

RESIDENTS DECIDE:

An Analysis of Resident Engagement and Participation During the Resident Voting Process

September 2025





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LETTER FROM THE CEO



Dear Residents, Partners, and Stakeholders,

I write to share with you an update on the engagement efforts that have shaped the resident voting process, demonstrating our belief that residents should be centered in decisions that affect their homes, their neighborhoods, and their futures.

At the heart of the voting process are several goals: to ensure that residents will not only be informed but empowered; that their voices will not only be heard but reflected in action; and that their participation will guide the transformation of public housing as we aim to preserve it for both current and future generations.

From the outset, we have prioritized outreach that is transparent, inclusive, and grounded in trust. Through dozens of meetings, thousands of one-on-one conversations, language-accessible materials, and collaborations with community leaders, we have worked to provide residents with the information they need to make informed choices. These efforts have laid a foundation not only for successful votes but also for long-term partnerships that will carry us through modernization (where applicable) and beyond.

This report presents an analysis of what we have learned from the resident votes held so far, providing direction for enhancing the voting experience for residents going forward.

As we continue to move forward, we remain focused on listening, learning, and building with the communities we serve. The journey ahead requires continued collaboration, courage, and care; together, we are creating a model for how public housing can be reimagined with residents at the helm.

In partnership,

Lisa Bova Hiatt

NYCHA Chief Executive Officer



INTRODUCTION

Trust Legislation

On June 16, 2022, Governor Kathy Hochul signed S.9409-A/A.7805-D into law, establishing the New York City Public Housing Preservation Trust (the Trust). As a fully public entity, the Trust is expected to unlock billions of dollars in federal funding for comprehensive renovations at NYCHA developments to improve living conditions for residents. Under the Trust, a development is kept 100 percent public and is converted to the more stable, federally funded Project-Based Section 8 program, while residents maintain their rights, including permanently affordable rent.¹

Pursuant to the State legislation, the Trust is authorized to rehabilitate and modernize up to 25,000 apartments. However, the legislation requires an affirmative resident vote prior to the conversion of any NYCHA development to the Trust.

Voting Procedures

In order to conduct these resident votes and meet specified voting requirements and legislative goals, the State legislation also required NYCHA to develop and implement voting procedures. In 2022, NYCHA formed a working group of resident leaders, tenant advocates, and NYCHA staff to discuss and outline the voting procedures that would be used for development voting. The draft procedures were released on October 14, 2022, and finalized on December 12, 2022, following a public comment period. During the public comment period, NYCHA received more than 300 comments that were considered and used to inform the final voting procedures.

¹ For more information on the Trust, visit preservationtrust.org.

Key elements of the voting procedures as implemented have included²:



NOTICE OF VOTE

The release of a formal Notice of Vote, provided to all residents at the development at least 100 days before voting begins, thereby kicking off the official engagement period.



VOTING OPTIONS

A choice between three ballot options: joining the NYC Public Housing Preservation Trust model, converting through NYCHA's Permanent Affordability Commitment Together (PACT) program, or remaining in the traditional Section 9 public housing program.



VOTING PERIOD

A voting period of 30 days, with online and mail voting available throughout the 30 days and in-person voting available during the final 10 days.



VOTER ELIGIBILITY

The eligibility of all Heads of Household and authorized permanent residents 18 years or older to cast a ballot



MINIMUM THRESHOLD

A minimum threshold of at least 20 percent of the development's Heads of Household casting ballots for the vote to be valid.



VOTE ADMINISTRATOR

The use of an independent, third-party vote administrator to conduct the vote, including the counting of ballots.



ENGAGEMENT ANALYSIS

The release of an analysis detailing successes, challenges, and commitments for further improving voter engagement and participation after the minimum sixth vote. As part of such analysis, NYCHA will consider if the minimum turnout threshold provided in these voting procedures should be revised.



² The full voting procedures can be found here: <https://www.nyc.gov/site/nycha/about/preservation-trust-final-voting-procedures.page>.

Vote Administrator

As per the voting procedures, NYCHA utilizes a third-party vote administrator to conduct and oversee the vote, bringing experience and expertise to ensure vote integrity. Specifically, the vote administrator is responsible for the printing, mailing, collection, and tabulation of the ballots. Since October 2023, at the initial vote at Nostrand Houses, MK Elections has administered all seven development votes discussed in this report.

NYCHA and the vote administrator follow standards to ensure all votes are kept anonymous while also being transparent with the public during the vote tabulation. To determine the final list of eligible voters, NYCHA provides a list of all residents of a development who are 18 years or older as of the final day of voting. The list also denotes who is a Head of Household, information the vote administrator needs when determining if the minimum Head of Household participation threshold has been met and, accordingly, if the vote is valid³. Utilizing the data provided by NYCHA, the vote administrator assigns a unique identifier for every eligible voter in the form of credentials for online voting and a barcode on the envelopes used to return ballots either by mail or in person. The vote administrator's system records when the assigned credentials are used by a resident to vote online, while the barcode on the exterior envelope is scanned when the ballot is received either by mail or in person. Received envelopes remained sealed and are not physically opened until the initial vote count. This process, among other safeguards, maintains integrity and allows the vote administrator to ensure that only one vote is cast per resident. The data collected by the vote administrator only includes the date and time a ballot is cast as well as the method of voting as a means of tracking participation; however, the specific ballot option selected by any resident is not known until the votes are counted.



³ At the first five sites, it was later determined that NYCHA's data did not account for co-Heads of Households (i.e. for units with more than one Head of Household, NYCHA's data erroneously noted only one individual as the Head of Household). In total, 181 residents were co-Heads of Household but were not marked as such in the data provided by NYCHA. This number represents 8% of all Heads of Households across these five sites. Using the corrected Head of Household data, it was confirmed that the minimum participation rate was still achieved at these sites. Following sections of this report list and discuss the revised analysis, where applicable, when discussing vote results.



Residents requiring assistance can reach the vote administrator via email or phone throughout the 30-day voting period, and the vote administrator is available on-site on designated in-person voting days. This accessibility enables the vote administrator to support residents who, among other things, need a reprinted ballot or assistance with casting their vote. Any questions related to the voting program or specific ballot options are forwarded to NYCHA for response. The vote administrator is also responsible for investigating any allegations of misconduct received within 72 hours after the voting period has ended. The vote administrator did not receive any such allegations after any of the completed development votes.

Although not required by the voting procedures, thus far, each tabulation process has involved two separate tallies: an initial and a final vote count. The initial count occurred as soon as reasonably possible after the voting period ended, and the final count occurred approximately a week following the last day of voting to account for any mail-in ballots that were timely postmarked. All initial and final vote counts have been live-streamed on NYCHA's YouTube channel. During the counting process, the vote administrator opens each ballot, and each ballot is subsequently displayed on the livestream to provide transparency into the ballot-counting process. In the rare instance where the vote administrator cannot determine the voter's intention on a ballot (for instance, if a resident selects more than one option or leaves the ballot blank), the ballot is deemed invalid. Once the paper ballots are opened and tabulated, the online votes are then added. After each initial and final vote count, the vote administrator announced the initial and final vote results, respectively, and later provided certified vote results, which NYCHA subsequently provided to the development's residents.

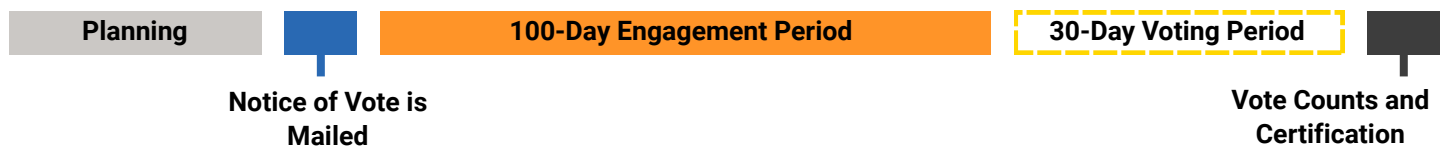
In the event of exceptionally close vote results (specifically, if the outcome of the vote is decided by less than one percent of the total votes cast) or tied results, the vote administrator is also responsible for any automatic recounts or runoff votes.

Overview of the Development Vote

The development voting process consists of three main stages: the planning period, a 100-day engagement period, and a 30-day voting period. For the duration of the process, NYCHA's voter engagement team is present at the development to design and implement a resident engagement strategy. The voter engagement team works closely with tenant leadership to align with the development's engagement needs and to adapt the engagement strategies based on residents' feedback.

While engagement does not take a one-size-fits-all approach and is tailored for each development, certain key elements remain consistent throughout every vote, providing a baseline for this work.

STANDARD TIMELINE:



1 Planning

Key actions:

- Develop engagement strategy
- Meetings with resident leadership to elicit feedback and refine the engagement strategy
- Preparation of Notice of Vote and other resident-facing materials

During the planning period, NYCHA's voter engagement team worked with the tenant association of each development to thoroughly explain the voting process and voting options and customize the resident engagement strategy. This is when the voter engagement team asks for feedback on how to reach residents most effectively (i.e., the best times and locations for meetings, where to post materials or hold tabling sessions, etc.). As part of this period, vital documents, such as the Notice of Vote are also finalized.

Once resident leadership provides input, the resident engagement strategy is finalized. NYCHA's voter engagement team then completes this period by sending residents a Notice of Vote, which is the formal notice required by the official voting procedures to start the development vote process.

2 Notice of Vote is Released

The formal Notice of Vote is sent to all residents at the development who are eligible to vote via mail and, if applicable, email. It is also posted in a visible location at the Development. The Notice of Vote is sent at least 100 days before voting begins, thereby kicking off the official engagement period. For more information, please see *Resident Facing Materials*.

3 100-Day Engagement Period

Key actions:

- Host public meetings
- Door-knocking and phone-banking
- Distribute door-to-door flyers and put up building posters
- Office hours and tabling

The 100-day engagement period officially begins when the Notice of Vote is sent to residents, kicking off a host of activities that include meeting residents, speaking with them about the vote, and ensuring they are aware of when and how to participate. NYCHA's voting team centers resident voices and engagement in the program.

NYCHA employs various efforts to reach all vote-eligible residents. All staffers who participated in the engagement process maintained professionalism and neutrality about the voting options. The following are some of the engagement methods used at all sites:



Resident Meetings: Informational meetings were essential for building connections and ensuring residents received information about the voting options and the process's general timeline. NYCHA's voting team hosts at least four public meetings throughout the engagement period, including at least one virtual meeting.



Door-knocking: By carrying out a robust door-knocking campaign, NYCHA's voting team builds individual relationships with residents and reduces the barriers to entry for participation by taking engagement directly to them.



Phone-banking: As not all residents will be home during the various door-knocking days and others will not feel comfortable answering their doors, reaching residents via telephone is another outreach channel to provide important information about the upcoming vote directly to residents.



Office Hours: While the voting team strives to hold engagement activities on various days and at different times to reach as many residents as possible, voter engagement team also holds open office hours for individualized conversations, providing residents with opportunities to participate in the process when it was most convenient for them.



Community Events: Building a sense of community and excitement about the voting process is an important strategy to convey that the future of the development is ultimately a collective decision amongst the development's residents. The voter engagement team creates spaces for residents to interact with one another and engage in robust dialogue about the future of their developments.

4 30-Day Voting Period

Key actions:

- Work with vote administrator to ensure residents receive ballots
- Continued engagement and get-out-the-vote efforts (via door-knocking, phone-banking, and office hours when applicable)
- Door-to-door flyers and building posters with information on when and how to vote
- Host in-person voting during the last 10 days of the voting period

The 30-day voting period occurs after 100 days of engagement. In advance of the start of the 30-day voting period, the vote administrator sends ballots and instructions to all eligible residents via mail (and via email if a resident provided their email address). During the first 20 days, residents can vote online and by mail; in-person voting is available during the last 10 days, during which time residents can vote using any of the three methods.

The voter engagement team maintains a regular presence at the development throughout the voting period to continue engaging with residents and increase resident participation. Additionally, the vote administrator is available during the entire 30-day voting period via phone and email and on-site on designated in-person days to answer any voting-related questions or issue replacement ballots, if needed.

5 Vote Counts and Certification

After the voting period ends, the vote administrator initiates the vote count process as soon as reasonably possible. For the full process, please see *Vote Administrator*. Once the results are certified, the vote administrator provides a letter to NYCHA with the final results. The letter is then sent to all residents of the development. For more information on the certification letter, please see *Resident-Facing Materials*.

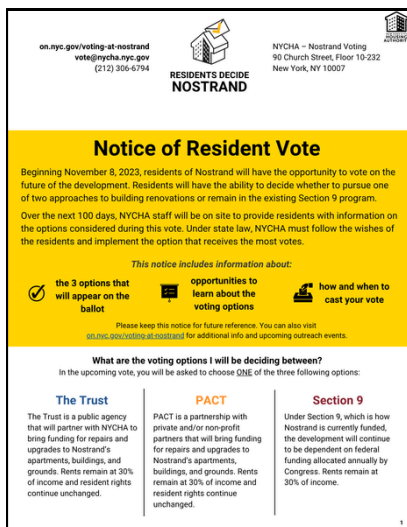


Resident-Facing Materials

Per the voting procedures, NYCHA is required to prepare outreach materials to support residents in making informed choices. The materials are unbiased and used to inform and encourage residents to participate in the process. The following materials ensure residents have clear and consistent information about an upcoming vote:

NOTICE OF VOTE

As noted above, NYCHA provides residents with the Notice of Vote at least 100 days before the start of the voting period, detailing the purpose of the vote, the options on the ballot, information on outreach meetings, contact information for the voter engagement team (including the website where residents could access more details about the voting options), when and how to vote, how to request reasonable accommodations and language services, and more. The notice is mailed to residents, sent via email if residents' email addresses are provided, posted on NYCHA's dedicated webpage for the resident voting process, and posted at the development.



on.nyc.gov/voting-at-nostrand
vote@nycha.nyc.gov
(212) 306-6794

**RESIDENTS DECIDE
NOSTRAND**

NYCHA – Nostrand Voting
90 Church Street, Floor 10-232
New York, NY 10007

Notice of Resident Vote

Beginning November 8, 2023, residents of Nostrand will have the opportunity to vote on the future of the development. Residents will have the ability to decide whether to pursue one of two approaches to building renovations or remain in the existing Section 9 program.

Over the next 100 days, NYCHA staff will be on site to provide residents with information on the options considered during this vote. Under state law, NYCHA must follow the wishes of the residents and implement the option that receives the most votes.

This notice includes information about:

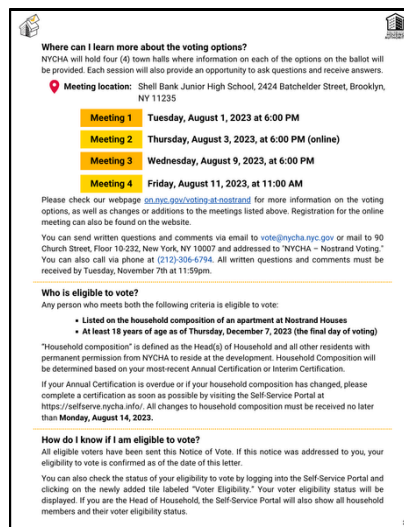
- the 3 options that will appear on the ballot
- opportunities to learn about the voting options
- how and when to cast your vote

Please keep this notice for future reference. You can also visit on.nyc.gov/voting-at-nostrand for additional info and upcoming outreach events.

What are the voting options I will be deciding between?

In the upcoming vote, you will be asked to choose ONE of the three following options:

The Trust	PACT	Section 9
The Trust is a public agency that will partner with NYCHA to bring funding for repairs and upgrades to Nostrand's apartments, buildings, and grounds. Rents remain at 30% of income and resident rights continue unchanged.	PACT is a partnership with private and/or non-profit partners that will bring funding for repairs and upgrades to Nostrand's apartments, buildings, and grounds. Rents remain at 30% of income and resident rights continue unchanged.	Under Section 9, which is how Nostrand is currently funded, the development will continue to be dependent on federal funding allocated annually by Congress. Rents remain at 30% of income.



Where can I learn more about the voting options?
NYCHA will hold four (4) town halls where information on each of the options on the ballot will be provided. Each session will also provide an opportunity to ask questions and receive answers.

Meeting location: Shell Bank Junior High School, 2424 Batchelder Street, Brooklyn, NY 11235

Meeting	Date and Time
Meeting 1	Tuesday, August 1, 2023 at 6:00 PM
Meeting 2	Thursday, August 3, 2023, at 6:00 PM (online)
Meeting 3	Wednesday, August 9, 2023, at 6:00 PM
Meeting 4	Friday, August 11, 2023, at 11:00 AM

Please check our webpage on.nyc.gov/voting-at-nostrand for more information on the voting options, as well as changes or additions to the meetings listed above. Registration for the online meeting can also be found on the website.

You can send written questions and comments via email to vote@nycha.nyc.gov or mail to 90 Church Street, Floor 10-232, New York, NY 10007 and addressed to "NYCHA – Nostrand Voting." You can also call via phone at (212) 306-6794. All written questions and comments must be received by Tuesday, November 7th at 11:59pm.

Who is eligible to vote?

Any person who meets both the following criteria is eligible to vote:

- Listed on the household composition of an apartment at Nostrand Houses
- At least 18 years of age as of Thursday, December 7, 2023 (the final day of voting)

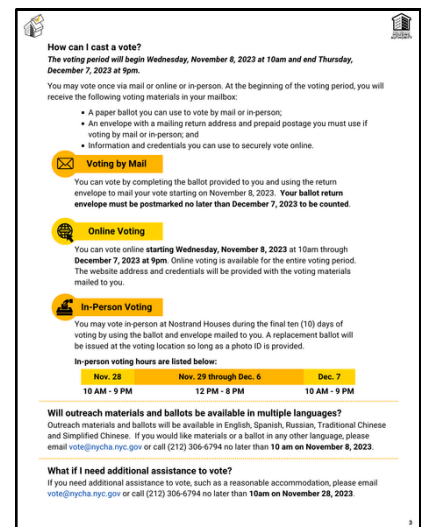
"Household composition" is defined as the Head(s) of Household and all other residents with permanent permission from NYCHA to reside at the development. Household Composition will be determined based on your most recent Annual Certification or Interim Certification.

If your Annual Certification is overdue or if your household composition has changed, please complete a certification as soon as possible by visiting the Self-Service Portal at <https://selfserve.nycha.info/>. All changes to household composition must be received no later than **Monday, August 14, 2023**.

How do I know if I am eligible to vote?

All eligible voters have been sent this Notice of Vote. If this notice was addressed to you, your eligibility to vote is confirmed as of the date of this letter.

You can also check the status of your eligibility to vote by logging into the Self-Service Portal and clicking on the newly added tile labeled "Voter Eligibility." Your voter eligibility status will be displayed. If you are the Head of Household, the Self-Service Portal will also show all household members and their voter eligibility status.



How can I cast a vote?
The voting period will begin **Wednesday, November 8, 2023 at 10am and end Thursday, December 7, 2023 at 9pm**.

You may vote once via mail or online or in-person. At the beginning of the voting period, you will receive the following voting materials in your mailbox:

- A paper ballot you can use to vote by mail or in-person;
- An envelope with a mailing return address and prepaid postage you must use if voting by mail or in-person; and
- Information and credentials you can use to securely vote online.

Voting by Mail

You can vote by completing the ballot provided to you and using the return envelope to mail your vote starting on November 8, 2023. **Your ballot return envelope must be postmarked no later than December 7, 2023 to be counted.**

Online Voting

You can vote online starting **Wednesday, November 8, 2023 at 10am through December 7, 2023 at 9pm**. Online voting is available for the entire voting period. The website address and credentials will be provided with the voting materials mailed to you.

In-Person Voting

You may vote in-person at Nostrand Houses during the final ten (10) days of voting by using the ballot and envelope mailed to you. A replacement ballot will be issued at the voting location so long as a photo ID is provided.

In-person voting hours are listed below:

Nov. 28	Nov. 29 through Dec. 6	Dec. 7
10 AM - 9 PM	12 PM - 8 PM	10 AM - 9 PM

Will outreach materials and ballots be available in multiple languages?
Outreach materials and ballots will be available in English, Spanish, Russian, Traditional Chinese and Simplified Chinese. If you would like materials or a ballot in any other language, please email vote@nycha.nyc.gov or call (212) 306-6794 no later than **10am on November 8, 2023**.

What if I need additional assistance to vote?

If you need additional assistance to vote, such as a reasonable accommodation, please email vote@nycha.nyc.gov or call (212) 306-6794 no later than **10am on November 28, 2023**.

PUBLIC MEETING FLYERS AND POSTERS

Flyers and posters provide details about resident meetings (including their dates, times, and locations) as well as how residents can request reasonable accommodation, language services, and contact the voter engagement team. The flyers are distributed to every resident at their door, and posters are displayed at the development.



**RESIDENTS DECIDE
NOSTRAND**

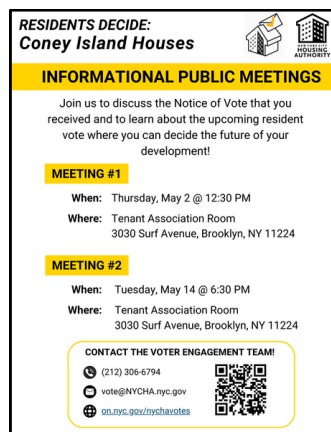
SEPTEMBER UPCOMING EVENTS!

SEP 7	Residents Trivia Night Gazebos Area (Corner of Bragg Street & Avenue W) 4 - 6 PM Test your knowledge about the upcoming vote and win prizes!
SEP 9	Grandparents Appreciation Day Gazebos Area (Corner of Bragg Street & Avenue W) 11 AM - 2 PM Families will have the opportunity to take professional portraits and have them printed to keep as a cherished memory!
SEP 14	Volunteer Interest Meeting 2344 Bragg Street, Apt 1C 6 PM Do you enjoy volunteering and talking to your neighbors? Join the Voter Engagement Team to learn about how you can get involved in helping your neighbors vote!
SEP 23	Fall Fest Open Field Area (Behind 3041/3043 Avenue W) 12 - 4 PM Join the Voter Engagement Team as we celebrate the start of Fall with free fun activities and giveaways for the whole family!
SEP 26	Informational Public Meeting Location TBD 6 - 8 PM Need more information about the upcoming vote? Want to learn more about your options? Join us for our next public meeting and information session!
SEP 29	Informational Public Meeting Community Center (3870 Nostrand Avenue) 11 AM - 1 PM Need more information about the upcoming vote? Want to learn more about your options? Join us for our next public meeting and information session!

WANT MORE INFORMATION?

2344 Bragg Street, Apt 1C
on.nyc.gov/voting-at-nostrand

vote@nycha.nyc.gov
(212) 306-6794



**RESIDENTS DECIDE:
Coney Island Houses**

INFORMATIONAL PUBLIC MEETINGS

Join us to discuss the Notice of Vote that you received and to learn about the upcoming resident vote where you can decide the future of your development!

MEETING #1

When: Thursday, May 2 @ 12:30 PM
Where: Tenant Association Room
3030 Surf Avenue, Brooklyn, NY 11224

MEETING #2

When: Tuesday, May 14 @ 6:30 PM
Where: Tenant Association Room
3030 Surf Avenue, Brooklyn, NY 11224

CONTACT THE VOTER ENGAGEMENT TEAM!

(212) 306-6794
vote@NYCHA.nyc.gov
on.nyc.gov/nychavotes

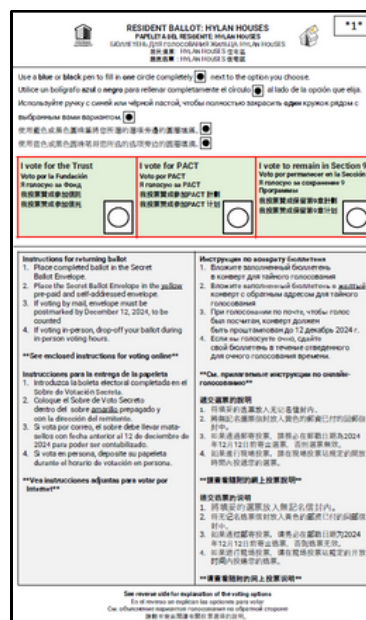
PUBLIC MEETING PRESENTATION

During the required resident meetings, the voter engagement team explains the voting process to residents and discusses each option in detail. The presentation also covers the voting timeline, resident eligibility, how to reach the voter engagement team, etc. A copy of the presentation is distributed to attendees so they can follow along during the presentation.



VOTING ONE-PAGER

The one-pager is a condensed version of the Notice of Vote, with details about the voting options and other pertinent voting information; it is distributed to residents during in-person outreach events, such as door-knocking and community events.



VOTING PACKAGE AND BALLOT

The ballot package includes the ballot; instructions for online, mail, and in-person voting; and the prepaid return envelope for mail-in ballots. This package is created in collaboration with the vote administrator and is mailed by the vote administrator to all eligible voters.

VOTE CERTIFICATION

Per the voting procedures, NYCHA must ensure that residents are informed about the results of the election once voting ends and the votes have been tabulated. The vote administrator's certification letter is mailed to residents indicating if the minimum threshold was met and the number of votes each option received. NYCHA also posts the vote certification at the development and on its website.

Throughout the voting process at the seven developments discussed in this report, NYCHA translated all materials into Spanish, Russian, Simplified Chinese, and Traditional Chinese and made interpretation services available to residents.

It is important to note that materials from third parties were present at the developments, as these groups took an interest in the vote and, based on their specific positions, wanted to distribute their own information to residents that sometimes promoted one ballot option over others. The voter engagement team, to the best of their ability, clarified to residents when needed that these materials, such as posters, flyers, and mailers, were not distributed by NYCHA to prevent any confusion, as NYCHA remains neutral about the voting options.

| Data Collection, Tracking, and Methodology

Throughout the vote process, NYCHA monitors touchpoints, unique interactions with individual residents, to ensure that the voter engagement team is adequately reaching all residents at the development. These data are used to make strategic organizing choices when engaging with the resident population. For example, some engagement activities focused on residents who had not yet been contacted to ensure that NYCHA reached as many residents as possible. Tracking touchpoints with residents also allows the voter engagement team, to the best of their ability, to find the balance between meaningful engagement without overly frequent conversations that may feel burdensome to some residents.

While NYCHA receives limited data from the vote administrator regarding the methods residents use to cast their ballots, NYCHA never receives information on which option a resident has selected. Information on voting methods enables the voter engagement team to determine which methods are most popular at various stages of the voting period and, in turn, shape future engagement strategies. For instance, if the voter engagement team sees a rise in online voting, it might be an indication that residents at the development could benefit from expanded digital engagement strategies.

The data outlined in this report reflects the background information available for each development at the time of the vote, as well as data collected by NYCHA and the vote administrator during the entire voting process (i.e., planning period, 100-day engagement period, and 30-day voting period).



⁴At the initial site, the vote administrator tracked when paper ballots were received but did not record if those paper ballots were submitted via mail or in person. Thus, a portion of the data provided to NYCHA from Nostrand Houses does not distinguish between paper ballots submitted by mail or in person, and were grouped into one category, "Mail or In Person."

DEVELOPMENT VOTE RESULTS



Summary

Since 2023, NYCHA has conducted a total of seven development votes. One development vote resulted in a tie, requiring a runoff vote to complete the voting process at this site. The resident votes so far have taken place across various neighborhoods of the Bronx and Brooklyn.

From the first vote at Nostrand Houses through the most recent vote at Throggs Neck Addition, NYCHA's voter engagement team has built out and improved the process and strategies for conducting development votes using the voting procedures. There have been many key takeaways and lessons learned that have informed the strategies that the voter engagement team used from vote to vote.

Every development that participates in a vote is supported by and has access to the expertise of NYCHA's voter engagement team as residents learn about their options, receive answers to their questions, and learn when and how to vote. Staff who participated in engagement efforts remained professional and neutral about the voting options and were there to empower, educate, and inform as many vote-eligible residents as possible.

The information below gives a summary of the data for all development votes. The subsequent sections discuss each development vote in detail, providing information about the engagement strategies used for each site and the corresponding voter turnout. These data are used to outline successes and challenges experienced during all votes and make recommendations for how NYCHA can commit to making improvements in future votes.

ENGAGEMENT AND VOTING PARTICIPATION HIGHLIGHTS

Engagement Periods

Across the engagement periods for all development votes, the voter engagement team accomplished over 8,000 unique touchpoints. The voter engagement team interacted at least once with an average of 78 percent of Heads of Household and 69 percent of all voters through the following methods:



87

door-knocking
shifts totaling
4395 touchpoints



68

phone-banking
shifts totaling
2786 touchpoints



51

meetings and
events, totaling
930 touchpoints

TABLE 1 Summary of Engagement Period Data for All Developments

	Nostrand Houses	Bronx River Addition	Coney Island Houses	Coney Island I (Site 1B)	Hylan Houses	Hylan Houses (Runoff)	Randall Avenue-Balcom Avenue	Throggs Neck Addition
Engagement Period	8/1/23-11/7/23	12/1/23-3/12/24	4/5/24-7/16/24	4/5/24-7/16/24	8/1/24-11/12/24	1/7/25-2/25/25	12/3/24-3/17/25	12/3/24-3/17/25
Total Units	1,148	226	534	193	209	209	251	287
Total Eligible Voters	1,591	199	767	328	305	301	250	482
Total Heads of Household	1167	187	527	216	206	301	250	482
Total Touchpoints	4,105	520	1487	567	497	112	289	534
Total Heads of Household Engaged	92%	91%	86%	84%	83%	42%	65%	79%
Total Eligible Voters Engaged	83%	89%	77%	70%	68%	33%	65%	64%

Voting Periods

The 20 percent threshold for Heads of Household votes required by the voting procedures was met at all developments, with the average turnout of 58 percent for Heads of Household. The average turnout for all vote-eligible residents was 56 percent; all but one development received votes from over 50 percent of all vote-eligible residents.

During the 30-day voting periods at each development, residents utilized all methods of voting. Voting by mail has been the most widely used method of voting across all developments, making up at least 34 percent of votes submitted. Online voting has also been a popular voting method, with 32 percent of residents using this method. As shown in Figure 1.1, in summary, most votes were submitted by mail and online, but each development vote shows varying levels for each method. More information is described within each development's section.

For in-person voting, which the voting procedures require during the last 10 days of the voting period, the voting locations were on-site at the development and were open on weekends. While 23 percent of the residents who voted cast their ballot in person, trends show that it was not evenly distributed among all days. Figure 1.2 shows the distribution of votes cast during the 10 days of the in-person voting period at all developments. 72 percent of residents voted either during the first two days or the final two days of the in-person voting period, with 38 percent and 34 percent submitting their ballots on those days, respectively.

At the conclusion of the most recent votes at Randall Avenue-Balcom Avenue and Throggs Neck Addition, the vote results have varied, and each option on the ballot (Trust, PACT, or Section 9) has been selected at least once. There are four developments that voted for the Trust – Nostrand Houses, Bronx River Addition, Unity Towers, and Hylan Houses. Two developments voted to remain in Section 9 – Coney Island Houses and Throggs Neck Addition. And one development, Randall Avenue-Balcom Avenue, voted to enter the PACT program (Table 2).

FIGURE 1.1 Voting Methods Used Across all Developments

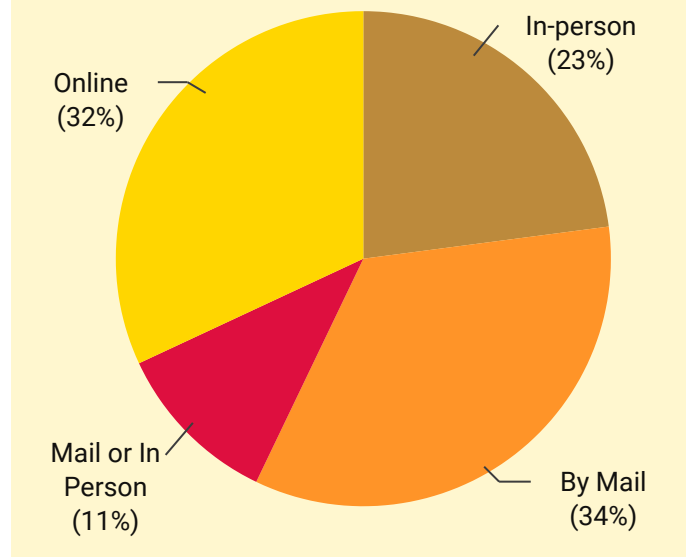


FIGURE 1.2 In-Person Votes Per Day at all Developments

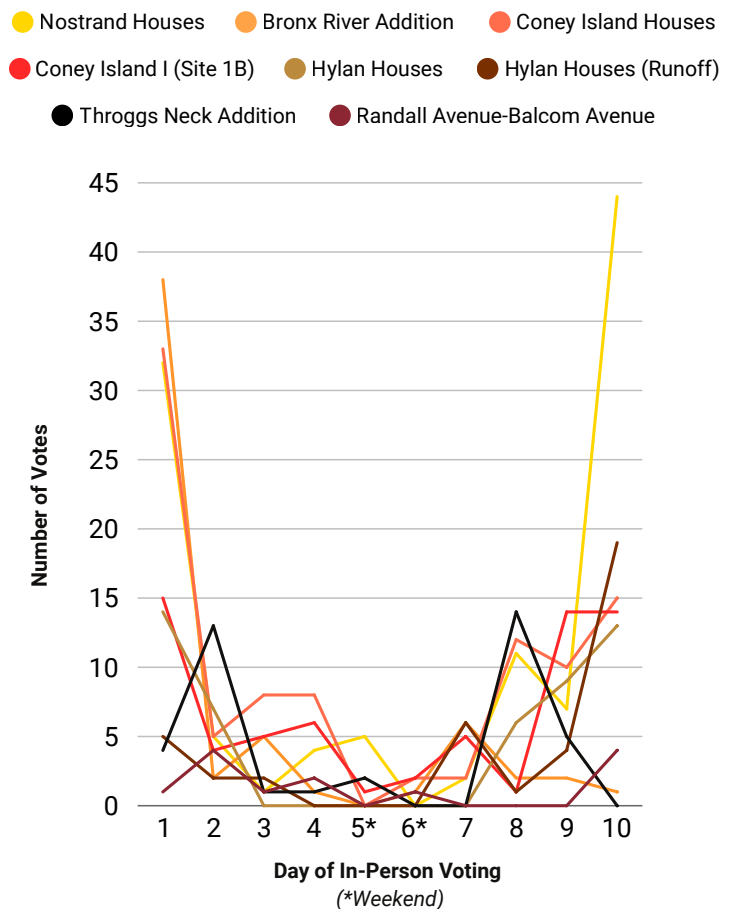


TABLE 2 Summary of Voting Results at All Developments

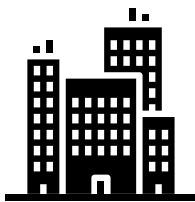
	Nostrand Houses	Bronx River Addition	Coney Island Houses	Coney Island I (Site 1B)	Hylan Houses	Hylan Houses (Runoff)	Randall Avenue-Balcom Avenue	Throggs Neck Addition
Voting Period	11/8/23-12/7/23	3/13/23-4/11/24	7/17/24-8/15/24	7/17/24-8/15/24	11/13/24-12/12/24	2/26/25-4/4/25	3/18/25-4/22/25	3/18/25-4/22/25
Actual Voter Turnout for Heads of Household (Including co-Heads of Household)	53%	61%	59%	58%	62%	62%	59%	51%
Turnout for Heads of Household Reflected in Official Certifications⁵	53%	61%	57%	60%	62%	62%	59%	51%
Voter Turnout for all Eligible Voters	51%	61%	54%	59%	57%	58%	60%	46%
# of Votes for Trust	464	84	125	108	83	150	36	80
# of Votes for PACT	163	22	42	11	83	25	78	12
# of Votes for Section 9	172	16	241	72	9	N/A	36	124
# of Invalid Votes	9	N/A	7	1	N/A	N/A	N/A	7
Online Votes	301	9	134	52	60	73	17	93
Mail-In Votes	168	58	177	73	70	60	109	58
In-Person Votes	111	55	104	67	45	43	24	72
Mail or In Person	228	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Election Result	Trust	Trust	Section 9	Trust	Tie	Trust	PACT	Section 9

⁵The official certifications for Nostrand, Bronx River Addition, Coney Island, Coney Island I (Site 1B), and for the initial Hylan Houses vote were all finalized before NYCHA began to account for co-Heads of Household as part of the official number of Heads of Household at the development. Therefore, the data used in the official vote certifications may be different from the updated, actual numbers reflected in this report.

Nostrand Houses

The resident engagement process for the first resident vote at Nostrand Houses kicked off on August 1, 2023. Nostrand Houses is a large development located in the Sheepshead Bay neighborhood of Brooklyn and has significant capital needs.

This was NYCHA's first time working with a vote administrator and thus NYCHA's first opportunity to receive metrics from the administrator. At the time, the administrator only distinguished between online and paper ballots and did not record whether paper ballots were received via mail or in person during the in-person voting period. NYCHA and the administrator ultimately modified the metrics reported by the administrator based on the data gathered from this first site. Therefore, Nostrand Houses has an additional voting method category of "Mail or In Person," which refers to some paper ballots received during the final 10 days of voting. This is not a category for subsequent voting sites.



Completed year:
1950

Building height:
6 stories

Residential buildings:
16

Total units:
1,148



Eligible voters:
1,591

Total residents:
2,213

Heads of Household:
1,167



ENGAGEMENT AND VOTING HIGHLIGHTS

Throughout the engagement period at Nostrand Houses, which was from **August 1, 2023, to November 7, 2023**, the voter engagement team recruited over 40 volunteers from various NYCHA departments who were eager to engage with voters. In total, they accomplished over 4,105 unique touchpoints, reaching 92 percent of Heads of Household and 83 percent of all eligible voters through the following methods:



22

door-knocking
shifts totaling
1734 touchpoints



22

phone-banking
shifts totaling
1996 touchpoints



15

meetings and
events, totaling
375 touchpoints



FIGURE 2.1 Final Results of Vote

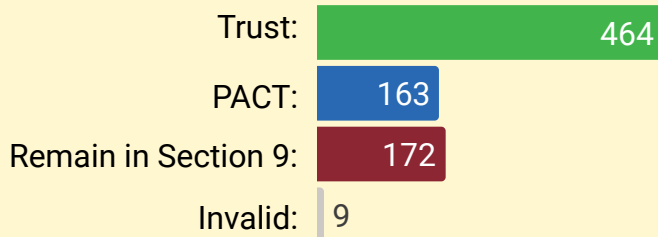
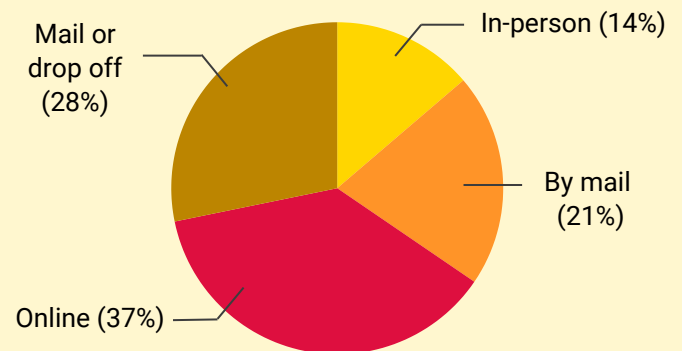


FIGURE 2.2 Votes per Voting Method



Residents had the opportunity to vote starting **November 8, 2023, and ending December 7, 2023**. On December 14, 2003, the election administrator certified the results showing that a majority of residents voted to enter into the **New York City Housing Preservation Trust** (Figure 2.1). 619 Heads of Household cast their vote, equaling 53 percent and surpassing the required threshold. In total, 808 residents cast their ballots, equaling 51 percent of all eligible voters. Nine ballots were determined invalid by the vote administrator: one ballot was blank, four ballots had all options marked, and four ballots had two options marked.

As shown in Figure 2.2, 37 percent of votes received were online ballots, 28 percent were “Mail or In Person,” 21 percent were received by mail, and 14 percent were in person.

ENGAGEMENT STRATEGIES AND CORRESPONDING VOTER TURNOUT

Nostrand Houses has a diverse population, with residents of various ages and various language preferences. Using available demographic data, such as age and language, helped develop tailored strategies to reach specific groups. As the first site, Nostrand was particularly pivotal in understanding if and how engagement strategies were effective at driving resident participation in voting. The following sections provide a demographic overview of the 1,591 eligible voters from the development, as well as the engagement strategies used to encourage participation and the methods in which residents voted.

DEMOGRAPHIC BASED ENGAGEMENT STRATEGIES

Language⁶

Submission of resident language preference to NYCHA is voluntary. At Nostrand Houses, approximately 46 percent of eligible voters did not indicate a preferred language. According to the data available, residents at the development preferred spoken languages such as Russian, Spanish, and Mandarin, which are included in NYCHA's covered languages. Written materials were translated for residents accordingly.

While 40 percent of voters marked English as their preferred language, 15 percent of the voting population indicated a preference for a language other than English. To address the language access needs, the voter engagement team utilized interpreters for all the public meetings and to help with three language-specific door-knocking shifts and five phone-banking shifts. The team also held language-specific meetings to assist in providing a more comfortable environment for asking questions. This enabled the team to engage with 64 percent of the residents who preferred a language other than English, resulting in at least one touchpoint per voter.

Over 54 percent of Spanish speakers, 39 percent of Russian speakers, and 44 percent of Mandarin speakers voted at Nostrand Houses. Overall, 46 percent of residents who prefer a language other than English cast a vote. This compares to the 50 percent of residents who did not indicate a language preference and the 53 percent of English speakers who voted.

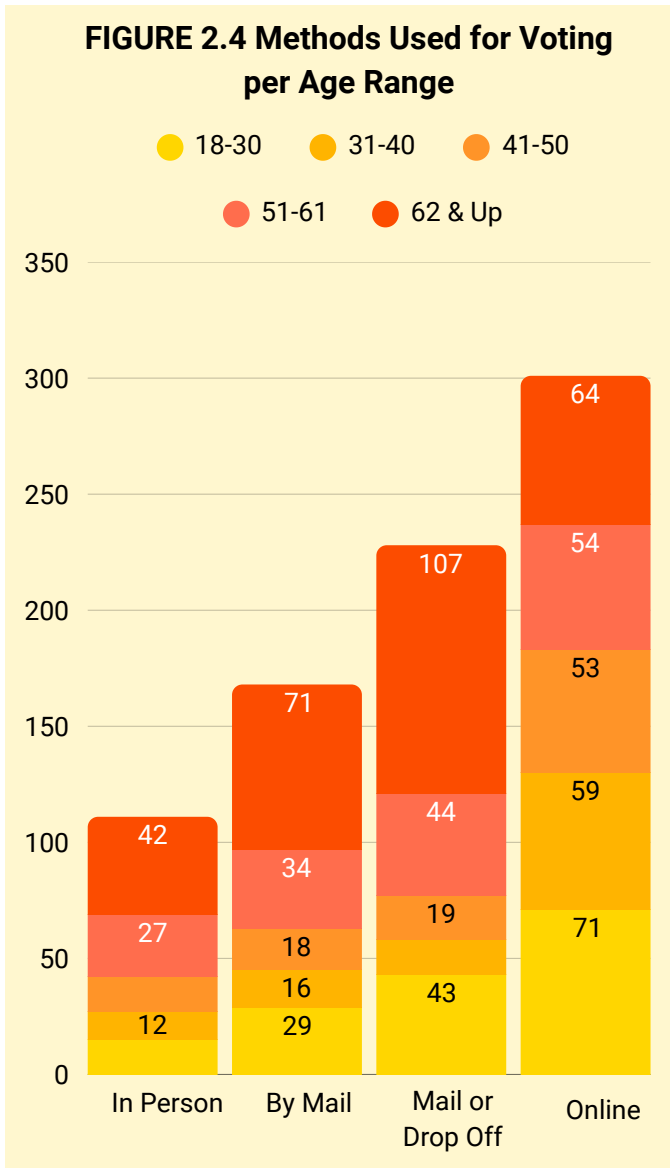
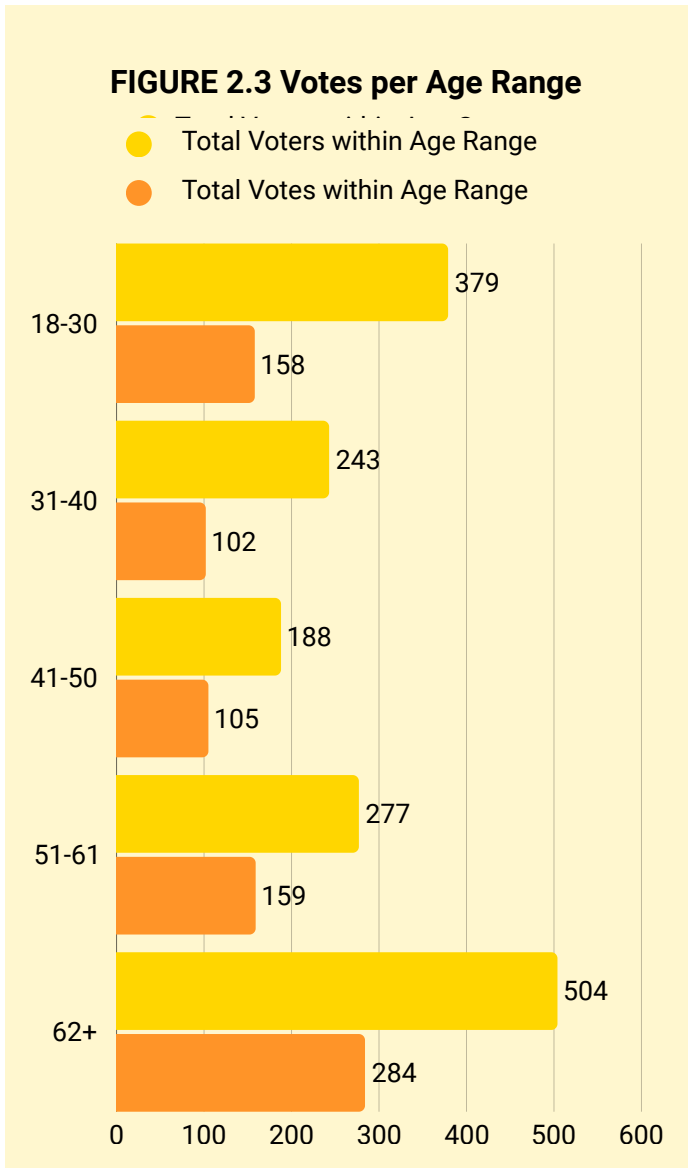
Age

For the purposes of engagement, age was divided into five ranges: 18-30, 31-40, 41-50, 51-62, and 62 and up. Figure 2.3 shows how many total eligible voters there were compared to the number of voters within each age range. Over 55 percent of all vote-eligible residents were people over the age of 50; 35 percent of them were seniors 62 and up.

Since over one-third of the voters at Nostrand are seniors, it was important to create opportunities for senior-specific engagement. After speaking with the tenant association and residents, the voter engagement team found that seniors preferred daytime interactions and were less likely to attend evening meetings due to safety concerns. Therefore, the team scheduled morning meetings and daytime tabling events. Additionally, the daytime engagement allowed staff to connect with the families and caretakers of the seniors.

⁶See the section "Resident Facing Materials" above for additional information regarding language access.

Over 56 percent of seniors 62 and up participated in the development vote. Trends show that younger residents preferred to cast their vote online. Of those who voted online, 23 percent were ages 18-30 (Figure 2.4). The inverse was true for seniors, who preferred to vote by mail or in person.



OTHER ENGAGEMENT STRATEGIES

Connecting with Caregivers for People with Disabilities

25 percent of the eligible voting population at Nostrand Houses self-identified as a resident with a disability. This is another instance where the voter engagement team found that engaging residents and their caregivers directly through door-knocking and phone-banking was helpful for boosting participation.

Daily Office Hours

The voter engagement team established an on-site office for daily office hours and, eventually, the voting location for in-person voting. Office hours were widely advertised via posters, emails, and other materials. Residents became accustomed to the availability of the team, and this helped the team foster trust with the residents. Though the office hours were not well attended, residents occasionally stopped by to ask questions and discuss the vote.

Hosting Additional Meetings

Another key aspect of the voter engagement team's engagement strategy is understanding if and when residents need additional engagement. After the four initial public meetings required by the voting procedures, some residents expressed a desire for additional meetings that focused specifically on what happens after the development vote is finished. Therefore, the voter engagement team scheduled additional meetings with representatives from both the Trust and PACT programs.

Community Events

As residents may not have a desire or ability to attend a public meeting for various reasons, including but not limited to competing work and family commitments, other strategies were employed to engage residents outside of formal, in-person meetings. For example, a resident "Fall Fest" event was held featuring a wide range of activities for all ages, such as face painting, outdoor games, and food. During this event, NYCHA's voter engagement team was available at Information Stations to provide information on the vote and answer residents' questions. Ultimately, attendance at this event was low, likely due to a thunderstorm that day.

Resident Volunteer Program

The Resident Volunteer Program was implemented to train highly engaged residents on how to speak to their neighbors about the importance of participating in the development vote. Residents trust their neighbors and friends at their development. By implementing a volunteer program, residents were able to encourage other residents to participate in the vote, which promoted dialogue amongst neighbors and awareness about the vote.

KEY TAKEAWAYS

Since Nostrand Houses was the first development to vote, the voter engagement team gained insight and key takeaways that were crucial for improving the program for the subsequent developments.

- **Materials and Brand Visibility:** It was observed that a small population of residents cast a vote even though they experienced zero touchpoints. This means that they were made aware of the vote through other methods, whether by word of mouth or by seeing the literature that was sent to residents or posted at the development. The voter engagement team organized various door-to-door literature drops and ensured that posters were always displayed in building lobbies, which led to increased visibility and access to information across the development.
- **Office Hours:** The daily office hours were not well attended by residents despite multiple methods of advertising them, with less than one percent of residents utilizing this outreach method. Those who did attend during office hours appeared heavily invested in the vote, as they had generally also participated in multiple meetings and events. Based on this experience, daily office hours were determined to be an ineffective strategy at expanding the number of engaged residents—a primary goal of the voter engagement team—and thus it was further determined that weekly or ad hoc office hours would be a more effective use of staff time.

Bronx River Addition

The second development vote took place at Bronx River Addition, a senior development located in the Soundview neighborhood of the Bronx. The development shares property management services with Bronx River Houses and consists of two buildings, Building 11 and Building 12. In 2021, due to persistent and significant issues with the heating system, residents of Building 12 were relocated. All residents who relocated were still eligible to vote as per the official voting procedures, which states that all residents who were relocated under a NYCHA relocation plan with a right to return to the development should be included as part of the voting population⁷. Thus, the voter engagement team developed strategies to engage with the residents who lived off-site and in other developments across the city.

KEY FACTS

Completed year:
1950



Building height:
6 -14 stories

Residential buildings:
2

Total units:
226

Eligible voters:
199



Total relocated residents:
59

Total residents:
199

Heads of Household:
187

⁷See section 1(k)(1) of the official voting procedures.

ENGAGEMENT AND VOTING HIGHLIGHTS



As the first senior development to go through the voting process, the voter engagement team built on the key takeaways for engaging with seniors at Nostrand Houses and adjusted engagement activities accordingly by focusing on in-person, individual touchpoints. The engagement period ran from **December 1, 2023, to March 12, 2024**. In total, there were 520 unique touchpoints, reaching 91 percent of Heads of Household and 89 percent of all eligible voters through the following methods:



18

door-knocking
shifts totaling
308 touchpoints



12

phone-banking
shifts totaling
170 touchpoints



5

meetings and
events, totaling
42 touchpoints

FIGURE 3.1 Final Results of Vote

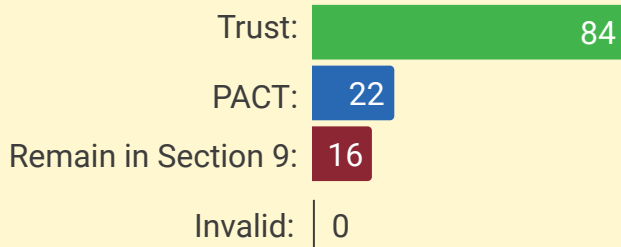
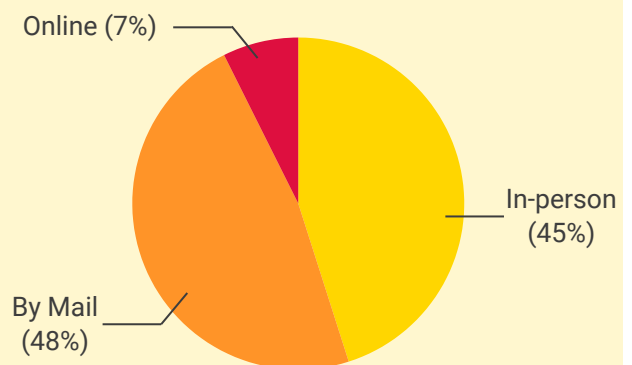


FIGURE 3.2 Votes per Voting Method



Residents had the opportunity to vote starting **March 13, 2024, and ending April 11, 2024**. On April 19, 2024, the election administrator certified the results showing that a majority of residents voted to enter into the **New York City Housing Preservation Trust** (Figure 3.1). A total of 115 Heads of Household cast their vote, equaling 61 percent and surpassing the required threshold. In all, 122 residents cast their ballots, equaling 61 percent of all eligible voters. There were no invalid ballots. As seen in Figure 3.2, 48 percent of votes were received by mail, 45 percent from in-person voting, and only 7 percent from online voting.

ENGAGEMENT STRATEGIES AND CORRESPONDING VOTER TURNOUT

Bronx River Addition differed significantly from Nostrand Houses in both demographics and layout. Bronx River Addition consisted of just two buildings, one of which the residents were relocated from, compared to Nostrand's sixteen buildings. Additionally, the majority of residents at Bronx River Addition indicated a Spanish language preference, whereas Nostrand had a more linguistically diverse population. As a result, instead of having a rotating group of NYCHA staff conducting outreach, the team scheduled a small group of core staff to reach the same residents consistently. This approach allowed the team to build more personal relationships within the community.

DEMOGRAPHIC BASED ENGAGEMENT STRATEGIES

Language⁸

At Bronx River Addition, 70 percent of the senior residents were Spanish-speaking. The other residents preferred English, and one indicated a preference for Mandarin. Given the demographic make-up of the development, the engagement strategies were consistently implemented by a NYCHA staff member with both English and Spanish language proficiency.

The voter engagement team found that most seniors at this development needed multiple touchpoints to understand the voting process and the available options. This required consistent conversations between the same staff members and residents, which established a sense of trust and aided in the residents' understanding of the process.

Over 60 percent of Spanish speakers cast their vote at Bronx River Addition. Overall, 61 percent of residents who prefer languages other than English cast their vote. This compares to the 62 percent of English speakers who voted.

Age

Because Bronx River Addition is a senior development, 96 percent of eligible voters were seniors 62 and up (Figure 3.3). However, there were a handful of residents in the other age ranges.

As was learned from the Nostrand Houses vote and consulting with the tenant association president of Bronx River Addition, the voter engagement team determined that seniors prefer daytime interactions and are less likely to attend nighttime meetings. The voter engagement team held various meetings and office hours exclusively during the day, cultivating opportunities to connect with the families or caregivers who often assist seniors with important decisions.

Unique to senior-only NYCHA developments, the residents at Bronx River Addition have an on-site case manager who aids the seniors with paperwork, public benefits, and any other issues involving their housing and well-being. The voter engagement team worked closely with this consultant, as they were someone that the seniors trusted and turned to during the process. The team ensured the case manager was well-versed with the materials and information provided to seniors. The case manager also assisted with promoting meetings and reminding seniors about the voting period.

Following a similar trend in the first development vote, seniors overwhelmingly voted using paper methods, such as mail-in or in-person ballots. Only nine residents voted online (Figure 3.4).

⁸See the section "Resident Facing Materials" above for additional information regarding language access.

FIGURE 3.3 Votes per Age Range

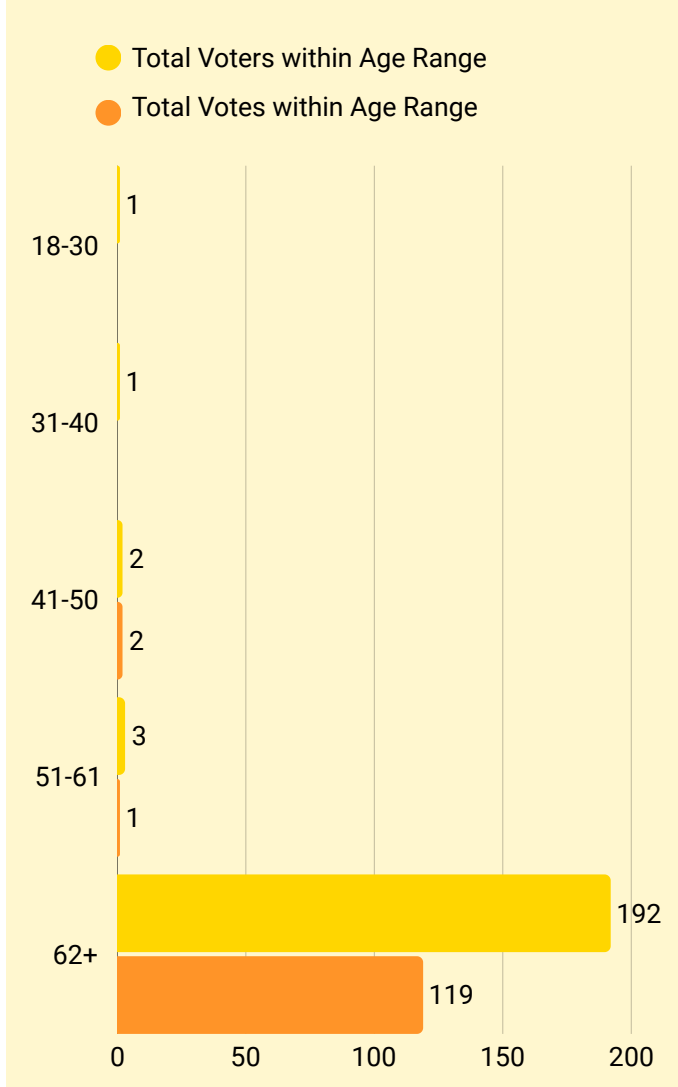
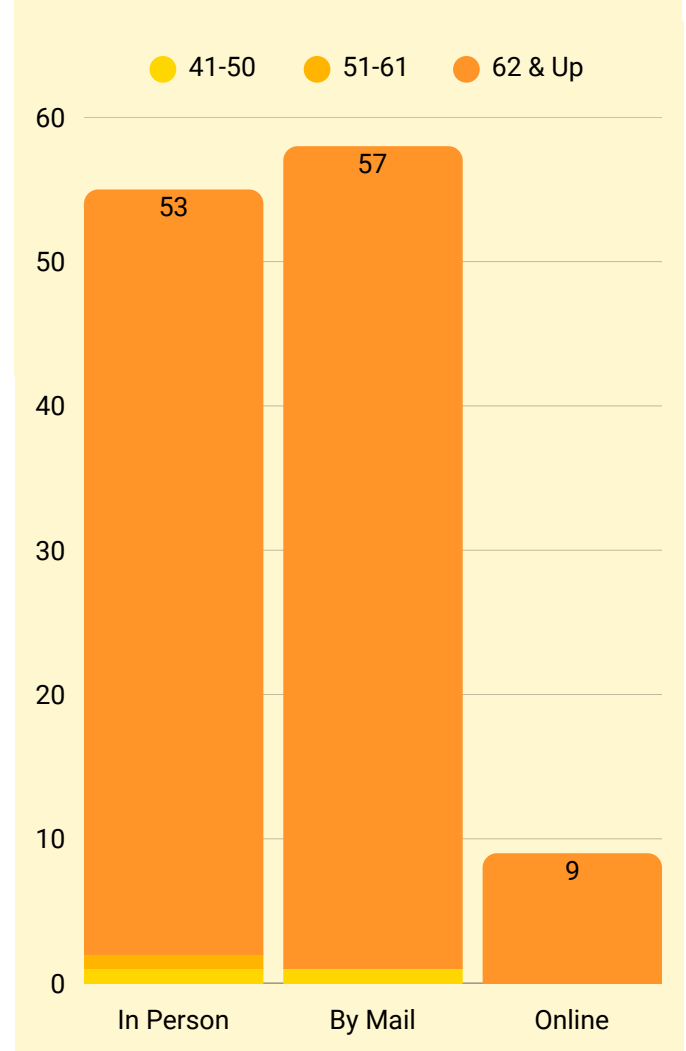


FIGURE 3.4 Methods Used for Voting per Age Range



Location

At the time of the vote, 59 residents from one of the development's two buildings were relocated to 25 developments across New York City. The voter engagement team made a point to travel to each development on multiple occasions to have one-on-one conversations and reach as many residents as possible. When preferred, appointments were made between residents and NYCHA staff to ensure that both parties were available and present for the conversation.

To minimize any barriers to engagement, the voter engagement team offered round-trip transportation to the relocated seniors to make attending meetings as easy as possible. It was important for them to be informed about the vote, and the team wanted to ensure that travel logistics would not be a deterrent. This resource was not widely used by the relocated residents, with some opting to use another method of transportation. However, it is a strategy that could be useful if any future development has the same need for resident transportation to meeting locations.

There was a 39 percent turnout from the relocated residents. While most voted by mail, three residents voted online and two voted in person.

KEY TAKEAWAYS

As the first senior-only development to undergo the voting process, the engagement and voting periods at Bronx River Addition differed greatly from those of Nostrand Houses. Though the voter engagement team had some previous knowledge of working with senior populations from Nostrand Houses, there were still many insights learned from Bronx River Addition:

- **Supplemental Engagement for Seniors:** Some seniors appeared to benefit from additional touchpoints to discuss the voting program and voting options further. Accordingly, this strategy was also utilized at another senior development where NYCHA held a vote, Randall Avenue-Balcom Avenue, discussed below.
- **Working with On-Site Case Manager:** The voter engagement team relied heavily on partnerships with the case managers on-site to provide accurate information and support for seniors throughout the process, as the case manager is often the seniors' first point of contact. This strategy is unique to senior developments – the voter engagement team went on to use this strategy for the next senior development that voted, Randall Avenue-Balcom Avenue, discussed below.
- **Engagement for Relocated Residents:** Engagement for relocated residents looks very different from traditional resident engagement. Additional staff time and resources are required, such as transportation for staff and travel arrangements for residents to attend meetings and events. This experience was thus far unique to Bronx River Addition. The voter engagement team has not completed any other votes at a development where a significant part of the voting population is relocated.

Coney Island Houses

The voter engagement team launched the resident vote at Coney Island Houses on April 5, 2024. The engagement and voting period at Coney Island Houses ran concurrently with that of neighboring development Coney Island I (Site 1B), also known as Unity Towers. It was the first time that two votes were conducted simultaneously.

In 2012, the property was significantly impacted by Hurricane Sandy. As a result, extensive capital repairs were carried out at the development in the years following the storm. Some of the capital work involved the community center, boilers, and structural reinforcements. At the time of the vote, most of the repairs were completed for Coney Island Houses.

KEY FACTS



Completed year:
1957

Building height:
14 stories

Residential buildings:
5

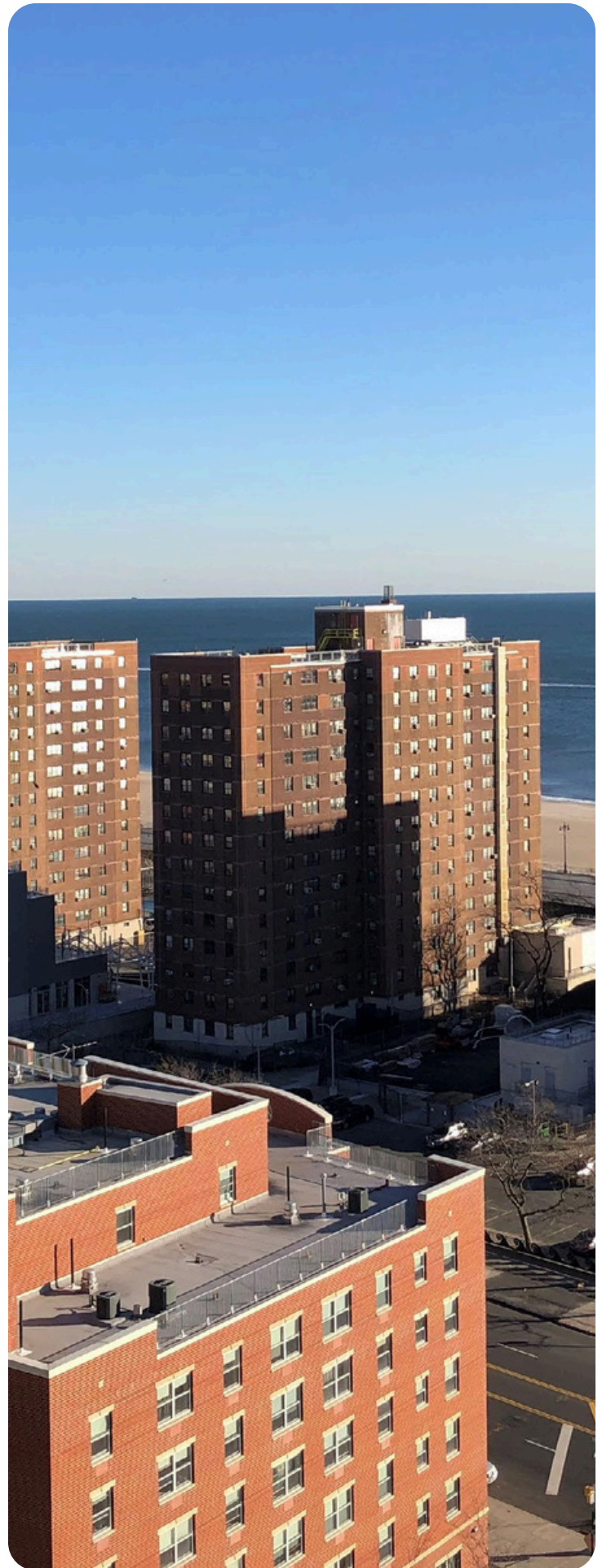
Total units:
534



Eligible voters:
767

Total residents:
1,029

Heads of Household:
527



ENGAGEMENT AND VOTING HIGHLIGHTS

The engagement period for Coney Island Houses started on **April 5, 2024, and ended on July 16, 2024**. Through the following engagement strategies, the team conducted 1,487 unique touchpoints with voters, reaching 86 percent of Heads of Household and 77 percent of all eligible voters through the following methods:



13

door-knocking
shifts totaling
1010 touchpoints



8

phone-banking
shifts totaling
301 touchpoints

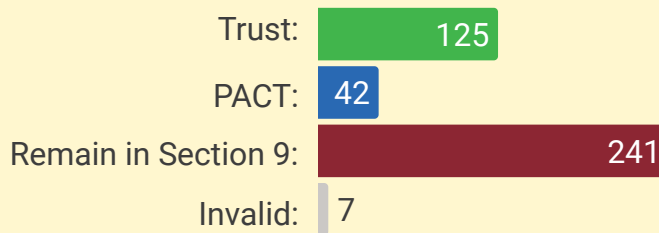


9

meetings and
events, totaling
176 touchpoints

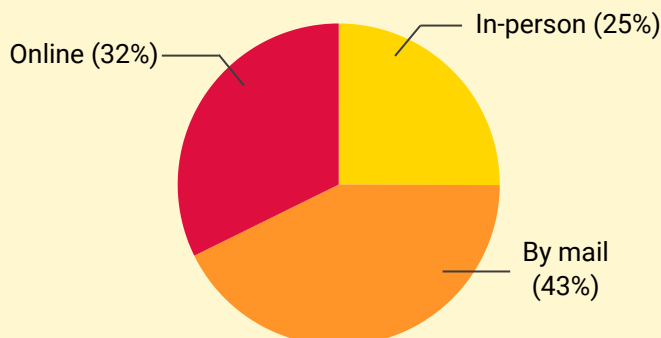


FIGURE 4.1 Final Results of Vote



Residents had the opportunity to vote starting on **July 17, 2024, and ending on August 15, 2024**. On August 23, 2024, the vote administrator certified the results showing that a majority of residents voted to reject both the Trust and PACT and chose to **remain in Section 9** (Figure 4.1). 310 Heads of Household cast their vote, equaling 59 percent and surpassing the required threshold. In total, 415 residents cast their ballots, equaling 54 percent of all eligible voters. Seven ballots were determined invalid by the vote administrator: three residents submitted their envelope that had the unique barcode that is scanned when registering participation, however, there were no ballots inside, two ballots had two options marked, and two ballots had all three options marked.

FIGURE 4.2 Votes per Voting Method



As shown in Figure 4.2, a majority of voters preferred to vote by mail, and this is how 43 percent of the votes were received. Additionally, 32 percent of votes were cast online and 25 percent in person.

ENGAGEMENT STRATEGIES AND CORRESPONDING VOTER TURNOUT

The population at Coney Island Houses was more in line with the diverse demographics of the first site, Nostrand Houses. Residents fell into all age range categories and had a variety of indicated language preferences. Thus, the strategies used at this development were more like those of Nostrand Houses than those of a senior-development like Bronx River Addition. As mentioned, this site's engagement and voting period were simultaneous with Unity Towers, which played a role in how the voter engagement team developed the engagement strategy.

DEMOGRAPHIC BASED ENGAGEMENT STRATEGIES

Language⁹

At Coney Island Houses, 46 percent of vote-eligible residents prefer English. Approximately 14 percent of Coney Island Houses' vote-eligible residents have a known preferred language other than English, with the most preferred languages being Spanish, Russian, and Mandarin.

Previous engagement established that one-on-one conversations are the best way to connect with voters. Therefore, interpreters were utilized for meetings, phone banking, and door-knocking. For these engagement strategies, the voter engagement team had Spanish, Russian, Mandarin, and Cantonese interpreters. Language-specific door-knocking was an effective way to answer residents' specific questions. The team engaged with 76 percent of the residents who preferred a language other than English, resulting in at least one touchpoint per voter.

FIGURE 4.3 Votes per Age Range

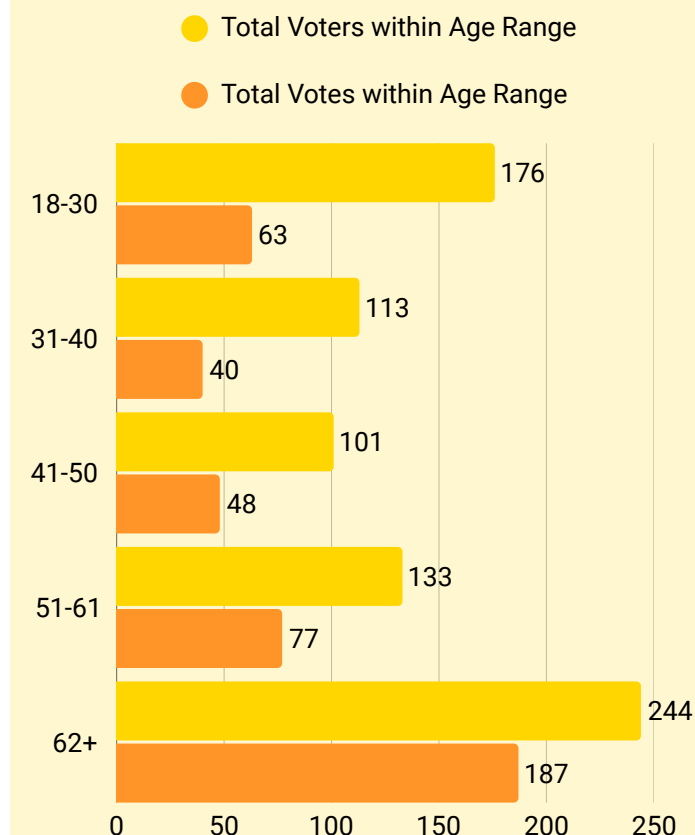
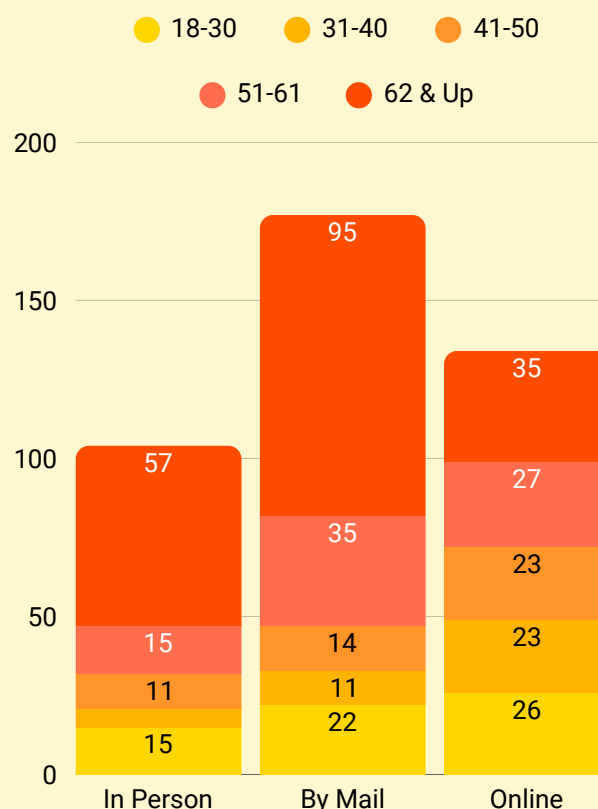


FIGURE 4.4 Methods Used for Voting per Age Range



⁹See the section "Resident Facing Materials" above for additional information regarding language access.

Eighty-one percent of Spanish speakers, 86 percent of Russian speakers, and 77 percent of Mandarin speakers voted at Coney Island Houses. Overall, 79 percent of residents who prefer languages other than English cast a vote. This compares to the 48 percent of voters who did not indicate a language preference, and the 52 percent of English speakers who voted.

Age

The largest age group at Coney Island Houses was seniors, who made up almost one-third of eligible voters; they were also the group with the highest turnout, with 77 percent of voters in that age range participating and casting 24 percent of all votes received. This trend was also seen at Nostrand Houses, where seniors had a higher participation rate than other age ranges, and overwhelmingly preferred paper voting methods, such as by mail or in person (Figure 4.4).

As seen in Figure 4.3, the younger age ranges had a lower participation rate, with only 36 percent of residents 18-30 and 35 percent of residents 31-40 casting a vote. A majority of residents from these age categories who voted preferred online voting.



OTHER ENGAGEMENT STRATEGIES

Bi-Weekly Office Hours

As discussed previously, daily office hours were not necessarily helpful due to low turnout, as learned from the vote at Nostrand Houses. Therefore, a different approach was taken for this development: twice per week, instead of daily, office hours were hosted. While office hours were still not well attended, having dedicated days when the team was on site helped create a presence at the development.

Community Events

Like the vote at Nostrand Houses, the voter engagement team wanted to create an opportunity to engage with residents outside of a formal meeting, while also reaching voters who were unable or unwilling to attend such meetings. The team hosted a community event for voters called Summer Bash, which featured a wide range of activities for all ages. The event aimed to reach voters on the weekend and to build community among residents.

KEY TAKEAWAYS

Coney Island Houses and Unity Towers were the first developments where the voter engagement team ran two development votes simultaneously. This experience allowed the team to learn how to efficiently use staff time and resources to complete both votes successfully. While this site provided a unique opportunity to continue to develop the vote program, the team also built on the lessons learned from previous sites.

- **Prioritizing Resident Concerns** Throughout the engagement process, residents expressed concerns about ongoing construction, the time it would take for the development to convert, and the large-scale renovations to be completed. These concerns could be due to the ongoing Hurricane Sandy capital work at the development at the time of the vote. Residents expressed hesitancy in selecting an option involving any construction work. An essential facet of engagement at this site was understanding the connection between the history of the public housing development and residents' current sentiments and perspectives. NYCHA responded to these concerns by including relevant information in outreach materials and messaging utilized at this site. The voter engagement team staff were trained to answer resident questions about these specific concerns.
- **Partnership with Resident Leadership:** Some tenant association boards are more active and involved in the community. At Coney Island Houses, the tenant association held regular meetings and community events and was eager to work with the voter engagement team to advertise the vote. Many residents were familiar with the resident leadership. Working closely with the board enabled the voter engagement team to attend resident meetings, interact with residents, and use the popular community space as the in-person voting location.
- **Running Multiple Votes Simultaneously:** Running two development votes simultaneously required additional resources such as staff time and materials. The voter engagement team was able to organize effectively to go back and forth between Coney Island Houses and Unity Towers and successfully hosted meetings in which residents from both developments were invited due to the proximity between the sites. From this experience, the team was able to develop systems to staff all engagement activities at both sites and increase the number of resident interactions.



Coney Island I (Site 1B) Unity Towers

Coney Island I (Site 1B), also referred to as Unity Towers, is a residential building in the Coney Island neighborhood of Brooklyn. This resident vote was launched on April 5, 2024, and the engagement and voting periods ran concurrently with the neighboring development, Coney Island Houses. This was the first time the team ran an engagement program in a single-building development.



KEY FACTS



Completed year:
1973

Building height:
18 stories

Residential buildings:
1

Total units:
193



Eligible voters:
328

Heads of Household:
216

Total residents:
443

ENGAGEMENT AND VOTING HIGHLIGHTS

The engagement period for Unity Towers began on **April 5, 2024, and ended on July 16, 2024**. Through the following engagement strategies, the team conducted 576 unique touchpoints with voters, reaching 84 percent of Heads of Household and 70 percent of all eligible voters through the following methods:



9

door-knocking
shifts totaling
322 touchpoints



5

phone-banking
shifts totaling
154 touchpoints



5

meetings and
events, totaling **91 touchpoints**



FIGURE 5.1 Final Results of Vote

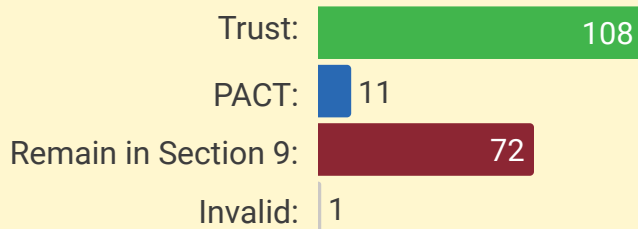
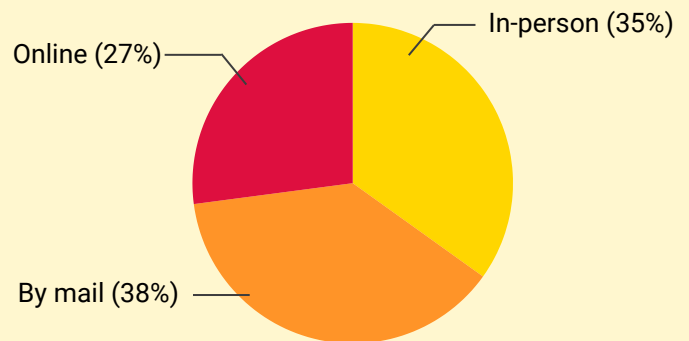


FIGURE 5.2 Votes per Voting Method



The voting period for Unity Towers started on **July 17, 2024, and ended on August 15, 2024**. On August 23, 2024, the vote administrator certified the results showing that a majority of residents voted to enter into the **New York City Public Housing Preservation Trust** (Figure 5.1). 126 Heads of Household voted, equaling 58 percent and surpassing the required threshold. In total, 192 residents cast their ballots, equaling 59 percent of all eligible voters. One vote was determined to be invalid by the vote administrator due to a resident submitting two ballots within the same envelope. Those two ballots had all three options marked. As mentioned previously, the vote administrator prints a unique barcode on the outer envelope used to submit a paper ballot to ensure residents only vote once. Therefore, each resident must use their specific envelope to cast a vote instead of putting multiple ballots within the same envelope.

As noted in Figure 5.2, 38 percent of votes were cast via mail, 35 percent were submitted in person, and 27 percent via online ballots.

ENGAGEMENT STRATEGIES AND CORRESPONDING VOTER TURNOUT

Due to the smaller population and the central location of all residents, compared to previous development votes, the voter engagement team found it beneficial to form a small group of core staff that would engage consistently with the same residents to build relationships within the community, a strategy that was adapted from the experience at Bronx River Addition.

DEMOGRAPHIC BASED ENGAGEMENT STRATEGIES

Language¹⁰

About 18 percent of the vote-eligible residents at Unity Towers have a known language preference other than English. Similar to Coney Island Houses, the voter engagement team used interpreters for meetings, phone-banking, and door-knocking. The language groups targeted by these efforts were Spanish, Russian, Mandarin, and Cantonese, which were the most prominent languages at the development other than English. Interpreters door-knocked with NYCHA staff to facilitate conversations between staff and residents so residents felt more comfortable and supported. This strategy was an efficient way to reach more vote-eligible residents at Unity Towers. The voter engagement team engaged with 79 percent of residents who preferred a language other than English.

Of all languages besides English, the highest turnout was among Russian speakers, with 82 percent participating in the vote. 53 percent of Spanish speakers, 38 percent of Mandarin speakers, and 43 percent of Cantonese speakers submitted a ballot at Unity Towers.

FIGURE 5.3 Votes per Age Range

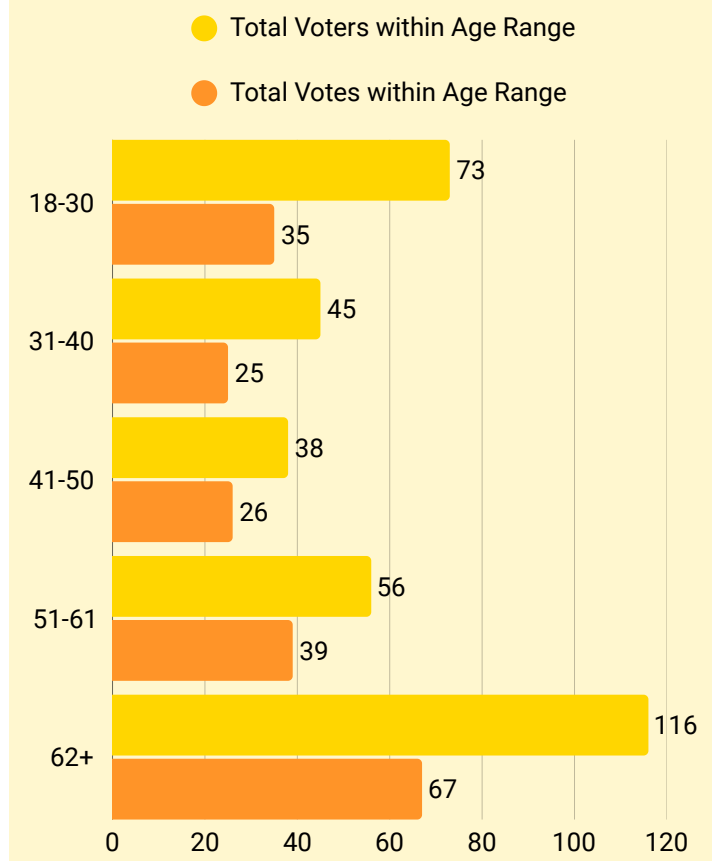
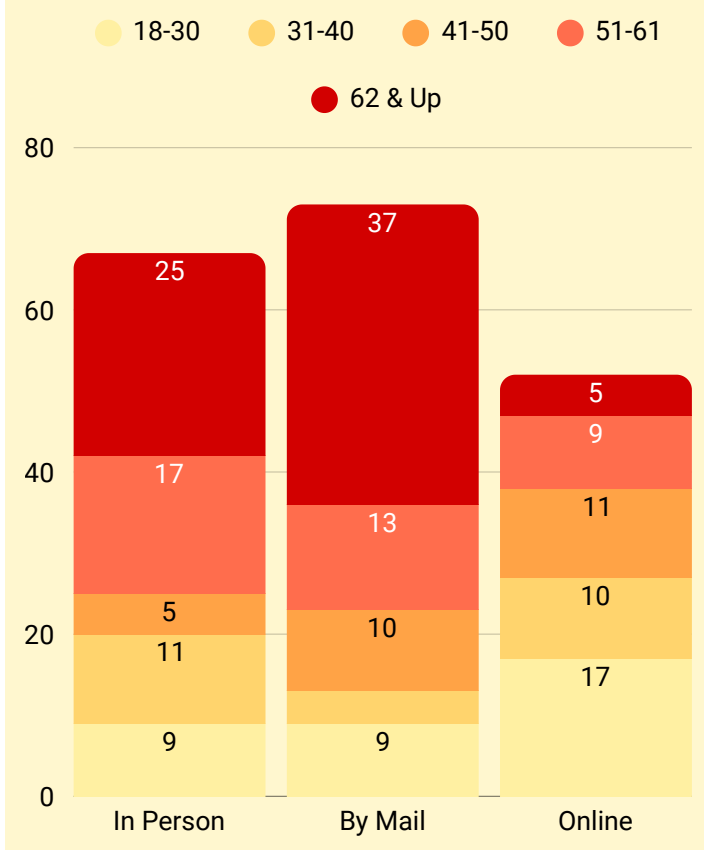


FIGURE 5.4 Methods Used for Voting per Age Range



¹⁰See the section "Resident Facing Materials" above for additional information regarding language access.

Age

Over one-third of the voting population is seniors 62 and up. They are the largest age demographic and the largest group who participated in the vote, with 58 percent of seniors casting a vote (Figure 5.3). As in the previous development votes, seniors preferred paper voting methods, and over 50 percent of all mail-in ballots received were from seniors 62 and older (Figure 5.4).

The next largest age range is residents 18-30, making up 22 percent of the vote-eligible population. With 48 percent of this age range voting, they have a higher participation rate than the same age groups from previous development votes. Like in past sites, this age range preferred voting online, making up over one-third of the online votes received.

OTHER ENGAGEMENT STRATEGIES

Weekly Office Hours

Keeping in mind the lessons learned from the vote at Nostrand Houses, weekly office hours were implemented at Unity Towers, and the team was present at the development every Wednesday. While office hours were poorly attended, having the team on-site every week helped create a presence at the development.

On-Site Meetings

The tenant association room, on the first floor of the building and easily accessible by residents, was used by the tenant association to host meetings and other events. Turnout was greater when meetings were hosted on-site versus at an alternative meeting space — residents were more inclined to attend a meeting in the building instead of walking to a community center.



KEY TAKEAWAYS

Since Unity Towers and Coney Island Houses were the first developments to have votes running concurrently, they provided opportunities for the voter engagement team to learn some valuable lessons while also solidifying the engagement strategies that have been successful at the past sites.

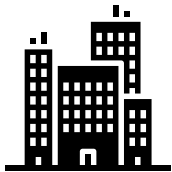
- **Partnership with Resident Leadership:** As with Coney Island Houses and all previous developments, it was essential to work with resident leadership. The resident leadership at Unity Towers gave the voter engagement team advice on how to engage with residents and the context of resident priorities and concerns. They also gave the team access to the tenant association community space, where office hours and in-person voting took place. During all the votes that followed, working closely with resident leadership throughout the engagement and voting period, not just the planning period, continued to be a priority for NYCHA throughout the resident voting process.
- **Building Connections with Residents:** A strategy used at both Bronx River Addition and Unity Towers was to have a small core staff to conduct engagement and consistently follow up with the same residents. Residents were able to talk to the same people on multiple occasions, and over time, residents were exposed to the expertise of the core staff. This may have encouraged some voters to ask questions and urged their neighbors to contact the voter engagement team staff.
- **Running Multiple Votes Simultaneously:** As with Coney Island Houses, engagement and voting took place simultaneously as another development. The voter engagement team used the proximity of Coney Island Houses and Unity Towers to their advantage by hosting combined meetings for both developments. Additionally, the proximity of both sites allowed the team to visit both developments on the same day, increasing staff presence at the development while efficiently using staff time and resources.

Hylan Houses

Hylan Houses is a development in the Brooklyn neighborhood of Bushwick comprised of a single building. Similar to Unity Towers, which was the first single-building development to vote, the voting population was all centrally located in the building, making the field easier to navigate.

After the initial election ended in a tie between the Trust and PACT programs, a full recount of the ballots was conducted, as required by the official voting procedures. Once the vote administrator confirmed the tie, a runoff vote between the Trust and PACT was required to resolve the tie: Residents were sent a new Notice of Vote and participated in another voting period, this time with only two options on their ballot. The development ultimately voted for the Trust.

KEY FACTS



Completed year:
1960

Building height:
19 stories

Residential buildings:
1

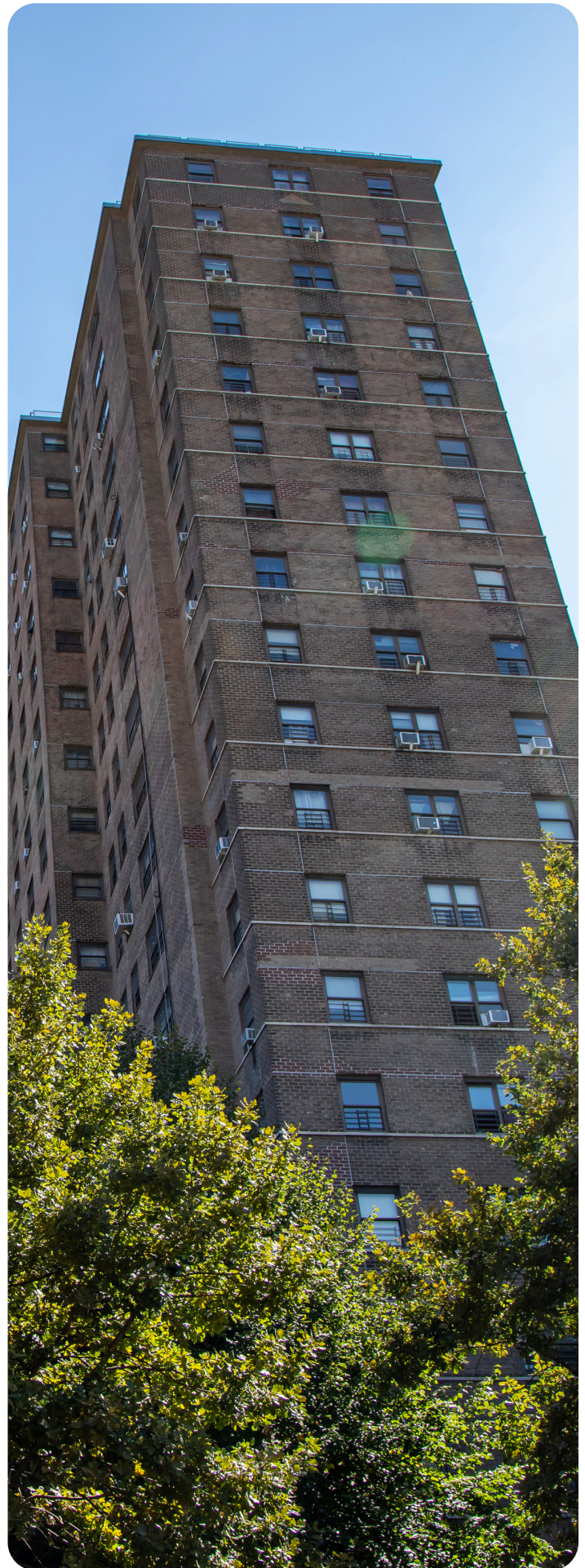
Total units:
209



Eligible voters:
314

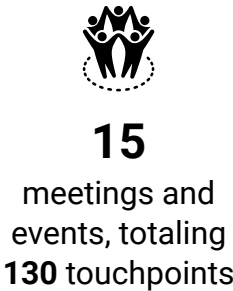
Total residents:
416

Heads of Household:
212

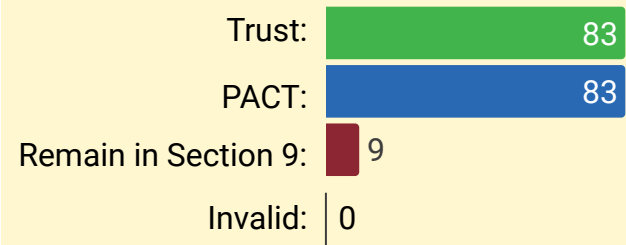


ENGAGEMENT AND VOTING HIGHLIGHTS

The engagement period for Hylan Houses started on **August 1, 2024, and ended on November 12, 2024**. Due to a tied result, a new runoff engagement period began on **January 7, 2025, and ended on February 25, 2025**. Throughout both the initial and runoff elections combined, the team completed 609 unique touchpoints with residents, reaching 83 percent of Heads of Household and 70 percent of vote-eligible residents using the following methods:

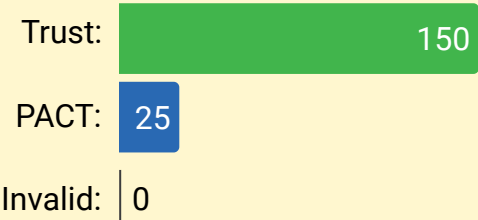


**FIGURE 6.1 Final Results of Vote
of the Initial Voting Period**



The initial voting period for Hylan Houses began on **November 13, 2024, and ended on December 12, 2024**. On January 8, 2025, the vote administrator certified the results showing a tie between the Trust and PACT at 83 votes each (Figure 6.1), prompting a runoff vote. 127 Heads of Household cast their vote, equaling 62 percent of all Heads of Household and surpassing the required threshold. In total, 175 residents cast their ballots, equaling 57 percent of all eligible voters.

**FIGURE 6.2 Final Results of Vote
of the Runoff Voting Period**



The runoff voting period began on **February 26, 2025, and ended on April 4, 2025**. On April 15, 2025, the vote administrator certified the results showing that a majority of residents voted to enter the Trust (Figure 6.2). 129 Heads of Household voted, equaling 62 percent and surpassing the required threshold. In total, 175 residents cast their ballots, equaling 58 percent of all eligible voters.

The voting period for the runoff vote was extended because residents did not receive their ballots in time due to delays in the mail. To ensure residents had the full 30 days to submit their ballots, eight additional days were added to the voting period, in which residents could vote by mail, online, and in person.

FIGURE 6.3 Votes per Voting Method

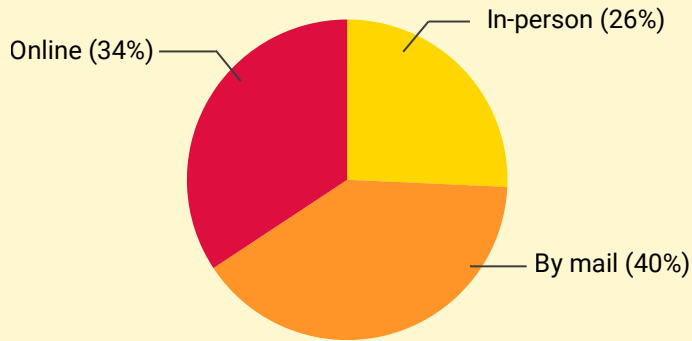
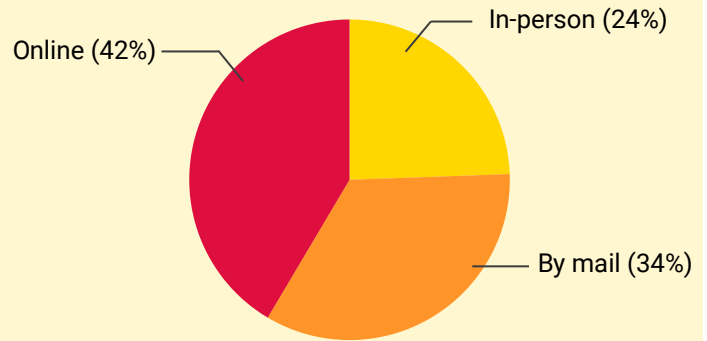


FIGURE 6.4 Votes per Voting Method



Figures 6.3 and 6.4 above illustrate preferred voting methods in both periods. In the initial election, most voters opted to submit ballots by mail (40 percent), whereas there was a shift to online voting preference in the runoff vote (42 percent). In-person voting was the method least utilized by voters in both periods, with only 26 percent and 24 percent of votes being submitted in person in the initial and runoff voting periods, respectively.

ENGAGEMENT STRATEGIES AND CORRESPONDING VOTER TURNOUT

For the purposes of this report, the demographic data from both the initial vote and runoff vote are combined for analysis. Though the initial election and the runoff vote had 305 and 301 vote-eligible residents, respectively, there were 312 total residents who were eligible, either in the initial election, the runoff election, or both.

DEMOGRAPHIC BASED ENGAGEMENT STRATEGIES

Language¹¹

At Hylan Houses, the language preference for 41 percent of vote-eligible residents was not specified. Thirty-nine percent of residents preferred English, and the primary language preferred besides English was Spanish, making up 19 percent of vote-eligible residents. Two residents indicated a preference for Cantonese.

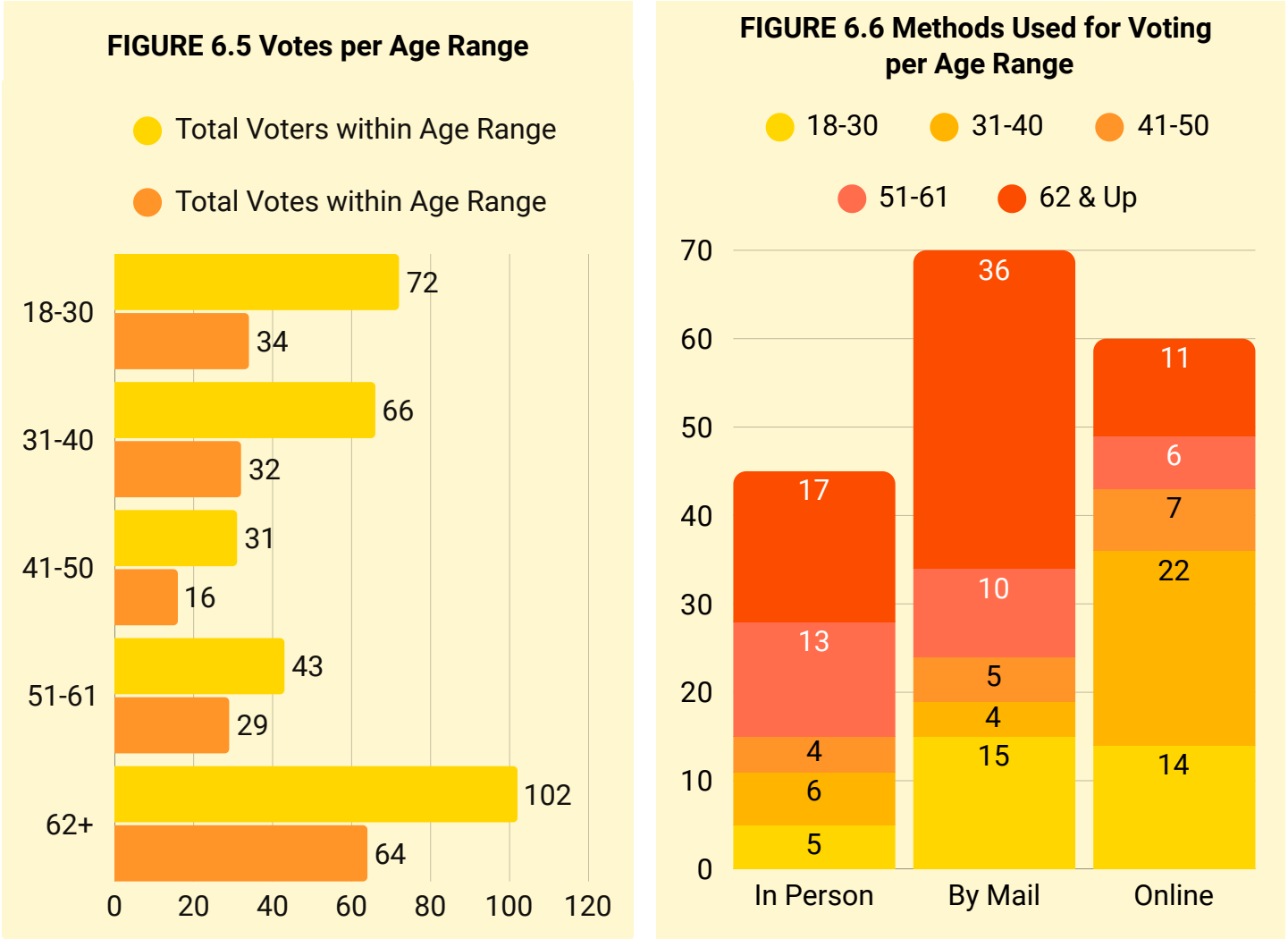
Like Bronx River Addition, the voter engagement team ensured that a NYCHA staff member with both English and Spanish language proficiency was present during any engagement activities to provide language access for residents. The voter engagement team engaged with 86 percent of all residents who preferred a language other than English, having at least one touchpoint with the resident. Ultimately, 64 percent of Spanish speakers voted. This compares to the 58 percent of English speakers and the 51 percent of residents with no indicated language preferences who voted.

Age

The largest age category was seniors 62 and up, which made up about 32 percent of the total population. Seniors were also the population that submitted over one-third of the total votes received. Until this point, the voter engagement team had already developed strategies to work with the senior populations, such as having more in-person daytime touchpoints. Engagement with the seniors at Hylan Houses was no different.

¹¹See the section "Resident Facing Materials" above for additional information regarding language access.

Figure 6.5 shows that the second largest age range is residents 18-30, making up 23 percent of the population of eligible voters. Approximately 47 percent of residents in this age range participated in the vote. As illustrated in Figure 6.6, seniors 62 and up predominantly preferred paper methods for voting, including mail and in-person. Over 50 percent of the votes received by mail came from seniors 62 and up. As seen in previous developments, younger age ranges like 18-30 and 31-40 prefer digital methods for voting, making up 60 percent of the online votes received at Hylan Houses.



OTHER ENGAGEMENT STRATEGIES

Tours of Converted Developments

Hylan Houses was unique compared to past development votes as it was located near completed PACT developments, specifically Williamsburg Houses and Independence Towers. Residents had the opportunity to see a completed development in person to fully understand the types of renovations possible through conversion, whether through the Trust or PACT program. Transportation was provided for the tours of both developments.

Weekly Office Hours

The voter engagement team held weekly office hours at Hylan Houses every Tuesday, Wednesday, and by appointment. While office hours were not well attended, residents became accustomed to the voter engagement team’s presence and knew where to find them every week.

On-Site Meetings

The tenant association's community room was located on the first floor of the building and was easily accessible to residents. The space was actively used by residents every day, and the tenant association ensures that everyone feels welcome. There was a greater turnout at meetings hosted in the building as opposed to when meetings were hosted at an alternative meeting space, the Hylan-Bushwick Community Center down the street from the development.

KEY TAKEAWAYS

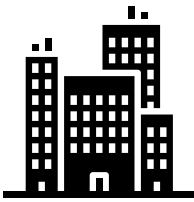
Hylan Houses was the first development in which the initial vote resulted in a tie, therefore triggering a runoff election. As a result, the voter engagement team spent over six months on site, working with residents throughout two engagement periods and two voting periods. The team acquired new insight through this experience, while also using their expertise from the previous votes to engage with residents and drive participation.

- **Engagement for Runoff Elections:** Engagement for the runoff election did not have to be as intensive as engagement for the initial election. Residents were aware of the voting process and options after the initial election and voting period concluded. The additional engagement period was used to explain the runoff process and ensure residents were informed of the dates when they would be voting again. The additional engagement period for the runoff election caused voting fatigue among some residents, but it also encouraged some residents who did not participate in the initial election to vote.
- **Digital Engagement Strategies:** At Hylan Houses, the voter engagement team strategically used digital engagement strategies to encourage more young voters to participate. To reach folks digitally, the voter engagement team sent emails to invite residents to meetings and to remind them about the voting period. When door-knocking and communicating with residents, staff reminded residents to check their email for updates, as well as the online ballots sent to them by the vote administrator. From the previous votes, the team learned that residents in the age categories of 18-30 and 31-40 tend to use the method of online voting. Figure 6.6 demonstrates that this trend persisted at Hylan Houses, with 60 percent of the votes received online coming from residents ages 18-30 and 31-40.

Randall Avenue-Balcom Avenue

The second senior development to go through a vote, Randall Avenue-Balcom Avenue, is located directly across the street from Throggs Neck Addition in the Throggs Neck neighborhood of the Bronx. Both developments share a property management team as well as a community center. Randall Avenue-Balcom Avenue's engagement and voting periods ran alongside those of Throggs Neck Addition.

KEY FACTS



Completed year:
1978

Building height:
6 stories

Residential buildings:
3

Total units:
251



Eligible voters:
250

Total residents:
250

Heads of Household:
238



ENGAGEMENT AND VOTING HIGHLIGHTS

Throughout the engagement period, which started on **December 3, 2024**, and ended on **March 17, 2025**, the team completed 289 unique touchpoints with voters, reaching 65 percent of Heads of Household and 65 percent of all eligible voters through the following methods:



7

door-knocking
shifts totaling
222 touchpoints



1

phone-banking
shifts totaling 5
touchpoints



6

meetings and
events, totaling 62
touchpoints

FIGURE 7.1 Final Results of Vote

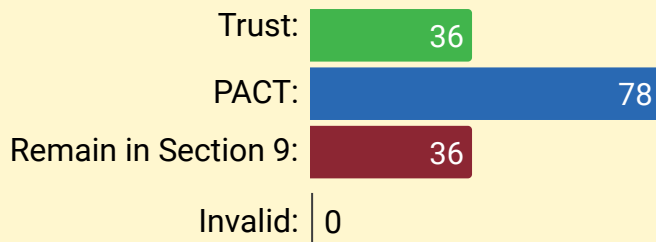
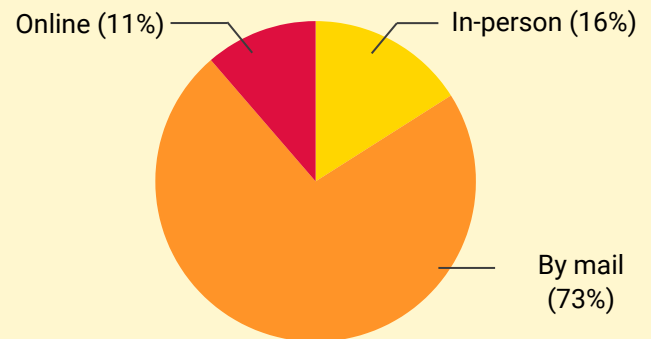


FIGURE 7.2 Votes per Voting Method



The voting period for Randall Avenue-Balcom Avenue began on **March 18, 2025**, and ended on **April 22, 2025**. On April 29, 2025, the vote administrator certified the results showing that a majority of residents voted to enter into the **PACT program** (Figure 7.1). 140 Heads of Household voted, equaling 59 percent and surpassing the required threshold. In total, 150 residents cast their ballots, equaling 60 percent of all eligible voters. The voting period was extended because residents did not receive their ballots in time due to delays in the mail. To ensure residents had the full 30 days to submit their ballots, six additional days were added to the voting period, and residents had the opportunity to vote in person for three of those days. The other three days were open for mail-in or online votes.

As seen in Figure 7.2, residents at Randall Avenue-Balcom Avenue overwhelmingly preferred voting by mail, with 73 percent of votes submitted using this method. As for the remainder of the ballots, 16 percent and 11 percent were submitted in person and online, respectively.

ENGAGEMENT STRATEGIES AND CORRESPONDING VOTER TURNOUT

While the vote at Randall Avenue-Balcom Avenue was not the first time NYCHA ran two votes at once, it was the first time the voter engagement team worked with a senior-only building and a mixed-age development. Therefore, the team had to be particularly intentional about carrying out a distinct engagement plan for seniors, even when working with both developments simultaneously. The voter engagement team already had experience working with a senior development, Bronx River Addition, and working with plenty of senior populations at the past sites.

DEMOGRAPHIC BASED ENGAGEMENT STRATEGIES

Language¹²

The language selected as preferred by most of the population at Randall Avenue-Balcom Avenue was Spanish, representing 55 percent of the eligible voters. At this development, 23 percent of eligible voters preferred English, and 21 percent had no known language preference. Additionally, there were a handful of residents with a language preference of Mandarin, Italian, or Korean.

As a result of the engagement strategies used at Randall Avenue-Balcom Avenue, the voter engagement team engaged with 73 percent of the population that had a language preference besides English, having had at least one interaction with each resident. The voter engagement team saw that 66 percent of residents with a language preference participated in the vote. This compares to the 55 percent of English speakers who voted and the 48 percent of voters who had no known language preference.

FIGURE 7.3 Votes per Age Range

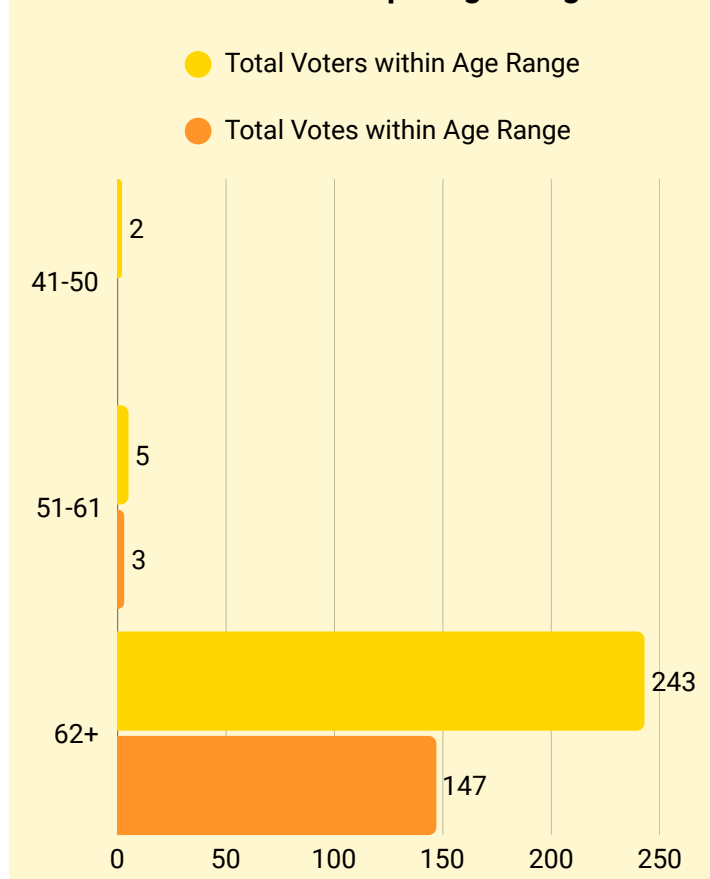
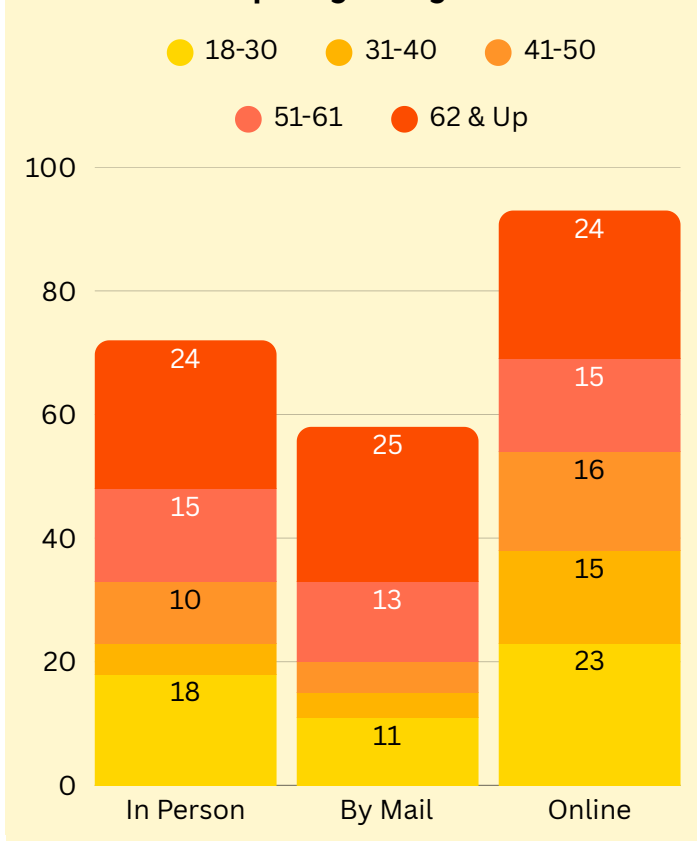


FIGURE 7.4 Methods Used for Voting per Age Range



¹²See the section "Resident Facing Materials" above for additional information regarding language access.

Age

As a senior development, 97 percent of the population was 62 and up. As seen in Figure 7.3, the remaining three percent of residents were between 41-50 and 51-61.

Seniors 62 and up at Randall Avenue-Balcom Avenue overwhelmingly voted by mail, a trend seen at most other development votes. Figure 7.4 illustrates voting methods used by the different age ranges and shows that 98 percent of mail-in ballots were from residents 62 and up.

OTHER ENGAGEMENT STRATEGIES

Office Hours

Rather than weekly office hours, the team opted for designated days for office hours throughout the engagement period. This was helpful for the seniors because they could plan on attending during specific dates, discuss the upcoming dates with their neighbors, and often they would attend together, which encouraged participation. Unlike previous development votes, the designated days for office hours were well attended.

Working with a Case Manager Consultant On-Site

The seniors have a case manager consultant from NYCHA's Family Partnerships team who works with them directly at the development. The case manager assists with paperwork, applications, work tickets, and any concerns the seniors may have. Partnering with the case manager helped build a relationship with the senior population. The voter engagement team ensured that the case manager was up to date on all voting matters so that the case manager could answer questions when seniors reached out for assistance.



KEY TAKEAWAYS

As the second senior-only development to go through a vote, the process of resident engagement and participation at Randall Avenue-Balcom Avenue allowed the voter engagement team to solidify the key takeaways from previous development votes – specifically, developing engagement strategies for senior populations and finding effective ways to increase vote engagement.

- **Partnership with Resident Leadership:** The tenant association at Randall Avenue-Balcom Avenue was a partner to the voter engagement team throughout the vote process. The resident leadership allowed the team to utilize their community space for office hours, events, and eventually for in-person voting. This served as a convenient meeting location because residents at the development were already familiar with the space.
- **Building Connections with Residents:** As in other smaller developments (such as Bronx River Addition, Unity Towers, and Hylan), the voter engagement team was able to execute a resident engagement strategy using a core team that was on site constantly, connecting with the seniors and distributing information about the vote. The seniors became comfortable with the staff, and this may have allowed them to be more receptive to the information being shared, ask questions, and participate in a dialogue about the voting process and options.
- **Working with On-Site Case Manager:** The two senior developments to go through the voting process had a case manager consultant on site as a resource for the seniors. Working in partnership with them was an essential part of the resident engagement process at both Bronx River Addition and Randall Avenue-Balcom Avenue. The seniors turned to the case managers as trusted resources to ask questions about the voting process and options; therefore, it was important to brief them with the correct information and ensure they knew how to respond to the frequently asked questions.

Throggs Neck Addition

Throggs Neck Addition is made up of four buildings that are adjacent to Throggs Neck Houses. Located in the Throggs Neck neighborhood of the Bronx, these buildings stand out with their bright, colorful columns surrounding the entrances. The development is directly across the street from Randall Avenue-Balcom Avenue, where another development vote was concurrently taking place.

KEY FACTS



Completed year:
1971

Building height:
8-11 stories

Residential buildings:
4

Total units:
287



Eligible voters:
482

Heads of Household:
296

Total residents:
635



ENGAGEMENT AND VOTING HIGHLIGHTS

The engagement period for Throggs Neck Addition started on **December 3, 2024, and ended on March 17, 2025**. Through the following engagement strategies, the team conducted 534 unique touchpoints with voters, reaching 79 percent of Heads of Household and 64 percent of all eligible voters through the following methods:



7

door-knocking
shifts totaling
381 touchpoints



4

phone-banking
shifts totaling **99**
touchpoints



6

meetings and
events, totaling **54**
touchpoints



FIGURE 8.1 Final Results of Vote

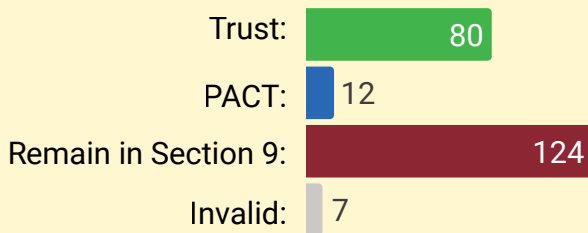
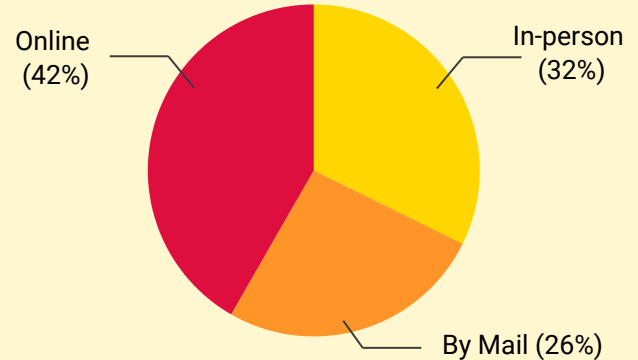


FIGURE 8.2 Votes per Voting Method



Residents had the opportunity to vote starting on **March 18, 2025, and ending on April 22, 2025**. On April 30, 2025, the vote administrator certified the results showing that a majority of residents voted to **reject both options and remain in Section 9** (Figure 7.1). 151 Heads of Household voted, equaling 51 percent and surpassing the required threshold. In total, 223 residents cast their ballots, equaling 46 percent of all eligible voters. Seven ballots were determined invalid by the vote administrator: five had two options marked, and two had all the options marked. The voting period was extended because residents did not receive their ballots in time due to delays in the mail. To ensure residents had the full 30 days to submit their ballots, six additional days were added to the voting period, and residents could vote in person for three of those days. The other three days were open for mail-in or online votes.

ENGAGEMENT STRATEGIES AND CORRESPONDING VOTER TURNOUT

The resident population at Throggs Neck Addition compared to recent developments in terms of the residents' diversity, particularly regarding age and language preferences. Thus, the voter engagement team was able to build on the demographic-based engagement strategies used previously to drive resident participation at this site.

DEMOGRAPHIC BASED ENGAGEMENT STRATEGIES

Language¹³

At Throggs Neck Addition, 44 percent of vote-eligible residents listed English as their preferred language, and 45 percent of residents did not indicate a language preference. Spanish was the only specified language preference besides English, with 12 percent of all vote-eligible residents listing it as their preference.

The voter engagement team completed at least one touchpoint with 64 percent of Spanish-speaking residents, and 57 percent participated in the development vote. Residents who listed English and those with no indicated preference had a 50 percent and 40 percent voter turnout, respectively.

FIGURE 8.3 Votes per Age Group

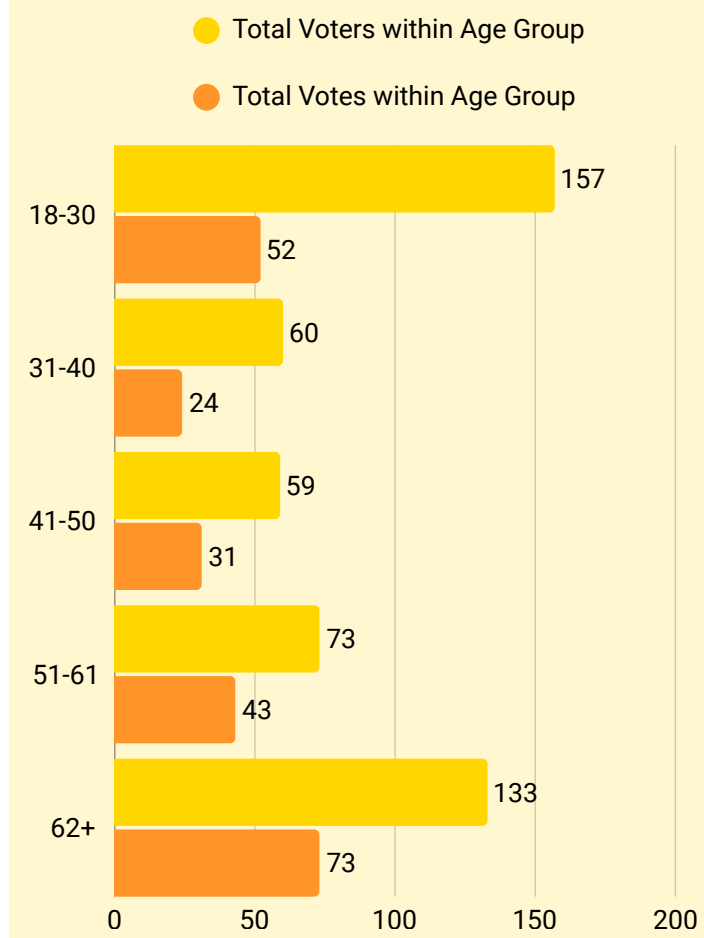
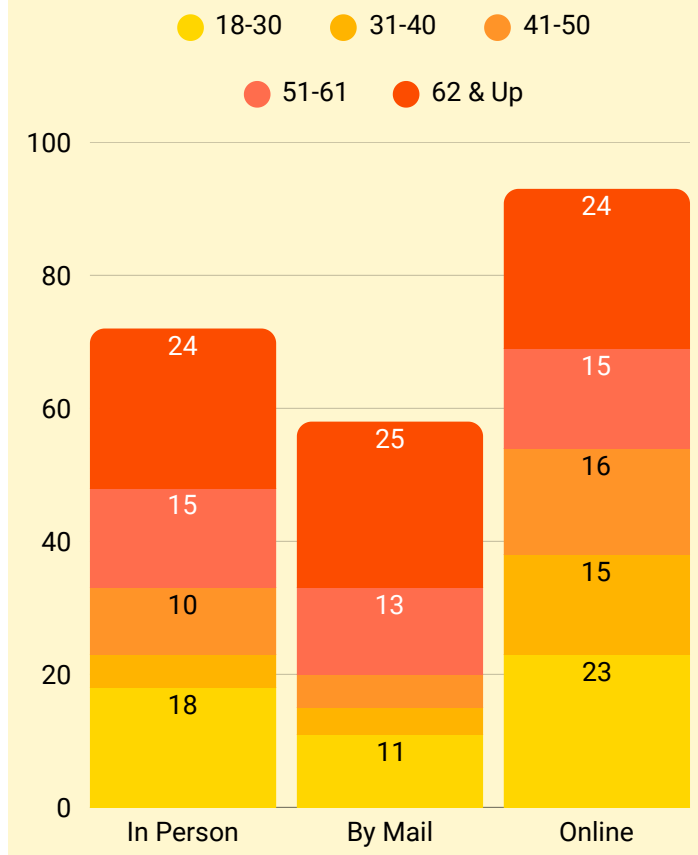


FIGURE 8.4 Methods Used for Voting per Age Group



¹³See the section "Resident Facing Materials" above for additional information regarding language access.

Age

Unlike most other developments, seniors did not make up the largest age range category at Throggs Neck Addition; instead, residents aged 18-30 represented 33 percent of all eligible voters. Of these residents, one-third participated in the vote, as seen in Figure 7.3. Seniors aged 62 and up, the second-largest age group and representing 28 percent of all voters, had a turnout of 55 percent. The age range with the highest participation rate was residents 51-61, with 59 percent of residents within this age range voting at Throggs Neck Addition.

Voters 62 and up preferred to vote by mail, a trend in other developments. At Throggs Neck Addition, 43 percent of mail-in votes were cast by residents aged 62 and up. Voters aged 18-30, 31-40, and 41-50 predominantly used online voting. Figure 7.4 shows a breakdown of the voting methods used by residents in each age range.



OTHER ENGAGEMENT STRATEGIES

Combined Public Meetings

Throggs Neck Addition is located close to Randall Avenue-Balcom Avenue, and they share a community center that residents from both developments tend to frequent. This community center was also the only location close to the area that could accommodate large public meetings. Since much of the general information about voting and the voting options applied to both developments, it was logistically easier to hold joint public meetings. This provided additional meeting dates for residents, rather than restricting them to only attending meetings for their specific development.

Materials and Brand Visibility

The layout of the buildings at Throggs Neck Addition gave the voter engagement team an advantage in posting materials at the development, as lobbies had plenty of open wall space. As a result, the team made it a point to constantly put up posters to ensure residents were exposed to information about the vote every time they entered and exited the building. The voter engagement team also implemented door-to-door flyer distribution and sent various email blasts throughout the engagement and voting periods, similar to previous votes.

KEY TAKEAWAYS

The resident vote at Throggs Neck Addition, which ran alongside that of Randall Avenue-Balcom Avenue, was not the first time that the voter engagement team ran two votes concurrently. Therefore, the team used some of the engagement strategies used previously during the Coney Island Houses and Unity Towers votes, while continuing to improve the engagement strategies that have been valuable throughout the past development votes.

- **Prioritizing Resident Concerns:** Some residents of Throggs Neck Addition expressed fatigue from ongoing engagement conducted by external groups independent from NYCHA. Residents communicated that they felt overwhelmed by these various groups' constant door-knocking and on-site presence. Feedback was received when the team was on site and at community meetings hosted by the tenant association. The voter engagement team created intentional outreach lists and tried not to overwhelm the voters at Throggs Neck Addition with constant outreach, instead spacing out engagement activities. Considering this, the voter engagement team instead focused on brand visibility and ensuring that posters and flyers were always distributed to residents, solidifying an on-site presence through constant door-knocking and phone-banking.
- **Digital Engagement Strategies:** 42 percent of residents who voted at Throggs Neck Addition voted online, which is the prevalent voting method in this development. The use of the digital voting method suggests that more residents may be open to digital engagement strategies, which was seen at both Throggs Neck Addition and other developments that previously participated in the vote. While the voter engagement team uses email as a digital engagement method, NYCHA is committed to exploring new digital strategies to reach more residents.

SUCCESSSES AND CHALLENGES

As NYCHA continues to implement the resident vote process across developments, the voter engagement team has focused on evolving outreach strategies to foster further resident participation. Through collaboration with tenant associations, tailored outreach strategies, and careful adjustments to engagement methods, the team has worked to thoughtfully build out the voting program with intention and transparency. This section outlines key lessons learned in engaging resident leadership, reaching residents effectively, optimizing staff efforts, and maintaining accessible and meaningful voting opportunities while identifying opportunities for continued improvements. These insights will help guide ongoing enhancements and ensure that residents' voices remain central to the decision-making process.

Engagement with Resident Leadership

Tenant associations play a vital role in voter engagement due to their deep understanding of the unique dynamics within their developments. Their collaboration has been key in helping the voter engagement team meet and exceed the voting threshold at each site. Ongoing conversations between resident leaders and the engagement team have greatly informed outreach strategies, including optimal times for engagement and effective use of on-site community spaces. NYCHA remains committed to partnering with tenant associations throughout the voting process to strive for maximum resident participation.

Engaging with Residents

The voter engagement team takes a comprehensive approach to resident outreach through various methods, including meetings, presentations, emails, flyers, posters, door-knocking, phone banking, and more. Experience from the seven development votes conducted so far has demonstrated strong resident interest and participation, with voter turnout exceeding 50 percent in nearly all cases. This high level of engagement indicates that residents are eager to learn about their options and have their voices heard. At the same time, the team understands the importance of striking a careful balance between ensuring robust engagement without overwhelming residents and creating fatigue from engagement. The voter engagement team also recognizes the impact of external organizations conducting their own engagement on this balance.

To help maintain this balance, the voter engagement team will continue to focus on providing clear, easy-to-distribute informational materials. All official materials will continue to display the NYCHA logo. However, feedback from residents has shown that it can sometimes be challenging to distinguish NYCHA's materials from those distributed by outside organizations. To address this, the team plans to take additional steps to make NYCHA materials more recognizable, such as enlarging the logo, using a distinct color palette and branding, and adding a watermark indicating official use.

Additionally, during meetings and presentations, the team will inform residents that they may receive messaging from external organizations, but that they do not represent NYCHA and that these organizations may be interested in the outcome of a vote.

Given the high level of participation in online voting, the voter engagement team will also explore expanding its digital outreach strategies further to raise awareness about upcoming votes and available voting options.

Utilizing Staff Time

As part of the engagement process, the voter engagement team maintains a strong on-site presence to connect directly with residents. Over time, the team has adapted its approach to use staff time more effectively. For example, daily office hours were initially offered, but the team shifted to holding office hours on designated days due to low attendance. This allowed staff to focus on alternative outreach methods like door-knocking and phone-banking. Moving forward, the team will continue to hold weekly office hours to maintain visibility and provide residents with opportunities to ask questions and receive information directly.

Voting Period

As mentioned earlier in this report, all three voting methods (by mail, online, and in person) were used. During each development vote, all 30 days of the voting period were utilized to cast votes. However, assessments have shown that voting in person was not as widely used as the other two methods, with nearly 67 percent of in-person votes occurring within the first two days or the last two days of the 10-day in-person voting period. This may be because residents found online and mail-in voting to be easier. Considering this trend, shortening the in-person voting duration from 10 to five days is recommended. While some trends show that in-person voting was the least attended on the weekends, the voter engagement team recognizes that some residents may be more available on weekends. Therefore, there is likely a benefit to offering weekend voting. This adjustment will allow NYCHA to reallocate staff time and resources toward more impactful engagement efforts while still ensuring that residents have meaningful opportunities to vote in person.

Additionally, though the percentage of invalid votes is only one percent of votes received across all developments, NYCHA will continue making efforts to reinforce information about how to vote for residents. For example, clarifying the need to include only one completed ballot per voter, the requirement that only one option be selected, and the ability to request a replacement ballot if a mistake is made, to minimize the limited number of invalid votes received.

Turnout Threshold

At this time, NYCHA does not suggest making changes to the 20 percent Head of Household participation threshold. The 20 percent threshold was designed to strike a balance, ensuring that a meaningful portion of residents are engaged in the process without setting the bar so high that it becomes a barrier to implementing residents' preferred approach. In practice, the threshold has been exceeded in all votes. Further, in dialogue with residents throughout the engagement periods, the minimum threshold has not been elevated as a significant motivator for resident participation. Keeping the 20 percent threshold allows for continued building of momentum, trust, and transparency while supporting meaningful resident input. A technical clarification on the applicability of the minimum threshold throughout the voting procedures would be beneficial in future runoff elections.

The voter engagement team will continue to evaluate what works best for residents to support this initiative's long-term success and ensure the highest possible resident participation rates.