
Subject: RE: : [Ext]RE: [Ext]RE: Public Records Request (TX-SOS-20-0541)
Date: Friday, December 11, 2020 at 11:48:27 AM Pacific Standard Time
From: GeneralCounsel
To: 'AO Records'
CC: GeneralCounsel
Attachments: 12.11.20 Documents.zip

EXTERNAL SENDER

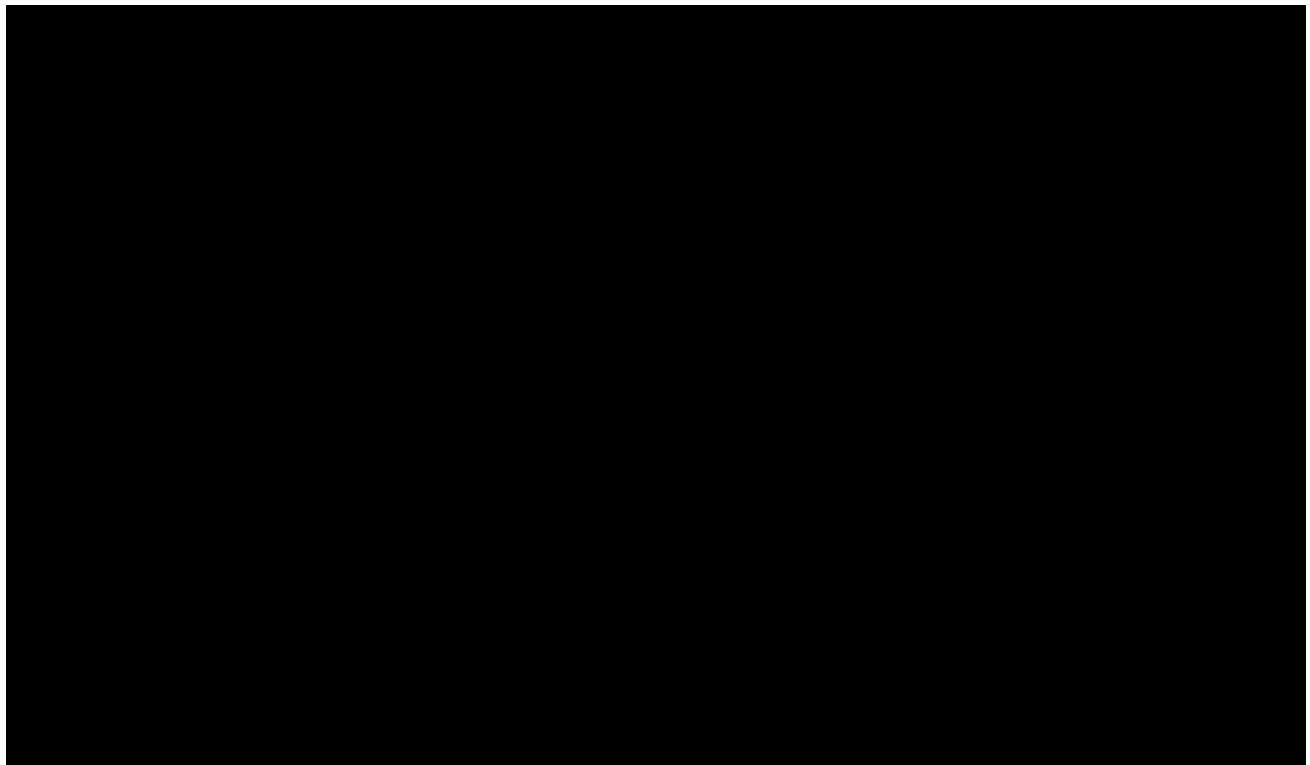
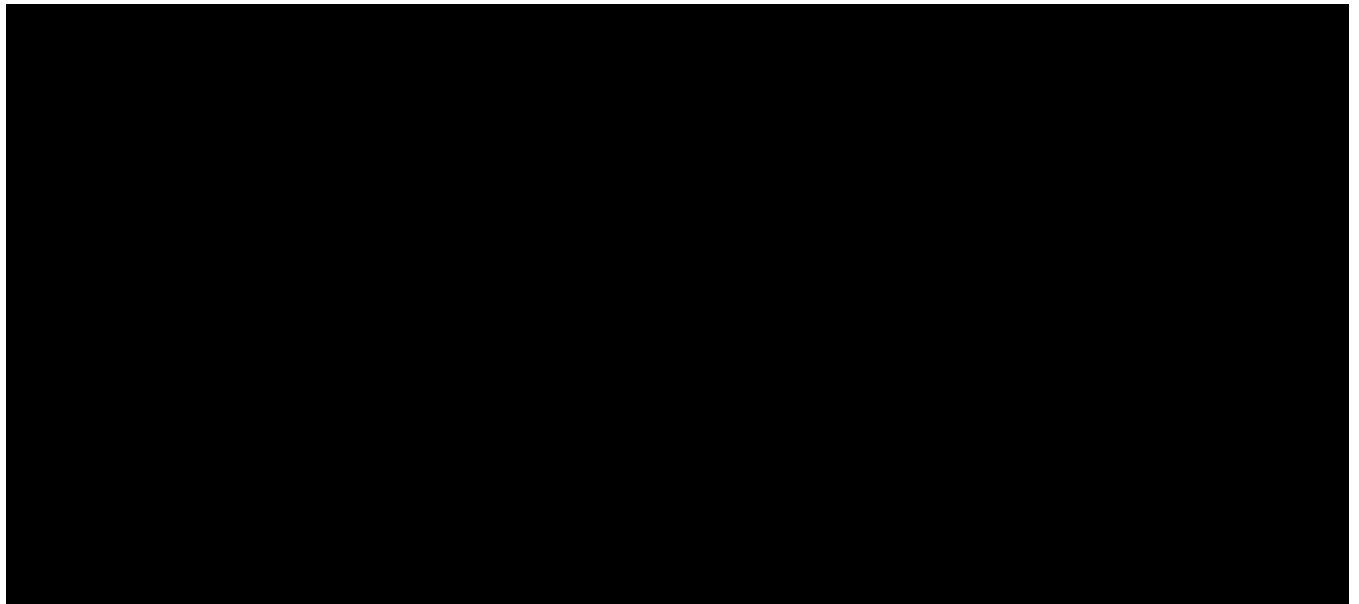
Good afternoon,

Consistent with our November 19 email, please see the attached zipped folder containing documents responsive to your request under Chapter 552 of the Texas Government Code. Certain information has been redacted as allowed by OR2020-21191.

We appreciate your patience as we continue to process your request in accordance with the terms of the Public Information Act. We require additional time to review our records and produce additional responsive documents. We will provide additional responsive documents—to the extent such information is not excepted from disclosure under state or federal law—by 5:00 p.m. on December 30, 2020. *See* Tex. Gov't Code § 552.221(d).

Kind regards,

Jennifer Williams
Legal Assistant to the General Counsel
Office of the Texas Secretary of State



From: Stephen Chang <SChang@sos.texas.gov>

Date: Tuesday, February 11, 2020 at 4:14 PM

To: Barbie Rugen <brugen@gdc-co.com>

Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Victor Noriega <vnoriega@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>

Subject: Re: Voter Ed - Radio Record

Hah! All good... I think I missed that. Been a long day already. I had a good laugh just now. Thanks again!

Get [Outlook for iOS](#)

From: Barbie Rugen <brugen@gdc-co.com>

Sent: Tuesday, February 11, 2020 4:11:23 PM

To: Stephen Chang <SChang@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Victor Noriega <vnoriega@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>

Subject: Re: Voter Ed - Radio Record

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to informationsecurity@sos.texas.gov.

Ha!

My (lack of) humor didn't come across in my email, Stephen. Apologies for that.

We'd never torture Secretary Hughs with recording an entire :60 radio spot. We'll leave that up to the folks that we can have record specific lines 60xs over, if needed. We also understand how precious her time is, especially after seeing her February schedule. We'll leave the :60s, :30s and :15s to the professionals and call it a day.

From: Stephen Chang <SChang@sos.texas.gov>

Date: Tuesday, February 11, 2020 at 3:31 PM

To: Barbie Rugen <brugen@gdc-co.com>

Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Victor Noriega <vnoriega@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>

Subject: RE: SOS: Voter Ed - Radio Record

Also,

I think 60 second spots in Phase 2 are fine. As long as we hammer a date and time that works, I don't think she's opposed in any way.

We'll make that work.

- SC

From: Barbie Rugen <brugen@gdc-co.com>

Sent: Tuesday, February 11, 2020 2:36 PM

To: Stephen Chang <SChang@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Victor Noriega <vnoriega@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>

Subject: SOS: Voter Ed - Radio Record

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to informationsecurity@sos.texas.gov.

Hi there Stephen!

I walked in right after the confusion about the radio record & the exact section that Secretary Hughs was set to record. For any confusion, we apologize.

We strived to keep our production as simple and easy for the Secretary as possible for Phase 1. We also planned for a quick turn around with this one, so we only deemed the closing for her. BUT ...

Knowing that Secretary Hughs was ready to record a :60 spot ... I'm sure we might take her up

on that for Phase 2, if she's open to it. You let us know.

Again, apologies for the confusion with today's session. We're still at the studio & working on the spots. Will likely have something for y'all to listen to tomorrow!

If you have any questions, please let us know. Thank you for all your help today!

From: [Stephen Chang](#)
To: [Joe Esparza](#); [Adam Bitter](#); [Ruth Hughes](#)
Subject: Fwd: SOS: Voter Ed - Market Square Round Up (San Antonio)
Date: Saturday, February 22, 2020 10:41:45 AM
Attachments: Image.jpeg
Image.jpeg

FYI!

Get [Outlook for iOS](#)

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Saturday, February 22, 2020 10:24:59 AM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Marcie Casas <mcasas@gdc-co.com>
Subject: SOS: Voter Ed - Market Square Round Up (San Antonio)

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to Informationsecurity@sos.texas.gov.

We've been blessed with a beautiful day & we're ready to get the Voter Ed message out there!

We could not have asked for better placement. There are 2 main restaurants in Market Square - La Margarita & Mi Tierra. We are parked in one of the walk throughs in front of La Margarita. As you can see, it's a great backdrop for us. We look forward to a fun activation!

Any questions, let us know. Happy Saturday!





From: Stephen Chang
To: Barbie Rugen
Cc: Beth Wammack; Melissa Getchell
Subject: Re: New Graphics for Reminders Leading up to March 3 Primary
Date: Friday, January 17, 2020 7:33:05 PM
Attachments: image001.jpg
image002.jpg
image003.jpg
image004.jpg
image005.jpg
image006.jpg
image007.png

Sounds good, thank you, and will do! - SC

Get [Outlook for iOS](#)

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Friday, January 17, 2020 7:00:19 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>
Subject: Re: New Graphics for Reminders Leading up to March 3 Primary

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to Informationsecurity@sos.texas.gov.

First, many thanks for being specific & providing the creative reference.

We'll add these to our status sheet, as well as discuss on Monday with the team. One of our deliverables is a social media - content calendar utilizing Hey Orca, so next week, let's see if we can make some time to walk you through Hey Orca so that you can see it in action & understand how you'll interact with it.

We'll treat this one as a priority. All will be in motion soon. In the meantime, let us know if anything else is needed. Thank you!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Friday, January 17, 2020 at 6:34 PM
To: Barbie Rugen <brugen@gdc-co.com>; Beth Wammack <bwammack@gdc-co.com>
Subject: New Graphics for Reminders Leading up to March 3 Primary

Barbie and Beth,

As referenced earlier, these are the graphics I'm looking to rework ahead of next month. These would be posted during the month of February and March (up to the primary and on it).

Basically, you all created these for the '18 campaign, and they were great. I reused them for the '19 constitutional, and for the '20 primary and general, I would like us to have a new set that looks fresh so we aren't recycling the same content from last cycle.

For the now until March 3, looking for graphics for:

- Notice of when early voting starts and ends
- Early voting begins today
- Acceptable forms of ID (or what to do if you can't reasonably obtain one)
- Last day of early voting
- 3 and 1 days until Election Day
- Election Day is today

These will be need to optimized size wise for Facebook, Twitter, and Instagram.

The tweet text content can be discussed as we get closer. We will need English and Spanish, and will need to post on a schedule (which we can also discuss a little bit from now). By the time these are needed we should be at the stage where I've gotten you all access to our media/channels, etc.

Thanks! Definitely let me know if you have any questions on this.

- SC

--

6:10 ↗

5G E 🔋



TEXASSECRETARY
Posts



texassecretary



Early Voting is From
**October 21st -
November 1st**



Liked by **joe_esparky** and **9 others**

texassecretary TEXANS: Early voting for the November 5 election begins October 21! Make sure you're ready to vote! Learn more: <https://www.sos.texas.gov/about/newsreleases/2019/101619.shtml> #txsos

View 1 comment

October 17, 2019

6:10

5G E



TEXASSECRETARY
Posts



texassecretary



Liked by joe_esparky and 7 others

texassecretary TEXANS: Early voting for the November 5 election begins TODAY! Be sure to visit VoteTexas.gov for all the information you need to cast your ballot. Vote Early & [#VoteTexas!](#) [#BeAVoter](#)

View 1 comment

October 21, 2019

6:10 ↗

5G E 🔋



TEXASSECRETARY Posts



texassecretary



Liked by joe_esparky and 3 others

texassecretary Texas Voters: It's time to head to the polls!
Visit <https://www.votetexas.gov/register-to-vote/need-id.html> to learn more about ID requirements and... [more](#)

October 24, 2019

6:10 ↗

5G E 



TEXAS SECRETARY
Posts



texassecretary



Do not possess and cannot reasonably obtain one of these IDs?

Fill out a Reasonable Impediment Declaration form at the polls and show a copy or original of one of the following supporting documents:

- Certified Domestic Birth Certificate or Court Admissible Birth Document
- Current Utility Bill
- Bank Statement
- Government Check
- Paycheck
- Government document with your name and an address including your Voter Registration Certificate

Exemptions might apply. Find out more at



Liked by joe_esparky and 3 others

texassecretary Texas Voters: It's time to head to the polls! Visit <https://www.votetexas.gov/register-to-vote/need-id.html> to learn more about ID requirements and... more

October 24, 2019

6:10 ↗

5G E 🔋



TEXASSECRETARY
Posts



texassecretary



5 likes

texassecretary Today is the last day to vote early ahead of the November 5th election! Prepare to cast a ballot and make your voice heard so that you can make a... [more](#)

[View 1 comment](#)

November 1, 2019



texassecretary



**1 DAY UNTIL
ELECTION DAY**

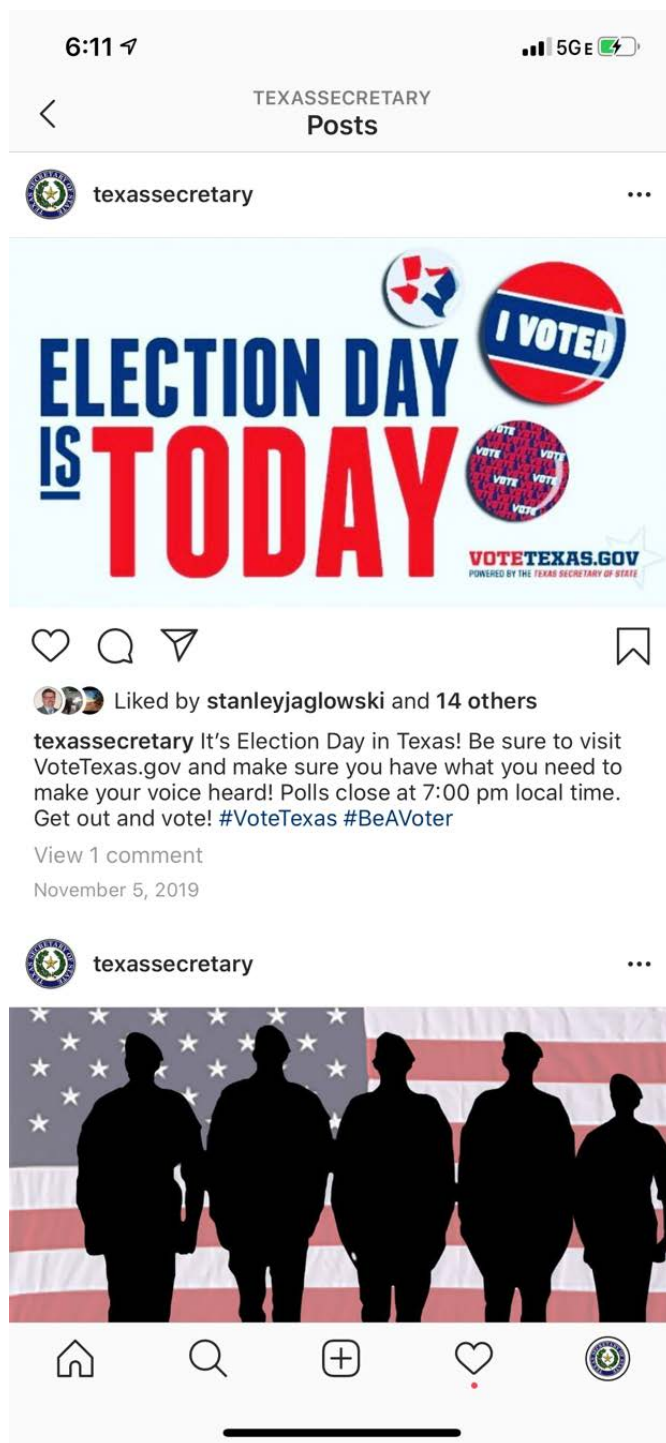
VOTETEXAS.GOV
POWERED BY THE TEXAS SECRETARY OF STATE



5 likes

texassecretary Texas Voters: Election Day is tomorrow! If you didn't cast a ballot during the early voting period, you can still make your voice heard! Be sure to visit... [more](#)

November 4, 2019



From: [Stephen Chang](#)
To: [Barbie Rugen](#); [Olivia Thomas](#); [Paola Herrera](#)
Subject: RE: Social Media For Next Week - Reminder Of June 15 Register To Vote Deadline
Date: Monday, June 1, 2020 9:48:00 AM
Attachments: image001.jpg

Great. Thank you!

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Monday, June 1, 2020 9:43 AM
To: Stephen Chang <SChang@sos.texas.gov>; Olivia Thomas <othomas@gdc-co.com>; Paola Herrera <pherrera@gdc-co.com>
Subject: Re: Social Media For Next Week - Reminder Of June 15 Register To Vote Deadline

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to informationsecurity@sos.texas.gov.

That shouldn't be an issue. Let us coordinate on our end & if there are any questions, we'll get back to you. Thanks Stephen!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Monday, June 1, 2020 at 9:15 AM
To: Barbie Rugen <brugen@gdc-co.com>, Olivia Thomas <othomas@gdc-co.com>, Paola Herrera <pherrera@gdc-co.com>
Subject: Social Media For Next Week - Reminder Of June 15 Register To Vote Deadline

For the social media posts for next week, can we add an additional one on 6/8 that June 15 is the deadline to register to vote? We can link it back to this:

<https://www.votetexas.gov/register-to-vote/index.html>

For the 6/11 post, we can plug the Reasonable Impediment Declaration (RID) and link back to the Voter ID page on VoteTexas.

TY!

- SC

--

Stephen Chang
Director of Communications
Office of the Secretary of State
Capitol Building, Room 1E.8

Direct: (512) 463-6116
Cell: (512) 538-5293
SChang@sos.texas.gov



From: [Barbie Rugen](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Marcie Casas](#)
Subject: Re: Voter Ed - Grassroots Recommendation
Date: Monday, February 3, 2020 11:46:08 AM
Attachments: image001.png

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to Informationsecurity@sos.texas.gov.

Fantastic!

Thank you for this approval.

Our next steps will be to get the grassroots footprint mock-up estimated, as well as start locking down these proposed events. We'll provide all specifics & costs for you to review & give a final blessing. In the meantime, please let us know if any other info is needed. Thanks again!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Monday, February 3, 2020 at 11:34 AM
To: Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Marcie Casas <mcasas@gdc-co.com>
Subject: RE: Voter Ed - Grassroots Recommendation

Thanks for the clarification. We are ready to proceed with this on our end.

If you can keep us updated on the specific details once they're locked down on the event venues and times, we'd like to see if we can check things out.

Appreciate it! Looking forward to hearing back as things move along.

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Friday, January 31, 2020 10:48 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Marcie Casas <mcasas@gdc-co.com>
Subject: Re: Voter Ed - Grassroots Recommendation

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to Informationsecurity@sos.texas.gov.

Hi Stephen!

Let's see if I can get you some answers.

- The costs that I provided are only the entry / reserve our space fee. Once we get your approval to move forward with the event, I'll provide the additional costs associated with each event - the travel costs (hotel, mileage, per diems all based on GSA rates), as well as the cost for the BA.

- [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]

- [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

- [REDACTED]
[REDACTED]

If you've got any additional questions, please let us know. If you've got any ideas, we'll always make time to discuss.

Have a good night!

From: Stephen Chang <SChang@sos.texas.gov>

Sent: Friday, January 31, 2020 10:09 PM

To: Barbie Rugen

Cc: Beth Wammack; Melissa Getchell; Marcie Casas

Subject: Re: Voter Ed - Grassroots Recommendation

Content itself looks good.

A few Qs from our end (Me, Adam, DSOS) we'd like to ask before approvals:

What does the listed cost for each event include? Is it "all in," or are there other costs associated with each event that are not included in the quoted price?

[REDACTED]

[REDACTED]

[REDACTED]

-SC

Get [Outlook for iOS](#)

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Friday, January 31, 2020 4:27 PM
To: Stephen Chang
Cc: Beth Wammack; Melissa Getchell; Marcie Casas
Subject: SOS: Voter Ed - Grassroots Recommendation

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to informationsecurity@sos.texas.gov.

Hi there Stephen!

Grassroots time. During our kick-off meeting a week ago, we proposed the following (3) events for Phase 1:

Corpus Christi

- Barefoot Mardi Gras – Parade & Festival (time TBD)

- Saturday, February 22
- Cost: \$165
- [REDACTED]

Brownsville

- Charro Days (Sombrero Fest) – time TBD
- Saturday, February 29
- Cost: \$3,000 – 5,000
- [REDACTED]

[REDACTED]

[REDACTED]

Hidalgo

- Borderfest (time TBD)
- Saturday, March 7
- Cost: \$5,000
- [REDACTED]

[REDACTED]

[REDACTED]

If you're good with moving forward with these (3) events, we'll lock each down and once we're confirmed, we'll build our master budget spreadsheet to reflect all specifics – load in time, exact block of time for our activations, hotel/mileage/per diem costs, BA's, etc. – so that you can review and give a final green light.

I'm also including the mock-up of our low tech footprint, as well as the match game. If you're good with our visuals, we'll move forward with costing out each item for an approval.

Please review and let us know if you have any questions. If we can get an initial approval to move forward with seeing if these events are available for us, as well as your approval on the footprint & game by Monday, February 3 EOD, that would be great.

Any questions, don't hesitate to ask. We'll wait to hear from you!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765
221 W. Poplar
San Antonio, TX 78212



From: [Melissa Getchell](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Marcie Casas](#); [Barbie Rugen](#)
Subject: Re: Voter Ed - Grassroots Recommendation
Date: Monday, February 3, 2020 11:59:02 AM
Attachments: image001.png

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to Informationsecurity@sos.texas.gov.

Hey Stephen,

Jumping in – we typically provide tour reports after each event. These reports include actual count of attendees that played our game, rounds played, and approximate impressions (or people that engaged with or walked by our setup). The report also includes media outreach and photographs taken at the event.

Thanks,

Melissa

From: Stephen Chang <SChang@sos.texas.gov>
Date: Monday, February 3, 2020 at 11:54 AM
To: Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Marcie Casas <mcasas@gdc-co.com>
Subject: RE: Voter Ed - Grassroots Recommendation

Sounds good. Looking forward to that, and I'll keep an eye out on those.

While we wait on that, one thing that came up in our morning AM chat. Will you be tracking the metrics of foot traffic/participation so we can have some numbers to reflect upon after each event?

Clicker counts of traffic in and out? How many people played the game/etc etc?

Thanks!

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Monday, February 3, 2020 11:46 AM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Marcie Casas <mcasas@gdc-co.com>

Subject: Re: Voter Ed - Grassroots Recommendation

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to informationsecurity@sos.texas.gov.

Fantastic!

Thank you for this approval.

Our next steps will be to get the grassroots footprint mock-up estimated, as well as start locking down these proposed events. We'll provide all specifics & costs for you to review & give a final blessing. In the meantime, please let us know if any other info is needed. Thanks again!

From: Stephen Chang <SChang@sos.texas.gov>

Date: Monday, February 3, 2020 at 11:34 AM

To: Barbie Rugen <brugen@gdc-co.com>

Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Marcie Casas <mcasas@gdc-co.com>

Subject: RE: Voter Ed - Grassroots Recommendation

Thanks for the clarification. We are ready to proceed with this on our end.

If you can keep us updated on the specific details once they're locked down on the event venues and times, we'd like to see if we can check things out.

Appreciate it! Looking forward to hearing back as things move along.

- SC

From: Barbie Rugen <brugen@gdc-co.com>

Sent: Friday, January 31, 2020 10:48 PM

To: Stephen Chang <SChang@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Marcie Casas <mcasas@gdc-co.com>

Subject: Re: Voter Ed - Grassroots Recommendation

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to informationsecurity@sos.texas.gov.

Hi Stephen!

Let's see if I can get you some answers.

- The costs that I provided are only the entry / reserve our space fee. Once we get your approval to move forward with the event, I'll provide the additional costs associated with each event - the travel costs (hotel, mileage, per diems all based on GSA rates), as well as the cost for the BA.

- [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]

- [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

- [REDACTED]
[REDACTED]

If you've got any additional questions, please let us know. If you've got any ideas, we'll always make time to discuss.

Have a good night!

From: Stephen Chang <SChang@sos.texas.gov>
Sent: Friday, January 31, 2020 10:09 PM
To: Barbie Rugen
Cc: Beth Wammack; Melissa Getchell; Marcie Casas
Subject: Re: Voter Ed - Grassroots Recommendation

Content itself looks good.

A few Qs from our end (Me, Adam, DSOS) we'd like to ask before approvals:

What does the listed cost for each event include? Is it "all in," or are there other costs associated with each event that are not included in the quoted price?

[REDACTED]

[REDACTED]

[REDACTED]

-SC

Get [Outlook for iOS](#)

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Friday, January 31, 2020 4:27 PM
To: Stephen Chang
Cc: Beth Wammack; Melissa Getchell; Marcie Casas
Subject: SOS: Voter Ed - Grassroots Recommendation

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to informationsecurity@sos.texas.gov.

Hi there Stephen!

Grassroots time. During our kick-off meeting a week ago, we proposed the following (3) events for Phase 1:

Corpus Christi

- Barefoot Mardi Gras – Parade & Festival (time TBD)
- Saturday, February 22
- Cost: \$165

[REDACTED]

Brownsville

- Charro Days (Sombrero Fest) – time TBD
- Saturday, February 29
- Cost: \$3,000 – 5,000
- [REDACTED]

[REDACTED]

Hidalgo

- Borderfest (time TBD)
- Saturday, March 7
- Cost: \$5,000
- [REDACTED]

[REDACTED]

If you're good with moving forward with these (3) events, we'll lock each down and once we're confirmed, we'll build our master budget spreadsheet to reflect all specifics – load in time, exact block of time for our activations, hotel/mileage/per diem costs, BA's, etc. – so that you can review and give a final green light.

I'm also including the mock-up of our low tech footprint, as well as the match game. If you're good with our visuals, we'll move forward with costing out each item for an approval.

Please review and let us know if you have any questions. If we can get an initial approval to move forward with seeing if these events are available for us, as well as your approval on the footprint & game by Monday, February 3 EOD, that would be great.

Any questions, don't hesitate to ask. We'll wait to hear from you!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765
221 W. Poplar
San Antonio, TX 78212



From: [Melissa Getchell](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Marcie Casas](#); [Barbie Rugen](#)
Subject: Re: Voter Ed - Grassroots Recommendation
Date: Monday, February 3, 2020 12:10:22 PM
Attachments: image001.png

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to Informationsecurity@sos.texas.gov.

Of course! And if there's anything else you think of that you'd specifically like us to include in our reports, just let us know.

Thanks,

Melissa

From: Stephen Chang <SChang@sos.texas.gov>
Date: Monday, February 3, 2020 at 12:07 PM
To: Melissa Getchell <mgetchell@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Marcie Casas <mcasas@gdc-co.com>, Barbie Rugen <brugen@gdc-co.com>
Subject: RE: Voter Ed - Grassroots Recommendation

Excellent. That's what we/I figured, but wanted to confirm. Think these should be great. Thanks again!

- SC

From: Melissa Getchell <mgetchell@gdc-co.com>
Sent: Monday, February 3, 2020 11:59 AM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Marcie Casas <mcasas@gdc-co.com>; Barbie Rugen <brugen@gdc-co.com>
Subject: Re: Voter Ed - Grassroots Recommendation

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to Informationsecurity@sos.texas.gov.

Hey Stephen,

Jumping in – we typically provide tour reports after each event. These reports include actual count of attendees that played our game, rounds played, and approximate impressions (or people that

engaged with or walked by our setup). The report also includes media outreach and photographs taken at the event.

Thanks,

Melissa

From: Stephen Chang <SChang@sos.texas.gov>
Date: Monday, February 3, 2020 at 11:54 AM
To: Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Marcie Casas <mcasas@gdc-co.com>
Subject: RE: Voter Ed - Grassroots Recommendation

Sounds good. Looking forward to that, and I'll keep an eye out on those.

While we wait on that, one thing that came up in our morning AM chat. Will you be tracking the metrics of foot traffic/participation so we can have some numbers to reflect upon after each event?

Clicker counts of traffic in and out? How many people played the game/etc etc?

Thanks!

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Monday, February 3, 2020 11:46 AM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Marcie Casas <mcasas@gdc-co.com>
Subject: Re: Voter Ed - Grassroots Recommendation

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to informationsecurity@sos.texas.gov.

Fantastic!

Thank you for this approval.

Our next steps will be to get the grassroots footprint mock-up estimated, as well as start locking down these proposed events. We'll provide all specifics & costs for you to review & give a final blessing. In the meantime, please let us know if any other info is needed. Thanks again!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Monday, February 3, 2020 at 11:34 AM
To: Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Marcie Casas <mcasas@gdc-co.com>
Subject: RE: Voter Ed - Grassroots Recommendation

Thanks for the clarification. We are ready to proceed with this on our end.

If you can keep us updated on the specific details once they're locked down on the event venues and times, we'd like to see if we can check things out.

Appreciate it! Looking forward to hearing back as things move along.

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Friday, January 31, 2020 10:48 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Marcie Casas <mcasas@gdc-co.com>
Subject: Re: Voter Ed - Grassroots Recommendation

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to informationsecurity@sos.texas.gov.

Hi Stephen!

Let's see if I can get you some answers.

- The costs that I provided are only the entry / reserve our space fee. Once we get your approval to move forward with the event, I'll provide the additional costs associated with each event - the travel costs (hotel, mileage, per diems all based on GSA rates), as well as the cost for the BA.

- [REDACTED]

[REDACTED]

- [REDACTED]

- [REDACTED]

If you've got any additional questions, please let us know. If you've got any ideas, we'll always make time to discuss.

Have a good night!

From: Stephen Chang <SChang@sos.texas.gov>
Sent: Friday, January 31, 2020 10:09 PM
To: Barbie Rugen
Cc: Beth Wammack; Melissa Getchell; Marcie Casas
Subject: Re: Voter Ed - Grassroots Recommendation

Content itself looks good.

A few Qs from our end (Me, Adam, DSOS) we'd like to ask before approvals:

What does the listed cost for each event include? Is it "all in," or are there other costs associated with each event that are not included in the quoted price?

- [REDACTED]

- [REDACTED]

[REDACTED]

-SC

Get [Outlook for iOS](#)

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Friday, January 31, 2020 4:27 PM
To: Stephen Chang
Cc: Beth Wammack; Melissa Getchell; Marcie Casas
Subject: SOS: Voter Ed - Grassroots Recommendation

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to informationsecurity@sos.texas.gov.

Hi there Stephen!

Grassroots time. During our kick-off meeting a week ago, we proposed the following (3) events for Phase 1:

Corpus Christi

- Barefoot Mardi Gras – Parade & Festival (time TBD)
- Saturday, February 22
- Cost: \$165
- [REDACTED]

Brownsville

- Charro Days (Sombrero Fest) – time TBD
- Saturday, February 29
- Cost: \$3,000 – 5,000
- [REDACTED]

Hidalgo

- Borderfest (time TBD)
- Saturday, March 7
- Cost: \$5,000

- [REDACTED]
[REDACTED]
[REDACTED]

If you're good with moving forward with these (3) events, we'll lock each down and once we're confirmed, we'll build our master budget spreadsheet to reflect all specifics – load in time, exact block of time for our activations, hotel/mileage/per diem costs, BA's, etc. – so that you can review and give a final green light.

I'm also including the mock-up of our low tech footprint, as well as the match game. If you're good with our visuals, we'll move forward with costing out each item for an approval.

Please review and let us know if you have any questions. If we can get an initial approval to move forward with seeing if these events are available for us, as well as your approval on the footprint & game by Monday, February 3 EOD, that would be great.

Any questions, don't hesitate to ask. We'll wait to hear from you!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

San Antonio, TX 78212



From: [Stephen Chang](#)
To: "Melissa Getchell"
Cc: [Beth Wammack](#); [Marcie Casas](#); [Barbie Rugen](#)
Subject: RE: Voter Ed - Grassroots Recommendation
Date: Monday, February 3, 2020 12:07:26 PM
Attachments: image001.png

Excellent. That's what we/I figured, but wanted to confirm. Think these should be great. Thanks again!

- SC

From: Melissa Getchell <mgetchell@gdc-co.com>
Sent: Monday, February 3, 2020 11:59 AM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Marcie Casas <mcasas@gdc-co.com>; Barbie Rugen <brugen@gdc-co.com>
Subject: Re: Voter Ed - Grassroots Recommendation

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to informationsecurity@sos.texas.gov.

Hey Stephen,

Jumping in – we typically provide tour reports after each event. These reports include actual count of attendees that played our game, rounds played, and approximate impressions (or people that engaged with or walked by our setup). The report also includes media outreach and photographs taken at the event.

Thanks,

Melissa

From: Stephen Chang <SChang@sos.texas.gov>
Date: Monday, February 3, 2020 at 11:54 AM
To: Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Marcie Casas <mcasas@gdc-co.com>
Subject: RE: Voter Ed - Grassroots Recommendation

Sounds good. Looking forward to that, and I'll keep an eye out on those.

While we wait on that, one thing that came up in our morning AM chat. Will you be tracking the metrics of foot traffic/participation so we can have some numbers to reflect upon after each event?

Clicker counts of traffic in and out? How many people played the game/etc etc?

Thanks!

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Monday, February 3, 2020 11:46 AM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Marcie Casas <mcasas@gdc-co.com>
Subject: Re: Voter Ed - Grassroots Recommendation

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to informationsecurity@sos.texas.gov.

Fantastic!

Thank you for this approval.

Our next steps will be to get the grassroots footprint mock-up estimated, as well as start locking down these proposed events. We'll provide all specifics & costs for you to review & give a final blessing. In the meantime, please let us know if any other info is needed. Thanks again!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Monday, February 3, 2020 at 11:34 AM
To: Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Marcie Casas <mcasas@gdc-co.com>
Subject: RE: Voter Ed - Grassroots Recommendation

Thanks for the clarification. We are ready to proceed with this on our end.

If you can keep us updated on the specific details once they're locked down on the event venues and times, we'd like to see if we can check things out.

Appreciate it! Looking forward to hearing back as things move along.

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Friday, January 31, 2020 10:48 PM
To: Stephen Chang <SChang@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Marcie Casas <mcasas@gdc-co.com>

Subject: Re: Voter Ed - Grassroots Recommendation

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to informationsecurity@sos.texas.gov.

Hi Stephen!

Let's see if I can get you some answers.

- The costs that I provided are only the entry / reserve our space fee. Once we get your approval to move forward with the event, I'll provide the additional costs associated with each event - the travel costs (hotel, mileage, per diems all based on GSA rates), as well as the cost for the BA.

- [REDACTED]

[REDACTED]

- [REDACTED]

- [REDACTED]

If you've got any additional questions, please let us know. If you've got any ideas, we'll always make time to discuss.

Have a good night!

From: Stephen Chang <SChang@sos.texas.gov>
Sent: Friday, January 31, 2020 10:09 PM
To: Barbie Rugen
Cc: Beth Wammack; Melissa Getchell; Marcie Casas
Subject: Re: Voter Ed - Grassroots Recommendation

Content itself looks good.

A few Qs from our end (Me, Adam, DSOS) we'd like to ask before approvals:

What does the listed cost for each event include? Is it "all in," or are there other costs associated with each event that are not included in the quoted price?

[REDACTED]

[REDACTED]

[REDACTED]

-SC

Get [Outlook for iOS](#)

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Friday, January 31, 2020 4:27 PM
To: Stephen Chang
Cc: Beth Wammack; Melissa Getchell; Marcie Casas
Subject: SOS: Voter Ed - Grassroots Recommendation

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to

Hi there Stephen!

Grassroots time. During our kick-off meeting a week ago, we proposed the following (3) events for Phase 1:

Corpus Christi

- Barefoot Mardi Gras – Parade & Festival (time TBD)
- Saturday, February 22
- Cost: \$165
- [REDACTED]

Brownsville

- Charro Days (Sombrero Fest) – time TBD
- Saturday, February 29
- Cost: \$3,000 – 5,000
- [REDACTED]

Hidalgo

- Borderfest (time TBD)
- Saturday, March 7
- Cost: \$5,000
- [REDACTED]

If you're good with moving forward with these (3) events, we'll lock each down and once we're confirmed, we'll build our master budget spreadsheet to reflect all specifics – load in time, exact block of time for our activations, hotel/mileage/per diem costs, BA's, etc. – so that you can review and give a final green light.

I'm also including the mock-up of our low tech footprint, as well as the match game. If you're good with our visuals, we'll move forward with costing out each item for an approval.

Please review and let us know if you have any questions. If we can get an initial approval to move forward with seeing if these events are available for us, as well as your approval on the footprint & game by Monday, February 3 EOD, that would be great.

Any questions, don't hesitate to ask. We'll wait to hear from you!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

San Antonio, TX 78212



From: [Barbie Rugen](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Marcie Casas](#)
Subject: Re: Voter Ed - Grassroots Recommendation
Date: Friday, January 31, 2020 10:47:54 PM
Attachments: image001.png

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to Informationsecurity@sos.texas.gov.

Hi Stephen!

Let's see if I can get you some answers.

- The costs that I provided are only the entry / reserve our space fee. Once we get your approval to move forward with the event, I'll provide the additional costs associated with each event - the travel costs (hotel, mileage, per diems all based on GSA rates), as well as the cost for the BA.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

If you've got any additional questions, please let us know. If you've got any ideas, we'll always make time to discuss.

Have a good night!

From: Stephen Chang <SChang@sos.texas.gov>
Sent: Friday, January 31, 2020 10:09 PM
To: Barbie Rugen

Cc: Beth Wammack; Melissa Getchell; Marcie Casas
Subject: Re: Voter Ed - Grassroots Recommendation

Content itself looks good.

A few Qs from our end (Me, Adam, DSOS) we'd like to ask before approvals:

What does the listed cost for each event include? Is it "all in," or are there other costs associated with each event that are not included in the quoted price?

[REDACTED]

[REDACTED]

[REDACTED]

-SC

Get [Outlook for iOS](#)

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Friday, January 31, 2020 4:27 PM
To: Stephen Chang
Cc: Beth Wammack; Melissa Getchell; Marcie Casas
Subject: SOS: Voter Ed - Grassroots Recommendation

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to Informationsecurity@sos.texas.gov.

Hi there Stephen!

Grassroots time. During our kick-off meeting a week ago, we proposed the following (3) events for Phase 1:

Corpus Christi

- Barefoot Mardi Gras – Parade & Festival (time TBD)
- Saturday, February 22
- Cost: \$165
- [REDACTED]

Brownsville

- Charro Days (Sombrero Fest) – time TBD
- Saturday, February 29
- Cost: \$3,000 – 5,000
- [REDACTED]

[REDACTED]

Hidalgo

- Borderfest (time TBD)
- Saturday, March 7
- Cost: \$5,000
- [REDACTED]

[REDACTED]

If you're good with moving forward with these (3) events, we'll lock each down and once we're confirmed, we'll build our master budget spreadsheet to reflect all specifics – load in time, exact block of time for our activations, hotel/mileage/per diem costs, BA's, etc. – so that you can review and give a final green light.

I'm also including the mock-up of our low tech footprint, as well as the match game. If you're good with our visuals, we'll move forward with costing out each item for an approval.

Please review and let us know if you have any questions. If we can get an initial approval to move forward with seeing if these events are available for us, as well as your approval on the footprint & game by Monday, February 3 EOD, that would be great.

Any questions, don't hesitate to ask. We'll wait to hear from you!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

San Antonio, TX 78212



From: [Barbie Rugen](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Marcie Casas](#)
Subject: SOS: Voter Ed - Grassroots Recommendation
Date: Friday, January 31, 2020 3:27:04 PM
Attachments: image001.png
9406_SoS_VoterEd_LowTechExp.png
9406_SoS_VoterEd_MatchGame-LT-03.jpg

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to Informationsecurity@sos.texas.gov.

Hi there Stephen!

Grassroots time. During our kick-off meeting a week ago, we proposed the following (3) events for Phase 1:

Corpus Christi

- Barefoot Mardi Gras – Parade & Festival (time TBD)
- Saturday, February 22
- Cost: \$165
- [REDACTED]

Brownsville

- Charro Days (Sombrero Fest) – time TBD
- Saturday, February 29
- Cost: \$3,000 – 5,000
- [REDACTED]

Hidalgo

- Borderfest (time TBD)
- Saturday, March 7
- Cost: \$5,000
- [REDACTED]

If you're good with moving forward with these (3) events, we'll lock each down and once we're confirmed, we'll build our master budget spreadsheet to reflect all specifics – load in time, exact block of time for our activations, hotel/mileage/per diem costs, BA's, etc. – so that you can review and give a final green light.

I'm also including the mock-up of our low tech footprint, as well as the match game. If you're good with our visuals, we'll move forward with costing out each item for an approval.

Please review and let us know if you have any questions. If we can get an initial approval to move forward with seeing if these events are available for us, as well as your approval on the footprint & game by Monday, February 3 EOD, that would be great.

Any questions, don't hesitate to ask. We'll wait to hear from you!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

San Antonio, TX 78212



VOTETEXAS.GOV 1-800-252-VOTE

VOTETEXAS.GOV
POWERED BY THE TEXAS SECRETARY OF STATE

**READY.
CHECK.
VOTE.**

VOTETEXAS.GOV
ACTIVADA POR LA SECRETARÍA DEL ESTADO DE TEXAS

**¿LISTO?
VERIFIQUE.
¡VOTE!**

**READY.
CHECK.
VOTE.**

VOTETEXAS.GOV
POWERED BY THE TEXAS SECRETARY OF STATE

**READY.
CHECK.
VOTE.**

VOTETEXAS.GOV
POWERED BY THE TEXAS SECRETARY OF STATE

**READY.
CHECK.
VOTE.**

**READY.
CHECK.
VOTE.**

**READY.
CHECK.
VOTE.**

**READY.
CHECK.
VOTE.**

**READY.
CHECK.
VOTE.**

**READY.
CHECK.
VOTE.**

**READY.
CHECK.
VOTE.**

**READY.
CHECK.
VOTE.**



U.S. Passport
(Book or Card)

**READY.
CHECK.
VOTE.**



U.S. Passport
(Book or Card)

**READY.
CHECK.
VOTE.**

**READY.
CHECK.
VOTE.**

AMERICAN
OVERSIGHT

**READY.
CHECK.
VOTE.**

**READY.
CHECK.
VOTE.**

**READY.
CHECK.
VOTE.**

TX-SOS-20-0541-G-000048