

2019 ANNUAL REPORT



**WE THE
VOTERS**
OUR IMPACT ON 2020



Citizens Clean Elections Commission

2019 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



Galen D. Paton
Chair

Damien R. Meyer
Mark Kimble
Steve M. Titla
Amy B. Chan
Commissioners

State of Arizona
Citizens Clean Elections Commission

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February 27, 2020

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 2019 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. 21 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 2020.

Respectfully,

A handwritten signature in black ink, appearing to read "Galen D. Paton".

Galen D. Paton, Chairman
Citizens Clean Elections Commission

Voter & Public Education

The Commission provided information to the public regarding participation in the political process and the functions and purposes of the Clean Elections Act. This was accomplished through education campaigns throughout the four local election dates in 2019, 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 2019 included:

- We the Voters Conference
- Take Flight Campaign Evolution
- Election Information Web Pages
- Grassroots Outreach
- Candidate Training
- Website & Social Media

Voter Education Budget

The Commission spends 10% of the expenditure cap on voter education in accordance with its statutory requirements. See page 9 of this report for more financial information.

We the Voters Conference

2019's We the Voters conference was held in order to educate voters on how to participate in the 2020 elections. Topics included an overview of the statewide elections, what will be on the ballot, how the media plays a part in elections, how to participate and so much more. The conference was a kick off to educating Arizona voters on the impact they will have this upcoming election year. The Citizens Clean Elections Commission is the non-partisan voter education resource in the state and promotes participation in the political process.



Election Information

Prior to each election, the Commission reaches out to all 15 counties within Arizona to identify what jurisdictions are having an election. The Commission updates its website with information on each election, highlighting key deadlines, how to get your ballot and more. This creates a one stop shop for voters to obtain all of their necessary voting information. The Commission informs voters on how to access this information through a comprehensive outreach campaign. It's worth noting that the November 5, 2019 election was particularly eventful with 12 of the 15 counties conducting an election. The Commission received positive feedback from the Arizona Association of School Business Officials (AASBO) regarding this effort and AASBO was able to share these detail pages with their mailing list, which contains around 3,900 readers!

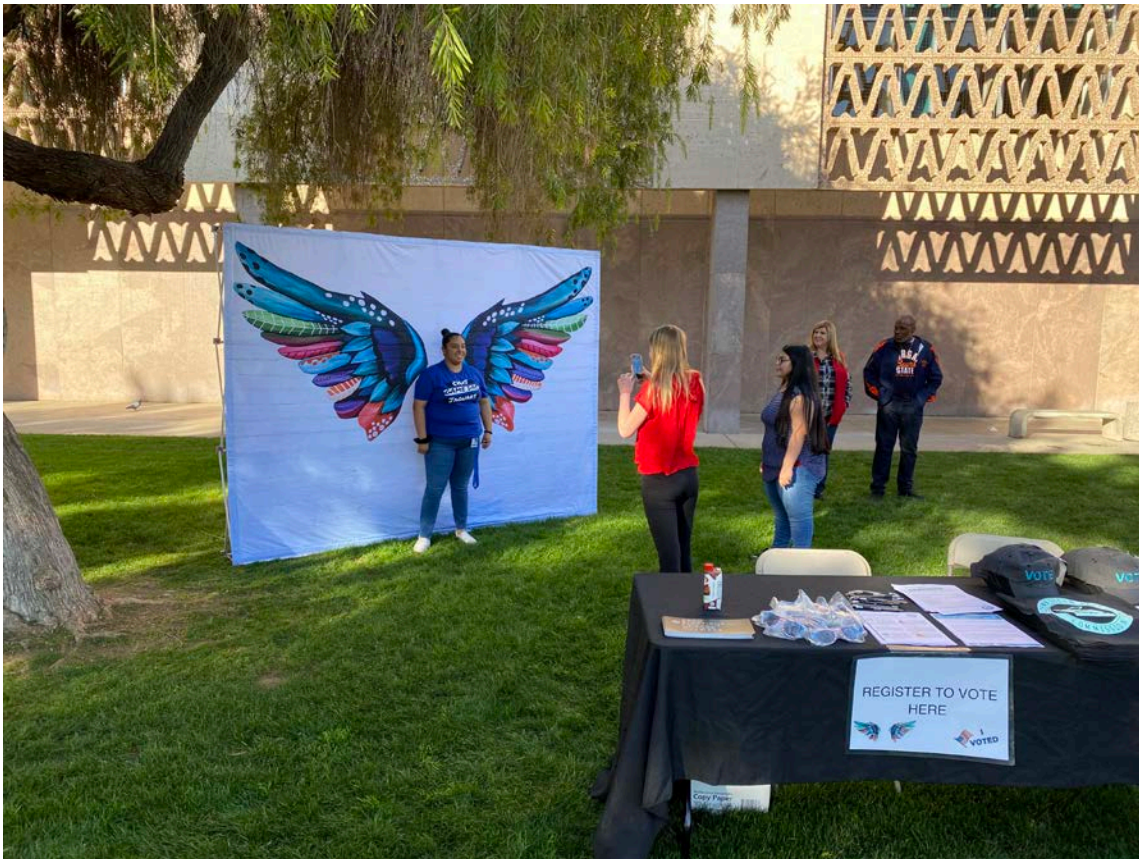
The Commission supplements these election information web pages with voter education tools, such as videos and infographics. For example the Commission developed a video explaining bond and override elections.

WHAT ARE BOND AND OVERRIDE QUESTIONS?



Take Flight Campaign

In 2018, the Commission launched a successful youth voter outreach campaign, “18 in 2018”. The focal point of the campaign was an original mural located on Roosevelt Row. This outreach effort evolved into our “Take Flight” campaign, which encourages younger voters to activate their political power and register to vote. Through the use of a QR code the mural of wings animate. Potential voters are given a prompt to register to vote and 1,435 users registered at the Take Flight mural in 2019! A mobile “Pop-Up” version of the wings were created to take to outreach events (pictured below).



Achievements: PR WEEK



The Commission's 18in2018 campaign was a national award from PR Week for Best in Public Sector. CCEC was among a prominent group of nominees including the Centers for Disease Control and Prevention, Procter & Gamble and Covered California a campaign by 70-year old agency Ogilvy.

The campaign used "amazing creativity to bring a focused message to a target audience and make an impact," said one judge. Not only did it inspire young people to vote and encourage those not registered to do so, it also increased the commission's visibility and credibility, particularly with a young audience.



Grassroots Outreach

In an ongoing effort to increase outreach to Arizona Voters, the Commission participated in many events over the course of 2019. Some outings included National Voter Registration Day and Registration Drives across the county where the Commission helped register voters and inform them on how to vote and stay up to date on local, state and federal elections. We also partnered with Pinal County Recorder's Office to introduce Arizona's first Mobile Voter Outreach van. The van will help reach voters in rural parts of the county, host early voting events, register voters and more.

Snapshot of Outreach Events



- Native Vote Strategy Session (May 31)
- Maryvale YMCA Registration Drive (Sept.19)
- National Voter Registration Day (Sept. 24)
- YMCA Spooktacular member Potluck and Voter Education (Oct. 23)
- Linda Abril Academy High School Open House (Oct. 30)
- Collaboration with Mesa Community College's Civic Action Team (Fall 2019)
- Central Arizona College Presentation (Nov. 14 & 18)
- Ft. McDowell Orme Dam Victory Days (Nov. 15,16 and 17)
- 6th Annual Giving Thanks By Giving Event at Eastlake Park (Nov. 23)
- Urban Connections Interview #347 (Nov. 30)

Clean Elections Training & Guides

Education is a core component of the Commission. In 2019, 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.

Website & Social Media

The Commission had an 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. Even years represent statewide election years.

Social Media Traffic:

	2016	2017	2018	2019
 33,119 Likes	33,119 Likes	33,451 Likes	35,098 Likes	34,492 Likes
 1,270 Followers	1,270 Followers	1,427 Followers	1,699 Followers	1,860 Followers
 536,000+ Views	536,000+ Views	596,000+ Views	990,541+ Views	3,307 Views

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

Website Traffic:

Year	Sessions	Users	% of New Users	Page Views
2019	194,338	165,171	90.4%	356,231
2018	1,012,202	676,846	81.9%	1,909,600
2017	68,687	55,937	90.8%	101,525
2016	382,013	304,543	79.54%	646,840

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 2019** Revenues

Court Assessments	\$6,937,212
Commission Assessments	\$10,782
\$5 Tax Check-off (late tax filings)*	\$0
Miscellaneous	\$26,564
\$5 Qualifying Contributions	\$0

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 2019 expenditure caps were as follows:

- Total Expenditure Cap: \$20,932,604
- Administration & Enforcement Cap: \$2,093,260
- Public Education Expenditure Cap: \$2,093,260

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 2019.

*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 audits to ensure compliance with the Act and Commission rules. The audits are completed by an independent auditing agency. Candidate audits are conducted during election years after the Commission has disbursed funds to qualified candidates.

In 2019, the Commission did not conduct any audits. All participating candidates will be audited during the 2020 election cycle.

Enforcement

The Commission acts on both external and internally filed complaints.

During 2019, the Commission resolved 3 complaints arising from the 2018 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. In 2019, the Commission began implementing Proposition 306.

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 2019, the Commission amended the following rules:

A.A.C. R2-20-104(E)

A.A.C. R2-20-113(A)

A.A.C. R2-20-702(B)

A.A.C. R2-20-704(A)

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.

2019 Legislation



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

Oppose efforts to defund, eliminate or limit 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. Specifically the Commission opposes the following:

- **Amending, superseding the Clean Elections Act and/or diverting funds from the Clean Elections fund without furthering the purpose of the act or the required supermajority vote.**
- **Attempts to limit the power the Commission has to enforce the Act**

Additionally, the Commission monitors proposed legislation regarding current campaign and elections laws and supports 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.

2019 Legislation

Support improvements to voter education and access. The Commission continues to support efforts to enhance voter education and participation through legislation that advances the anti-corruption and public participation values that undergird the Act.

Looking Forward to 2020

Here is a preview of what the Commission is looking forward to in 2020:

2020 Education Plan

The Commission will continue its voter education efforts in 2020 by offering voters a comprehensive education plan that focuses on how to participate in the electoral process and voting informed. The Commission will offer voters the following education tools in 2020:

- Voter Education Guide
- Candidate Debates
- Candidate Compass
- Take Flight Campaign
- ID at the Polls Tool
- Voter Dashboard
- Website Content
- Mobile App



2020 Education Plan Preview

2020 will be a presidential election year and therefore Arizona will conduct its Presidential Preference Election in addition to its regular primary and general. The Commission will develop and host detailed information pertaining to all of these elections to better assist the electorate!

2020 Election Cycle ~ Candidate Information

Candidates may begin collecting \$5 qualifying contributions on August 1, 2019, the start of the qualifying period. Candidates must collect a minimum number of qualifying contributions, as referenced below;

Corporation Commission	Legislature
1,500	200

Commissioners & Staff

Commissioners*

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

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

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

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
Paula Thomas, Executive Officer
Mike Becker, Policy Director
Gina Roberts, Voter Education Director
Alec Shaffer, Web Content Manager
Avery Oliver, Voter Education Specialist
Julian Arndt, Executive 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 2019 calendar year.

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.

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.

Commissioner Biographies

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.

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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