



To: Interested Parties

From: Chispa AZ PAC

Date: November 1, 2020

RE: UPDATE - FINAL COUNTDOWN TO '20 ELECTION

Chispa AZ PAC is focused on electing “Clean Air, Clean Politics” leaders who will advance a pro-environment, pro-democracy agenda for our state.

Latinx voters are climate voters — we are at the forefront of a climate crisis, and disproportionately impacted by air pollution and extreme heat, especially in Arizona. This year alone we faced a global pandemic, high unemployment, and our hottest Arizona summer on record. Standing up for our environment means defending our health, our families, a sustainable economy, and our future. This year environmental justice is on the 2020 ballot, and Chispa AZ PAC is a major player in ensuring the Latinx community will show up strongly to elect pro-environment and pro-community elected officials. With 144 days of 100+ record heat this year and a climate denier on the ballot, the stakes have never been higher.

Chispa AZ PAC — the political arm of Chispa Arizona, a program of the League of Conservation Voters — launched inaugural electoral expenditures in 2018 with a commitment to elevating the voices of Latinos, people of color, and low-income communities. This year, our endorsed candidates will “*Flip the Switch*” for the first time in a generation at the state legislature and take back our power by putting a *Solar Team* on the Arizona Corporation Commission. We are cultivating and supporting climate justice champions from diverse backgrounds who will advance a cleaner future and root out the corrosive influence of corporate utility dollars in our elections.

The Chispa AZ PAC endorsements have largely gone to women and people of color candidates leading on the environment. These advocates have included Sandra Kennedy for the Arizona Corporation Commission (ACC) in 2018, and Regina Romero for Mayor of Tucson in 2019 - her historic win made her first woman and Latina to lead that city.

In 2020, we have an opportunity to make history again: **ACC candidate Anna Tovar could become the first Latina to win a statewide election in Arizona.** If we win 2 or 3 of the open ACC seats, we could have a majority of commissioners who support renewable energy. **Across state and local races, our total electoral investment for the 2020 cycle is nearly \$4 million.**

By the Numbers:

- *672,000 households received our mail on the ACC race*
- *\$2.7 Million Spent to Elect the Solar Team*
- *4 weeks of Spanish Radio*
- *18 ACC Digital Video Ads in English, Spanish, and Spanglish*
- *\$825,000 Spent to Flip the Switch in State Legislative Races*
- *78,000 voters received mail in LD6 and LD11*
- *5 videos in targeted Legislative Districts*
- *15 newspapers with a print ad in Legislative Districts 6, 11, 21*

The Candidates: Clean Air, Clean Politics

Chispa AZ PAC endorsed candidates earned a *Clean Air, Clean Politics* seal. These candidates have made a commitment to support renewable energy policies and reject political donations from monopoly utilities — including the PACs of APS, Southwest Gas, SRP, and TEP. The 2020 Chispa AZ PAC endorsed candidates are:

Arizona Corporation Commission

Anna Tovar, Bill Mundell, and Shea Stanfield

Arizona State House

Senator Andrea Dalessandro (House-2), Minority Leader Charlene Fernandez (House-4), Dr. Gerae Peten (House-4), Mayor Coral Evans (House-6), Stephanie Stahl-Hamilton (House-10), Dr. Felipe Perez MD (House-11), Representative Mitzi Epstein (House-18), Judy Schwiebert (House-20), Kathy Knecht (House-21), Raquel Terán (House-30)

Arizona State Senate

Colonel (Ret.) Felicia French (Senate-6), Senator Victoria Steele (Senate-9), Representative Kirsten Engel (Senate-10), JoAnna Mendoza (Senate-11), Christine Marsh (Senate-28)

These candidates have committed to protect communities' rights to clean air and water, healthy neighborhoods, and a safe climate for generations to come.

Priority Races - The ACC & State Legislature

The majority of Chispa AZ PAC's investment this cycle has focused on electing the *Solar Team* at the Arizona Corporation Commission — Anna Tovar, Bill Mundell, and Shea Stanfield. We do not get to choose our electric company, but we do get to choose who makes the rules. The ACC determines whether APS and other corporate utilities can raise rates during a pandemic, whether they invest in clean and renewable energy, and how to push back on utilities using ratepayer dollars to meddle in politics. The *Solar Team* will stand up to corporate polluters on behalf of the people of Arizona.

At the State Legislature, the Chispa AZ PAC strategy is to protect environmental champions and elect new members to both chambers that would support a pro-environment, pro-people agenda. We focused on districts and candidates with the potential to "Flip the Switch" in the House and the Senate so that Arizonans can finally take back their power. *Our most significant investments were made in Legislative Districts 6, 11, and 21.*

Our Program

Campaign and Field - Chispa AZ PAC's campaign engages the state's electorate in an inclusive way — meeting voters where they are and educating and empowering the community. Our campaigns are bilingual and focused on a range of platforms and mediums to best connect with the electorate. Given the COVID-19 crisis we have connected with voters this year remotely on the phones and via text, mail, handwritten postcards, digital ads, print ads, radio, and educational videos in Spanish, English, and Spanglish. We are reaching more voters while building our base and community power, setting the stage for environmental wins on Tuesday.

Our canvass teams have focused on calling New American Majority voters in legislative districts 4, 6, 10, 11, 13, 18, 19, and 21. Chispa AZ PAC voter contact efforts launched Labor Day weekend in coordination with MiAZ partners at the AZ Wins table, targeting 312,000 New American Majority voters in our priority

districts. Since then our field team has made over 1,300,000 dial attempts and contacted 40,000 voters, averaging a contact rate of 7.5%. This work has resulted in nearly 23,000 positive ID's for our endorsed candidates and a substantial turnout base to target with GOTV messaging during the final stretch.

Mail - We sent eight pieces of mail to more than 802,000 voters in the ACC races targeting persuadable voters and mobilizing Latinx base voters. In LD 6 we sent three flights of mail to three unique universes uplifting *only* Coral Evans for the House and Felicia French for the Senate, with a mail universe that touched 34% of the electorate. In LD11 we also sent three flights of mail to three unique universes for *only* Dr. Felipe Perez for the House and JoAnna Mendoza for the Senate, with a mail universe that touched 25% of the electorate. Additionally, we sent handwritten postcards designed by a local artist to LD11 voters without phones who had not signed up to vote-by-mail to round out our efforts.

Digital - The ACC digital campaign aimed to reinforce our candidates' names and centered two main messages: promoting clean, solar energy and keeping rates affordable for working families. Our videos explained the role of the ACC in people's lives and educated voters, while emphasizing the need to VOTE ALL THREE for the ACC. Our program hosted a [bilingual comparative website](#) and ACC explainer videos in [English](#) and [Spanish](#). On the legislative side our digital program targeted our complete legislative field universe and in deployed digital ads and [videos](#) in LD 6, 11, and 21 connecting the values of our candidates with the values of our communities.

Radio: We ran [Spanish Language Radio](#) supporting the *Solar Team* for four weeks ahead of Election Day.

Print: Chispa AZ PAC ran print ads in 15 local newspapers for three+ weeks in LD 6, 11, and 21.

Ballot Initiatives

Chispa Arizona invested \$105,000 in direct contributions to education related ballot initiatives across the state in 2020. This included support for Proposition 208 Invest in Education (AZ), Proposition 481 Yes for Pima College (Pima County), and Yes for Cartwright Schools (West Phoenix). We understand that a strong public education system is key to building a better, cleaner Arizona. The majority of Arizona's public-school students are youth of color, and Chispa Arizona recognizes that our movements are intersectional. Without significant and appropriate investment in our public schools to develop the leaders of tomorrow, there will be no environmental justice.

Building a Movement, Building our Power

Chispa AZ PAC continues to build capacity and momentum for Latino voters to have a say in the environmental issues. We will work towards policy and action to combat climate change at all levels of government. 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 the issue directly. No matter the result on Tuesday, we are committed to fighting for healthier, more sustainable communities and pressuring policy makers and polluters to protect our right to a safe environment.

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