



## Notice of Public Meeting

**July 25th, 2023**

**11:00AM**

Join this public meeting to learn about more about programs and upcoming initiatives of the Civic Engagement Commission!

**To join the meeting via WebEx:**  
**[bit.ly/CECJulyMeeting](https://bit.ly/CECJulyMeeting)**



# Public Meeting

**July 25, 2023**



@NYCCEC | [nyc.gov/cec](https://nyc.gov/cec)

# Technology

- **Commissioners:**
  - Audio enabled, mute yourself if you are not speaking
  - Video cameras on *if possible*.
- **To All Participants:**
  - All participants muted on entry. Moderator will enable audio for participants during public comment period
  - Call participants in the order they have registered for public comment prior to meeting, then during today's meeting
  - If you are dialing-in via phone *during the meeting* and do not have access to a computer monitor, please text your name and affiliation to **917-587-9103** to offer public comment. Will call on dial-in participant by name in order the text was received
  - Enable Closed Captioning under "More Options" icon with the ellipsis/dot-dot-dot, on your screen's menu control bar. Click on option for "CC Closed Captioning"
    - Alternatively, this link will be in the chat box. You can click on it for real-time captioning: [https://www.streamtext.net/text.aspx?event=CEC\\_Captions](https://www.streamtext.net/text.aspx?event=CEC_Captions)

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# Agenda

- **Attendance**
- **Approval of minutes from June 6th meeting**
- **Proposed Amendment to CEC Resolution**
  - Discussion and vote on proposed resolution
- **Program Updates**

# CEC Resolution

- 8) Coordinate with the Chief Democracy Officer to develop and implement initiatives to be undertaken pursuant to Executive Order No. 88, dated December 13, 2021; report to the Commission regularly on such initiatives; and respond to the Commission's comments, if any, in response to such reports.
- 9) Make the final selections among recommended local projects that are the subject of the participatory budgeting process, where the Commission is authorized by the Mayor to make such selections, and report to the Commission on which such local projects were selected to receive funding.
- 10) Implement and report to the Commission on any additional functions or mandates that may be assigned to the Commission and are not otherwise set forth in this resolution.

[And be it further RESOLVED that the Civic Engagement Commission hereby ratifies and approves actions taken by the Chair prior to the date of adoption of this resolution to recruit and appoint members to the participatory budgeting and language assistance advisory committees established pursuant to section 3202 of the Charter.]

DATED: 7-25-23

HISTORICAL NOTE: Resolution enacted May 20, 2019; as amended by Amendment 1 dated December 18, 2019; as amended by Amendment 2 dated December 18, 2019; as amended by Amendment 3 dated September 30, 2020; as amended by Amendment 4 dated July 25, 2023.

# Approved PB Rule for Context

(a) The Commission will tabulate the total number of votes cast for each local project. (b) The Commission retains the final authority to select which local projects that were placed on the borough ballots receive funding from the Commission. 1. In making such selection, the Commission must consider which local projects received the largest number of votes in each borough and the factors identified in section 2-06. 2. For a local project that requires the use of city personnel or property or the substantial participation or cooperation of one or more city agencies, the Commission shall obtain the concurrence of the affected agency or agencies before making a final determination to select such local project. For a local project that relates to an area of expertise of a city agency, the Commission will inform such agency of such project's selection. (c) The aggregate cost of all local projects selected by the Commission for funding shall not exceed the total amounts appropriated for local projects.

Full text of final rule can be downloaded from our website hearings section: [nyc.gov/cec](https://nyc.gov/cec)

# Discussion & Vote

# The People's Money

**Participatory Budgeting 2022-2023**



the **PEOPLE'S**  
**MONEY**



# Phase 3: Voting

The People's Money voting phase ran from May 10 – June 25

The Commission funded 105 Community partners, 113 Libraries, and 2 CUNY campuses implementing an online and in-person strategy in all five Boroughs and 33 Equity Neighborhoods

## Ballots Cast:

Borough: 25,339 Digital, 85,032 Paper  
Total Borough Ballots: 110,371

Neighborhood: 13,584 Digital, 84,289 Paper  
Total Neighborhood Ballots: 97,873

**Total Ballots Cast: 208,244**



# Projected Funded Programs

## 46 Total Programs

### 13 Borough Programs

- Bronx – 3 @ \$265,000
- Brooklyn – 4 @ \$250,000
- Manhattan – 2 @ \$262,500
- Queens – 3 @ \$280,000
- Staten Island – 1 @ \$177,000

### 33 Neighborhood Programs

- 1 per Neighborhood @ \$50,000

## Program Focuses:

- Mental Health – 13
- Job Training - 9
- Education – 7
- Food Insecurity – 4
- Health and Well Being – 3
- Housing Assistance – 3
- Parent Education - 2
- Anti-Violence – 2
- Immigrant Rights – 1
- Sanitation - 1
- Intergenerational - 1

# Borough Flagship Events

CEC Staff accompanied Tippy, the Tender People's Money Monster to one major event in each Borough:

- Bronx Week Cultural Festival
- Queens Night Market
- SI Family Fun Day
- Museum Mile Festival
- Celebrate Brooklyn





# DemocracyNYC June Primary Election



# June Primary Election Voter Education

*DemocracyNYC, launched a multi-million dollar, multi-lingual, multimedia, grass-roots campaign to "**Stop the Drop**" between voter registration and voter activation in the June primary election focusing on 5 city council districts in 4 boroughs.*



This campaign focused on the following:

- **Single Prime Voters:** Registered voters who only voted in **one** primary election since 2019
- **Ranked Choice Voting** races in 5 City Council Districts
- **5 primary focus districts** in 4 boroughs\* with intense outreach selected based on:
  - # of primaries in district
  - Areas with more than 2 candidates
  - New districts / language / special populations
- **5 secondary districts** with limited outreach
  - Have Ranked Choice Voting races with 2 candidates or less
- *There were no primary elections on Staten Island in June*

# Campaign Details

- 1. Ad campaign** with a focus on ethnic and community media (Rank Your Vote, vote in your own language - know your rights) (Cost: \$1.1M)
  - Subways, bus shelters, mobile trucks, doorhangers
  - Print, digital and social media ads
  - Ethnic media print and radio (Chinese & Spanish)
- 2. Direct-to-New Yorker outreach**
  - **Funded 5 CBOs** at \$10k each to assist in voter education and GOTV
  - **Paid canvassing operation**
    - Including **CUNY Corps** (@70 student canvassers, and 30 multilingual fellows)
- 3. Citywide days of action** - text out the vote, call out the vote, community canvassing, and social media day of action
- 4. Multilingual teach-ins** with CBOs to educate voters
- 5. Volunteer Program** with NYC Service Spread Love

## 5 primary focus districts with intense outreach

Borough	District	Primary
Brooklyn	41	Dem
Brooklyn	43	Rep & Dem
Bronx	13	Rep & Dem
Manhattan	9	Dem
Queens	23	Dem

## 5 primary focus districts with intense outreach

Borough	District	Primary
Brooklyn	42	Dem
Brooklyn	47	Rep
Bronx	12	Dem
Queens	19	Dem
Queens	29	Dem

# Preliminary Campaign Results

**Coming this Fall:  
Turnout Data**

**Which voters did we  
reach and stop the drop?**

**1**

**107,306 Phone calls made  
582,628 text messages sent**

**2**

**112,019 Doors Knocked  
80,000+ door hangers posted  
2,000 commitment cards**

**3**

**5 CBOs  
100 CUNY Students  
600+ Volunteer Shifts**

# **Poll Site Language Assistance Program**



# Primary Election Poll Site Services

- 100 total poll sites served in the Bronx, Brooklyn, & Queens according to CEC methodology
- Early Voting (6/24-25): 25 Sites
- Election Day (6/27): 75 Sites





## Primary Election: June 2023

### Breakdown per Language

- Arabic: 12 Sites
- Bengali: 9 Sites
- Chinese: 2 Sites
- French: 8 Sites
- Haitian Creole: 13 Sites
- Italian: 10 Sites
- Korean: 2 Sites
- Polish: 10 Sites
- Russian: 48 Sites
- Urdu: 8 Sites
- Yiddish: 10 Sites

\*Some sites offer more than one language

# Community Boards



COMMUNITY  
BOARDS

# Community Board Workshops offered in Winter/Spring 2023

## Mayor's Office for People with Disabilities

- Disability Etiquette and Awareness x 2
- Accessible Documents x 2
- Accessible Virtual Meetings x 2

74 Total Attendees

## Association of Neighborhood and Housing Development

- Land Use and Equity Planning x 3

64 Total Attendees

## NYC Housing Preservation and Development

- Fair Housing x 2
- Affordable Housing x 2

92 Total Attendees

## Parliamentarians of NYC

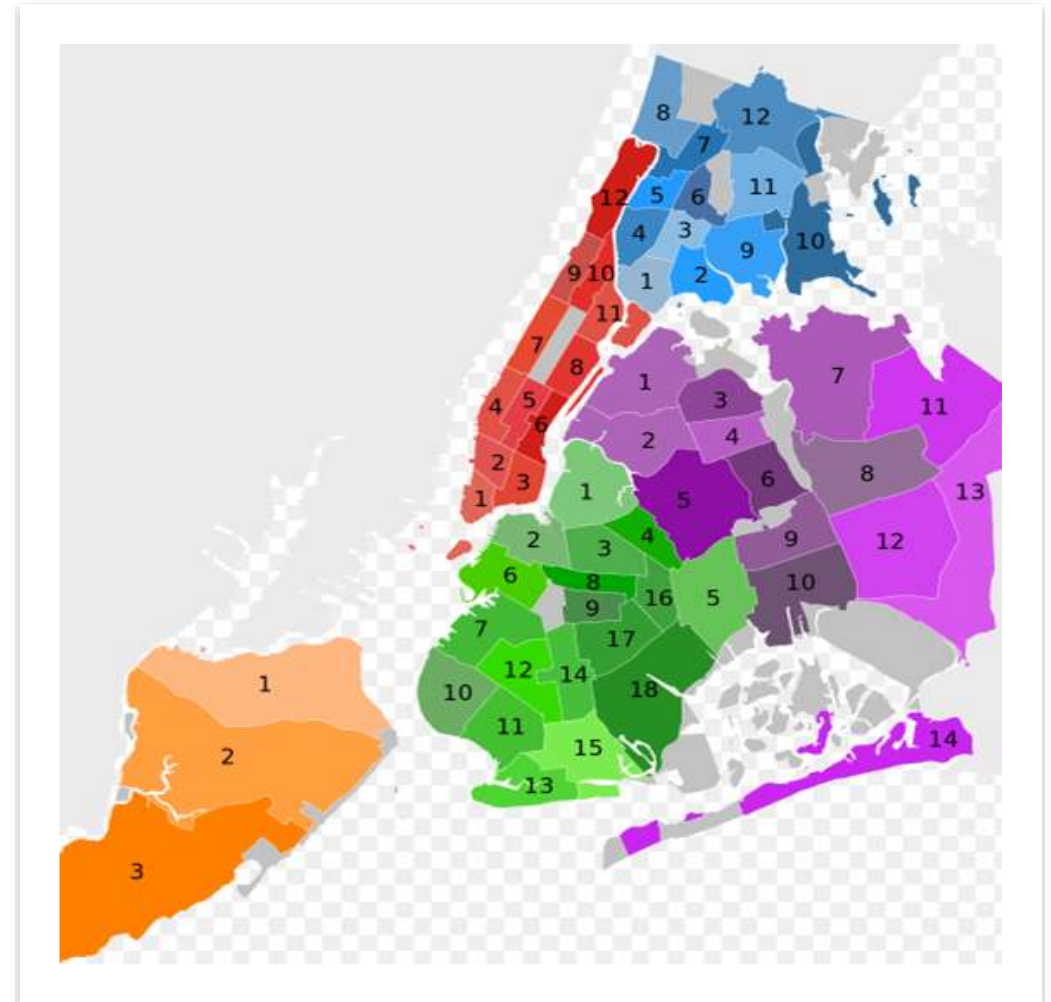
- Committees x 2
- Motions and Amendments x 2
- Role of the Parliamentarian x 1
- Efficient Board Meetings x 1

209 Total Attendees

## Brooklyn Borough President – Brooklyn Only Workshop

- Program Analysis – Prof. Mark Johnson

65 Total Attendees





# Advertising Campaigns

# DemocracyNYC Ranked Choice Voting Campaign

**\$1 million advertising campaign**

**Languages:** *English, Spanish, Chinese*

**Paid placements:**

- **Print & Digital Media:** 40 *ethnic media publications*
- **Radio:** 12 *ethnic media stations*
- **Subway:** *targeted stations in specific election districts*
- **Social Media:** *Facebook, Instagram, YouTube*
- **Digital Screens & Mobile Truck:** 270 *locations across the city*
- **Door Hangers & Wallboards:** *Over 80k placements*

**Additional placements:**

- **Bus Shelters**
- **LinkNYC**
- **NYC Ferry**
- **TaxiTV & NYC TV**



# The People's Money GOTV Campaign

**\$400,000 advertising campaign**

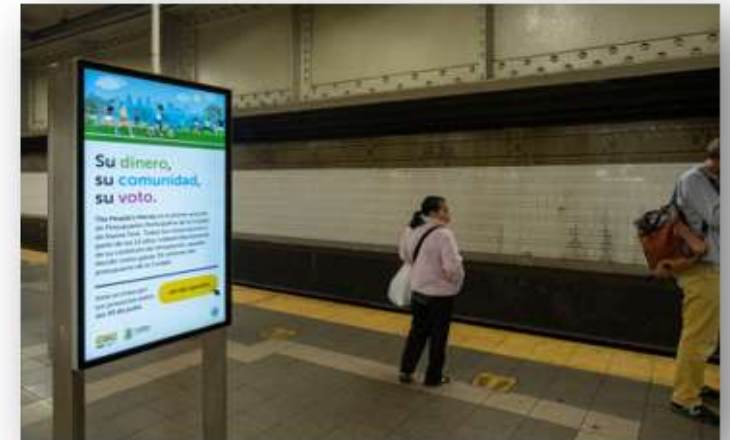
**Languages:** *English, Spanish, Chinese, Urdu, Creole, Yiddish, Bengali, Polish, Russian, Korean*

## **Paid placements:**

- **Print:** *19 ethnic media publications*
- **Radio:** *8 ethnic media stations*
- **Subway:** *targeted stations across the five boroughs*
- **Social Media:** *Facebook, Instagram, YouTube*

## **Additional placements:**

- **Bus Shelters**
- **LinkNYC**
- **NYC Ferry**
- **TaxiTV & NYC TV**



# Know Your Rights GOTV Campaign

**\$100,000 advertising campaign**

**Languages:** Arabic, Bengali, Chinese (Cantonese, Mandarin), French, Haitian Creole, Italian, Korean, Polish, Russian, Urdu, and Yiddish

## **Paid placements:**

- **Print & Digital Media:** *17 ethnic media publications*
- **Radio:** *8 ethnic media stations*
- **Social Media:** *Facebook, Instagram*

## **Additional placements:**

- **TaxiTV**
- **NYC TV**





# Artist Collective

**Strengthen storytelling capacity and help us connect** with New Yorkers through a more robust, creative lens.

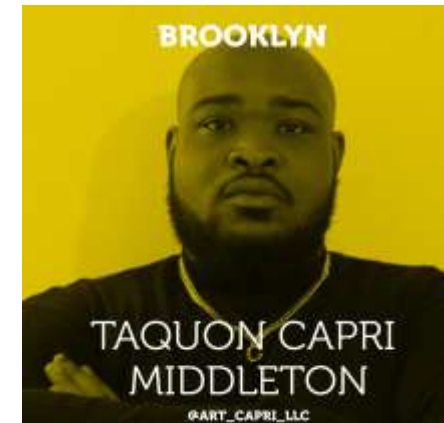
5 artists, one per borough, participated in the inaugural The People's Money Artists Collective **[Learn more about the artists here.](#)**

An Open call, in partnership with the NYC Department of Cultural Affairs, seeking five artists to help us build the creative identity for The People's Money: Citywide Participatory Budgeting Get Out the Vote campaign.

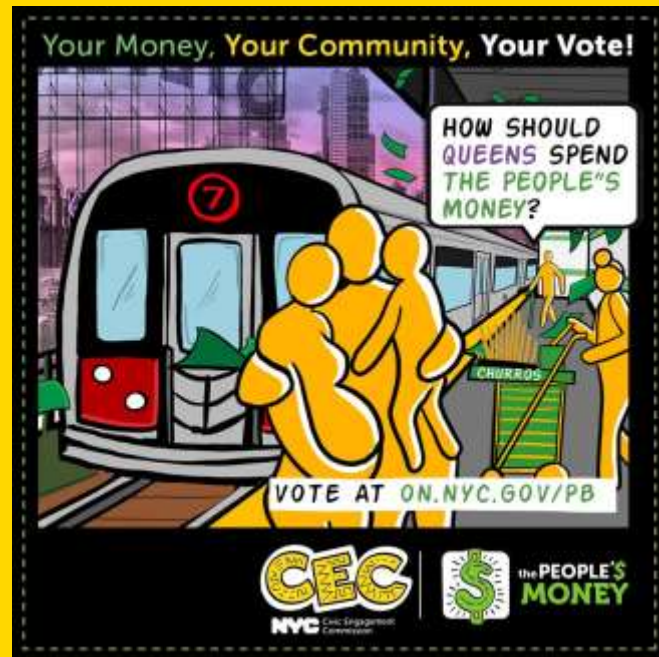
Received over 100 applications from artists across the five boroughs.

Created core graphic and creative assets for The People's Money: Citywide Participatory Budgeting 'Get Out the Vote' campaign running from May through June 2023.

# Meet the Artist Collective







# Agencywide Rebranding



CEC wordmark



CEC logo vertical stack



CEC logo horizontal







## YELLOW

	<b>R</b> 255 <b>G</b> 217 <b>B</b> 28  <b>C</b> 1 <b>M</b> 12 <b>Y</b> 96 <b>K</b> 0  <b>HEX</b> FFD91C
	<b>HEX</b> FFE255
	<b>HEX</b> FFEC8D
	<b>HEX</b> FFF5C6

## GREEN

	<b>R</b> 129 <b>G</b> 199 <b>B</b> 56  <b>C</b> 54 <b>M</b> 0 <b>Y</b> 100 <b>K</b> 0  <b>HEX</b> 81C738
	<b>HEX</b> A0D56A
	<b>HEX</b> C0E39B
	<b>HEX</b> DFF1CD

## BLUE

	<b>R</b> 47 <b>G</b> 164 <b>B</b> 235  <b>C</b> 68 <b>M</b> 22 <b>Y</b> 0 <b>K</b> 0  <b>HEX</b> 2FA4EB
	<b>HEX</b> 63BBF0
	<b>HEX</b> 97D1F5
	<b>HEX</b> CBE8FA

## PURPLE

	<b>R</b> 125 <b>G</b> 65 <b>B</b> 150  <b>C</b> 61 <b>M</b> 89 <b>Y</b> 2 <b>K</b> 0  <b>HEX</b> 7D4196
	<b>HEX</b> 9D70B0
	<b>HEX</b> BEA0CA
	<b>HEX</b> DECFE5

## PINK

	<b>R</b> 235 <b>G</b> 80 <b>B</b> 137  <b>C</b> 2 <b>M</b> 84 <b>Y</b> 16 <b>K</b> 0  <b>HEX</b> EB5089
	<b>HEX</b> F07CA6
	<b>HEX</b> F5A7C4
	<b>HEX</b> FAD3E1

## NEUTRAL

	<b>R</b> 77 <b>G</b> 77 <b>B</b> 77  <b>C</b> 65 <b>M</b> 58 <b>Y</b> 57 <b>K</b> 37  <b>HEX</b> 4D4D4D
	<b>HEX</b> 808080
	<b>HEX</b> CCCCCC
	<b>HEX</b> F2F2F2



#### HEADLINE FONT

Museo 300

Museo 500

**Museo 700**

**Museo 900**

#### SUB-HEADLINE FONT

Museo Sans 300

Museo Sans 500

**Museo Sans 700**

**Museo Sans 900**

#### BODY COPY FONT

Museo Sans 500

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

#### ALTERNATIVE HEADLINE FONT

Museo Sans Rounded 300

Museo Sans Rounded 500

**Museo Sans Rounded 700**

**Museo Sans Rounded 900**

# **Volunteer Program**

# Volunteer Highlights

*In FY 22-23, the CEC engaged over **13,100 volunteers** across all CEC program lanes. These volunteers contributed over **15,500 hours**.*


- **Participated in Idea Generation Sessions** where they learned about Participatory Budgeting and the NYC budgeting process, while workshopping and submitting ideas for funded programs to address community concerns
- **Youth helped facilitate committees** in each borough to vet PB project ideas and create a single borough Participatory Budgeting ballot
- **Canvassed and texted voters** in communities where there was a primary this past June, urging them to vote





# Upcoming Event

Wednesday, July 26, 2023  
at 3:30 PM

**Registration link:**  
[on.nyc.gov/cecfaithevent](https://on.nyc.gov/cecfaithevent)

**ICNY**  
Interfaith Center of New York

**CEC**  
**NYC** Civic Engagement Commission

**NYC**  
Office of Faith-Based and Community Partnerships

**July 26, 2023 @ 3:30 PM**  
Register at: [on.nyc.gov/cecfaithevent](https://on.nyc.gov/cecfaithevent)  
Event via Zoom - Access link to be sent to registered participants



# Thank you!



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