

**Arizona Commission on Access to Justice**  
**SRL-LJC Workgroup**  
**NOTES**  
**August 29, 2019**  
2:00 p.m. to 4:00 p.m.

**Present:** Judge Anna Huberman (chair), Judge Charles Adornetto, Denise Holliday  
**Telephonic:** Judge Thomas Berning, Pamela Bridge, Anthony Young  
**AOC Staff:** Julie Graber, Sabrina Nash, Kathy Sekardi

**Matters considered:**

**1. Welcome and opening remarks**

The August 29, 2019, meeting of the SRL-LJC Workgroup was called to order by Judge Anna Huberman, Chair, at 2:04 p.m.

**2. Follow up on the eviction marketing plan**

1. Business cards – 10,000 eviction business cards were printed and distributed to various entities and groups. Of the 10,000 cards printed currently only 950 are left. A request was made to Aaron Nash's office to reprint an additional 10,000 business cards.
2. Google analytics –
  - English pages show an encouraging increase in the number of hits each page receives.
  - Spanish language pages showed an increase after the marketing push but have since died down. Members discussed ways to increase interest in Spanish speaking communities via Facebook ads, contacting the Spanish media, Search Engine Optimization, and working with the Arizona State Bar and the Governor's Office.
3. Legal Info Sheets have been transformed into searchable webpages on azcourts.gov. Approval was given to the eviction Legal Process Sheet that succinctly describes the eviction court process. A draft REIS Legal Info Sheet has been created and posted to the workgroup SharePoint page for review and input.

**3. Finalize air conditioning (A/C) hub pages**

- Six A/C webpages were reviewed.
- FAQs webpage is ready to go live.
- Social media campaign on air conditioning issues tentatively scheduled for Spring 2020.

**ACTION:** Julie will send the Word version of the Legal Info Sheet to Pam and Denise, and the A/C webpage link to the workgroup.

**ACTION:** Denise Holliday and Pam Bridge will work together to revise the Legal Info Sheet.

#### 4. Review and update storyboard for subsidized housing Legal Info Video

The subsidized housing storyboard was reviewed and finalized. The workgroup discussed adding transitional slides using a triangle to represent and highlight the three relationships in subsidized housing: HUD, landlord, and tenant.

**ACTION:** Workgroup staff to work on adding transitional slides (triangles) to subsidized housing storyboard and video.

Julie stated that the storyboards for Domestic Violence Victims and Members of the Military are nearly complete and that voiceovers have been completed in English and Spanish, with graphics still outstanding for some. She proposed tentatively launching a video per month to promote the webpages and videos to keep up interest. Judge Huberman mentioned that videos and Legal Info Sheets are mentioned in Chief Justice Brutinel's 2019-2024 strategic agenda.

#### 5. Review Hello Landlord tool

Julie demonstrated the Hello Landlord tool and inquired whether to add it as a link on azcourts.gov. The workgroup discussed the pros and cons and decided that a disclaimer should be added letting viewers know that they are leaving the azcourts.gov website.

**ACTION:** Julie will add the resource to azcourts.gov and forward to AZCourtHelp.org with the following disclaimer *"By clicking on this link, you will be leaving the Arizona Judicial Branch's website, and linking to another site, which may not accurately reflect Arizona law."*

**ACTION:** Judge Huberman will talk to Stacy Butler about the issue with the last screen, which does not appear in Spanish.

#### 6. Strategic Planning

Judge Huberman thanked the workgroup for their work on the eviction Legal Info Sheets and videos. She stated that she would like to continue working together on other self-represented litigant topics. Judge Winthrop is interested in consumer debt as the next topic for the workgroup to address.

**Next Steps:** Recruit subject-matter experts in consumer debt issues, identify consumer debt issues, create a list of topics, and map out overall project management based on the eviction model, (topics, timeline, materials, videos, info and process sheets).

**Next SRL-LJC Meeting:** October 31, 2019, 12:30 p.m.