



TO: Interested Parties
FROM: Laura Dent, Executive Director, Chispa AZ PAC
DATE: Friday, November 2, 2018
RE: UPDATE — FINAL COUNTDOWN TO '18 ELECTIONS

Chispa AZ PAC — the political arm of Chispa Arizona, a program of the League of Conservation Voters — launched inaugural electoral expenditures in 2018. We are committed to elevating the voices of Latinos, people of color, and low-income communities to lead the movement for access to public lands, clean air, clean water, and a reflective and just democracy in Arizona. **Across state and local races, our total electoral investment for 2018 is more than \$4.2 million.**

Chispa AZ PAC is focused on electing leaders who will advance a pro-environment, pro-democracy agenda for our state. We are cultivating and supporting climate justice champions from diverse backgrounds, engaging a range of races to optimize untapped opportunities to advance a cleaner future, and rooting out the corrosive influence of corporate utility dollars in our elections.

The inaugural endorsements of Chispa AZ PAC were largely women and people of color, including environmental leaders at the statewide level, like Sandra Kennedy and Kiana Maria Sears for the Arizona Corporation Commission. Our tactics engage the state's electorate in an inclusive way -- meeting voters where they are and educating and empowering the community.

Campaigns and engagement by Chispa AZ PAC are bilingual and focused on a range of platforms and mediums to best connect with the electorate, including television, digital, radio, and educational videos. We are reaching more voters while building our base and community power, setting the stage for environmental wins at the ballot box next Tuesday.

2018 Engagement

Chispa AZ PAC hit the ground running in the Spring election of the Salt River Project (SRP) governing board by helping elect two renewable energy candidates. Our initial \$110,000 investment in the SRP utility race set the stage for our later work on the Arizona Corporation Commission elections.

In the 2018 primary, Chispa AZ PAC endorsed and supported David Garcia for Governor and Raquel Terán in House Legislative District 30. Garcia's win and Terán's environmental leadership and subsequent victory in a competitive primary against her APS funded opponent showed that our community can overcome the utility's historic political dominance.

Moving into the general election, Chispa AZ PAC has invested in endorsing and supporting candidates who reject political contributions from monopoly utilities and commit to increasing the voice and access of Latinos in the political process, especially as it relates to environment and energy.

At the statewide level we are working to elect David Garcia as Governor, January Contreras as Attorney General, and Sandra Kennedy and Kiana Maria Sears to the Arizona Corporation Commission (ACC).

At the legislative level we have invested in LD 6, a key swing district, supporting a slate of environmental advocates including Wade Carlisle for Senate LD 6, and Felicia French and Bobby Tyler to House LD 6. In addition, we are supporting Representative Charlene Fernandez to represent House LD 4 and Kirsten Engel for House LD 10.

On the municipal and board level we are supporting Alexis Hermosillo as Mayor of El Mirage, and backing Jennifer Martin, Terry Goddard, and Heather Macre to seats on the Central Arizona Water Conservation District Board (CAWCD) in Maricopa County. Engaging in these races provides an opportunity to elevate rising environmental leaders and advocate in a range of jurisdictions. In the case of CAWCD, similar to the SRP governing board, the entity is mostly unknown. Yet CAWCD oversees the Central Arizona Project (CAP), the number one energy user in the state, impacting our access to water in the future and setting Arizona energy trends.

These races all touch our daily lives, yet lack of understanding about the races and our ability to have a say can intimidate and further disengage communities most impacted by climate change. Across the board, our involvement seeks to support strong conservation leaders and increase transparency and access, setting the stage for accountability and elevating the environment as a critical political and electoral priority. Together, we will show that Arizonans are ready for a cleaner, more sustainable future - and cleaner politics.

More Than \$4.2 Million Invested

Chispa AZ PAC's investment in the 2018 election is a bilingual, culturally competent, multi-generational, and multi-medium strategy. We have spent more than **\$4.2 million** on electoral work, with heaviest engagement in the Arizona Corporation Commission races to elect Sandra Kennedy and Kiana Sears to the commission.

The Arizona Corporation Commission affects our daily lives, yet so few of us understand the power these five elected commissioners have in our community, our monthly bills, and our environment. The more we are able to provide education on the role of the ACC, the more voters are empowered to make decisions that benefit them and their families.

Our approach includes:

- **Television:** Focused on introducing the ACC and promoting candidates who put ratepayers first.
- **Radio:** Spanish language engagement directed to Spanish-speaking voters and bilingual voters
- **Digital:** Robust English, Spanish, and Spanglish effort across social media platforms to inform voters about the races that really impact their lives and the ACC's influence. Our latest tutorial videos are available in **English** and **Spanish** and highlight the power the ACC has over our energy bills and use of clean renewable energy—and the role the electorate has in selecting commissioners by voting before November 6th.

- **Mail:** Sent more than 50,000 pieces of mail to support Attorney General January Contreras and LD 6 candidates
- **GiveGreen:** Environmental donors contributed over \$170,000 directly to Chispa AZ PAC endorsed candidates via GiveGreen, a project of LCV Victory Fund and NextGen America

Press Highlights

- *Arizona Republic*, March 30, 2018: [New Political Group is Spending at least \\$100K on SRP's Board Races](#)
- *Capitol Media Services*, October 17, 2018: [Conservation Group to spend \\$2.8M for Corp Comm Vote](#)
- *KJZZ*, October 18, 2018: [Chispa AZ PAC to Spend Nearly \\$3M on Democrats in Corporation Commission Race](#)
- *Arizona Capitol Times*, October 25, 2018: [Reject Utility Donations, Protect Democracy and the Environment](#)
- *La Voz*, November 1, 2018: [Sandra Kennedy y Kiana Sears la mejor opción para el medio ambiente y Arizona](#)

We're Not Stopping: Environment and Climate Justice Moves Forward

The environment and democracy are on the 2018 ballot and have emerged as top issues for our state. More than 75% of Arizonans support an increase in the use and generation of renewable energy in the state. Latinos, among the worst impacted by climate change, are also some of the most committed to supporting strong government action to [curb pollution](#) and confront climate change directly.

We know that in the face of gridlock at higher levels of government, there are untapped environmental opportunities to leverage up and down the ballot, including utility boards and local races that touch our lives daily. We've asked candidates to commit to rejecting political donations from monopoly utility companies in an effort to clean up our democracy. And we're committed to seeing the climate justice leaders of tomorrow reflect the electorate of today, for a stronger and healthier future for all communities.

No matter the result next Tuesday, our work is laying a strong foundation. We are committed to fighting for healthier, more sustainable communities and pressuring policy makers and polluters to protect our right to a safe environment. This year set the stage for Chispa AZ PAC, and we will continue to build and strengthen in future cycles.

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Paid for by Chispa AZ PAC. Major funding by LCV Victory Fund and Clean Energy for a Healthy Arizona Committee. Not authorized by any candidate.