



# New York City Campaign Finance Board

## **EXHIBIT: GOALS & CHALLENGES**

### GOALS

#### **1. Be a trusted source of information**

We want to be a trusted source for information on how and why to participate in New York City elections, especially now, at a time of widespread uncertainty and rapid change. In 2021, we will also be leading a proactive campaign to help voters adapt to a planned change in city elections: the introduction of ranked choice voting, which will first be used in NYC's June 2021 primary election.

#### **2. The 20K in 2020 initiative**

In New York City, 1.7 million citizens—one out of four citizens citywide—are naturalized. Neighborhoods with large immigrant populations have historically had low rates of voter participation. We are working with community partners in key neighborhoods with immigrant communities and persistently low turnout, to ensure that immigrant New Yorkers are better represented in our electorate. We will engage 20,000 potential voters in these neighborhoods to empower them to vote for the first time in 2020, and then retain 15-25% of those first-time voters in 2021.

#### **3. Doubling youth voter turnout in 2021 (We Power NYC)**

In the last mayoral election, the turnout rate for young voters was only 13.5%. New York City voters under 30 participate in presidential elections at nearly the same rate as voters overall. But their participation in local elections is far lower than other age groups. We will aim to double youth turnout in the next mayoral election through the launch of a citywide youth-centered campaign that will engage young voters through events and content, influencer development, and digital strategies.

### CHALLENGES

The CFB and NYC Votes face a variety of challenges that a new brand and website will help address. These include:

#### **Macro & Situational**

- [Trust in government](#), including [elections](#), is under threat according to recent studies. The same groups that are underrepresented in the electorate (people of color, younger adults) report lower levels of trust in government. Voters report being particularly uncertain about the trustworthiness of information found online.
- Citizens have concerns about the influence and impact of money in politics, but awareness and understanding of CFB's matching funds and campaign finance programs

(and use of the online tools we already have) is low. We'd like to find ways to make this data and information more usable and appealing to voters.

### **Voting**

- While New York City has fairly high levels of voter registration (over 80%), the city frequently has low levels of voter turnout (under 50%), particularly in local elections (25% or less).
- The process of registering and voting is largely analog, conducted in-person and by mail, which poses challenges to creating a smooth end-to-end digital experience. A variety of options exist for online voter registration, but they all require either legislative action to implement or for the voter to take steps to complete the process by mail.
- Turnout is uneven and varies across demographic groups, as discussed above, leading to a voting population that does not fully mirror the city's citizens. We strive to correct this.
- We are an incredibly diverse city, with 100+ languages spoken and a more diverse electorate than most other markets; our website must serve all New Yorkers.

### **CFB Identity, Positioning & Digital Architecture**

- At present, the New York City Campaign Finance Board and NYC Votes have a number of digital properties, hosted on different domains, reflecting past confusion about our brand strategy and architecture and creating complexity for users trying to navigate our sites. Voters account for the majority of traffic, but they only visit a small subset of pages. We want the clarity we are now investing in developing for our brand to be reflected in the experience and navigation of our site, particularly for voters.
- The CFB engages in voter education and engagement, but the Board of Elections is responsible for administering elections, in compliance with New York State Election Law. This means that the CFB is often communicating with voters about processes and policies that the CFB does not create or control (e.g. how to register to vote, location of poll sites, etc.). This distinction can be confusing or frustrating to voters and presents technical challenges (e.g. the ability to integrate systems that the CFB did not build and may not have full access to).
- Inconsistent setup of Google Analytics, lack of UTM tagging, a proliferation of separately created and hosted web properties, uneven SEO, and other aspects of the way NYC Votes has used digital tools, particularly the analytics back-end, have made year-over-year comparisons of digital campaigns, traffic, and behavior challenging. We want to correct these issues to be better able to set and measure achievement of our goals going forward.