NYC Civic Engagement Commission Public Meeting

November 29, 2022

Agenda

- Attendance
- Approval of minutes from October 20th Public Meeting
- Methodology for Poll Site Language Assistance
- Program Updates:
  - Poll Site Language Assistance: Nov 2022 Election
  - Get Out the Vote (GOTV) Text Banking: Nov 2022 Election
  - Participatory Budgeting:
    - Highlights from Phase 1: Idea Generation Sessions
    - Overview of Phase 2: Project Vetting and Development
  - Overview of Community Board Training Sessions
  - Additional Initiatives and Strategic Planning

Methodology for Poll Site Language Assistance

Methodology for Poll Site Language Assistance

12.   Utilization. The Commission shall review the utilization of poll sites after each election and report on utilization on an annual basis. The Commission shall consider utilization data in preserving services or reallocating resources from under-utilized sites under the following circumstances: In the event that application of the methodology results in a well utilized site being dropped from the list of sites to be served for any particular election, the Commission shall consider retaining such sites based on available resources. In addition, it may consider reallocating resources from another poll site either within the same language or from another language when a particular poll site has been served over three general elections with zero or minimal utilization across *all three general elections.*

Program Updates:
Participatory Budgeting, Poll Site Services & Community Board Trainings

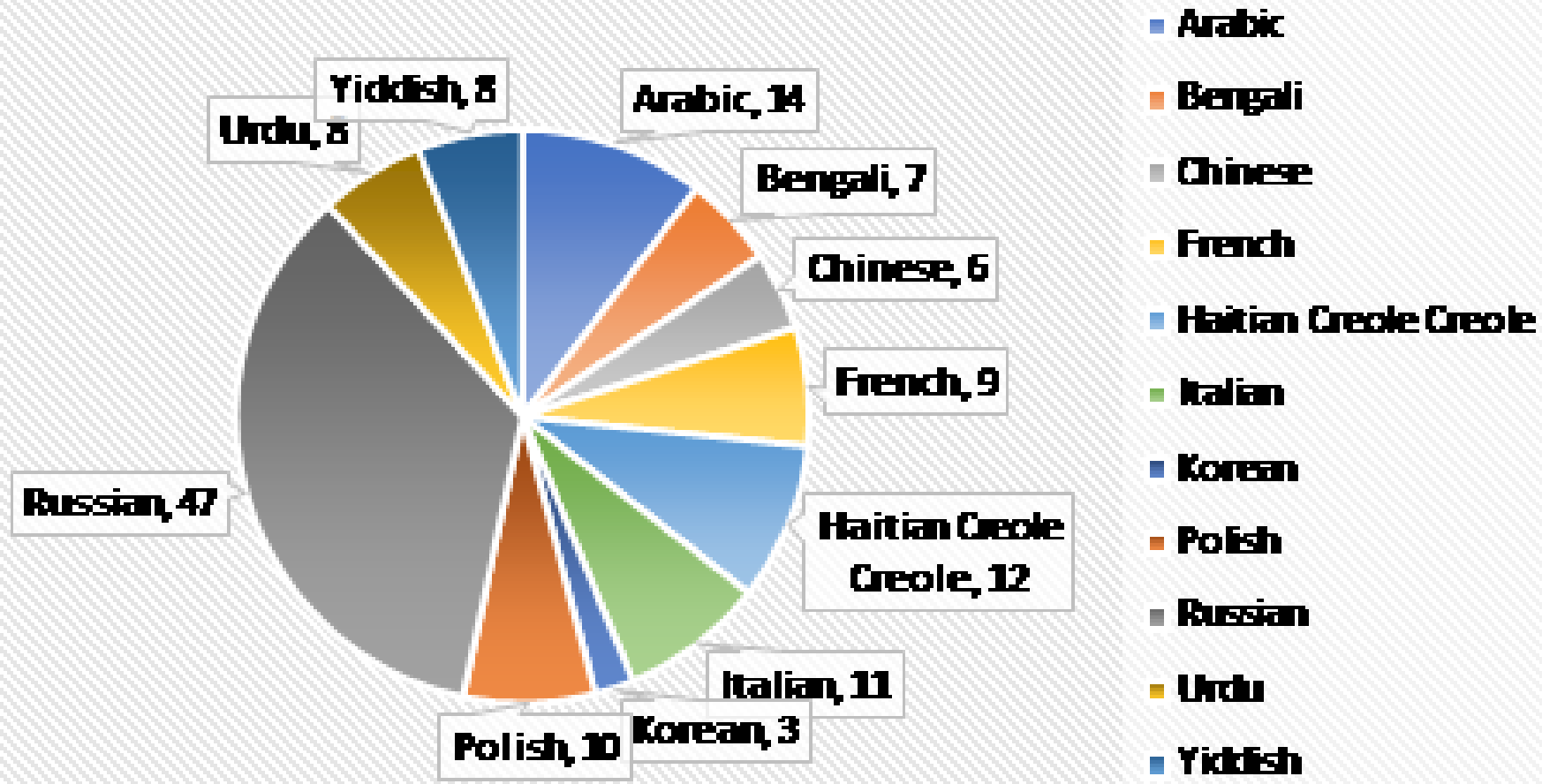# Poll Site Language Assistance: November 2022 General Election

- 100% of poll site language assistance services delivered as scheduled on the last two days of early voting, November 5th & 6th, and Election Day November 8, 2022
- Total of 135 language services at 100 unique poll sites (locations)

Utilization

- Preliminary voter assistance data is very promising—we are on track to break the November 2020 General Election voter assistance record

*Early Voting Yiddish services were offered on November 4th and November 6th
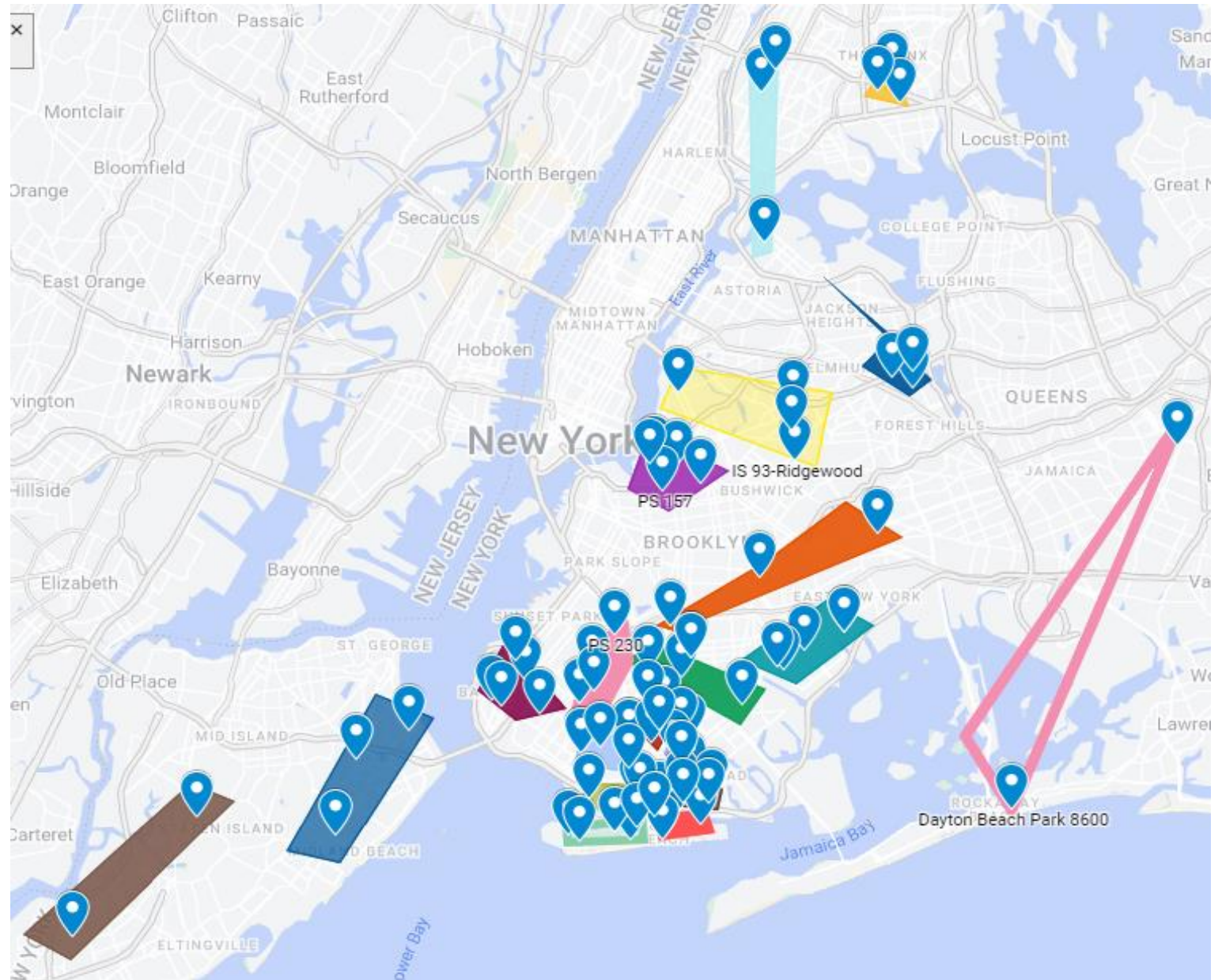
November 2022 General Election Poll Site Language Services

Arabic, 14
Bengali, 7
Chinese, 6
French, 9
Haitian Creole Creole, 12
Italian, 11
Korean, 3
Polish, 10
Russian, 47
Urdu, 8
Yiddish, 8

Legend:
- Arabic
- Bengali
- Chinese
- French
- Haitian Creole Creole
- Italian
- Korean
- Polish
- Russian
- Urdu
- Yiddish

November 2022 General Election – Early Voting Poll Site Map

November 2022 General Election – Election Day Poll Site Map

November 2022 General Election Poll Site Language Assistance Program – Media & Outreach

❑ CEC and CFB palm cards translated and distributed at dozens of events attended by the outreach team

❑ Participate.nyc.gov updated with poll site list

❑ Social media toolkit developed and made available to LAAC, CBs, TRIE Coalition and other partners

❑ Social media plan for CEC channels developed and implemented

❑ Ethnic media ad (print and radio) placement and paid social

❑ Virtual Russian Language Forum held in partnership with Sheepshead Y and LAAC members

❑ New PSA launched and shared widely (Social media, TaxiTV, etc.)

Know Your Rights/Poll Site Language Assistance Services PSA Launched
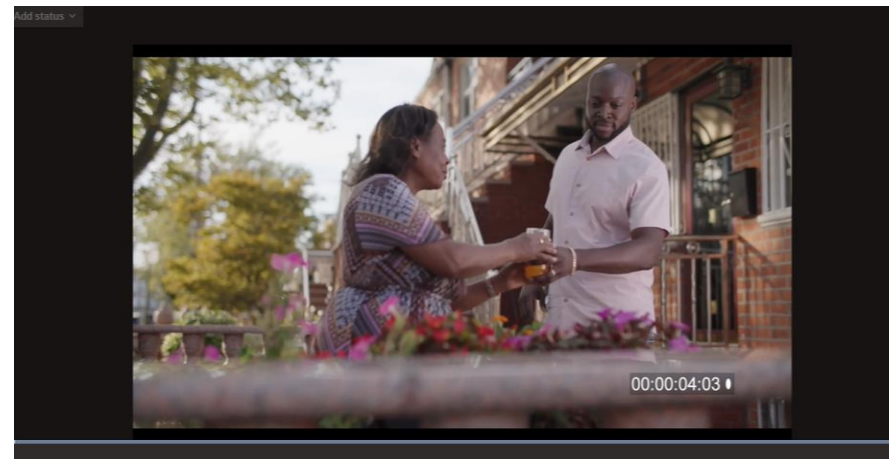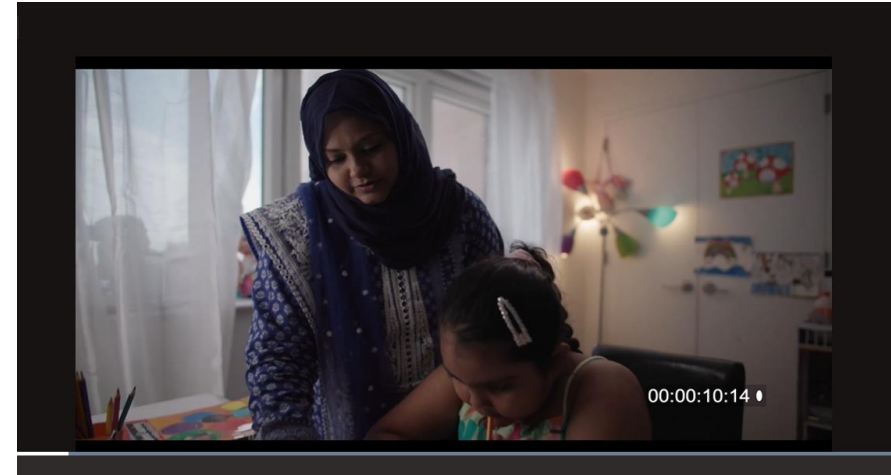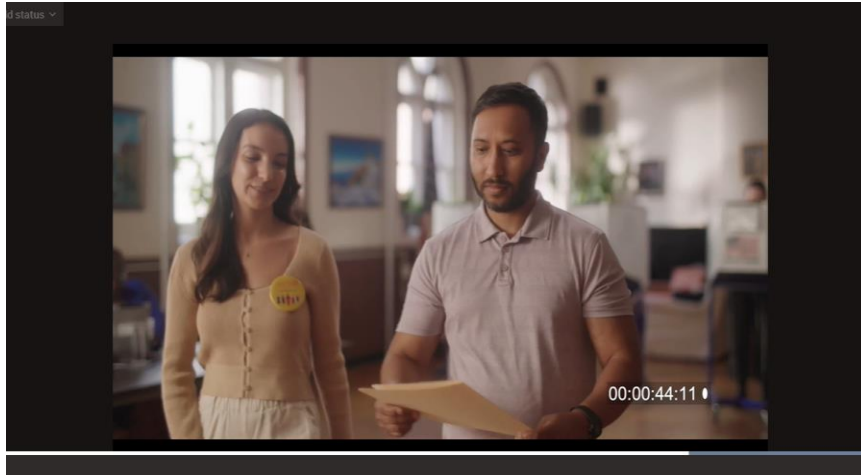
GOTV Text Banking

- **Sent messages to 211,999 NYC voters**
  - 23 text bankers: 12 of which were public volunteers & the rest were CEC staff

- **Initial text**

  My name is _____ and I'm a volunteer with the NYC Civic Engagement Commission. You can Vote Early in the November Election until the 6th or on Election Day November 8th!
  More info: https://www.participate.nyc.gov/processes/vote

  Do you speak Arabic, Bengali, Chinese (Cantonese or Mandarin), French, Haitian Creole, Italian, Korean, Polish, Russian, Spanish, Urdu, or Yiddish? Reply with your language for help.

- **Language responses:**
  - Russian: 48
  - Yiddish: 45
  - Spanish: 38
  - Haitian Creole: 26
  - Urdu: 21
  - Arabic: 19
  - Chinese: 13 simplified + 5 traditional: 18
  - French: 13
  - Italian: 13
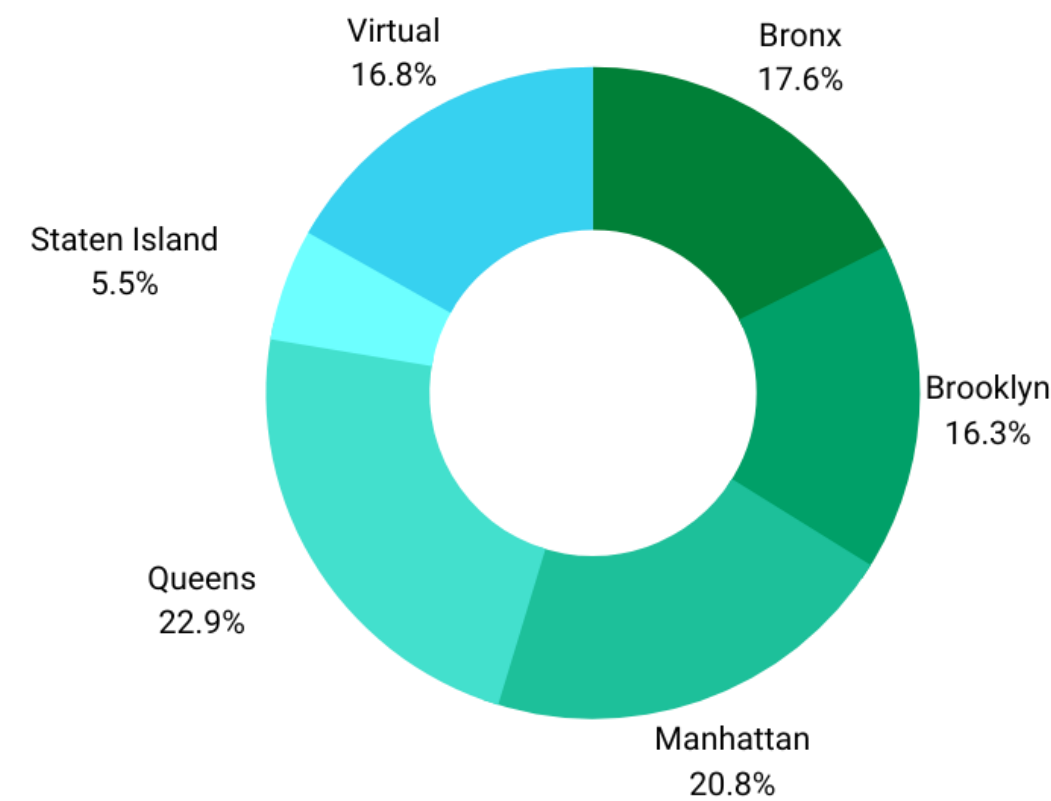 - Polish: 10
  - Bengali: 8
  - Korean: 1

Highlights of Phase 1:
Idea Generation Sessions

Idea Generation Sessions Conducted: 523
Number of residents attended: 12,344!

SESSIONS BY LOCATION

- Virtual 16.8%
- Bronx 17.6%
- Brooklyn 16.3%
- Manhattan 20.8%
- Queens 22.9%
- Staten Island 5.5%

Community Partners: 82

Tier 1: 33 TRIE Neighborhood Partners

Tier 2: 14 Demographic - Focused Partners
- Youth - 2
- Older Adults - 3
- Immigrants & LEP - 3
- Public Housing Residents - 1
- LGBTQIA+ - 2
- People with Disabilities - 2
- Justice Impacted - 1

Tier 3: 7 Borough - Focused Partners
- Queens, Bronx, Brooklyn, Manhattan - 1
- Staten Island - 3

Tier 4: 29 Open Call Partners
- 6 libraries
- 2 CUNY Campuses
- 2 DOE Schools
- 2 Community Boards
- 4 Civic, Block or Tenant Associations
- 2 Arts/Culture Institutions
- 1 Faith Institution
- 10 CBOs

Materials Created

Feedback From Partner Organizations

Materials

- Partners appreciated having a **detailed Facilitation Guide** to follow and adapt as necessary

- Partners enjoyed using the Trivia Cards and Budget Poster for all ages as a visually **effective tool and icebreaker,** instead of a one-way talk

- Some partners recommended providing **variations of the activities**, such as a Kahoot game for Trivia or a "Listening Module" for the Project Worksheet

- **New material** could include a "cheat sheet" on city budget 101 or a visual poster on project ideas examples categorized as expense vs. Capital

- Partners recommended **reducing the amount of post-session forms** (BAC app, exit survey) by consolidating questions asked and by providing QR codes to fill online

Feedback From Partner Organizations

Session Format

- Some partners found **virtual sessions** to be very engaging due to the technology (poll creation, trivia raffle), others found it difficult to retain attention

- Partners found the **timing to be a challenge**, and recommended a variety of Facilitation Guides for timing, settings and audiences

- Partners appreciated the hands-on nature of the sessions, and learned that it was important to have various floaters / **small group facilitators**
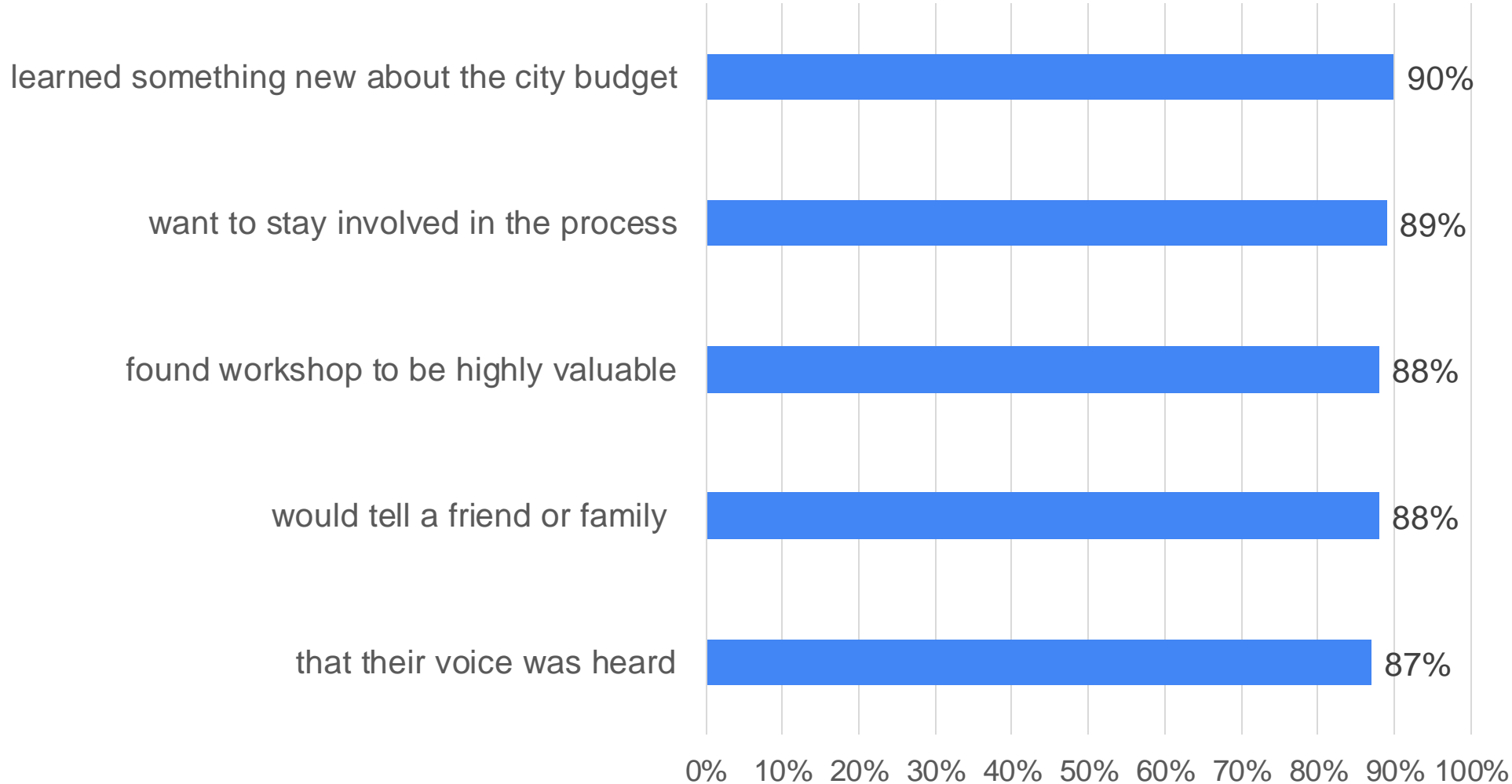
Evaluation Tools and Demographic Indicators

Facilitator Reports

- Events and locations
- Total participants
- Ideas submitted
- Challenges
- Successes
- Use and effectiveness of materials

Participant Survey - 30% response rate

- Sentiment/Satisfaction
- Race, ethnicity, identity, gender
- Socioeconomic
- Prior civic engagement (12.8% indicated no prior civic involvement/activities)
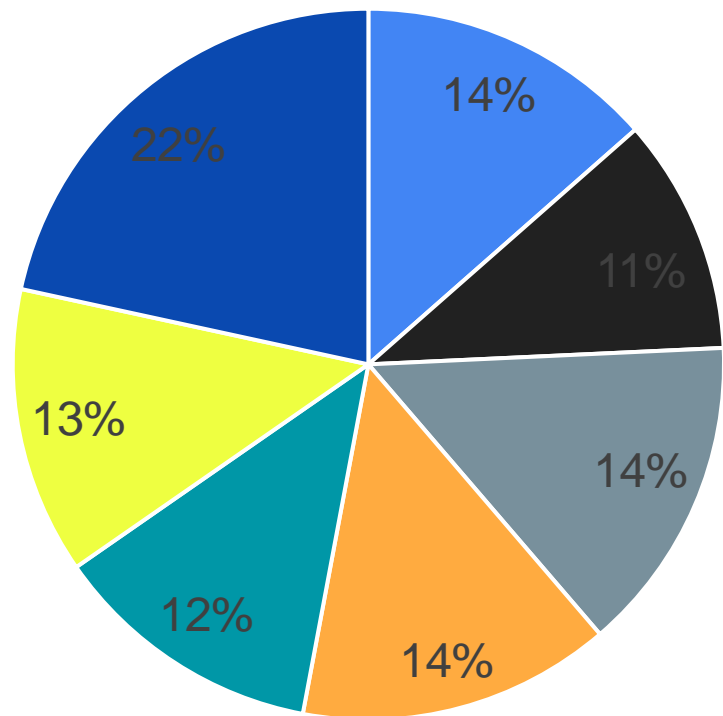
Participant Feedback on Session and Activities

learned something new about the city budget — 90%

want to stay involved in the process — 89%

found workshop to be highly valuable — 88%

would tell a friend or family — 88%

that their voice was heard — 87%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Total surveys = 3,707   Percentages excludes missing values
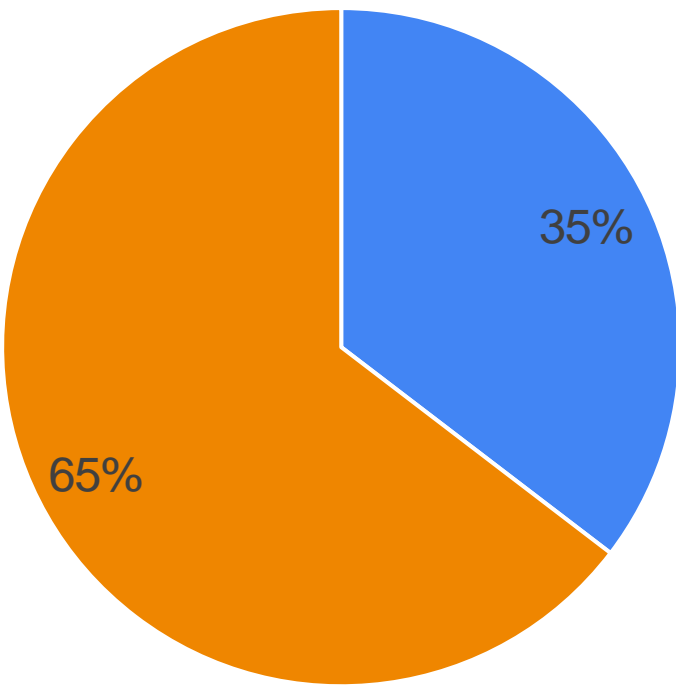
Participant Race and Ethnicity

Race
(27% missing)

Asian 13% · African American 56% · White 12% · Prefer Not To Say 19%
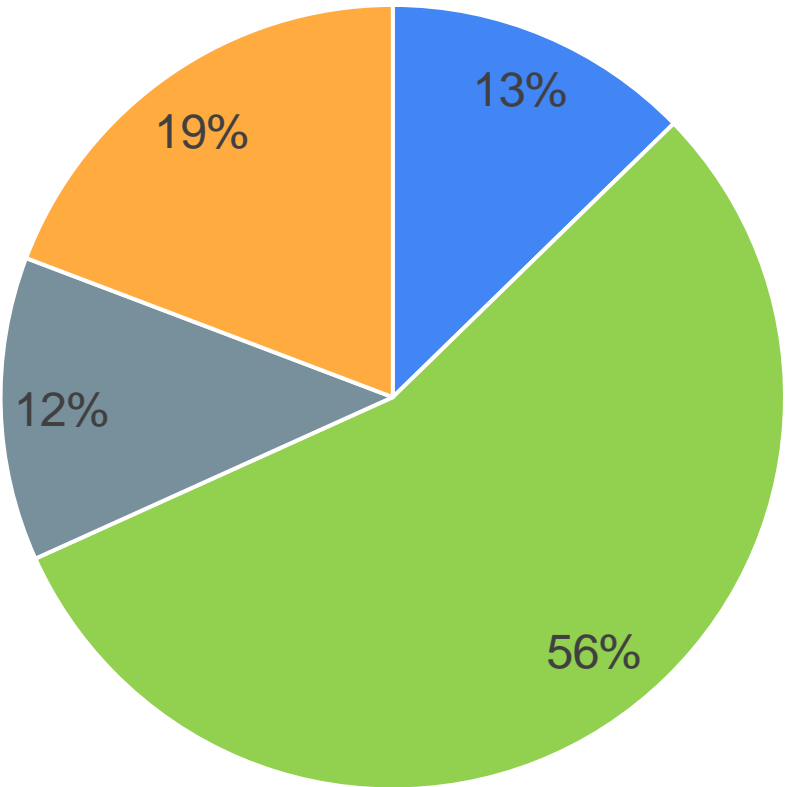
Hispanic, Latino, or Spanish Origin
(9% missing)
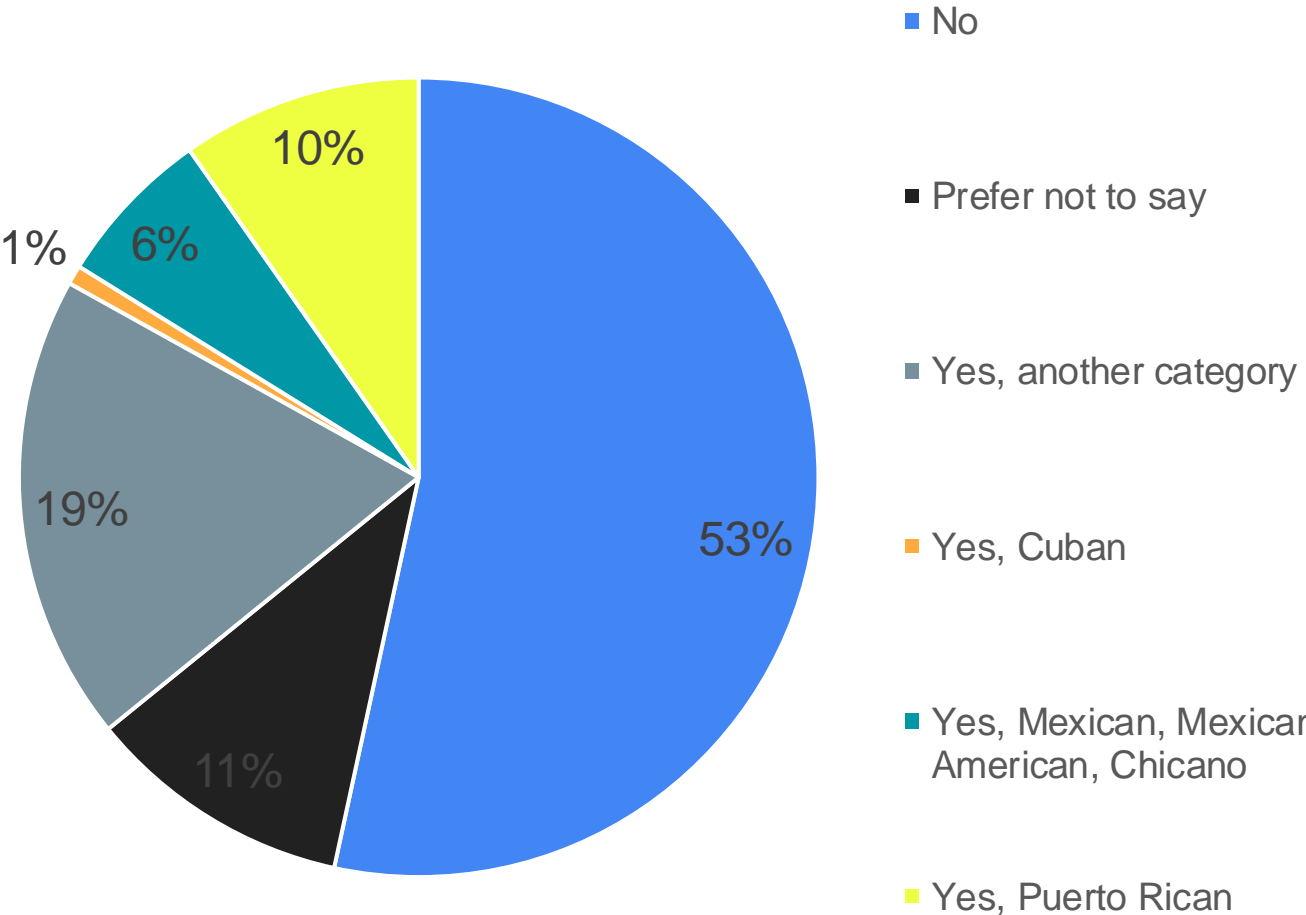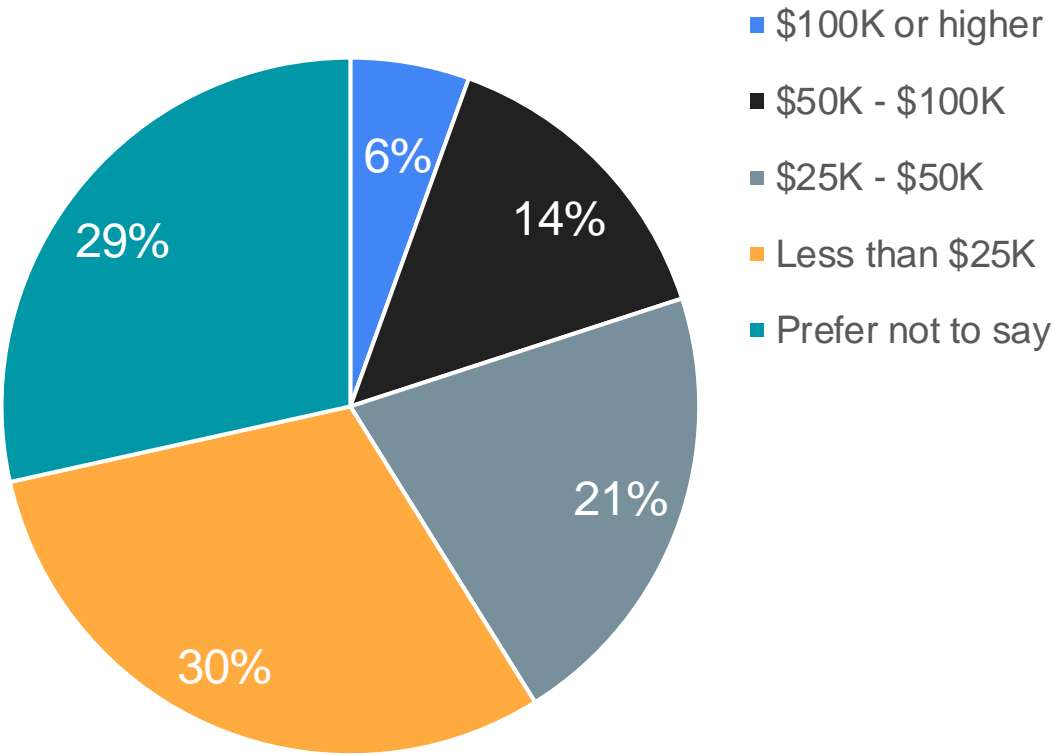

No 53% · Prefer not to say 11% · Yes, another category 19% · Yes, Cuban 1% · Yes, Mexican, Mexican American, Chicano 6% · Yes, Puerto Rican 10%

27% Latino/a/x   Total = 3,707

Participant Socio-Economic Indicators

Income Distribution
(9% missing)

Legend:
- $100K or higher
- $50K - $100K
- $25K - $50K
- Less than $25K
- Prefer not to say

6%
14%
29%
21%
30%

- 51% **under** $50K
- 20% **over** $50K
- 29% preferred not to say

Education
(8% missing)

Legend:
- No High School diploma
- High School diploma, or alternative
- Some college, no degree
- Associate's degree
- Bachelor's degree
- Master's degree or above
- Prefer not to say

19%
24%
11%
8%
17%
9%
12%
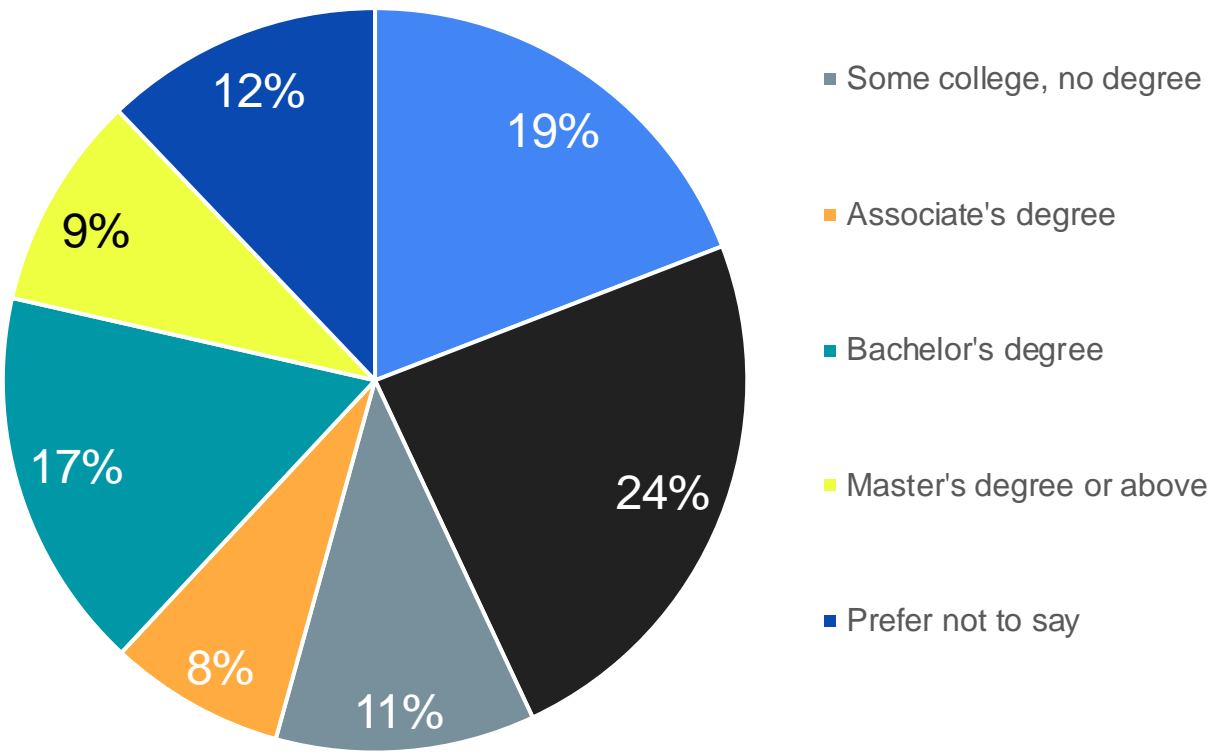
- 54% no college degree
- 34% Associates or higher
- 12% preferred not to say

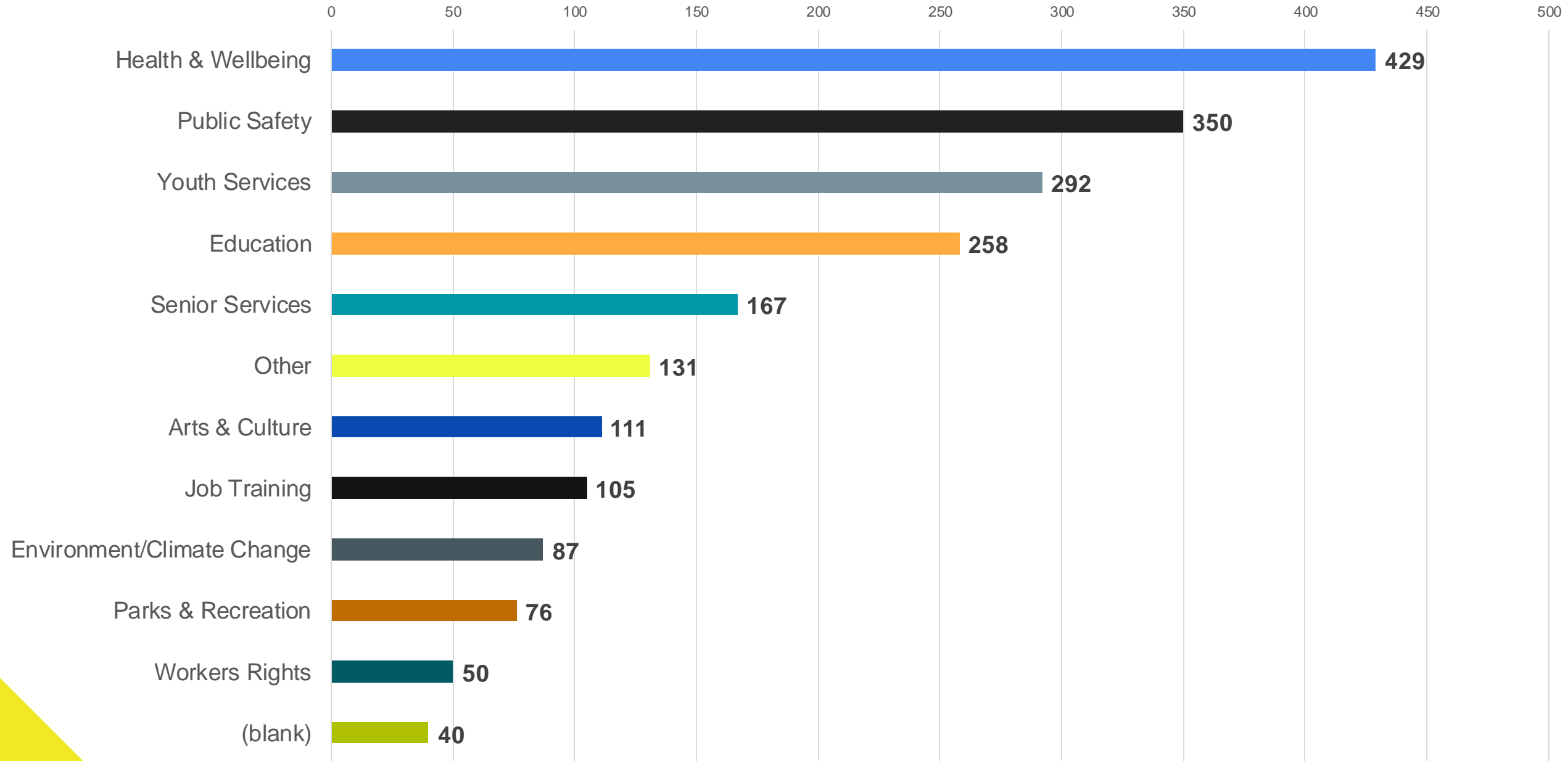Borough Idea Submissions by Category
Total = 2096

Neighborhood Submissions by Category

Total = 2129

Category	Value
Health & Wellbeing	426
Public Safety	346
Youth Services	319
Education	221
Senior Services	172
Other	145
Job Training	116
Arts & Culture	115
Environment/Climate Change	89
Parks & Recreation	77
(blank)	56
Workers Rights	47
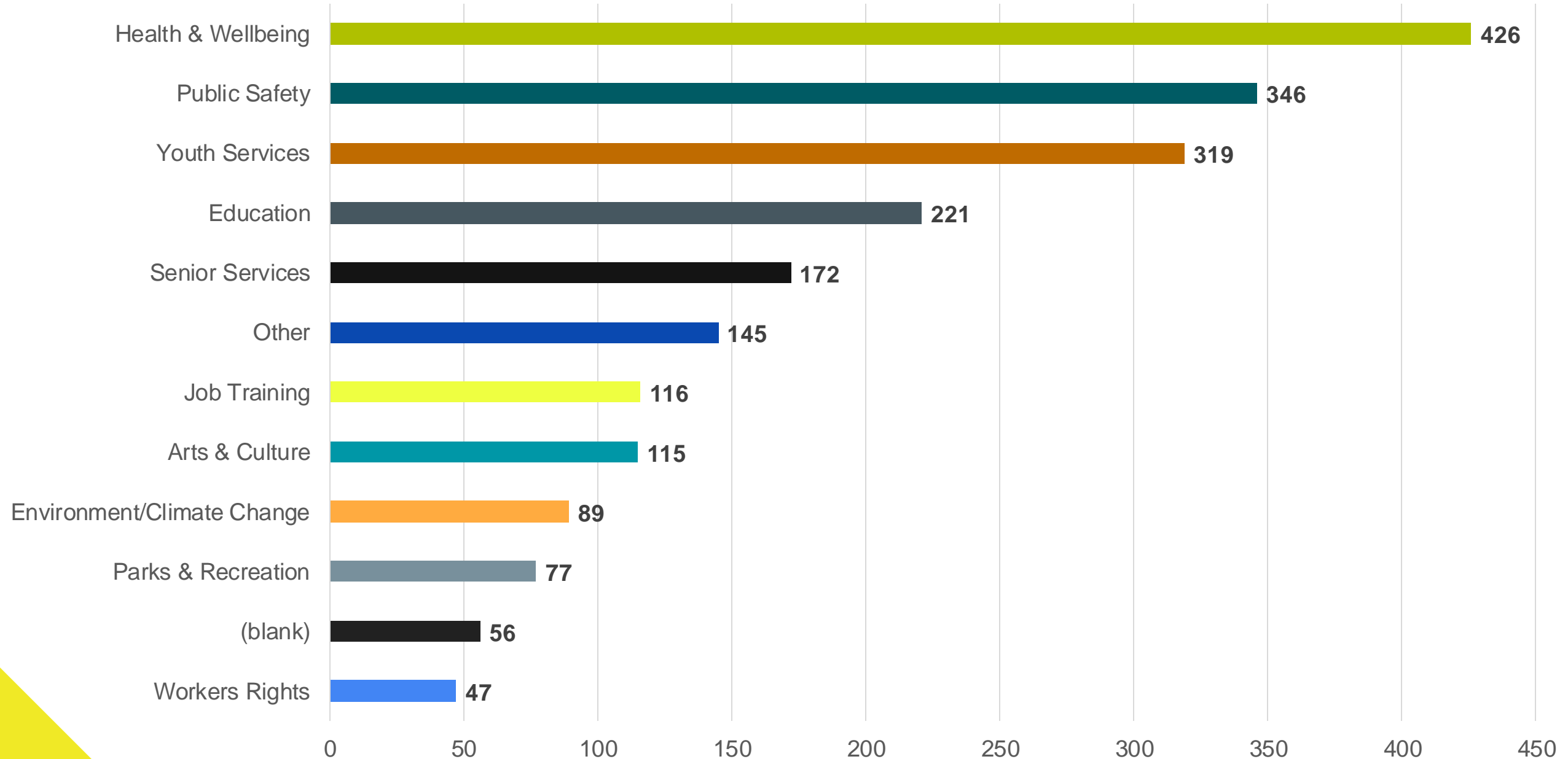
Looking Ahead to Phase 2: Project Vetting & Development

What's Next for Citywide Participatory Budgeting?

November 2022
Select Borough Assembly Committee (BAC) members who will review ideas for final ballot (20 – 25 per borough)

December 2022
Convene first Get-to-Know You BAC meeting per borough

January 2023
BACs begin deliberative meetings: 2-4 meetings
Develop two lists
      Projects that can move forward, pass those onto CBOs
      Projects that need more a few more details

February 2023
Work with CBOs to finalize any outstanding ideas/projects
Ballots must be final by the end of February

March/April 2023
Ballot prep, translations, printing, programming online ballot, social media campaign

May/June 2023 (VOTING!!!)
6-8 Weeks of voting
Online and in person

Borough Assembly Committee Application

BAC Borough Applications (449 received)

Bronx - 148

Brooklyn - 98

Manhattan - 93

Queens – 88

Staten Island - 22 (actively recruiting)

We have engaged the Sortition Group to analyze the applications and make selections using a randomized selection process based on borough demographics.

TRIE Neighborhood Assemblies

TRIE Partners will utilize their Neighborhood Coalitions and contacts to form committees of 8-10 people.

BAC Member Geographic Distribution (pending confirmation)
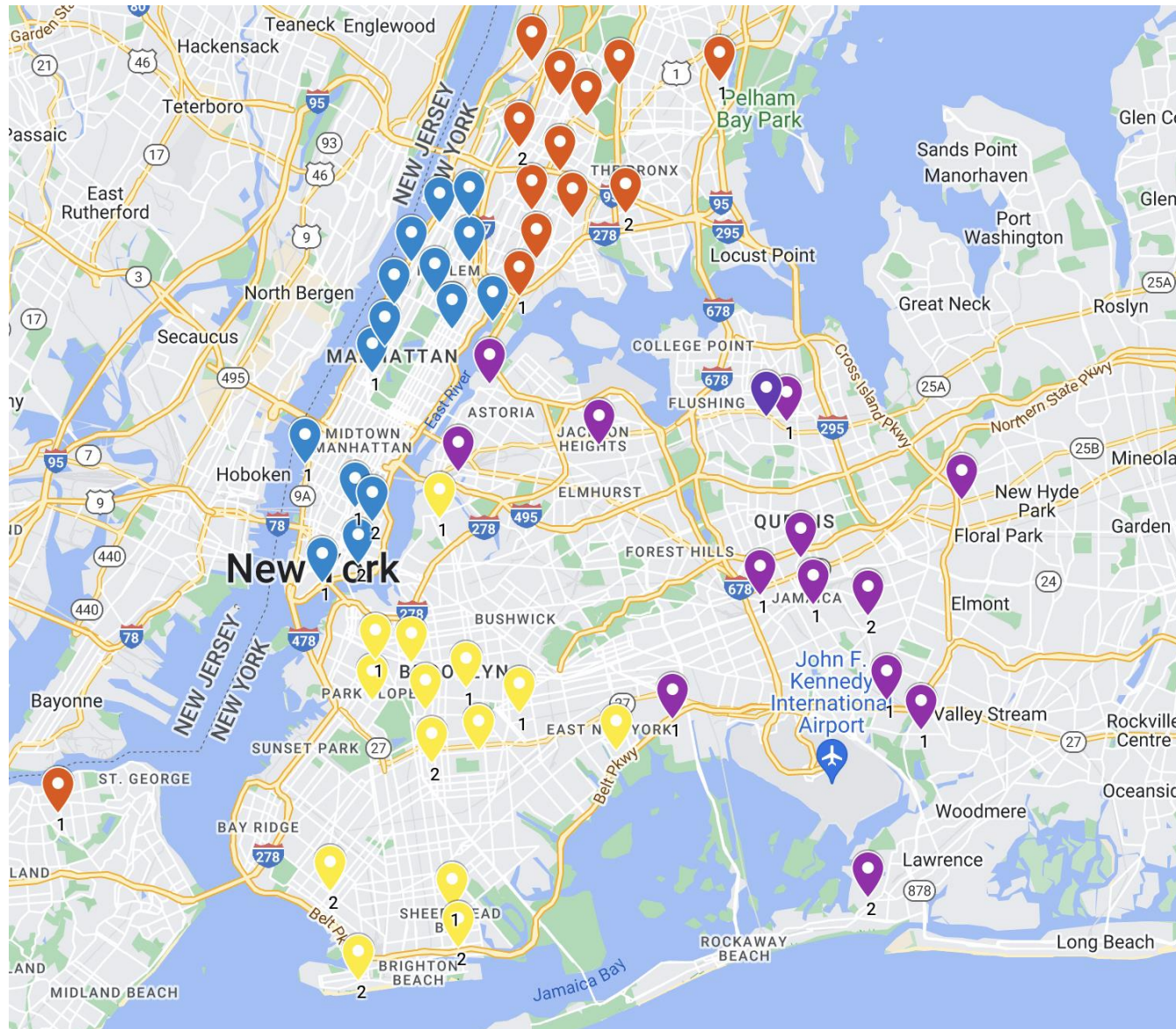
Idea Evaluation Process

Step 1: CEC reviews all the submitted ideas* to ensure they are assigned a topic and location. CEC then separates out all ideas that are not feasible or incomplete. All ideas not passed on are compiled by topic and focus and presented to the Borough Assembly Committees (BACs) to consider as an indicator of need or interest.

Step 2: BACs meet over a series of meetings led by the CEC in January and February to review all ideas. CEC provides resources for research and subject matter experts to facilitate deliberative discussions. BACs recommend a final list of ideas for placement on the ballot.

Step 3: CBOs are selected to implement the ideas with budgets attached and projects are placed on the ballot for residents of NYC to vote on.

* Idea submission was closed on Nov 23

Borough Assembly Committee Project Considerations

Criteria

1. The project must be an expense project or be able to be turned into one.
2. The project should benefit at least one of the CEC's eight demographic priorities (People with Disabilities, Youth, Older Adults, Public Housing residents, Veterans, People impacted by the Justice System, LGBTQIA+, People with Limited English Proficiency)
3. The project must be completed with-in one fiscal year (July 1, 2023 - June 30, 2024)

Considerations

1. Prioritize the scale of the operation - # of people served (impact and benefit)
2. Geographic Distribution must be considered - scale or area served (access and equity)
3. Consideration of existing services provided (fulfills an unmet need or gap in service)

Criteria for project analysis will be the same for Borough and TRIE committees

Community Board Updates

Community Board Trainings Fall 2022

Intro to the City Budget - Independent Budget Office
Manhattan/Bronx/Staten Island (Oct 12) - 17 Attendees
Brooklyn/Queens (Oct 19) – 25 Attendees

How to use the Open Data Portal - Office of Data Analytics
Bronx (Oct 24) - 36 Registered, 19 Attendees
Brooklyn (Oct 27) - 28 Registered, 13 Attendees
Manhattan (Nov 3) - 51 Registered, 28 Attendees
Queens (Nov 14) - 37 Registered, 20 Attendees
Staten Island (Nov 16) -

The Power of Youth - YVote, CCC, and ICI
November 21 - 16 Registered, 5 Attendees
December 1 – 8 Registered,
December 7 – 8 Registered
December 8 – 9 Registered
December 12 – 16 Registered

All follow up resources now available on the NYC.gov CEC page for easier access by Board members

Community Board Planning Update

Workshops under consideration for Winter 2023
Accessibility and Public Engagement (in development with MOPD)
Affordable Housing Update – HPD
Parliamentary Procedures – TBD
Land Use and Economic Development - TBD
Conflict Resolution - OATH

Planning Initiatives:
Develop a Communications strategy to promote CB Initiatives and trainings

Working with DCAS and OTI to make more EEO trainings accessible to CB Members
* *Sexual Harassment Prevention, SHP*
* *lgbTq: The Power of Inclusion, POI*
* *Everybody Matters: EEO and Diversity & Inclusion Training for NYC Employees*

Working with other city agencies that regularly interact with CBs to develop a comprehensive needs assessment.

Deepen coordination with Borough President Offices.

Additional Initiatives & Strategic Planning

- Synergize outreach and communications strategies for multiple program lanes with distinct geographic and audience targets
- Communication campaigns for each program lane
- Outreach plan for each program lane
- Frameworks to monitor and evaluate PB winning projects
- Volunteer recruitment and retention
- Internships recruitment
- Professional development for CEC team