# Public Meeting

January 24, 2023

# 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
    - For Closed Captioning, we will add this link in the chat box. Please click into it for real-time captioning:  https://www.streamtext.net/text.aspx?event=CEC_Captions

# Agenda

- Attendance
- Approval of minutes from November 29th Public Meeting
- Presentations and Program Updates:
  - New Office of Engagement, Chief Engagement Officer, Betsy MacLean
  - NYC Districting Commission Presentation, Grace Pyun
  - New Chief Democracy Officer, Kathleen Daniel
  - Poll Site Language Assistance Program
  - Participatory Budgeting Program
  - Community Board Support Program

# Chief Democracy Officer
# **Kathleen Daniel**

# Voter Turnout in NYC

- Despite record high participation in the June primaries, only 26.5% of eligible New Yorkers cast a ballot.

- New Yorkers set a new record for low voter turnout in the general election with only 23.3% at the polls.

- Even with abysmal turnout, voters overwhelmingly chose to rank their ballots, rating the experience favorably

- Over 5.5 million New Yorkers are registered to vote

- In 2022 61,000 new voters were registered in NYC

- Despite a myriad of reforms, NYC continues to see a dramatic drop in voter turnout in the elections

# DemocracyNYC – *The Opportunity*

- DNYC will develop a multi-lingual grass-roots organizing strategy to engage and activate voters amidst severe civic distrust by building a movement to stem the dramatic drop in voter turnout.

- Teach-ins

- Partnering with CBOs

- CUNY Civics Corps

- Community Canvassing

- People Power Coalitions

- Expanding Translation Services

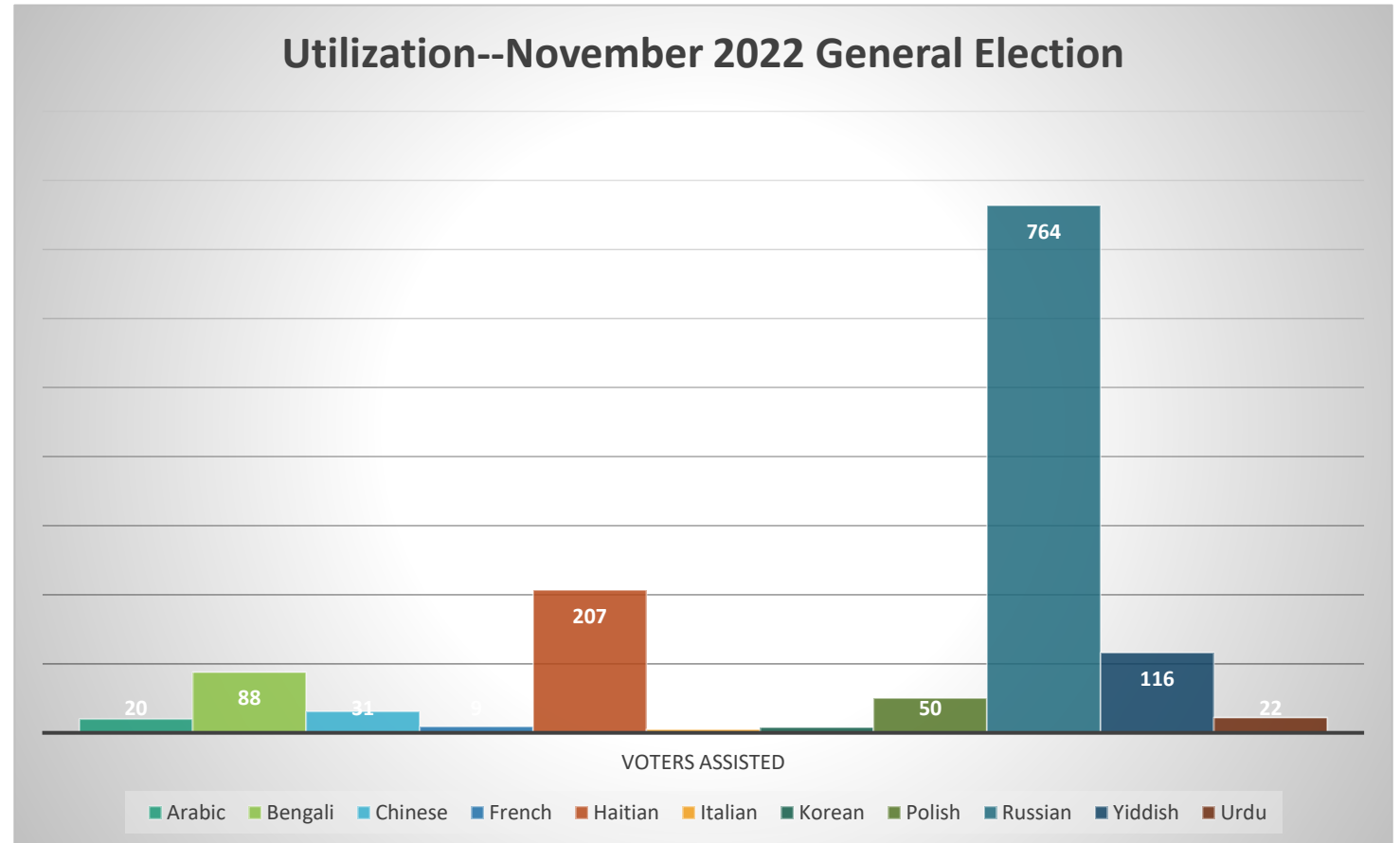- Volunteer Program

- Citywide Days of Action

# STOP the DROP!

- To Stop the Drop in voter turnout we will need to identify the following:

- Of the over 5.5 million registered voters, which of them voted only once or twice in the last 6 years

- Develop focus groups and community canvasses to identify why these voters decided not to continue to vote

- Partner with academic institutions to study the demographic and psychodemographics of those who "drop"

- Develop engagement strategies to foster a culture of voting among New Yorkers

# Poll Site Language Assistance Program

- November 2022 General Election
  Poll Site Map
- 135 poll site language services, 100 unique poll sites

# Poll Site Language Assistance Program

- Total Voters Served: 1320

- ~13% increase over November 2020 utilization



**Utilization--November 2022 General Election**

Bar chart with values:
- Arabic: 20
- Bengali: 88
- Chinese: 31
- French: 9
- Haitian: 207
- Korean: (small)
- Polish: 50
- Russian: 764
- Yiddish: 116
- Urdu: 22

VOTERS ASSISTED

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

# Language Access Advisory Commitee

- Currently shortlisting candidates for the 2023 LAAC cohort
- Roughly 1/3 of 2022 cohort will continue their service
- Our goal is to convene the 2023 cohort in February!



**Language Assistance Advisory Committee**

Are you passionate about language access and civic engagement?

The LAAC is an advisory group that makes recommendations on the planning and implementation of our poll site language assistance program. Visit nyc.gov/cec to learn more!

Apply by January 10th:
**on.nyc.gov/LAAC**

NYC Civic Engagement Commission

# 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) - 22 Registered, 13 Attended

**The Power of Youth - YVote, CCC, and ICI**
Bronx  - 31 Registered, 13 Attendees
Manhattan –  17 Registered, 7 Attendees
Brooklyn  –  28 Registered, 16 Attendees
Queens –  9 Registered, 3 Attendees
Staten Island – 5 Registered, 2 Attendees
Total: 90 Registered, 41 Attendees

Total Community Boards members that attended a Training in Fall 2022 - 166

# The People's Money Phase 2:
## Project Vetting & Development

# Recap & What's Next for Citywide Participatory Budgeting?

**November 2022**
Selected Borough Assembly Committee (BAC)
members, who will review ideas for final ballot
- 20 members per borough, meeting for a total of 14 hours, over two months

**December 2022**
Convened first Get-to-Know You BAC meeting
Onboarded TRIE organizations supporting Phase 2

**January 2023**
Borough Assembly Committees (BAC)
TRIE Coalitions begin deliberative meetings to narrow ballot

**February 2023**
Final BAC and TRIE Coalition meetings held
Document process
Ballots finalized by month end
Develop outreach strategy

**March/April 2023**
Operations
- Ballot prep, translations, printing, programming online ballot

Messaging
- Develop and social media campaign
- Finalize outreach strategy, including 'voting sites', events, arts programming

Implementation
- Call for proposals from implementing organizations
- Evaluation of proposals

Evaluation – Finalize Framework and Instruments

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

**June 2023**
Winning projects and implementing organizations selected and announced

# Borough Assembly Committee Applications and Selection

**BAC Borough Applications** *(510 received)*

| Borough | # of applicants | #  selected | # serving (minus drop) |
|---------|-----------------|-------------|------------------------|
| The Bronx | 149 | 20 | 16 |
| Manhattan | 97 | 20 | 15 |
| Brooklyn | 100 | 20 | 14 |
| Queens | 101 | 20 | 14 |
| Staten Island | 63 | 20 | 17 |

Of applications, we engaged the Sortition Group to make randomized selections based on borough demographics.

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

# Borough Assembly Committee Meetings

**All Boroughs hold sessions in January and February**

**Meeting 1 –** Meet and Greet, get to know each other and learn about ideas they will be considering

**Meeting 2** – Subcommittees review 15-20 ideas and begin to think about what they need to make informed decisions on what to move forward (CEC compiles and gathers)

**Meeting 3 –** CEC presents requested data and committees continue to review ideas and refine down to their top 5-10 ideas

**Meeting 4/5** - CEC provides information about implemention considerations and committees review and debate the final Idea selection for placement on the Borough Ballots

# 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*
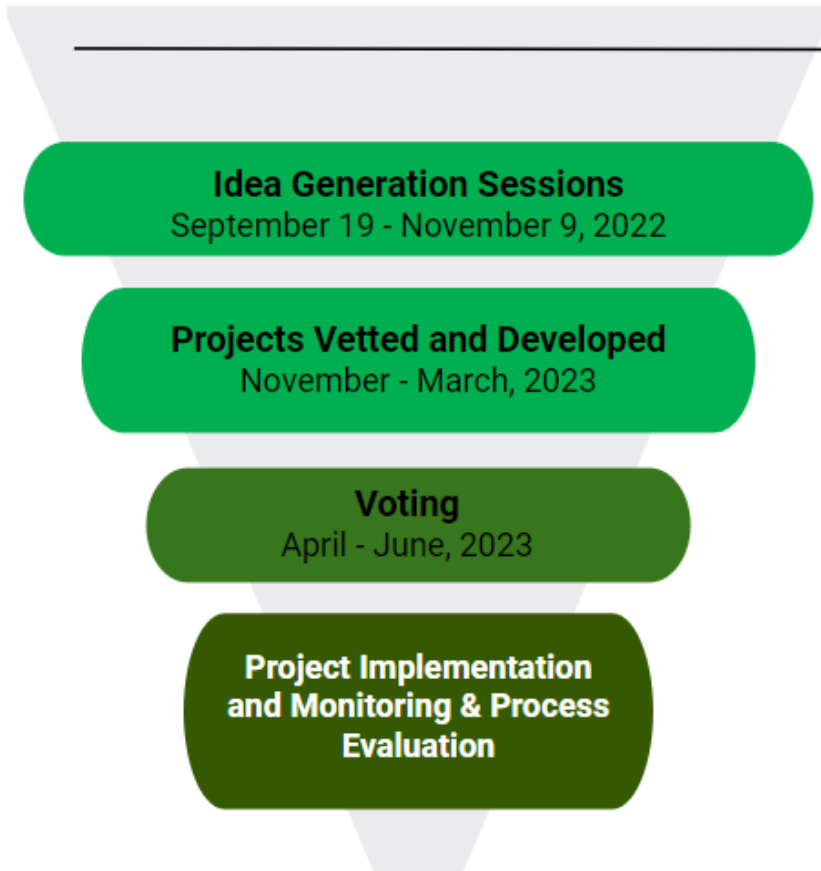
# TRIE Initiative FY23-FY24 (Deliverables)



**Idea Generation Sessions**
September 19 - November 9, 2022

**Projects Vetted and Developed**
November - March, 2023

**Voting**
April - June, 2023

**Project Implementation
and Monitoring & Process
Evaluation**

## TRIE Initiative & Citywide Participatory Budgeting

**Phase 1:** Idea Generation Sessions and Voter Education Outreach

*Timeline: August 2022 to November 11 2022*

**Phase 2:** Project Vetting, Coalition Building, PB GOTV, Capacity Building Workshops and Voter Education for June 2023 Primary

*Timeline: November 14 2022 to June 2023*

# TRIE Initiative FY23-FY24 (Deliverables)

| Area | Deliverables for FY23 | Date |
|---|---|---|
| **Civic Education and Voter Outreach** | 2022 November General Election Outreach & Ballot Measures (RJC) Voter Outreach and Engagement Activities | September - November 2022 |
| **Citywide Participatory Budgeting** | **Idea Generation Sessions** Facilitation | September – October 2022 |
| | TRIE Ballot Project Vetting | November - Feb 2023 |
| | GOTV Operations | April - June 2023 |
| **Capacity Building and Training** | Capacity Workshop + Training 1 | December & Jan 2023 |
| | Capacity Workshop + Training 2 & 3 | Feb 2023, March 2023 |
| | Capacity Workshop + Training 4 | April-June 2023 |
| **Coalition Building** | TNCs lead **TRIE Neighborhood Assemblies** (project proposal vetting and ballot creation alongside their coalition partners and residents)* | November-Feb 2023 |
| | TNCs lead monthly coalition meetings (resume regular TNC led coalition meetings after Jan 2023) | Jan 2023 – June 2023 |

# TRIE Capacity Building Trainings

| | Workshop/Training # | Dates | Topic |
|---|---|---|---|
| Capacity Building Workshops and Trainings | Capacity Workshop + Training 1 | December and Jan 2023 | Data Literacy |
| | Capacity Workshop + Training 2 & 3 | Feb 2023, March 2023 | Project Management Tools and Strategies<br><br>Youth Engagement and Social Media Strategies |
| | Capacity Workshop + Training 4 | April-June 2023 | Strategies for Future Coalition Building and Activation |

# TRIE Voter Education Outreach Deliverables

| Deliverables | Metrics | Total Participants |
|---|---|---|
| Voting 101 | Total Events | 56 |
| | Total Participants Reported | 1190 |
| Relational Organizing | Total Events | 19 |
| | Total Participants Reported | 1039 |

- TRIE Organizations in all 5 boroughs were tasked with the following voter outreach deliverables:
  - Hosting a **Voting 101 workshop** with community members
  - **Hosting (1) relational organizing** event related to voting & Participatory Budgeting
  - **Topics Covered:** general voter registration information, where to find your poll site, language/interpretation services offered by CEC, national voter registration day Sept. 22nd

# TRIE Voter Education Outreach Deliverable Results

| Voter Education Outreach Activities Metrics | |
|---|---|
| **Direct Reach** | September – November 2022 |
| Text/Text Group (Total People texted) | 57,413 |
| Street Canvassing (Total People Canvassed) | 17,680 |
| Phone Calls (Total Phone Calls made) | 4,942 |
| Events (total people who attended events held by TNCs) | 1,963 |
| Subtotal | 81,998 |
| **Indirect Reach** | September – November 2022 |
| Communications App (Total people reached by apps) | 43,083 |
| Social media (Total Impressions) | 31,290 |
| Website Clicks (Total clicks to TNC's website) | 5,918 |
| Subtotal | 80,291 |

- TRIE Organizations in all 5 boroughs were tasked with the following voter outreach deliverables:
  - Conducting **weekly direct and indirect outreach activities** around voting/voter education outreach
  - **Reporting** on metrics on a monthly basis

Between September and November 2022 (election day), the 33 TRIE organizations **reached over 160,000 New Yorkers**

# TRIE Voter Education Outreach Deliverable Results

| Borough | Direct Outreach | Indirect Outreach |
|---|---|---|
| Manhattan | 14,597 | 15,442 |
| Staten Island | 9,600 | 10,097 |
| Brooklyn | 17,542 | 18,127 |
| Bronx | 13,077 | 9,500 |
| Queens | 27,182 | 27,125 |
| **Totals September - December** | **81,998** | **80,291** |

**NYC** Civic Engagement Commission

**Thank you for attending!** Stay connected to the CEC:

- Twitter: **@NYCCEC**
- Instagram: **@NYCCEC**
- Facebook: **/NYCCEC**

- LinkedIn: **/NYCCEC**
- Participate: **participate.nyc.gov**
- Website: **nyc.gov/cec**