have any</p> <p>5 questions?</p> <p>6 COMMISSIONER KIMBLE: Mr. Chairman?</p> <p>7 CHAIRMAN MEYER: Commissioner Kimble.</p> <p>8 COMMISSIONER KIMBLE: I guess I just have a</p> <p>9 general question.</p> <p>10 So what's next in this?</p> <p>11 MS. O'GRADY: Tom, do you want me to</p> <p>12 respond or Commissioner -- Mr. Chair?</p> <p>13 MR. COLLINS: Yeah.</p> <p>14 MS. O'GRADY: Procedurally --</p> <p>15 CHAIRMAN MEYER: Mary, go ahead, please.</p> <p>16 MS. O'GRADY: Okay. Thank you.</p> <p>17 Procedurally there will be briefing on</p> <p>18 GRRC's motion to dismiss. So those will be the next</p> <p>19 court filings, and then -- and then we'll also get</p> <p>20 into, you know, initial disclosures and discovery and</p> <p>21 setting a schedule for the case. So that will -- that</p> <p>22 will be in the next few months, but the next paper that</p> <p>23 will be filed is likely the briefing on GRRC's motion</p> <p>24 to dismiss that Tom described.</p> <p>25 COMMISSIONER KIMBLE: Thank you.</p>		<p>1 Coleman about this because it's not actually clear to</p> <p>2 Mike and I what they're driving at. We understand,</p> <p>3 obviously, that the purported controversy over the view</p> <p>4 of certain -- the incorrect view, I think, about the</p> <p>5 facts of what happened in 2012, and then we had a</p> <p>6 different policy discussion here at the Commission</p> <p>7 which is -- you know, those are different things.</p> <p>8 You know, and what policy should be, I</p> <p>9 think, is something that there may be some room to talk</p> <p>10 about, but this particular version does a couple of</p> <p>11 things that are problematic. One, it's much broader</p> <p>12 than even any of the most restrictive policies the</p> <p>13 Commission considered and might have adopted because it</p> <p>14 restricts participating candidates even in the use of</p> <p>15 their private contributions which is -- which is a step</p> <p>16 farther than anything has ever -- that has ever gone</p> <p>17 forward.</p> <p>18 Mr. Coleman has -- similar to last year,</p> <p>19 Mike and I met with him and discussed that with him and</p> <p>20 tried to explain to him that if he wanted to accomplish</p> <p>21 this, the best way to do it was to focus on clean</p> <p>22 funding, not on all participating candidate dollars</p> <p>23 because if they don't qualify, those contributions are</p> <p>24 private contributions that they are free to expend</p> <p>25 how -- under other law -- of their law.</p>	

11:03:30-11:05:01	Page 66	11:06:38-11:07:57	Page 68
<p>1 It also creates some new challenges for the</p> <p>2 Commission in terms of, essentially, enforcing and</p> <p>3 ensuring that no money is directly or indirectly spent</p> <p>4 on voter -- anything other than voter files, and then</p> <p>5 the definition of voter files which opens up the</p> <p>6 Commission to be involved in the parties' own internal</p> <p>7 processes and transactions in a manner that it never</p> <p>8 has been.</p> <p>9 So, ironically, this bill is a -- can only</p> <p>10 be characterized as an expansion of the Commission's</p> <p>11 authority, yet it's not something we're super</p> <p>12 comfortable with anyways. And we're trying to get an</p> <p>13 understanding of why.</p> <p>14 On the rulemaking issue which is the sort</p> <p>15 of off -- you know, we've done this now for the second</p> <p>16 or third year. The rulemaking exemption has certain</p> <p>17 consequences. We would have to do outreach formally</p> <p>18 under the APA, which is not anywhere -- not any more</p> <p>19 onerous than what we do now. And with respect to what</p> <p>20 it does to us in our relationship with GRRC, you know,</p> <p>21 it essentially -- it's the status quo because GRRC</p> <p>22 claims they can do what they're doing now.</p> <p>23 So if we were to refer -- if for some</p> <p>24 reason the legislation were to refer this to the</p> <p>25 voters, we would simply -- GRRC would continue to</p>	<p>1 reported. See the Money -- one of the things See the</p> <p>2 Money does, it's supposed to encapsulate the profession</p> <p>3 of a person so that you can essentially track, you</p> <p>4 know, industry influence, whether it be lobbyists or</p> <p>5 other industry.</p> <p>6 If there's a lot of -- if 55 percent of</p> <p>7 donations are going to be captured or something along</p> <p>8 those lines by this and not be reported, it's going to</p> <p>9 distort what See the Money tells you. So that's</p> <p>10 problematic even in our investment. And then from a</p> <p>11 transparency perspective for Clean Elections candidates</p> <p>12 themselves, most candidates -- the maximum they can</p> <p>13 take in See the Money is 160 bucks. \$100 is well over</p> <p>14 50 percent of that. So I think there's still a reason</p> <p>15 to be concerned.</p> <p>16 If the bill were to say at least \$100, that</p> <p>17 would make a difference. That hundred dollar threshold</p> <p>18 seems like it could have a difference. We don't have a</p> <p>19 statistical analysis of that yet, but I think we'll be</p> <p>20 looking at that going forward. But we did -- I did</p> <p>21 sign in an opposition of this bill based on the reasons</p> <p>22 I've articulated to you here.</p> <p>23 Those are really the top bills that we have</p> <p>24 identified as having a real impact, 2182 we noted only</p> <p>25 because we are working with this with the folks who are</p>		
11:05:04-11:06:35	Page 67	11:08:03-11:09:16	Page 69
<p>1 assert what it asserts. And if we disagreed with</p> <p>2 GRRC's legal conclusions, we continue to think they are</p> <p>3 wrong and we might -- you know, we or others might have</p> <p>4 to take action on that.</p> <p>5 So, anyways, we're hoping to talk to</p> <p>6 Representative Coleman about it and find some way to</p> <p>7 resolve this short of this HCR but -- and we have some</p> <p>8 hope about that because we know that he listened to us</p> <p>9 last year when we tried to explain to him at least the</p> <p>10 practical implications of what he was trying to do</p> <p>11 and -- and we'll see.</p> <p>12 I can tell you that SB 1023 just passed</p> <p>13 Senate judiciary on a party line vote or four-three --</p> <p>14 I don't know if that's party line. I think it's party</p> <p>15 line -- that it was amended so that the amount of money</p> <p>16 that required the candidate to report an</p> <p>17 identification -- contribute to the identifying</p> <p>18 information be increased from 50 to more than \$100,</p> <p>19 although from what I understand from Senator Kavanagh's</p> <p>20 testimony at the -- at the hearing, that still includes</p> <p>21 55 percent of the donors.</p> <p>22 And in my view, it still raises issues with</p> <p>23 the effectiveness of See the Money because, you know,</p> <p>24 if you're cutting it off at more than \$100, right, so</p> <p>25 you have to be at \$100 and one cent before you are</p>	<p>1 advocating for this bill to make sure that --</p> <p>2 essentially, we'd like to remain neutral on the bill</p> <p>3 because we don't think that we --we think that it</p> <p>4 provided that it doesn't affect the 20 percent formula</p> <p>5 reduction in state campaign contributions, there's</p> <p>6 really no reason for us to be in opposition, but we've</p> <p>7 been in close communication with the folks who are</p> <p>8 working on this bill to make sure that they're -- that</p> <p>9 we're all on the same page.</p> <p>10 So those are the top three. You can see</p> <p>11 the rest of the -- a number of other bills that have</p> <p>12 been introduced related to elections and rulemaking and</p> <p>13 the like, but unless you have any questions on those,</p> <p>14 those would be --</p> <p>15 COMMISSIONER PATON: Question.</p> <p>16 MR. COLLINS: Yes.</p> <p>17 CHAIRMAN MEYER: Commissioner Paton.</p> <p>18 COMMISSIONER PATON: So the 2104, does that</p> <p>19 have a chance or -- I mean --</p> <p>20 MR. COLLINS: 2104. 2104. 2104, you know,</p> <p>21 Mr. Chairman, Commissioner Paton, we were asked by a</p> <p>22 couple of county recorders about this, and this is not</p> <p>23 a bill that we were consulted on before it was</p> <p>24 introduced because that was their major question. It</p> <p>25 has not been assigned yet. I don't anticipate it being</p>		

11:09:19-11:10:41	Page 70	11:12:02-11:13:20	Page 72
<p>1 assigned. For whatever -- for what it's worth, it's</p> <p>2 a -- it's a bill that is sponsored entirely by</p> <p>3 Democratic members of the -- of the House. And,</p> <p>4 frankly, it's simply not been the practice of the -- of</p> <p>5 the House or the Senate in at least the last ten years</p> <p>6 to assign or move most Democratic sponsored bills.</p> <p>7 COMMISSIONER PATON: So --</p> <p>8 MR. COLLINS: So the answer is probably no.</p> <p>9 COMMISSIONER PATON: So what they're asking</p> <p>10 for is us to fund those elections too?</p> <p>11 MR. COLLINS: That's what they're asking</p> <p>12 for, but I don't think that their --</p> <p>13 COMMISSIONER PATON: Since we're kind of</p> <p>14 worried about our funding to begin with.</p> <p>15 MR. COLLINS: Yeah. I would be --</p> <p>16 COMMISSIONER PATON: It made me nervous.</p> <p>17 MR. COLLINS: I would be surprised if that</p> <p>18 were -- if that bill were to move, and I also -- based</p> <p>19 on the contact we received when it was introduced by --</p> <p>20 from a couple of county recorders, I suspect the</p> <p>21 country recorders would not be supportive of it even</p> <p>22 if -- or at least would be skeptical of it even if it</p> <p>23 were to -- even if it were to move which would have the</p> <p>24 effect of probably have -- giving it a rough time. So</p> <p>25 we are not overly concerned about it.</p>		<p>1 that sort of antiregulatory position that many folks in</p> <p>2 the legislature and elsewhere have taken, that seems</p> <p>3 counterintuitive.</p> <p>4 The other thing that seems counterintuitive</p> <p>5 about it is that, you know, when you vote on a rule or</p> <p>6 anybody votes on a rule, that rule is the law whether</p> <p>7 or not the Secretary's office has caught up with</p> <p>8 publishing it in the Administrative Code. I mean --</p> <p>9 you know.</p> <p>10 And as I read this bill, until the</p> <p>11 Secretary of State's office publishes a rule in the</p> <p>12 Administrative Code, it's not law, and that's not --</p> <p>13 and, frankly -- and, Commissioner Chan, you probably</p> <p>14 know this better than most, but the vision of the</p> <p>15 Secretary's office that publishes the Administrative</p> <p>16 Code, they've caught up now but in many years in the</p> <p>17 past under, I think, more than one of the Secretary's</p> <p>18 administration, the code itself has been far behind the</p> <p>19 actual making of rules.</p> <p>20 So this -- this kind of -- so there's</p> <p>21 something -- there's something that's not quite right</p> <p>22 about the language. And, again, if this gets moving,</p> <p>23 we would -- we would seek to meet with Representative</p> <p>24 Coleman to try to understand what he's trying to get at</p> <p>25 because we really don't think that this is written in a</p>	
11:10:43-11:11:57	Page 71	11:13:23-11:14:39	Page 73
<p>1 COMMISSIONER PATON: Okay.</p> <p>2 COMMISSIONER CHAN: Mr. Chairman?</p> <p>3 CHAIRMAN MEYER: Commissioner Chan.</p> <p>4 COMMISSIONER CHAN: Tom, the 2184, the</p> <p>5 rulemaking one, so does that bill specifically --</p> <p>6 because our rules -- don't rules have the force of law</p> <p>7 right now even though they can't -- you know, the law</p> <p>8 would be preeminent, I guess, but don't rules have the</p> <p>9 force of law now? Does this bill specifically say that</p> <p>10 they can preempt statute or --</p> <p>11 MR. COLLINS: This --</p> <p>12 COMMISSIONER CHAN: I find it concerning, I</p> <p>13 guess, this bill.</p> <p>14 MR. COLLINS: Well, Chairman Meyer,</p> <p>15 Commissioner Chan, you know -- and we can get you a</p> <p>16 copy of the bill. The particular clause -- there's a</p> <p>17 whole mess of stuff that does with rules that we'll be</p> <p>18 looking at more deeply once this bill gets moving, but</p> <p>19 I will say that the specific language that stood out to</p> <p>20 Mike and I is very -- it's counterintuitive in two</p> <p>21 ways.</p> <p>22 First, it purports to say that the Arizona</p> <p>23 Administrative Code as published is the law, and it</p> <p>24 also says that the Administrative Code is essentially</p> <p>25 the equivalent of the Arizona Revised Statutes. Given</p>		<p>1 way that is consistent with sort of general legal</p> <p>2 principles.</p> <p>3 COMMISSIONER CHAN: Okay. Thanks.</p> <p>4 You know, Mr. Chairman, Tom, I guess my</p> <p>5 question for the sponsor would be what's the perceived</p> <p>6 problem he's trying to fix? And then, you know, who's</p> <p>7 really behind the bill? Is it a governor's office</p> <p>8 bill? That would be my curiosity, I guess.</p> <p>9 MR. COLLINS: That's a good question. I</p> <p>10 don't know. I'm assuming it's a Secretary of State</p> <p>11 bill, but I don't -- I don't have an answer to that</p> <p>12 question.</p> <p>13 COMMISSIONER CHAN: Okay.</p> <p>14 MR. COLLINS: And we can certainly work on</p> <p>15 that as it goes forward. I think the other --</p> <p>16 COMMISSIONER CHAN: I know you have to</p> <p>17 prioritize based on, you know, there are so many.</p> <p>18 MR. COLLINS: Right. Well, I think the</p> <p>19 other -- I think the other stakeholders here -- and</p> <p>20 just to be quite clear about it -- are other agencies</p> <p>21 that make rules. Now, some agencies that make rules</p> <p>22 are more or less interested in those rules. Some</p> <p>23 agencies are really aggressively seeking to get rid of</p> <p>24 rules and that kind of thing. You know, other agencies</p> <p>25 less so, but I think that the problems -- and we'll</p>	

11:14:45-11:15:57

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1 have to examine the rest of the bill more to understand  
2 precisely what the overall intent is, but the  
3 definitional change here really creates a potential for  
4 a lot of confusion about what is the law.  
5 And that's a -- that seems to us to be a  
6 significant problem that raises all kinds -- I mean, it  
7 raises due process issues, frankly. I mean, you need  
8 to know what the law is. That's part of the reason we  
9 spend so much time making clear what the law is insofar  
10 as the Clean Elections Act is concerned.  
11 COMMISSIONER CHAN: Thank you.  
12 CHAIRMAN MEYER: Any other questions on  
13 Item Number VII?  
14 (No response.)  
15 CHAIRMAN MEYER: Let's move on to Item  
16 Number VIII, which is the recognition and appreciation  
17 of Commissioner and Past Chairman Steve M. Titla. He's  
18 not here today.  
19 So we'll hold that over to the next  
20 meeting, Tom?  
21 MR. COLLINS: Yeah. I mean, we can -- we  
22 can certainly invite him to come, you know. He's in  
23 court today. I got an email from him shortly before  
24 the meeting. So we will certainly invite him back --  
25 invite him back, you know, or perhaps -- unless there's

11:16:03-11:16:37

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1 an appointment made by January -- by the next meeting,  
2 he may still be on the Commission. So -- although we  
3 anticipate there will be an appointment before the next  
4 meeting.  
5 CHAIRMAN MEYER: And item Number IX, public  
6 comment, I don't see anyone from the public here.  
7 Item X, adjournment. Do I have a motion to  
8 adjourn?  
9 COMMISSIONER KIMBLE: Mr. Chairman, I move  
10 we adjourn.  
11 CHAIRMAN MEYER: Is there a second?  
12 COMMISSIONER CHAN: I second.  
13 CHAIRMAN MEYER: All right. All in favor  
14 of adjourning, say aye.  
15 (Chorus of ayes.)  
16 CHAIRMAN MEYER: Any opposition?  
17 (No response.)  
18 CHAIRMAN MEYER: Motion carries.  
19 Thank you.  
20 (Whereupon, the proceedings concluded at  
21 11:16 a.m.)  
22 ///  
23  
24  
25

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1 STATE OF ARIZONA )  
2 COUNTY OF MARICOPA )  
3 BE IT KNOWN the foregoing proceedings were  
4 taken by me; that I was then and there a Certified  
5 Reporter of the State of Arizona, and by virtue thereof  
6 authorized to administer an oath; 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 and testimony had and  
11 adduced upon the taking of said proceedings, all done to  
12 the best of my skill and ability.  
13 I FURTHER CERTIFY that I am in no way  
14 related to nor employed by any of the parties thereto  
15 nor am I in any way interested in the outcome hereof.  
16 DATED at Phoenix, Arizona, this 20th day of  
17 January, 2018.  
18   
19  
20 LILIA MONARREZ, RPR, CR #50699  
21  
22  
23  
24  
25

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**CITIZENS CLEAN ELECTIONS COMMISSION  
EXECUTIVE DIRECTOR REPORT  
February 15, 2018**

**Announcements:**

- The public can view Commission meetings live via the internet at [www.livestream.com/cleanelections](http://www.livestream.com/cleanelections). A link is available on our website.

**Voter Education:**

- The Special Primary Election to fill the vacancy in Congressional District 8 will be held on Tuesday, February 27, 2018.
- The City of Douglas, City of South Tucson and City of Tempe are conducting ballot by mail elections on Tuesday, March 13, 2018.
- Staff will have a voter education booth at the African American Conference on Disabilities on February 16, 2018.
- The Commission is sponsoring a training for election officials on Monday, February 26, 2018. The training will be given by the U.S. Election Assistance Commission staff and cover election security and information technology management.

**2018 Candidate Information:**

- Participating candidates started qualifying and receiving funds this week.
- Participating Legislative Candidates: **51**; Received Funding: **6**
- Participating Statewide Candidates: **23**; Received Funding: **1**
- Clean Elections Training Workshops:
  - Commission staff has conducted 13 Clean Election workshops so far this election cycle and currently have trainings scheduled through March 2018.

**Enforcement – 2018:**

Complaints Pending: 3

- MUR18-01 – Kiana Sears
- MUR18-02 – Jason Bell
- MUR18-03 – Kathy Hoffman

**Enforcement – 2017:**

Complaints Pending: 1

- MUR 17-01 – Jesus Rubalcava. – On Monday, February 12, 2018, we had an administration hearing in front of Administrative Law Judge Diane Mihalsky regarding Mr. Rubalcava's appeal. We expect the ALJ's decision within 20 days of the date of the hearing.

**Enforcement – 2014:**

Complaints Pending: 3

- MUR 14-006, -015 (consolidated/conciliated): Horne - pending completion of items in conciliation agreement.
- MUR 14-007: Legacy Foundation Action Fund (LFAF) – On this agenda.

**Miscellaneous**



## **Voter U.**

### **A voter education and citizen engagement project**

#### *Proposal: Arizona Citizens Clean Elections Commission*

**February 2018**

“Voters don’t determine elections, non-voters do.” Unfortunately, that indictment on our democracy is somewhat arguable when considering the fact that while 2.6 million votes were cast in the 2016 Arizona general election, there were 2.1 million “potential voters” who did not exercise their fundamental right. They sat out the election. “Potential voters” are those individuals who were either registered but did not vote, or who were not registered and therefore could not vote. As the 2018 election quickly approaches, this data snapshot is illustrative of the crisis that is silently undermining our democracy – the lack of citizen engagement and the lack of basic voter education being absorbed by the general public.

ASU Morrison Institute for Public Policy is seeking to contract with Arizona Citizens Clean Elections Commission to address this duo challenge in an innovative way. The following proposal calls for delivering customizable and digestible content pertaining to elections and government by using new digital platforms. The “**Voter U.**” campaign (our working title) will build the foundation for an educated electorate by helping potential, new and infrequent voters make the personal connection on why it’s important to vote, how their vote impacts government and in turn how government impacts their lives.

An engaged citizenry and educated electorate are interrelated, of course. In other words, a citizen with little knowledge about government, its functions or its impact cannot comprehend the compelling reasons to register to vote; likewise, an individual who registers to vote but is unfamiliar with candidates or key issues is more likely to skip elections or cast a ballot infrequently or haphazardly. Both voter education and citizen engagement are essential exercises of civic duty for a healthy government. Therefore, the two must be tackled simultaneously and in conjunction with one another in a nonpartisan and transparent effort, with the only intended outcome being an improved participatory democracy. **Voter U.** fits that bill, with Morrison Institute for Public Policy providing the content that can be built upon, improved and updated for future elections. Morrison Institute is seeking to contract work with Arizona Citizens Clean Elections Commission on this sponsored project:

**Contract total: \$99,955** (divided in two payments, one FY18 and one in FY19)

*\* See attachment for breakdown of proposal expense*

### **About Morrison Institute**

Morrison Institute for Public Policy, Arizona's premier think tank, was established in 1982. An Arizona State University resource, Morrison Institute utilizes nonpartisan research, analysis, polling and public dialogue to examine critical state and regional issues. Morrison Institute provides data- and evidence-based review to help improve the state and region's quality of life. Morrison Institute is part of the ASU College of Public Service and Community Solutions.

Morrison Institute is a respected and proven nonpartisan resource for the state of Arizona and has successfully contracted with Arizona Citizens Clean Elections Commission on past voter-related projects dealing with Arizona's independent voter, how voters use social media to get their news, and direct democracy via its Arizona Citizens' Initiative Review – a first of its kind for the state of Arizona. Morrison Institute also has done preliminary research and analysis work regarding primary elections around the nation, holding an Open Primaries national forum in January 2018 at ASU Downtown Phoenix Campus in consortium with the Schwarzenegger Institute at the University of Southern California and the Independent Voting organization.

Morrison Institute's inaugural Arizona Legislative Academy, which helped incoming legislators learn about roles, responsibilities, issues and key data in January 2017, was embraced by the Governor and legislative leadership as a worthy endeavor and deemed a success. The Legislative Academy furthered Morrison Institute's academic and nonpartisan reputation among leaders and policy makers. In fact, *The Arizona Capitol Times* recognized the project with its Leaders in Public Policy Award for Government. While only somewhat different in target audience and scope, **Voter U.** would be similar to, if not an extension of, the Legislative Academy.

The solution is to provide a common set of information for voters and lawmakers so that both parties know what matters and why and what the roles of the government are. **Voter U.** would be like a Citizens Academy that is user-friendly in providing the foundation of knowledge about voting, government and civic duty. Many Arizonans – including frequent voters – are in need of a refresher course when it comes to understanding government and its functions, roles, responsibilities and jurisdictions, as well as basic civic lessons about how laws are created, passed and their impact on our individual and collective lives. **Voter U.** will help voters better understand those aspects. Nonpartisan Morrison Institute provides the credibility, integrity, experience and expertise necessary for such a statewide endeavor.

### **Project Highlights**

Components of this project would include:

- Public Forums: Framing the crisis in public understanding regarding civic knowledge (data and roadshow in local communities of the state's North, Central and South regions)
- Issue Briefs: Identifying the crisis in public understanding of civics and how this impacts participation in the political process, which ties directly with the Clean Elections Act
- Creating Content: Citizen guide-type content and policy briefs based on Arizona

Legislative Academy presentations and Morrison Institute briefs

- Media and Public Outreach: Using media to explain and elaborate about the **Voter U.** voter engagement/education project, its goals and format apparatuses
- Content Format: Digestible and easy-to-read information regarding responsibilities and qualifications of each elected office, as well as primer on how laws are made
- Specific Content: Information regarding candidates and 2018 ballot measures; promotion of CCEC debates
- State of Our State Conference: **Voter U.** project as a topic of focus at Morrison Institute's annual signature event in fall 2018
- Real-Time Adjustment: Work with Arizona Citizens Clean Elections Commission and its contracted public-relations agencies on a weekly and as-needed basis to adjust project and refocus emphasis

### **Making the Connection**

Potential voters today may feel ignored or forgotten – unintentionally disenfranchised as disengaged outliers. They may feel ignorant, overwhelmed and embarrassed by their lack of knowledge on such matters. They don't know where to look or where to even begin and thereby don't take initial steps toward something of which they have no base foundation. But if potential voters were able to form and then build upon a fresh foundation, their knowledge and participation in voting likely would improve. With its unique content, **Voter U.** will help make the connection with those who presently feel disconnected. For example, if a voter understands that the Arizona Corporation Commission makes decisions that directly impact his or her monthly electric bill, he or she would be more inclined to learn about ACC candidates on the ballot, their qualifications and stances on key issues, and vote accordingly.

Meanwhile, those who already are educated and engaged also use **Voter U.** to improve their knowledge base with more advanced lessons, including nonpartisan and unbiased detailed information and presentations by experts, including that which was presented to freshmen state legislators in January 2017. Morrison Institute's inaugural Arizona Legislative Academy included such topics as state-county partnerships, tourism, natural resources, education, human services, direct democracy, economic development and water policy. It should be noted that Arizona Legislative Academy information is available on the Morrison Institute website but is rather detailed and not yet in the digestible, easy-access format for the general public such as **Voter U.** will incorporate as the base of its deliverables. Morrison Institute values its brand, so its adherence to education without partisanship will remain intact and above reproach.

For practical and pragmatic purposes, **Voter U.** will provide quick access to information, including online search engines and content lists on mobile apps and computers, including existing Citizens Clean Elections Commission digital apparatuses:

- CCEC website
- App (Android & iOS)
- Candidate Compass
- Chatbot
- Voter Dashboard
- Social content (one- or two-sentence key description for advertisement)

**Voter U.** content will originate in Word document format to allow for easy editing. This also will make the content accessible and easily useable by Arizona counties and cities, as it pertains to their local offices and needs. Morrison Institute also will include links on its website and will facilitate voter information public forums across Arizona with a goal of greater citizen engagement in part by framing the problem.

### **Timelines**

Content delivery for **Voter U.** will coincide with Arizona Clean Elections established deadlines regarding publications, public forums and debates, as well as consideration of early voting for both the primary and general elections.

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## **A Quick Glance at Arizona Voter Metrics**

### **Arizona Registered Voters and Turnout**

There were 3.5 million (3,588,466) Arizona citizens registered for the Nov. 8, 2016 general election, according to the Arizona Secretary of State's Office. Voter turnout was 74.17 percent – about the same (74.36 percent) as in 2012, the previous presidential election year. That means 926,901 registered Arizonans did not vote in the 2016 general election. Voter turnout drops significantly in non-presidential election years, with just 47.52 percent of Arizona's 3.2 million (3,235,963) registered voters at that time casting a ballot in the 2014 general election. Four years earlier, 55.65 percent of Arizonans who were registered to vote cast ballots.

### **Arizona Nonregistered Potential Voters**

Voter turnout is a somewhat misleading metric anyway in terms of maximum potential voter participation. That's because voter turnout only calculates the percentage of registered voters, not unregistered potential voters. A quick look at the 2016 elections shows that the U.S. Census Bureau estimated there were 4.8 million (4,801,062) individuals age 18 and over who were living in Arizona (including native and naturalized U.S. citizens, but excluding non-citizens). Although 3.5 million Arizonans were registered to vote, another 1.2 million (1,212,596 Arizonans age 18 or over) were eligible to register to vote but did not. When combined with the number of registered voters who did not cast a ballot (926,969 people), the number of Arizonans "eligible" to vote in the November 2016 election but did cast a ballot totaled 2.1 million (2,139,565). That's just 20 percent less than the total number of actual ballots cast, 2.6 million (2,661,497).

### **Arizona Primary Elections**

Primaries are ignored even more. Many Arizonans don't understand that in many instances, the primary election essentially is the general election because the winner of those primary races

faces no opposition or only a token challenge in the November contest due to overwhelming party registration of certain districts. Recent research by Morrison Institute for Public Policy also found that many independent voters didn't even know they are allowed to vote in major party primaries, so they don't. Turnout by independent voters also is significantly lower in the general election, underscoring the need for greater voter education and citizen engagement. Primary elections – despite their importance in determining outcomes of elected offices – are often ignored by voters of all and no party affiliations, with a primary turnout of 29.10 percent of registered voters in 2016; 27.02 percent in 2014; and 28.09 in 2012.

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## **Voter U. Table of Contents for Public Office**

### **Federal**

President  
U.S. Senate  
U.S. Representative  
U.S. Supreme Court (non-elected appointments)

### **State**

Governor  
Secretary of State  
Superintendent of Public Instruction  
Mine Inspector  
Treasurer  
Corporation Commission  
Attorney General  
State Senate  
State House of Representatives  
State Supreme Court  
State Court of Appeals

### **Counties**

Board of Supervisors  
Sheriff  
Recorder  
Treasurer  
Assessor  
Attorney  
Clerk of the Court  
School Superintendent  
Superior Court Judge

### **Cities**

Mayor  
Council

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## **In Conclusion**

Morrison Institute for Public Policy believes this proposed project aligns with a key provision of the Arizona Citizens Clean Elections Commission mission to promote participation in the political process via increased and enhanced voter education. **Voter U.** will help take such call-to-action goals to new levels in terms of dynamic content, dissemination and engagement.

## **Morrison Institute for Public Policy**

Arizona State University  
411 N. Central Ave., Suite 900  
Phoenix, AZ 85004-0692

Contact: Joseph Garcia

602-496-0205 office / 480-459-0922 cell / [Joseph.C.Garcia@asu.edu](mailto:Joseph.C.Garcia@asu.edu)

# PUBSRV Budget Worksheet

Principal Investigator: Andrea Whitsett  
 Phone:  
 Department / College: Morrison Institute/ CPSCS  
 Project Title: Citizen Engagement

Deadline:  
 Agency: Clean Elections  
 Source:

Purpose:

Proposal No: **FP14948**

Start & End Date

Total Project Period: 4/1/18 - 3/31/19

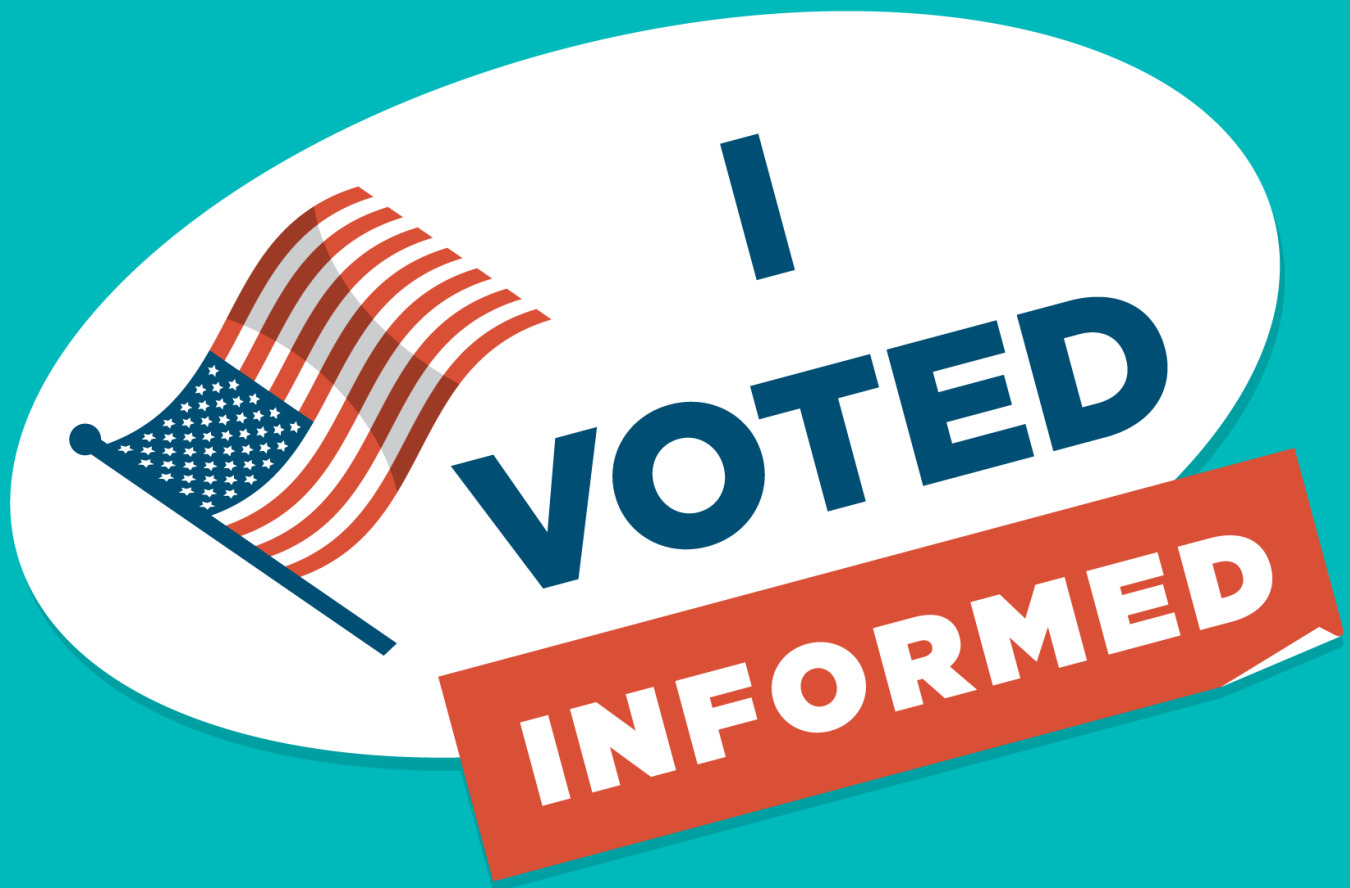
Current Project Period: 4/1/18 - 3/31/19

Budget Staff & Date: SB 2.7

PERSONNEL-Salary & Wages				FY19		
Name	Title	# Months	% Effort	Year 1		Total
Andrea Whitsett	Principal Investigator	12	5%	6,000		6,000
Dan Hunting		12	11%	8,471		8,471
Joe Garcia		12	30%	26,736		26,736
Ed Spyra		3	10.0%	1,500		1,500
Becky Gilbreath		12	3%	1,815		1,815
<b>Total Staff Salaries</b>				44,522		44,522
Fringe Benefits Staff				16,371		16,371
research assist - TBD	10 hrs/week	12	25%	7,800		7,800
<b>Total Student Salaries</b>				7,800		7,800
Fringe Benefits Students				88		88
<b>Total Personnel</b>				68,781		68,781
		# of Days	Rate			
Travel - In State 7510						
<b>Yuma</b>	mileage (184 one way)	368.00	0.445	164		164
each trip is for two	hotel	2	93.00	186		186
staff members	per diem	2	41.00	82		82
	Concur	2	11.00	22		22
<b>Tuscon</b>	mileage (118 one way)	236	0.445	105		105
<b>Flagstaff</b>	mileage (144 one way)	288	0.445	128		128
<b>Total Travel</b>				687		687
<b>OTHER DIRECT COSTS</b>						
Venue for forums (4 x 200)				800		800
State of Our State Sponsorship				20,000		20,000
Other-7390 food for forums (4 x 150)				600		600
<b>TOTAL Other Direct Cost Subtotal</b>				21,400		21,400
<b>TOTAL DIRECT COSTS</b>				90,868		90,868
<b>LESS DIRECT COSTS EXCLUSIONS</b>						
<b>TOTAL MODIFIED DIRECT COST BASE</b>				90,868		90,868
<b>F&amp;A COSTS (Indirect)</b>		10.00%	8201	9,087		9,087
<b>TOTAL COSTS</b>				99,955		99,955



# 2017 ANNUAL REPORT



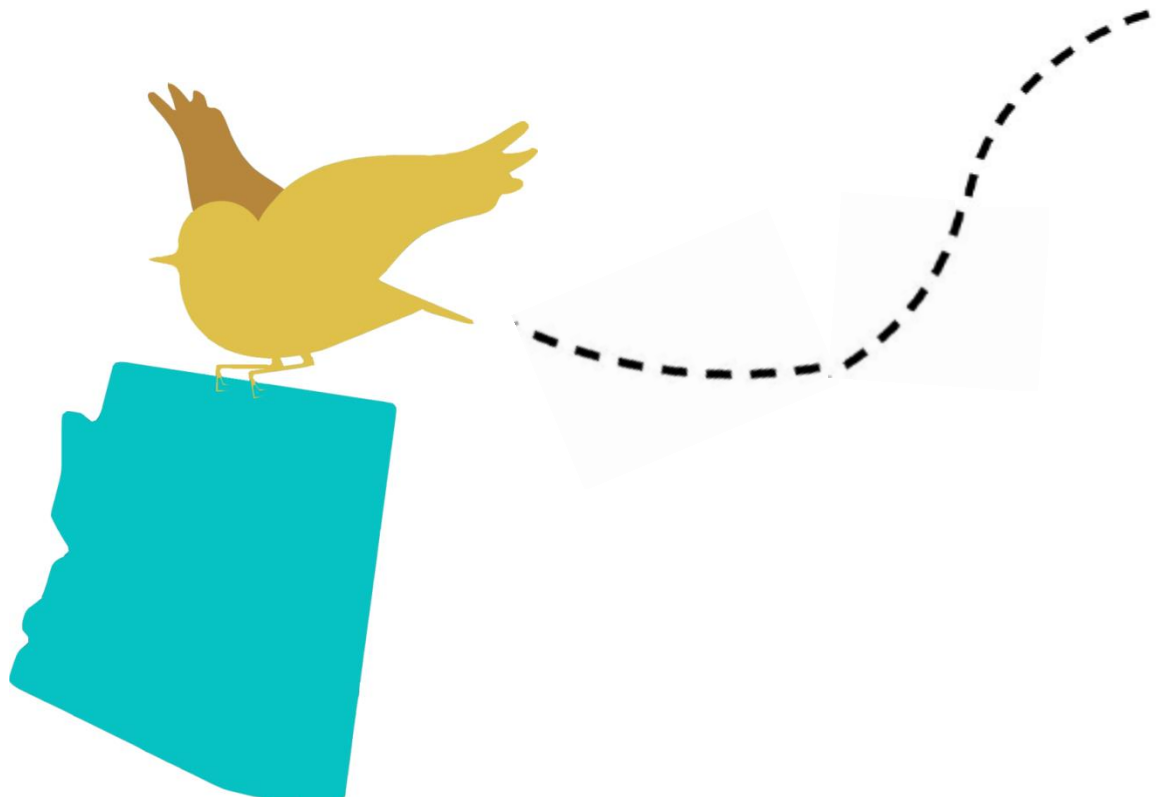
# 2017 ANNUAL REPORT

**Presented By The Citizens Clean Elections Commission**

The Annual Report will be submitted to the Governor, the President of the Arizona State Senate and the Speaker of the Arizona State House of Representatives. This report will be made available online at [www.azcleanelections.gov](http://www.azcleanelections.gov).

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**Douglas A. Ducey**  
Governor

**Thomas M. Collins**  
Executive Director



**Damien R. Meyer**  
Chair

**Steve M. Titla**  
**Mark S. Kimble**  
**Galen D. Paton**  
**Amy B. Chan**  
Commissioners

**State of Arizona**  
**Citizens Clean Elections Commission**

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February 15, 2018

The Honorable Doug Ducey  
Governor of the State of Arizona  
1700 West Washington  
Phoenix, AZ 85007

Dear Governor Ducey:

The Citizens Clean Elections Commission is pleased to submit for your information the 2017 Annual Report, pursuant to Arizona Revised Statutes §16-956(A)(5). The Annual Report describes the activities performed by the Commission in the last calendar year.

In 1998, the voters of Arizona passed the Citizens Clean Elections Act. Over 19 years later, the Commission continues its commitment of upholding the letter and spirit of the Act. The Commission accomplished its goals set forth and looks forward to the same success in 2018.

Respectfully,

Damien R. Meyer, Chairman  
Citizens Clean Elections Commission



# Voter & Public Education

The Commission continued to provide information to the public regarding Clean Elections participation and the functions and purposes of the Clean Elections Act. This was accomplished through education campaigns throughout the four local election dates in 2017, along with grassroots and social media outreach. The Commission consistently provides election information on how, where and when to vote.

The Commission's education and outreach efforts for 2017 included:

- "Vote Informed" Campaign
- "ID at the Polls" Launch
- Facebook Chatbot
- Candidate Training
- Grassroots Outreach
- Research
- Website & Social Media

## **Educating the Voters. Educating the Candidates.**

In addition to educating the voters, the Commission strives to educate candidates running for office.

The Commission hosts candidate training workshops that include details about campaign finance reporting and debate participation.

The Commission spends 10% of the expenditure cap on voter education in accordance with its statutory requirements. See page 11 of this report for more financial information.

# Vote Informed Campaign

The emphasis of the 2017 Voter Education Campaign was to inform citizens about upcoming elections and the voting process. The Commission engaged in grassroots outreach including voter registration drives, providing educational materials, and cultivating community partnerships. The core voter education components involve connecting voters directly to non-partisan, unbiased election information that pertains specifically to them.





# ID at the Polls Tool

The Commission launched a brand new voter education tool in 2017, the “ID at the Polls Tool”. This interactive tool was designed to simplify the process of determining what identification a voter needs to bring to the polls on Election Day. It is easily accessible on the Commission’s website under the “Voters” tab.



**CITIZENS CLEAN ELECTIONS COMMISSION**  
Your Guide to Arizona's Political Process

HOME   VOTERS   FOR CANDIDATES   ABOUT   CALENDAR   RESOURCES

ENGLISH   ESPAÑOL

## What ID Do I Need to Vote Quiz

Find out if you have the correct identification to vote at the polls on election day by taking the quiz below.

### I HAVE A VALID FORM OF:

By Arizona law (A.R.S. § 16-579(A)), there are 3 lists of IDs that tell you what you need to vote at the polls. The IDs below are from List 1. If you have one, it may be the only ID you need if it meets certain requirements (verified during the next step). Select from the list below and click "Continue" or select "I Don't Have Any of These".



**Arizona drivers license**



**U.S. federal, state, or local government-issued ID, issued with printed name and address**



**Arizona ID card**



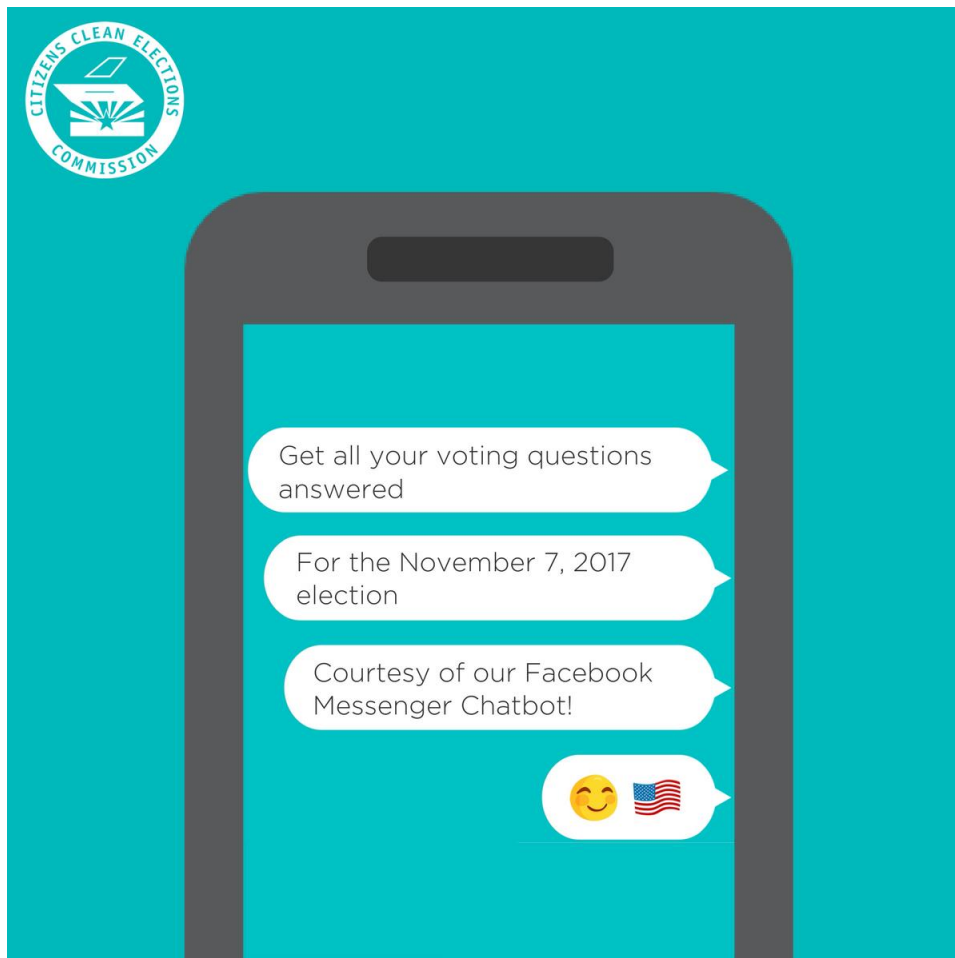
**Tribal enrollment card\***  
(or other form of tribal ID)

CONTINUE
I DON'T HAVE ANY OF THESE

\*Acceptable forms of tribal identification include (but are not limited to): a tribal identification or enrollment card issued under the authority of a federally recognized Indian tribe, nation, community, or band ("tribe"), a tribal subdivision or the Bureau of Indian Affairs; or a Certificate of Indian Blood issued to a tribal member under the authority of a tribe or by the Bureau of Indian Affairs; or a voter registration card for tribal elections issued under the authority of a tribe; or a home site assignment lease, permit or allotment issued under the authority of a tribe, tribal subdivision, or by the Bureau of Indian Affairs; or a grazing permit or allotment issued to a tribal member under the authority of a tribe, tribal subdivision, or by the Bureau of Indian Affairs.

# Facebook Chatbot

The Commission launched a “Facebook Chatbot” in August 2017, for the local elections. This interactive messaging system allows voters to gain timely information for their specific election. Some examples of information that it provides includes; where to vote, what is on the ballot, voting deadlines, etc. Another function of the Chatbot is the ability for voters to opt in to receive election notifications as new elections approach. In addition to the unbiased information found on this application, there is a trivia quiz for voters to complete consisting of basic election related questions.



# Clean Elections

## Training & Guides

Education is a key component to the mission of the Commission. In 2017, the Commission continued to provide information to interested groups and potential candidates through speaking engagements, training workshops, as well as through publications on our enhanced agency website. Each election cycle the Commission develops a guide to assist participating candidates as they navigate the political campaign process and to inform non-participating candidates, and other groups involved in elections, about the Clean Elections Act and rules. The guide covers important topics such as requirements of the Clean Elections Act and Rules, filing and reporting deadlines, how to become a Clean Elections participating candidate, and how to qualify for funding.



Participating candidates are required to attend one Clean Elections Candidate Training Workshop during the election cycle. The workshops are open to the public and designed to provide information to prospective candidates, or those who are assisting participating candidates, about the requirements of the Clean Elections Act.

Throughout 2017, the Commission conducted 10 candidate training workshops starting in July. A total of 97 individuals attended these workshops, 61 of them being candidates and the remaining 36 were members of the public. There was also 1 candidate who completed the self-study training.

# Grassroots Outreach

In an ongoing effort to increase outreach to Arizona voters, the Commission participated in the following:

- County Recorder and Election Official Meetings.
- Arizona Municipal Clerks' Association annual meeting.
- Partnered with the Navajo County Recorder's Office, to attend the White Mountain Apache Fair.
- Hosted a Roundtable Event in July with participation from election officials and public advocacy groups of differing view points.
- National Voter Registration Day, with ASU – September 26<sup>th</sup>.
- Partnered with Arizona Center for Disability Law focusing on voters without a permanent home.



7

**NATIONAL VOTER REGISTRATION DAY**

**SEPTEMBER 26 • 10AM-1PM  
STUDENT SERVICES LAWN**



# Focus Group Research

The Commission conducted focus group research between April 3<sup>rd</sup> and April 6<sup>th</sup>. The purpose of this research was to identify possible messaging strategies and positioning opportunities to increase civic interest and participation in any election.

## Key Takeaways:

- Participants said elections/voting are important and local elections are especially important because it's 'your backyard', yet active participation in local elections was extremely low.
- Voting in presidential elections was significantly easier for participants as information was everywhere and they were constantly reminded of the election by the continuous media coverage.
- Voters did not feel motivated enough to vote in local elections due to lack of media coverage & direct/easy access to information
- Voters want information easily accessible and readily available.






# Website & Social Media

The Commission had a significant increase in its engagement with voters online. Utilizing social media channels has allowed the Commission to instantly connect with voters on timely and important election related issues. Voters and candidates alike can follow the Commission on social media for more information about elections and running for office.

Social media sites such as Twitter, YouTube and Facebook were utilized and the chart below displays the amount of followers/likes throughout the previous years.

Social Media Traffic:

	2015	2016	2017	% from 2016-2017
	23,540 Likes	33,119 Likes	33,451 Likes	+1%
	1,070 Followers	1,270 Followers	1,427 Followers	+12%
	437,000+ Views	536,000+ Views	596,000+ Views	+11%

\*\*These totals now reflect the number of views within that calendar year exclusively.

Website Traffic:

Year	Sessions	Users	% of New Users	Page Views
2017	68,687	55,937	90.8%	101,525
2016	382,013	304,543	79.54%	646,840
2015	117,372	98,672	83.9%	150,088
2014	73,121	55,292	75.3%	175,335

# Financial Information

## Revenue Sources

Citizens Clean Elections Commission revenue comes from the following sources:

- 10% surcharge on all civil penalties and criminal fines
- Civil penalties paid by candidates.
- \$5 qualifying contributions collected from participating candidates.

### CY 2017\*\* Revenues

Court Assessments	\$7,340,637
Commission Assessments	\$6,200
\$5 Tax Check-off (late tax filings)*	\$135
Miscellaneous	\$112,583

## Controls on Spending

The Commission's total expenditures cannot exceed seven times the number of Arizona resident personal income tax returns filed during the previous calendar year. Up to 10% of the total expenditure cap for administration and enforcement purposes may be used. The Commission may make public education paid media expenditures up to 10% of the total expenditure cap as well. (A.R.S. §16-949) The 2017 expenditure caps were as follows:

- Total Expenditure Cap: \$20,321,063
- Administration & Enforcement Cap: \$2,032,106
- Public Education Expenditure Cap: \$2,032,106

CY 2017** Expenditures:	Admin & Enforcement	Voter Education & Paid Media
	\$895,396	\$2,382,891

Clean Elections is funded by voluntary contributions and surcharges on criminal penalties and violations, such as traffic tickets.

Not a single dollar of Clean Elections funding comes from the State's General Fund.

Rather than taking money from taxpayers, Clean Elections has donated \$74 million to the State's General Fund since its inception through 2016.

The removal of the \$5 check-off box on Arizona state income tax return forms and dollar-for-dollar tax credits caused a decrease in revenue to the Clean Elections Fund, and as a result the Commission was unable to transfer excess monies to the General Fund in 2017.

\*Previously, Arizona citizens could contribute voluntarily through a \$5 check-off box on Arizona state income tax return forms and through dollar for dollar tax credits. This portion of the Act was removed in 2012; however, late tax filers may still contribute.

\*\*The Clean Elections Commission operates on a calendar year budget rather than the State's fiscal year budget.



# Enforcement, Audits & Litigation

The Commission enforces the Citizens Clean Elections Act and Commission rules which are a part of the Arizona Administrative Code. The Act and Commission rules contain specific campaign finance provisions and limitations.

Commission staff monitor campaign finance reports to ensure campaign spending occurs as specified by the Act and Rules. The Commission has the authority to subpoena witnesses, take evidence, and require, by subpoena, the production of any books, papers, records or other material relevant to an enforcement matter.

Potential penalties for violations of the Act range from monetary penalties, the disqualification of a candidate or forfeiture of office. Most enforcement matters are settled amicably.

The Commission also conducts random audits to ensure compliance with the Act and Commission rules. Candidates are randomly selected during a public Commission meeting. The audits are completed by an independent auditing agency. Candidate audits are selected during election years after the Commission has disbursed funds to qualified candidates.

In 2017, the Commission approved 29 random candidate audits selected during the 2016 election cycle, including 26 legislative candidates and 3 statewide candidates. The candidates received Clean Elections funding in either the 2016 primary or general election periods

## Enforcement

The Commission acts on both external and internally filed complaints.

During 2017, the Commission resolved 3 complaints arising from the 2016 election cycle.



# Rulemaking & Legislation

## Commission Rulemaking Authority

In accordance with A.R.S. §16-956(C), the Commission may adopt rules to carry out the purposes of the Citizens Clean Elections Act.

The Commission proposes and adopts rules in public meetings, with at least sixty days allowed for interested parties to comment after the rules are proposed. After consideration of the comments received in the sixty day comment period, the Commission may adopt the rule in an open meeting.

The Commission diligently makes changes to its rules and procedures to address concerns and improve the functions of the program. Rules adopted by the Commission are not effective until January 1 in the year following the adoption of the rule. However, rules adopted by unanimous vote may be immediately effective and are enforceable.

In 2017, the Commission made amendments to, or renumbered, the following rules:

- A.A.C. R2-20-106
- A.A.C. R2-20-109
- A.A.C. R2-20-111
- A.A.C. R2-20-402.01
- A.A.C. R2-20-702
- A.A.C. R2-20-703.01

## Vision Statement

Through the successful implementation of the Arizona Citizens Clean Elections Act, the Commission seeks to improve the integrity of Arizona state government and promote public confidence in the Arizona political process.

# 2017 Legislation



The Commission adopted the following legislative principles and priorities in an effort to improve the Act and Commission procedures:

**Oppose efforts to defund or eliminate the Citizens Clean Elections Act and/or the Commission.** Over several sessions, members of the legislature have proposed measures that seek to defund, limit, or eliminate the authority of the Act or the Commission itself. The Commission has historically opposed these efforts on the grounds that they are typically poorly constructed, misleading, or otherwise ill-considered. The Commission works to maintain the letter and spirit of the law and supports efforts that further the purpose of the Act.

**Support election law reforms.** Elections issues continue to percolate through both the political and legal process. The Commission continues to support reforms including improving the public financing program; improving the campaign finance code to ensure that voters are receiving information about the identity and contributions of campaign contributors and expenditures, including independent expenditures; ensuring that changes improve the State's anti-corruption, anti-circumvention and informational interests, the Clean Elections Act and the Commission's independence; and improving voter access to information, voter involvement and voting.

**Support improvements to voter education and access.** The Commission has supported efforts to enhance voter education and participation through legislation that advance the anti-corruption and public participation values that undergird the Act. The Commission continues to express its support for legislation that advances these aims.

# 2017 Legislation



**Support Commission Oversight of Use of Clean Funds By Candidates for Campaign Expenses.** Criticism arose do to the payment by Clean Candidates to political parties for services. Aside from certain exemptions, parties are barred from making contributions to candidates, and indeed, the Commission has disciplined candidates for failure to purchase services. In other words, the current policies permit and indeed in some ways encourage this practice. There is a significant caveat: Clean Candidates may not make gifts to parties. It was suggested legislation was necessary in this area, as well as calling for repeal of the Act. The Commission continued to oppose legislation that singled out Clean Candidates.

**Oppose amending or superseding Commission funding by the Administrative Office of the Courts.**

The Arizona Supreme Court convened a Task Force on Fair Justice for All: Court ordered fines, Penalties, Fees, and Pretrial Release Policies. Part of this task force, which we have monitored, is related to surcharges. The Commission is reliant on a 10 percent surcharge on criminal and civil fines. A.R.S. § 16-954(A). The Commission worked with the Courts to remedy the concerns raised by the legislation.

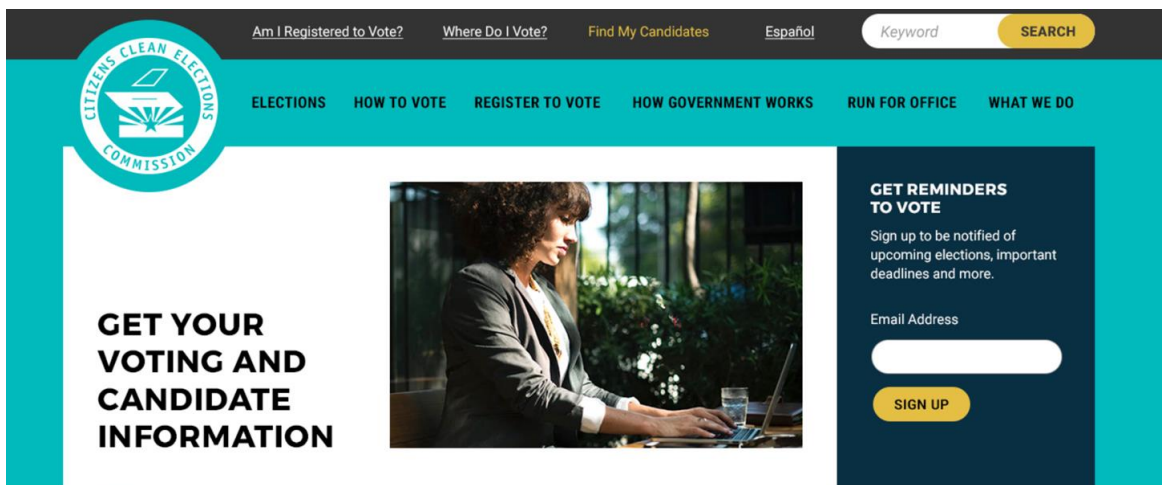
# Looking Forward to 2018

Here is a preview of what the Commission is looking forward to in 2018:

### 2018 Education Plan

The Commission will continue its voter education efforts in 2018 by offering voters a comprehensive education plan that focuses on how to participate in the electoral process, voting informed and the importance of voting in midterm/local elections. The Commission will offer voters the following education tools in 2018:

- Enhanced Voter Education Guide
- Candidate Compass
- 18 in 2018 Campaign
- Candidate Debates
- ID at the Polls Tool
- Voter Dashboard
- Website Re-design
- Connections Campaign
- Mobile App



\*Preview of new Website

### 2018 Election Cycle ~ Candidate Information

Candidates could begin collecting \$5 qualifying contributions on August 1, 2017, the start of the qualifying period. Candidates must collect a minimum number of qualifying contributions, as referenced below;

Governor	Secretary of State	Attorney General	Treasurer	Supt. Of Public Inst.	Corporation Commission	Mine Inspector	Legislature
4,000	2,500	2,500	1,500	1,500	1,500	500	200

# Commissioners & Staff

## Commissioners\*

Chairman Damien R. Meyer (D)  
Maricopa County, AZ  
*Appointed 2015*

Steve M. Titla (D)  
Gila County, AZ  
*Appointed 2013*

Mark Kimble (I)  
Pima County, AZ  
*Appointed 2015*

Galen D. Paton (R)  
Pima County, AZ  
*Appointed 2016*

Amy B. Chan (R)  
Maricopa County, AZ  
*Appointed 2017*

## Commission Staff

Thomas M. Collins, Executive Director  
Sara A. Larsen, Fin. Affairs & Comp. Officer  
Gina Roberts, Voter Education Director  
Mike Becker, Policy Director  
Paula Thomas, Executive Officer  
Alec Shaffer, Web Content Manager  
Stephanie Cooper, Exec. Support Specialist

## Commission Structure & Mission

The Citizens Clean Elections Commission was established by the enactment of the Citizens Clean Elections Act, A.R.S., Title 16, Chapter 6, Article 2. In addition to administering the provisions of Article 2, the Commission promulgates rules and enforces A.R.S. §§ 16-940 through 16-961.

The Commission's mission is to fairly, faithfully and fully implement and administer the Citizens Clean Elections Act.

The Citizens Clean Elections Commission consists of five members. All members must be registered to vote in the State of Arizona. No more than two members of the commission may be members of the same political party. No more than two members of the commission may be residents of the same county.

\*Commissioners listed are for the 2017 calendar year.

# Commissioner Biographies

### **Damien R. Meyer – Democrat – Maricopa County**

Former Governor Jan Brewer appointed Damien R. Meyer to the Citizens Clean Elections Commission to serve a term ending January 31, 2019. Damien R. Meyer is an experienced commercial litigation attorney. Damien has extensive experience in representing both individuals and businesses including banks, contractors, landlords, real estate developers, aviation companies, entrepreneurs, and health care companies in all areas of their business including contractual analysis and disputes, collection and payment disputes, commercial tort liability, provisional remedies and negotiation of pre-litigation disputes to avoid formal litigation. He also has extensive experience in representing clients in formal litigation in Arizona State and Federal courts, the Arizona Court of Appeals, in private arbitrations and before several state administrative agencies. Mr. Meyer, his wife and two children currently reside in Phoenix.

### **Steve M. Titla – Democrat – Gila County**

Former Senate Democratic Leader Leah Landrum Taylor appointed Steve M. Titla in July 2013 to the Citizens Clean Elections Commission. Mr. Titla is a partner in the Titla & Parsi law firm and is admitted to practice law both in Arizona and on the San Carlos Apache Reservation. The firm represents the San Carlos Apache Tribe as special counsel and has also served as legal counsel for the election boards of the San Carlos Apache and San Juan Southern Paiute Tribes. Previously, Mr. Titla was an attorney with the Navajo Nation Department of Justice and has served as president of the National Native American Bar Association. In addition to a B.S. and J.D. from Arizona State University, Mr. Titla earned an M.B.A. from the University of Phoenix. From 1974-76 Mr. Titla served in the U.S. Marine Corps, leaving with an honorable discharge. He also served in the Arizona National Guard until his honorable discharge in 1980. Mr. Titla's term on the Citizens Clean Elections Commission expires in January of 2018.

# Commissioner Biographies

## **Mark Kimble – Independent – Pima County**

Senate Democratic Leader Katie Hobbs appointed Mark Kimble, an Independent, to the Citizens Clean Elections Commission in July 2015. Mark was a longtime journalist in Southern Arizona. After graduating from the University of Arizona with a bachelor's degree in journalism, Mark worked for the Associated Press and then for the Tucson Citizen newspaper. During a 35-year career at the Citizen, he was a reporter, city editor, assistant managing editor and associate editor-columnist in charge of the editorial page. When the Citizen closed in 2009, Mark went to work as senior press advisor and later as communications director for Congresswoman Gabrielle Giffords. When she resigned in 2012, Mark became communications director for her successor, Congressman Ron Barber. Mark and his wife, Jennifer Boice, live in Tucson.

## **Galen D. Paton – Republican – Pima County**

Governor Doug Ducey appointed Galen D. Paton, a Republican, to the Citizens Clean Elections Commission for a 5-year term expiring January 31, 2021. Commissioner Paton obtained his Master of Arts in Physical Education from the Southern Methodist University in Dallas, Texas. He has had a long and rewarding career coaching high school and college softball, volleyball and basketball teams in the southwest. In 2005, he led Sabino High School to the Arizona 4A State Championship and a No. 4 ranking in the country. The Arizona Coaches Association along with the National Fastpitch Coaches Association crowned Mr. Paton 2005 coach of the year. Mr. Paton retired from coaching in 2010 and is a current member of the Realty Executives Tucson Elite group. He resides in Tucson with his wife.



# Commissioner Biographies

### **Amy B. Chan – Republican – Maricopa County**

Senate Democratic Leader Katie Hobbs appointed Amy B. Chan, a Republican, to the Citizens Clean Elections Commission for a 5-year term expiring January 31, 2022.

Amy B. Chan was admitted to the State Bar in 1999. Initially she worked as an immigration attorney, helping people obtain immigration benefits through the administrative and immigration court process. In 2001 she began work as a legislative research analyst for the House Judiciary Committee. She was an Administrative Law Judge for the Corporation Commission from 2005-2006 and then returned to the legislature as Policy Advisor and Counsel to the Majority for the State Senate. In 2009 Secretary of State Ken Bennett appointed her State Election Director. She served in that capacity until 2013, when she left to spend more time with her growing family. She and her husband Keith have two sons and live in Phoenix.





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**Doug A. Ducey**  
Governor

**Thomas M. Collins**  
Executive Director



**Damien R. Meyer**  
Chair

**Steve M. Titla**  
**Mark S. Kimble**  
**Galen D. Paton**  
**Amy B. Chan**  
Commissioners

**State of Arizona**  
**Citizens Clean Elections Commission**

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Below are the election bills that may impact the Commission.

HCR 2007 -- Clean Elections; Unlawful Contributions; Rulemaking  
(assigned to House Government, passed 4-3)

Sponsor – Reps. Coleman: Shope

- Bars participating candidates from spending any money with parties except for voter files, as defined in statute.
- Strips commission of rulemaking exemption
- Effect on CCEC—Major
  - o Rulemaking change does not advance Commission independence.
  - o Participation limitation affects participating candidates own funds, not just clean funds, thus restricting their activity with no clear quid pro quo link.
  - o Heavily involves the Commission in party business, may have associational issues under the First Amendment.
  - o Ties the Clean Elections Act to the \$100 biennial adjustment in 16-931 resulting in seed money increasing from \$160 to \$260. In addition,
  - o Ties candidate funding to the \$100 biennial adjustment in 16-931, reducing the amount of funding increases as it is no longer tied to the rate of inflation.

**ITEM VII**

SB 1023 – Campaign Contributions; Reportable Amounts  
(assigned to Senate Judiciary, passed 4-3)

Sponsor – Senator Kavanagh

- The bill raises the amount of money that requires a candidate to report the contributor's identification from \$50 to \$200
- Effect on CCEC – May change the reporting requirement for CCEC candidates as they may only receive a maximum contribution of \$160. Would need an exemption in the bill to ensure this is not an issue.

HB 2182 – Campaign Finance; Candidate Committee; Transfers  
(assigned to House Local and International Affairs, passed 4-3, was retained on the House Calendar)

Sponsor – Reps. Coleman: Shope

- The bill would allow for a candidate to transfer funds from one campaign account to a different campaign account. The two accounts must be registered to the same candidate.
- Effect on CCEC – Unclear. Need to ensure 16-941(B) is not affected. Commission staff will need to continue to review campaign finance reports to ensure transfers did not exceed allotted amounts.

HB 2184 – Secretary of State; Rulemaking  
(assigned to House Government, passed 5-3, placed on the agenda for the entire House to vote)

Sponsor – Rep. Coleman

- The bill would allow for the Arizona Administrative Code to have the force of law in Arizona. Creates confusion as to when Commission rules are enacted versus what this law would require.
- Effect on CCEC – May create issues if the Code differs from commission rules and the code is enforced as law. Gives the Secretary power to create law, bypassing the legislative process. There is a proposed amendment that would alleviate many of the Commission's concerns.

SB 1037 – Election and Ethics; Commission; Duties  
(assigned to Senate Judiciary and Senate Government)

Sponsor – Senator Quezada

- This bill would establish the Arizona Election and Ethics Commission
- Effect on CCEC – May create issues where the CCEC and the Ethics Commission would be investigating the same complaint creating possible dual penalties.

HB 2049 – Campaign Finance; Corporate Recipients; Registration  
(assigned to House Government)

Sponsor – Reps. Clark: Alston, Andrade, Salman

- This bill would require Corporations, LLCs, and Labor Organizations that make contributions, attempting to influence an election, to file with the Secretary of State and disclose the amount they are spending.
- Effect on CCEC – May create more complaints for lack of timely filing.

HB 2050 – Independent Expenditures; Corporations; Funding Disclosure  
(assigned to House Government)

Sponsor – Reps. Clark: Alston, Andrade, Salman

- This bill would require Corporations, LLCs, and Labor Organizations that make independent expenditures, to file campaign finance reports with the Secretary of State. It would also require a person that makes expenditures for fundraising or advertisements to disclose the four funding sources that made the largest aggregate contributions.
- Effect on CCEC – May create more complaints filed with the CCEC because of the lack of timely filing.

HB 2051 – Presidential Preference Election; Independent Voters  
(assigned to House Government)

Sponsor – Reps. Clark: Alston, Andrade

- This bill would allow Independents to vote in the Presidential Preference Election.
- Effect on CCEC – Minor. CCEC may need to increase voter education to insure Independents understood the change.

HB 2052 – Automatic Voter Registration; Licenses; IDs  
(assigned to House Government)

Sponsor – Reps. Clark: Alston, Andrade, Chavez, Salman

- This bill would allow for anyone applying for or renewing a driver's license to automatically be registered to vote if they are not yet.
- Effect on CCEC – Minimal. CCEC may need to increase voter education to insure the change is understood.

HB 2078 – Electronic Filing System; Political Subdivisions  
(assigned to House Government, passed 8-0 and 7-0 as amended)

Original Sponsor – Rep. Finchem

Strike Everything Sponsor – Rep. Coleman

- Strike Everything Amendment was introduced. The bill amends 16-928 and allows for a filing officer at all levels (city, town, county) to opt into the Secretary of State's electronic filing system without paying a fee.
- Effect on CCEC – None. Unless it interferes with the reports the Commission requires, it would not affect the CCEC.

HB 2104– Clean Elections; County Candidates  
(assigned to House Government)

Sponsor – Rep. Powers Hanley: Alston, Blanc, Clark, Fernandez, Gabaldon, Navarrete, Saldate, Salman

- The bill would allow for County Elected officials to use the CCEC system when running for office.
- Effect on CCEC – Major. This would put a major strain on the CCEC system in terms of funding Statewide, Legislative, and County-wide candidates. May require the re-introduction of the \$5 tax check-off box.

HB 2121 – Ballot Measures; Paid Circulator Definition  
(assigned to House Federalism, Property Rights, and Public Policy)

Sponsor – Rep. Leach

- The bill changes the definition of “paid circulator” removing the way they are currently paid (by the number of signatures). The circulator will now have to be compensated differently.
- Effect on CCEC – None. May be used for other purposes.

HB 2153 – Campaign Finance; Nonprofits; Disclosure  
(assigned to House Federalism, Property Rights, and Public Policy, passed 6-3 and was retained on the House Calendar)

Sponsor – Rep. Leach

- The bill exempts 501(c) entities from being required to disclose information regarding their contributors, registering as a political action committee, and submitting to audits, subpoenas, or producing evidence regarding potential campaign finance violations.
- Effect on CCEC – Does not appear to apply and in any event, the Commission has not had a complaint filed against a 501(c) that has resulted in the need for audits, or subpoenas.

## Sara Larsen

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**From:** Atkinson, Liz <latkinson@azsos.gov>  
**Sent:** Wednesday, February 07, 2018 12:23 PM  
**To:** Thomas Collins  
**Cc:** Sara Larsen  
**Subject:** FW: ISA follow up  
**Attachments:** see the money beta feedback.xlsx; AZ SOS See the Money Campaign 8.28 thru Present.pdf; Deliverable Two - Invoice.pdf

Tom,

I have placed responses down below; this should address the remaining action items and bring this project to a close. In cautious optimism, I have attached the invoice for the second deliverable.

Thanks,  
Liz

Liz Atkinson  
Chief Financial Officer  
Arizona Secretary of State Michele Reagan  
Office: (602) 542-6171

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**From:** Thomas Collins [<mailto:Thomas.Collins@azcleaselections.gov>]  
**Sent:** Friday, January 19, 2018 4:15 PM  
**To:** Atkinson, Liz <[latkinson@azsos.gov](mailto:latkinson@azsos.gov)>  
**Cc:** Sara Larsen <[Sara.Larsen@azcleaselections.gov](mailto:Sara.Larsen@azcleaselections.gov)>  
**Subject:** ISA follow up

Liz,

I'm having a little trouble tracking where this email and letter leaves us.

There are certain items that I need to ensure are complete before I am authorized to sign off on the site and the final payment, pursuant to my authority.

Additionally, at least one commissioner has made suggestions directly to Secretary Reagan and through the beta site and to the best of my knowledge not received a response.

In order to review the testing, pursuant to our agreement, I will need:

- As far as "see the money," it would be helpful to have some info on the beta site feedback. I'm looking for few specific things:

1. Outreach efforts by the SOS to inform the public of the beta site (including costs)  
Document attached "AZ SOS See the Money Campaign 8.28 thru Present". This outlines the media efforts made by Colling Media on our behalf to inform the public of the beta. The total cost of this was \$37,500.
2. Number of responses received overall and from social media efforts.
  - a. From the social media efforts:
    - Platform and flight dates of the social ads: 08/28/2017-01/19/2018
    - Targeted population From Facebook Ads
    - Impressions: 418,042
    - Engagements: 14,533
3. Details of the feedback received, as well as what changes were or will be implemented.

There were 60 comments from the are outlined in the attached spreadsheet with 6 already addressed, 21 in process of being addressed, and 33 comments that didn't require any action.

- Additionally, we need confirmation on several items that Sara Larsen detailed in a January 5 email to Bill, which is attached.

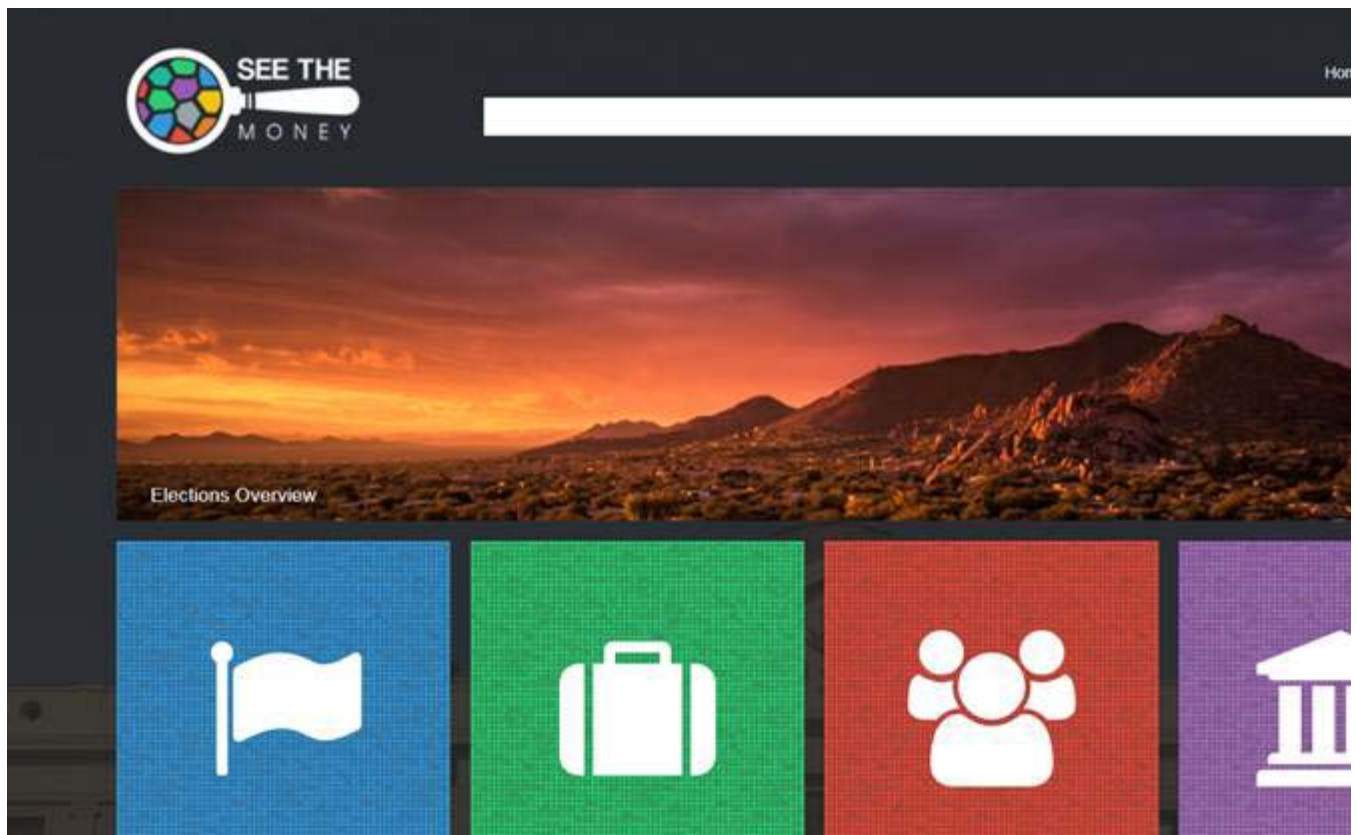
The email has the following action items:

- 1) CF reporting system includes the following dates
  - a. Qualifying Period Recap Report
  - b. Primary Recap Report
  - c. General Recap Report
  - d. IE Trigger Report Filing Dates
- 2) QA Access has been granted
- 3) Email capability from CCEC

I have confirmed that all of the items have been addressed.

- Finally, what is the current go live date for "see the money" and when do you anticipate my sign off on testing occurring. The site **still shows it is in beta (screenshot attached)**.

Thanks for bringing up the issue with "beta" still showing on the website, that has been corrected as the go live was 01/16/2018.



Thanks,

Tom

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**From:** Atkinson, Liz [<mailto:latkinson@azsos.gov>]  
**Sent:** Thursday, January 18, 2018 5:15 PM  
**To:** Thomas Collins; Maaske, Bill  
**Cc:** Sara Larsen; Paula Thomas  
**Subject:** RE: ISA follow up

Tom,

Attached is the correspondence updating deliverable 2 of the ISA as well as a response to the question regarding the definitions all being met in Section 2, A.1-5. I have also placed some responses below to help keep you informed.



Thanks,

Liz

Liz Atkinson  
Chief Financial Officer  
Arizona Secretary of State Michele Reagan  
Office: (602) 542-6171

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**From:** Thomas Collins [<mailto:Thomas.Collins@azcleanelections.gov>]  
**Sent:** Friday, January 05, 2018 11:53 AM  
**To:** Maaske, Bill <[bmaaske@azsos.gov](mailto:bmaaske@azsos.gov)>; Atkinson, Liz <[latkinson@azsos.gov](mailto:latkinson@azsos.gov)>  
**Cc:** Sara Larsen <[Sara.Larsen@azcleanelections.gov](mailto:Sara.Larsen@azcleanelections.gov)>; Paula Thomas <[Paula.Thomas@azcleanelections.gov](mailto:Paula.Thomas@azcleanelections.gov)>  
**Subject:** ISA follow up

Dear Liz and Bill,

I just want to confirm the following:

You agree to complete the work on the ISA by the 16th and request payment through AFIS upon completion. **Yes the work has been completed but request of payment will be sent once the report on beta testing is complete.**

We understand that the Clean Elections trigger reports are available for all filers and that in CFS 4 the same service will be available in the same manner. **This is accurate.**

Additionally, I require a report on beta testing to confirm and evaluate the test and the product for signoff per the schedule incorporated into the contract. Bill has a copy of my request. **We are working on the request and will respond with that and the invoice for deliverable 2 once completed.**

Additionally, Sara will be confirming access and connecting Ken and Jason for the emails to filers piece. **We assume that this went well but are available for any assistance needed.**

Please let me know if you have questions

Thanks

Tom

## Beta Feedback

Action	n
Addressed	6
Addressing	21
No Action	33
<b>Grand Total</b>	<b>60</b>

TrackingID	UserID	TrackingDate	URLHash	Action
AAE88947-DD24-4806-BEDA-CD43A955A5B9	081BF6DD-7FD1-4376-B4CB-2549627EF06D	11/3/2017	*Feedback 10.150.103.2 Michael~michael.burkett.crist@gmail.com~I tried to find the slowest data signal I could to test speed and it still loaded within 3 seconds, so nice job on that! On mobile, "Candidates by Income" and "Candidates Income Types" charts both force a horizontal scroll while "Candidates Income	Addressed
472393FC-205D-452E-AB88-5B27098BA0F1	8F04036A-F7F6-4870-8CD7-B56B05F8BE8A	11/14/2017	*Feedback 10.150.103.2 Alan Clark~al7446@verizon.net~I have to confess I am not particularly current on the subject, but I was disappointed that I couldn't see a way to find where the PAC's or large individual contributors were sending there funds. Specifically, what candidates or proposals are being supported by them. Also, would be interested to see the data for 2017 as it develops. Thank you.	Addressed
FEB2A2BE-1D7F-4A7E-8F33-B7E06F8413DF	311C971A-BAA9-4C97-8B86-53AAC2F410F1	11/25/2017	*Feedback 10.150.103.2 Ted Paulk~debtedpaulk@yahoo.com~When I type in a name in the search bar...nothing happens.	Addressed

TrackingID	UserID	TrackingDate	URLHash	Action
C2B0D76D-B3EE-4819-90B0-7C5217D42549	CFABA8B1-8BC8-4446-96EC-6422D1BCA4B9	1/4/2018	*Feedback 10.150.103.2 Cheryl Cooper~cherylcooper01@live.com~This is what happens when I click on "HOME"Server Error in '/' Application.The resource cannot be found.Description: HTTP 404. The resource you are looking for (or one of its dependencies) could have been removed, had its name changed, or is temporarily unavailable. Please review the following URL and make sure that it is spelled correctly. Requested URL: /LandingVersion Information: Microsoft .NET Framework Version:4.0.30319; ASP.NET Version:4.7.2106.0	Addressed
A54D06D9-7460-4174-93FC-116C5D3383BE	F5417632-839B-4100-9BFC-EFAB760AA56E	1/5/2018	*Feedback 10.150.103.2 John Gurcsik~gurcsik@gmail.com~Search feature not working	Addressed
0C9ACDA6-6806-40CF-BA58-2896C7EC3FFC	80D638FA-85EB-4ADA-A053-1C0362E87AA9	1/7/2018	*Feedback 10.150.103.2 J Lamon~jonlamon@netscape.net~Where is the data on Libertarians?	Addressed

TrackingID	UserID	TrackingDate	URLHash	Action
EBDF5CBB-E57F-41B1-83C5-AE159AA3D814	1F526502-A2AE-494C-A10E-626B5CD1BBA0	10/16/2017	*Feedback 72.208.82.252 When you are in the Data View the Transaction Type should have a drop down menu for Income or Expense. The or - preceding the amount gives you a clue but I don't see any good reason to include Income and Expense in the same table and then have the table extend over several pages.Having the Sort by function on each column is useful.	Addressing
20C3206C-E18F-452E-BF73-C06BBF375FDF	1F526502-A2AE-494C-A10E-626B5CD1BBA0	10/16/2017	*Feedback 72.208.82.252 Move the Filter icons to the left side of the page immediately following FILTER selection drop down.It would also be useful if the applied filters could be displayed in the titles of the graphics (Chart View). It is pretty easy to get lost in the heat map chart (left chart) and not be aware of what filters are being applied and what you are looking at.Especially useful to include Filter information in donut chart (right chart).I don't see much meaningful use of including a Burn Rate on the line chart when every account is listed.	Addressing
DBB66FC0-71C9-45E5-874D-FBBC2D778823	1F526502-A2AE-494C-A10E-626B5CD1BBA0	10/16/2017	*Feedback 72.208.82.252 I am having a bit of difficulty trying to determine how to use the heat map chart (left chart).The top five or six are prominently displayed. After that the titles on the rectangles start dropping out. The mouse_over function works pretty well but you sort of have to mouse_over every rectangle to decide what that particular rectangle represents.As you move to the right edge of the heat map it becomes pretty worthless as you can't see names for all of the rectangles and I am not sure you see all of the possible records for whatever you have selected.Cor candidates there is an underlying menu that allows you to select Income, Expense, Cash on Hand, Income Sources, Independent Expenditures. Not sure at what point Cash on Hand is calculated unless there will be a future "end of reporting period"	Addressing

TrackingID	UserID	TrackingDate	URLHash	Action
F8F74338-273B-42EF-84E7-271806AF0977	9949F853-8C5B-415C-A6B2-7CBC6F79DEF5	10/24/2017	*Feedback 68.230.111.185 Hi guys, I'm Sifert here. Just a few comments below, hope it might help. On the vendor graph there are "duplicates" because "Lovas Co LLC" is different than "Lovas Co, LLC" and the one company is treated as two separate ones by the database. On the Vendors charts it's unclear, maybe note these are committee expenditures to vendors and not by vendors. On all tabs the pie chart is useful, the square chart on the left is not. The burn rate graph is not useful. On the pie chart add an apostrophe to the label to be like "Candidate's Income Types" etc. In the vendor section I searched for "Criterion" and two companies come up and two separate lists of expenditures. I searched for "Lovas Co" and got two business choices, but both had no data although Lovas Co appeared in a lot of expenditures. I	Addressing
468F9EE2-17C8-4152-8A16-506375533F37	282C3555-8B78-4607-A91E-3C4E0839A1D4	10/28/2017	*Feedback 70.196.145.50 When viewing in "Chart View" the smallest dollar amounts on the right hand side tend to be too small to click or view in anyway.	Addressing
7E968714-12E0-49B7-84E0-FABA1AD93FC4	282C3555-8B78-4607-A91E-3C4E0839A1D4	10/28/2017	*Feedback 70.196.145.50 When viewing Candidates by "Cash on Hand" multiple candidates show up multiple times (Doug Ducey for example) and there are candidates that haven't been on the ballot in a while (like Buz Mills) who show up in this chart. Also "Burn Rate" on the graph below doesn't show up.	Addressing

TrackingID	UserID	TrackingDate	URLHash	Action
31B063C2-894F-4A20-BAB6-A668BBC0C563	282C3555-8B78-4607-A91E-3C4E0839A1D4	10/28/2017	*Feedback 70.196.145.50 Same instance of duplicate records showing up occurs under the "IE's Spenders" view.	Addressing
A182042B-45CC-45D4-AE1D-BA80B277BAD4	282C3555-8B78-4607-A91E-3C4E0839A1D4	10/28/2017	*Feedback 70.196.145.50 When looking information under the "Vendor" section Data Orbital and Data Orbital LLC show up and aren't combined. Happens to a number of other vendors who when entered have slightly different spellings.	Addressing
FBFD3A26-B619-45D1-86CC-811F64103E07	E10C555F-F556-4C8B-9F65-2F2E2E336AA2	11/3/2017	*Feedback 10.150.103.2 Tony Cani~tonycani@gmail.com~The transaction types may be easier for the public to understand if they were more descriptive. If you search for me, donations I have made are listed as "income" ... if you search for Garrett reimbursements he received are listed as "expenses" ... could lead to some confusion.	Addressing



TrackingID	UserID	TrackingDate	URLHash	Action
9E9D283E-295F-4FA3-A94C-19695332BCE5	F107E77C-A547-4213-B08C-A4A6E6EDCFF9	11/22/2017	*Feedback 10.150.103.2 William Nelson~william.roy.nelson@gmail.com~At least among Democrats, an enormous amount of donations travel through Actblue (If you look me up, you'll see an awful lot of them)The way they're reported in this tool, there's no way to see how they're earmarked once they hit Actblue.Would it be possible to include the information that would help make this data a bit more useful?	Addressing
23F9B4E3-0D2A-4E18-9BE0-D37372912F64	F107E77C-A547-4213-B08C-A4A6E6EDCFF9	11/22/2017	*Feedback 10.150.103.2 William Nelson~william.roy.nelson@gmail.com~When I look up my own name, I notice that there are two separate entries for myself, each with minor variations on my home address. 1311 Baseline.I've checked a few other people, and it seems like it's pretty common. Is there any way to consolidate entries that are clearly from the same person?I understand if it's a limitation of the underlying database.Thanks!	Addressing
0CCA01A2-C9BE-4A10-A510-5A4DF024D779	F107E77C-A547-4213-B08C-A4A6E6EDCFF9	11/22/2017	*Feedback 10.150.103.2 William Nelson~William.Roy.Nelson@gmail.com~While viewing data, the columns seem to size themselves dynamically. This is cool, but sometimes this means that while looking at data, the columns move around quite dramatically.As an example, If I look at Sean Bowie For State Senate, and click amount to sort/reverse sort by amount, the columns jump all over the place because of one of the items in the Name column being extremely long.It'd be neat if the columns could be kept at a consistent size, if possible.	Addressing

TrackingID	UserID	TrackingDate	URLHash	Action
B88FF810-86A7-4D3B-ACC4-5648EC985165	ACF274D7-EC93-4F82-95C1-4B43D6844FC9	11/24/2017	*Feedback 10.150.103.2 Beverly Ferris~Beverly649@gmail.com~Not sure how this helps me make decisions. How do I find how much money a PAC contributes and where the PAC money comes from.	Addressing
F53B1A4E-3195-47DF-A74E-0981E18F4B5B	7C763E0C-D20C-471D-8CAB-C1DB137CB1B9	11/25/2017	*Feedback 10.150.103.2 Renee Downing~renee_downing@cox.net~Hi. I think I see what you're trying to do, but I'd find a straight three-column list of which candidates got how much from whom more useful. I think that's what most people who come to this page would want to know. And then, of course, the sources of all the dark money, which I assume are unavailable thanks to Citizens United. The real questions are not answered here, as far as I can see. I find alphabetizing by first name in the date view very strange.	Addressing
F02B6BD9-5902-4BC3-AA6E-093ADB66D7CC	2526301C-3E61-435A-9D82-56FAB50EC9FC	11/26/2017	*Feedback 10.150.103.2 Holly Antosz~kittikare@gmail.com~The charts are difficult to read, and don't identify the Propositions clearly enough. (no key at bottom of chart) Also the size is very large for the computer even if downloaded as PDF. The Propositions should not be a problem as one could look them up, however once you get there and find what the Proposition is about, using the charts doesn't really give enough information.	Addressing

TrackingID	UserID	TrackingDate	URLHash	Action
ACE02B07-F763-41E1-A647-0884594D58B4	B3501201-7998-4EBE-8E12-93B18E140E2A	11/29/2017	*Feedback 10.150.103.2 James Tribbett~jtribbet@cox.net~Information presented in the form shown is confusing and not intuitive even to a statistician. This needs to be made clearer with a legend or explanation of how to read or interpret what it is that the message of each of these graphs are.	Addressing
A705CD34-A74C-4935-B102-60C88580709E	B3501201-7998-4EBE-8E12-93B18E140E2A	11/29/2017	*Feedback 10.150.103.2 James Tribbett~jtribbet@cox.net~Each of the entities of most graphs need to be made clear are they AZ entities or ghost entities for a particular political party or candidate.	Addressing
519F7026-A616-4399-98A8-489562E17CEE	A73389F3-CA3C-437C-B67A-DC392F843821	12/4/2017	*Feedback 10.150.103.2 joe thompson~joetusmc@yahoo.com~site states all of Arizona politicians but I can not get any for pinal county. the title is misleading and down right useless to me in pinal county as of now	Addressing

TrackingID	UserID	TrackingDate	URLHash	Action
877BDAE7-E534-4929-8D37-2AB29C10A586	2D8AE88C-82AE-484B-85B6-18CCD9A79692	12/21/2017	*Feedback 10.150.103.2 Jonathan Bailey~jonathan.bailey@cox.net~Is this a smartphone application? The picture implies yes, but I don't see it in the Android Play Store. Or is it the case that it isn't quite ready for prime time? I love the idea though.	Addressing
1A13A947-4DE8-429E-A09A-9AC73EB15094	61A3AEB0-C0A3-4400-AC98-06B4E93BC139	1/9/2018	*Feedback 10.150.103.2 Mark Kimble~markkimbleaz@gmail.com~I am a Clean Elections commissioner and I am very excited about the See the Money website. The functionality is very impressive and it makes it easy to drill down into the data in a number of different ways. However, I am less enthused about the appearance of the home page. This doesn't resemble what the commission was shown during the development process. The series of colored bars is not that welcoming and doesn't hint at the impressive data that is contained within. I hope this isn't the way the final product will look, but I hope it functions this well. Thank you.	Addressing
F48B193E-8947-4101-AE7A-3F642D098E53	B89D921D-9D12-4B8B-B385-03A1657DA7FE	1/10/2018	*Feedback 10.150.103.2 Dianne Lichtenberg~h081972@gmail.com~I like the premise. However i see no legend, what is an ie?	Addressing

TrackingID	UserID	TrackingDate	URLHash	Action
66905C3E-B857-409C-A511-52CD0E778FCC	1F526502-A2AE-494C-A10E-626B5CD1BBA0	10/13/2017	*Feedback 72.208.82.252 The "Give us Feedback" box needs to float so that you can move it around the screen and describe correctly whatever it is you want to discuss. Right now it covers up about 25% of the top center of the webpage.	No Action
46B259AC-B5BE-484A-86BA-4D22BF4333B2	C471CAB6-D4BE-45A7-824D-7AFEF2206147	10/13/2017	*Feedback 72.208.82.252 Login and display works OK on my Android HTC One.	No Action
87B66E65-7185-4DE9-8880-F7218A6571A8	AEE63CF3-4ABD-4EAB-83F8-3F752A57FE73	10/13/2017	*Feedback 72.208.82.252 Login and display appears to be OK with Edge browser in Windows 10 on Surface Pro.	No Action

TrackingID	UserID	TrackingDate	URLHash	Action
FC0DD422-18EF-4329-BE68-E61A672DF516	1F526502-A2AE-494C-A10E-626B5CD1BBA0	10/16/2017	*Feedback 72.208.82.252 I don't understand what I am learning from the donut chart.	No Action
7990D169-0CAF-4B76-B9D1-F709836772B2	1F526502-A2AE-494C-A10E-626B5CD1BBA0	10/16/2017	*Feedback 72.208.82.252 My main use for the heat map chart is to find records that I would like to have more information about. I click on the rectangle which takes me to the Data View table and then I can sort and click on individuals if I want to find out more information.	No Action
5ACD116C-3813-48D3-B13A-A27B798E0AAE	A01C96EB-FDBF-4383-B471-A93E1BFE2FFC	10/27/2017	*Feedback 174.26.243.218 test	No Action

TrackingID	UserID	TrackingDate	URLHash	Action
6DAD096A-1712-465A-B88E-CB71859B0101	A01C96EB-FDBF-4383-B471-A93E1BFE2FFC	10/27/2017	*Feedback 174.26.243.218 test	No Action
6CF59ACB-31D7-4EFE-8989-9B54098B4B5C	5031030E-B81E-402F-B559-228ED2F1BC3C	10/31/2017	*Feedback ::1 Al Katawazi~AKatawazi@gmail.com~This is my feedback	No Action
2CFA75AB-A5C9-4929-9418-5F0BE0CC923E	67C73B58-7304-4C8D-9BD2-B1AD632A88D6	11/8/2017	*Feedback 10.150.103.2 Morgan Dick~morgan@azadvocacy.org~Secretary Reagan, Mr. Archer and Staff, My name is Morgan Dick and I am writing as the new "Money-in-Politics Project Director" with the Arizona Advocacy Network. First of all, thank you so much for having the vision and drive to create this amazing tool. Simply stated, the entire AZAN team is very impressed and thankful that "See The Money" is now up and running. We are thrilled that the work of combing through campaign finance reports has been exponentially expedited because of this new resource. I also greatly appreciate the amount of thought that was put into the visual aspects of this site - it certainly makes the nuances of campaign finance easier to understand at a glance. Aside from the occasional glitch, we have had no issues accessing or	No Action

TrackingID	UserID	TrackingDate	URLHash	Action
3CAEA4D6-9F77-4F25-B8DF-4EE2C781EEA6	64EC7CDF-B751-4CCA-B239-58FFB7AA1BE2	11/14/2017	*Feedback 10.150.103.2 Diane Smith ~skylar_98@q.com~Great information and website, easy to navigate. Keep it up, a educated voter is a great asset to Arizona. Thank you	No Action
B8D1BD83-3A12-44D1-B789-1B589B035576	54296B02-090B-4AB8-9C92-B269FBDA350C	11/16/2017	*Feedback 10.150.103.2 test test~test@test.com~test	No Action
367B02F7-382B-44C2-8695-399960BF1C62	D35FB920-B8A5-43FE-8312-646A626694DB	11/17/2017	*Feedback 10.150.103.2	No Action



TrackingID	UserID	TrackingDate	URLHash	Action
852553FA-9F30-49B1-B274-C48080DD4A39	76E24769-3836-4786-AC78-7D60AB4F6DA0	11/17/2017	*Feedback 10.150.103.2	No Action
201B9B04-F3AD-4B7D-AD37-682B33E5C347	41C3F841-BFE8-437F-9862-A20ECCDA50E9	11/17/2017	*Feedback 10.150.103.2 Trish~trish@phxo.org~Awesome!! Please tweet!! @GateF57ca	No Action
6669AA53-1F4F-4968-8569-456870E94282	EA43FA7B-9681-4200-B553-D534401FAEA1	11/18/2017	*Feedback 10.150.103.2 Nick Arnold~econarnold@gmail.com~I've spent a lot of time in the old system and while the reload time is frustrating, my favorite part about that is searching by office (either statewide or legislative) and by party. It helps navigability to make that type of search interface accessible to those with database programming knowledge. I really like the visual representation in Chart View, but I would really like to see that representation in smaller frames of reference, for example seeing just Gubernatorial candidates and their fundraising totals physically proportional to each other.	No Action

TrackingID	UserID	TrackingDate	URLHash	Action
195BE240-F551-4C53-AF58-90C67AF027C0	EA43FA7B-9681-4200-B553-D534401FAEA1	11/18/2017	*Feedback 10.150.103.2 Nick Arnold~econarnold@gmail.com~I just sent feedback about the Filter that I just found, so never mind to that last feedback!	No Action
1083684C-70C0-4A86-8824-1086BA89228C	44B6FC73-E7EC-4847-A0ED-D8E354F9A586	11/24/2017	*Feedback 10.150.103.2 Tom Hockemeier~Thockemeier@gmail.com~Please describe how proposition 205 reads.	No Action
29F7FB0E-124D-4968-9CDD-CCFC91046C87	C5EB9BCC-D041-47E5-A74E-735BB02FD3C7	11/29/2017	*Feedback 10.150.103.2 Kimberley Burke~kimberleybridge@sbcglobal.net~I am looking at the Contributions list, specifically LUCHA. Are these payments made to LUCHA and if so for what?	No Action

TrackingID	UserID	TrackingDate	URLHash	Action
3372DC97-19CB-4A9B-8C1E-CAA456673E07	2EADA8B0-D11A-4D62-B912-14735A3EB210	12/1/2017	*Feedback 10.150.103.2 Susan Galluzzi~mscgalluzzi@hotmail.com~arizona citizens need to see transparent and dark money. if you cant show where dark money is coming from, citizens can go to other sources, for now, until net neutrality is repealed	No Action
A6F88D65-A735-4B91-AA23-1D9232ABF096	CF85AF82-044B-4BA4-8FB6-06A7409F4EE1	12/12/2017	*Feedback 10.150.103.2 Mike Walker~mwalker179@cox.net~The concept of the cite is good. However, baring the disclosure of where the money actually comes from, the voters will never know who is attempting to influence our elections. Those running our State seem content to allow dark money to continue to influence our elections. If you want this cite to do some good encourage the voters to sign Terry Godard petition to get the issue on the ballot. Only until there is full disclosure can we even begin to have a clean election. Even Justice Scalia, in his concurring opinion in Citizens United, stated that transparency is critical.	No Action
FEED3821-B1DA-4EC4-B09D-4E5D96E3D410	1B2BE467-D509-4C79-A45D-63ED5442DFE8	12/25/2017	*Feedback 10.150.103.2 ~~	No Action

TrackingID	UserID	TrackingDate	URLHash	Action
E7034C64-AEF3-4AA9-9BD0-A45D83A759C8	47235A0B-9960-4FC6-A4D2-981525EBBA7E	10/13/2017	*Feedback 10.150.0.21	No Action
96481BB5-3CA8-417B-A1FB-BB52BDCE7BBA	1F526502-A2AE-494C-A10E-626B5CD1BBA0	10/13/2017	*Feedback 72.208.82.252	No Action
0D5E7486-D6A5-4708-A5A9-521DC61CC52D	1F526502-A2AE-494C-A10E-626B5CD1BBA0	10/13/2017	*Feedback 72.208.82.252	No Action

TrackingID	UserID	TrackingDate	URLHash	Action
53C4D552-6419-4D41-A060-E4A1CCE4A4D4	47235A0B-9960-4FC6-A4D2-981525EBBA7E	10/13/2017	*Feedback 10.150.0.21	No Action
87D97947-628C-4DE9-A9C4-9E4E6B90D9EF	12F2B442-3FD6-4080-8A04-5FEBDAB69DBD	10/13/2017	*Feedback 10.150.70.86 This works	No Action
99B07EAB-982D-4BA4-8ECE-C364F4E94878	12F2B442-3FD6-4080-8A04-5FEBDAB69DBD	10/13/2017	*Feedback 10.150.70.86 It definitely works	No Action

TrackingID	UserID	TrackingDate	URLHash	Action
946BD912-DF32-490B-9CBC-7D9FC2343653	C68916B0-32BA-4BC5-9446-B3F40E009E43	10/13/2017	*Feedback 10.150.32.123	No Action
ED71A2EF-F5AD-49FC-BC11-4BD67F226217	C68916B0-32BA-4BC5-9446-B3F40E009E43	10/13/2017	*Feedback 10.150.32.123	No Action
5D3CDD02-5C4A-43C1-A7CA-A6A76BDB8750	C68916B0-32BA-4BC5-9446-B3F40E009E43	10/13/2017	*Feedback 10.150.32.123	No Action

TrackingID	UserID	TrackingDate	URLHash	Action
6BD94A3D-B2D6-4156-BDE8-08E3DE49F1AF	C68916B0-32BA-4BC5-9446-B3F40E009E43	10/13/2017	*Feedback 10.150.32.123	No Action
3CCF0209-138E-44BA-B06B-A6505B41BB28	C68916B0-32BA-4BC5-9446-B3F40E009E43	10/13/2017	*Feedback 10.150.32.123 This works now	No Action
CB2EE9B9-8FD5-459B-BE9D-02CA18E25E1F	C68916B0-32BA-4BC5-9446-B3F40E009E43	10/13/2017	*Feedback 10.150.32.123 2	No Action



# Arizona Secretary Of State

See The Money Campaign  
8/28 – Current



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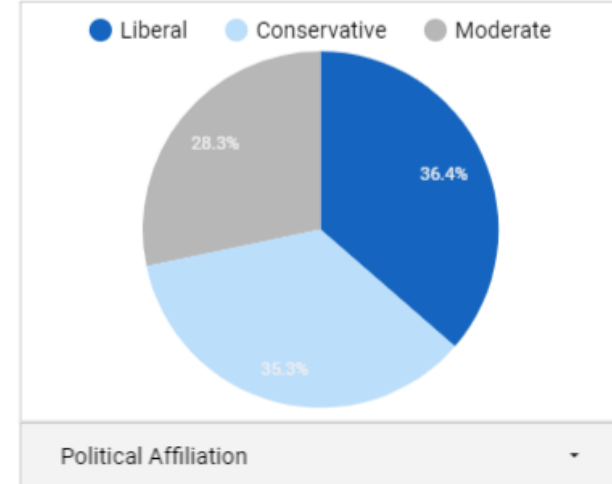
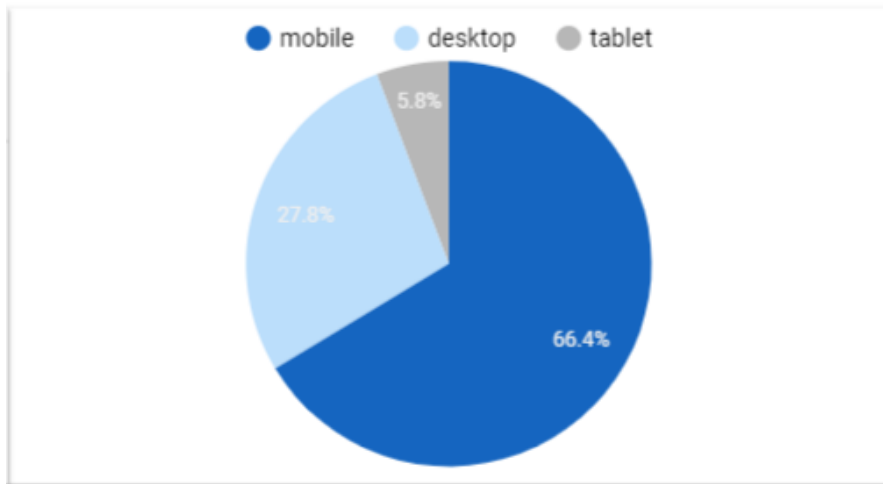
8 Audience Insights

# Campaign Overview



- Over the course of your Campaign, There were **5.6 million** ad impressions
- There were over **42.9k** ad clicks
- **29.1k** visits to your site
- Goals were defined as:
  - Links Clicks
  - Form Fills

# Website Overview



Visits: 29.1K      Avg. Visits Per User: 1.3      Avg. Session Duration (sec): 53      Pages / Session: 1.4      Goal: Link Clicks: 8.5K      Goal: Form Fills: 989.0      Total Goals: 9.5K      Conv. Rate: 43.0%

	Device	Visits	Avg. Visits Per User	Avg. Session Duration (sec)	Pages / Session	Goal: Link Clicks	Goal: Form Fills	Total Goals	Conv. Rate
1.	desktop	1,626	1.04	00:00:54	1.49	766	80	846	53.89%
2.	tablet	349	1.2	00:00:36	1.54	153	35	188	64.6%
3.	mobile	4,656	1.41	00:00:27	1.22	785	118	903	27.27%

## Website Access:

Mobile - 66.4%  
 Desktop – 27.8%  
 Tablet – 5.8%

Overall there were 29.1K visitors to the website. Since the campaign began the amount of visitors has increased by 19%. There were a total of 989 form fills.

# Facebook Overview

Ad Name	Results	Reach	Impressions	Page Engagement	Page Likes	Link Clicks	Button Clicks
Facebook - See The Money	15027	122108	418042	14533	420	5487	733

## Best Performing Ads:

### Top Liberal Ad

**Arizona Secretary of State** Sponsored · 

We're showing you the money! Our new site, [SeeTheMoney.com](http://SeeTheMoney.com), makes it easier for Arizonans to connect the people and corporations who give money to the candidates and the vendors with whom they spend it.



**A Complete Picture of Political Spending in Arizona!**  
 ✓ Search for Candidates ✓ Find PACs ✓ See Individual Contributions

[WWW.SEETHEMONEY.COM](http://WWW.SEETHEMONEY.COM) [Learn More](#)

408 Reactions 53 Comments 209 Shares

 Like  Comment  Share

### Top Conservative Ad

**Arizona Secretary of State** Sponsored · 

We're showing you the money! Our new site, [SeeTheMoney.com](http://SeeTheMoney.com), makes it easier for Arizonans to connect the people and corporations who give money to the candidates and the vendors with whom they spend it.



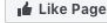
**A Complete Picture of Political Spending in Arizona!**  
 ✓ Search for Candidates ✓ Find PACs ✓ See Individual Contributions

[WWW.SEETHEMONEY.COM](http://WWW.SEETHEMONEY.COM) [Learn More](#)


312 Reactions 28 Comments 131 Shares

 Like  Comment  Share

### Top Moderate Ad

**Arizona Secretary of State** Sponsored · 




We're showing you the money! Our new site, [SeeTheMoney.com](http://SeeTheMoney.com), makes it easier for Arizonans to connect the people and corporations who give money to the candidates and the vendors with whom they spend it.



**A Complete Picture of Political Spending in Arizona!**  
 ✓ Search for Candidates ✓ Find PACs ✓ See Individual Contributions

[WWW.SEETHEMONEY.COM](http://WWW.SEETHEMONEY.COM) [Learn More](#)

244 Reactions 19 Comments 121 Shares

 Like  Comment  Share

# Display Overview



Campaign	Impressions	Interactions	Interaction Types	Interaction Rate	Conversions	All conv.	CTR	Clicks	Avg. position
Display - English	3,284,512	10,354	Clicks	0.32%	268	528	0.32%	10,354	1

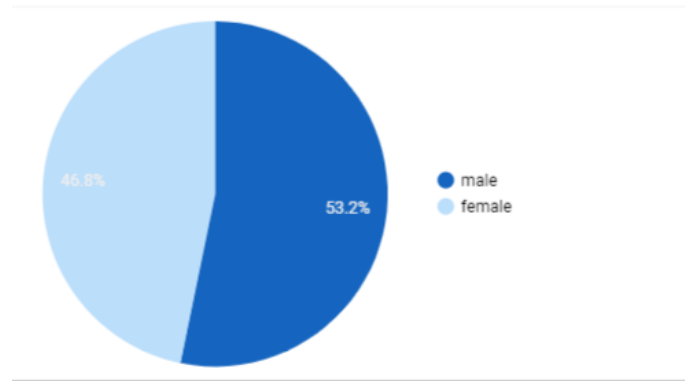
Ad group	Status ?	Clicks ? ↓	Impr. ?	CTR ?	Avg. Pos. ?	Conversions ?	Conv. rate ?	All conv. ?
<a href="#">Audience - Political News Junkies</a>	Eligible	10,008	3,177,409	0.31%	1.0	246.00	2.46%	485.00
<a href="#">Website Visitors - All Traffic</a>	Eligible	199	35,637	0.56%	1.0	14.00	7.04%	28.00
<a href="#">Topics - Local News</a>	Eligible	110	50,834	0.22%	1.0	7.00	6.36%	11.00
<a href="#">Topics - General Politics</a>	Eligible	39	18,462	0.21%	1.0	1.00	2.56%	4.00

# Display Overview Cont

## Top Performance:

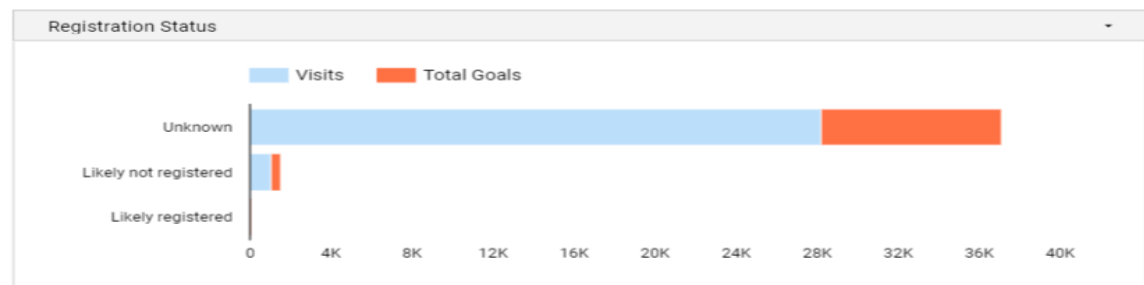
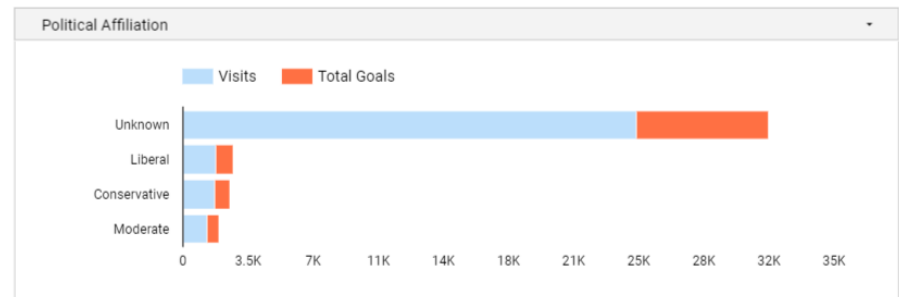


# Audience Insights



53.2% of men visited the site  
46.8% of women visited the site.

Of the 29.1k visitors to the website,  
83.4% were of a unknown party affiliation,  
4.7% were Liberal, 4.6% were Conservative and  
3.5% were Moderate.





**THANK YOU**

[www.collingmedia.com](http://www.collingmedia.com)





2.6.2018

Billing per Exhibit One on ISA signed May-2017 for See the Money Project.

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL
1	Deliverable Two	50,000.00	50,000.00
	SUBTOTAL		50,000.00
	SALES TAX		0.00
	SHIPPING & HANDLING		0.00
	TOTAL DUE		50,000.00



MICHELE REAGAN  
*Secretary of State*  
*State of Arizona*

January 18, 2018

Mr. Thomas Collins, Executive Director  
Arizona Citizens Clean Elections Commission  
1616 West Adams Street, Suite 110  
Phoenix, Arizona 85007

**Re: See the Money ISA, Dated May 1, 2017**

Dear Thomas:

We are pleased to report that the See the Money System went "live" January 16, 2018. The enclosed Exhibit 1, Version 2.0 updates the attachment to the ISA of the "Go-Live" date of Deliverable 2 that was discussed on January 3, 2018.

You also asked for confirmation that the requirements of Section 2, subsection A.1-5 have been met. We are pleased to report that they have. We note that the first requirement is that the System have the capability to report information related to local elections. As of this writing the System does have that capability however no municipality actually uses the system so there is nothing to display yet.

Please let me know of any questions, comments, or concerns.

Thank you,

  
Lee Miller  
Deputy Secretary of State

Enclosure

18 JAN 23 AM 11:24 CCEC

**ITEM VIII - SOS LTR**

Exhibit 1

Update Version 2.0

Project Phase: Application Development – Release into Public Beta

Deliverable Date: October 2, 2017

Deliverable Amount: \$150,000

Deliverable Detail:

Design and Wire Frame

Proof of Concept

Coding/Programming of Core Business Requirement

Private Beta Testing

Project Phase: Go Live – General Availability

Deliverable Date: January 16, 2018

Deliverable Amount: \$50,000

Deliverable Detail:

Public Beta Testing

Updates and Debugging found in Beta Testing

Sign-off on Beta Testing, Alpha Testing, Release Testing

See the Money Website Available to the public

18 JAN 23 PM 11:24 CCEC

IN THE  
**SUPREME COURT OF THE STATE OF ARIZONA**

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**LEGACY FOUNDATION ACTION FUND,**  
*Plaintiff/Appellant,*

*v.*

**CITIZENS CLEAN ELECTIONS COMMISSION,**  
*Defendant/Appellee.*

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No. CV-16-0306-PR  
Filed **January 25, 2018**

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Appeal from the Superior Court in Maricopa County  
The Honorable Crane McClennen, Judge  
No. LC2015-000172

**AFFIRMED**

Memorandum Decision of the Court of Appeals, Division One

1 CA-CV 15-0455

Filed Nov. 15, 2016

**VACATED**

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COUNSEL:

Brian M. Bergin, Bergin, Frakes, Smalley & Oberholtzer, PLLC, Phoenix;  
Jason B. Torchinsky (argued), Holtzman Vogel Josefiak Torchinsky, PLLC,  
Warrenton, VA, Attorneys for Legacy Foundation Action Fund

Mary R. O'Grady, Joseph N. Roth (argued), Nathan T. Arrowsmith, Osborn  
Maledon, P.A., Phoenix, Attorneys for Citizens Clean Elections  
Commission

**ITEM IX**

LEGACY v. CITIZENS CLEAN ELECTIONS COMMISSION  
Opinion of the Court

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JUSTICE BOLICK authored the opinion of the Court, in which CHIEF JUSTICE BALES, VICE CHIEF JUSTICE PELANDER, JUSTICES BRUTINEL, TIMMER, and GOULD, and JUDGE PHILIP G. ESPINOSA joined.\*

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JUSTICE BOLICK, opinion of the Court:

¶1 This case presents the question whether the fourteen-day time limit for an appeal of a Citizens Clean Elections Commission (the “Commission”) decision under A.R.S. § 16-957(B) applies when the party challenges the Commission’s personal and subject-matter jurisdiction. We hold that it does.

**BACKGROUND**

¶2 Legacy Foundation Action Fund (“Legacy”) is a nonprofit organization that seeks to educate the public on governmental policy issues. In March and April of 2014, Legacy funded a television advertisement that aired on multiple occasions criticizing then-Mesa Mayor Scott Smith’s record as President of the U.S. Conference of Mayors. Smith had previously announced his candidacy for governor.

¶3 A complaint was filed with the Commission alleging that the ads constituted “express advocacy” against Smith’s campaign for governor and that Legacy failed to file certain disclosure reports in violation of the Citizens Clean Elections Act, A.R.S. §§ 16-940 to -961 (“CCEA”). The Commission found probable cause to believe that Legacy had violated the CCEA and assessed a civil penalty, and Legacy requested an administrative hearing. The administrative law judge (“ALJ”) concluded that the ads did not constitute express advocacy and, therefore, the Commission lacked

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\*Justice John R. Lopez IV has recused himself from this case. Pursuant to article 6, section 3 of the Arizona Constitution, the Honorable Philip G. Espinosa, Judge of the Arizona Court of Appeals, Division Two, was designated to sit in this matter.

LEGACY v. CITIZENS CLEAN ELECTIONS COMMISSION  
Opinion of the Court

statutory authority to assess the penalty. The Commission rejected the ALJ's recommendation, affirmed its earlier order and penalty, and entered a final administrative decision against Legacy on March 27, 2015.

¶4 Eighteen days after the Commission's final decision, Legacy filed an appeal in superior court. Legacy argued that the Commission lacked personal and subject-matter jurisdiction because the ads did not constitute direct advocacy. The court dismissed the appeal because it was not filed within fourteen days of a final Commission penalty decision as required by A.R.S. § 16-957(B). The court of appeals affirmed. *Legacy Found. Action Fund v. Citizens Clean Elections Comm'n*, 1 CA-CV 15-0455, 2016 WL 6699308, at \*1 ¶ 1 (Ariz. App. Nov. 15, 2016) (mem. decision).

¶5 Whether § 16-957(B)'s time limit applies to a direct appeal of the Commission's penalty decision when the appellant challenges the Commission's jurisdiction is a recurrent issue of statewide importance. We have jurisdiction under article 6, section 5(3) of the Arizona Constitution and A.R.S. § 12-120.24.

**DISCUSSION**

¶6 Ordinarily "[w]e review an order granting a motion to dismiss for abuse of discretion," *Dressler v. Morrison*, 212 Ariz. 279, 281 ¶ 11 (2006), but "[d]etermining the procedure for review of administrative decisions involves the interpretation of rules and statutes, which we review de novo." *Smith v. Ariz. Citizens Clean Elections Comm'n*, 212 Ariz. 407, 412 ¶ 18 (2006).

¶7 An aggrieved party generally has thirty-five days to appeal a final administrative decision. A.R.S. § 12-904(A). However, the CCEA provides a fourteen-day time limit for appeals from Commission penalty orders. § 16-957(B) ("The violator has fourteen days from the date of issuance of the order assessing the penalty to appeal to the superior court . . ."). Legacy failed to file its direct appeal in the superior court within that limited time frame.

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¶8 Failure to file a timely appeal from an agency decision deprives the court of jurisdiction to hear the appeal, including issues of agency jurisdiction. *Smith*, 212 Ariz. at 413 ¶ 25 (stating that “the time for filing an appeal, . . . following the conclusion of the administrative process, is jurisdictional”). Thus, we are “not free to ignore the clear statutory language of A.R.S. § 16-957(B) and create jurisdiction in the superior courts where the legislature has provided to the contrary.” *Id.* at 414 ¶ 35.

¶9 Legacy asserts that an exception to this rule exists to challenge an agency’s subject-matter or personal jurisdiction. Legacy argues that the secretary of state has exclusive jurisdiction over the matter at issue because its ad was not express advocacy. See § 16-941(D) (requiring reporting of certain independent expenditures to the secretary of state).<sup>1</sup> An order is void if it exceeds the jurisdiction of the court or agency rendering it. See, e.g., *Am. Asphalt & Grading Co. v. CMX, LLC*, 227 Ariz. 117, 119 ¶ 11 (2011) (acknowledging that “void judgments are those rendered by a court lacking jurisdiction over subject matter or parties” (citing *Cockerham v. Zikratch*, 127 Ariz. 230, 234 (1980))); see also *Brumfield v. La. State Bd. of Educ.*, 806 F.3d 289, 291, 298 (5th Cir. 2015) (challenging jurisdiction under Federal Rule of Civil Procedure 60(b)(4)); *Dallas v. Ariz. Corp. Comm’n*, 86 Ariz. 345, 348 (1959) (“We hold, therefore, that the action of the Commission canceling the certificate in question was entered without jurisdiction and such orders are declared to be void and of no effect.”).

¶10 Legacy cites cases in which allegedly void judgments were challenged through Arizona Rule of Civil Procedure 60 or special action long after the judgments were issued. See, e.g., *Arkules v. Bd. of Adjustment*, 151 Ariz. 438, 440 (App. 1986) (concerning a special action challenge to an allegedly void board of adjustment decision); *Nat’l Inv. Co. v. Estate of Bronner*, 146 Ariz. 138, 140 (App. 1985) (concerning a Rule 60 challenge to an allegedly void judgment). Although Legacy apparently filed two special actions in superior court that were dismissed for failure to exhaust

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<sup>1</sup> Legacy also raises First Amendment challenges to the Commission’s order. We do not consider them because they are beyond the scope of the question presented to the Court, and because Legacy does not explain how such substantive arguments can properly be raised in an untimely direct appeal.

LEGACY v. CITIZENS CLEAN ELECTIONS COMMISSION  
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administrative remedies, this action does not challenge the Commission's jurisdiction through Rule 60, special action, or as a defense to an enforcement action. Rather, it does so through a direct appeal, the filing deadline for which is itself jurisdictional.

¶11 Legacy contends any statutory time limit is abrogated by § 12-902(B), which provides:

Unless review is sought of an administrative decision within the time and in the manner provided in this article, the parties to the proceeding before the administrative agency shall be barred from obtaining judicial review of the decision. If under the terms of the law governing procedure before an agency an administrative decision becomes final because of failure to file any document in the nature of an objection, protest, petition for hearing or application for administrative review within the time allowed by the law, the decision is not subject to judicial review under the provisions of this article *except for the purpose of questioning the jurisdiction of the administrative agency over the person or subject matter.*

(emphasis added).

¶12 Legacy contends the highlighted language allows aggrieved parties to challenge the Commission's jurisdiction through direct appeal notwithstanding the fourteen-day time limit for appealing Commission penalties under § 16-957(B). But that argument is unavailing. Section 12-902 expressly does not apply "if the act creating or conferring power on an agency . . . provides for judicial review of the agency decisions and prescribes a definite procedure for the review." § 12-902(A)(1). The CCEA provides for judicial review of Commission decisions and prescribes a definite procedure for the review; thus § 16-957(B), not § 12-902(B), applies.

¶13 Legacy relies upon two appeals court decisions—*State ex rel. Dandoy v. City of Phoenix* and *Arkules v. Board of Adjustment*—for the proposition that statutes of limitations (such as § 16-957(B)) do not apply to jurisdictional challenges. In *State ex rel. Dandoy v. City of Phoenix*, 133 Ariz. 334 (App. 1982), the party challenging an injunction based on an



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administrative consent order had failed to timely appeal that order. *Id.* at 335–36. It nevertheless challenged the agency’s subject-matter jurisdiction to enter the consent order based on § 12-902(B). *Id.* at 336. The court rejected the argument but agreed that § 12-902(B) permits an untimely challenge if the agency lacked jurisdiction to enter its order. *Id.* at 336–37.

¶14 *Arkules* involved a special action in superior court challenging a local board’s jurisdiction after the plaintiffs learned the board had approved a variance. 151 Ariz. at 439. The court construed § 12-902(B) to provide that “an appeal from an administrative agency may be heard even though untimely to question the agency’s personal or subject matter jurisdiction.” *Id.* at 440. From this, the court determined that the statute of limitations for a direct appeal was inapplicable and concluded that the special action was filed within a “reasonable time” after the board’s action. *Id.* We reject those opinions’ construction of § 12-902(B).

¶15 As explained previously, *supra* ¶ 12, § 12-902 by its terms does not apply where a statute creating an agency prescribes its own time limits for appeals. § 12-902(A)(1). And even if § 12-902(B) applies, its terms do not create the exception Legacy asserts. Section 12-902(B)’s first sentence sets forth a definitive rule: “Unless review is sought of an administrative decision within the time and in the manner provided in this article, the parties to the proceeding before the administrative agency shall be barred from obtaining judicial review of the decision.” The second sentence limits otherwise applicable appeal rights when “an administrative decision becomes final because of failure to file any document in the nature of an objection, protest, petition for hearing or application for administrative review within the time allowed by the law.” § 12-902(B); *see Sw. Paint & Varnish Co. v. Ariz. Dep’t of Envtl. Quality*, 194 Ariz. 22, 24 ¶ 10 (1999) (“We read § 12-902(B) as encompassing the traditional doctrine of exhaustion of administrative remedies . . .”). Under those circumstances, “the decision is not subject to judicial review . . . except for the purpose of questioning the jurisdiction of the administrative agency over the person or subject matter.” § 12-902(B). In other words, when a decision becomes final because of failure to exhaust administrative remedies, the time limit to appeal applies, and the party may only contest jurisdiction. Contrary to Legacy’s assertions and to the court of appeals’ construction of this provision in *Arkules* and *Dandoy*, § 12-902(B) does not create an exception to the time allotted to take

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an appeal from a final agency decision. We therefore disavow the language in *Arkules* and *Dandoy* that construes § 12-902(B) to provide limitless entitlement to challenge an administrative agency's jurisdiction through direct appeal.

¶16 Quoting *Arkules*, Legacy also contends that “[s]tatutes of limitation or rules of court are not applicable to void judgments,” and therefore statutes stating time limits for appeals do not apply to jurisdictional challenges. 151 Ariz. at 440. This argument, however, conflates two distinct issues. The quoted language is based on decisions of this Court recognizing that a party may seek relief in the trial court from a void judgment beyond the six-month time limit that generally applies for seeking Rule 60(c) relief from a judgment. See *Wells v. Valley Nat’l Bank of Ariz.*, 109 Ariz. 345, 347 (1973) (stating that “the mere lapse of time is no bar to an attack on a void judgment”); *Preston v. Denkins*, 94 Ariz. 214, 219 (1963) (observing that the “right to challenge a judgment on the ground that it is void for lack of jurisdiction . . . does not depend upon rules of the court or statute. . . . Statutes of limitations have no application to void judgments”).

¶17 These decisions are inapposite. Although a party may seek relief from a void judgment beyond the usual time limits, see Ariz. R. Civ. P. 60(c), that proposition does not suggest a party can belatedly do so through direct appeal under an applicable statute that contains specific time limits. Such provisions are not statutes of limitations but rather confer limited appellate jurisdiction subject to timely action by the appealing party. Failure to appeal in a timely manner thus deprives the appellate court (here the superior court) of jurisdiction.

¶18 In *Smith*, 212 Ariz. at 413 ¶ 25, we cited *Arizona Department of Economic Security v. Holland*, 120 Ariz. 371 (App. 1978), which explains this important distinction. In *Holland*, a party sought review of an allegedly void agency determination outside of the thirty-five-day time limit prescribed by A.R.S. § 12-904. *Id.* at 372. The appellant argued that the provision was a statute of limitations that had no effect on a challenge to a void judgment. *Id.* The court held that the time limit was not a statute of limitations but a “jurisdictional prerequisite to judicial review of an administrative decision.” *Id.* at 372–73; see also *Ariz. Comm’n of Agric. & Horticulture v. Jones*, 91 Ariz. 183, 187 (1962) (stating that a “right of appeal

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‘exists only by force of statute, and this right is limited by the terms of the statute’” (quoting *Knape v. Brown*, 86 Ariz. 158, 159 (1959))).

¶19 Because Legacy pursued a direct appeal through a statute that specifies a time limit, the superior court lacked jurisdiction to consider any questions concerning the Commission’s jurisdiction or any other substantive matter because the appeal was untimely. Accordingly, the superior court correctly dismissed the appeal, and the court of appeals correctly affirmed that ruling. We express no view on whether Legacy may pursue alternative procedural means to challenge the Commission’s penalty order as void.

**CONCLUSION**

¶20 We vacate the decision of the court of appeals and affirm the superior court’s dismissal of the administrative appeal. Legacy’s request for attorney fees is denied.