



voter empowerment

engaging youth

# VOTER ASSISTANCE

voter education

voter engagement

building a voting culture

## 2013-2014 ANNUAL REPORT

APRIL 2014



voter education



New York City Campaign Finance Board





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VAAC advises the CFB on voter engagement and works to implement legislative and administrative changes to improve NYC elections.

The Voter Assistance Advisory Committee is made up of nine members:

- ★ two members appointed by the mayor
- ★ two members appointed by the speaker
- ★ one member appointed by the comptroller
- ★ one member appointed by the borough presidents
- ★ the public advocate
- ★ the executive director of the board of elections; and
- ★ one member appointed by the mayor in consultation with the speaker to serve as chair.

You can learn more about VAAC and its members at [www.nyccfb.info/nycvotes](http://www.nyccfb.info/nycvotes).



New York City Campaign Finance Board

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## *A Letter from the Chair*

Welcome, and thank you for taking a look at the Campaign Finance Board's fourth annual Voter Assistance Report.

Last fall's election was a watershed moment for New York City. A full slate of competitive elections offered New Yorkers the chance to participate in deciding the future of our city, and presented a huge challenge for our voter engagement campaign.

Through new technologies and old-fashioned outreach, we provided a broad range of tools for voters that helped countless New Yorkers connect their choices with the issues that impact them and their neighbors.

Throughout the election season, we conducted registration drives and outreach programs to students and youth.

Voters seeking information accessed our candidate videos online, visited our online Voter Guide, watched our televised debates and candidate videos, or read our print Voter Guide.

New Yorkers looking to support their candidates and cast a vote used a new, first-of-its-kind mobile tool to make small contributions, locate their poll site, and find the candidates on their ballot — all through their smartphones.

The combined efforts of CFB Voter Assistance staff and our volunteer partners during this past year were extraordinary, but we cannot rest. Many New Yorkers found ways to engage more meaningfully in the democratic process, but overall voter turnout is still disappointingly low.

During elections this fall, we will choose between candidates for U.S. Congress, governor, state comptroller and attorney general, state Assembly and Senate, and other local offices.

To prepare, we are working to make voting easier by seeking key reforms to State election law. We are broadening our outreach by building on the collaborations we've begun with our partners in City government, non-profit, technology, and business.

We will continue to provide an important and unique public forum for discussions about voting in New York City between and among civic organizations, elected officials, the Board of Elections, and members of the public.

We are also always seeking new partners in this important mission. Make this the year you join us as we continue working to build a more inclusive, more engaged, more democratic New York City. Together, we can ensure all New Yorkers have a voice in shaping our city's future.



Art Chang,  
Chair, Voter Assistance  
Advisory Committee

A handwritten signature in blue ink, appearing to read 'Art Chang', written over a light blue circular watermark.

Art Chang  
Chair, Voter Assistance Advisory Committee

# New York City Campaign Finance Board 2013–2014 Voter Assistance Annual Report

## INTRODUCTION

NYC Votes is the voter engagement campaign of the New York City Campaign Finance Board (CFB). Under the NYC Votes banner, the CFB conducts voter registration drives and events, educates voters about their choices, and works to engage New Yorkers in civic life. With the help of our many partners, we promote voter education and voter engagement throughout the five boroughs.

Our focus for the 2013 elections was to find ways to help more New Yorkers connect the act of voting to their everyday lives. Open races for mayor, public advocate, comptroller, and nearly half the City Council heightened interest and appeared to present an opportunity to increase voter registration and turnout.

However, we identified serious challenges:

- ★ **Low voter registration and participation:** Too many eligible New Yorkers are not registered to vote, and too few registered voters cast a ballot.
- ★ **Underrepresented populations:** Some populations face barriers of inclusion and/or are often not fully engaged in the electoral process.
- ★ **Voter apathy:** Many New Yorkers don't believe their votes make a difference, or don't believe government will address the issues they care about.
- ★ **Campaign messages:** Voters overwhelmed by campaign advertising need accurate, nonpartisan information they can trust.
- ★ **Machine confusion:** The election schedule required the city Board of Elections to bring the old lever machines out of retirement for the primary election (and subsequent runoff), and use the new electronic ballot scanners for the general election; the switch had the potential to be confusing, particularly for first-time voters.
- ★ **Voter information:** Many voters lack basic information about the voting process:
  - » Can I vote at any poll site, as I could after Hurricane Sandy?
  - » How can I find my poll site this year?
  - » Is it true that I need to re-register this year?
  - » How can I find my voter registration status?



Onida Coward Mayers,  
NYC Voter Coordinator/  
Director of Voter Assistance



## OUR MISSION

### Registering Voters

Registering voters is a core mission for NYC Votes. Partnerships with public and private organizations are a key component to our strength. While the CFB and the NYC Votes Street Team (see below) conduct voter registration directly, in 2013, we recruited outstanding partners and helped them get started by providing them with tens of thousands of voter registration forms, as well as informational material, training guides, and logistical support. In addition, we conducted our Train the Trainer program, which helped more than 100 community and corporate partners learn to conduct their own registration drives and effectively educate and engage their constituents in the electoral process. More than 50 partners attended traditional in-person trainings—nearly double the number trained in 2012—and an additional 50 organizations participated in our new e-training program, featuring comprehensive PowerPoint presentations and webinars.

Active recruitment of partners and enhanced training paid off—through our combined efforts, we collected more than 15,000 voter registration forms this year—twice as many as the previous year.

#### 2013 National Voter Registration Day

NYC Votes partnered with **New York Public Interest Research Group (NYPIRG)** to coordinate New York City’s programming for **National Voter Registration Day (NVRD)**, September 24, 2013. NVRD is a nonpartisan effort that includes a broad coalition of national, state, and local sponsors & affiliates. We recruited additional partners to host NVRD events.

CFB staff kicked off the day registering newly naturalized citizens with the **Department of Homeland Security (DHS)**. Registration drives throughout the day reached New Yorkers in subway stations, on **City University of New York (CUNY)** campuses, at **Health and Hospitals Corporation (HHC)** facilities, in **Popular Community Bank** branches, and at the offices of **KPMG**, **Google**, and **JP Morgan Chase**. Partners such as **Food Bank for New York City**, **New York Organ Donor Network**, **Harlem United**, **Delta Sigma Theta Sorority, Inc.**, **NAACP Brooklyn Branch**, and **NAACP NYCHA Branch** held voter registration drives throughout the city. When the results were tabulated, our combined effort ranked #2 in the nation, with over 1,500 voter registrations collected in one day.



Our NVRD effort ranked #2 in the nation, with over 1,500 voter registrations collected in one day.

#### Registering New Citizens

With the help of the **New York City Commission on Human Rights** and the **New York City Board of Elections (NYC BOE)**, we connected with the newest New Yorkers at the very moment they became U.S. citizens. In addition to our NVRD effort, we conducted 11 voter drives at naturalization ceremonies in 2013, resulting in over 1,000 new registrations.

#### NYC Votes Street Team

We kicked off the second year of the NYC Votes Street Team, a grassroots internship program. Street team members are trained to establish relationships with community based organizations (CBOs) and register new voters through events and trainings. They hit the streets running, working with the **Department of Parks and Recreation** for registration drives at three Summer

Stage performances, joining the **DYCD** for voter registration drives and trainings at 16 Youth Summer Employment sites, and participating in other community events.



## EDUCATING & ENERGIZING VOTERS

NYC Votes provided election information to New Yorkers through the multi-platform Voter Guide in print, video, and online; through the Debate Program; with a new mobile app; and through extensive outreach via social media.

The Voter Guide presented an opportunity for each candidate on the ballot to provide voters with basic information about his or her background and platform. Every registered voter in New York City received a printed Guide in the mail before the primary and general elections. The mobile-friendly online editions, which received over 150,000 views for the primary and general elections combined, featured print and video statements from candidates, as well as information about state ballot proposals. For the 2013 elections, the Guide was published in English, Spanish, Chinese, Korean, and—for the first time—Bengali. The **Jewish Community Relations Council of New York (JCRC)** supplemented the Guide with a volunteer effort to translate candidate profiles into Russian, which it distributed to the Russian-speaking community.

NYC Votes also produced the third installment of the Video Voter Guide—a nonpartisan resource that provides free television time to candidates. The 2013 Video Voter Guide aired on **NYC-TV** twice daily during the week leading up to each election. **NYC Media** promoted the Video Voter Guide on Taxi TV during the seven days before the primary and general elections, and it was aired in **HHC** facilities and **Department for the Aging (DFTA)** Innovative Senior Centers for two weeks. The videos were also posted on the CFB’s YouTube channel, which logged more than 29,000 views.

Since 1997, the CFB has administered the Debate Program for candidates for citywide office. The debates are mandatory for candidates who participate in the public matching funds program, and meet certain objective, nonpartisan criteria. Each debate was broadcast live, simulcast in Spanish, and streamed online. Participating sponsors for the 2013 elections included: **CBS2 NY; NBC4 NY; NY1 News; the Wall Street Journal; Telemundo Nueva York; WLNY-TV 10/55; NY1 Noticias; WNYC Radio; 1010 WINS; WCBS Newsradio 880; WOR Radio; Gothamist; Citizens Union; Transportation Alternatives; Common Cause NY; Hispanic Federation; and Citizens Committee for New York City.**

With the help of software developers from **Pivotal Labs**, designers from **Method**, and project managers from **App Orchard**, NYC Votes also developed a mobile app ([NYCVotes.org](http://NYCVotes.org)) that connected users with election resources on-the-go. In the days before the primary and general elections, thousands of New Yorkers used the mobile app to locate their polling places, make small-dollar contributions to candidates, find the candidates on their ballot, and access candidates’ Voter Guide profiles.

NYC Votes conducted a contest via social media to design a brand new “I Voted” sticker for New York City. The final version, based on the winning design by 10-year-old Zoe Markman, was selected by NYC Votes’ Facebook audience. Thanks to the cooperation of the **NYC BOE**, poll workers and CFB volunteers distributed thousands of stickers across the five boroughs during the September primary election. For the November general election, **NYC BOE** and CFB worked closely together to print and distribute stickers at every polling place in the city. During each election, hundreds of New Yorkers showed their civic pride through our #IVoted sticker social media “selfie” campaign.

Our overall social media efforts promoted these valuable resources to New Yorkers and provided reminders of important election dates. On Twitter, [@NYCVotes](https://twitter.com/NYCVotes) built a following of nearly 3,000, which generated nearly 69,000 interactions in the weeks before the elections. Our [NYC Votes Facebook](https://www.facebook.com/NYCVotes) page attracted a following of more than 12,000 through November 2013, which helped us reach hundreds of thousands of New Yorkers through their Facebook feeds. Combined, NYC Votes’ social media channels reached an average of over 220,000 users daily in the weeks before the general election.



John Avlon and Onida Coward Mayers  
on set at the Video Voter Guide

The “I Voted” sticker, based on the winning design by 10-year-old Zoe Markman, was distributed across the five boroughs during the primary and general elections.

## ENGAGING YOUTH

The CFB's Youth Voter Coordinator Chyann Sapp extended our nonpartisan message of civic engagement to thousands of youth through school-run and partner programs.

The [NYC Youth Poet Laureate \(YPL\) program](#), now in its 5<sup>th</sup> year, is a voting-themed teen spoken-word poetry competition designed to energize youth voters. Since its inception, YPL has engaged countless youth across the city through workshops, performances, and competitions. YPL partnered with [Lincoln Center](#) for the Performing Arts for its final Poetry Slam last fall, at which [Ramya Ramana](#) was named the 2014 Youth Poet Laureate. During the two days leading up to the general election, our Youth Poet Ambassadors (YPL runners-up) conducted a social media campaign urging their peers to vote, reaching more than 6,000 Facebook users. In January, Ramya [performed at the Mayor's inauguration](#) as a special guest. In 2014, the YPL program is joining forces with [Lincoln Center's Poet Linc](#) competition, broadening our outreach to young New Yorkers.

In 2013, we launched the **NYC Votes Youth Service Day of Voting** in partnership with the **DYCD**, **Democracy Prep**, and other youth organizations. Over 100 participating NYC students encouraged adults to go out to vote and distributed over 5,000 "I Voted" stickers to voters exiting poll sites on Election Day.

The **NYC Votes Youth Voting Workshop** is a 45-minute interactive session that provides students with a comprehensive overview of city government, the functions of each elected official, and the impact that voting has on their lives. Centered on issues affecting NYC youth, the workshop challenges students to think critically about the connections between the issues they face day-to-day and the roles of their elected officials. These workshops reached nearly 6,000 students and young adults in schools and at events conducted by our partners.

**The Administration for Children's Services (ACS)** and **DYCD** are very active partners in our youth engagement initiatives, offering us multiple opportunities to engage and register teens and young adults at their events. As part of a program to prepare young adults leaving the custody of ACS, NYC Votes created a civic engagement curriculum. Last year, we registered nearly 600 young adults and collected nearly 700 poll worker applications at their events.

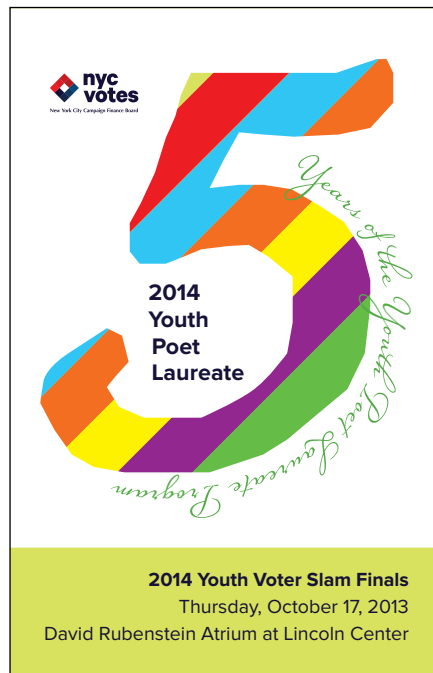
**DYCD** also posted Voter Spotlight buttons on its homepage, offered 16 Summer Youth Employment Program (SYEP) sites for Youth Voting presentations and workshops, hosted YPL performances, and supported the NYC Votes social media campaign through retweets and shares.

## OUR PARTNERS

Each year we add new partners, deepen our relationships with existing partners, and work with our partners to find innovative opportunities to disseminate our message and increase voter engagement. Our partners' efforts magnify our message throughout the five boroughs and reach voters as they go about their daily lives.

Despite their different organizational missions, our partners share our vision for a stronger, more engaged electorate. A sample of our partners who excelled in promoting voter awareness and participation in the 2013 elections is highlighted below.

- ★ **New York Organ Donor Network (NYOD)** is dedicated to the recovery of organs and tissues for life-saving and life-improving transplants, increasing awareness and understanding of organ and tissue donation among health care professionals and the general public. NYOD is a natural partner for NYC Votes because New York State voter registration forms offer the option to



Ramya Ramana, 2014 Youth Poet Laureate

register as an organ donor. For the past two years, we have trained NYOD volunteers to register and engage voters. In 2013, NYOD conducted 56 voter registration drives and registered nearly 5,000 voters.

- ★ **Food Bank for New York City**, one of the country’s largest food banks, seeks to end hunger in New York City by organizing food, information, and support for community survival and dignity. It enlisted over 100 food pantries to host voter registration drives, helping us reach a traditionally underserved community and register over 700 new voters.
- ★ **Popular Community Bank** provided NYC Votes “election alerts” on its ATM screens (61 ATMs throughout the five boroughs). These nonpartisan visual messages reminded customers of the date of the election, and urged all registered voters to vote.
- ★ **East Kings County Alumnae Chapter of Delta Sigma Theta Sorority, Inc.** Voter registration and education is a key national priority for the Delta Sigma Theta Sorority, and the sorority’s East New York chapter trained with us to conduct voter registration and raise awareness in their community. In addition, the sorority also distributed over 300 “I Voted” stickers to voters in East New York on Election Day.
- ★ **JP Morgan Chase** is committed to voter awareness and engagement. It hosted our NVRD kick-off meeting and participated in NRVD by hosting registration drives for its employees at both its Brooklyn Metro Tech facility and its Madison Avenue headquarters. Most recently, it joined our diverse coalition for electoral reform and serves as an advisor for our Lobby Day efforts.



NYC Votes “election alert” on Popular Community Bank ATM screen

## New York City Agencies

The New York City Charter requires 19 specific city agencies to help register voters and increase public awareness about candidates, proposals, and elections. Each year, NYC Votes works closely with these agencies to assist them in developing and implementing their voter action plans. The CFB’s Voter Liaison Stewart Armstrong manages our agency-based voter initiatives.

Many city agencies go beyond simply providing registration forms to their constituents. For instance, some posted NYC Votes’ Voter Spotlights (example on the right) on their websites and social media pages, while others forwarded NYC Votes email blasts to their own email lists. Some of the more noteworthy efforts are highlighted below.



- ★ **Taxi and Limousine Commission (TLC)** – Conducted NYC Votes Election Day surveys on Taxi TV in yellow cabs for the primary and general elections. More than 8,000 taxicab passengers participated in the surveys.
- ★ **City Commission on Human Rights** – Assisted NYC Votes with voter registration drives at naturalization ceremonies in Manhattan and Brooklyn, sending bilingual speakers when possible.
- ★ **Department of Parks and Recreation** – Distributed 10,000 voter registration forms in offices and community centers and hosted the NYC Votes Street Team at Summer Stage to register voters and collect “I pledge to vote” cards.
- ★ **Department of Homeless Services (DHS)** – Held voter registration drives in over 200 shelters, and created and distributed pamphlets with information on registering to vote at its shelters.
- ★ **Department of Youth and Community Development (DYCD)** – Was a major partner in our youth engagement efforts (as highlighted in the previous section), and conducted registration drives on National Voter Registration Day.
- ★ **Community Boards** – Several boards hosted CFB Voter Assistance staff at monthly meetings to raise awareness of upcoming elections, posted Voter Spotlights, and distributed voter registration forms as well as the Voter Guide.
- ★ **Department of Corrections** – Distributed voter registration forms and posted NYC Votes reminders of election dates and voter registration deadlines in its facilities.
- ★ **Department of Transportation (DOT)** – Distributed 18,000 voter registration forms bundled with DOT literature both by mail and in-person at authorized parking service centers, permit service centers throughout the five boroughs.

- ★ **Administration for Children’s Services (ACS)** – Hosted CFB staff for Youth Voting Workshops at the Housing Works program to discuss the importance of voting and to register young New Yorkers.

Government agencies not covered by the Charter mandate also partnered with NYC Votes for the 2013 election season, including:

- ★ **Department for the Aging (DFTA)** – Held screenings of the Video Voter Guide program in six of its Innovative Senior Centers, and distributed “I Voted” stickers at ten Senior Centers.
- ★ **Health and Hospitals Corporation (HHC)** – HHC is committed to voter engagement and education, and invited NYC Votes to its Community Advisory Board Meeting to sign up facilities for trainings and voter drives. This election season, nine facilities held 55 voter registration drives, distributing 1,847 voter forms and collecting nearly 1,000 completed forms. Three facilities participated in the “I Voted” sticker campaign, distributing 3,000 stickers on primary election day. Six facilities aired the primary and general election Video Voter Guide program in their lobbies. On National Voter Registration Day, several facilities participated, including **Bellevue Hospital**, which hosted a Jazz Voter Registration event and registered over 100 people.

## RECOGNIZING EXCEPTIONAL PARTNERS

At NYC Votes’ 2013 post-election hearing, we presented the first NYC Votes Awards to partners who had demonstrated an outstanding level of commitment toward the advancement of voter education, awareness, participation, registration, and engagement.

**DYCD** was presented with an award for Excellence in Public Outreach for encouraging the city’s youth to be civically minded. The **City University of New York (CUNY)** was presented with an award for Excellence in Integrating Voter Engagement for educating students on CUNY campuses about the importance of voting.

Finally, the *pro bono* development team that created and launched our groundbreaking NYC Votes mobile app received the award for Excellence in Innovative Technology. The recipients included **Pivotal Labs, Method, App Orchard, Tipping Point Partners**, who developed the nycvotes.org app, and **VoteScope**, a team of volunteer designers and developers who built a working prototype before the 2012 election.

We also recognized the extraordinary efforts of other partners, including: **KPMG, NYC Media, Democracy Prep, TLC, East Kings County Alumnae Chapter of Delta Sigma Theta Sorority, Inc., Popular Community Bank, HHC, Food Bank for New York City, NYOD, and JCRC.**



NYC Votes presents award to DYCD

## LEGISLATIVE AGENDA

The CFB and VAAC continue to support legislation to update antiquated laws and regulations that raise obstacles to registering and voting in New York.

To encourage passage of a number of bills that would simplify and improve New York’s registration and voting processes, NYC Votes is bringing together a diverse coalition of leaders from the public and private sectors to appeal to legislators for electoral reform in Albany.

Some key reforms to create a more modern, efficient voting system include:

### Establish Early Voting

*Allow voters to cast a ballot in person at selected sites during the two weeks before each election.*

Early voting is transforming the way America votes. Thirty-two states offer some form of early in-person voting, and one of three voters nationwide cast their vote before Election Day in 2012.

It’s time this transformation came to New York. Allowing an open two-week period for New Yorkers to vote in person—including weekends—would reduce wait times, offer voters greater convenience, and provide flexibility for workers and employers alike.



A two-week voting period would also ensure more votes get counted, by reducing the number of absentee and affidavit ballots and allowing for time to resolve problems with voter records or poll sites. Voters should have the option to cast an early ballot at convenient, technology-enabled voting centers in every borough. Electronic poll books are a commonsense improvement that would facilitate both early, in-person voting and voting on Election Day.

Early voting has broad support from voting advocacy groups, it is a key recommendation of the bipartisan Presidential Commission on Election Administration, and it would make a big difference in New York State.

### **Improve Ballot Design**

*Allow ballots that are clearly and easily understood.*

Clearly designed ballots make it easier to vote. Yet New York’s election law contains strict and outdated specifications for ballot design, written for the old mechanical voting machines—not the electronic ballot scanners we currently use.

The Voter-Friendly Ballot Act sponsored by Assemblymember Brian Kavanagh would set new, modern design standards and provide New Yorkers with more legible, readable ballots. It would end the practice of printing ballots with four or five languages, and allow ballots to be printed with a larger, more readable type size.

Better ballots would provide a better experience at the poll sites, resulting in shorter lines and wait times.

### **Modernize Voter Registration**

*Establish universal online voter registration; increase opportunities for New Yorkers to register through a broader range of state agencies; create smarter voter rolls that follow voters when they move within the state.*

If we want to get more New Yorkers voting, our voting system should offer New Yorkers the same responsiveness and convenience they have grown to expect in their everyday lives. The Voter Empowerment Act, sponsored by Assemblymember Kavanagh, would apply a modern approach to voter registration, creating efficiency and saving money.

The bill would provide for: automatic registration of eligible consenting citizens at designated government agencies; automatic transfer of registrations for New Yorkers who move within the state; online access to voter registration records; online registration; and later deadlines for voter registration or party changes.

Our own research has shown that high residential mobility is associated with low voter turnout. When New Yorkers move, their voter registration should move with them. These reforms are broadly supported, and would modernize the system by ensuring that voters’ current information is reflected in the voter rolls.

The Voter Empowerment Act would also allow for pre-registration of 16- and 17-year-olds, which is the subject of a separate bill approved in the Assembly earlier this year. Youth voters traditionally have dismally low participation rates in local elections. But school-based programs seeking to boost voter registration and engagement can only hope that their message is retained by students until they are of age. Legislation allowing pre-registration of 16- and 17-year-olds would dramatically increase the effectiveness of youth voter engagement efforts.

The Voter-Friendly Ballot Act would end the practice of printing ballots with four or five languages, and allow ballots to be printed with a larger, more readable type size.

## **Establish Instant Run-off Voting (IRV)**

*Eliminate low-turnout runoffs and allow the largest number of voters to decide primary elections.*

Runoff elections are costly and historically have extremely low voter turnout. Instant runoff voting eliminates traditional runoffs. Instead, voters rank the candidates on the ballot. If no candidate receives a majority, voter rankings are used to conduct “instant” runoffs and determine a winner with majority support. In an IRV election, the winner is the candidate with the broadest support among the largest possible pool of interested voters. It can also ensure more voters participate meaningfully in citywide elections—including military, absentee, and overseas voters, who normally are excluded from voting in runoff elections all together.

## **CONCLUSION**

From the perspective of our NYC Votes campaign, the story of the 2013 elections is clear: we could not fulfill our mission without the help of the many devoted and accomplished partners we have mentioned throughout this report. And there is much we can celebrate together—by creating new voters, by getting young people excited about elections, by improving voter education, we are taking real steps to restore voting to its proper place in our civic culture.

But the challenges are enormous. Too many New Yorkers are allowing Election Day to pass them by.

We are in the middle of yet another election year, and we need more hands. We’ve gathered a broad, diverse set of partners who are united by one clear principle: if you want to transform your neighborhood, your city, your state...begin by casting your vote.

To explore partnerships with our NYC Votes campaign, contact the Voter Assistance Unit by email at [nycvotes@nyccfb.info](mailto:nycvotes@nyccfb.info) or by telephone at (212) 409-1800.



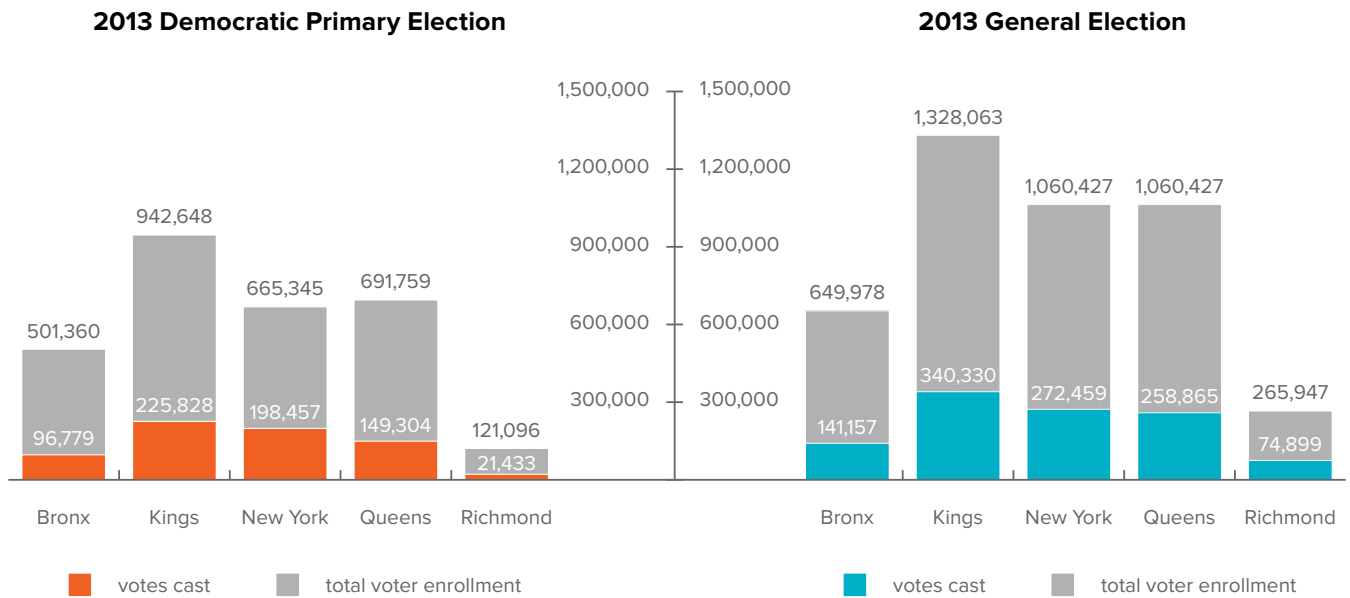
## APPENDIX A – NYC VOTER TURNOUT, 2013 ELECTIONS

| DEMOCRATIC PRIMARY, MAYOR   |                    |                |                |
|---|--------------------|----------------|----------------|
| Borough   | Total Votes (2013) | Turnout (2013) | Turnout (2009) |
| Bronx   | 96,779             | 19.3 %         | 9.1 %          |
| Kings   | 225,828            | 24.0 %         | 11.5 %         |
| New York  | 198,457            | 29.8 %         | 14.5 %         |
| Queens  | 149,304            | 21.6 %         | 11.7 %         |
| Richmond  | 21,433             | 17.7 %         | 9.6 %          |
| <b>TOTAL</b>  | <b>691,801</b>     | <b>23.7 %</b>  | <b>11.8 %</b>  |
| <i>Source: NYC Board of Elections, <a href="http://vote.nyc.ny.us">http://vote.nyc.ny.us</a>; NYS Board of Elections, <a href="http://www.elections.ny.gov">http://www.elections.ny.gov</a></i> |                    |                |                |

| REPUBLICAN PRIMARY, MAYOR   |                    |                |                |
|---|--------------------|----------------|----------------|
| Borough   | Total Votes (2013) | Turnout (2013) | Turnout (2009) |
| Bronx   | 3,518              | 8.8 %          | N/A            |
| Kings   | 14,700             | 12.5 %         | N/A            |
| New York  | 13,067             | 13.6 %         | N/A            |
| Queens  | 17,168             | 13.8 %         | N/A            |
| Richmond  | 12,658             | 16.4 %         | N/A            |
| <b>TOTAL</b>  | <b>61,111</b>      | <b>13.4 %</b>  | <b>N/A</b>     |
| <i>Source: NYC Board of Elections, <a href="http://vote.nyc.ny.us">http://vote.nyc.ny.us</a>; NYS Board of Elections, <a href="http://www.elections.ny.gov">http://www.elections.ny.gov</a></i> |                    |                |                |

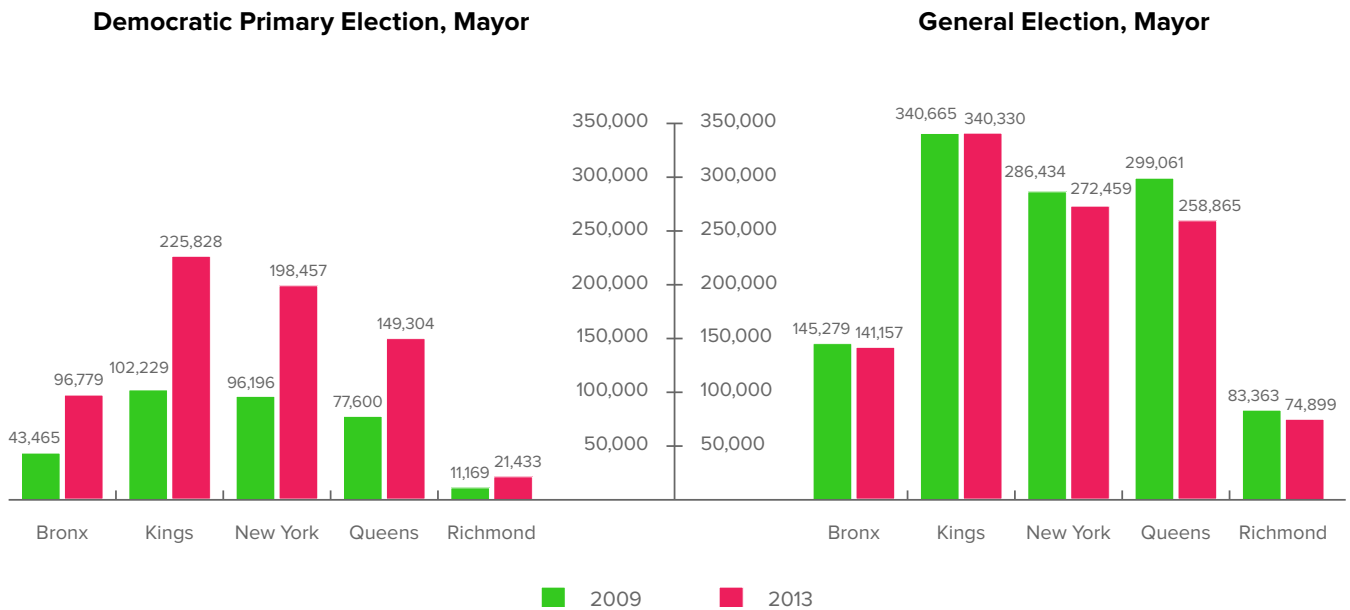
**APPENDIX A – NYC VOTER TURNOUT, 2013 ELECTIONS** (continued)

**VOTES CAST AND TOTAL VOTER ENROLLMENT, MAYOR**



Source: NYC Board of Elections, <http://vote.nyc.ny.us>; NYS Board of Elections, <http://www.elections.ny.gov>

**VOTES CAST BY BOROUGH, 2009–2013**



Source: NYC Board of Elections, <http://vote.nyc.ny.us>; NYS Board of Elections, <http://www.elections.ny.gov>

**APPENDIX A – NYC VOTER TURNOUT, 2013 ELECTIONS** (continued)

| <b>DEMOCRATIC PRIMARY RUNOFF, PUBLIC ADVOCATE</b>   |                           |                       |                        |
|---|---------------------------|-----------------------|------------------------|
| <b>Borough</b>  | <b>Total Votes (2013)</b> | <b>Turnout (2013)</b> | <b>Turnout (2009)*</b> |
| Bronx   | 23,275                    | 4.6%                  | 5.8%                   |
| Kings   | 71,118                    | 7.5%                  | 8.3%                   |
| New York  | 65,301                    | 10.4%                 | 11.4%                  |
| Queens  | 37,085                    | 5.4%                  | 7.5%                   |
| Richmond  | 5,868                     | 4.8%                  | 5.8%                   |
| <b>TOTAL</b>  | <b>202,647</b>            | <b>6.9%</b>           | <b>8.3%</b>            |
| * There were runoffs for both Public Advocate and Comptroller in 2009; turnout rate is shown for Public Advocate runoff only. |                           |                       |                        |

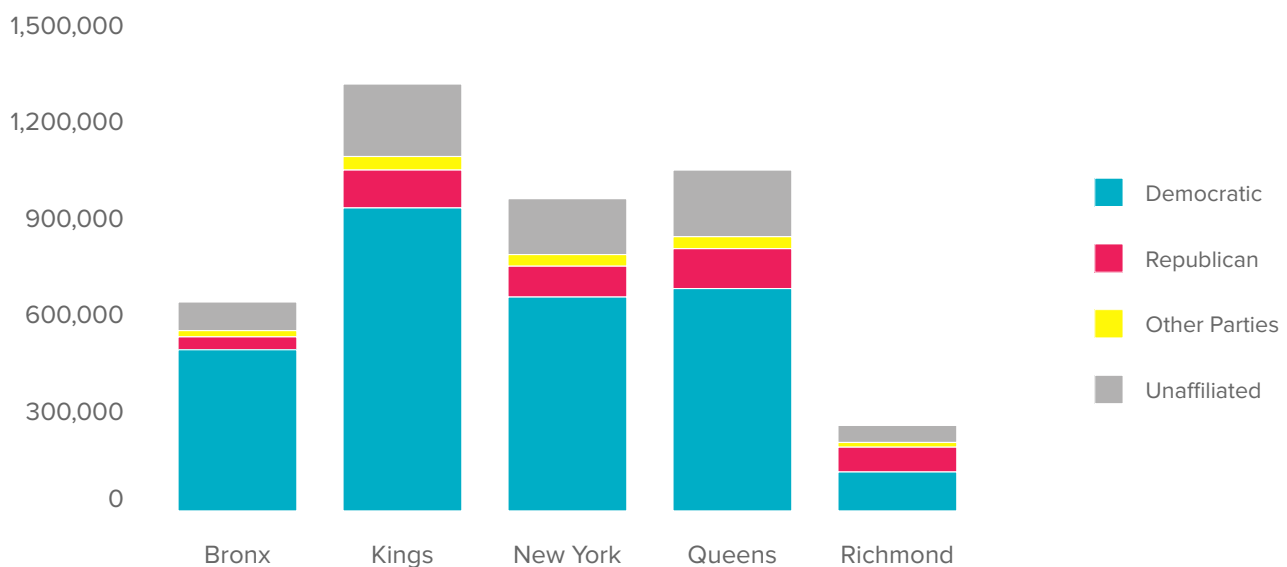
| <b>GENERAL ELECTION, MAYOR</b>  |                           |                       |                       |
|---|---------------------------|-----------------------|-----------------------|
| <b>Borough</b>  | <b>Total Votes (2013)</b> | <b>Turnout (2013)</b> | <b>Turnout (2009)</b> |
| Bronx   | 141,157                   | 21.7%                 | 23.3%                 |
| Kings   | 340,330                   | 25.6%                 | 27.5%                 |
| New York  | 272,459                   | 28.0%                 | 29.9%                 |
| Queens  | 258,865                   | 24.4%                 | 29.3%                 |
| Richmond  | 74,889                    | 28.2%                 | 32.9%                 |
| <b>TOTAL</b>  | <b>1,087,710</b>          | <b>25.4%</b>          | <b>28.2%</b>          |
| Source: NYC Board of Elections, <a href="http://vote.nyc.ny.us">http://vote.nyc.ny.us</a> ; NYS Board of Elections, <a href="http://www.elections.ny.gov">http://www.elections.ny.gov</a> |                           |                       |                       |

## APPENDIX B – NYC VOTER ENROLLMENT, 2013 ELECTIONS

| NYC VOTER REGISTRATION (AS OF NOVEMBER 1, 2013) |                |                  |                |                  |                |                  |
|---|----------------|------------------|----------------|------------------|----------------|------------------|
|   | Bronx          | Kings            | New York       | Queens           | Richmond       | TOTAL            |
| Democratic                                      | 501,360        | 942,648          | 665,345        | 691,759          | 121,096        | <b>2,922,208</b> |
| Republican                                      | 40,088         | 117,780          | 95,902         | 124,074          | 77,099         | <b>454,943</b>   |
| Conservative                                    | 3,023          | 4,745            | 1,847          | 5,681            | 4,256          | <b>19,552</b>    |
| Working Families                                | 2,677          | 5,399            | 2,026          | 3,247            | 1,033          | <b>14,382</b>    |
| Independence                                    | 13,303         | 29,233           | 30,136         | 26,910           | 9,090          | <b>108,672</b>   |
| Green   | 393            | 2,405            | 1,786          | 1,242            | 271            | <b>6,097</b>     |
| Other   | 95             | 381              | 472            | 230              | 88             | <b>1,266</b>     |
| Blank   | 89,039         | 225,472          | 173,884        | 207,284          | 53,014         | <b>748,693</b>   |
| <b>TOTAL</b>                                    | <b>649,978</b> | <b>1,328,063</b> | <b>971,398</b> | <b>1,060,427</b> | <b>265,947</b> | <b>4,275,813</b> |

Source: NYS Board of Elections, <http://www.elections.ny.gov>

### VOTER REGISTRATION BY PARTY/BOROUGH (AS OF NOVEMBER 1, 2013)



Source: NYS Board of Elections, <http://www.elections.ny.gov>

**APPENDIX B – NYC VOTER ENROLLMENT, 2013 ELECTIONS** (continued)

| <b>TOTAL ACTIVE VOTERS, NOVEMBER 1, 2009 – NOVEMBER 1, 2013</b> |                  |                  |                 |
|---|------------------|------------------|-----------------|
| <b>Borough</b>  | <b>2009</b>      | <b>2013</b>      | <b>% Change</b> |
| Bronx   | 623,359          | 649,978          | 4.3%            |
| Kings   | 1,240,205        | 1,328,063        | 7.1%            |
| New York  | 958,781          | 971,398          | 1.3%            |
| Queens  | 1,019,668        | 1,060,427        | 4.0%            |
| Richmond  | 253,548          | 265,947          | 4.9%            |
| <b>TOTAL</b>  | <b>4,095,561</b> | <b>4,275,813</b> | <b>4.4%</b>     |

*Source: NYS Board of Elections, <http://www.elections.ny.gov>*