



2013 **POST-ELECTION** HEARING

New York City Campaign Finance Board
Thursday, February 13, 2014

[Panel 1]	NYC's Small-Dollar Matching Program: Strengths and Challenges	10:00 am
[Panel 2]	Voter Education and Engagement: Reaching All New Yorkers	11:00 am
	Break	12:00 pm
	Public Testimony	12:15 pm
	Break	1:00 pm
[Panel 3]	Improving Fundraising and Disclosure Through Technology	2:00 pm
[Panel 4]	Bringing Independent Spending Out of the Dark	3:00 pm
	Public Testimony	4:00 pm



2013 POST-ELECTION HEARING

Board Members and Executive Director

New York City Campaign Finance Board



Rose Gill Hearn, Chair, served as the Commissioner of the New York City Department of Investigation (DOI) from 2002 until 2013, making her the longest-tenured commissioner in DOI history. Under her leadership, DOI investigations resulted in more than 6,500 arrests and unprecedented monetary recoveries for the City. In 2013, Ms. Gill Hearn helped create the Center for the Advancement of Public Integrity at Columbia Law School to study corruption and accountability in local governments. She serves as chair of the Center's Advisory Board. Prior to becoming DOI commissioner, Ms. Gill Hearn was an Assistant United States Attorney and Deputy Chief of the Criminal Division in the United States Attorney's Office for the Southern District of New York. Ms. Gill Hearn also serves on the Board of the Fordham Law Alumni Association and on the Government Ethics Committee of the

New York City Bar Association. Ms. Gill Hearn was appointed to the Board by Mayor Michael Bloomberg on December 31, 2013. Her term expires on November 30, 2018.



Art Chang founded Tipping Point Partners in 2005 to bring together experienced entrepreneurs and investors from both coasts to the benefit of the New York City technology startup community. Tipping Point incubates and builds fledgling Internet companies from concept to commercialization in mobile, media, and enterprise applications. Mr. Chang previously worked as an investment banker and venture capital professional and has been an entrepreneur in a dozen start-ups over the past 25 years. His civic experience includes positions at the New York City Corporation Counsel's Office and at the Empire State Development Corporation. Mr. Chang has served on non-profit Boards at Safe Horizon and the Brooklyn Public Library and is an advisor to the Catherine B. Reynolds Fellowship for Social Entrepreneurship at New York University. He began his career in architecture, which ended with the architect

I.M. Pei. He received his MBA from New York University and his BA from Yale. Mr. Chang was appointed to the Board by Mayor Michael R. Bloomberg on July 1, 2009 and reappointed on February 6, 2013. His term expires November 30, 2017.



Richard J. Davis recently founded his own law firm, Richard J. Davis Attorney at Law. He was a partner in the law firm of Weil, Gotshal & Manges LLP for 30 years. He has previously served as an Assistant Secretary of the Treasury, Enforcement and Operations (1977–1981), and prior to that served as an Assistant Watergate Special Prosecutor and an Assistant United States Attorney in the Southern District of New York. Among other activities he has served as Chairman of the Board of Citizens Union (2004–2008), Chair Emeritus of the Board of the Randall's Island Sports Foundation (1995–present), Chairman of the Mayor's Commission to Combat Police Corruption (1996–2002), a member of the Task Force on Police-Community Relations (1997–1998), and has served on the Board of the Legal Aid Society since 2000, where he is currently Chairman. Mr. Davis graduated from the University of Rochester

and the Columbia University School of Law. Mr. Davis was appointed to the Board by City Council Speaker Christine Quinn. His term expires on November 30, 2014.



Courtney C. Hall is a co-founder and Managing Director of Hillcrest Venture Partners, a venture capital firm that invests in seed-to-growth stage companies in the following technology sectors: communications infrastructure, digital media/Internet, enterprise software, life sciences research tools, semiconductor, and wireless solutions. He also co-founded EXACT Sports, a company that performs quantitative assessments of the athletic, psychological and neuro-cognitive abilities of high school and collegiate athletes. Prior to his work at EXACT, he was an investment banker at UBS and Morgan Stanley. From 1989 to 1997, Mr. Hall was the starting center for the NFL San Diego Chargers where he was a captain, four-time All-Pro, and NFL Players Association team representative. He also captained the Chargers to the 1994–95 Super Bowl; the franchise's lone Super Bowl appearance. Currently, Mr. Hall is a trustee of the

Randall's Island Sports Foundation. He also serves on the board of The Family Center of New York, an organization dedicated to strengthening NYC families affected by illness, crisis, or loss. In addition, he served on the Investment Committee for Rice University, which is responsible for managing the university's \$3.6 Billion endowment, the board of the Association for Rice Alumni and chaired several committees for the Rice University Leadership Conferences. Mr. Hall received a BA in Economics and Managerial Studies from Rice University and a JD/MBA from the University of Chicago. He was appointed to the Board by Mayor Michael R. Bloomberg on July 28, 2010. His term expires on November 30, 2015.



Mark S. Piazza is a partner with the law firm of Jacobi, Sieghardt, Bousanti, Piazza & Fitzpatrick, P.C. He earned a Bachelor's Degree in Political Science from Hofstra University, and a J.D. from Brooklyn Law School. Mr. Piazza has served as President of the Richmond County Bar Association (2002–2004) and as a member of its Board of Directors (1996–2006). In 2005, he was appointed to the State of New York Grievance Committee for the Second and Eleventh Judicial Districts and served on Chief Judge Judith S. Kaye's Commission to Examine Solo and Small Firm Practice in 2004. Mr. Piazza volunteers as an arbitrator for the Civil Court of the City of New York's Small Claims Part and was appointed to the Administrative Judge of the Civil Court of the City of New York's Housing Court Practitioner Committee in 1997. He has taught landlord-tenant law for the Richmond County Real Estate Institute and has lectured

for the New York Urban League, the New York Public Library, the Staten Island Community Housing Resource Board, Neighborhood Housing Services, Inc. of Staten Island and the Richmond County Bar Association. Mr. Piazza was appointed to the Board by City Council Speaker Christine Quinn on May 16, 2006 and reappointed on December 1, 2011. His term expires on November 30, 2016.



Amy M. Loprest was named Executive Director of the New York City Campaign Finance Board in September 2006, after serving two years as the Board's Assistant Executive Director. Previously, she held a number of key positions at the CFB, including Chief of the Candidate Services Unit and Deputy General Counsel. Ms. Loprest has been a speaker and participant at forums nationally as well as internationally on campaign finance issues and is the author of a report for IFES, an international nonprofit organization that supports the building of democratic societies, titled *Transparent Public Funding in Nigeria*. She has been an active member of the Council on Governmental Ethics Laws (COGEL) and served as its president. Ms. Loprest received her B.S. in Economics from the University of Pennsylvania's Wharton School of Business and graduated cum laude from Fordham University School of Law

where she was a Stein Public Interest Law Scholar and a member of the *Fordham International Law Journal*. Ms. Loprest is a member of the Order of the Coif, clerked for the Honorable Denise Cote, United States District Judge for the Southern District of New York, and was an adjunct professor of Political Science at Fordham University.



2013 POST-ELECTION HEARING

NYC's Small-Dollar Matching Program: Strengths and Challenges

Post-Election Hearing Panel #1 | February 13, 2014

Moderator: **Amy Loprest**, Executive Director, New York City Campaign Finance Board

Panelists: **Dick Dadey**, Executive Director, Citizens Union
Michael Malbin, Executive Director, Campaign Finance Institute

Questions:

- » How effective was the City's small-dollar matching funds system in the 2013 elections?
- » How does the Program affect the way campaigns are run in New York City?
- » Do public matching funds provide sufficient resources for candidates to communicate with voters?
- » Do the thresholds for eligibility serve the purpose of ensuring that public funds are distributed only to serious candidates, while not being too burdensome?
- » Does the Program contain sufficient safeguards against public funds going to candidates who face minimal opposition?
- » Does the Program contain sufficient safeguards to ensure public funds are being used on current campaign expenses?
- » How can the Program better encourage New Yorkers from all walks of life to make small contributions to candidates?

INTRODUCTION

The aim of the city's landmark public matching funds program is to increase the value of small contributions to campaigns, amplifying the voices of everyday New Yorkers in our political process. Our initial analysis shows that the 2013 elections were successful in significantly increasing small-donor contributions and contributors compared to 2009.

Participation in the Program was high. For the primary elections, 87 percent of the 200 candidates on the ballot were Program participants. In the general election, two-thirds of the candidates on the ballot were Program participants.

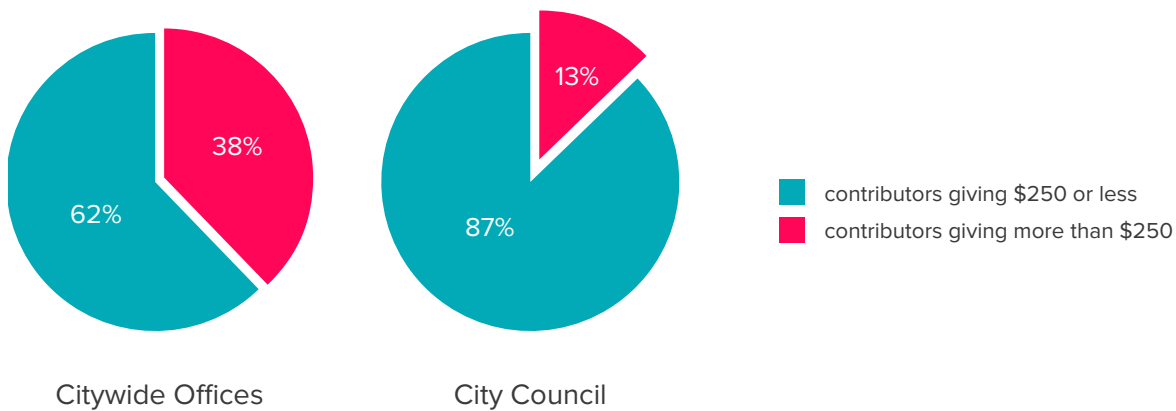
Public funds helped encourage competitive contests up and down the ballot. 2013 had the most open-seat elections since 2001—for mayor, public advocate, comptroller, four out of five borough presidents, and 21 City Council seats. Accordingly, the CFB disbursed \$38.2 million in public funds, the highest total since 2001.

The Board paid \$11.3 million to 129 candidates for City Council, which featured the most competitive primary contests (where the winning candidate received less than 60 percent of the vote) since 2001. Just one-quarter of the Democratic primaries went uncontested, compared to nearly 40 percent in 2009. Matching funds also played a role in the first competitive Republican primary for a City Council seat since 2001.

Contributors making small contributions (less than \$250) were the overwhelming majority—73 percent—of all contributors during the 2013 elections.

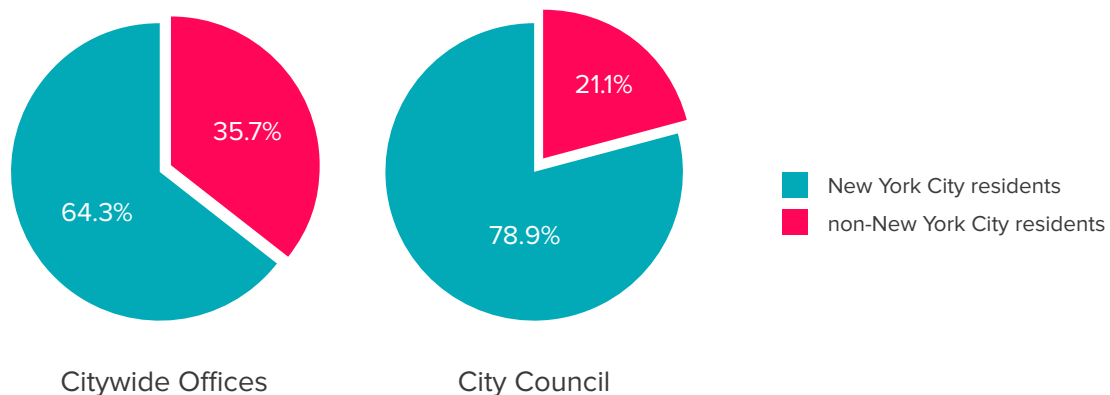
[All contribution data based on disclosures filed through January 15, 2014.]

Percentage of Contributors Giving \$250 or Less to Participating Candidates



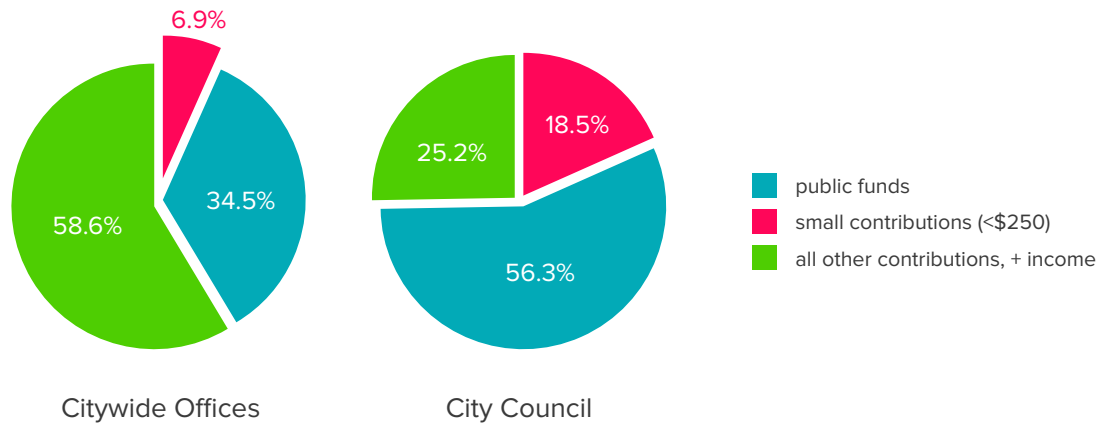
Public matching funds also encouraged candidates to seek contributions from residents of New York City. More than two-thirds (67 percent) of all contributions raised during the 2013 elections came from New Yorkers.

Percentage of Contributions to Participating Candidates, by Amount, from New York City Residents



Public matching funds and contributions of less than \$250 accounted for more than half (52 percent) of the net spending in the 2013 elections. The impact of public funds and small contributions combined was even greater in City Council races.

Amount of Public Funds and Small Contributions (< \$250) as a Percentage of Net Spending, Participating Candidates





2013 POST-ELECTION HEARING

Voter Education and Engagement: Reaching All New Yorkers

Post-Election Hearing Panel #2 | February 13, 2014

Moderator: **Onida Coward Mayers**, Director of Voter Assistance, New York City Campaign Finance Board

Panelists: **Sal Albanese**, Candidate for Mayor

Kate Doran, Elections Specialist, League of Women Voters of the City of New York

David Pollock, Associate Executive Director and Director of Government Relations & Security, Jewish Community Relations Council

Questions:

- » How effective were the CFB voter education and engagement programs in 2013?
- » Did the CFB debates provide an effective platform for voters to learn about the citywide candidates?
- » How useful was the CFB's Voter Guide (printed, online, and video)?
- » What can the CFB do to improve its voter outreach efforts?

INTRODUCTION

The CFB entered the 2013 elections with a significantly expanded voter engagement mandate. A City Charter amendment in 2010 created the Voter Assistance Advisory Committee (VAAC) within the CFB. For 2013, the CFB re-launched its voter education campaign, NYC Votes, with a new logo and a new vision for a cross-platform campaign featuring the multi-media Voter Guide, the Debate Program for citywide candidates, a new mobile app, and voter outreach efforts coordinated with public and private partners. Combined, these initiatives meant that NYC Votes reached voters through every available medium in 2013.

The CFB mailed nearly 7.5 million Voter Guides in five different languages: English, Spanish, Chinese, Korean, and —for the first time— Bengali. In the days leading up to the primary and general elections, tens of thousands of New Yorkers visited the online Voter Guide before visiting the polls.

For the first time, the CFB produced the city's Video Voter Guide. The Video Voter Guide was broadcast on NYC-TV; the videos were featured on the CFB's Online Voter Guide, mobile app and YouTube channel. The videos registered more than 29,000 views online, which translates into more than 550 hours of candidate statements watched.

Every candidate on the ballot was permitted to participate in the Voter Guide and the Video Voter Guide; 252 candidates submitted a print profile and 196 recorded a video statement.

The CFB also reached New Yorkers through their smartphones by launching a mobile app, NYCVotes.org. The mobile platform included abridged candidate profiles from the Voter Guide, information about where and how to vote, and even a way to contribute money directly to candidates.

Since 1997, the CFB has administered the Debate Program, which is mandatory for all citywide candidates participating in the Campaign Finance Program who appear on the ballot and meet certain objective and nonpartisan criteria. This election year, the CFB held 12 debates for the three citywide offices (six for mayor, three for public advocate, and three for comptroller). Each debate was produced and broadcast live, simulcast in Spanish, and streamed online.

The CFB worked closely with dozens of city agencies, non-profits, and corporate partners to help New Yorkers register to vote and get ready for the elections. Through these programs, from National Voter Registration Day to the Youth Poet Laureate program to attending naturalization ceremonies, NYC Votes personally reached thousands of New Yorkers.

Finally, the CFB launched a comprehensive social media campaign to engage voters in all five boroughs. Using Twitter, Facebook, YouTube, and Instagram, the CFB encouraged New Yorkers to get ready for Election Day—and to make sure their friends and neighbors were ready, too. The social media campaign launched over the summer with a design contest for an “I Voted” sticker and culminated on Primary and General Election Days when the CFB, working with the New York City Board of Elections, distributed the stickers to voters across the city.

Voter Guide

Edition	Print « Number Mailed »	Online « Unique Pageviews »
Primary/Runoff	4,156,847	91,752
General	3,320,581	88,774

Debate Program

Broadcasters	
TV: CBS 2 NY; WLNY-TV 10/55 (Spanish)	Radio: 1010 WINS; WCBS Newsradio 880
TV: NBC 4 NY; Telemundo Nueva York (Spanish)	Radio: WOR Radio
TV: NY 1; NY1 Noticias (Spanish)	Radio: WNYC New York Public Radio

Social Media

Daily Average Reach of Social Media Posts		
	Aug. 20 – Sept. 10 (Primary Election Day)	Oct. 15 – Nov. 5 (General Election Day)
Facebook (Unique Users)	33,903	181,066
Twitter (Promoted Post Impressions)	32,523	40,091



2013 POST-ELECTION HEARING

Improving Fundraising and Disclosure Through Technology

Post-Election Hearing Panel #3 | February 13, 2014

Moderator: Art Chang, Chair, CFB Voter Assistance Advisory Committee

Panelists: Gale Brewer, Borough President, Manhattan
Ben Kallos, City Council Member (CD #5)
John Kaehny, Executive Director, Reinvent Albany

Questions:

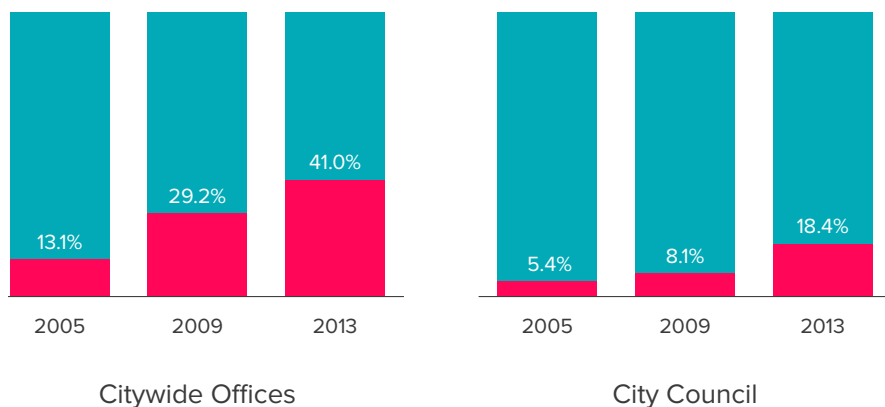
- » How can the CFB use technology to improve its effectiveness?
- » How can the CFB best encourage broader adoption of new technology for fundraising and engagement by campaigns, voters, and contributors?
- » In what ways can better technology simplify disclosure requirements for candidates and independent spenders and make information more accessible to the public?
- » What technological steps should the CFB take to encourage greater voter awareness and participation?

INTRODUCTION

With each successive election, the role of technology in campaigns has grown. Broader access to new technology is making it easier for candidates to connect with contributors and voters. The effective use of these new tools can help advance the values of the Campaign Finance Program by lowering the cost and increasing the efficiency of campaigns’ fundraising and communications work.

Campaigns are raising funds over the Internet in growing numbers. Candidates for City Council raised more than twice as much online as they did four years ago, and candidates running citywide rely on the Internet for more than 40 percent of their overall fundraising. (The vast majority of contributions made by credit card are received through campaigns’ web sites.)

Contributions by Credit Card to Participating Candidates, 2005 – 2013



Going forward, technology will provide candidates with additional options for raising small contributions from New Yorkers. For example, legislation approved by the City Council in December 2013 will allow candidates to accept matchable contributions via text message.

During the 2013 elections, the CFB made significant strides in utilizing technology to help candidates raise funds, report their finances, and connect with potential supporters.

For candidates, the launch of a web-based version of C-SMART, the CFB's campaign finance disclosure software, made complying with the law simpler. Data disclosed by campaigns is available to the public through our improved and refined searchable database, which provided voters with robust new reporting on independent expenditures.

Thanks to a wonderful public-private partnership with Pivotal Labs, Method, Tipping Point Partners, and TekServe, the CFB launched a first-of-its-kind mobile app, NYC Votes, that provided voters with a way to access information about candidates, make contributions, and find their poll site on their smartphones and tablets.



2013 POST-ELECTION HEARING

Bringing Independent Spending Out of the Dark

Post-Election Hearing Panel #4 | February 13, 2014

Moderator: **Eric Friedman**, Assistant Executive Director for Public Affairs, New York City Campaign Finance Board

Panelists: **Josh Gold**, Political Director, New York Hotel Trades Council
Brad Lander, City Council Member (CD #39)
Susan Lerner, Executive Director, Common Cause New York
Gene Russianoff, Senior Attorney, New York Public Interest Research Group

Questions:

- » Were the CFB's rules for disclosure of independent expenditures effective?
- » How can the CFB make the disclosure more accessible to the public?
- » Are there any gaps in the disclosure requirements for independent expenditures?
- » Was the public funding provided sufficient to allow candidates facing independent spending campaigns to communicate their message to voters?

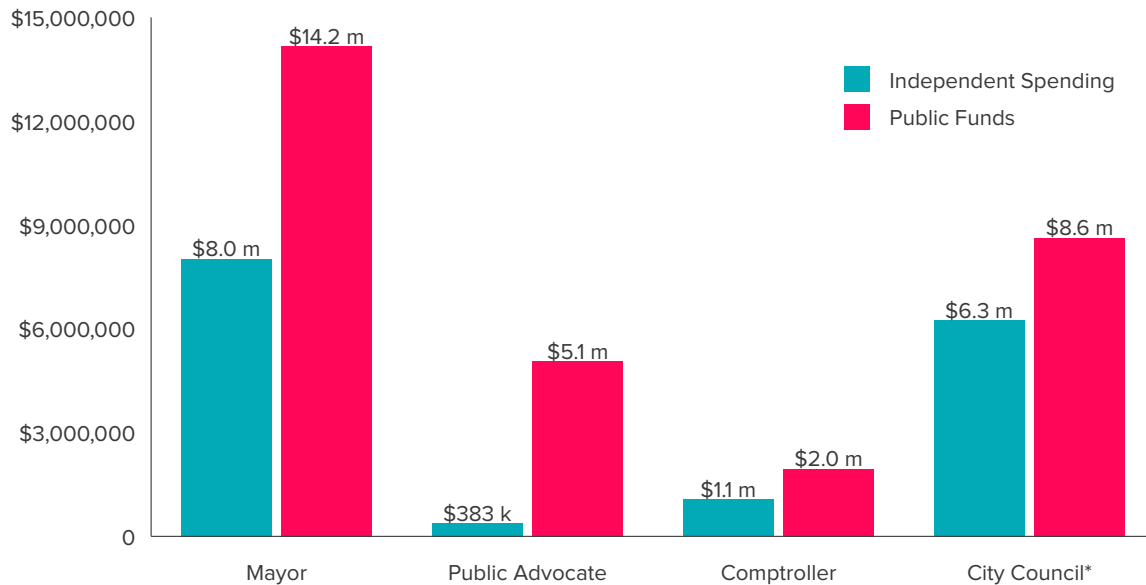
INTRODUCTION

In response to a 2010 Charter amendment approved by 84 percent of voters, the Campaign Finance Board implemented rules for the 2013 elections requiring outside groups and individuals to disclose spending on elections in New York City. The rules require disclosure of certain expenditures once a group or individual spends \$1,000 or more supporting or opposing a candidate or ballot proposal.

Independent groups and individuals reported spending \$15.9 million during the 2013 elections. Though no comparable disclosure exists for previous elections, it appears that the total represents a dramatic increase in outside spending.

Even with the influx of outside cash, initial data from the 2013 elections suggest that the small-dollar match provided candidates with the resources to communicate their own message to voters, without having to rely on big contributions from special interests. While much attention was paid to independent expenditures, funding disbursed to candidates through the public financing system was significantly greater than spending by outside groups.

Spending by Independent Groups vs. Public Funds, New York City 2013 Elections



* Only includes public funds paid to City Council candidates in races where independent groups spent \$10,000 or more. The total amount of public funds paid to all City Council candidates during the 2013 elections was \$11.3 million.

To enable timely disclosure, the CFB built a comprehensive, online portal to facilitate submissions by independent spenders. CFB staff assisted 50 independent spenders, providing training sessions and ongoing guidance throughout the election cycle.

The CFB also increased the resources on its website to make information about independent spending available to the public by significantly expanding the campaign finance summary and searchable database. Charts posted to the site illustrated independent spending in each race.