

By: Rodriguez of Bexar

H.B. No. 3285

A BILL TO BE ENTITLED

AN ACT

relating to expenditures by the secretary of state on general election voter education programs.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF TEXAS:

SECTION 1. Subchapter A, Chapter 31, Election Code, is amended by adding Section 31.013 to read as follows:

Sec. 31.013. REPORT ON EXPENDITURES FOR VOTER EDUCATION PROGRAMS. (a) The secretary of state shall prepare a report on the expenditures for its voter education programs for each general election including:

(1) the total amount spent for voter education;

(2) the name of and amount paid to each vendor under all voter education programs;

(3) the amount spent on voter education advertising programs itemized by the language used to communicate;

(4) an estimated number of voters that the voter education programs reached;

(5) the primary and secondary demographics targeted through each medium and in each media designated market area as determined by Nielsen Media Research as of September 1, 2017;

(6) the media designated market areas where television, radio, print, or outdoor advertisements were placed;

(7) the expenditures for each medium in each media designated market area;

1 (8) the total amount expended on digital marketing
2 with an explanation of each form of digital marketing utilized and
3 how digital marketing was targeted by demographic, market, and
4 language;

5 (9) the total number of digital impressions achieved
6 in each form of digital marketing;

7 (10) the number of digital impressions in each form of
8 digital advertising that were viewed 100 percent;

9 (11) the saturation and cost per point of
10 advertisements in each media designated market area; and

11 (12) the name of each organization the secretary of
12 state collaborated with or distributed voter education material to.

13 (b) The secretary of state may only enter into a contract
14 with a vendor that agrees to release the information required by
15 Subsection (a).

16 (c) Not later than January 31 of each odd-numbered year, the
17 secretary of state shall deliver the report to the committees of
18 each house of the legislature with jurisdiction over elections.

19 SECTION 2. Not later than December 1, 2017, the secretary of
20 state shall prepare a report on the expenditures of the 2016 general
21 election voter education programs, including all the information
22 required by Section 31.013, Election Code, as added by this Act, and
23 deliver the report to the committees of each house of the
24 legislature with jurisdiction over elections.

25 SECTION 3. This Act takes effect immediately if it receives
26 a vote of two-thirds of all the members elected to each house, as
27 provided by Section 39, Article III, Texas Constitution. If this

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1 Act does not receive the vote necessary for immediate effect, this

2 Act takes effect September 1, 2017.