

2017 ANNUAL REPORT



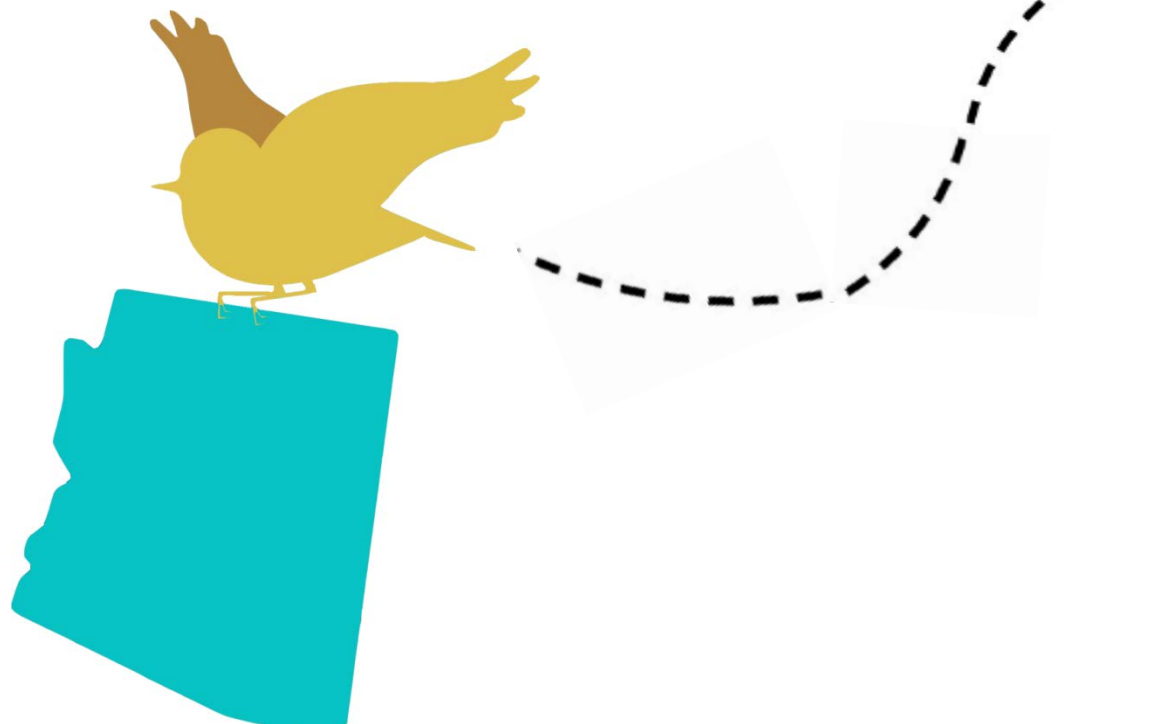
2017 ANNUAL REPORT

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.

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Douglas A. Ducey
Governor

Thomas M. Collins
Executive Director



Damien R. Meyer
Chair

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

State of Arizona
Citizens Clean Elections Commission

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February 27, 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,

A handwritten signature in blue ink, appearing to read "D R Meyer".

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



Arizona drivers license

U.S. FEDERAL, STATE OR LOCAL GOVERNMENT-ISSUED ID



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

ARIZONA IDENTIFICATION CARD



Arizona ID card

TRIBAL ENROLLMENT CARD (Or Other Form Of Tribal ID)



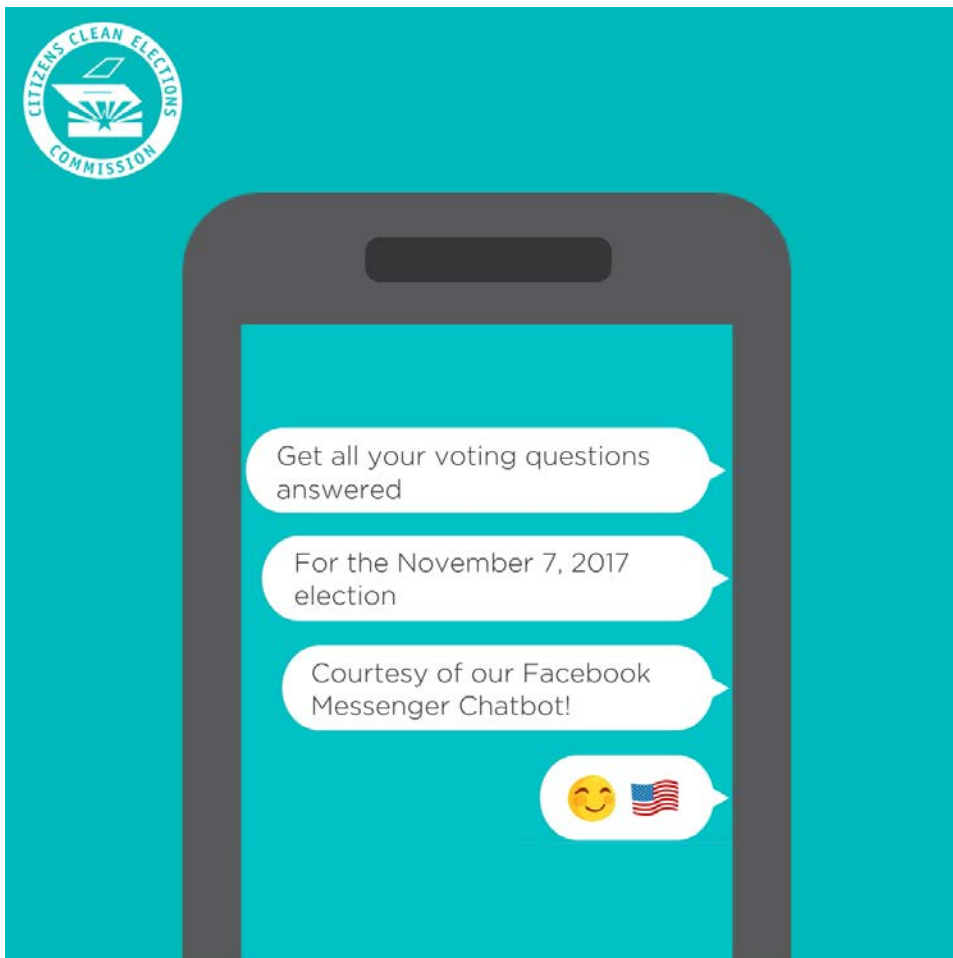
Tribal enrollment card*
(or other form of tribal ID)

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 26th.
- 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

USG undergraduate student government
T E M P E 

Focus Group Research

The Commission conducted focus group research between April 3rd and April 6th. 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	23,540 Likes	33,119 Likes	33,451 Likes	+1%
 1,070 Followers	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.

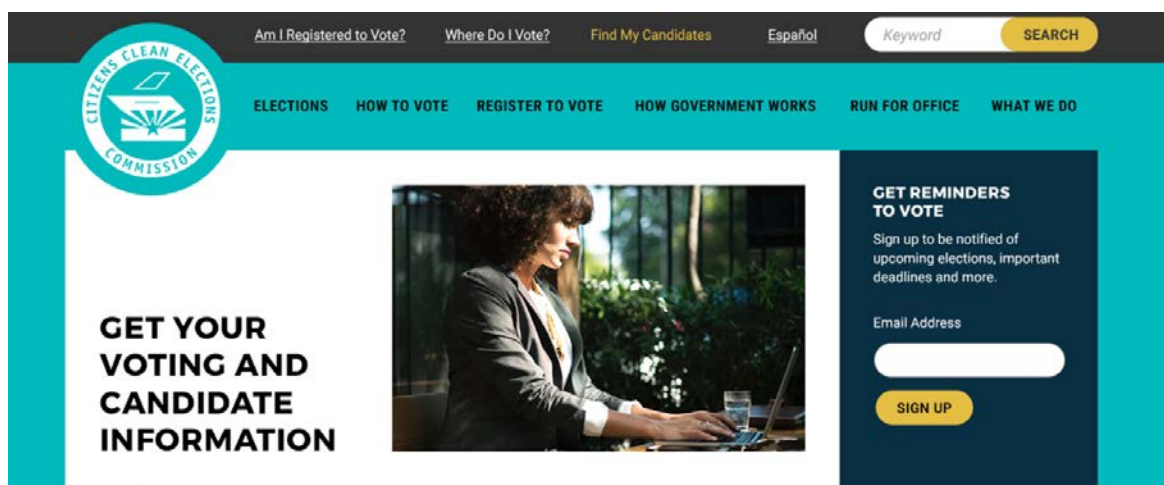
Looking Forward to 2018

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.

CLEAN ELECTIONS

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