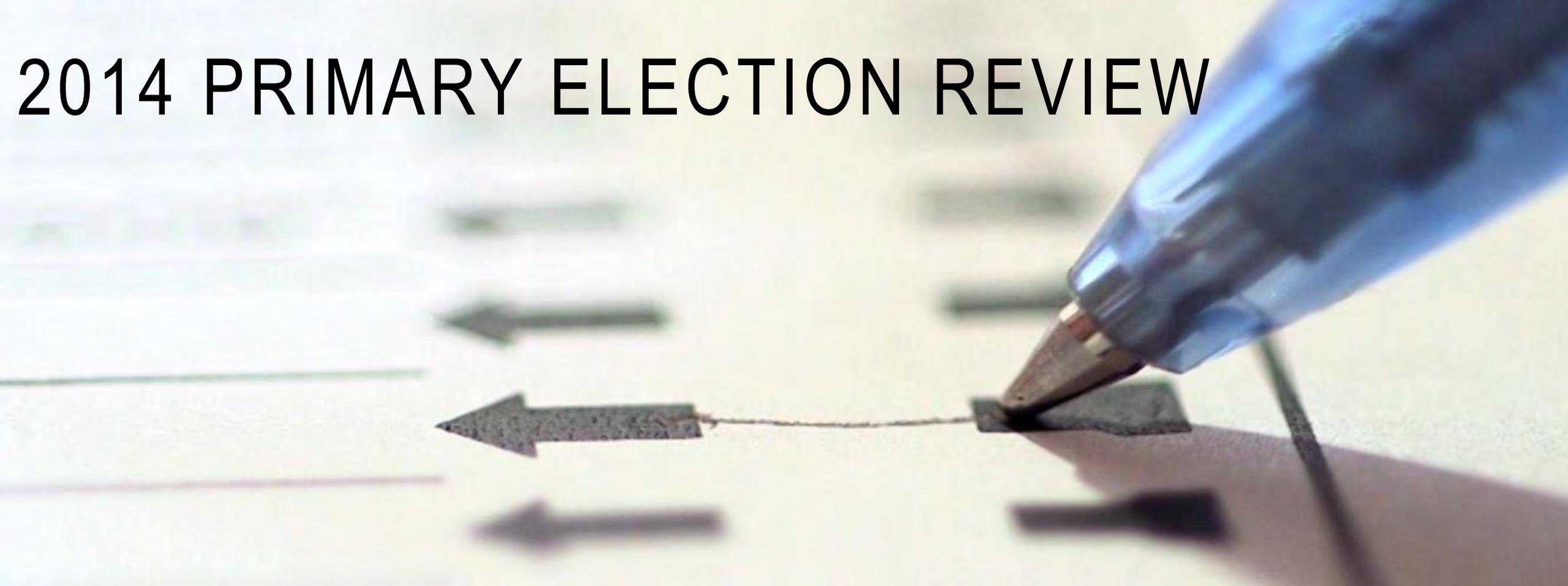


# 2014 PRIMARY ELECTION REVIEW



MARICOPA COUNTY ELECTIONS DEPARTMENT  
COMMUNITY NETWORK





PREPARATION



ELECTION DAY



VOTER TURNOUT



MEDIA COVERAGE



EARLY VOTING

THE REVIEW



PREPARATION |

# CANDIDATE FILING

- Filing for the Primary Election took place between April 28<sup>th</sup> through May 28<sup>th</sup>.
- County offices up for election included (filed with the County Recorder):
  - County Board of Supervisor Districts 4 & 5 (2 year terms)
  - Clerk of the Superior Court
  - County Assessor (2 year term)
  - Justices of the Peace
  - Constables
  - Precinct Committeemen
- Statewide offices up for election included (filed with the Secretary of State):
  - Governor
  - Secretary of State
  - Attorney General
  - State Treasurer
  - Corporation Commission (2 Seats)
  - Superintendent of Public Instruction
  - Mine Inspector
  - State Senate
  - State Legislature
- Plus various city and town offices (filed with the City or Town Clerks).

# PETITION CHALLENGES

- Candidates and/or any qualified elector can challenge the validity of an election petition for various reasons.
- The County Recorder as the Chief Registrar of Voters, is responsible for verifying petition signatures regardless of whether the filing is a statewide, countywide, or local petition.
- This year we set a record for the Primary Election, with **over 40 petition challenges**.
- The consolidated election bill past by the legislature recently (HB 2826) had a major influence on the increase of petition challenges.
- In previous years the candidate filing timeframe was spread across the calendar, depending on local municipality election dates (i.e., March and May elections, odd-numbered year elections).
- A recent court decision, *City of Tucson v. State of Arizona et al.*, reverses much of the consolidated election law, and allows Arizona charter cities to hold elections when they want.

# SPECIAL REQUESTS

- We produced:
  - 16 braille ballots.
  - 150 large print ballots.
  - 5 Tohono O'odham ballot audio discs.
- Alternative language ballot audio was also uploaded to all of our Edge accessible voting machines.





# MAILING THE BALLOTS

- Early ballots were mailed on July 31, 2014.
- We sent out quite a few... 918,737 to be exact.



# LOGIC AND ACCURACY TESTING

- The logic and accuracy test of our optical scan equipment was conducted on August 19, 2014.
- Once the logic and accuracy test is complete and our equipment is certified by the Secretary of State, we begin ballot tabulation of early ballots.
- The first results viewable on election day consist of the early ballots.







ELECTRICAL

100

INTERNAL USE ONLY

SPARE

OPEN ACCESS

OPEN ACCESS



Sezurica Voting Systems  
Cpt  
8-26-14  
NON TEST  
PCT 104  
MLRSTV  
↓ INSERT BALLOT HERE

TO OPEN BALLOT BOX DOORS



1. Insert the key (with the teeth up) into lock.
2. Turn key to left until it stops.
3. Lift key, and pull door open.
4. Reverse the procedure to close the door.

3

1

2



# AND WE'RE LIVE & COUNTING...

- Before the first ballot was counting the live feeds from our ballot tabulation center were viewable online.
- Additional cameras were installed in our “Big Room” to provide a live feed of our ballot processing center.



# STAFFING UP

- Boardworkers:
  - 3,668
- Election troubleshooters:
  - 119
- Memory Pack Site temporary employees:
  - 83
- Early voting, voter registration, public assistance, and warehouse temporary staff:
  - 160
- Ballot Processing temporary employees:
  - 64
- Hand Count Staff
  - 136



30

19

7

STARTUP CENTER  
K-12  
THE UNIVERSITY OF TEXAS AT AUSTIN

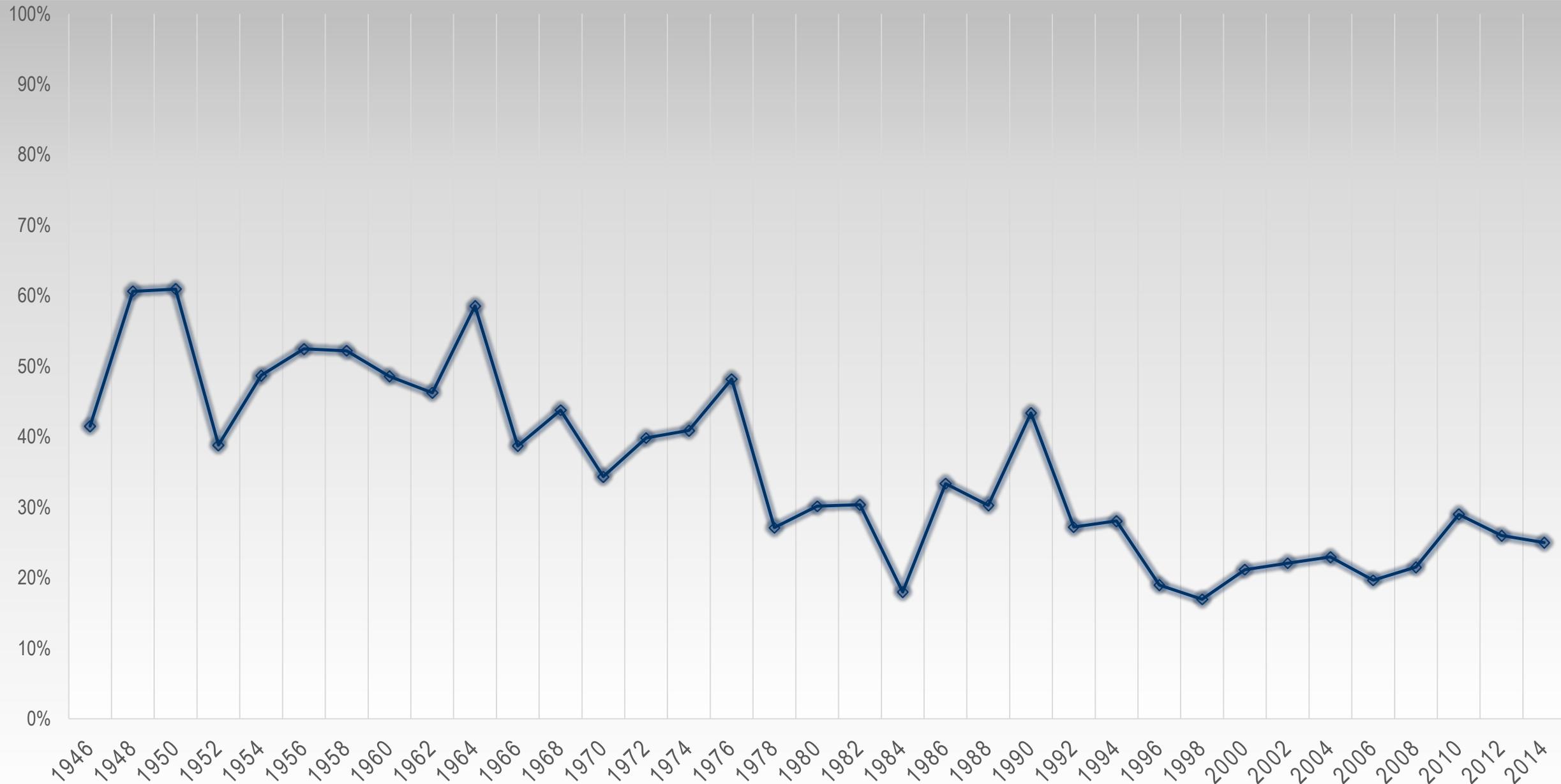


VOTER TURNOUT |

# VOTER TURNOUT

- Registered Voters: 1,974,428
- Ballots Cast: 500,282
- Overall Percentage: 25.34%
  
- Turnout by Party (including OTH voters who selected a party ballot):
  - Republican: 46.76%
  - Democrat: 30.22%
  - Libertarian: 19.24%
  - Americans Elect: 291.42%
    - 268 registered Americans Elect voters.
    - 513 OTH voters requested an Americans Elect ballot.

# PRIMARY ELECTION TURNOUT COMPARISON



# 2014 PRIMARY ELECTION TURNOUT BY LEGISLATIVE DISTRICT

LEGISLATIVE DISTRICT

1	4	12	13	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
26%	22%	23%	28%	25%	26%	25%	28%	15%	24%	27%	31%	31%	26%	32%	19%	27%	32%	18%	21%

TURNOUT PERCENTAGE

# 2014 PRIMARY ELECTION TURNOUT BY CITY/TOWN

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Apache Junction	29%
Avondale	17%
Buckeye 1	18%
Buckeye 2	25%
Buckeye 3	20%
Buckeye 4	29%
Buckeye 5	23%
Buckeye 6	25%
Carefree	38%
Cave Creek	35%
Chandler	23%
El Mirage	18%

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Fountain Hills	38%
Glendale - Cholla	27%
Glendale - Saguaro	25%
Glendale - Barrel	24%
Glendale - Ocotillo	17%
Glendale - Cactus	23%
Glendale - Yucca	20%
Gila Bend	32%
Gilbert	22%
Goodyear	26%
Guadalupe	19%
Litchfield Park	45%

---

# 2014 PRIMARY ELECTION TURNOUT BY CITY/TOWN

Mesa 1	34%
Mesa 2	29%
Mesa 3	21%
Mesa 4	20%
Mesa 5	32%
Mesa 6	25%
Peoria - Mesquite	25%
Peoria - Ironwood	31%
Peoria - Palo Verde	26%
Peoria - Willow	27%
Peoria - Acacia	18%
Peoria - Pine	24%

Phoenix 1	23%
Phoenix 2	25%
Phoenix 3	28%
Phoenix 4	24%
Phoenix 5	20%
Phoenix 6	30%
Phoenix 7	15%
Phoenix 8	21%
Paradise Valley	40%
Queen Creek	27%

# 2014 PRIMARY ELECTION TURNOUT BY CITY/TOWN

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Surprise - Acacia	23%
Surprise - Cottonwood	44%
Surprise - Mesquite	19%
Surprise - Mulberry	20%
Surprise - Palm	23%
Surprise - Palo Verde	18%

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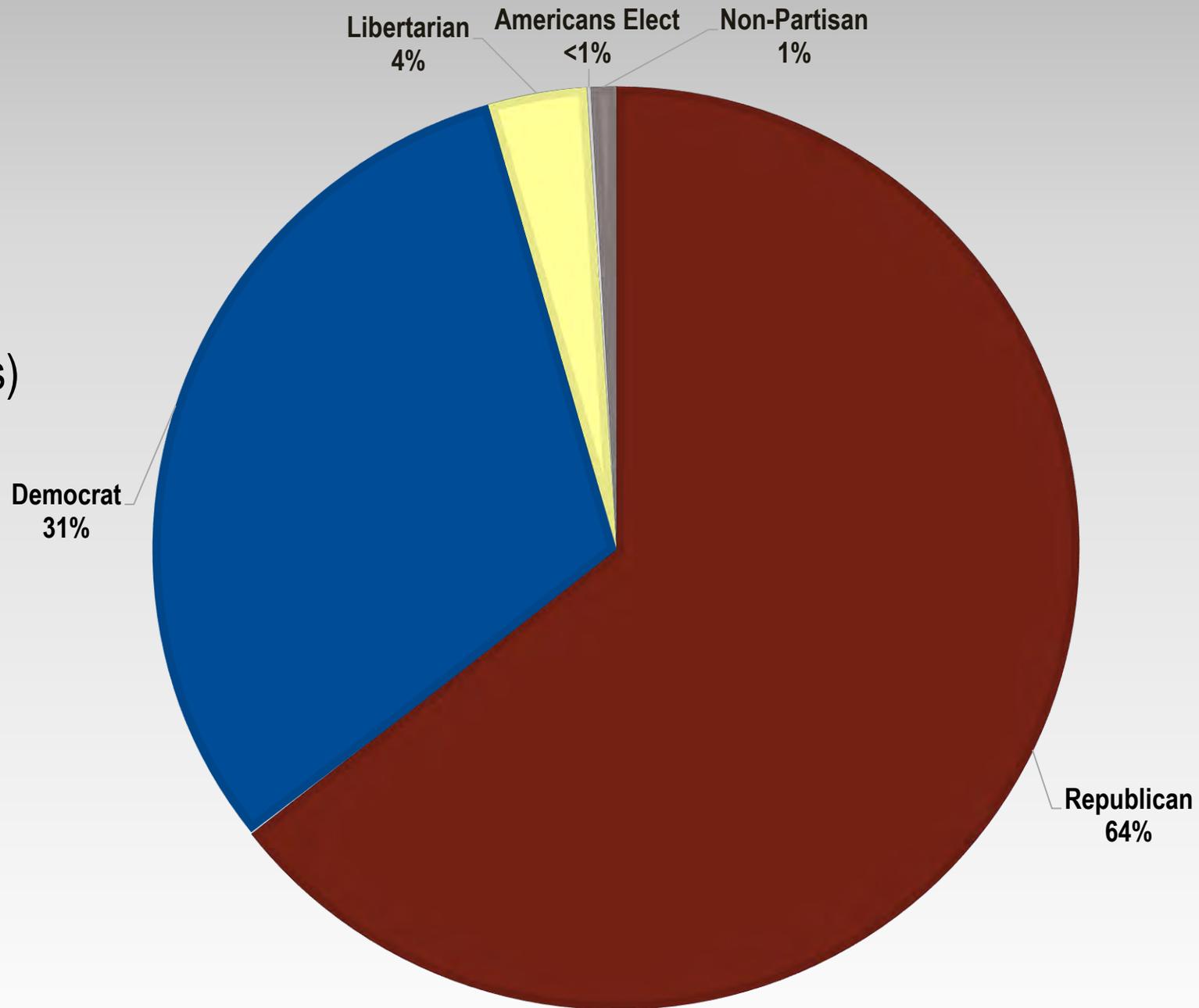
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Scottsdale	30%
Sun Lakes	45%
Sun City West	47%
Tempe	26%
Tolleson	22%
Wickenburg	47%
Youngtown	23%

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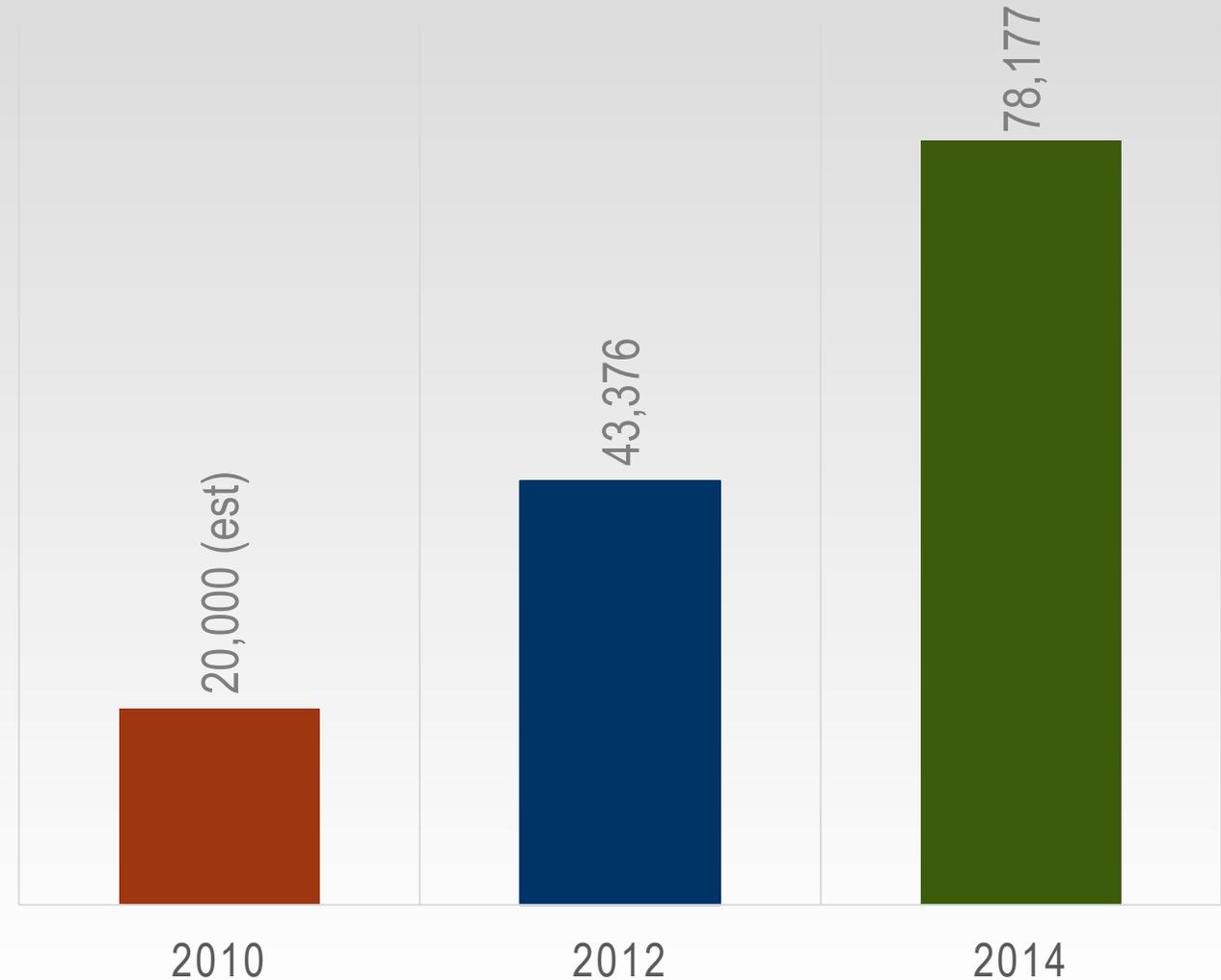
# BALLOTS CAST

- Ballots Cast (including OTH voters)
  - Republican: 331,557
  - Democrat: 160,086
  - Libertarian: 3,412
  - Americans Elect: 781
  - Non-Partisan: 4,446



# OTH VOTER TURNOUT

- Voters were more educated about the open primary in Arizona.
- A total of 78,177 OTH voters voted in the 2014 Primary.
- OTH voters were also more likely to return their early ballot than other voters (73% vs 48%).
- How does this compare?



# HISPANIC SURNAME VOTER TURNOUT

- Registered Voters with Hispanic surnames: 272,428
- Ballots Cast by voters with Hispanic surnames: 44,669
- Overall Turnout: 16.39%





EARLY VOTING |

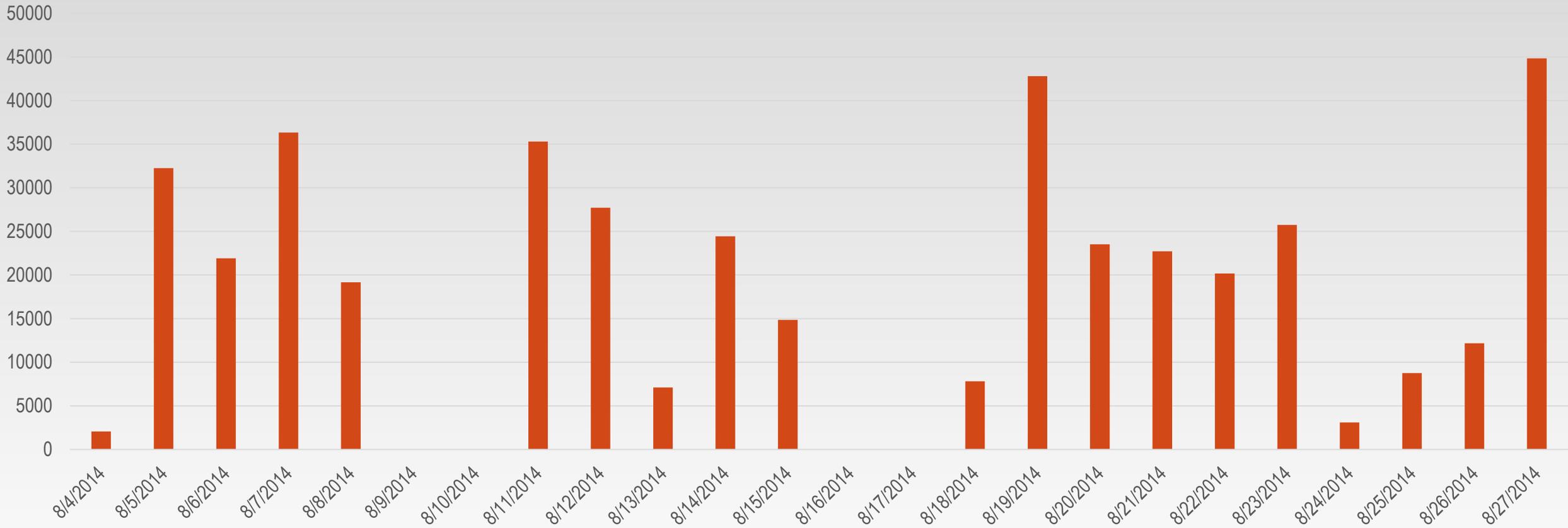
# EARLY VOTING PARTICIPATION

433,730 voters participated in early voting.

87% of all voters who voted, voted early.

A 5% increase from 2012.

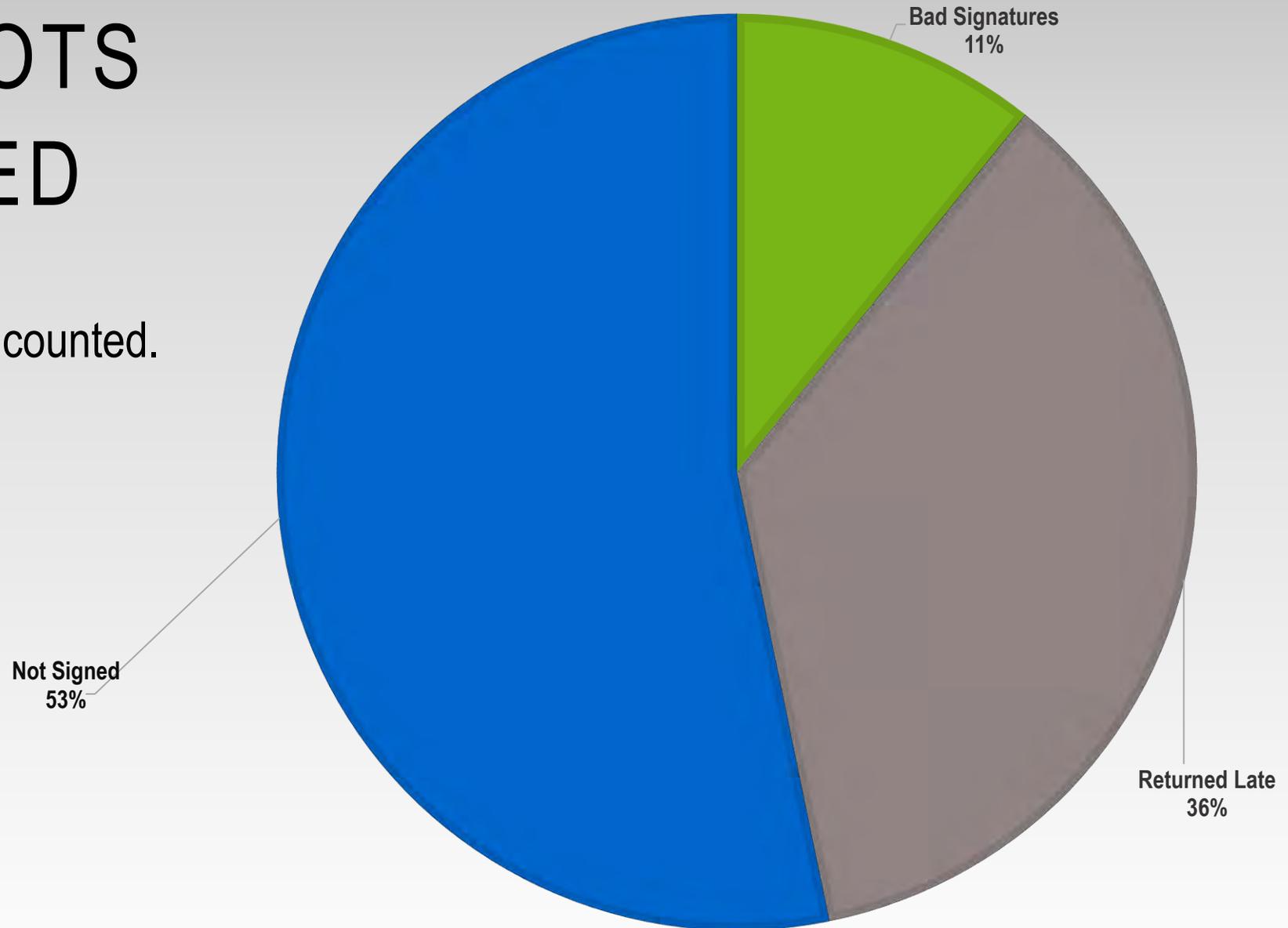
# EARLY BALLOT DAILY RETURN RATE



- Does not necessarily indicate mail receipt date, just the date processed through our mail sort.
- Ballots received on 8/27 include mail received on 8/26 or early ballot dropped off at the polls on election day.

# EARLY BALLOTS NOT COUNTED

- 5,834 early ballots were not counted.
- Reasons for not counting:
  - Bad Signatures: 630
  - Returned Late: 2,099
  - Not Signed: 3,105





ELECTION DAY |

# ELECTION DAY PARTICIPATION

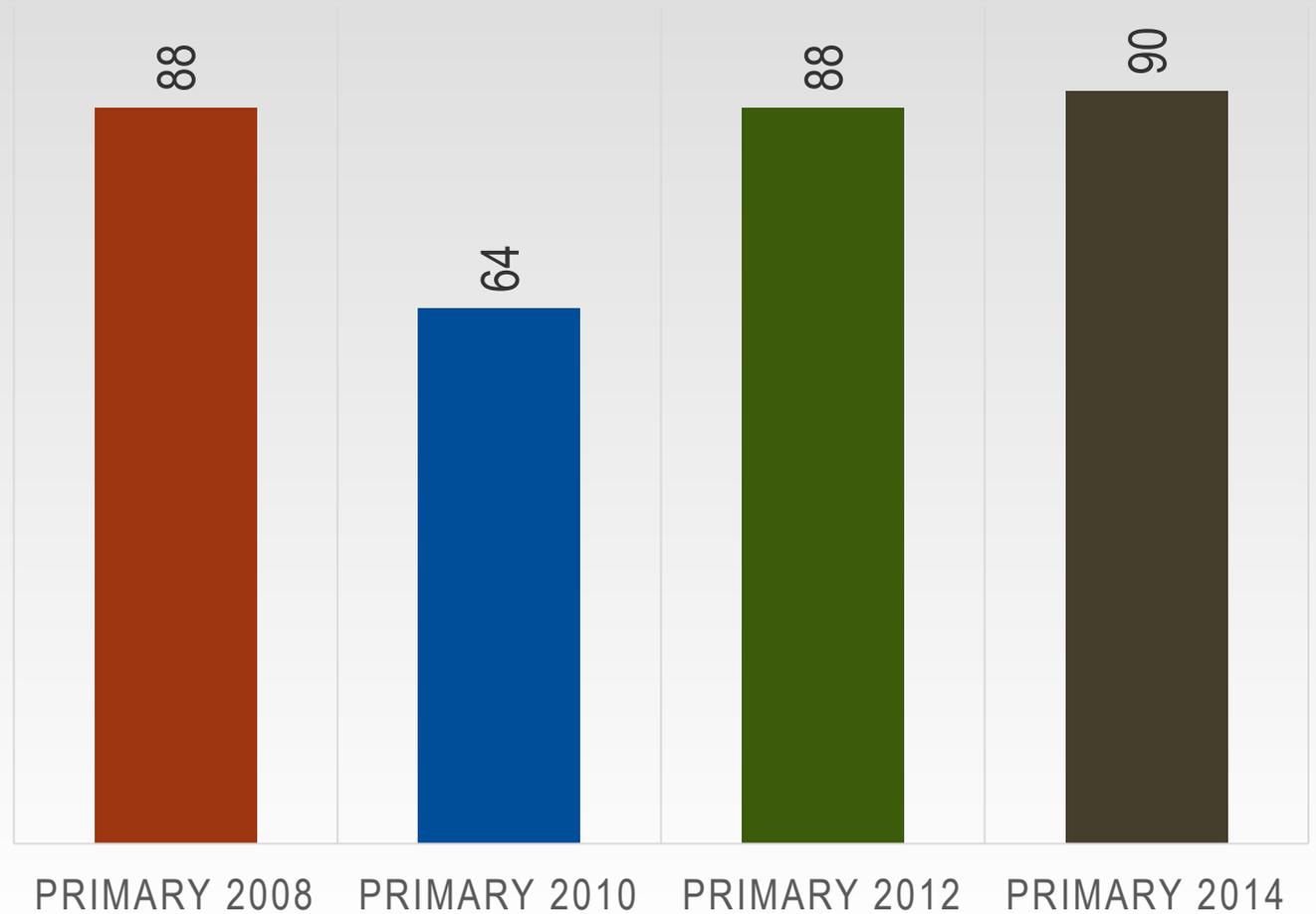
66,462 voters voted on Election Day.

13% of all voters who voted, voted at the polls.

A 5% decrease from 2012.

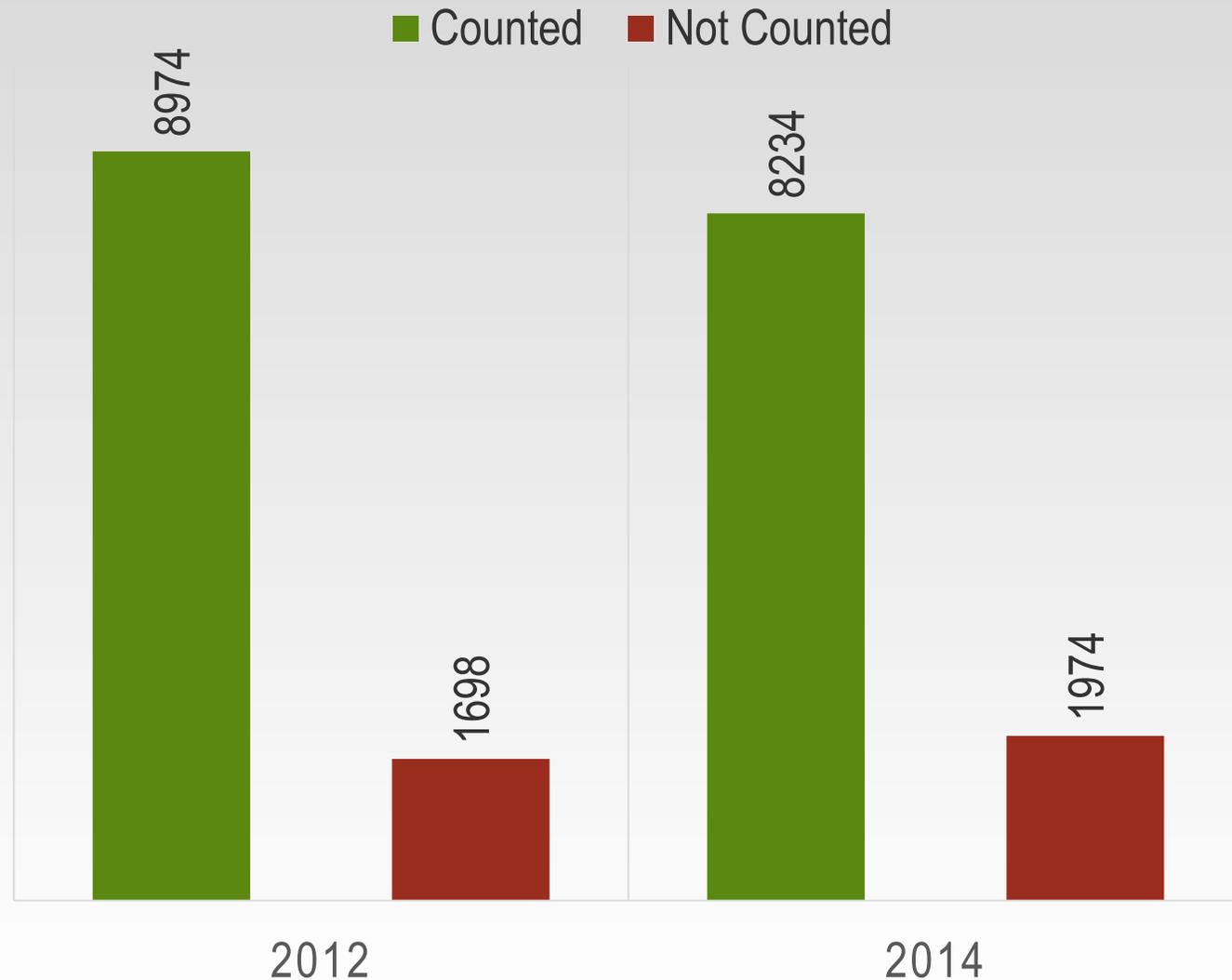
# EDGE VOTING MACHINE USE

- 90 ballots cast at the polls on Election Day used the Edge.



# PROVISIONAL BALLOTS

- Provisional Ballots: 10,208 (*compared to 10,672 in 2012*)
- Verified and Counted: 8,234
- Verified and Not Counted: 1,974



# EVERY VOTE COUNTS!

- Some of our closest races...

<b>REP - State Rep Dst 15 (vote for 2)</b> (42) 42/42 100.00%	<b>DEM - State Senator Dst 29</b> (33) 33/33 100.00%
Under Votes: 14990	Under Votes: 457
Over Votes: 34	Over Votes: 32
<b>ALLEN, JOHN</b> 10,119 31.15%	HERNÁNDEZ, LYDIA 3,252 48.84%
<b>CARTER, HEATHER</b> 12,175 37.48%	<b>QUEZADA, MARTIN J.</b> 3,342 50.19%
SMITH, DAVID BURNELL 10,087 31.05%	Write-In Candidate 65 0.98%
Write-In Candidate 103 0.32%	
<b>Total ... 32,484 100.00%</b>	<b>Total ... 6,659 100.00%</b>
<b>REP - State Rep Dst 28 (vote for 2)</b> (57) 57/57 100.00%	<b>COUNCILMEMBER TOWN OF GILA BENC</b> (1) 1/1 100.00%
Under Votes: 16194	Under Votes: 197
Over Votes: 54	Over Votes: 0
<b>BOLICK, SHAWNNA</b> 9,952 27.19%	BIRCHFIELD, DANIEL 105 14.44%
<b>BROPHY MCGEE, KATE</b> 16,900 46.18%	BREWER, JOHN W. 61 8.39%
HAMWAY, MARY 9,562 26.13%	GONZALEZ, ARMIDA 100 13.76%
Write-In Candidate 184 0.50%	<b>KREEGER, CLYDE</b> 111 15.27%
<b>Total ... 36,598 100.00%</b>	<b>RUBALCAVA, JESUS</b> 105 14.44%
	<b>SIKES, TOMMY LEE</b> 111 15.27%
	<b>TURNER, CHUCK</b> 130 17.88%
	Write-In Candidate 4 0.55%
	<b>Total ... 727 100.00%</b>



# MEDIA COVERAGE |

# PEORIA

- Much of the media coverage for the primary election was focused on a City Council race in Peoria's Mesquite District.
- The Primary Election ballot originally sent to voters in the Mesquite District had an error. The ballot contained an incomplete listing of the candidates.
- Once our office received notice of the error we immediately worked to advise voters, bring awareness to the situation and send voters a replacement ballot.
- BUT... a mistake was then made by the print vendor when reprinting and resending the replacement ballot, and the ORIGINAL incorrect ballot was mailed.
- The Peoria Council decided to conduct the race through a special all-mail election, and a third ballot with just the three council candidates for that office was sent.
- And then...

# PEORIA

- A federal judge halted the election and demanded that no votes from any of the ballots for City Council in the August primary be counted.
- The election will instead be included on the General Election ballot.
- If a run-off election is necessary, it will be held in March 2015.

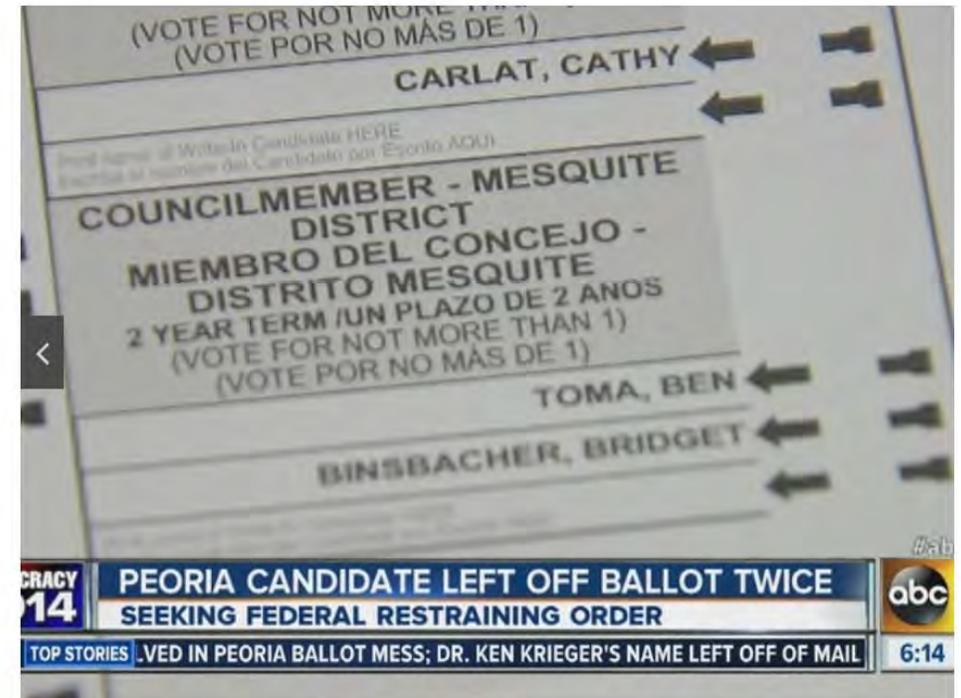
## Federal judge rules on case regarding Peoria City Council ballot error

BY: [Angie Holdsworth](#), abc15.com staff

POSTED: 10:25 AM, Aug 22, 2014

UPDATED: 9:45 AM, Aug 25, 2014

TAG: [central phoenix](#) | [phoenix metro](#) | [2014 election](#)



A A A **7**  
SHARES

SHARE ARTICLE



PHOENIX - A federal Judge has weighed in on the controversy surrounding a Peoria city council candidate whose name was left off the ballot mailed to voters -- twice.

Late Friday, Judge David Campbell ruled that none of the votes cast for the Peoria City Council will be counted whether by mail-in ballot or at any polling place.

# INDEPENDENT (OTH) VOTERS

- This year media coverage was devoted to how the Independent vote would impact this year's Primary Election.
- Education campaigns by our office and the Citizens Clean Elections Commission helped to get the word out, and the media steadily monitored the turnout.

## Independent voters engaging in record numbers

 **Laurie Roberts**

Laurie Roberts, columnist | [azcentral.com](http://azcentral.com) 2:25 p.m. MST August 13, 2014

## Independent voters in Arizona continue to rise

Mary Jo Pitzl, The Republic | [azcentral.com](http://azcentral.com) 6:15 p.m. MST August 22, 2014

## Independent voters went GOP in Arizona primary

Associated Press 12:39 p.m. MST September 14, 2014

# ELECTION DAY COVERAGE

- Media coverage began early. Interviews with Mrs. Purcell began at 5:45 outside of her polling place.
- Visitors from the associated press left our Election Night Results Center at about 11:45 pm.
- In addition to the election results, a lot of coverage Election Day was dedicated to our new ePollbooks.



## New Poll Technology Proves To Be Success

By Alexandra Olgin  
September 02, 2014



Poll workers used new technology during last Tuesday's primary election. Microsoft Windows tablets running ePollbooks software were used to check voters in.

Maricopa County Recorder Spokesman Daniel Ruiz said processing voters with the tablets was much faster than flipping through paper binders to find each voters name.

"All you had to do was bring in your driver's license or your voter registration card, we would scan that it would pull up your records. It was a lot quicker and a lot easier for folks to get processed through the line," said Ruiz.

Ruiz said this is the first county-wide election the tablets were used in. And the devices were at every polling place in Maricopa County. The tablets and software cost \$3 million.



## 5 things to know about voting in Tuesday's primary



New electronic poll books for the 2014 elections in Maricopa County will help voters who went to the wrong polling place find the right one. More than 7,000 voters had their votes invalidated in 2012 because they went to the wrong polling place. Rob O'Dell/The Republic.

Mary Jo Pitzl, The Republic | azcentral.com 4:49 p.m. MST August 25, 2014



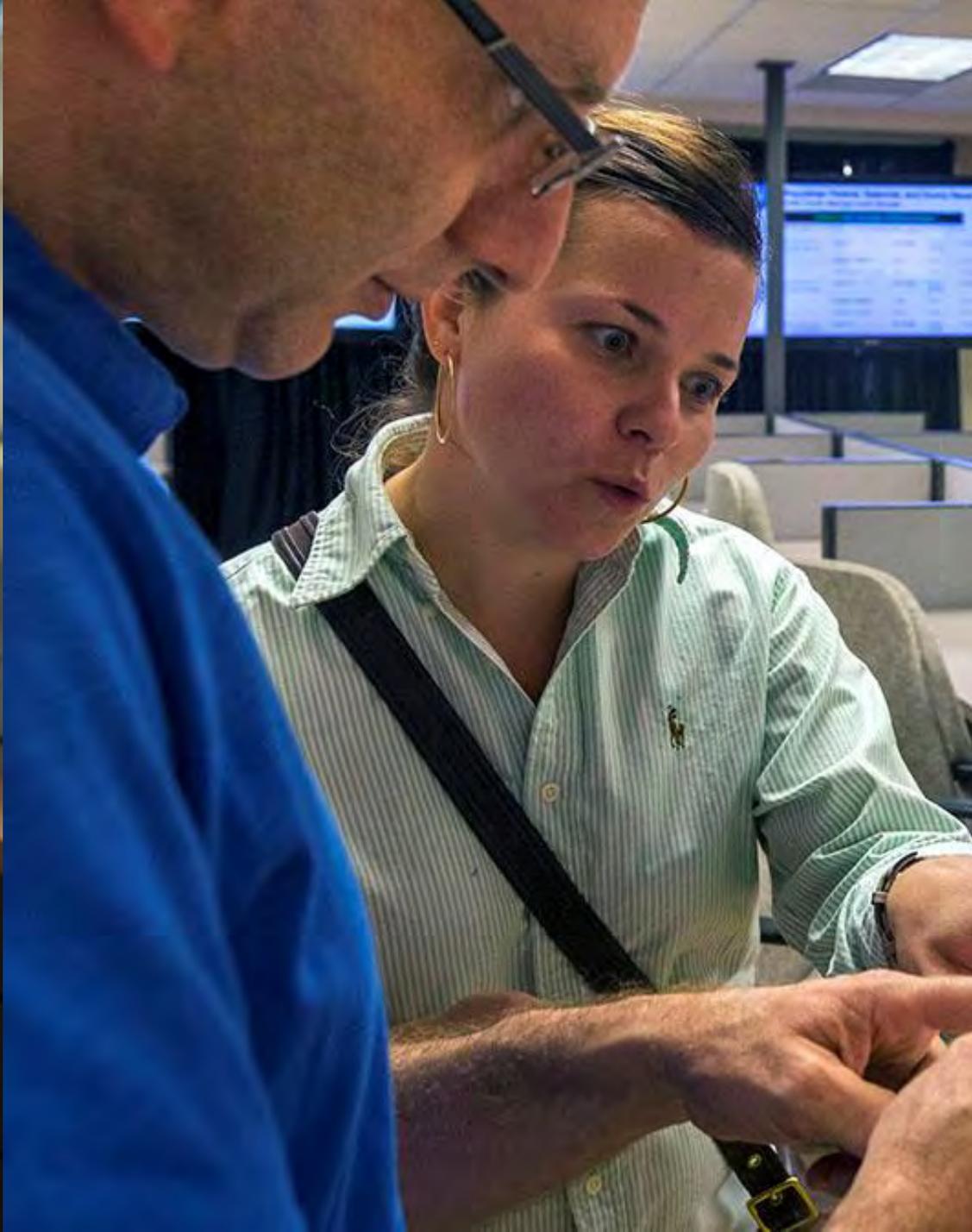
202 CONNECT 52 TWEET 2 LINKEDIN COMMENT 2 EMAIL MORE



Tuesday is primary election day. Voters will pick their party's nominees for statewide and legislative offices. In addition, a number of cities and towns are holding local elections. Here are some keys to keep in mind for voting:

(Photo: Michael Schennum / The Republic)





# POST ELECTION DAY COVERAGE

- Post- Election Day coverage was focused on the counting of provisional ballots and early ballots that came in on election day.
- We made an effort to inform every journalist about the process and answer their question: “What is taking so long?”
- We finished tabulating ballots on 8/29 and tallying write-ins on 9/2.

## The price of procrastination: Last minute early voting continues to create headaches for ballot counters

By: [Hank Stephenson](#) September 8, 2014, 8:39 am

Provisional and “late early” ballots take longer to count because they require painstaking research and several levels of verification before they can be tabulated. Maricopa County Recorder Helen Purcell said it’s just not realistic to expect every one of the 1.4 million votes to be counted by the morning after the election. And when there are close contests, accuracy is more important than speed.

## Hopefuls in 4 Arizona races are playing waiting game

Mary Jo Pitzl, The Republic | [azcentral.com](#) 6:03 p.m. MST August 29, 2014



(Photo: David Wallace/The Republic)

Winners are still celebrating their victories in Tuesday's primary election. Losers are bandaging their wounds. But a handful of candidates continue to wait to learn the outcome of their races. And wait. And wait.

One congressional race and at least three legislative matches are still not decided, as elections officials tabulate “early” ballots that arrived late in the voting

### STORY HIGHLIGHTS

- Eight candidates in four races are still waiting for results from Tuesday's primary election.
- “Early” ballots that didn't come in so early are the reason for the delay, which will extend through the weekend.

# SOCIAL MEDIA- PEOPLE LIKE US 👍

- Facebook likes gained from the start of early voting to Election Day: 1,057
- Total Twitter followers: 276

Total Page Likes as of Today: 1,403



**BENCHMARK**  
Compare your average performance over time.  
Total Page Likes

# SOCIAL MEDIA- WE'RE GETTING POPULAR

These Tweets helped you make connections, got people excited, and started your friends talking.



2,159

Total views

15

New followers

19

Retweets

YOUR MOST POPULAR TWEETS FOR THE WEEK OF 17 AUG:

Nice. People got into this Tweet.

Voted an early ballot? Sign it, seal it & send it soon! You can also drop it off at any polling place in the County on Election Day!

10:59 AM - 20 Aug 14

882 views

2 favorites

1 reply

13 Retweets



- Most popular week on Twitter: 8/18-8/22 with 2,159 views



Maricopa County Recorder's Office and Elections Department

August 26 at 6:00am · 🌐

The polls are now open! Happy Election Day! Find your polling place by clicking the link below. You can also drop your early ballot off at any polling place in Maricopa County.



Maricopa County Elections Polling Place Locator

The Maricopa County Recorder's Office presents the information on this web site as a service to the public. We have tried to ensure that the information contained in this electronic document is accurate.

RECORDER.MARICOPA.GOV

7,948 people reached

- Total Facebook Reach from the start of early voting to Election Day: 17,230 views

**PRIMARY ELECTION**  
AUGUST 26, 2014



Prepared by:  
Helen Purcell  
Maricopa County Recorder

,974,428  
500,282  
25.34%  
9,085  
5,557  
76%  
82  
6

**THANK YOU**

NEXT MEETING:  
General Election Preview  
October 29<sup>th</sup> at 10am.