



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

May 24, 2018

Dear Requester,

This letter is in response to previous requests pursuant to the Freedom of Information Law received by this Office, seeking generally

Correspondence between the Office of the Mayor and Jonathan Rosen or BerlinRosen.

Due to the number of FOIL requests the Mayor's Office has received for similar communications, as a courtesy the documents being disclosed to you today include materials that are outside the scope of your requests.

The responsive records comprise four volumes of material:

- A. **Pages 3-729**: Material previously **withheld in full or in part** pursuant to the inter-agency exemption §87(2)(g) within the time range. This volume also includes 73 pages of material previously withheld in full pursuant to §87(2)(b).
  - Range: January 1, 2014 to April 3, 2015.
- B. **Pages 730-2844**: Material previously **produced** in full or in part, **or withheld** in full.
  - Range: April 4, 2015 to Dec 31, 2016.
- C. **Pages 2845-4016**: Material responsive to requests not yet fulfilled, and thus not produced previously.
  - Range: January 1, 2017 to Dec 31, 2017.
- D. **Pages 4017-4247**: Material sent to a large number of recipients.
  - Range: April 4, 2015 to Dec 31, 2016

Please note that some responsive material is redacted in part pursuant to Public Officers Law §87(2)(b). Some schedules have been redacted pursuant to Public Officers Law §87(2)(b); these redactions consist of personal appointments or private information. Please also note that some responsive material has been redacted in part pursuant to §87(2)(f).

Additionally, attached at the end of the materials provided, you will find a table containing the identities of those whose personal email addresses were redacted pursuant to Public Officers Law §87(2)(b), effectively concealing the identities of the senders and/or recipients. Please note that the Mayor's Office is not aware of all identities of email recipients and senders. Those email senders and recipients who could not be identified are marked as "Unknown" on the attached table.

You may appeal the determination with regard to this production in writing within thirty days by addressing such an appeal to [foilappeal@cityhall.nyc.gov](mailto:foilappeal@cityhall.nyc.gov).

Sincerely,

A handwritten signature in black ink, appearing to read "Jimmy Pan". The signature is written in a cursive, flowing style.

Jimmy Pan  
Associate Counsel

**From:** [Walzak, Phil](#)  
**To:** ["Jonathan@berlinrosen.com"](#); [REDACTED] ["dan@berlinrosen.com"](#); ["emma@berlinrosen.com"](#);  
["Rabinowitz@berlinrosen.com"](#)  
**Subject:** FW: Re:Hi  
**Date:** Tuesday, January 07, 2014 6:43:07 PM

---

Anything we can do here / want to do?

-----Original Message-----

**From:** Henry Goldman (BLOOMBERG/ NEWSROOM:) [<mailto:hgoldman@bloomberg.net>]  
**Sent:** Tuesday, January 07, 2014 5:47 PM  
**To:** Walzak, Phil  
**Subject:** Re:Hi

I've got my first request: Can you help me talk to Harvey Weinstein and/or Gwyneth Paltrow about their support for UPKNYC? Thanks, H

----- Original Message -----

**From:** PWalzak@cityhall.nyc.gov  
**To:** Henry Goldman (BLOOMBERG/ NEWSROOM:)  
**At:** Jan 7 2014 15:55:30

**From:** [Jonathan Rosen](#)  
**To:** [REDACTED] [Ragone, Peter](#)  
**Subject:** RE: BLOOMBERG - Kanas Says De Blasio's Higher Taxes Won't Damage NYC  
**Date:** Friday, January 10, 2014 12:43:07 PM

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Former head of Northfork Bank, now head of BankUnited. Ross has him on your list for next week.

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**From:** Bill de Blasio [mailto:[REDACTED]]  
**Sent:** Friday, January 10, 2014 11:40 AM  
**To:** Peter Ragone  
**Cc:** Jonathan Rosen  
**Subject:** Re: BLOOMBERG - Kanas Says De Blasio's Higher Taxes Won't Damage NYC

Who is this guy??? I like him! Should I call to thank and to involve him???

Sent via BlackBerry by AT&T

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**From:** "Ragone, Peter" <[pragone@cityhall.nyc.gov](mailto:pragone@cityhall.nyc.gov)>  
**Date:** Fri, 10 Jan 2014 16:13:06 +0000  
**To:** [REDACTED]  
**Subject:** Fw: BLOOMBERG - Kanas Says De Blasio's Higher Taxes Won't Damage NYC

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**From:** De Blasio Clips [<mailto:clips@transition2013.com>]  
**Sent:** Friday, January 10, 2014 11:08 AM  
**Subject:** BLOOMBERG - Kanas Says De Blasio's Higher Taxes Won't Damage NYC

### **Kanas Says De Blasio's Higher Taxes Won't Damage NYC**

BLOOMBERG - Elizabeth Dexheimer

<http://www.bloomberg.com/news/2014-01-09/kanas-says-de-blasio-s-higher-taxes-won-t-damage-nyc.html>

New York City's richest residents may have to meet Mayor Bill De Blasio's demand for higher taxes to fund early-childhood education programs, said BankUnited (BKU) Inc. Chief Executive Officer John Kanas.

"If wealthy New Yorkers have to kick in a little bit of money so that young people can go to school early, so that their parents can go to work -- not so bad, right?" Kanas said today in an interview with Betty Liu on Bloomberg Television.

The new mayor has vowed to raise taxes on the wealthy to finance pre-kindergarten care, and Kanas said De Blasio, 52, will reach his goal in ways that don't "kill the golden goose" of the city's business community. "He will find his way to satisfy both sides," Kanas said.

De Blasio's five-year plan would generate \$530 million annually by raising taxes on income above \$500,000 a year to 4.4 percent from almost 3.9 percent. For the 27,300 city taxpayers earning \$500,000 to \$1 million, the average increase would be \$973 a year, according to the Independent Budget Office, a municipal agency.

Kanas, 67, has run lenders in the New York region before including North Fork Bancorp and has opened branches of Florida-based BankUnited in Manhattan. Kanas, who received \$3 million in salary and bonus for 2012, said his primary home is on Long Island. Residents of the suburban community aren't subject to the city's income tax.

#### Billionaire Backers

BankUnited is backed by billionaire investor Wilbur Ross and private-equity firm Blackstone Group LP, whose chairman, Steve Schwarzman, is also a billionaire.

The bank was among U.S. lenders that failed under previous managers during the housing-market collapse, prompting regulators to seize its operations and sell most of them in 2009 to a group of private-equity investors.

Kanas has been expanding Miami Lakes-based BankUnited after attempts to sell the firm failed to draw any bids that met the board's expectations. While the company is looking at takeovers of other firms, Kanas said he hasn't done any deals because of "lofty" valuations.

"We are interviewing and discussing with people every week, every day, any acquisition opportunity that might make sense for us," he said. "But so far our own performance outstrips anything that we could see."

**From:** [Klein, Monica](#)  
**To:** [REDACTED] [Emma Wolfe; jonathan@berlinrosen.com](mailto:emma.wolfe@berlinrosen.com)  
**Subject:** request from bdb re: Jeff Klein & UPK  
**Date:** Monday, January 13, 2014 9:45:43 AM

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Morning,  
BdB would like to discuss article below  
Thx,  
Monica

**Rejecting NYC's pre-K tax proposal could lead to statewide feud over taxes**

DAILY NEWS - Kenneth Lovett

<http://www.nydailynews.com/new-york/rejecting-nyc-pre-k-tax-proposal-lead-tax-feud-article-1.1577330>

ALBANY — The co-leader of the state Senate is hinting that dozens of requests from municipalities could be in jeopardy if the Legislature rejects Mayor de Blasio's push to raise the city income tax on the wealthy to pay for a pre-K expansion.

Under what is known as a home rule process, a municipality requests permission from the state to raise certain local taxes or take other actions. Typically, lawmakers acquiesce to the locals and the requests sail through.

Over the past three years, 314 home rule bills were passed by the Legislature and signed into law by the governor, aides to Jeffrey Klein (D-Bronx) say.

"We cannot and must not have a double standard when it comes to home rule legislation like Mayor de Blasio's universal pre-K plan," Klein told the Daily News. "Either we empower cities and counties to set their own destiny, or we rethink this entire process."

Klein made his comments after Senate Republican Leader Dean Skelos said last week that de Blasio hasn't yet made a compelling case for a city income tax hike.

As co-leaders of the Senate, Klein and Skelos (R-Nassau County) each have the power to block legislation from coming to the floor for a vote.

The Senate passed 138 home rule messages last year alone. Rejecting de Blasio's plan — assuming as expected the City Council officially asks for it to be passed — could cause city lawmakers to retaliate by voting against other home rule actions sought by suburban and upstate communities — if they are allowed to reach the floor for a vote at all, insiders say.

In supporting de Blasio's plan, Klein said hiking the city income tax on those earning at least \$500,000 will ensure a future funding stream for city prekindergarten programs and "will guarantee 50,000 4-year-olds the opportunity to enroll in this life changing program."

Told of Klein's comments, a Skelos spokesman said only that "we look forward to working with our partner,

Jeff Klein, on this issue.”

Assembly Speaker Sheldon Silver and his Democratic conference support the mayor’s request for a tax hike, but Skelos and Gov. Cuomo have been cool to the idea.

**From:** [Jonathan Rosen](#)  
**To:** <[REDACTED]>  
**Cc:** [Raogone, Peter](#); [Wolfe, Emma](#)  
**Subject:** Re: CRAIN'S: Mayor vs. Governor  
**Date:** Monday, January 13, 2014 9:37:24 PM

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-will yell at Hawkins re retro pay. It's unsourced nonsense and have seen it nowhere else. Do not think it has any currency.

-re pundits defining our success: will the George Arzt's and Richard Brodsky's say inane shit if we come up short - probably - but I feel like the three scenarios we laid out last night are the only way to play and see almost no circumstance where we don't achieve some level of historic expansion of prek and after school.

-new rule: all clips where Richard Brodsky is the lead analysis quote should be disregarded as a matter of course. It's like stories where Hank Sheinkopf is the only quote.

Sent from my iPhone

On Jan 13, 2014, at 7:41 PM, "Bill de Blasio" <[REDACTED]> wrote:

Lord knows I don't pray at brodsky's alter, but I am concerned whether people will actually believe we have failed with a Year One tax increase. I personally don't believe they will if we achieve enough other elements of our agenda AND if we get the tax done by the following year. And when did the elite decide we were indirectly financing retro pay with our tax increase? That's totally false. How she we dispel that rumor?

Sent via BlackBerry by AT&T

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**From:** De Blasio Clips <[clips@transition2013.com](mailto:clips@transition2013.com)>  
**Sender:** [bdbclips@googlegroups.com](mailto:bdbclips@googlegroups.com)  
**Date:** Mon, 13 Jan 2014 19:02:10 -0500  
**To:** [Bdbclips@googlegroups.com](mailto:Bdbclips@googlegroups.com) <[Bdbclips@googlegroups.com](mailto:Bdbclips@googlegroups.com)>  
**Subject:** CRAIN'S: Mayor vs. Governor

**Mayor vs. Governor**

CRAIN'S NY - Andrew J. Hawkins

<http://www.craainsnewyork.com/article/20140112/POLITICS/301129994>

Mayor Bill de Blasio wants to tax the rich. Gov. Andrew Cuomo wants to give them a tax cut. The mayor just won a landslide victory and has political capital to spend, while the governor enjoys broad popular support and is aiming for a historic re-election in November.

With the elements for a classic political fight in place, the two Democrats will need to reach a compromise on taxes between now and the April 1 state budget deadline. And Mr. Cuomo appears to have the upper hand:

The city depends on Albany for billions in state aid each year, as well as to set income-tax rates. With that leverage, Mr. Cuomo can pressure Mr. de Blasio to ease off his populist message and accept whatever can be squeezed out of the budget for universal prekindergarten, the mayor's signature campaign proposal.

"Mayor de Blasio won't be able to unilaterally raise taxes in New York City on high-income earners," said Heather Briccetti, president and CEO of the Business Council of New York State, which supports tax cuts proposed by Mr. Cuomo. "He'll need the agreement of the Legislature and the governor, which means he'll need some kind of deal if he wants to get that done. And I just don't see it happening."

But Mr. de Blasio has cards to play. Both Assembly Speaker Sheldon Silver and state Senate co-leader Jeffrey Klein support the tax hike for pre-K, and the governor needs the votes they control to get his own agenda passed. Moreover, polls show pre-K is a hit with voters; the governor himself now wants it statewide.

Mr. de Blasio does have to fight the perception among the governor's inner circle that he wants to tax the rich not to fund pre-K but to free up city money to give unionized workers retroactive raises.

Contributing to this impression is the alignment of most of the city's unions behind Mr. de Blasio. Last Monday in Harlem, union chiefs representing teachers, hotel employees, health care aides and construction workers, among others, stood with the mayor to voice support for his tax plan. There was no mention of the pay raises that municipal unions expect from Mr. de Blasio.

Open for negotiation

Nor were details given on how the campaign for a pre-K tax would proceed, but Vincent Alvarez, president of the New York City Central Labor Council and the New York chapter of the AFL-CIO, didn't discount the possibility of withholding union endorsements from officials who oppose the tax hike, including Mr. Cuomo.

Two days later, the governor embraced universal pre-K in his State of the State speech but said nothing of the mayor's tax-the-rich scheme, nor of Mr. de Blasio himself. Mr. Cuomo's office said that protocol was followed, and Mr. de Blasio said he wasn't offended.

By voicing support for universal pre-K, Mr. Cuomo left daylight for negotiation with Mr. de Blasio and his legislative allies. A resolution would preserve the governor's reputation as a competent manager who ended Albany's dysfunction, an image important for his re-election bid and potential presidential campaign in 2016.

Mr. de Blasio may have even more at stake. Taxing the rich was a focus of his campaign, and it reinvigorated liberals, who have since made him their national poster child. Universal pre-K without the tax increase would mean average New Yorkers would pay for it, dimming the de Blasio star.

"If Cuomo stiffes him," said former Assemblyman Richard Brodsky, "I don't know how he gets through year one."

Mr. Brodsky, a senior fellow at public-policy institute Demos, said the fight on taxes will define the legislative session in Albany this spring.

"It looks like de Blasio has the Legislature with him," he said. "If that's the case, there are votes in both houses to do what he wants. Is Cuomo going to declare, 'I did my best'? It's possible. But it's not likely."

The governor has wriggled out of political boxes before. Two years ago, having pledged no tax increases but facing a budget deficit, Mr. Cuomo deftly passed off a \$2 billion tax increase as a reduction by extending a "millionaire's tax" just before it expired while cutting middle-class tax rates. Last year, he and the Legislature quietly extended the surcharge on high earners through 2017. The governor has since been vocal about not revisiting income taxes, arguing that increases on the wealthy will send them fleeing to low-tax states.

#### Two-front battle

The tax debate will play out on two fronts. City and state officials will start hashing out their differences behind closed doors, with Mr. de Blasio likely to deploy his new budget director, Dean Fuleihan, who for years was Mr. Silver's chief policy adviser and knows Albany intimately.

Meanwhile, Mr. de Blasio, organized labor and the Working Families Party will take their tax-the-rich message to the public in districts of key state lawmakers to build momentum for their cause. The playbook will be familiar: rallies, door-knocking, phone-banking and possibly TV and radio ads.

The WFP recently joined with other left-leaning groups to create People for New York, modeled in part on a past adversary, the Committee to Save New York, a former business alliance that advertised in support of the governor's fiscally conservative agenda.

As one source who has worked on past campaigns with the Democratic-operative-turned-mayor put it, Mr. de Blasio "is a big believer in the outside game."

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**From:** [Bill de Blasio](#)  
**To:** [Wolfe, Emma](#); [Ragone, Peter](#); [Dean Fuleihan](#); [Jonathan Rosen](#)  
**Subject:** Re: DN: NYS Minority Lawmakers Seek Support For Mayor de Blasio's Universal Pre-Kindergarten Tax Plan  
**Date:** Tuesday, January 14, 2014 12:18:25 PM

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Should we, and if so how should we, counter Skelos' assertion (noted below) that I haven't adequately made the case for pre-k plan

Sent via BlackBerry by AT&T

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**From:** De Blasio Clips <clips@transition2013.com>  
**Sender:** bdbclips@googlegroups.com  
**Date:** Tue, 14 Jan 2014 11:11:05 -0500  
**To:** Bdbclips@googlegroups.com<Bdbclips@googlegroups.com>  
**Subject:** DN: NYS Minority Lawmakers Seek Support For Mayor de Blasio's Universal Pre-Kindergarten Tax Plan

### **NYS Minority Lawmakers Seek Support For Mayor de Blasio's Universal Pre-Kindergarten Tax Plan**

NY DAILY NEWS - Ken Lovett

<http://www.nydailynews.com/blogs/dailypolitics/2014/01/minority-lawmakers-seek-support-for-gov-de-blasios-prekindergarten-tax-plan>

Members of the influential Black, Hispanic and Puerto Rican caucus this morning sought to up pressure on state leaders to approve Mayor de Blasio's push for state permission for the city to increase the city's income tax on the wealthy to cover expanded prekindergarten programs.

Caucus Chairman Karim Camara (D-Brooklyn), different members of the caucus, and several other legislators--including a number of non-New York City lawmakers--held a press conference this morning on the issue in advance of an education rally in which organizers said more than 1,000 people will travel to Albany to call not only for de Blasio's plan, but an additional \$1.9 billion more in statewide education aid.

"The purpose was to announce we have this coalition that includes members outside of New York City and we're asking the Senate to not block a home rule message that would allow New York City to raise the income tax on people making \$500,000 to pay for prekindergarten programs, Camara told the Daily News afterward.

Camara said there was no discussion at this point of blocking home rule messages from other communities if the city's is rejected.

"We didn't get to the strategic questions," Camara said. "We just want it known that this is one of the highest priorities during this legislative session."

I reported yesterday that Senate co-Leader Jeffrey Klein (D-Bronx) hinted that other local requests could be blocked if the Senate doesn't act on the city's plan.

Senate GOP Leader Dean Skelos, who along with Klein can single-handedly block legislation from coming to the floor for a vote--said last week that de Blasio has not made an adequate case for a local tax hike. Skelos said Gov. Cuomo plans to call for a phase-in of a statewide prekindergarten expansion in the 2014-15 budget proposal

he will unveil next week.

Here's part of the release announcing the press conference:

"New York City Mayor Bill de Blasio has proposed a plan to extend and make available full-day Pre-kindergarten to all children in New York City. The new plan would close a gap of nearly 50,000 children who currently receive inadequate part-time Pre-kindergarten or no Pre-kindergarten at all. These high-quality education programs are proven to increase cognition, boost scores and build fundamental skills that put children on an upward educational path.

The Mayor has proposed funding the new plan by implementing a five-year increase in New York City income tax on earners over \$500,000 from 3.876% to 4.41%. The increase would yield approximately 530 million dollars in new revenue for the City and make Universal Pre-kindergarten a reality for all of New York's families. The tax portion of the plan is critical to its success because funding commitments for these types of educational programs have not materialized in past years, leaving tens of thousands of New York City children behind.

Not only do full-day Pre-kindergarten and afterschool programs a help to improve graduation rates and to reduce the achievement gap, but they also make it 20% more likely that a child will graduate high school and will be able to work their way out of poverty. According to a recent study by the National Bureau of Economic Research, Pre-kindergarten programs can reduce the achievement gap by up to as much as 40%."

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For more options, visit [https://groups.google.com/groups/opt\\_out](https://groups.google.com/groups/opt_out).

**From:** [Wolfe, Emma](#)  
**To:** [Adams, Marti](#)  
**Cc:** [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)  
**Subject:** RE: UPK NYC  
**Date:** Thursday, January 16, 2014 5:28:36 PM

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+ Jonathan who is dealing w/ this for upk NYC

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**From:** Adams, Marti  
**Sent:** Thursday, January 16, 2014 5:10 PM  
**To:** Wolfe, Emma  
**Subject:** FW: UPK NYC

Emma see below, are you our point for this?

Thanks

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**From:** Fermino, Jennifer [\[mailto:jfermino@nydailynews.com\]](mailto:jfermino@nydailynews.com)  
**Sent:** Thursday, January 16, 2014 4:46 PM  
**To:** Adams, Marti  
**Subject:** UPK NYC

Doing a story on this pre-k campaign that I got from them. Just wondering, does City Hall have a point person who deals with it? Like one person whose job is solely to deal with UPK NYC? Would it be Emma Wolfe?

**Jennifer Fermino**  
**City Hall Bureau Chief**  
**New York Daily News**  
**(646) 734 0320**

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\*\*\*\*\* (NJ)

**From:** [REDACTED]  
**To:** [Adams, Marti](#); ["Jonathan@berlinrosen.com"](mailto:Jonathan@berlinrosen.com); [Wolfe, Emma](#)  
**Cc:** [Walzak, Phil](#)  
**Subject:** Re: Exclusive for you on UPK campaign  
**Date:** Thursday, January 16, 2014 6:16:14 PM

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Sure but that was as it relates to our activities inside the building. Outside the building is an independent effort that we connect with in the appropriate way.

Peter Ragone/[REDACTED]

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**From:** Adams, Marti  
**Sent:** Thursday, January 16, 2014 3:14 PM  
**To:** [REDACTED] 'Jonathan@berlinrosen.com'; Wolfe, Emma  
**Cc:** Walzak, Phil  
**Subject:** Re: Exclusive for you on UPK campaign

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Will reinforce MAIG but flagging that she has Emma's name from this Times clip:

He said two of his appointees would shepherd the effort: Emma Wolf, his director of city and intergovernmental affairs, who has experience in government and activism; and Dean Fuleihan, the new budget director, who has been a longtime budget guru in Albany and has a "rich reserve of relationships," to mine, Mr. de Blasio said.

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**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Thursday, January 16, 2014 06:01 PM  
**To:** Adams, Marti; 'Jonathan Rosen' <Jonathan@berlinrosen.com>; Wolfe, Emma  
**Cc:** Walzak, Phil  
**Subject:** Re: Exclusive for you on UPK campaign

Just again reference MAIG thing as something city hall cared about and was aware of.

Peter Ragone/[REDACTED]

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**From:** Adams, Marti  
**Sent:** Thursday, January 16, 2014 2:55 PM  
**To:** [REDACTED] 'Jonathan Rosen'; Wolfe, Emma  
**Cc:** Walzak, Phil  
**Subject:** RE: Exclusive for you on UPK campaign

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Ok, I'll move the background w/o Emma's name

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**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Thursday, January 16, 2014 5:55 PM  
**To:** Adams, Marti; 'Jonathan Rosen'; Wolfe, Emma  
**Cc:** Walzak, Phil  
**Subject:** Re: Exclusive for you on UPK campaign

I don't know if we need to identify a city hall contact.

Peter Ragone/ [REDACTED]

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**From:** Adams, Marti  
**Sent:** Thursday, January 16, 2014 2:50 PM  
**To:** 'Jonathan Rosen'; Wolfe, Emma  
**Cc:** Walzak, Phil; [REDACTED]  
**Subject:** RE: Exclusive for you on UPK campaign

This works for me.

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**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Thursday, January 16, 2014 5:43 PM  
**To:** Wolfe, Emma; Adams, Marti  
**Cc:** Walzak, Phil; [REDACTED]  
**Subject:** RE: Exclusive for you on UPK campaign

+ PR. My rec on background:

UPK NYC is an independent effort organized by civic, business, non-profit, labor leaders and prominent New Yorkers to support the Mayor's plan for pre-k and afterschool.

Similar to past Mayor's involvement in campaigns like Mayor's Against Illegal Guns, he is supportive of it and involved in helping to recruit supporters to the issue.

Re: her q on city hall point person – I think fine to say Emma as we have repeatedly said in public space she is point on pre-k.

Cool?

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**From:** Wolfe, Emma [<mailto:EWolfe@cityhall.nyc.gov>]  
**Sent:** Thursday, January 16, 2014 5:30 PM  
**To:** Adams, Marti  
**Cc:** Walzak, Phil; Jonathan Rosen  
**Subject:** RE: Exclusive for you on UPK campaign

+J Ro

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**From:** Adams, Marti  
**Sent:** Thursday, January 16, 2014 5:27 PM  
**To:** Wolfe, Emma  
**Cc:** Walzak, Phil  
**Subject:** FW: Exclusive for you on UPK campaign

Any guidance on this one?

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**From:** Fermino, Jennifer [<mailto:jfermino@nydailynews.com>]  
**Sent:** Thursday, January 16, 2014 5:22 PM  
**To:** Adams, Marti  
**Subject:** FW: Exclusive for you on UPK campaign

The question is, what is mayor's involvement and who is city hall point person?

**Jennifer Fermino**  
**City Hall Bureau Chief**  
**New York Daily News**  
**(646) 734 0320**

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**From:** Emma Woods [<mailto:emma@berlinrosen.com>]  
**Sent:** Thursday, January 16, 2014 11:30 AM  
**To:** Fermino, Jennifer  
**Subject:** Exclusive for you on UPK campaign

Hi Jen – wanted to offer you an exclusive on the next phase of the UPK NYC campaign to pass Mayor de Blasio’s pre-k and after-school plan.

Starting tomorrow, the UPK NYC campaign will launch extensive online and grassroots campaign to recruit tens of thousands of UPK activists to mobilize as budget discussions heat up in Albany.

**Tomorrow morning, hundreds of volunteers will be at subway stops in all five boroughs, handing out literature and signing up supporters. And dozens of organizations will email hundreds of thousands of New Yorkers, urging them to become UPK activists.**

The campaign will include talking to New Yorkers at subway stops, at their doors, at house parties and at town halls throughout the City. Additionally, the campaign will rely on online organizing methods perfected on BDB's campaign for Mayor.

As budget discussion heat up, organizers will mobilize activists to reach out to elected officials throughout the state via in-district and Albany lobby visits, letters and phone calls. The goal is to make sure elected officials see that 70 percent of New Yorkers want to get this done now.

Let me know if you want this piece exclusively for a story to run tomorrow AM, and what you’d need to make it happen.

Thanks,

Emma

Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303

C: 203-568-4780

[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

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\*\*\*\*\* (NJ)

**From:** [Walzak, Phil](#)  
**To:** [Adams, Marti](#); [REDACTED] "[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)"; [Wolfe, Emma](#)  
**Subject:** RE: Let's minimize press activity at REBNY  
**Date:** Thursday, January 16, 2014 6:29:37 PM

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beyootiful

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**From:** Adams, Marti  
**Sent:** Thursday, January 16, 2014 6:29 PM  
**To:** Walzak, Phil; [REDACTED] "[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)"; Wolfe, Emma  
**Subject:** Re: Let's minimize press activity at REBNY

Got it

He has private entrance and will skip reporters on the way in, and REBNY has said they're going to limit access to the VIP reception

Mayor is aware media will be at the event and that he is not expected to do any QA

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**From:** Walzak, Phil  
**Sent:** Thursday, January 16, 2014 06:27 PM  
**To:** [REDACTED] <[REDACTED]> Adams, Marti; 'Jonathan Rosen' <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>; Wolfe, Emma  
**Subject:** RE: Let's minimize press activity at REBNY

Marti – pls confirm receipt of this  
ty

---

**From:** Walzak, Phil  
**Sent:** Thursday, January 16, 2014 6:21 PM  
**To:** [REDACTED] Adams, Marti; 'Jonathan Rosen'; Wolfe, Emma  
**Subject:** RE: Let's minimize press activity at REBNY

Correct  
No Q+A  
Marti on site

---

**From:** [REDACTED] [\[mailto:\[REDACTED\]\]](mailto:[REDACTED])  
**Sent:** Thursday, January 16, 2014 6:18 PM  
**To:** Adams, Marti; 'Jonathan Rosen'; Wolfe, Emma  
**Cc:** Walzak, Phil  
**Subject:** Let's minimize press activity at REBNY

Peter Ragone/[REDACTED]

---

**From:** Adams, Marti  
**Sent:** Thursday, January 16, 2014 2:55 PM  
**To:** [REDACTED] 'Jonathan Rosen'; Wolfe, Emma  
**Cc:** Walzak, Phil  
**Subject:** RE: Exclusive for you on UPK campaign

Ok, I'll move the background w/o Emma's name

---

**From:** [REDACTED] [\[mailto:\[REDACTED\]\]](mailto:[REDACTED])  
**Sent:** Thursday, January 16, 2014 5:55 PM  
**To:** Adams, Marti; 'Jonathan Rosen'; Wolfe, Emma  
**Cc:** Walzak, Phil  
**Subject:** Re: Exclusive for you on UPK campaign

I don't know if we need to identify a city hall contact.

Peter Ragone, [REDACTED]

---

**From:** Adams, Marti  
**Sent:** Thursday, January 16, 2014 2:50 PM  
**To:** 'Jonathan Rosen'; Wolfe, Emma  
**Cc:** Walzak, Phil; [REDACTED]  
**Subject:** RE: Exclusive for you on UPK campaign

This works for me.

---

**From:** Jonathan Rosen [\[mailto:Jonathan@berlinrosen.com\]](mailto:Jonathan@berlinrosen.com)  
**Sent:** Thursday, January 16, 2014 5:43 PM  
**To:** Wolfe, Emma; Adams, Marti  
**Cc:** Walzak, Phil; [REDACTED]  
**Subject:** RE: Exclusive for you on UPK campaign

+ PR. My rec on background:

UPK NYC is an independent effort organized by civic, business, non-profit, labor leaders and prominent New Yorkers to support the Mayor's plan for pre-k and afterschool.

Similar to past Mayor's involvement in campaigns like Mayor's Against Illegal Guns, he is supportive of it and involved in helping to recruit supporters to the issue.

Re: her q on city hall point person – I think fine to say Emma as we have repeatedly said in public space she is point on pre-k.

Cool?

---

**From:** Wolfe, Emma [\[mailto:EWolfe@cityhall.nyc.gov\]](mailto:EWolfe@cityhall.nyc.gov)  
**Sent:** Thursday, January 16, 2014 5:30 PM  
**To:** Adams, Marti  
**Cc:** Walzak, Phil; Jonathan Rosen  
**Subject:** RE: Exclusive for you on UPK campaign

+J Ro

---

**From:** Adams, Marti  
**Sent:** Thursday, January 16, 2014 5:27 PM

**To:** Wolfe, Emma  
**Cc:** Walzak, Phil  
**Subject:** FW: Exclusive for you on UPK campaign

Any guidance on this one?

---

**From:** Fermino, Jennifer [<mailto:jfermino@nydailynews.com>]  
**Sent:** Thursday, January 16, 2014 5:22 PM  
**To:** Adams, Marti  
**Subject:** FW: Exclusive for you on UPK campaign

The question is, what is mayor's involvement and who is city hall point person?

**Jennifer Fermino**  
**City Hall Bureau Chief**  
**New York Daily News**  
**(646) 734 0320**

---

**From:** Emma Woods [<mailto:emma@berlinrosen.com>]  
**Sent:** Thursday, January 16, 2014 11:30 AM  
**To:** Fermino, Jennifer  
**Subject:** Exclusive for you on UPK campaign

Hi Jen – wanted to offer you an exclusive on the next phase of the UPK NYC campaign to pass Mayor de Blasio's pre-k and after-school plan.

Starting tomorrow, the UPK NYC campaign will launch extensive online and grassroots campaign to recruit tens of thousands of UPK activists to mobilize as budget discussions heat up in Albany.

**Tomorrow morning, hundreds of volunteers will be at subway stops in all five boroughs, handing out literature and signing up supporters. And dozens of organizations will email hundreds of thousands of New Yorkers, urging them to become UPK activists.**

The campaign will include talking to New Yorkers at subway stops, at their doors, at house parties and at town halls throughout the City. Additionally, the campaign will rely on online organizing methods perfected on BDB's campaign for Mayor.

As budget discussion heat up, organizers will mobilize activists to reach out to elected officials throughout the state via in-district and Albany lobby visits, letters and phone calls. The goal is to make sure elected officials see that 70 percent of New Yorkers want to get this done now.

Let me know if you want this piece exclusively for a story to run tomorrow AM, and what you'd need to make it happen.

Thanks,

Emma

Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

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\*\*\*\*\*NJ)

**From:** [Wolfe, Emma](#)  
**To:** [REDACTED] "[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)"  
**Subject:** Fw: Cuomo pre-k  
**Date:** Monday, January 20, 2014 10:27:31 PM

---

Fyi

I only texted mulgrew so as not to send off too many flares

----- Original Message -----

**From:** Wolfe, Emma  
**Sent:** Monday, January 20, 2014 10:26 PM  
**To:** 'cgerstl@uft.org' <cgerstl@uft.org>  
**Subject:** Re: Cuomo pre-k

Let's talk first thing in AM

----- Original Message -----

**From:** Carol Gerstl [<mailto:cgerstl@uft.org>]  
**Sent:** Monday, January 20, 2014 10:24 PM  
**To:** Wolfe, Emma  
**Subject:** Cuomo pre-k

We are hearing \$100 million this year and \$1.5 billion over 5 years for full day pre-k

Sent with Good ([www.good.com](http://www.good.com))

**From:** [Wolfe, Emma](#)  
**To:** "[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)"; [REDACTED]  
**Cc:** [REDACTED] "[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)"  
**Subject:** Re: Quotes from advocates/unions  
**Date:** Tuesday, January 21, 2014 2:56:23 PM

---

I'm cool  
PR?  
Who said no, jg?

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Tuesday, January 21, 2014 02:49 PM  
**To:** Wolfe, Emma; [REDACTED] <[REDACTED]>  
**Cc:** Josh Gold ([REDACTED] <[REDACTED]>); Mike Rabinowitz  
<[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)>  
**Subject:** FW: Quotes from advocates/unions

Confirming you are cool with us putting this out from the campaign.....pls read

---

**From:** Emma Woods  
**Sent:** Tuesday, January 21, 2014 1:46 PM  
**To:** Mike Rabinowitz  
**Subject:** Quotes

### **Quotes**

"We applaud Governor Cuomo for making statewide universal pre-k a priority in his executive budget. But the money he is proposing is not enough for truly universal, full-day pre-k and the afterschool program Mayor de Blasio has proposed, and does not guarantee a dedicated funding stream at the level needed. In New York City, we need the tax plan that Mayor de Blasio has laid out in order to generate dedicated resources for a full and secure investment in both universal pre-k and after-school programs – and our city should have the authority to raise its own taxes to pay for the Mayor's critical expansion of these programs. We urge Governor Cuomo and the Legislature to pass Mayor de Blasio's plan to raise taxes on the wealthiest New Yorkers to expand pre-k and after-school programs," said the **Campaign for Children** (not approved)

"The Governor is right to recognize that pre-k and after school are an essential investment in New York's future. But unfortunately the budget he's presented makes it more clear than ever that without new dedicated revenue from a tax on the wealthiest New Yorkers, there is simply no way to make sure these programs reach all of our children," said **Javier H. Valdes, Co-Executive Director of Make the Road New York.**

"We're very encouraged to see that the Governor has prioritized pre-k and after-school programs in his budget, as we know that these programs are essential for the success of our

children and working families. However, the funding he has presented is not enough to expand these programs to serve all children. We need the tax plan Mayor de Blasio has laid out in order to truly invest in our children's futures," said **Melanie Hartzog, Executive Director of Children's Defense Fund New York.** (not approved)

"We applaud Gov. Cuomo for putting Pre-K and after school front and center in the budget. Now, we must work together to make sure these programs truly reach all our children. To fulfill that promise, we need to find sufficient and stable resources – which we can achieve by giving NYC the ability raise revenue from the wealthiest New Yorkers as a stable funding mechanism for UPK," said **Hector Figueroa, President of 32BJ SEIU.**

"Governor Cuomo is right to make Pre-K and after school a central part of his budget, but the resources he has put forward are simply not enough to call his proposal 'universal.' Giving every four-year-old the high-quality early education that studies show to be so effective means finding new revenue, and the fairest way to do that is to give Mayor de Blasio the authority to ask the wealthiest New Yorkers to pay just a little more in taxes," said **Camille Rivera, Executive Director of United NY.**

"I applaud Governor Cuomo for recognizing the critical importance of universal pre-K and after-school programs for educational opportunity. He is right: we need the programs in NYC and statewide. But the statewide money he is proposing doesn't even meet the needs of New York City alone, much less the whole state. Therefore it's obvious that the Legislature and Governor should give New York City the leeway to raise its own taxes to ensure universal pre-K and after-school programs for all of New York's children. The importance and feasibility of such an agreement are now in clear view thanks to the Governor's commitment to these crucial programs," said **Jeffrey Sachs, Director of the Earth Institute at Columbia University and Special Advisor to the UN Secretary-General.**

"The Governor has made a first step, but what he has proposed will not come even close to true universal pre-k and after school for all New Yorkers. Albany has talked about fully funding pre-k again and again for 15 years, but without new tax revenue as Mayor de Blasio has proposed, there is simply no way to give our children the quality education they deserve," said **Jonathan Westin, Executive Director of New York Communities for Change.**

Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303

C: 203-568-4780

[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

To unsubscribe from this group and stop receiving emails from it, send an email to [UPK+unsubscribe@upknyc.org](mailto:UPK+unsubscribe@upknyc.org).

**From:** [Jonathan Rosen](#)  
**To:** [Drew, Chloe](#); [Hatch, Peter](#)  
**Subject:** FW: Favor/totally fine if no  
**Date:** Tuesday, January 28, 2014 12:41:54 PM  
**Attachments:** [REDACTED].[resume 2014.pdf](#)  
[ATT00001.htm](#)

---

Could you pass this to the new commissioner. She is actually quite a person [REDACTED] and would be a get. Ben is my colleague here at BR who worked on the campaign.

---

**From:** Ben Wyskida [[mailto:\[REDACTED\]](mailto:[REDACTED])]  
**Sent:** Tuesday, January 28, 2014 12:11 PM  
**To:** Jonathan Rosen  
**Subject:** Fwd: Favor/totally fine if no

Any chance you could pass on? She's a winner from what I know - [REDACTED], has a ton of experience, very committed.

Begin forwarded message:

**From:** [REDACTED]  
**Date:** January 28, 2014 at 4:41:27 PM GMT  
**To:** Ben Wyskida <[REDACTED]>  
**Subject:** Favor/totally fine if no

Hi Ben,

DYCD has posted a job I'm super interested in - Director of Community Partnerships and Outreach (<http://www.nyc.gov/html/dycd/downloads/pdf/Employment/employment-141695.pdf>) - and/but I have on good authority that unless a candidate is routed through the Mayor's Office, s/he is beyond a longshot for consideration. Would you be willing to pass along my resume? It seems like an amazing opportunity to build on both my [REDACTED]

Totally fine if not, I know everyone has a limited number of jelly beans to pass around right now.

Hope you and Oskar are surviving the cold!

[REDACTED]

PROFESSIONAL EXPERIENCE

---

[REDACTED]





**From:** [Jonathan Rosen](#)  
**To:** [Drew, Chloe](#)  
**Cc:** [Hatch, Peter](#)  
**Subject:** Re: Favor/totally fine if no  
**Date:** Wednesday, January 29, 2014 10:23:50 AM

---

Thanks much.

Sent from my iPhone

On Jan 29, 2014, at 9:11 AM, "Drew, Chloe" <[CDrew@cityhall.nyc.gov](mailto:CDrew@cityhall.nyc.gov)> wrote:

Of course and done!

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Tuesday, January 28, 2014 12:42 PM  
**To:** Drew, Chloe; Hatch, Peter  
**Subject:** FW: Favor/totally fine if no

Could you pass this to the new commissioner. She is actually quite a person [REDACTED] and would be a get. Ben is my colleague here at BR who worked on the campaign.

---

**From:** Ben Wyskida [[mailto:\[REDACTED\]](mailto:[REDACTED])]  
**Sent:** Tuesday, January 28, 2014 12:11 PM  
**To:** Jonathan Rosen  
**Subject:** Fwd: Favor/totally fine if no

Any chance you could pass on? She's a winner from what I know - [REDACTED], has a ton of experience, very committed.

Begin forwarded message:

**From:** [REDACTED] <[REDACTED]>  
**Date:** January 28, 2014 at 4:41:27 PM GMT  
**To:** Ben Wyskida <[REDACTED]>  
**Subject:** Favor/totally fine if no

Hi Ben,

DYCD has posted a job I'm super interested in - Director of Community Partnerships and Outreach

(<http://www.nyc.gov/html/dycd/downloads/pdf/Employment/employment-141695.pdf>) - and/but I have on good authority that unless a candidate is routed through the Mayor's Office, s/he is beyond a longshot for consideration. Would you be willing to pass along my resume? It seems like an amazing opportunity to build on both my [REDACTED]

[REDACTED]

[REDACTED] Totally fine if not, I know everyone has a limited number of jelly beans to pass around right now.

Hope you and Oskar are surviving the cold!

[REDACTED]

**From:** [Adams, Marti](#)  
**To:** ["Jonathan Rosen"](#)  
**Subject:** RE: REQUEST FOR COMMENT: Jewish Week: Open Letter from New York Jews re AIPAC  
**Date:** Wednesday, January 29, 2014 4:05:44 PM

---

Perfect, thanks

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Wednesday, January 29, 2014 4:05 PM  
**To:** Adams, Marti  
**Subject:** RE: REQUEST FOR COMMENT: Jewish Week: Open Letter from New York Jews re AIPAC

Yes, this is good and walks the right line. Agree with Avi on drawing this line.

---

**From:** Adams, Marti [<mailto:MAdams@cityhall.nyc.gov>]  
**Sent:** Wednesday, January 29, 2014 4:02 PM  
**To:** Jonathan Rosen  
**Subject:** FW: REQUEST FOR COMMENT: Jewish Week: Open Letter from New York Jews re AIPAC

You ok with this?

---

**From:** Fink, Avi  
**Sent:** Wednesday, January 29, 2014 3:43 PM  
**To:** Norvell, Wiley; Mayor's Press Office; Adams, Marti  
**Cc:** Walzak, Phil; Wolfe, Emma  
**Subject:** RE: REQUEST FOR COMMENT: Jewish Week: Open Letter from New York Jews re AIPAC

I think we should respond and subtly draw a line between supporting AIPAC and supporting Israel. Something like this, and I think we should also consult Rosen.

"Mayor de Blasio is committed to preserving and strengthening New York City's relationship with Israel because of our shared values and the threat of terrorism that we both face. His commitment to this goal transcends any particular organization and is rooted in the people of New York City and their values."

---

**From:** Norvell, Wiley  
**Sent:** Wednesday, January 29, 2014 3:35 PM  
**To:** Mayor's Press Office; Adams, Marti  
**Cc:** Walzak, Phil; Fink, Avi  
**Subject:** RE: REQUEST FOR COMMENT: Jewish Week: Open Letter from New York Jews re AIPAC

Looping Avi.

---

**From:** Mayor's Press Office  
**Sent:** Wednesday, January 29, 2014 3:31 PM  
**To:** Adams, Marti; Norvell, Wiley  
**Cc:** Walzak, Phil  
**Subject:** REQUEST FOR COMMENT: Jewish Week: Open Letter from New York Jews re AIPAC

---

**From:** Adam Dickter [\[mailto:adam@jewishweek.org\]](mailto:adam@jewishweek.org)  
**Sent:** Wednesday, January 29, 2014 3:13 PM  
**To:** Mayor's Press Office  
**Subject:** FW: Open Letter from New York Jews

Hi.

Can we get comment in response to this letter?

Also, can you add me to the official email list?

Adam Dickter  
Asst. Managing Editor  
The Jewish Week  
212 997-2939  
[Adam@jewishweek.org](mailto:Adam@jewishweek.org)  
[www.thejewishweek.com](http://www.thejewishweek.com)  
@AdamDickter

January 29, 2014

## **An Open Letter to Mayor Bill de Blasio:**

We are Jewish residents of New York who read, in the leaked transcript of your private speech to a meeting of AIPAC leaders, the following:

"City Hall will always be open to AIPAC. When you need me to stand by you in Washington or anywhere, I will answer the call and I'll answer it happily 'cause that's my job."

We understand that the job of mayor of New York is a complex one that often calls for your participation on the international stage, and we would not presume to define your job for you. But we do know that the needs and concerns of many of your constituents--U.S. Jews like us among them--are not aligned with those of AIPAC, and that no, your job is not

to do AIPAC's bidding when they call you to do so. AIPAC speaks for Israel's hard-line government and its right-wing supporters, and for them alone; it does not speak for us.

Sincerely yours,

Ruth J. Abram  
Karen R. Adler  
Arlene Alda  
Anita Altman  
Esther Ann-Asch  
Emanuel Ax  
Peter Beinart  
Andrew Berger  
Loren Bevans  
Martin I. Bresler  
Kenneth David Burrows  
Howard Clyman  
Rabbi Rachel Cowan  
Barbara Deinhardt  
Barbara Dobkin  
Eugene Eisner  
Laurel W. Eisner  
Daniel Engelstein  
Eve Ensler  
Danny Goldberg  
Sally Gottesman  
Linda Gottlieb  
Laurence Greenwald  
Jane Hirschmann  
Erica Jong

Peter A. Joseph  
Alice Kessler-Harris  
Rabbi Sharon Kleinbaum  
Gil Kulick  
Martha Weinman Lear  
Bobbie Leigh  
Jonathan Leigh  
Alan H. Levine  
Rabbi Ellen Lippmann  
Rabbi J. Rolando Matalon  
Marilyn Kleinberg Neimark  
Donna Nevel  
Kathleen Peratis  
Letty Cottin Pogrebin  
Bertrand B. Pogrebin  
Michael Ratner  
Anne Roiphe  
Betty Rollin  
Al Ruben  
Marlene Sanders  
James Schamus  
Dan Silverman  
Beverly Solochek  
Carla Singer  
Rabbi Felicia Sol  
Alisa Solomon  
Gloria Steinem  
Herbert Teitelbaum  
Rebecca Vilkomerson  
Rabbi Burton Visotzky  
Peter Weiss

Jack Willis

Eugenia Zukerman

**From:** [Wolfe, Emma](#)  
**To:** [Jonathan Rosen](#)  
**Cc:** [Ursulina.r](#)  
**Subject:** Re: Pedro Noguera  
**Date:** Thursday, February 06, 2014 12:26:48 PM

---

Not I  
Unacceptable though

On Feb 6, 2014, at 12:15 PM, "Jonathan Rosen" <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

Urs or Emma – who holds this relationship? Can we reach out to him and offer to brief him on pre-k and generally make sure he knows we were really unhappy with his comment in this story. I have highlighted his quote below.

----- Original message -----

**From:** Capital Pro  
**Date:** 02/06/2014 4:47 AM (GMT-05:00)  
**To:** NYPA  
**Subject:** Article: The daunting logistics of de Blasio's pre-K plan

## **[The daunting logistics of de Blasio's pre-K plan](#)**

By Eliza Shapiro

5:00 a.m. | Feb. 6, 2014

Getting Bill de Blasio's ambitious, politically tricky universal pre-kindergarten plan through Albany may turn out to be the easy part.

Because if and when it passes, the city will have to contend urgently with some questions it doesn't currently have the answers to, beginning with where all the newly eligible children will go, and how they'll get there.

De Blasio has said the city will have the space to house 53,604 pre-K students by this September and all 73,250 eligible children by the following school year if the city identifies 2,000 more classrooms.

“Make no mistake, we are ready to hit the ground running and launch a major expansion of quality pre-K for the coming school year,” de Blasio said in a statement. “The real obstacle isn't space or personnel, it's the sustainable funding needed to serve every child.”

But if the funding is secured, the space issue will pose a logistical challenge of historic proportions. The mayor's figures rely on a number of optimistic assumptions, beginning with the idea that the city will be able to identify and convert adequate space not just in school buildings, but in community-based organizations (CBOs) and libraries, all in time to accommodate the first phase of expanded pre-K in September. There are hundreds of city regulations to make

classroom space useable for young children.

Another potential headache: School busing is not provided for most four-year-olds.

"I'm worried about it," said Pedro Noguera, a professor of education at NYU's Steinhardt School of Culture, Education and Human Development, about executing de Blasio's pre-K plan. "I just think if you try to do this too quickly you're not going to do it well."

"This could easily blow up in the mayor and chancellor's face," he added.

De Blasio and his allies are currently engaged in a political battle with Governor Andrew Cuomo, who has no intention of allowing a tax hike in his re-election year, and has effectively tried to preempt the de Blasio plan by proposing some statewide funding for pre-K that wouldn't require additional taxes.

That's left de Blasio to convince lawmakers and the public that Cuomo's proposal is insufficient to the needs of the city's children, even as he reassures them that his own plan is a workable one.

De Blasio offered some new details about his potentially transformative (and [highly popular](#)) plan in a report released on Jan. 27, which found the Department of Education has already identified about 4,000 classrooms that could house pre-K programs, with more space available in community-based organizations and public libraries.

The D.O.E. currently provides pre-K for about 59,000 children, according to the department's figures, with about 60 percent of the programs housed in C.B.O.s, and the remaining 40 percent in D.O.E. schools.

But many city schools are already overcrowded, meaning, presumably, there would be no room for new pre-K classes. (In Brooklyn's District 15, for example, where de Blasio's children attended school, 24 out of 36 schools are already over-utilized, according to a D.O.E report from the 2012-2013 school year.)

So accomodating the newly eligible children, at the very least, will require more resources and capability than the education department can muster on its own.

"There's hardly any community you go in that doesn't have a big need for pre-K," said Nancy Wackstein, the executive director of United Neighborhood Houses, a coalition of 38 community organizations, many of which currently provide pre-K and are willing to increase their capacity under the mayor's plan. "What it will require is all the city agencies pulling together to make it happen, and to expand in many cases. We in the nonprofit sector are sometimes the victim of slow city processes."

There is plenty of precedent for housing pre-K programs outside traditional schools: 500 C.B.O.s currently offer pre-K through D.O.E. contracts. But expanding them under strict city regulations won't be easy.

According to Department of Health regulations, C.B.O.s housing pre-K space must have, among other things, child-sized sinks with water temperature not exceeding 115 degrees Fahrenheit, 30 square feet of wall-to-wall space for each child, protective barriers installed in all stairways, and low banisters or handrails installed for small children, among many other regulations for construction.

C.B.O.s will also have to ensure that all rooms housing pre-K programs have the appropriate radiator covers and correct liquid soap dispensers for children, along with hundreds of other regulations for building and renovating pre-K space.

D.O.E. officials have asked principals and school leaders to tell them whether their schools have space for pre-K and if they are willing to host the program. Schools are also subject to regulations for pre-K: classrooms cannot be above the third floor, must provide at least 35 square feet of space per child, and have child-size bathrooms easily accessible from the classrooms.

If there are schools with pre-K space available, commutes may prove difficult due to a state law preventing children under four from riding a bus without a car seat. While special-education students will continue to receive busing from the D.O.E., busing for general education students is not yet on the table. De Blasio has also proposed looking into additional space in public library branches and New York City Housing Authority buildings.

Wackstein said that while some NYCHA buildings' community spaces are underutilized, some would require costly renovations in order to bring the rooms up to code for housing young children. As for the libraries, there could be space crunch: Pre-K children could end up using branches where schools chancellor Carmen Fariña already has designs to create "teen rooms" for her new middle school improvement initiative.

Officials from the city's cash-strapped library system say they're up to the task of housing pre-K activity.

"We've been in the business of pre-K and children's literacy work for decades," said Anthony Marx, president and CEO of the New York Public Library.

The NYPL has 88 branches and most of them have floors or rooms for children, Marx added.

The Queens Public Library has submitted proposals to provide pre-K at several of its sites, a spokeswoman said.

Still, the details of whether pre-K programs would actually move into the libraries in large numbers or whether those programs would just use the libraries' resources have not yet been hammered out, sources say.

Specifics for space utilization in school buildings are still to be determined, D.O.E. spokesman Devon Puglia said.

"In terms of our classroom estimates, they are initial," said Puglia.

He said the city would find accommodations, without compromising on

standards.

“We want kids in suitable spaces with high-quality programs, whether C.B.O. or public school, and they will be,” he said.

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**From:** [Jonathan Rosen](#)  
**To:** [Ben Furnas](#); [Hatch, Peter](#)  
**Subject:** FW: hi Jonathan!  
**Date:** Friday, February 14, 2014 12:23:26 PM

---

She was very helpful in setting up the [REDACTED] and helped on the policy book. Who owns this issue – could I intro her to one of you?

---

**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Friday, February 14, 2014 10:58 AM  
**To:** Jonathan Rosen  
**Subject:** hi Jonathan!

Hope all is well with you, and you are enjoying a respite from the relentless snow!

Are you involved at City Hall at all, or are you staying exclusively on the political side? If you have any involvement these days, I wanted to bring something to your attention.

I know that the Mayor values manufacturing jobs, as per campaign and other stated priorities, but I see that the only program that provides services to industrial businesses (Industrial Business Zone Program) has been cut completely out of the preliminary administrative budget. 0\$ allocation. It's my guess that this is what the agencies themselves proposed to fund, but I think that defunding this program does not align well with his stated goal of using city resources to retain and grow manufacturing. Last year \$1.1 million was allocated city wide after the Council stepped in to fund it. In contrast, NYC and Company was allocated \$12 million for FY15. (Not that they don't deserve it—they do!)

Is there anyone at city hall that you think I should speak with to point this out? It is a funding decision that is misaligned with the Mayor's stated policy goals.

Unrelated—I recently found out that we have a mutual friend—[REDACTED]  
[REDACTED] It's really great!

Talk to you soon!

[REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

[Redacted]

---

**From:** Jonathan Rosen [mailto:[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)]  
**Sent:** Tuesday, November 19, 2013 4:44 PM  
**To:** [Redacted]  
**Subject:** RE: very delayed thank you

Thanks [Redacted] I forwarded your note to our transition team and urged them to consider you for any working groups or task forces on economic development and/or manufacturing. Hope all is well and thank you again.

-jr

---

**From:** [Redacted]  
**Sent:** Tuesday, November 19, 2013 10:41 AM  
**To:** Jonathan Rosen  
**Subject:** RE: very delayed thank you

Hi Jonathan!

A belated congratulations to you and your team! Hope all is chugging along smoothly!

I wanted to offer my assistance on anything you guys need with regard to economic development—I've been doing this a couple of years and would be happy to provide feedback to help the transition team as it crafts the framework for the new administration! Let me know if you need anything from me or our businesses!

Talk to you soon!

[Redacted]

---

**From:** Jonathan Rosen [mailto:[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)]  
**Sent:** Wednesday, September 11, 2013 1:13 PM  
**To:** [Redacted]

**Subject:** RE: very delayed thank you

It was! Thank you. We will definitely be in touch going forward! Thanks for helping us when no one thought it was possible.

---

**From:** [REDACTED]  
**Sent:** Wednesday, September 11, 2013 10:30 AM  
**To:** Jonathan Rosen  
**Subject:** RE: very delayed thank you

Congrats, man!

I'm pretty sure that it's the tour of [REDACTED] that put him over the top!!

Go get em, and let us know if you need any other info on growing industrial jobs!!

[REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

---

**From:** Jonathan Rosen [mailto:[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)]  
**Sent:** Tuesday, September 03, 2013 12:33 PM  
**To:** [REDACTED]  
**Subject:** very delayed thank you

I should have sent this weeks ago. I'm sorry. Campaign is crazy. But thank you so much for helping us find a location [REDACTED]. It was great. Bill loved it and really connected with [REDACTED]. Really appreciate it and so does Bill. Sorry for my rudeness and delayed note.

Jonathan Rosen  
BerlinRosen Public Affairs, Ltd.  
15 Maiden Lane, Suite 1600  
New York, NY 10038  
t. 646.452.5637  
[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)

**From:** [Wolfe, Emma](#)  
**To:** ["Jonathan Rosen"; \[REDACTED\]](#) [PhilWalzak \(gmail.com\)](#); [Rebecca Katz](#)  
**Subject:** RE: NY Times mag  
**Date:** Wednesday, February 19, 2014 11:27:23 AM

---

Please use my gmail address.

-----Original Message-----

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
Sent: Wednesday, February 19, 2014 11:26 AM  
To: [REDACTED] [PhilWalzak \(gmail.com\)](#); [Rebecca Katz](#); [Wolfe, Emma](#)  
Subject: FW: NY Times mag

Sirota is a pretty big national progressive writer - he's writing about WFP and the rise of progressives in NYC for the NYT Magazine. Says he can't get a line into y'all. Pls advise.

-----Original Message-----

From: David Sirota [[mailto:\[REDACTED\]](mailto:[REDACTED])]  
Sent: Wednesday, February 19, 2014 11:20 AM  
To: Jonathan Rosen  
Subject: NY Times mag

Can we chat in the next few days about my NY Times magazine piece? I can't get anyone in de Blasio's office to call me back, and I really don't want to write a no comment in there. It will somewhat change the entire flavor of the piece. I'm at [REDACTED]

D

**From:** [Wolfe, Emma](#)  
**To:** ["Jonathan Rosen"](#)  
**Subject:** RE: NY Times mag  
**Date:** Wednesday, February 19, 2014 11:29:20 AM

---

nope

-----Original Message-----

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
Sent: Wednesday, February 19, 2014 11:29 AM  
To: Wolfe, Emma  
Subject: RE: NY Times mag

I do and it keeps turning into your cityhall one. Do you have it autoforwarding or something?

-----Original Message-----

From: Wolfe, Emma [<mailto:EWolfe@cityhall.nyc.gov>]  
Sent: Wednesday, February 19, 2014 11:27 AM  
To: Jonathan Rosen; [REDACTED] PhilWalzak (gmail.com); Rebecca Katz  
Subject: RE: NY Times mag

Please use my gmail address.

-----Original Message-----

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
Sent: Wednesday, February 19, 2014 11:26 AM  
To: [REDACTED] PhilWalzak (gmail.com); Rebecca Katz; Wolfe, Emma  
Subject: FW: NY Times mag

Sirota is a pretty big national progressive writer - he's writing about WFP and the rise of progressives in NYC for the NYT Magazine. Says he can't get a line into y'all. Pls advise.

-----Original Message-----

From: David Sirota [[mailto:\[REDACTED\]](mailto:[REDACTED])]  
Sent: Wednesday, February 19, 2014 11:20 AM  
To: Jonathan Rosen  
Subject: NY Times mag

Can we chat in the next few days about my NY Times magazine piece? I can't get anyone in de Blasio's office to call me back, and I really don't want to write a no comment in there. It will somewhat change the entire flavor of the piece. I'm at [REDACTED]

D

**From:** [Wolfe, Emma](#)  
**To:** [REDACTED]; [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)  
**Subject:** FW: 3pm Eva call  
**Date:** Friday, February 28, 2014 12:48:33 PM

---

Do either of you want to get on this call?

---

**From:** Wolfe, Emma  
**Sent:** Friday, February 28, 2014 12:27 PM  
**To:** 'Jonathan Westin'  
**Cc:** Schnake-Mahl, Gabriel  
**Subject:** RE: 3pm Eva call

Yes

---

**From:** Jonathan Westin [<mailto:jwestin@nycommunities.org>]  
**Sent:** Friday, February 28, 2014 11:00 AM  
**To:** Wolfe, Emma  
**Subject:** 3pm Eva call

Does that work?

UFT, AQE, CEJ, MTR and us confirmed.

**From:** [REDACTED]  
**To:** [Lupo, Jon Paul](#); [Josh Gold](#); [Sherif Soliman](#); [WileyJNorvell \(gmail\)](#); [PhilWalzak \(gmail.com\)](#); [Peter Ragone](#); [Dan Levitan](#); [Mike Rabinowitz](#); [Emma Woods](#); [Jonathan Rosen](#); [Matt Tepper](#); [Josh Wallack](#); [Thompson, Ashley](#)  
**Subject:** Re: Tweet from Kate Taylor (@katetaylornt)  
**Date:** Monday, March 24, 2014 11:58:31 AM

---

We need to clarify/spin. Pls get josh wallack on phone now and help fig out  
Sent via BlackBerry by AT&T

---

**From:** "Lupo, Jon Paul" <JPLupo@cityhall.nyc.gov>  
**Date:** Mon, 24 Mar 2014 15:50:41 +0000  
**To:** [REDACTED] Josh Gold [REDACTED]; [Sherif Soliman](#)<[REDACTED]>; [WileyJNorvell \(gmail\)](#)<[REDACTED]>; [PhilWalzak \(gmail.com\)](#)<[REDACTED]>; [Peter Ragone](#)<[REDACTED]> [Dan Levitan](#)<[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)>; [Mike Rabinowitz](#)<[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)>; [Emma Woods](#)<[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>; [Jonathan Rosen](#)<[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>; [Matt Tepper](#)<[matt@berlinrosen.com](mailto:matt@berlinrosen.com)>; [Josh Wallack](#)<[REDACTED]>; [Thompson, Ashley](#)<[AThompson@cityhall.nyc.gov](mailto:AThompson@cityhall.nyc.gov)>  
**Subject:** RE: Tweet from Kate Taylor (@katetaylornt)

Ashley Thompson was in hearing and is grabbed Jill Krauss from ACS to clarify this. Jill Krauss is saying that the tweet is what Cmsr said and is what they believe to be true.

---

**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Monday, March 24, 2014 11:48 AM  
**To:** [Josh Gold](#); [Sherif Soliman](#); [WileyJNorvell \(gmail\)](#); [PhilWalzak \(gmail.com\)](#); [Peter Ragone](#); [Dan Levitan](#); [Mike Rabinowitz](#); [Emma Woods](#); [Jonathan Rosen](#); [Matt Tepper](#); [Josh Wallack](#); [Lupo, Jon Paul](#)  
**Subject:** Re: Tweet from Kate Taylor (@katetaylornt)

+ JP

Jon paul is working on exact question and answer and then we have got to clarify with reporters and/or spin  
Sent via BlackBerry by AT&T

---

**From:** [Josh Gold](#) [REDACTED]  
**Date:** Mon, 24 Mar 2014 11:33:18 -0400  
**To:** [Emma Wolfe](#)<[REDACTED]> [Sherif Soliman](#) [REDACTED]; [Wiley Norvell](#)<[REDACTED]>; [Phillip Walzak](#) [REDACTED]; [Peter Ragone](#) [REDACTED]; [Dan Levitan](#)<[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; [Mike Rabinowitz](#)<[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)>; [Emma Woods](#)<[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>; [Jonathan Rosen](#)<[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>; [Matt Tepper](#)<[matt@berlinrosen.com](mailto:matt@berlinrosen.com)>; [Josh Wallack](#) [REDACTED]  
**Subject:** Tweet from Kate Taylor (@katetaylornt)



**Kate Taylor** ([@katetaylornt](#))

[3/24/14, 11:24 AM](#)

ACS commish Gladys Carrion says there is funding in budget for DOE pre-K teachers & CBO pre-K teachers to be paid same.

---

Download the official Twitter app [here](#)

Sent from my iPhone

**From:** [Emma Wolfe](#)  
**To:** [Josh Gold](#)  
**Cc:** [Dan Levitan](#); [Jonathan Rosen](#); [Mike Rabinowitz](#); [REDACTED]; [PhilWalzak \(gmail.com\)](#); [Emma Woods](#); [Schnake-Mahl Gabriel](#)  
**Subject:** Re: Tweet forwarded by @JonathanRosenBR  
**Date:** Tuesday, March 25, 2014 5:54:55 PM

---

Correct  
Devil is in details here!!!

On Mar 25, 2014, at 5:38 PM, Josh Gold <[REDACTED]> wrote:

Defer to Emma - but I don't think we want to jump up and down until this is completely sealed and done. I think we ignore this stuff.

Sent from my iPhone

On Mar 25, 2014, at 5:30 PM, Dan Levitan <[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)> wrote:

MARCH 25, 2014 5 25 PM

## NYS Leaders Set To Give Mayor de Blasio \$300M For Pre-K, Sources Say

BY KEN LOVETT

Gov. Cuomo and state lawmakers are zeroing in on a deal that would set aside \$300 million for a full-day prekindergarten in New York City, the Daily News has learned.

Sources close to the talks say additional money would also be given to the city that can be used for after-school programs, though it wouldn't be specifically earmarked for that purpose.

All told, the sources said, the emerging budget deal would likely provide a total package close to what Mayor de Blasio has been seeking--though without the increase in the city income tax the mayor had been seeking to fund the expansion.

But, as with anything in the flow of budget talks, the sources warn no deal is set until the final budget is agreed upon.

Gov. Cuomo during an appearance Syracuse denied a final deal on pre-K has been reached, but said "we are getting closer to a number."

But he also referenced the \$300 million figure for the city.

"New York City has been very aggressive in saying they want to move quickly and they would need about \$300 million to bring it online," he said. "We'll have the money available, but the actual result is going to be up to the local governments."

He said how much the state sets aside won't matter if the localities can't get their programs up and running. Rather than hand over the money, a district will first have to spend it and then seek reimbursement from the state.

"I want to be in a position as a state that we can move as quickly as the local government can move--and then we'll find out how quickly the local governments can move," he said.

The emerging budget deal will also set aside additional money for full-day pre-K

programs outside the city. But, sources said, that money will have more flexibility so districts can also use it to beef up full-day kindergarten programs.

In addition, it's expected that an education bond act that will go before voters will set aside money for pre-kindergarten classroom construction as well as additional space so the city can close down the trailers that house some classes.

Legislative leaders reported progress on the budget talks. Sources said a deal to delay the implementation of the Common Core education standards for two years has been agreed to.

One source said the major outstanding issues involve charter schools, an anti-corruption package, campaign finance reform and the DREAM Act.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@levitandan](mailto:levitandan)

On Tue, Mar 25, 2014 at 4:57 PM, Jonathan Rosen  
<[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

Gov Cuomo says NYC will probably get about \$300m for pre-k.. But talks on budget continue

Original Tweet: <https://twitter.com/GormleyAlbany/status/448563692830208000>

Sent via TweetDeck

**From:** [Unger, Katherine](#)  
**To:** ["Matt Tepper"](#)  
**Subject:** RE: tomorrow's visit  
**Date:** Wednesday, March 26, 2014 10:16:01 AM

---

OK

-----Original Message-----

From: Matt Tepper [<mailto:matt@berlinrosen.com>]  
Sent: Wednesday, March 26, 2014 10:14 AM  
To: Unger, Katherine  
Subject: Re: tomorrow's visit

Working with Avi. It's Bratton. He just said the Mayor isn't going -- so looks like NYPD will handle let. Let me know if you hear otherwise!

On 3/26/14 10:08 AM, "Unger, Katherine" <KUnger@cityhall.nyc.gov> wrote:

>I haven't heard of this event? Who is going -- Farina? Have you been  
>working with Lindsay on it?

>

>-----Original Message-----

>From: Matt Tepper [<mailto:matt@berlinrosen.com>]  
>Sent: Wednesday, March 26, 2014 10:06 AM  
>To: Unger, Katherine  
>Subject: FW: tomorrow's visit

>

>Hey -- Are you all helping to staff the NYPD after-school event  
>tomorrow at Children's Aid.

>

>Apparently the Commissioner's folks visited the site yesterday - but  
>the organization is still a little confused about what you all are  
>looking for (kid roundtable, parents, etc).

>

>Want to get them the info ASAP so they can reach out and be ready. I  
>told them City Hall will handle press outreach.

>

>On 3/26/14 9:57 AM, "Espinal, Keyla" <keylae@childrensaidsociety.org>  
>wrote:

>

>>Hi Matt- I left a message for Janet again because some of the  
>>commissioners folks went to out center yesterday but didn't give us  
>>any more details but did mention that the mayor may be coming along as well.  
>>I will keep trying to call her this morning.

>>

>>Any details you can get would be great too. We want to know if there  
>>will be a press conference and if we should be reaching out to the  
>>media as well.

>>

>>Thanks.

>>

>>Keyla Espinal  
>>The Children's Aid Society  
>>Sent from my iPhone

>>

>>> On Mar 26, 2014, at 9:53 AM, "Matt Tepper" <matt@berlinrosen.com>  
>>>wrote:

>>>

>>> Hey < Just wanted to check to make sure you all connected with the  
>>>NYPD for tomorrow's visit.  
>

**From:** [Ben Furnas](#)  
**To:** [Jonathan Rosen](#)  
**Cc:** [Hatch, Peter](#); [REDACTED]  
**Subject:** Re: FW: hi Jonathan!  
**Date:** Thursday, March 27, 2014 5:29:39 PM

---

Just dropped her a line, left a message and will put her in contact with folks in Alicia's shop

Ben

On Fri, Feb 14, 2014 at 12:23 PM, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

She was very helpful in setting up the [REDACTED] and helped on the policy book. Who owns this issue – could I intro her to one of you?

---

**From:** [REDACTED]  
**Sent:** Friday, February 14, 2014 10:58 AM  
**To:** Jonathan Rosen  
**Subject:** hi Jonathan!

Hope all is well with you, and you are enjoying a respite from the relentless snow!

Are you involved at City Hall at all, or are you staying exclusively on the political side? If you have any involvement these days, I wanted to bring something to your attention.

I know that the Mayor values manufacturing jobs, as per campaign and other stated priorities, but I see that the only program that provides services to industrial businesses (Industrial Business Zone Program) has been cut completely out of the preliminary administrative budget. 0\$ allocation. It's my guess that this is what the agencies themselves proposed to fund, but I think that defunding this program does not align well with his stated goal of using city resources to retain and grow manufacturing. Last year \$1.1 million was allocated city wide after the Council stepped in to fund it. In contrast, NYC and Company was allocated \$12 million for FY15. (Not that they don't deserve it—they do!)

Is there anyone at city hall that you think I should speak with to point this out? It is a funding decision that is misaligned with the Mayor's stated policy goals.

Unrelated—I recently found out that we have a mutual [REDACTED] [REDACTED]  
[REDACTED] It's really great!

Talk to you soon!

[REDACTED]

[REDACTED]

---

**From:** Jonathan Rosen [mailto:[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)]  
**Sent:** Tuesday, November 19, 2013 4:44 PM  
**To:** [REDACTED]  
**Subject:** RE: very delayed thank you

Thanks [REDACTED] I forwarded your note to our transition team and urged them to consider you for any working groups or task forces on economic development and/or manufacturing. Hope all is well and thank you again.

-jr

---

**From:** [REDACTED]  
**Sent:** Tuesday, November 19, 2013 10:41 AM  
**To:** Jonathan Rosen  
**Subject:** RE: very delayed thank you

Hi Jonathan!

A belated congratulations to you and your team! Hope all is chugging along smoothly!

I wanted to offer my assistance on anything you guys need with regard to economic development—I've been doing this a couple of years and would be happy to provide feedback to help the transition team as it crafts the framework for the new administration! Let me know if you need anything from me or our businesses!

Talk to you soon!

[REDACTED]

[REDACTED]

---

**From:** Jonathan Rosen [mailto:[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)]  
**Sent:** Wednesday, September 11, 2013 1:13 PM  
**To:** [REDACTED]  
**Subject:** RE: very delayed thank you

It was! Thank you. We will definitely be in touch going forward! Thanks for helping us when no one thought it was possible.

---

**From:** [REDACTED]  
**Sent:** Wednesday, September 11, 2013 10:30 AM  
**To:** Jonathan Rosen  
**Subject:** RE: very delayed thank you

Congrats, man!

I'm pretty sure that it's the [REDACTED] that put him over the top!!

Go get em, and let us know if you need any other info on growing industrial jobs!!

[REDACTED]

[REDACTED]

---

**From:** Jonathan Rosen [mailto:[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)]  
**Sent:** Tuesday, September 03, 2013 12:33 PM  
**To:** [REDACTED]  
**Subject:** very delayed thank you

I should have sent this weeks ago. I'm sorry. Campaign is crazy. But thank you so much for helping us find a location [REDACTED] It was great. Bill loved it and really connected with [REDACTED] Really appreciate it and so does Bill. Sorry for my rudeness and delayed note.

Jonathan Rosen

BerlinRosen Public Affairs, Ltd.

15 Maiden Lane, Suite 1600

New York, NY 10038

t. [646.452.5637](tel:646.452.5637)

[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)



**From:** [Jonathan Rosen](#)  
**To:** [Poe-Kest, Anna](#)  
**Subject:** Re: Can you remind me who is Alicia glen's chief of staff? Have number?  
**Date:** Thursday, April 03, 2014 6:51:03 PM

---

Hah!

Sent from my iPhone

> On Apr 3, 2014, at 6:14 PM, "Poe-Kest, Anna" <APoe-Kest@cityhall.nyc.gov> wrote:  
>  
> No problem! Although you might have trouble looking for a Paul. His name is James Patchett. C) [REDACTED]  
[REDACTED] O) 212-788-3128 E) JPatchett@cityhall.nyc.gov  
>  
> -----Original Message-----  
> From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
> Sent: Thursday, April 03, 2014 6:07 PM  
> To: Poe-Kest, Anna  
> Subject: FW: Can you remind me who is Alicia glen's chief of staff? Have number?  
>  
> I do not know Paul's last name or info. Can I trouble you for it?  
>  
> -----Original Message-----  
> From: Andrew Brent [REDACTED]  
> Sent: Thursday, April 03, 2014 5:40 PM  
> To: Jonathan Rosen  
> Subject: Can you remind me who is Alicia glen's chief of staff? Have number?  
>  
>  
>  
> Sent from my iPhone

**From:** [Jonathan Rosen](#)  
**To:** [Stanton, Alexandra](#)  
**Subject:** FW: Civilian Complaint Review Board  
**Date:** Wednesday, July 30, 2014 1:06:10 PM  
**Attachments:** [REDACTED]

---

I do not know this person well but per your last email – wanted to share it. He sent this to the Transition in November.

Other potential sources for names: Banks / Legal Aid; Kate Rubin at Bronx Defenders.

**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Monday, November 18, 2013 10:52 PM  
**To:** Jonathan Rosen  
**Subject:** Civilian Complaint Review Board

Dear Jonathan,

This is [REDACTED]  
[REDACTED]  
[REDACTED] I want to congratulate you on your terrific work this year for the de Blasio campaign, though I am sure I am not the first. [REDACTED]  
[REDACTED]

I am writing to submit a cover letter and resume to serve as a board member of the CCRB. [REDACTED]  
[REDACTED]  
[REDACTED]

It is a heady time for police oversight in New York, and the CCRB is going to play a significant role over the next four years in coordination with the federal monitor and the inspector general. As I describe in the attached letter, I believe that my [REDACTED] [REDACTED] combined with my deep understanding of the legal framework governing policing, would make me an excellent board member. [REDACTED] [REDACTED], which I also think would mark a significant milestone in the agency's progress.

I have attached a letter addressed to Laura Santucci. I want to thank you in advance for your help, and congratulate you again on a job well done.

Best

[REDACTED]

November 11, 2013

Laura Santucci  
Executive Director  
Transition Team  
Bill de Blasio 2013

Dear Ms. Santucci,

I am writing to ask that you consider me to serve as a board member of the Civilian Complaint Review Board. [REDACTED]

[REDACTED] and believe that the CCRB can be a powerful tool for implementing Mayor-elect de Blasio's vision of a police department that respects the rights of all New Yorkers. [REDACTED]

[REDACTED] would make me an excellent member of the Civilian Complaint Review Board.

[REDACTED]

[REDACTED]

I also understand the mechanics of the agency and would implement needed internal reforms. The CCRB, for example, has seen a dramatic increase in its truncation rate—the rate at which cases are closed without an investigation. In 2001 this rate was 37.5%. It is now over 65%. [REDACTED]

[REDACTED]

Although over the next four years the NYPD will be overseen by a federal monitor, the CCRB will play a critical role in police reforms. Once the monitor begins his work, he will be responsible for crafting a policy to end racial profiling. The CCRB will be responsible for enforcing that policy. People will know that the NYPD no longer tolerates racial profiling not when it circulates a new Interim Order, but when it takes corrective action against officers who stop people based on race. It will only be able to do so if the CCRB conducts detailed

[REDACTED]

[REDACTED]

investigations that are thoroughly vetted by board members who are deeply versed in the legal framework governing law enforcement.

[REDACTED]

[REDACTED] I remain deeply committed to issues regarding civil rights and racial justice.

[REDACTED] I would see serving on the CCRB as an a duty towards those who have been mistreated by law enforcement, and an opportunity to implement long-needed reforms. I believe that [REDACTED] [REDACTED], and my passion for civil justice would make me an outstanding member of the Civilian Complaint Review Board.

Sincerely,

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

PROFESSIONAL EXPERIENCE

[REDACTED]

**From:** [Stanton, Alexandra](#)  
**To:** [Jonathan Rosen](#)  
**Cc:** [Emanuel, Chase](#)  
**Subject:** RE: Civilian Complaint Review Board  
**Date:** Wednesday, July 30, 2014 1:07:52 PM

---

Thanks – will make sure to include  
Chase – pls handle

---

**From:** Jonathan Rosen [mailto:Jonathan@berlinrosen.com]  
**Sent:** Wednesday, July 30, 2014 1:06 PM  
**To:** Stanton, Alexandra  
**Subject:** FW: Civilian Complaint Review Board

I do not know this person well but per your last email – wanted to share it. He sent this to the Transition in November.

Other potential sources for names: Banks / Legal Aid; Kate Rubin at Bronx Defenders.

**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Monday, November 18, 2013 10:52 PM  
**To:** Jonathan Rosen  
**Subject:** Civilian Complaint Review Board

Dear Jonathan,

This is [REDACTED]

[REDACTED] I want to congratulate you on your terrific work this year for the de Blasio campaign, though I am sure I am not the first. [REDACTED]

I am writing to submit a cover letter and resume to serve as a board member of the CCRB. [REDACTED]

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I have attached a letter addressed to Laura Santucci. I want to thank you in advance for your help, and congratulate you again on a job well done.

Best



**From:** [Wolfe, Emma](#)  
**To:** [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)  
**Cc:** [Norvell, Wiley](#)  
**Subject:** Gartland  
**Date:** Saturday, August 16, 2014 1:31:27 PM

---

Thanks again Jonathan.

Here is his contact info.  
Michael Gartland NY Post  
212-930-8588  
mgartland@nypost.com  
@michaelgartland

Ny post has a "dem insider" saying the mayor is spending too much time on calls soliciting advice from folks like Sharpton, Val Berlin, Rosen and others (some related to Garner, some other issues too) and not enough time focusing on priorities (visiting Staten Island, helping low wage workers).

**From:** [Katz, Rebecca](#)  
**To:** "[dan@berlinrosen.com](#)"; [Klein, Monica](#)  
**Subject:** Fw: you ok?  
**Date:** Wednesday, February 19, 2014 10:35:22 AM

---

**From:** Saul, Michael [mailto:[Michael.Saul@wsj.com](mailto:Michael.Saul@wsj.com)]  
**Sent:** Wednesday, February 19, 2014 10:27 AM  
**To:** Katz, Rebecca  
**Subject:** Re: you ok?

Thank u for understanding my needs. All I want is Mama Saul! And she is not even answering her phone! She and Papa Saul are in [REDACTED]. They're snowbirds.

---

**From:** Katz, Rebecca [mailto:[RKKatz@cityhall.nyc.gov](mailto:RKKatz@cityhall.nyc.gov)]  
**Sent:** Wednesday, February 19, 2014 10:25 AM  
**To:** Saul, Michael  
**Subject:** you ok?

Maybe you should take the day off and have Mama Saul make some soup?

--

Rebecca Kirszner Katz  
Office of the Mayor  
(212) 788-2958  
[rkatz@cityhall.nyc.gov](mailto:rkatz@cityhall.nyc.gov)  
[@RebeccaKKatz](#)

**From:** [REDACTED] on behalf of [Dan Levitan](#)  
**To:** [Katz, Rebecca](#)  
**Cc:** [Klein, Monica](#)  
**Subject:** Re: Fw: you ok?  
**Date:** Wednesday, February 19, 2014 10:36:45 AM

---

:(

--  
Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@levitandan](#)

On Wed, Feb 19, 2014 at 10:35 AM, Katz, Rebecca <[RKKatz@cityhall.nyc.gov](mailto:RKKatz@cityhall.nyc.gov)> wrote:

---

**From:** Saul, Michael [mailto:[Michael.Saul@wsj.com](mailto:Michael.Saul@wsj.com)]  
**Sent:** Wednesday, February 19, 2014 10:27 AM  
**To:** Katz, Rebecca  
**Subject:** Re: you ok?

Thank u for understanding my needs. All I want is Mama Saul! And she is not even answering her phone! She and Papa Saul are in [REDACTED]. They're snowbirds.

---

**From:** Katz, Rebecca [mailto:[RKKatz@cityhall.nyc.gov](mailto:RKKatz@cityhall.nyc.gov)]  
**Sent:** Wednesday, February 19, 2014 10:25 AM  
**To:** Saul, Michael  
**Subject:** you ok?

Maybe you should take the day off and have Mama Saul make some soup?

--

Rebecca Kirsznner Katz  
Office of the Mayor  
[\(212\) 788-2958](tel:(212)788-2958)  
[rkkatz@cityhall.nyc.gov](mailto:rkkatz@cityhall.nyc.gov)  
[@RebeccaKKatz](#)



**From:** [Litvak, Gwendolyn](#)  
**To:** "[Jason Chiusano](#)"; [Connie Chung](#)  
**Cc:** [Daria Siegel](#); [REDACTED]; [Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)  
**Subject:** RE: Ruchi Indian Cuisine Deal - NYC - Downtown: Amazon Local  
**Date:** Monday, April 07, 2014 12:59:02 PM

---

I seemed to have missed this. Qusano- could you send me sound clip si vous plait?

**From:** Jason Chiusano [REDACTED]  
**Sent:** Monday, April 07, 2014 12:52 PM  
**To:** Connie Chung  
**Cc:** Daria Siegel; Litvak, Gwendolyn; [REDACTED]; [Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)  
**Subject:** Re: Ruchi Indian Cuisine Deal - NYC - Downtown: Amazon Local

I get caught up on the W.  
My Long Island tongue doesn't allow for the proper pronunciation.

On Mon, Apr 7, 2014 at 12:50 PM, Connie Chung <[CChung@hraadvisors.com](mailto:CChung@hraadvisors.com)> wrote:  
mulligaTOAHny  
and I'm in

CONNIE J. CHUNG  
Senior Analyst | HR&A ADVISORS, INC.  
Direct: [\(646\) 545-6248](tel:6465456248) | Mobile: [\(917\) 699-7893](tel:9176997893)

---

**From:** Daria Siegel [mailto:[dsiegel@downtownny.com](mailto:dsiegel@downtownny.com)]  
**Sent:** Monday, April 07, 2014 10:57 AM  
**To:** Litvak, Gwendolyn; [REDACTED]; [REDACTED]  
**Cc:** '[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)'; Connie Chung  
**Subject:** RE: Ruchi Indian Cuisine Deal - NYC - Downtown: Amazon Local

I think NK bought the only one that has sold.

---

**From:** Litvak, Gwendolyn [mailto:[GLitvak@cityhall.nyc.gov](mailto:GLitvak@cityhall.nyc.gov)]  
**Sent:** Monday, April 07, 2014 10:54 AM  
**To:** [REDACTED]; [REDACTED]  
**Cc:** '[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)'; Daria Siegel; '[cchung@hraadvisors.com](mailto:cchung@hraadvisors.com)'  
**Subject:** Re: Ruchi Indian Cuisine Deal - NYC - Downtown: Amazon Local

I don't care for indian food but ill sit and have a diet coke or a lemonade. Are we all going?

---

**From:** Nick Cotz [REDACTED]  
**Sent:** Monday, April 07, 2014 10:53 AM  
**To:** Jason Chiusano [REDACTED]  
**Cc:** Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>; [dsiegel@downtownny.com](mailto:dsiegel@downtownny.com) <[dsiegel@downtownny.com](mailto:dsiegel@downtownny.com)>; [cchung@hraadvisors.com](mailto:cchung@hraadvisors.com) <[cchung@hraadvisors.com](mailto:cchung@hraadvisors.com)>; Litvak, Gwendolyn  
**Subject:** Re: Ruchi Indian Cuisine Deal - NYC - Downtown: Amazon Local

Looks like Richard is going to have his first mulligatawny! But I'm going to teach him to pronounce it in Chiusano's accent.

2014-04-07 10:50 GMT-04:00 Jason Chiusano [REDACTED]:  
Yum!

2014-04-07 10:50 GMT-04:00 Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>:

Date night at ruchi!

[http://local.amazon.com/nyc-downtown/B00JBD33EC?  
cid=bd\\_YIPIT\\_B00JBD33EC&ref\\_=bd\\_YIPIT\\_B00JBD33EC](http://local.amazon.com/nyc-downtown/B00JBD33EC?cid=bd_YIPIT_B00JBD33EC&ref_=bd_YIPIT_B00JBD33EC)

--

Jason Chiusano  
Art Direction + Design



[www.jasonqsano.com](http://www.jasonqsano.com)

--

Nicholas A. Cotz  
Artistic Director  
Personal Space Theatrics  
[www.personalspacetheatrics.org](http://www.personalspacetheatrics.org)  
<http://www.rogerandtom.com>  
<http://www.facebook.com/PersonalSpaceTheatrics>

--

Jason Chiusano  
Art Direction + Design



[www.jasonqsano.com](http://www.jasonqsano.com)

**From:** [Litvak, Gwendolyn](mailto:Litvak.Gwendolyn)  
**To:** "[Daria Siegel](mailto:Daria.Siegel)"; "[Connie Chung](mailto:Connie.Chung)"; [Nicole Kolinsky \(Nicole.Kolinsky@berlinrosen.com\)](mailto:Nicole.Kolinsky@berlinrosen.com); [Deborah Morris](mailto:Deborah.Morris)  
**Subject:** RE: The Pigeoning  
**Date:** Thursday, May 22, 2014 5:24:08 PM

---

I'm available July 9<sup>th</sup>. How do people feel about OPENING NIGHT?!

---

**From:** Daria Siegel [<mailto:dsiegel@downtownny.com>]  
**Sent:** Thursday, May 22, 2014 5:23 PM  
**To:** Litvak, Gwendolyn; 'Connie Chung'; Nicole Kolinsky ([Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)); Deborah Morris  
**Subject:** RE: The Pigeoning

Haha – yes.

---

**From:** Litvak, Gwendolyn [<mailto:GLitvak@cityhall.nyc.gov>]  
**Sent:** Thursday, May 22, 2014 5:10 PM  
**To:** 'Connie Chung'; Daria Siegel; Nicole Kolinsky ([Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)); Deborah Morris  
**Subject:** RE: The Pigeoning

Uh sure, yolo.

---

**From:** Connie Chung [<mailto:CChung@hraadvisors.com>]  
**Sent:** Thursday, May 22, 2014 5:09 PM  
**To:** Daria Siegel; Nicole Kolinsky ([Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)); Litvak, Gwendolyn; Deborah Morris  
**Subject:** The Pigeoning

Sup homies – anyone want to see this? Seems weird and funny.

CONNIE J. CHUNG

Senior Analyst | HR&A ADVISORS, INC.

Direct: (646) 545-6248 | Mobile: (917) 699-7893

---

**From:** christopher wangro [<mailto:wangro@graceland.net>]  
**Sent:** Thursday, May 22, 2014 3:31 PM  
**To:** Stephanie Bleyer  
**Subject:** The Pigeoning is back.

The Pigeoning is a delightful, delicate & diminutive spectacle; a show created by an uber-talented pal named Robin Frohardt. I'm not sending this note to everyone - if you one of the folks getting this email it's because I think you'll really enjoy it. I sure as hell did. Consider this a hot tip, get your self a ticket & smile....

[http://here.org/shows/detail/1444/?utm\\_source=St.+Ann%27s+Warehouse&utm\\_campaign=056fa976fb-Lab2014\\_StartsNextWeek&utm\\_medium=email&utm\\_term=0\\_74749b78c4-056fa976fb-379809338](http://here.org/shows/detail/1444/?utm_source=St.+Ann%27s+Warehouse&utm_campaign=056fa976fb-Lab2014_StartsNextWeek&utm_medium=email&utm_term=0_74749b78c4-056fa976fb-379809338)



Jul 9 - Aug 16

Tuesday- Saturday | 7pm

Fridays also at 10:30pm

Saturdays also at 2pm

Tickets: \$25

**From:** [Litvak, Gwendolyn](#)  
**To:** "[Connie Chung](#)"; [Jarrod Grim](#); [Nicole Kolinsky](#)  
**Cc:** [Daria Siegel](#); [Fred Sham](#); [Alison Baumann](#)  
**Subject:** RE: game on!  
**Date:** Friday, June 20, 2014 1:59:28 PM

---

I can't wait to see what you puffpaint on your cap!

---

**From:** Connie Chung [<mailto:CChung@hraadvisors.com>]  
**Sent:** Friday, June 20, 2014 1:59 PM  
**To:** Jarrod Grim; Nicole Kolinsky  
**Cc:** Daria Siegel; Litvak, Gwendolyn; Fred Sham; Alison Baumann  
**Subject:** RE: game on!

Thanks so much! I can't wait for prom.

CONNIE J. CHUNG

Senior Analyst | HR&A ADVISORS, INC.

Direct: (646) 545-6248 | Mobile: (917) 699-7893

---

**From:** Jarrod Grim [<mailto:jgrim@downtownny.com>]  
**Sent:** Friday, June 20, 2014 1:34 PM  
**To:** Nicole Kolinsky; Connie Chung  
**Cc:** Daria Siegel; Litvak, Gwendolyn; Fred Sham; Alison Baumann  
**Subject:** RE: game on!

Congrats on your graduation Con!

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Friday, June 20, 2014 12:47 PM  
**To:** Connie Chung  
**Cc:** Daria Siegel; Litvak, Gwendolyn; Fred Sham; Jarrod Grim; Alison Baumann  
**Subject:** Re: game on!

I'll try to stop by too!

On Jun 20, 2014, at 12:43 PM, "Connie Chung" <[CChung@hraadvisors.com](mailto:CChung@hraadvisors.com)> wrote:

I will be there around 4, but have to leave by 6 at the latest for a high school graduation in Hoboken! Let's meet early...

CONNIE J. CHUNG

Senior Analyst | HR&A ADVISORS, INC.

Direct: (646) 545-6248 | Mobile: (917) 699-7893

---

**From:** Daria Siegel [<mailto:dsiegel@downtownny.com>]  
**Sent:** Friday, June 20, 2014 11:14 AM  
**To:** Connie Chung; Nicole Kolinsky ([Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)); Litvak, Gwendolyn; Fred Sham; Jarrod Grim; Alison Baumann

**Subject:** game on!

Invite to world cup viewing at 75 wall – free beer included:

<https://gameonlaunchlm.eventbrite.com>

Daria Siegel

Assistant Vice President, Economic Development Programs

Alliance for Downtown New York

120 Broadway, Suite 3340

New York, NY 10271

212-835-2744

[dsiegel@downtownny.com](mailto:dsiegel@downtownny.com)

[www.downtownny.com](http://www.downtownny.com)

**From:** [Litvak, Gwendolyn](#)  
**To:** "[Nicole Kolinsky](#)"  
**Subject:** RE: game on!  
**Date:** Friday, June 20, 2014 2:02:40 PM

---

Where are you!!!!

---

**From:** Nicole Kolinsky [mailto:[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)]  
**Sent:** Friday, June 20, 2014 2:00 PM  
**To:** Litvak, Gwendolyn  
**Subject:** Automatic reply: game on!

Hi, I am out of the office today. I will be checking email periodically but please contact Jeremy Soffin at [jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com) for anything urgent. Thank you,

Nicole

**From:** [Litvak, Gwendolyn](#)  
**To:** "[Connie Chung](#)"; [Daria Siegel](#); [Nicole Kolinsky \(Nicole.Kolinsky@berlinrosen.com\)](#); [Fred Sham](#); [Jarrod Grim](#); [Alison Baumann](#)  
**Subject:** RE: game on!  
**Date:** Friday, June 20, 2014 2:26:49 PM

---

Speaking of games- I'll be joining some Furman Center folks to watch USA this Sunday at 6pm at Mullane's in Fort Greene if anyone wants to join.

---

**From:** Connie Chung [<mailto:CChung@hraadvisors.com>]  
**Sent:** Friday, June 20, 2014 12:42 PM  
**To:** Daria Siegel; Nicole Kolinsky ([Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)); Litvak, Gwendolyn; Fred Sham; Jarrod Grim; Alison Baumann  
**Subject:** RE: game on!

I will be there around 4, but have to leave by 6 at the latest for a high school graduation in Hoboken! Let's meet early...

CONNIE J. CHUNG

Senior Analyst | HR&A ADVISORS, INC.

Direct: (646) 545-6248 | Mobile: (917) 699-7893

---

**From:** Daria Siegel [<mailto:dsiegel@downtownny.com>]  
**Sent:** Friday, June 20, 2014 11:14 AM  
**To:** Connie Chung; Nicole Kolinsky ([Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)); Litvak, Gwendolyn; Fred Sham; Jarrod Grim; Alison Baumann  
**Subject:** game on!

Invite to world cup viewing at 75 wall – free beer included: <https://gameonlaunchlm.eventbrite.com>

Daria Siegel  
Assistant Vice President, Economic Development Programs  
Alliance for Downtown New York  
120 Broadway, Suite 3340  
New York, NY 10271  
212-835-2744

[dsiegel@downtownny.com](mailto:dsiegel@downtownny.com)

[www.downtownny.com](http://www.downtownny.com)

**From:** [Litvak, Gwendolyn](#)  
**To:** "[Nicole Kolinsky](#)"  
**Subject:** RE: game on!  
**Date:** Friday, June 20, 2014 2:28:08 PM

---

Aw sad. I'm sorry to hear. Sending thoughts your way.

---

**From:** Nicole Kolinsky [mailto:[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)]  
**Sent:** Friday, June 20, 2014 2:27 PM  
**To:** Litvak, Gwendolyn  
**Subject:** Re: game on!



On Jun 20, 2014, at 2:02 PM, "Litvak, Gwendolyn" <[GLitvak@cityhall.nyc.gov](mailto:GLitvak@cityhall.nyc.gov)> wrote:

Where are you!!!!

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Friday, June 20, 2014 2:00 PM  
**To:** Litvak, Gwendolyn  
**Subject:** Automatic reply: game on!

Hi, I am out of the office today. I will be checking email periodically but please contact Jeremy Soffin at [jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com) for anything urgent. Thank you,

Nicole

**From:** [Litvak, Gwendolyn](#)  
**To:** "[Connie Chung](#)"; [Jarrod Grim](#); [Nicole Kolinsky](#)  
**Cc:** [Daria Siegel](#); [Fred Sham](#); [Alison Baumann](#)  
**Subject:** RE: game on!  
**Date:** Wednesday, June 25, 2014 2:45:35 PM

---

I'll miss it too. Sorry!

---

**From:** Connie Chung [<mailto:CChung@hraadvisors.com>]  
**Sent:** Wednesday, June 25, 2014 2:45 PM  
**To:** Jarrod Grim; Nicole Kolinsky  
**Cc:** Daria Siegel; Litvak, Gwendolyn; Fred Sham; Alison Baumann  
**Subject:** RE: game on!

Ugh, guys, I was called to Boston last minute so I am missing tonight's festivities at the Andaz. Sorry to miss it!

CONNIE J. CHUNG

Senior Analyst | HR&A ADVISORS, INC.

Direct: (646) 545-6248 | Mobile: (917) 699-7893

---

**From:** Jarrod Grim [<mailto:jgrim@downtownny.com>]  
**Sent:** Friday, June 20, 2014 1:34 PM  
**To:** Nicole Kolinsky; Connie Chung  
**Cc:** Daria Siegel; Litvak, Gwendolyn; Fred Sham; Alison Baumann  
**Subject:** RE: game on!

Congrats on your graduation Con!

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Friday, June 20, 2014 12:47 PM  
**To:** Connie Chung  
**Cc:** Daria Siegel; Litvak, Gwendolyn; Fred Sham; Jarrod Grim; Alison Baumann  
**Subject:** Re: game on!

I'll try to stop by too!

On Jun 20, 2014, at 12:43 PM, "Connie Chung" <[CChung@hraadvisors.com](mailto:CChung@hraadvisors.com)> wrote:

I will be there around 4, but have to leave by 6 at the latest for a high school graduation in Hoboken! Let's meet early...

CONNIE J. CHUNG

Senior Analyst | HR&A ADVISORS, INC.

Direct: (646) 545-6248 | Mobile: (917) 699-7893

---

**From:** Daria Siegel [<mailto:dsiegel@downtownny.com>]  
**Sent:** Friday, June 20, 2014 11:14 AM

**To:** Connie Chung; Nicole Kolinsky ([Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)); Litvak, Gwendolyn;  
Fred Sham; Jarrod Grim; Alison Baumann  
**Subject:** game on!

Invite to world cup viewing at 75 wall – free beer included:  
<https://gameonlaunchlm.eventbrite.com>

Daria Siegel  
Assistant Vice President, Economic Development Programs  
Alliance for Downtown New York  
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New York, NY 10271  
212-835-2744

[dsiegel@downtownny.com](mailto:dsiegel@downtownny.com)  
[www.downtownny.com](http://www.downtownny.com)

**From:** [Litvak, Gwendolyn](#)  
**To:** "[Nicole Kolinsky](#)"  
**Subject:** RE:  
**Date:** Wednesday, June 25, 2014 4:02:05 PM

---

I'm so sorry.

---

**From:** Nicole Kolinsky [mailto:[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)]  
**Sent:** Wednesday, June 25, 2014 4:02 PM  
**To:** Litvak, Gwendolyn  
**Subject:** Re:

[REDACTED]

On Jun 25, 2014, at 2:35 PM, "Litvak, Gwendolyn" <[GLitvak@cityhall.nyc.gov](mailto:GLitvak@cityhall.nyc.gov)> wrote:

Are you able to make it to Launch LM tonight?

**GWEN LITVAK** | Policy Advisor

NYC Mayor's Office of Recovery and Resiliency  
253 Broadway - 10th floor | New York, NY 10007  
212-442-6332 | [glitvak@cityhall.nyc.gov](mailto:glitvak@cityhall.nyc.gov) | [nyc.gov/planyc](http://nyc.gov/planyc)

**From:** [Litvak, Gwendolyn](mailto:Litvak, Gwendolyn)  
**To:** "Morris, Deborah"; "CChung@hraadvisors.com"; "Nicole.Kolinsky@berlinrosen.com"; [REDACTED]  
**Subject:** RE: Quarterly Happy Hour July 22  
**Date:** Tuesday, July 08, 2014 1:26:32 PM

---

Sure. I can go on the earlier side!

---

**From:** Morris, Deborah [mailto:morrisd@hpd.nyc.gov]  
**Sent:** Tuesday, July 08, 2014 1:23 PM  
**To:** 'CChung@hraadvisors.com'; 'Nicole.Kolinsky@berlinrosen.com'; Litvak, Gwendolyn; [REDACTED]  
**Subject:** Quarterly Happy Hour July 22

Anyone interested?

---

**From:** Pryce, Tiffany  
**Sent:** Tuesday, July 08, 2014 12:56 PM  
**To:** Leon, Valerie; Vazquez, Raquel; Seif, Emilie; Wang, Lauren; Morris, Deborah; Wurwarg, Jessica  
**Subject:** FW: Quarterly Happy Hour July 22

I'm going to try to attend. Anyone else interested?

---

**From:** Greenstein, Elizabeth (HPD)  
**Sent:** Tuesday, July 08, 2014 12:40 PM  
**To:** Briones, Adam; Veach, Jonathan; [kgilmore@nychdc.com](mailto:kgilmore@nychdc.com); [jgulati@nychdc.com](mailto:jgulati@nychdc.com); Shin, Elise (HPD); Morris, Juliet; Haddix, Lindsay (HPD); Pryce, Tiffany; Jontef, Leora (HPD); Guernsey, Elizabeth; Osgood, Emily; Maniaci, Alnisha (HPD); Kelly, Gregory; Chan, Connie; 'Jessica Pavone'; 'S Fields'; Sarah Meier-Zimble [REDACTED]; Nelson, Jessica (HPD); Smith, Meghan (HPD)  
**Subject:** FW: Quarterly Happy Hour July 22

FYI and pass it on.

---

**From:** Women in Housing and Finance [mailto:info@whf-ny.org]  
**Sent:** Tuesday, July 08, 2014 9:04 AM  
**To:** Greenstein, Elizabeth (HPD)  
**Subject:** Quarterly Happy Hour July 22



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## Quarterly Happy Hour

Because you don't have to be a member (or a woman!) to enjoy housing, finance and happy hour!

Housing

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Lending & Investment

**Kathleen Parisi**

Hudson Housing Capital

**Nancy Solomon**

New Destiny Housing

Corporation

**Rose Karon Tilley**

**When:** Tuesday, July 22, 2014

**Time:** 6PM - 8PM

**Where:** The Winslow  
243 E. 14th St. at 2nd Avenue

**Cost:** No Admission Fee



## To RSVP

No RSVP required. Bring a friend and spread the word.

Please send email to [info@whf-ny.org](mailto:info@whf-ny.org) if you have any questions.

Steiner NYC  
Sarah Weiss  
Enterprise Community  
Investment

**ADMINISTRATOR**

Barbara Gratz

*\*Affiliations for information  
only*



**Women in Housing and Finance**  
PO Box 281, Canal Street Station, New York, NY 10013  
[www.WHF-NY.org](http://www.WHF-NY.org)

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Women in Housing and Finance | PO Box 281, Canal Street Station | New York | NY | 10013

**From:** [Litvak, Gwendolyn](mailto:Litvak.Gwendolyn)  
**To:** "[Connie Chung](mailto:Connie.Chung)"; "[Morris, Deborah](mailto:Morris.Deborah)"; "[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)"; [REDACTED]  
**Subject:** RE: Quarterly Happy Hour July 22  
**Date:** Tuesday, July 08, 2014 6:07:24 PM

---

YES.

---

**From:** Connie Chung [<mailto:CChung@hraadvisors.com>]  
**Sent:** Tuesday, July 08, 2014 6:07 PM  
**To:** Litvak, Gwendolyn; 'Morris, Deborah'; 'Nicole.Kolinsky@berlinrosen.com'; [REDACTED]  
**Subject:** RE: Quarterly Happy Hour July 22

Sounds fun. I'm in, even though I work in neither Housing nor Finance.

CONNIE J. CHUNG  
Senior Analyst | HR&A ADVISORS, INC.  
Direct: (646) 545-6248 | Mobile: (917) 699-7893

---

**From:** Litvak, Gwendolyn [<mailto:GLitvak@cityhall.nyc.gov>]  
**Sent:** Tuesday, July 08, 2014 5:53 PM  
**To:** 'Morris, Deborah'; Connie Chung; 'Nicole.Kolinsky@berlinrosen.com'; [REDACTED]  
**Subject:** RE: Quarterly Happy Hour July 22

Max is coming too.

---

**From:** Morris, Deborah [<mailto:morrisd@hpd.nyc.gov>]  
**Sent:** Tuesday, July 08, 2014 1:23 PM  
**To:** 'CChung@hraadvisors.com'; 'Nicole.Kolinsky@berlinrosen.com'; Litvak, Gwendolyn; [REDACTED]  
**Subject:** Quarterly Happy Hour July 22

Anyone interested?

---

**From:** Pryce, Tiffany  
**Sent:** Tuesday, July 08, 2014 12:56 PM  
**To:** Leon, Valerie; Vazquez, Raquel; Seif, Emilie; Wang, Lauren; Morris, Deborah; Wurwarg, Jessica  
**Subject:** FW: Quarterly Happy Hour July 22

I'm going to try to attend. Anyone else interested?

---

**From:** Greenstein, Elizabeth (HPD)  
**Sent:** Tuesday, July 08, 2014 12:40 PM  
**To:** Briones, Adam; Veach, Jonathan; [kgilmore@nychdc.com](mailto:kgilmore@nychdc.com); [jgulati@nychdc.com](mailto:jgulati@nychdc.com); Shin, Elise (HPD); Morris, Juliet; Haddix, Lindsay (HPD); Pryce, Tiffany; Jontef, Leora (HPD); Guernsey, Elizabeth; Osgood, Emily; Maniaci, Alnisha (HPD); Kelly, Gregory; Chan, Connie; 'Jessica Pavone'; 'S Fields'; Sarah Meier-Zimble [REDACTED] Nelson, Jessica (HPD); Smith, Meghan (HPD)  
**Subject:** FW: Quarterly Happy Hour July 22

FYI and pass it on.

---

**From:** Women in Housing and Finance [<mailto:info@whf-ny.org>]  
**Sent:** Tuesday, July 08, 2014 9:04 AM

**To:** Greenstein, Elizabeth (HPD)  
**Subject:** Quarterly Happy Hour July 22



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Corporation for Supportive  
Housing  
*Susan Wright*

## Quarterly Happy Hour

Because you don't have to be a member (or a woman!) to enjoy housing, finance and happy hour!

**When:** Tuesday, July 22, 2014

IBI Group - Gruzen Samton

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**Kathleen Parisi**

Hudson Housing Capital

*Nancy Solomon*

New Destiny Housing

Corporation

*Rose Karon Tilley*

*Steiner NYC*

*Sarah Weiss*

Enterprise Community

**Time:**

6PM - 8PM

**Where:**

The Winslow

243 E. 14th St. at 2nd Avenue

**Cost:**

No Admission Fee

**To RSVP**

No RSVP required. Bring a friend and spread the word.

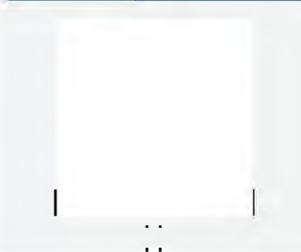
Please send email to [info@whf-ny.org](mailto:info@whf-ny.org) if you have any questions.

Investment

**ADMINISTRATOR**

Barbara Gratz

*\*Affiliations for information  
only*



**Women in Housing and Finance**  
PO Box 281, Canal Street Station, New York, NY 10013  
[www.WHF-NY.org](http://www.WHF-NY.org)

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Women in Housing and Finance | PO Box 281, Canal Street Station | New York | NY | 10013

**From:** [Litvak, Gwendolyn](#)  
**To:** [dsiegel@downtownny.com](mailto:dsiegel@downtownny.com); [Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com); [cchung@hraadvisors.com](mailto:cchung@hraadvisors.com)  
**Subject:** Wednesday  
**Date:** Wednesday, July 23, 2014 11:21:07 AM

---

Ladies,  
What time do you want to meet next Wednesday and where?

**GWEN LITVAK** | Policy Advisor

NYC Mayor's Office of Recovery and Resiliency  
253 Broadway - 10th floor | New York, NY 10007  
212-442-6332 | [glitvak@cityhall.nyc.gov](mailto:glitvak@cityhall.nyc.gov) | [nyc.gov/planyc](http://nyc.gov/planyc)

**From:** [Litvak, Gwendolyn](mailto:Litvak.Gwendolyn)  
**To:** "[dsiegel@downtownny.com](mailto:dsiegel@downtownny.com)"; "[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)"  
**Subject:** Re: drinks?  
**Date:** Wednesday, July 30, 2014 1:05:33 PM

---

Yay!

---

**From:** Daria Siegel [<mailto:dsiegel@downtownny.com>]  
**Sent:** Wednesday, July 30, 2014 01:03 PM  
**To:** Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>; Litvak, Gwendolyn  
**Subject:** RE: drinks?

See you guys there at 8.

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Wednesday, July 30, 2014 11:49 AM  
**To:** Litvak, Gwendolyn; Daria Siegel  
**Subject:** RE: drinks?

Omg TBD later.

Yes the pink. It's custom. I love it.

Xo your fellow eagle

---

**From:** Litvak, Gwendolyn [<mailto:GLitvak@cityhall.nyc.gov>]  
**Sent:** Wednesday, July 30, 2014 11:48 AM  
**To:** Nicole Kolinsky; 'Daria Siegel'  
**Subject:** RE: drinks?

What big screen?

Let's do Geido. I love it there! If there's a long line we can go to Franny's.

That pink color?

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Wednesday, July 30, 2014 11:47 AM  
**To:** Litvak, Gwendolyn; 'Daria Siegel'  
**Subject:** RE: drinks?

Can you guys do closer to Flatbush tonight? Im going to get a pedi near Barclays center before if anyone wants to join (they have a custom color I'm chained to).

Geido? Marco's? Frannys?

Daria don't let NLR see this on the big screen ;)

---

**From:** Litvak, Gwendolyn [<mailto:GLitvak@cityhall.nyc.gov>]

**Sent:** Tuesday, July 22, 2014 10:58 AM  
**To:** 'Daria Siegel'; Nicole Kolinsky  
**Cc:** 'CChung@hraadvisors.com'  
**Subject:** RE: drinks?

Yay! Very excited.

---

**From:** Daria Siegel [<mailto:dsiegel@downtownny.com>]  
**Sent:** Tuesday, July 22, 2014 10:54 AM  
**To:** Litvak, Gwendolyn; 'Nicole.Kolinsky@berlinrosen.com'  
**Cc:** 'CChung@hraadvisors.com'  
**Subject:** RE: drinks?

Yay, the 30<sup>th</sup> works for me!

---

**From:** Litvak, Gwendolyn [<mailto:GLitvak@cityhall.nyc.gov>]  
**Sent:** Tuesday, July 22, 2014 8:01 AM  
**To:** 'Nicole.Kolinsky@berlinrosen.com'  
**Cc:** 'CChung@hraadvisors.com'; Daria Siegel  
**Subject:** Re: drinks?

██████████ in MI where ██████████ parents have a house. We spend approx a day in Detroit (I requested to see the new ford factory which has a catwalk) and then drive to the lakehouse. Then ██████████ parents drive us around on the boat. Its super nice of them.

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Monday, July 21, 2014 10:41 PM  
**To:** Litvak, Gwendolyn  
**Cc:** [CChung@hraadvisors.com](mailto:CChung@hraadvisors.com) <[CChung@hraadvisors.com](mailto:CChung@hraadvisors.com)>; [dsiegel@downtownny.com](mailto:dsiegel@downtownny.com) <[dsiegel@downtownny.com](mailto:dsiegel@downtownny.com)>  
**Subject:** Re: drinks?

Wednesday works for me! What is ██████████ Connie we have a meeting with Carl tomorrow!

On Jul 21, 2014, at 10:00 PM, "Litvak, Gwendolyn" <[GLitvak@cityhall.nyc.gov](mailto:GLitvak@cityhall.nyc.gov)> wrote:

Thurs I'm headed to ██████████ otherwise tuesday and wed work! Love this plan.

---

**From:** Connie Chung [<mailto:CChung@hraadvisors.com>]  
**Sent:** Monday, July 21, 2014 08:44 PM  
**To:** Litvak, Gwendolyn; Daria Siegel <[dsiegel@downtownny.com](mailto:dsiegel@downtownny.com)>; Nicole Kolinsky ([Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)) <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>  
**Subject:** drinks?

Tues 7/29, Weds 7/30, Thurs 7/31?

CONNIE J. CHUNG

Senior Analyst | HR&A ADVISORS, INC.

99 Hudson Street, 3rd Floor, New York, NY 10013

Direct: (646) 545-6248 | Mobile: (917) 699-7893



**From:** [Litvak, Gwendolyn](#)  
**To:** "Nicole Kolinsky"  
**Subject:** RE: I just talked to deLoach  
**Date:** Thursday, July 31, 2014 3:52:46 PM

---

Ha really? Why?

Anyway, obvs good to see you. Let's hang soon!

---

**From:** Nicole Kolinsky [mailto:Nicole.Kolinsky@berlinrosen.com]  
**Sent:** Thursday, July 31, 2014 3:52 PM  
**To:** Litvak, Gwendolyn  
**Subject:** RE: I just talked to deLoach

He doesn't love me. But I like him.

---

**From:** Litvak, Gwendolyn [mailto:GLitvak@cityhall.nyc.gov]  
**Sent:** Thursday, July 31, 2014 3:46 PM  
**To:** Nicole Kolinsky  
**Subject:** I just talked to deLoach

Told him you said hi.

**GWEN LITVAK** | Policy Advisor

NYC Mayor's Office of Recovery and Resiliency  
253 Broadway - 10th floor | New York, NY 10007  
212-442-6332 | [glitvak@cityhall.nyc.gov](mailto:glitvak@cityhall.nyc.gov) | [nyc.gov/planyc](http://nyc.gov/planyc)

**From:** [Litvak, Gwendolyn](#)  
**To:** ["Nicole Kolinsky"](#)  
**Subject:** RE: Your August passport is here  
**Date:** Thursday, August 14, 2014 10:28:51 AM

---

Awesome! Thank you!

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Thursday, August 14, 2014 10:28 AM  
**To:** Litvak, Gwendolyn; 'Connie Chung'; Deborah Morris  
**Subject:** RE: Your August passport is here

You have to RSVP to link below

---

**From:** Litvak, Gwendolyn [<mailto:GLitvak@cityhall.nyc.gov>]  
**Sent:** Thursday, August 14, 2014 10:27 AM  
**To:** Nicole Kolinsky; 'Connie Chung'; Deborah Morris  
**Subject:** RE: Your August passport is here

Yep. Which yoga? Send me a cal invite?

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Thursday, August 14, 2014 10:24 AM  
**To:** 'Connie Chung'; Litvak, Gwendolyn; Deborah Morris  
**Subject:** FW: Your August passport is here

I'm going to do yoga with my new work friends (they are all 25). Come?

---

**From:** Emily Walsh  
**Sent:** Thursday, August 14, 2014 10:09 AM  
**To:** Nicole Kolinsky; Emma Woods; Taylor Maxwell  
**Subject:** FW: Your August passport is here

Free outdoor workouts? Anybody?

--

Emily Walsh  
BerlinRosen Public Affairs  
[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)  
646-200-5310

---

**From:** sweetgreen <[vip@sweetgreen.com](mailto:vip@sweetgreen.com)>  
**Reply-To:** sweetgreen <[vip@sweetgreen.com](mailto:vip@sweetgreen.com)>  
**Date:** Thursday, August 14, 2014 10:00 AM  
**To:** Emily Walsh <[emily@berlinrosen.com](mailto:emily@berlinrosen.com)>  
**Subject:** Your August passport is here



|  
ride with flywheel  
thursday, august 28 · 5:30 pm  
245 west 17th st

| |  
bari on the pier  
wednesday, september 3 · 7:30 pm  
pier 25  
|

| | | | |  
acai bowl master class

sunday, september 7 · 9:30 am

sweetgreen nomad

| | | | |  
sunset yoga

tuesday, september 9 · 7:00 pm

pier 25

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august passport

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**From:** [Litvak, Gwendolyn](#)  
**To:** ["Nicole Kolinsky"](#)  
**Subject:** RE: Your August passport is here  
**Date:** Thursday, August 14, 2014 10:29:29 AM

---

Signed up! Yay!

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Thursday, August 14, 2014 10:29 AM  
**To:** Litvak, Gwendolyn  
**Subject:** RE: Your August passport is here

yes

---

**From:** Litvak, Gwendolyn [<mailto:GLitvak@cityhall.nyc.gov>]  
**Sent:** Thursday, August 14, 2014 10:29 AM  
**To:** Nicole Kolinsky  
**Subject:** RE: Your August passport is here

Yoga on Tuesday sept 9<sup>th</sup>?

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Thursday, August 14, 2014 10:28 AM  
**To:** Litvak, Gwendolyn; 'Connie Chung'; Deborah Morris  
**Subject:** RE: Your August passport is here

You have to RSVP to link below

---

**From:** Litvak, Gwendolyn [<mailto:GLitvak@cityhall.nyc.gov>]  
**Sent:** Thursday, August 14, 2014 10:27 AM  
**To:** Nicole Kolinsky; 'Connie Chung'; Deborah Morris  
**Subject:** RE: Your August passport is here

Yep. Which yoga? Send me a cal invite?

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Thursday, August 14, 2014 10:24 AM  
**To:** 'Connie Chung'; Litvak, Gwendolyn; Deborah Morris  
**Subject:** FW: Your August passport is here

I'm going to do yoga with my new work friends (they are all 25). Come?

---

**From:** Emily Walsh  
**Sent:** Thursday, August 14, 2014 10:09 AM  
**To:** Nicole Kolinsky; Emma Woods; Taylor Maxwell  
**Subject:** FW: Your August passport is here

Free outdoor workouts? Anybody?

--

Emily Walsh  
BerlinRosen Public Affairs  
[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)  
646-200-5310

---

**From:** sweetgreen <[vip@sweetgreen.com](mailto:vip@sweetgreen.com)>  
**Reply-To:** sweetgreen <[vip@sweetgreen.com](mailto:vip@sweetgreen.com)>  
**Date:** Thursday, August 14, 2014 10:00 AM  
**To:** Emily Walsh <[emily@berlinrosen.com](mailto:emily@berlinrosen.com)>  
**Subject:** Your August passport is here

|

|

|  
ride with flywheel  
thursday, august 28 · 5:30 pm  
245 west 17th st

| |  
bari on the pier  
wednesday, september 3 · 7:30 pm  
pier 25

|  
acai bowl master class  
sunday, september 7 · 9:30 am  
sweetgreen nomad

| |  
sunset yoga  
tuesday, september 9 · 7:00 pm  
pier 25

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-

**From:** [Litvak, Gwendolyn](#)  
**To:** "Nicole Kolinsky"  
**Subject:** RE: Your August passport is here  
**Date:** Thursday, August 14, 2014 4:20:21 PM

---

y

---

**From:** Nicole Kolinsky [mailto:Nicole.Kolinsky@berlinrosen.com]  
**Sent:** Thursday, August 14, 2014 12:49 PM  
**To:** Litvak, Gwendolyn  
**Subject:** RE: Your August passport is here

Ohhh yeah I heard of this. Are they open here?

---

**From:** Litvak, Gwendolyn [mailto:GLitvak@cityhall.nyc.gov]  
**Sent:** Thursday, August 14, 2014 11:09 AM  
**To:** Nicole Kolinsky  
**Subject:** RE: Your August passport is here

A salad place that started in D.C. it's THE best.

---

**From:** Nicole Kolinsky [mailto:Nicole.Kolinsky@berlinrosen.com]  
**Sent:** Thursday, August 14, 2014 10:52 AM  
**To:** Litvak, Gwendolyn  
**Subject:** Re: Your August passport is here

What is it

On Aug 14, 2014, at 10:43 AM, "Litvak, Gwendolyn" <[GLitvak@cityhall.nyc.gov](mailto:GLitvak@cityhall.nyc.gov)> wrote:

I signed up for sweetgreen passport. I've been loving sweetgreen since the first dupont circle one in 2007. #OG.

---

**From:** Nicole Kolinsky [mailto:Nicole.Kolinsky@berlinrosen.com]  
**Sent:** Thursday, August 14, 2014 10:24 AM  
**To:** 'Connie Chung'; Litvak, Gwendolyn; Deborah Morris  
**Subject:** FW: Your August passport is here

I'm going to do yoga with my new work friends (they are all 25). Come?

---

**From:** Emily Walsh  
**Sent:** Thursday, August 14, 2014 10:09 AM  
**To:** Nicole Kolinsky; Emma Woods; Taylor Maxwell  
**Subject:** FW: Your August passport is here

Free outdoor workouts? Anybody?

--

Emily Walsh  
BerlinRosen Public Affairs  
[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)  
646-200-5310

---

**From:** sweetgreen <[vip@sweetgreen.com](mailto:vip@sweetgreen.com)>

**Reply-To:** sweetgreen <[vip@sweetgreen.com](mailto:vip@sweetgreen.com)>

**Date:** Thursday, August 14, 2014 10:00 AM

**To:** Emily Walsh <[emily@berlinrosen.com](mailto:emily@berlinrosen.com)>

**Subject:** Your August passport is here



ride with flywheel  
thursday, august 28 · 5:30 pm  
245 west 17th st

bari on the pier  
wednesday, september 3 · 7:30 pm  
pier 25

acai bowl master class  
sunday, september 7 · 9:30 am  
sweetgreen nomad

sunset yoga  
tuesday, september 9 · 7:00 pm  
pier 25

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---

**From:** [Scola, Lindsay](mailto:Scola.Lindsay)  
**To:** ["Cathy.Rought@berlinrosen.com"](mailto:Cathy.Rought@berlinrosen.com)  
**Subject:** Re: Hi!  
**Date:** Monday, August 18, 2014 2:42:18 PM

---

How about Clover club at 210 Smith Street? 8pm?

---

**From:** Cathy Rought [<mailto:Cathy.Rought@berlinrosen.com>]  
**Sent:** Monday, August 18, 2014 02:31 PM  
**To:** Scola, Lindsay  
**Subject:** RE: Hi!

Thursday works great! Where do you want to go?

---

**From:** Scola, Lindsay [<mailto:LScola@cityhall.nyc.gov>]  
**Sent:** Monday, August 18, 2014 1:04 PM  
**To:** Cathy Rought  
**Subject:** RE: Hi!

Awesome. Are you free any nights this week? I am free on Thursday and would love to grab a drink in the neighborhood.

Lindsay Scola  
Director of Scheduling  
Office of the Mayor  
The City of New York  
Office: 212.788.2962  
Cell: 917.513.1690

---

**From:** Cathy Rought [<mailto:Cathy.Rought@berlinrosen.com>]  
**Sent:** Friday, August 15, 2014 11:31 AM  
**To:** Scola, Lindsay  
**Subject:** RE: Hi!

I would LOVE drinks. Actually around most of the month, so let me know.

We are neighbors! I am at [REDACTED] Super close to [REDACTED] – haven't explored as much as I need to!

This is most DEF my city. Love love love

---

**From:** Scola, Lindsay [<mailto:LScola@cityhall.nyc.gov>]  
**Sent:** Thursday, August 14, 2014 3:09 PM  
**To:** Cathy Rought  
**Subject:** RE: Hi!

How exciting! What a small word. Can we please get drinks some time?

I am great. Been up here since December. I love NY and am so happy I came back. This is my city. I am in [REDACTED] in Brooklyn, where did you end up?

Looking forward to catching up!

Lindsay Scola  
Director of Scheduling  
Office of the Mayor  
The City of New York  
Office: 212.788.2962  
Cell: 917.513.1690

---

**From:** Cathy Rought [<mailto:Cathy.Rought@berlinrosen.com>]  
**Sent:** Thursday, August 14, 2014 3:02 PM  
**To:** Scola, Lindsay  
**Subject:** Hi!

Lindsay,

Hey! I was asking Jonathan Rosen who was handling the Mayor's scheduling and your name came across my desk. Hilarious – such a small world. I left Podesta in Feb and have been with BerlinRosen since May. Caitlin Offinger is also going to be working here as of September. How are you?

Cathy Rought  
Vice President  
BerlinRosen  
15 Maiden Lane, 16<sup>th</sup> Floor  
New York, NY 10038  
[Cathy.rought@berlinrosen.com](mailto:Cathy.rought@berlinrosen.com)  
Direct line: 646-200-5287  
C: 202-263-9097

**From:** [Scola, Lindsay](#)  
**To:** ["Cathy.Rought@berlinrosen.com"](mailto:Cathy.Rought@berlinrosen.com)  
**Subject:** Re: Tonight!  
**Date:** Thursday, August 21, 2014 7:32:08 PM

---

I left work early (shockingly) and stoped in to get my nails done so no worries if you are running behind

---

**From:** Scola, Lindsay  
**Sent:** Thursday, August 21, 2014 03:36 PM  
**To:** 'Cathy Rought' <[Cathy.Rought@berlinrosen.com](mailto:Cathy.Rought@berlinrosen.com)>  
**Subject:** RE: Tonight!

Awesome I am at [REDACTED].

Cant wait to see you!

Lindsay Scola  
Director of Scheduling  
Office of the Mayor  
The City of New York  
Office: 212.788.2962  
Cell: 917.513.1690

---

**From:** Cathy Rought [<mailto:Cathy.Rought@berlinrosen.com>]  
**Sent:** Thursday, August 21, 2014 3:36 PM  
**To:** Scola, Lindsay  
**Subject:** Tonight!

Looking forward to it. Going to aim to be there at 8pm, but could run a few late. My cell is 202-263-9097 in case you run into problems. See you tonight!

Cathy Rought  
Vice President  
BerlinRosen  
15 Maiden Lane, 16<sup>th</sup> Floor  
New York, NY 10038  
[Cathy.rought@berlinrosen.com](mailto:Cathy.rought@berlinrosen.com)  
Direct line: 646-200-5287  
C: 202-263-9097

**From:** [Litvak, Gwendolyn](#)  
**To:** ["Nicole Kolinsky"](#); [Connie Chung](#)  
**Subject:** RE: Planner Happy Hour  
**Date:** Wednesday, September 10, 2014 4:49:38 PM

---

Happening. I'll be there as close to 6 as possible (probably 6:15). I need to pick up my laundry by 8:30pm so early start time.

---

**From:** Nicole Kolinsky [mailto:[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)]  
**Sent:** Wednesday, September 10, 2014 4:44 PM  
**To:** Connie Chung; Daria Siegel; Fred Sham; Litvak, Gwendolyn; 'Morris, Deborah'; Jarrod Grim; [abaumann@downtownny.com](mailto:abaumann@downtownny.com)  
**Subject:** RE: Planner Happy Hour

What is the plan here folks? Is this happening?

-----Original Appointment-----

**From:** Connie Chung [mailto:[CChung@hraadvisors.com](mailto:CChung@hraadvisors.com)]  
**Sent:** Thursday, September 04, 2014 12:05 PM  
**To:** Connie Chung; Nicole Kolinsky; Daria Siegel; Fred Sham; Litvak, Gwendolyn; 'Morris, Deborah'; Jarrod Grim; [abaumann@downtownny.com](mailto:abaumann@downtownny.com)  
**Subject:** Planner Happy Hour  
**When:** Wednesday, September 10, 2014 6:00 PM-8:00 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** MI-5, 52 Walker Street (Bway and Church)

Planners, unite. Hope to see everyone at MI-5 next Wednesday (9/10)! Forward to friends.

**From:** [Blanco, Frankie](#)  
**To:** "[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)"; [REDACTED]  
**Cc:** [REDACTED]; [REDACTED]; "[dan@transition2013.com](mailto:dan@transition2013.com)"; [REDACTED]  
**Subject:** Re: UPK NYC press event on Friday  
**Date:** Thursday, January 02, 2014 3:19:52 PM

---

Will do!

---

**From:** Mike Rabinowitz [mailto:[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)]  
**Sent:** Thursday, January 02, 2014 03:16 PM  
**To:** Frankie Martinez <[REDACTED]>  
**Cc:** Josh Gold <[REDACTED]>; Stefan Grybauskas <[REDACTED]>; Dan Gross <[dan@transition2013.com](mailto:dan@transition2013.com)>; Lindsay Scola <[REDACTED]>; Martinez Blanco, Frankie  
**Subject:** RE: UPK NYC press event on Friday

Sure. You should call Dave directly to set it up:

Cell: [REDACTED]  
Office: 212 828 6046

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

**From:** Frankie Martinez [mailto:[REDACTED]]  
**Sent:** Thursday, January 02, 2014 3:07 PM  
**To:** Mike Rabinowitz  
**Cc:** Josh Gold; Stefan Grybauskas; Dan Gross; Lindsay Scola; [fmartinezblanco@cityhall.nyc.gov](mailto:fmartinezblanco@cityhall.nyc.gov)  
**Subject:** Re: UPK NYC press event on Friday

Can we aim for a walk thru tomorrow afternoon?

On Thursday, January 2, 2014, Mike Rabinowitz wrote:

Nocenti is available to do the walk through today or tomorrow. His site is available on Monday at anytime.

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

**From:** Josh Gold [mailto:[REDACTED]]  
**Sent:** Thursday, January 02, 2014 2:54 PM  
**To:** Stefan Grybauskas; Frankie Martinez  
**Cc:** Dan Gross; Mike Rabinowitz; Lindsay Scola

**Subject:** Re: UPK NYC press event on Friday

We are trying to reschedule for Monday, so we should do the walk-through, if possible. Dan/Stefan/Frankie, is that possible??

On Thu, Jan 2, 2014 at 2:47 PM, David Nocenti <[dnocenti@unionsettlement.org](mailto:dnocenti@unionsettlement.org)> wrote:

This is just to confirm the phone conversation with Stefan this morning, who indicated that tomorrow's press conference has been cancelled, and so there will not be a walk through at 3:00 p.m. today.

Please let us know when you have selected a new date/time for the press conference, and when you would like to do the walk-through of the site.

Thanks,

Dave

---

**From:** David Nocenti [<mailto:dnocenti@unionsettlement.org>]  
**Sent:** Tuesday, December 31, 2013 4:37 PM  
**To:** 'dan@transition2013.com'  
**Cc:** 'Michelle Paige'; 'Sara Stuart'; 'Josh Gold'; 'Stefan Grybauskas'; 'Frankie Martinez'; 'Mike Rabinowitz'  
**Subject:** RE: UPK NYC press event on Friday

I'm just resending this, with everyone cc'd, so that everyone has all the information.

---

**From:** David Nocenti [<mailto:dnocenti@unionsettlement.org>]  
**Sent:** Tuesday, December 31, 2013 4:30 PM  
**To:** 'dan@transition2013.com'  
**Cc:** 'Michelle Paige'; 'Sara Stuart'  
**Subject:** UPK NYC press event on Friday

Hi Dan.

Thanks for your call. Here is the location for the press event on Friday:

Union Johnson Early Learning Center

1829 Lexington Avenue (at 113<sup>th</sup> Street)

New York, New York 10029

The center is in the NYCHA Johnson Houses, which are between 112<sup>th</sup> and 115<sup>th</sup> Streets. The child care center is on the east side of Lexington Avenue, about a block north of the corner of 112<sup>th</sup> and Lexington. There are glass doors facing north, and a Union Settlement Association sign facing Lexington Avenue. You can't miss it.

As discussed, we'll expect to see you or one of your colleagues at the center on Thursday, January 2 at 3:00 p.m. to do a walk-through of the site.

My contact information is below, and you can also reach me on my cell phone at [REDACTED] if there are any changes.

I have cc'd Michell

--

---

Frankie A. Martinez-Blanco

[REDACTED]

**From:** [Mike Rabinowitz](#)  
**To:** [Negash, Dabash](#)  
**Subject:** FW: BRIEF - UPK NYC Labor Leaders Press Conf v4  
**Date:** Sunday, January 05, 2014 2:35:04 PM  
**Attachments:** [BRIEF - UPK NYC Labor Leaders Press Conf v4.docx](#)

---

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** Mike Rabinowitz  
**Sent:** Sunday, January 05, 2014 2:19 PM  
**To:** Phillip Walzak [REDACTED]  
**Cc:** Jonathan Rosen; Wiley Norvell  
**Subject:** FW: BRIEF - UPK NYC Labor Leaders Press Conf v4

Here it is.

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** Mike Rabinowitz  
**Sent:** Sunday, January 05, 2014 11:13 AM  
**To:** Wiley Norvell; Monica Klein  
**Cc:** Jonathan Rosen; 'Josh Gold'; Emma Woods  
**Subject:** BRIEF - UPK NYC Labor Leaders Press Conf v4

Attached is a draft brief for tomorrow's event.

A few notes:

- 1 – We will update as we nail down speakers.
- 2 – Feel more than free to punch up the talking points. Main message is that this is an working families issue. (I borrowed some of the language from the inaugural.)
- 3 – Note Nocenti's bio. Can you figure out if the Mayor has a relationship with him?

## UPK NYC LABOR LEADER PRESS CONFERENCE

DATE: Monday, January 6, 2014  
LOCATION: <insert details>  
BDB EXPECTED: Yes  
BDB SPEAKING: Yes  
EVENT TIME: <insert details>  
BDB TIME: <insert details>  
STAFF ADVANCING: <insert details>  
EVENT CONTACT: <insert details>

Comment [MR1]: To be filled in by advance, correct?

### PURPOSE & GOAL

A group of major labor leaders will announce their support of the UPK NYC campaign and their intention to make this a major priority of theirs in the coming session.

### GAMEPLAN

- You will thank labor leaders for their support.
- Labor leaders will speak and run press conference.
- Vincent Alvarez and YOU will take Q&A.

### PRESS PLAN

- **OPEN to the press.**

### SEQUENCE OF EVENTS

10:00AM - 10:05AM	You enter with the group and Vincent Alvarez, President of the Central Labor Council opens and MCs
10:05AM - 10:07AM	Michael Mulgrew speaks
10:07AM - 10:09AM	TBD based on RSVPS
10:09AM - 10:11AM	TBD based on RSVPS
10:11AM - 10:13 AM	TBD based on RSVPS .
10:13AM - 10:15AM	TBD based on RSVPS .
10:15AM - 10:25AM	YOU speak
10:25AM - 10:45AM	Alvarez closes and manages Q + A. YOU take Q+A re implementation, working group, and other policy issues. HE takes Q + A about labor.

### TALKING POINTS

#### TALKING POINTS:

**I want to thank the Union Settlement Association and its Executive Director, Dave Nocenti for hosting us.**

**And I want to thank the leaders of these unions representing millions of New Yorkers for joining this movement.**

**As I have said multiple times, the centerpiece of my campaign, and the centerpiece of my administration's agenda, is achieving a tax increase on the wealthiest New Yorkers to provide truly Universal Pre-K and after-school programs for every middle-schooler.**

**The people are on our side.**

**And the facts are on our side.**

**We are here today in an example of a high-quality educational facility that could open a new pre-K classroom tomorrow if we had the funding. Right down the hall, they have an empty classroom ready to go.**

**What's missing is the funding. Well, we're working to change that.**

**A few weeks ago, 10 leaders from business, civil rights, academia, advocacy and the arts launched UPK NYC. They were joined by the leaders of 25 organizations with deep roots across the 5 boroughs,**

**who will reach their members, their elected officials to press for passage of our plan.**

**Now they are being joined by leaders of the New York City labor movements.**

**14 labor unions, including the Central Labor Council, have signed on to join this campaign. These unions, who represent millions of New Yorkers, know how to make an issue resonate in Albany.**

**For the working men and women of New York, quality pre-K and afterschool is not just about educational opportunity.**

**It's also an economic justice issue.**

**We are asking a little more of the wealthy because we know a strong economy is dependent on a thriving school system. Giving every kid a chance to get their education off on the right foot, from the earliest age, has been shown to lead to greater economic success, healthier lives, and a better chance of breaking the cycle of poverty.**

**And we are asking a little more of the wealthy because we know that too many working parents don't have somewhere safe and educational for their kids to be when they are at work.**

**Or they only have access to informal care.**

**Or they can barely afford the options that are out there.**

**Well, passing this plan will give peace of mind to working parents, who suffer the anxiety of not knowing whether their child is safe and supervised during those critical hours after the school day ends, but before the workday is done.**

**I am thankful that today, the men and women of New York's labor movement are committing to educate their members, talk to their elected officials and help make a small tax on the wealthiest New Yorkers to pay for universal pre-K and afterschool for middle schoolers a reality.**

**And now for our friends in the Spanish-speaking press:**

- **<Insert Spanish summation>**

**[Turn the event back over to Vinny Alvarez, President of the New York City Central Labor Council, who will handle questions about labor support. YOU will take questions about policy, implementation, etc]**

#### **Q&A**

**Q. When do you expect to begin negotiations in Albany?**

**A.** We look forward to beginning negotiations immediately. As I have said before, this plan can't wait.

**Q. What if Cuomo offers revenue straight from the State budget—would you turn it down?**

A. The dedicated tax we've called for is the way to do this. General budget revenue can be cut, or it can come from other worthy programs. A dedicated tax is the only

**Q. Given that you can't likely scale up to 100% by September 2014, do you really need the full \$530 million this year? Would you take less?**

A. Yes. We absolutely need the full amount in year one. Our goal is to begin to mount a massive expansion in both pre-k and after-school that begins in September. As I mentioned, this facility, and many others, have empty classrooms that can be put to work. And other sites will be available. Our working group is mapping out details – but we know a significant number of expansion slots will be converting half day to full day. Many of those already have staff and space. We will also focus on restoring the 30,000 afterschool seats we lost and adding more - so we will use a lot of the funds for ongoing operations right away.

We also know there will be significant one time costs we will occur as we expand the system. Examples may include:

--Expenses to retrofit space

--Expenses on prepaid leases that we would make if they would save taxpayer money down the road

--Expenses to modernize data systems for enrollment and outcomes measurement (technology in programs to allow assessment of progress).

Our working group is mapping out a precise implementation plan but I can say to you confidently if our plan passes we will rapidly bring capacity online in year one and need the full funding to do it.

**Q. Will these leaders you named be actively lobbying in Albany?**

A. They'll use their sway in Albany. They'll use their sway in the public debate.

**Q. Have you spoken to Governor Cuomo about your plan? What has he indicated?**

A. I know he shares the goal. He's declared an openness to discuss our funding plan.

**Q. Doesn't this tax hike run counter to Cuomo's tax commission proposals to reduce taxes?**

A. NYC taxes are different from the State's tax burden. They are two different discussions.

**Q. Will you be running any ads or buying airtime?**

A. We're focused on the grassroots, and our first push will be through these organizations' memberships and reach and growing our coalition.

**Q. Would you consider waiting a year to pass your plan after the elections in Albany?**

A. No. Priorities like this cannot wait.

**Q. If the State doesn't support you, will you fund this out of the City budget?**

A. We are fighting to pass this with NYC tax revenue. We're not trying to infringe on the State budget.

**Q. How will you overcome skepticism in the State Senate?**

A. Jeff Klein has declared himself an ally. We will mobilize our NYC delegation. And we will reach out to Republicans—including those upstate who in the past have supported NYC's right to tax itself.

**BACKGROUND**

**Union Settlement Association**

Union Settlement Association began in 1895 on East 104th Street in East Harlem.

The 350 employees and the 10,000 residents who participate in its programs work to make East Harlem a strong, supportive and proud community where dreams are born and achieved every day. They're working side-by-side with community members to tackle the issues that are important to the vitality of the neighborhood, and to advocate with them on behalf of all East Harlem residents, and underserved communities across the city, state and nation.

Union Settlement serves 500 children and their families in seven childcare and Head Start centers. Teachers in its pre-school program assist children ages two to five in a stimulating social and educational environment. They operate a Universal Pre-Kindergarten program with Community School District 4/Region 9.

Union Settlement Child Care programs operate from 8AM to 6PM and the Head Start programs operate from 8AM to 4:30PM. Both programs are open year round.

All child care centers and home care providers are licensed by the Department of Health.

They also offer youth programs for 2,000 children and teens.

Youth Services programs include: homework assistance, tutoring, computer instruction, visual and performing arts projects, recreational activities and a summer day camp, employment and educational opportunities for in-school youth, including, tutoring, internships and job skills development.

The centerpiece of Youth at Union is its Education Center. Open weekdays from three to nine p.m. and on Saturdays for special events and activities, the Center serves as a "neighborhood sanctuary" where parents can be sure their children are engaged in constructive, enriching activities.

They also offer adult education, college readiness, HIV, mental health and senior services.

**BIOS**

**Comment [MR2]:** Do we need bios of the labor leaders?

**David Nocenti, Executive Director, Union Settlement Association:** David became the Executive Director of Union Settlement in January 2009. He has served as a top advisor to three Governors, including as Counsel to Governors David Paterson and Eliot Spitzer from January 2007 through June 2008, as well as Assistant Counsel and First Assistant Counsel to Governor Mario Cuomo from 1990 to 1994. He also served as Counsel to the New York Attorney General and the Queens Borough President and as an Assistant U.S. Attorney in Brooklyn.

**From:** [Negash, Dabash](mailto:Negash.Dabash)  
**To:** "[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)"  
**Subject:** Re: BRIEF - UPK NYC Labor Leaders Press Conf v4  
**Date:** Sunday, January 05, 2014 2:37:45 PM

---

Thank you.

---

**From:** Mike Rabinowitz [mailto:[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)]  
**Sent:** Sunday, January 05, 2014 02:34 PM  
**To:** Negash, Dabash  
**Subject:** FW: BRIEF - UPK NYC Labor Leaders Press Conf v4

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** Mike Rabinowitz  
**Sent:** Sunday, January 05, 2014 2:19 PM  
**To:** Phillip Walzak ( [REDACTED] )  
**Cc:** Jonathan Rosen; Wiley Norvell  
**Subject:** FW: BRIEF - UPK NYC Labor Leaders Press Conf v4

Here it is.

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** Mike Rabinowitz  
**Sent:** Sunday, January 05, 2014 11:13 AM  
**To:** Wiley Norvell; Monica Klein  
**Cc:** Jonathan Rosen; 'Josh Gold'; Emma Woods  
**Subject:** BRIEF - UPK NYC Labor Leaders Press Conf v4

Attached is a draft brief for tomorrow's event.

A few notes:

- 1 – We will update as we nail down speakers.
- 2 – Feel more than free to punch up the talking points. Main message is that this is an working families issue. (I borrowed some of the language from the inaugural.)
- 3 – Note Nocenti's bio. Can you figure out if the Mayor has a relationship with him?

**From:** [ptwalzak](#)  
**To:** [Ko, Eunice](#); "[Jonathan@berlinrosen.com](#)"  
**Subject:** RE: UPK Presser  
**Date:** Sunday, January 05, 2014 3:34:12 PM

---

Jro I can handle

Sent from my Verizon Wireless 4G LTE Smartphone

----- Original message -----

**From:** "Ko, Eunice" <[EKo@cityhall.nyc.gov](mailto:EKo@cityhall.nyc.gov)>  
**Date:** 01/05/2014 15:27 (GMT-05:00)  
**To:** "'Jonathan@berlinrosen.com'" <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>  
**Cc:** "PhilWalzak [REDACTED]" <[REDACTED]>  
**Subject:** UPK Presser

Hi Jonathan,

Phil requested that both you and him ride with the Mayor from City Hall to the UPK presser in order to brief the Mayor beforehand. We'd also like you ride with the Mayor back to City Hall AFTER the UPK to debrief him with Phil.

**9:40 – 10:00am      Depart City Hall en route to UPK Presser**

Location:      Union Johnson Early Learning Center  
                         1829 Lexington Avenue  
                         New York, New York 10029

Drive time:      20 mins

**Car:**              BDB, [Jonathan Rosen](#), Phil Walzak

**9:40 – 10:00am      Prep for UPK Presser**

Staff:   Phil Walzak & [Jonathan Rosen](#)

**10:00 – 10:05am      Arrive at UPK Presser**

**10:05 – 11:15am      UPK Presser**

Location:      Union Johnson Early Learning Center  
1829 Lexington Avenue  
New York, New York 10029

**11:15 – 11:25am      Depart UPK Presser en route to City Hall**

Location:      City Hall  
Drive time:      20 mins  
Car:              BDB, Edie Sharp, **Jonathan Rosen** & Phil Walzak

**11:15 – 11:25am      UPK Presser Debriefing**

Staff:      **Jonathan Rosen** and Phil Walzak

Please let me know if you're able to do this.

Thanks,

Eunice

**From:** [Mike Rabinowitz](#)  
**To:** ["Frankie Martinez"](#); ["Josh Gold"](#); ["Stefan Grybauskas"](#); [Gross, Dan](#)  
**Subject:** RE: UPK NYC press event on Monday?  
**Date:** Sunday, January 05, 2014 3:52:02 PM

---

David off - can one of you on the advance team let him know set up time today? I don't really know who is dealing with that. Sorry.

Thanks much.

-Sent by Mobile-  
Michael Rabinowitz-Gold  
646.200.5308 (o)  
646.342.3469 (c)

----- Original message -----

**From:** David Nocenti  
**Date:** 01/05/2014 3:35 PM (GMT-05:00)  
**To:** Mike Rabinowitz , 'Frankie Martinez' , 'Josh Gold' , 'Stefan Grybauskas' , [dgross@cityhall.nyc.gov](mailto:dgross@cityhall.nyc.gov)  
**Subject:** RE: UPK NYC press event on Monday?

Great. Thanks.

---

**From:** Mike Rabinowitz [<mailto:Rabinowitz@berlinrosen.com>]  
**Sent:** Sunday, January 05, 2014 3:33 PM  
**To:** David Nocenti; 'Frankie Martinez'; 'Josh Gold'; 'Stefan Grybauskas'; [dgross@cityhall.nyc.gov](mailto:dgross@cityhall.nyc.gov)  
**Subject:** RE: UPK NYC press event on Monday?

It is at 10 am. Will let others answer set up time.

-Sent by Mobile-  
Michael Rabinowitz-Gold  
646.200.5308 (o)  
646.342.3469 (c)

----- Original message -----

**From:** David Nocenti  
**Date:** 01/05/2014 3:28 PM (GMT-05:00)  
**To:** 'Frankie Martinez' , Mike Rabinowitz , [dgross@cityhall.nyclgov](mailto:dgross@cityhall.nyclgov) , 'Josh Gold' , 'Stefan Grybauskas'  
**Subject:** RE: UPK NYC press event on Monday?

Hi.

I just wanted to check back in and see if there are still plans to do the UPK NYC press event at the Union Johnson Early Learning Center on Monday. If so, what time will it be, and when do you

expect set-up to start?

If it has been rescheduled to another day, that is fine too. Just let me know.

Thanks,

Dave

---

**From:** David Nocenti [<mailto:dnocenti@unionsettlement.org>]  
**Sent:** Thursday, January 02, 2014 2:47 PM  
**To:** 'dan@transition2013.com'; 'Josh Gold'; 'Stefan Grybauskas'; 'Frankie Martinez'; 'Mike Rabinowitz'; 'Lindsay Scola'  
**Cc:** 'Michelle Paige'; 'Sara Stuart'  
**Subject:** RE: UPK NYC press event on Friday

This is just to confirm the phone conversation with Stefan this morning, who indicated that tomorrow's press conference has been cancelled, and so there will not be a walk through at 3:00 p.m. today.

Please let us know when you have selected a new date/time for the press conference, and when you would like to do the walk-through of the site.

Thanks,

Dave

---

**From:** David Nocenti [<mailto:dnocenti@unionsettlement.org>]  
**Sent:** Tuesday, December 31, 2013 4:37 PM  
**To:** 'dan@transition2013.com'  
**Cc:** 'Michelle Paige'; 'Sara Stuart'; 'Josh Gold'; 'Stefan Grybauskas'; 'Frankie Martinez'; 'Mike Rabinowitz'  
**Subject:** RE: UPK NYC press event on Friday

I'm just resending this, with everyone cc'd, so that everyone has all the information.

---

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**Subject:** UPK NYC press event on Friday

Hi Dan.

Thanks for your call. Here is the location for the press event on Friday:

Union Johnson Early Learning Center  
1829 Lexington Avenue (at 113<sup>th</sup> Street)  
New York, New York 10029

The center is in the NYCHA Johnson Houses, which are between 112<sup>th</sup> and 115<sup>th</sup> Streets. The child care center is on the east side of Lexington Avenue, about a block north of the corner of 112<sup>th</sup> and Lexington. There are glass doors facing north, and a Union Settlement Association sign facing Lexington Avenue. You can't miss it.

As discussed, we'll expect to see you or one of your colleagues at the center on Thursday, January 2 at 3:00 p.m. to do a walk-through of the site.

My contact information is below, and you can also reach me on my cell phone at 917-902-3578 if there are any changes.

I have cc'd Michelle Paige, our Director of Early Childhood Education, and Sara Stuart, our Director of Development and Communication, both of whom should be able to join us for the walk-through. I presume that you are also working on a press release, so let us know if you need any information about Union Settlement Association and/or the Union Johnson Early Learning Center.

Have a great New Year's holiday, and I look forward to seeing you on Thursday at 3 p.m.

Dave

-----  
David Nocenti  
Executive Director  
Union Settlement Association  
237 East 104th Street  
New York, New York 10029  
(212) 828-6046  
[dnocenti@unionsettlement.org](mailto:dnocenti@unionsettlement.org)  
[www.unionsettlement.org](http://www.unionsettlement.org)

**From:** [Jonathan Rosen](#)  
**To:** [PhilWalzak \(gmail.com\)](#)  
**Cc:** [Ko, Eunice](#)  
**Subject:** Re: UPK Presser  
**Date:** Sunday, January 05, 2014 4:04:07 PM

---

Happy to. Either way fine w me.

Sent from my iPhone

On Jan 5, 2014, at 3:34 PM, [REDACTED] <[REDACTED]> wrote:

Unless u want to then of course are welcome

Sent from my Verizon Wireless 4G LTE Smartphone

----- Original message -----

**From:** "Ko, Eunice" <[Eko@cityhall.nyc.gov](mailto:Eko@cityhall.nyc.gov)>  
**Date:** 01/05/2014 15:27 (GMT-05:00)  
**To:** "'[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)'" <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>  
**Cc:** "PhilWalzak ([gmail.com](mailto:gmail.com))" <[REDACTED]>  
**Subject:** UPK Presser

Hi Jonathan,

Phil requested that both you and him ride with the Mayor from City Hall to the UPK presser in order to brief the Mayor beforehand. We'd also like you ride with the Mayor back to City Hall AFTER the UPK to debrief him with Phil.

**9:40 – 10:00am      Depart City Hall en route to UPK Presser**

**Location:**      Union Johnson Early Learning Center  
                         1829 Lexington Avenue  
                         New York, New York 10029

**Drive time:**      20 mins

**Car:**              BDB, **Jonathan Rosen**, Phil Walzak

**9:40 – 10:00am      Prep for UPK Presser**

Staff: Phil Walzak & Jonathan Rosen

**10:00 – 10:05am      Arrive at UPK Presser**

**10:05 – 11:15am      UPK Presser**

Location:      Union Johnson Early Learning Center

1829 Lexington Avenue

New York, New York 10029

**11:15 – 11:25am      Depart UPK Presser en route to City Hall**

Location:      City Hall

Drive time:      20 mins

Car:      BDB, Edie Sharp, Jonathan Rosen & Phil  
Walzak

**11:15 – 11:25am      UPK Presser Debriefing**

Staff: Jonathan Rosen and Phil Walzak

Please let me know if you're able to do this.

Thanks,

Eunice

**From:** [Negash, Dabash](#)  
**To:** ["Mike Rabinowitz"](#)  
**Subject:** RE: BRIEF - UPKNYC Labor Leaders Press Conf v4  
**Date:** Sunday, January 05, 2014 8:07:27 PM

---

That would be great, thank you.

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**From:** Mike Rabinowitz [mailto:Rabinowitz@berlinrosen.com]  
**Sent:** Sunday, January 05, 2014 7:51 PM  
**To:** Negash, Dabash  
**Subject:** RE: BRIEF - UPKNYC Labor Leaders Press Conf v4

I wouldn't edit this version, as Monica edited it and I am going to edit her version shortly.

I will loop you in to that and then we can go from there.

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** Negash, Dabash [mailto:DNegash@cityhall.nyc.gov]  
**Sent:** Sunday, January 05, 2014 7:45 PM  
**To:** Mike Rabinowitz  
**Subject:** RE: BRIEF - UPKNYC Labor Leaders Press Conf v4

I can include Mulgrew, Alvarez and Nocentii (given he will be present). Just let me know if there are any other key participants we should include and approximate number of attendees.

Thank you!  
Dabash

---

**From:** Negash, Dabash  
**Sent:** Sunday, January 05, 2014 7:40 PM  
**To:** 'Mike Rabinowitz'  
**Subject:** RE: BRIEF - UPKNYC Labor Leaders Press Conf v4

Hi Michael – A few things regarding the briefing below.

- 1) How many total attendees?
- 2) List of key participants – I know Vincent Alvarez, Mike Mulgrew will be present. Will Dave Nocenti also be present (I see he mentions him in the speech)? Any other key folks the Mayor should know are present?
- 3) Yes, we do need very short bios (4-5 lines) for key participants.

Thank you,  
Dabash

---

**From:** Mike Rabinowitz [<mailto:Rabinowitz@berlinrosen.com>]  
**Sent:** Sunday, January 05, 2014 2:35 PM  
**To:** Negash, Dabash  
**Subject:** FW: BRIEF - UPKNYC Labor Leaders Press Conf v4

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** Mike Rabinowitz  
**Sent:** Sunday, January 05, 2014 2:19 PM  
**To:** Phillip Walzak ([REDACTED])  
**Cc:** Jonathan Rosen; Wiley Norvell  
**Subject:** FW: BRIEF - UPKNYC Labor Leaders Press Conf v4

Here it is.

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** Mike Rabinowitz  
**Sent:** Sunday, January 05, 2014 11:13 AM  
**To:** Wiley Norvell; Monica Klein  
**Cc:** Jonathan Rosen; 'Josh Gold'; Emma Woods  
**Subject:** BRIEF - UPKNYC Labor Leaders Press Conf v4

Attached is a draft brief for tomorrow's event.

A few notes:

- 1 – We will update as we nail down speakers.
- 2 – Feel more than free to punch up the talking points. Main message is that this is an working families issue. (I borrowed some of the language from the inaugural.)
- 3 – Note Nocenti's bio. Can you figure out if the Mayor has a relationship with him?

**From:** [Mike Rabinowitz](#)  
**To:** [Negash Dabash](#)  
**Subject:** FW: 120513 UPKLaborLeaders - mr edits  
**Date:** Sunday, January 05, 2014 8:08:17 PM  
**Attachments:** [120513 UPKLaborLeaders - mr edits.doc](#)

---

Sorry. Forgot to CC you.

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** Mike Rabinowitz  
**Sent:** Sunday, January 05, 2014 8:07 PM  
**To:** Monica Klein; Wiley Norvell  
**Cc:** Jonathan Rosen; 'Josh Gold'; Emma Woods  
**Subject:** 120513 UPKLaborLeaders - mr edits

Thanks for turning this around.

My slight additions added, including the # of people who are represented by the unions.

## EVENT MEMO

### OFFICE OF THE MAYOR

January 5, 2014

#### LABOR LEADERS UPK SUPPORT ANNOUNCEMENT

DATE: January 6, 2014

LOCATION: ~~Gracie Mansion, Parlor Room (Include Address)~~<insert details from advance>

TIME: ~~7:05 PM—8:00 PM [Mayor's time at event]~~10 AM -

From:

#### I. PURPOSE

A group of major labor leaders will announce their support of the UPK NYC campaign and their intention to make this a major priority of theirs in the coming session. You will thank labor leaders for their support, labor leaders will speak and run the press conference, and you and Vincent Alvarez will take Q&A.

#### II. PARTICIPANTS

Vincent Alvarez - speaking

Michael Mulgrew - speaking

Hector Figueroa

Peter Ward - speaking

Chris Shelton

Gary LaBarbera

George Miranda - speaking

Stuart Appelbaum - speaking

Bill Lipton

Dave Nocenti, Executive Director, Union Settlement House

#### III. PRESS PLAN

OPEN press

#### IV. SEQUENCE OF EVENTS

10:00AM - 10:05AM	You enter with the group and Vincent Alvarez, President of the Central Labor Council opens and MCs
10:05AM – 10:07AM	Michael Mulgrew speaks
10:07AM – 10:09AM	<del>TBD based on RSVP</del> <u>Peter Ward speaks</u>
10:09AM – 10:11AM	<del>TBD based on RSVP</del> <u>George Miranda speaks</u>

10:11AM – 10:13 AM ~~TBD based on RSVPS~~ Stuart Appelbaum speaks  
~~10:13AM – 10:15AM~~ ~~TBD based on RSVPS~~  
10:135AM – 10:235AM YOU speak  
10:235AM – 10:45AM Alvarez closes and manages Q + A. YOU take Q+A re implementation, working group, and other policy issues. HE takes Q + A about labor.

## V. REMARKS

I want to thank the Union Settlement Association and its Executive Director, Dave Nocenti for hosting us.

Since opening its doors in 1895, Union Settlement has brought education, wellness and community-building programs to the people of East Harlem

It serves the community – from the youngest to the oldest – from Head Start to Meals on Wheels

I appreciate your graciousness in hosting us here

And I want to thank the leaders of these unions representing millions-over 1.3 million ~~of~~ New Yorkers for joining this movement for universal pre-K and afterschool.

As I have said multiple times, the centerpiece of my campaign — and the centerpiece of my administration’s agenda — is achieving a tax increase on the wealthiest New Yorkers to provide truly Universal Pre-K and after-school programs for every middle-schooler.

The people are on our side.

And the facts are on our side.

We are here today in an example of a high-quality educational facility that could open a new pre-K classroom tomorrow if we had the funding.

This state of the art facility opened last year and serves over 40 children in three Head Start classrooms

But they could serve more

Right down the hall, they have ~~an~~ two empty classrooms ready to go.

What’s missing is the funding. Well, we’re working to change that.

A few weeks ago, 10 leaders from business, civil rights, academia, advocacy and the arts launched UPK NYC.

They were joined by the leaders of 25 organizations with deep roots across the 5 boroughs, who will reach their members, their elected officials to press for passage of our plan.

Now they are being joined by leaders of the New York City labor movement – which represents more than 1.3 million working peoples.

~~14 labor unions, including the~~ These unions, including the Central Labor Council and the Working Families Party, have signed on to join this campaign.

~~These unions, who represent millions of New Yorkers,~~ know how to make an issue resonate in Albany.

For the working men and women of New York, quality pre-K and afterschool is not just about educational opportunity.

It's also an economic justice issue.

We are asking a little more of the wealthy because we know a strong economy is dependent on a thriving school system.

Giving every kid a chance to get their education off on the right foot — from the earliest age — has been shown to lead to greater economic success, healthier lives, and a better chance of breaking the cycle of poverty.

And we are asking a little more of the wealthy because we know that too many working parents don't have somewhere safe and educational for their kids to be when they are at work.

Or they only have access to informal care.

Or they can barely afford the options that are out there.

Well, passing this plan will give peace of mind to working parents — who suffer the anxiety of not knowing whether their child is safe and supervised during those critical hours after the school day ends, but before the workday is done.

I am thankful that today, the men and women of New York's labor movement are committing to:

- educate their members
- talk to their elected officials
- and help make a small tax on the wealthiest New Yorkers to pay for universal pre-K and afterschool for middle schoolers a reality.

And now for our friends in the Spanish-speaking press:

- <Insert Spanish summation>

## **Q&A**

### **Q. When do you expect to begin negotiations in Albany?**

A. We look forward to beginning negotiations immediately. As I have said before, this plan can't wait.

### **Q. What if Cuomo offers revenue straight from the State budget—would you turn it down?**

A. The dedicated tax we've called for is the way to do this. General budget revenue can be cut, or it can come from other worthy programs. A dedicated tax is the only [way to do it.](#)

### **Q. Given that you can't likely scale up to 100% by September 2014, do you really need the full \$530 million this year? Would you take less?**

A. Yes. We absolutely need the full amount in year one. Our goal is to begin to mount a massive expansion in both pre-k and after-school that begins in September. As I mentioned, this facility, and many others, have empty classrooms that can be put to work. And other sites will be available. Our working group is mapping out details – but we know a significant number of expansion slots will be converting half day to full day. Many of those already have staff and space. We will also focus on restoring the 30,000 afterschool seats we lost and adding more - so we will use a lot of the funds for ongoing operations right away.

We also know there will be significant one time costs we will occur as we expand the system. Examples may include:

- Expenses to retrofit space
- Expenses on prepaid leases that we would make if they would save taxpayer money down the road
- Expenses to modernize data systems for enrollment and outcomes measurement (technology in programs to allow assessment of progress).

Our working group is mapping out a precise implementation plan but I can say to you confidently if our plan passes we will rapidly bring capacity online in year one and need the full funding to do it.

### **Q. Will these leaders you named be actively lobbying in Albany?**

A. They'll use their sway in Albany. They'll use their sway in the public debate.

### **Q. Have you spoken to Governor Cuomo about your plan? What has he indicated?**

A. I know he shares the goal. He's declared an openness to discuss our funding plan.

### **Q. Doesn't this tax hike run counter to Cuomo's tax commission proposals to reduce taxes?**

A. NYC taxes are different from the State's tax burden. They are two different discussions.

**Q. Will you be running any ads or buying airtime?**

A. We're focused on the grassroots, and our first push will be through these organizations' memberships and reach and growing our coalition.

**Q. Would you consider waiting a year to pass your plan after the elections in Albany?**

A. No. Priorities like this cannot wait.

**Q. If the State doesn't support you, will you fund this out of the City budget?**

A. We are fighting to pass this with NYC tax revenue. We're not trying to infringe on the State budget.

**Q. How will you overcome skepticism in the State Senate?**

A. Jeff Klein has declared himself an ally. We will mobilize our NYC delegation. And we will reach out to Republicans—including those upstate who in the past have supported NYC's right to tax itself.

**SCHUMER Q/A**

VI. ATTACHMENTS

**Union Settlement Association**

Union Settlement Association began in 1895 on East 104th Street in East Harlem.

The 350 employees and the 10,000 residents who participate in its programs work to make East Harlem a strong, supportive and proud community where dreams are born and achieved every day. They're working side-by-side with community members to tackle the issues that are important to the vitality of the neighborhood, and to advocate with them on behalf of all East Harlem residents, and underserved communities across the city, state and nation.

Union Settlement serves 500 children and their families in seven childcare and Head Start centers. Teachers in its pre-school program assist children ages two to five in a stimulating social and educational environment. They operate a Universal Pre-Kindergarten program with Community School District 4/Region 9.

Union Settlement Child Care programs operate from 8AM to 6PM and the Head Start programs operate from 8AM to 4:30PM. Both programs are open year round.

All child care centers and home care providers are licensed by the Department of Health.

They also offer youth programs for 2,000 children and teens.

Youth Services programs include: homework assistance, tutoring, computer instruction, visual and performing arts projects, recreational activities and a summer day camp, employment and educational opportunities for in-school youth, including, tutoring, internships and job skills development.

The centerpiece of Youth at Union is its Education Center. Open weekdays from three to nine p.m. and on Saturdays for special events and activities, the Center serves as a "neighborhood sanctuary" where parents can be sure their children are engaged in constructive, enriching activities.

They also offer adult education, college readiness, HIV, mental health and senior services.

**David Nocenti, Executive Director, Union Settlement Association:** David became the Executive Director of Union Settlement in January 2009. He has served as a top advisor to three Governors, including as Counsel to Governors David Paterson and Eliot Spitzer from January 2007 through June 2008, as well as Assistant Counsel and First Assistant Counsel to Governor Mario Cuomo from 1990 to 1994. He also served as Counsel to the New York Attorney General and the Queens Borough President and as an Assistant U.S. Attorney in Brooklyn.

<insert final Alvarez TPs>

**From:** [Negash, Dabash](#)  
**To:** "Mike Rabinowitz"  
**Subject:** RE: 120513 UPKLaborLeaders - mr edits  
**Date:** Sunday, January 05, 2014 8:10:28 PM

---

Thanks so much for your help. I will follow up with our comms team.

---

**From:** Mike Rabinowitz [mailto:[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)]  
**Sent:** Sunday, January 05, 2014 8:10 PM  
**To:** Negash, Dabash  
**Subject:** RE: 120513 UPKLaborLeaders - mr edits

I wish I knew.

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** Negash, Dabash [mailto:[DNegash@cityhall.nyc.gov](mailto:DNegash@cityhall.nyc.gov)]  
**Sent:** Sunday, January 05, 2014 8:09 PM  
**To:** Mike Rabinowitz  
**Subject:** RE: 120513 UPKLaborLeaders - mr edits

Thanks. Do you know if anyone else is making edits to this? Or is this final?

Dabash

---

**From:** Mike Rabinowitz [mailto:[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)]  
**Sent:** Sunday, January 05, 2014 8:08 PM  
**To:** Negash, Dabash  
**Subject:** FW: 120513 UPKLaborLeaders - mr edits

Sorry. Forgot to CC you.

Michael Rabinowitz-Gold  
646.200.5308 (office)  
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[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

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**From:** Mike Rabinowitz  
**Sent:** Sunday, January 05, 2014 8:07 PM  
**To:** Monica Klein; Wiley Norvell  
**Cc:** Jonathan Rosen; 'Josh Gold'; Emma Woods  
**Subject:** 120513 UPKLaborLeaders - mr edits

Thanks for turning this around.

My slight additions added, including the # of people who are represented by the unions.

**From:** [Monica Klein](#)  
**To:** [Mike Rabinowitz](#)  
**Cc:** [WileyJNorvell \(gmail\)](#); [Negash, Dabash](#); [Jonathan Rosen](#); [Josh Gold](#); [Emma Woods](#)  
**Subject:** Re: 120513 UPKLaborLeaders - mr edits  
**Date:** Sunday, January 05, 2014 8:16:50 PM  
**Attachments:** [120513 UPKLaborLeaders.v2.doc](#)

---

Dabash please see attached, Spanish TPs included and Mike's edits incorporated.

Missing:

- Schumer q&a
- final Alvarez Tps

On Sun, Jan 5, 2014 at 8:08 PM, Mike Rabinowitz <[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)> wrote:

+Dabash

Michael Rabinowitz-Gold

[646.200.5308](tel:646.200.5308) (office)

[646.342.3469](tel:646.342.3469) (cell)

[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

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**Sent:** Sunday, January 05, 2014 8:07 PM  
**To:** Monica Klein; Wiley Norvell  
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## EVENT MEMO

### OFFICE OF THE MAYOR

January 5, 2014

#### LABOR LEADERS UPK SUPPORT ANNOUNCEMENT

DATE: January 6, 2014

LOCATION: Union Johnson Early Learning Center, 1829  
Lexington Avenue, New York, NY 10029

TIME: 10 AM - 11 AM

From: Monica Klein

#### I. PURPOSE

A group of major labor leaders will announce their support of the UPK NYC campaign and their intention to make this a major priority of theirs in the coming session. You will thank labor leaders for their support, labor leaders will speak and run the press conference, and you and Vincent Alvarez will take Q&A.

#### II. PARTICIPANTS

Vincent Alvarez - speaking

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Dave Nocenti, Executive Director, Union Settlement House

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OPEN press

#### IV. SEQUENCE OF EVENTS

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10:11AM – 10:13 AM      Stuart Appelbaum speaks  
10:13AM – 10:23AM      YOU speak  
10:23AM – 10:45AM      Alvarez closes and manages Q + A. YOU take Q+A re  
implementation, working group, and other policy issues. HE  
takes Q + A about labor.

## V.      REMARKS

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I appreciate your graciousness in hosting us here

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And the facts are on our side.

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But they could serve more

Right down the hall, they have two empty classrooms ready to go.

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These unions know how to make an issue resonate in Albany.

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- educate their members
- talk to their elected officials
- and help make a small tax on the wealthiest New Yorkers to pay for universal pre-K and afterschool for middle schoolers a reality.

And now for our friends in the Spanish-speaking press:

Para los hombres y mujeres de Nueva York que trabajan, los programas de pre-kindergarten y extracurriculares de buena calidad no son solo un asunto de oportunidades en la educación.

Son también un asunto de justicia económica.

Doy gracias porque hoy los hombres y mujeres del movimiento laboral de Nueva York están comprometiéndose para ayudar a conseguir un pequeño impuesto a los neoyorquinos más acomodados para hacer realidad el *pre-K* universal y programas extracurriculares para los estudiantes de intermedia.

## **Q&A**

### **Q. When do you expect to begin negotiations in Albany?**

A. We look forward to beginning negotiations immediately. As I have said before, this plan can't wait.

### **Q. What if Cuomo offers revenue straight from the State budget—would you turn it down?**

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**Q. How will you overcome skepticism in the State Senate?**

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## **SCHUMER Q/A**

### **VI. ATTACHMENTS**

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**David Nocenti, Executive Director, Union Settlement Association:** David became the Executive Director of Union Settlement in January 2009. He has served as a top advisor to three Governors, including as Counsel to Governors David Paterson and Eliot Spitzer from January 2007 through June 2008, as well as Assistant Counsel and First Assistant Counsel to Governor Mario Cuomo from 1990 to 1994. He also served as Counsel to the New York Attorney General and the Queens Borough President and as an Assistant U.S. Attorney in Brooklyn.

<insert final Alvarez TPs>

**From:** [Jonathan Rosen](#)  
**To:** [Monica Klein](#)  
**Cc:** [Mike Rabinowitz](#); [WileyJNorvell \(gmail\)](#); [Negash, Dabash](#); [Josh Gold](#); [Emma Woods](#)  
**Subject:** Re: 120513 UPKLaborLeaders - mr edits  
**Date:** Sunday, January 05, 2014 8:20:01 PM

---

Sending another Q&A soon on capital NY story.

Sent from my iPhone

On Jan 5, 2014, at 8:16 PM, "Monica Klein" <[\[REDACTED\]](#)> wrote:

Dabash please see attached, Spanish TPs included and Mike's edits incorporated.

Missing:

- Schumer q&a
- final Alvarez Tps

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<[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)> wrote:

+Dabash

Michael Rabinowitz-Gold

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**From:** Mike Rabinowitz  
**Sent:** Sunday, January 05, 2014 8:07 PM  
**To:** Monica Klein; Wiley Norvell  
**Cc:** Jonathan Rosen; 'Josh Gold'; Emma Woods  
**Subject:** 120513 UPKLaborLeaders - mr edits

Thanks for turning this around.

My slight additions added, including the # of people who are represented by the unions.

<120513 UPKLaborLeaders.v2.doc>

**From:** [Jonathan Rosen](#)  
**To:** [Monica Klein](#)  
**Cc:** [Mike Rabinowitz](#); [WileyJNorvell \(gmail\)](#); [Negash, Dabash](#); [Josh Gold](#); [Emma Woods](#)  
**Subject:** Re: 120513 UPKLaborLeaders - mr edits  
**Date:** Sunday, January 05, 2014 8:35:44 PM

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Q. Capital NY last night reported that Governor Cuomo will propose his own statewide plan to achieve universal pre-k. In light of this do you still need your tax plan?

A. Albany committed to universal pre-k fifteen years ago, yet 15 years later more than fifty thousand NYC kids have no access to full day pre-k and even more are denied access to after school because the funding has never been there to get it done.

To close this gap will cost 550 million per year in NYC on a sustained ongoing basis. It's not going to get done with one shots or limited grant programs. That's why I've proposed a dedicated way to pay for it that locks in the funding to finally get this done.

We're heartened that the governor is committed to working with us to address this issue but the bottom line is for it to work we need a dedicated locked in multi-year funding stream that reaches every child and ensures no child is left behind.

Sent from my iPhone

On Jan 5, 2014, at 8:16 PM, "Monica Klein" <[\[REDACTED\]](#)> wrote:

Dabash please see attached, Spanish TPs included and Mike's edits incorporated.

Missing:  
- Schumer q&a  
- final Alvarez Tps

On Sun, Jan 5, 2014 at 8:08 PM, Mike Rabinowitz  
<[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)> wrote:

+Dabash

Michael Rabinowitz-Gold

[646.200.5308](tel:646.200.5308) (office)

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[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

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**Sent:** Sunday, January 05, 2014 8:07 PM  
**To:** Monica Klein; Wiley Norvell  
**Cc:** Jonathan Rosen; 'Josh Gold'; Emma Woods  
**Subject:** 120513 UPKLaborLeaders - mr edits

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<120513 UPKLaborLeaders.v2.doc>

**From:** [Monica Klein](#)  
**To:** [Jonathan Rosen](#)  
**Cc:** [Mike Rabinowitz](#); [WileyJNorvell \(gmail\)](#); [Negash, Dabash](#); [Josh Gold](#); [Emma Woods](#)  
**Subject:** Re: 120513 UPKLaborLeaders - mr edits  
**Date:** Sunday, January 05, 2014 8:42:35 PM

---

ty will add in. Mike -- do you have Alvarez tps?

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**Subject:** Alvarez TPs  
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**Attachments:** [Alvarez Talking Points v3.doc](#)

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Nobody disputes the benefits of universal pre-K and afterschool.

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And the Ounce of Prevention Fund tell us that without a high-quality early childhood intervention, an at-risk child is:

- 25% more likely to drop out of school
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- Teenagers left to spend after-school hours—peak window for juvenile crime & violence—out on the streets.

This is not just an educational issue. It's an economic justice issue.

Investing in our children ensures that they have the opportunity to succeed later in life.

And it helps ensure that parents have a safe, affordable, educational environment for their children when they are at work.

This is critical for tens of thousands of working parents.

And that's why we will be making sure our elected officials support this tax.

New York State has promised universal pre-K for 15 years.

But it's never provided the funding needed.

It's critical this funding be a dedicated tax, not money from the general budget.

It's the only way to ensure these programs won't be cut, or take funding from other worthy cause

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Our kids can't rely, year after year, on good budgetary conditions and the right political headwinds in Albany - NYC has a plan that works for NYC, a dedicated funding stream to finally fulfill the decades long Albany promise of UPK. The people of New York want it and Albany should let us get it done.

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**Subject:** RE: Alvarez TPs  
**Date:** Sunday, January 05, 2014 10:02:51 PM

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Monica – can you incorporate and send me final?

Thanks,  
Dabash

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**Attachments:** [Alvarez Talking Points v4.doc](#)

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**Attachments:** [120513.UPKLaborLeaders.v4.doc](#)

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## EVENT MEMO

### OFFICE OF THE MAYOR

January 5, 2014

#### LABOR LEADERS UPK SUPPORT ANNOUNCEMENT

DATE: January 6, 2014

LOCATION: Union Johnson Early Learning Center, 1829  
Lexington Avenue, New York, NY 10029

TIME: 10 AM - 11 AM

From: Monica Klein

#### I. PURPOSE

A group of major labor leaders will announce their support of the UPK NYC campaign and their intention to make this a major priority of theirs in the coming session. You will thank labor leaders for their support, labor leaders will speak and run the press conference, and you and Vincent Alvarez will take Q&A.

#### II. PARTICIPANTS

Vincent Alvarez - speaking  
Michael Mulgrew - speaking  
Hector Figueroa  
Peter Ward - speaking  
Chris Shelton  
Gary LaBarbera  
George Miranda – speaking  
Stuart Appelbaum - speaking  
Bill Lipton  
Dave Nocenti, Executive Director, Union Settlement House

#### III. PRESS PLAN

OPEN press

#### IV. SEQUENCE OF EVENTS

10:00AM - 10:05AM	You enter with the group and Vincent Alvarez, President of the Central Labor Council opens and MCs
10:05AM – 10:07AM	Michael Mulgrew speaks
10:07AM – 10:09AM	Peter Ward speaks
10:09AM – 10:11AM	George Miranda speaks

10:11AM – 10:13 AM      Stuart Appelbaum speaks  
10:13AM – 10:23AM      YOU speak  
10:23AM – 10:45AM      Alvarez closes and manages Q + A. YOU take Q+A re  
implementation, working group, and other policy issues. HE  
takes Q + A about labor.

## V.      REMARKS

I want to thank the Union Settlement Association and its Executive Director, Dave Nocenti for hosting us.

Since opening its doors in 1895, Union Settlement has brought education, wellness and community-building programs to the people of East Harlem

It serves the community – from the youngest to the oldest – from Head Start to Meals on Wheels

I appreciate your graciousness in hosting us here

And I want to thank the leaders of these unions representing over 1.3 million New Yorkers for joining this movement for universal pre-K and afterschool.

As I have said multiple times, the centerpiece of my campaign — and the centerpiece of my administration’s agenda — is achieving a tax increase on the wealthiest New Yorkers to provide truly Universal Pre-K and after-school programs for every middle-schooler.

The people are on our side.

And the facts are on our side.

We are here today in an example of a high-quality educational facility that could open a new pre-K classroom tomorrow if we had the funding.

This state of the art facility opened last year and serves over 40 children in three Head Start classrooms

But they could serve more

Right down the hall, they have two empty classrooms ready to go.

What’s missing is the funding. Well, we’re working to change that.

A few weeks ago, leaders from business, civil rights, academia, advocacy and the arts launched UPKNYC.

They were joined by the leaders of 25 organizations with deep roots across the 5 boroughs, who will reach their members, their elected officials to press for passage of our plan.

Now they are being joined by leaders of the New York City labor movement – which represents more than 1.3 million working people.

These unions, including the Central Labor Council and the Working Families Party, have signed on to join this campaign.

These unions know how to make an issue resonate in Albany.

For the working men and women of New York, quality pre-K and afterschool is not just about educational opportunity.

It's also an economic justice issue.

We are asking a little more of the wealthy because we know a strong economy is dependent on a thriving school system.

Giving every kid a chance to get their education off on the right foot — from the earliest age — has been shown to lead to greater economic success, healthier lives, and a better chance of breaking the cycle of poverty.

And we are asking a little more of the wealthy because we know that too many working parents don't have somewhere safe and educational for their kids to be when they are at work.

Or they only have access to informal care.

Or they can barely afford the options that are out there.

Well, passing this plan will give peace of mind to working parents — who suffer the anxiety of not knowing whether their child is safe and supervised during those critical hours after the school day ends, but before the workday is done.

I am thankful that today, the men and women of New York's labor movement are committing to:

- educate their members
- talk to their elected officials
- and help make a small tax on the wealthiest New Yorkers to pay for universal pre-K and afterschool for middle schoolers a reality.

And now for our friends in the Spanish-speaking press:

Para los hombres y mujeres de Nueva York que trabajan, los programas de pre-kindergarten y extracurriculares de buena calidad no son solo un asunto de oportunidades en la educación.

Son también un asunto de justicia económica.

Doy gracias porque hoy los hombres y mujeres del movimiento laboral de Nueva York están comprometiéndose para ayudar a conseguir un pequeño impuesto a los neoyorquinos más acomodados para hacer realidad el *pre-K* universal y programas extracurriculares para los estudiantes de intermedia.

## **VINCENT ALVAREZ TALKING POINTS**

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### **DE BLASIO Q&A**

#### **Q. When do you expect to begin negotiations in Albany?**

A. We look forward to beginning negotiations immediately. As I have said before, this plan can't wait.

#### **Q. What if Cuomo offers revenue straight from the State budget—would you turn it down?**

A. The dedicated tax we've called for is the way to do this. General budget revenue can be cut, or it can come from other worthy programs. A dedicated tax is the only way to do it.

#### **Q. Given that you can't likely scale up to 100% by September 2014, do you really need the full \$530 million this year? Would you take less?**

A. Yes. We absolutely need the full amount in year one. Our goal is to begin to mount a massive expansion in both pre-k and after-school that begins in September. As I mentioned, this facility, and many others, have empty classrooms that can be put to work. And other sites will be available. Our working group is mapping out details – but we know a significant number of expansion slots will be converting half day to full day. Many of those already have staff and space. We will also focus on restoring the 30,000 afterschool seats we lost and adding more - so we will use a lot of the funds for ongoing operations right away.

We also know there will be significant one time costs we will occur as we expand the system. Examples may include:

--Expenses to retrofit space

--Expenses on prepaid leases that we would make if they would save taxpayer money down the road

--Expenses to modernize data systems for enrollment and outcomes measurement (technology in programs to allow assessment of progress).

Our working group is mapping out a precise implementation plan but I can say to you confidently if our plan passes we will rapidly bring capacity online in year one and need the full funding to do it.

**Q. Will these leaders you named be actively lobbying in Albany?**

A. They'll use their sway in Albany. They'll use their sway in the public debate.

**Q. Have you spoken to Governor Cuomo about your plan? What has he indicated?**

A. I know he shares the goal. He's declared an openness to discuss our funding plan.

**Q. Doesn't this tax hike run counter to Cuomo's tax commission proposals to reduce taxes?**

A. NYC taxes are different from the State's tax burden. They are two different discussions.

**Q. Will you be running any ads or buying airtime?**

A. We're focused on the grassroots, and our first push will be through these organizations' memberships and reach and growing our coalition.

**Q. Would you consider waiting a year to pass your plan after the elections in Albany?**

A. No. Priorities like this cannot wait.

**Q. If the State doesn't support you, will you fund this out of the City budget?**

A. We are fighting to pass this with NYC tax revenue. We're not trying to infringe on the State budget.

**Q. How will you overcome skepticism in the State Senate?**

A. Jeff Klein has declared himself an ally. We will mobilize our NYC delegation. And we will reach out to Republicans—including those upstate who in the past have supported NYC's right to tax itself.

**Q. Capital NY last night reported that Governor Cuomo will propose his own statewide plan to achieve universal pre-k. In light of this do you still need your tax plan?**

A. Albany committed to universal pre-k fifteen years ago, yet 15 years later more than fifty thousand NYC kids have no access to full day pre-k and even more are denied access to after school because the funding has never been there to get it done.

To close this gap will cost 550 million per year in NYC on a sustained ongoing basis. It's not going to get done with one shots or limited grant programs. That's why I've proposed a dedicated way to pay for it that locks in the funding to finally get this done.

We look forward to working with Governor Cuomo and our legislators in Albany to work to achieve this but the bottom line is for it to work we need a dedicated locked in multi-year funding stream that reaches every child and ensures no child is left behind.

**Q: Can you get this plan passed when Senator Schumer is objecting to it?**

As I understand it sen Schumer declined to weigh in one way or the other and I respect that. I think we're here today showing yet again the tremendous depth of support here in the city for this plan and that support is continuing to grow with more organizations and individuals joining our coalition every day.

### **ALVAREZ Q&A**

**For any questions about policy or implementation, turn it over to the Mayor. Only answer questions about what labor will do to make this a reality.**

**Q: Capital NY is reporting that the Governor is going to pay for statewide pre-K. Doesn't that mean this tax is unnecessary?**

A: Albany committed to universal pre-k fifteen years ago, yet 15 years later more than fifty thousand NYC kids have no access to full day pre-k and even more are denied access to after school because the funding has never been there to get it done.

Our kids can't rely, year after year, on good budgetary conditions and the right political headwinds in Albany - NYC has a plan that works for NYC, a dedicated funding stream to finally fulfill the decades-long Albany promise of UPK. It has the overwhelming support of people in NYC and we will work with the Mayor to achieve it in Albany.

**Q: Isn't this tax dead on arrival in Albany?**

**A:** We are going to make the case that New York should be able to raise its own taxes for this important program. We will make our case to the Governor and the Legislature, in Albany and in the district. We won't stop until it's passed.

**Q: Will you be running TV ads?**

**A:** It's a little early to make that decision, isn't it? We're committed to do everything we need to to make this plan a reality. Right now, we're starting with educating our members, the public and our elected officials.

**Q: Will you be lobbying in Albany on this?**

**A:** Most emphatically yes.

**Q: Why is the labor movement taking such an active position on this?**

**A:** This is an issue that impacts our city as a whole and working men and women in particular. We need to invest in our children. And working parents need to be assured that their children are in a safe, educational and affordable environment while they are working.

**Q: Does the labor movement plan to give money to this campaign? (Others will defer this question to you)**

**A:** We fully expect to contribute to the campaign, because we feel so passionately about this issue.

## VI. ATTACHMENTS

### **Union Settlement Association**

Union Settlement Association began in 1895 on East 104th Street in East Harlem.

The 350 employees and the 10,000 residents who participate in its programs work to make East Harlem a strong, supportive and proud community where dreams are born and achieved every day. They're working side-by-side with community members to tackle the issues that are important to the vitality of the neighborhood, and to advocate with them on behalf of all East Harlem residents, and underserved communities across the city, state and nation.

Union Settlement serves 500 children and their families in seven childcare and Head Start centers. Teachers in its pre-school program assist children ages two to five in a stimulating social and educational environment. They operate a Universal Pre-Kindergarten program with Community School District 4/Region 9.

Union Settlement Child Care programs operate from 8AM to 6PM and the Head Start programs operate from 8AM to 4:30PM. Both programs are open year round.

All child care centers and home care providers are licensed by the Department of Health.

They also offer youth programs for 2,000 children and teens.

Youth Services programs include: homework assistance, tutoring, computer instruction, visual and performing arts projects, recreational activities and a summer day camp, employment and educational opportunities for in-school youth, including, tutoring, internships and job skills development.

The centerpiece of Youth at Union is its Education Center. Open weekdays from three to nine p.m. and on Saturdays for special events and activities, the Center serves as a "neighborhood sanctuary" where parents can be sure their children are engaged in constructive, enriching activities.

They also offer adult education, college readiness, HIV, mental health and senior services.

**David Nocenti, Executive Director, Union Settlement Association:** David became the Executive Director of Union Settlement in January 2009. He has served as a top advisor to three Governors, including as Counsel to Governors David Paterson and Eliot Spitzer from January 2007 through June 2008, as well as Assistant Counsel and First Assistant Counsel to Governor Mario Cuomo from 1990 to 1994. He also served as Counsel to the New York Attorney General and the Queens Borough President and as an Assistant U.S. Attorney in Brooklyn.

**From:** [Negash, Dabash](#)  
**To:** "Monica Klein"; [Mike Rabinowitz](#)  
**Cc:** [Jonathan Rosen](#); [WileyJNorvell \(gmail\)](#); [Josh Gold](#); [Emma Woods](#)  
**Subject:** RE: Revised Alvarez TPs  
**Date:** Sunday, January 05, 2014 10:51:14 PM

---

Got it.

**From:** Monica Klein [mailto: [REDACTED]]  
**Sent:** Sunday, January 05, 2014 10:46 PM  
**To:** Mike Rabinowitz  
**Cc:** Jonathan Rosen; [WileyJNorvell \(gmail\)](#); Negash, Dabash; Josh Gold; Emma Woods  
**Subject:** Re: Revised Alvarez TPs

Dabash - please see updated brief attached, includes Alvarez tps & Rosen's revised Capital NY answer for BdB.

On Sun, Jan 5, 2014 at 10:26 PM, Mike Rabinowitz <[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)> wrote:  
Attached are revised Alvarez TPs. The Capital Q+A tracks (but is slightly different from) the new Capital Q+A for the Mayor that you should be receiving.

Michael Rabinowitz-Gold  
[646.200.5308](tel:646.200.5308) (office)  
[646.342.3469](tel:646.342.3469) (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** Mike Rabinowitz  
**Sent:** Sunday, January 05, 2014 9:43 PM  
**To:** 'Monica Klein'; Jonathan Rosen  
**Cc:** Wiley Norvell; Negash, Dabash; Josh Gold; Emma Woods  
**Subject:** Alvarez TPs

Here you go. (Josh – this is updated slightly throughout, so you should get this to Cara/Marco.)

Includes an amended version of the Capital NY Q + A. (The Mayor's should remain as is, but I wanted to keep the labor leader ones simple.)

Michael Rabinowitz-Gold  
[646.200.5308](tel:646.200.5308) (office)  
[646.342.3469](tel:646.342.3469) (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

**From:** Monica Klein [mailto: [REDACTED]]  
**Sent:** Sunday, January 05, 2014 8:42 PM  
**To:** Jonathan Rosen  
**Cc:** Mike Rabinowitz; Wiley Norvell; Negash, Dabash; Josh Gold; Emma Woods  
**Subject:** Re: 120513 UPKLaborLeaders - mr edits

ty will add in. Mike -- do you have Alvarez tps?

On Sun, Jan 5, 2014 at 8:39 PM, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

Schumer a:

As I understand it sen Schumer declined to weigh in one way or the other and I respect that. I think we're here today showing yet again the tremendous depth of support here in the city for this plan and that support is continuing to grow with more organizations and individuals joining our coalition every day.

Sent from my iPhone

On Jan 5, 2014, at 8:16 PM, "Monica Klein" <[REDACTED]> wrote:

Dabash please see attached, Spanish TPs included and Mike's edits incorporated.

Missing:

- Schumer q&a
- final Alvarez Tps

On Sun, Jan 5, 2014 at 8:08 PM, Mike Rabinowitz <[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)> wrote:

+Dabash

Michael Rabinowitz-Gold  
[646.200.5308](tel:646.200.5308) (office)  
[646.342.3469](tel:646.342.3469) (cell)  
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**From:** Mike Rabinowitz  
**Sent:** Sunday, January 05, 2014 8:07 PM  
**To:** Monica Klein; Wiley Norvell  
**Cc:** Jonathan Rosen; 'Josh Gold'; Emma Woods  
**Subject:** 120513 UPKLaborLeaders - mr edits

Thanks for turning this around.

My slight additions added, including the # of people who are represented by the unions.

<120513 UPKLaborLeaders.v2.doc>

**From:** [Mike Rabinowitz](#)  
**To:** [Negash, Dabash](#)  
**Subject:** RE: Revised Alvarez TPs  
**Date:** Monday, January 06, 2014 5:48:50 AM

---

The number is in flux. Around 10.

-Sent by Mobile-  
Michael Rabinowitz-Gold  
646.200.5308 (o)  
646.342.3469 (c)

----- Original message -----  
**From:** "Negash, Dabash"  
**Date:** 01/05/2014 11:54 PM (GMT-05:00)  
**To:** Mike Rabinowitz  
**Subject:** RE: Revised Alvarez TPs

Hi Mike – I don't see total number of attendees in the final copy. Can you just send me answer via email? Thank you.

---

**From:** Mike Rabinowitz [mailto:[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)]  
**Sent:** Sunday, January 05, 2014 10:26 PM  
**To:** Monica Klein; Jonathan Rosen  
**Cc:** WileyJNorvell (gmail); Negash, Dabash; Josh Gold; Emma Woods  
**Subject:** Revised Alvarez TPs

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Michael Rabinowitz-Gold  
646.200.5308 (office)  
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Includes an amended version of the Capital NY Q + A. (The Mayor's should remain as is, but I wanted to keep the labor leader ones simple.)

Michael Rabinowitz-Gold

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[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

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- final Alvarez Tps

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<[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)> wrote:

+Dabash

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[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

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**From:** Mike Rabinowitz  
**Sent:** Sunday, January 05, 2014 8:07 PM  
**To:** Monica Klein; Wiley Norvell  
**Cc:** Jonathan Rosen; 'Josh Gold'; Emma Woods  
**Subject:** 120513 UPKLaborLeaders - mr edits

Thanks for turning this around.

My slight additions added, including the # of people who are represented by the unions.

<120513 UPKLaborLeaders.v2.doc>

**From:** [Jonathan Rosen](#)  
**To:** [Klein, Monica](#)  
**Cc:** [Sharp, Edie](#)  
**Subject:** Re: question from BdB re: Kristof op-ed  
**Date:** Thursday, January 09, 2014 6:26:14 PM

---

Will get info and circle back to you.

Sent from my iPhone

On Jan 9, 2014, at 6:07 PM, "Klein, Monica" <[MKlein@cityhall.nyc.gov](mailto:MKlein@cityhall.nyc.gov)> wrote:

Hey -- BdB wants to know if he should reach out to Kristof re: today's "Progress in the War on Poverty" NYT op-ed, since last time he didn't do it. If so could you send over phone or email of Kristof, if you have -- however you think best for BdB to reach him -- and Bdb wants to know what he should say?

Ty!

**From:** [Scola, Lindsay](#)  
**To:** ["Jonathan@berlinrosen.com"](mailto:Jonathan@berlinrosen.com); [Klein, Monica](#)  
**Cc:** [Sharp, Edie](#); [REDACTED] [Walzak, Phil](#)  
**Subject:** Re: question from BdB re: Kristof op-ed  
**Date:** Friday, January 10, 2014 3:19:18 PM

---

Let's discuss not a lot time today.

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**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Friday, January 10, 2014 03:18 PM  
**To:** Klein, Monica  
**Cc:** Sharp, Edie; [REDACTED] <[REDACTED]> Scola, Lindsay; Walzak, Phil  
**Subject:** Re: question from BdB re: Kristof op-ed

I think it's worth a call whenever even if can't be today.

Sent from my iPhone

On Jan 10, 2014, at 3:14 PM, "Klein, Monica" <[MKlein@cityhall.nyc.gov](mailto:MKlein@cityhall.nyc.gov)> wrote:

PR – ok to add this call to sched today or tomorrow? If so I'll draft brief

---

**From:** Sharp, Edie  
**Sent:** Friday, January 10, 2014 3:09 PM  
**To:** Klein, Monica; '[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)'  
**Cc:** [REDACTED] [PhilWalzak \(gmail.com\)](mailto:PhilWalzak@gmail.com); Scola, Lindsay  
**Subject:** Re: question from BdB re: Kristof op-ed

Great - if we want him to send an email/call then we should send a clean briefing to Bill.  
Thanks everyone.

---

**From:** Klein, Monica  
**Sent:** Friday, January 10, 2014 03:07 PM  
**To:** 'Jonathan Rosen' <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>  
**Cc:** Sharp, Edie; [REDACTED] <[REDACTED]> [PhilWalzak \(gmail.com\)](mailto:PhilWalzak@gmail.com);  
Scola, Lindsay  
**Subject:** RE: question from BdB re: Kristof op-ed

Cc'ing Lindsay to sched if he wants to call. ES let us know if he just wants to shoot an email.

today is ideal (although I'm sure sched is tight) since column came out yesterday

TY JR

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Friday, January 10, 2014 2:24 PM  
**To:** Klein, Monica  
**Cc:** Sharp, Edie; [REDACTED] [PhilWalzak \(gmail.com\)](mailto:PhilWalzak@gmail.com)  
**Subject:** RE: question from BdB re: Kristof op-ed

Cc Ragone and Phil for visibility.

Nick Kristof  
(212) 556-7059  
[REDACTED] (mobile)  
[Kristof@nytimes.com](mailto:Kristof@nytimes.com)

-Beyond praising the piece, tell him you noticed his piece on pre-k in Oklahoma a few months ago and had wanted to reach out. This piece made him think of it (piece pasted below).

-Appreciate his strong consistent voice for activist government that CAN address inequality and combat poverty.

-would love to get together to discuss vision for NYC (JR note – this is a relationship worth developing with long term value – worth a sit-down).

-Wanted to call his attention to debate in NY happening now over my pre-k and afterschool plan. As you (Kristof) noted, early education single best tool we have to address inequality, poverty and crime.

-Discuss YOUR plan and the tax debate.

-Very clear choice - \$3 per day for wealthy or continuing to lag behind Kansas and allowing tale of two cities to grow.

-Debate is getting national attention – NYC achieving this could have national ramifications.

-Hope he will consider weighing in at some point and taking a close look at our plan.

Offer to put him in touch with JR to follow-up.

Kristof pre-k columns:

<http://www.nytimes.com/2013/11/10/opinion/sunday/kristof-oklahoma-where-the-kids-learn-early.html>

<http://www.nytimes.com/2013/10/27/opinion/sunday/kristof-do-we-invest-in-preschools-or-prisons.html>

---

**From:** Klein, Monica [<mailto:MKlein@cityhall.nyc.gov>]  
**Sent:** Thursday, January 09, 2014 6:07 PM  
**To:** Jonathan Rosen

**Cc:** Sharp, Edie

**Subject:** question from BdB re: Kristof op-ed

Hey -- BdB wants to know if he should reach out to Kristof re: today's "Progress in the War on Poverty" NYT op-ed, since last time he didn't do it. If so could you send over phone or email of Kristof, if you have -- however you think best for BdB to reach him -- and Bdb wants to know what he should say?

Ty!

**From:** [REDACTED]  
**To:** [Jonathan Rosen](#); [Peter Ragone](#)  
**Cc:** [Schnake-Mahl, Gabriel](#)  
**Subject:** Re:  
**Date:** Monday, January 13, 2014 7:49:44 AM

---

Looping gabriel to herd cats  
Sent via BlackBerry by AT&T

---

**From:** Jonathan Rosen <Jonathan@berlinrosen.com>  
**Date:** Mon, 13 Jan 2014 12:44:25 +0000  
**To:** [REDACTED]  
**Cc:** Emma Wolfe <[REDACTED]>  
**Subject:** Re:

If 1030 doesn't work can we do this tmrw a.m. I am stuck in a long meeting from 11-5 in Chicago back tonight. Or I can catch up with josh offline if easier.

Sent from my iPhone

On Jan 13, 2014, at 7:42 AM, "[REDACTED]" <[REDACTED]> wrote:

Actually, that makes sense to add them. Can we get them over to ch today?

[Peter Ragone](#) / [REDACTED]

---

**From:** Emma Wolfe  
**Sent:** Monday, January 13, 2014 7:30 AM  
**To:** [REDACTED]  
**Cc:** Jonathan Rosen  
**Subject:** Re:

---

Ok so no josh g or dean right?

On Jan 13, 2014, at 7:25 AM, [REDACTED] wrote:

I've been looking at the plannig around this and I want to get a sense of where they are and what they got that helps us explain to the public the programmatic execution of this idea.

[Peter Ragone](#) / [REDACTED]

---

**From:** Emma Wolfe  
**Sent:** Monday, January 13, 2014 7:24 AM  
**To:** Jonathan Rosen

Cc: [REDACTED]  
Subject: Re:

---

What's topic in case we want to bring in either dean or josh g?

On Jan 13, 2014, at 7:22 AM, Jonathan Rosen  
<[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

Sure. My plane lands at 1015. 1025?

Sent from my iPhone

On Jan 13, 2014, at 7:17 AM, "[REDACTED]"  
<[REDACTED]> wrote:

Can the three of us have a call with Josh  
Wallack today?

Peter Ragone/[REDACTED]

**From:** [Walzak, Phil](#)  
**To:** ["Jonathan Rosen"](#)  
**Subject:** RE: UPK, afterschool, Brooklyn Hospitals – this is like the DeBlasio Cuomo budget.....  
**Date:** Tuesday, January 21, 2014 2:41:06 PM

---

I know it

---

**From:** Jonathan Rosen [mailto:[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)]  
**Sent:** Tuesday, January 21, 2014 2:41 PM  
**To:** Walzak, Phil  
**Subject:** UPK, afterschool, Brooklyn Hospitals – this is like the DeBlasio Cuomo budget.....

Jonathan Rosen  
BerlinRosen Public Affairs, Ltd.  
15 Maiden Lane, Suite 1600  
New York, NY 10038  
t. 646.452.5637  
[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)

**From:** [Jonathan Rosen](#)  
**To:** [REDACTED] [Joshua Gold](#)  
**Cc:** [Schnake-Mahl, Gabriel](#)  
**Subject:** RE: bank st / weather  
**Date:** Tuesday, January 21, 2014 3:46:33 PM

---

Final verdict?

---

**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Tuesday, January 21, 2014 2:07 PM  
**To:** Joshua Gold; Jonathan Rosen  
**Cc:** Gabriel Schnake-Mahl  
**Subject:** Re: bank st / weather

Wimps

Sent via BlackBerry by AT&T

---

**From:** Josh Gold <[REDACTED]>  
**Date:** Tue, 21 Jan 2014 14:04:54 -0500  
**To:** Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>  
**Cc:** Emma Wolfe <[REDACTED]> Schnake-Mahl,  
Gabriel <[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)>  
**Subject:** Re: bank st / weather

Agree

Sent from my iPhone

On Jan 21, 2014, at 1:59 PM, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

Plus Gabe's real address.

---

**From:** Jonathan Rosen  
**Sent:** Tuesday, January 21, 2014 1:59 PM  
**To:** Emma Wolfe; Gabriel Schnake-Mahl; Josh Gold ([REDACTED])  
**Subject:** bank st / weather

Should we do a conf call instead tomorrow w them – flagging Bank St is in Harlem and it will be snowing and they have a new person coming in. Happy to schlep but think it might turn into a Gilligan's Island esque 3 hour tour.

Jonathan Rosen  
BerlinRosen Public Affairs, Ltd.  
15 Maiden Lane, Suite 1600  
New York, NY 10038  
t. 646.452.5637  
[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)



**From:** [Emma Wolfe](#)  
**To:** [Jonathan Rosen](#)  
**Cc:** [Joshua Gold](#); [Schnake-Mahl, Gabriel](#)  
**Subject:** Re: bank st / weather  
**Date:** Tuesday, January 21, 2014 5:33:48 PM

---

gabriel

On Tue, Jan 21, 2014 at 5:28 PM, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

Who can reach out to Patrick?

Sent from my iPhone

On Jan 21, 2014, at 4:45 PM, "Emma Wolfe" <[REDACTED]> wrote:

fine to do a call her e

On Tue, Jan 21, 2014 at 3:46 PM, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

Final verdict?

---

**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Tuesday, January 21, 2014 2:07 PM  
**To:** Joshua Gold; Jonathan Rosen  
**Cc:** Gabriel Schnake-Mahl

**Subject:** Re: bank st / weather

Wimps

Sent via BlackBerry by AT&T

---

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**To:** Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>  
**Cc:** Emma Wolfe <[REDACTED]> Schnake-Mahl, Gabriel <[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)>  
**Subject:** Re: bank st / weather

Agree

Sent from my iPhone

On Jan 21, 2014, at 1:59 PM, Jonathan Rosen  
<[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

Plus Gabe's real address.

---

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**Subject:** bank st / weather

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Jonathan Rosen  
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New York, NY 10038  
t. [646.452.5637](tel:646.452.5637)  
[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)

**From:** [Wolfe, Emma](#)  
**To:** [REDACTED] ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Subject:** Cool if I offer to have them sit w/ wallach and look over working group product?  
**Date:** Wednesday, January 22, 2014 11:40:43 AM

---

**From:** [Adams, Marti](#)  
**To:** [REDACTED] "[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)"; [REDACTED]  
**Subject:** Re: Katrina  
**Date:** Wednesday, January 22, 2014 1:39:56 PM

---

Yep, will do

---

**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Wednesday, January 22, 2014 01:14 PM  
**To:** Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>; [REDACTED] <[REDACTED]>  
Adams, Marti  
**Subject:** RE: Katrina

Yes  
Marti pls check in w kate and see what they are doin pls

Sent from my Verizon Wireless 4G LTE Smartphone

----- Original message -----  
From: Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>  
Date: 01/22/2014 13:06 (GMT-05:00)  
To: [REDACTED] Phillip Walzak ([REDACTED])  
<[REDACTED]>  
Subject: Katrina

Kate Taylor at NYT is asking her to weigh in on UES snowgate.

KVH wants to know what to say.

I think she is willing to say this is stupid and manufactured absurd. Cool?

Jonathan Rosen  
BerlinRosen Public Affairs, Ltd.  
15 Maiden Lane, Suite 1600  
New York, NY 10038  
t. 646.452.5637  
[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)



**From:** [Wolfe, Emma](#)  
**To:** ["Jonathan Rosen"](#)  
**Subject:** RE: still no luck on my foundation meeting with Carmen - this reminds me. i will beg urs today but then knock on your door.  
**Date:** Wednesday, January 22, 2014 4:31:04 PM

---

Ok

SIGH

---

**From:** Jonathan Rosen [mailto:[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)]  
**Sent:** Wednesday, January 22, 2014 11:55 AM  
**To:** Wolfe, Emma  
**Subject:** still no luck on my foundation meeting with Carmen - this reminds me. i will beg urs today but then knock on your door.

Jonathan Rosen  
BerlinRosen Public Affairs, Ltd.  
15 Maiden Lane, Suite 1600  
New York, NY 10038  
t. 646.452.5637  
[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)

**From:** [Wolfe, Emma](#)  
**To:** "Jonathan Rosen"; [REDACTED]  
**Cc:** [Mike Rabinowitz](#)  
**Subject:** RE: how do we feel about putting Gail Nayowith on Ny1 tonight  
**Date:** Wednesday, January 22, 2014 5:16:35 PM

---

Oh.

---

**From:** Jonathan Rosen [mailto:Jonathan@berlinrosen.com]  
**Sent:** Wednesday, January 22, 2014 5:01 PM  
**To:** [REDACTED] Wolfe, Emma  
**Cc:** Mike Rabinowitz  
**Subject:** RE: how do we feel about putting Gail Nayowith on Ny1 tonight

☺

---

**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Wednesday, January 22, 2014 5:00 PM  
**To:** Wolfe, Emma; Jonathan Rosen  
**Cc:** Mike Rabinowitz  
**Subject:** Re: how do we feel about putting Gail Nayowith on Ny1 tonight

That was a joke. Neither one it. :)

Peter Ragone/[REDACTED]

---

**From:** [REDACTED]  
**Sent:** Wednesday, January 22, 2014 4:59 PM  
**To:** Wolfe, Emma; Jonathan Rosen  
**Cc:** Mike Rabinowitz  
**Subject:** Re: how do we feel about putting Gail Nayowith on Ny1 tonight

Thug off.

Peter Ragone/[REDACTED]

---

**From:** Wolfe, Emma  
**Sent:** Wednesday, January 22, 2014 4:57 PM  
**To:** Jonathan Rosen  
**Cc:** [REDACTED] Mike Rabinowitz  
**Subject:** Re: how do we feel about putting Gail Nayowith on Ny1 tonight

Ha love it! Schwartz vs Walzak

On Jan 22, 2014, at 4:45 PM, "Jonathan Rosen" <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

We got bumped for Mr. Phil Walzak ☺

---

**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Wednesday, January 22, 2014 4:34 PM  
**To:** Wolfe, Emma; Jonathan Rosen  
**Cc:** Mike Rabinowitz  
**Subject:** Re: how do we feel about putting Gail Nayowith on Ny1 tonight

Cool.

Peter Ragone/ [REDACTED]

---

**From:** Wolfe, Emma  
**Sent:** Wednesday, January 22, 2014 4:33 PM  
**To:** 'Jonathan Rosen'; [REDACTED]  
**Cc:** Mike Rabinowitz  
**Subject:** RE: how do we feel about putting Gail Nayowith on Ny1 tonight

Good here

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Wednesday, January 22, 2014 11:59 AM  
**To:** [REDACTED] Wolfe, Emma  
**Cc:** Mike Rabinowitz  
**Subject:** how do we feel about putting Gail Nayowith on Ny1 tonight

Many of our advocates don't want to go toe to toe vis Cuomo – I think Gail would. She is on our working group.

Jonathan Rosen  
BerlinRosen Public Affairs, Ltd.  
15 Maiden Lane, Suite 1600  
New York, NY 10038  
t. 646.452.5637  
[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)

**From:** [Marco Carrion](#)  
**To:** [Joshua Gold](#)  
**Cc:** [Dan Levitan](#); [Sevillia, Max](#)  
**Subject:** Re: Members of Congress Release  
**Date:** Tuesday, January 28, 2014 7:46:14 AM

---

Nydia team is asking again

On Jan 27, 2014 10:08 PM, "Josh Gold" <[REDACTED]> wrote:  
Dan - see below

Sent from my iPhone

On Jan 27, 2014, at 9:25 PM, Marco Carrion <[REDACTED]> wrote:

I need quote for nydia

On Jan 27, 2014 6:48 PM, "Josh Gold" <[REDACTED]> wrote:  
If possible, would love quotes tmw, so we can go back to other members and sign them up. Should we ask emma to call Hakeem?

On Mon, Jan 27, 2014 at 6:42 PM, Sevillia, Max  
<[msevillia@cityhall.nyc.gov](mailto:msevillia@cityhall.nyc.gov)> wrote:

Jeffries wants to know the deadline. Maloney is in. They want to provide quote. When do we need it by?

Max Sevillia, Esq.  
Director of Federal Affairs  
New York City

Tel: (202)  
Mobile: [\(202\) 374-1272](tel:(202)374-1272)  
[msevillia@cityhall.nyc.gov](mailto:msevillia@cityhall.nyc.gov)

On Jan 27, 2014, at 5:19 PM, Josh Gold <[REDACTED]>  
wrote:

great. thanks.

On Mon, Jan 27, 2014 at 5:19 PM, Marco Carrion  
<[REDACTED]> wrote:

I can also call nydia and Engel office.

On Jan 27, 2014 4:51 PM, "Josh Gold"  
<[REDACTED]> wrote:

Great - lets start with those 3. Ask is to include them on release, and for a quote. we can draft

quote if they need.

Meeks -  
Clarke -  
Nydia -  
Rangel - Max  
Serrano - MC (Kind of)  
Meng - JG (yes)  
Nadler - JG (yes)  
Maloney - Max  
Crowley -  
Engel -  
Jeffries - Max

On Mon, Jan 27, 2014 at 4:47 PM, Max Sevilla

<[REDACTED]> wrote:

I can quickly reach out to Rangel, Maloney, and Jeffries. Can do others with a little more effort.

On Mon, Jan 27, 2014 at 4:42 PM, Josh Gold

<[REDACTED]> wrote:

Looking to try again with a release of members of congress who support the City's UPK proposal.

Max, anyone you have a relationship you want to try on this list?

Marco, anyone else you can take?

**From:** [Marco Carrion](#)  
**To:** [Gabriel Schnake-Mahl](#)  
**Cc:** [Josh Gold](#); [Dan Levitan](#); [Sevillia, Max](#)  
**Subject:** Re: Members of Congress Release  
**Date:** Tuesday, January 28, 2014 3:59:25 PM

---

"Our children only get one real shot at a great education and it's imperative that they get off to the right start," said Rep. Joe Crowley (D-Queens, the Bronx). "Universal pre-k is a necessary investment for every New York City student to reach their full potential and we owe it to them to make sure there is dedicated, sustainable funding for the program moving forward."

On Tue, Jan 28, 2014 at 12:27 PM, Marco Carrion <[REDACTED]> wrote:  
Waiting on Crowley, Serrano, Clarke.

**Attribute to Rep. Nydia M. Velázquez (D-NY):**

"Studies consistently demonstrate that pre-K education pays long term dividends, helping children succeed later in life. By making free, high-quality, full-day universal pre-kindergarten a priority for New York now, we can ensure all our city's children – regardless of their background – have the opportunity to flourish, grow and pursuer their dreams."

On Tue, Jan 28, 2014 at 10:52 AM, Gabriel Schnake-Mahl <[REDACTED]> wrote:  
Yup, will do.

On Tue, Jan 28, 2014 at 10:39 AM, Josh Gold <[REDACTED]> wrote:  
gabe/marco - make sure she doesnt want to make that ask

On Tue, Jan 28, 2014 at 10:36 AM, Gabriel Schnake-Mahl <[REDACTED]>  
wrote:  
Emma was going to talk to Crowley. Marco, you want to try?

On Tue, Jan 28, 2014 at 10:30 AM, Marco Carrion <[REDACTED]> wrote:  
Who is talking to Crowley?

On Tue, Jan 28, 2014 at 10:26 AM, Josh Gold <[REDACTED]> wrote:  
Great - next person who asks gets his.

Sent from my iPhone

On Jan 28, 2014, at 10:24 AM, Marco Carrion <[REDACTED]> wrote:

Serrano is going to want to draft his own

On Tue, Jan 28, 2014 at 10:17 AM, Josh Gold <[REDACTED]>  
wrote:  
They were assigned in an email on that chain:

"Mayor de Blasio's proposal is the only way we can afford to make the critical investments in our children that have been promised for so long. We don't need another IOU, or another 'someday' – the Mayor's plan would provide a stable and sufficient source of funding for pre-K and afterschool that can be used right now." - Serrano

"Without the small tax on the wealthiest New Yorkers that Mayor de Blasio has proposed, there is no way to fully fund a true universal Pre-K and afterschool program. Study after study have shown that high-quality early education and afterschool can make an enormous difference in the lives of young New Yorkers. We owe it to them, and to our future, to pass Mayor de Blasio's plan without delay." - Meng

"Giving our children the education they deserve takes resources, and Mayor de Blasio's plan is the fairest way to do it. Through a small surcharge on the wealthiest New Yorkers, we can finally fund universal high-quality Pre-K and afterschool programs that are proven to help students succeed." - Nadler

"We have known for years about the benefits of high-quality early education and afterschool programming, and for years we have not been able to find the resources to make them a reality for all New York's children. Mayor de Blasio's plan will end that historic injustice through a small, dedicated tax on the most fortunate New Yorkers that will allow us to finally provide these programs to all our students." - Nydia

On Tue, Jan 28, 2014 at 10:14 AM, Dan Levitan  
<[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)> wrote:

Here were the original 4 as well, not sure if these have been taken:

"Mayor de Blasio's proposal is the only way we can afford to make the critical investments in our children that have been promised for so long. We don't need another IOU, or another 'someday' – the Mayor's plan would provide a stable and sufficient source of funding for pre-K and afterschool that can be used right now."

"Without the small tax on the wealthiest New Yorkers that Mayor de Blasio has proposed, there is no way to fully fund a true universal Pre-K and afterschool program. Study after study have shown that high-quality early education and afterschool can make an enormous difference in the lives of young New Yorkers. We owe it to them, and to our future, to pass Mayor de Blasio's plan without delay."

"Giving our children the education they deserve takes resources, and Mayor de Blasio's plan is the fairest way to do it. Through a small surcharge on the wealthiest New Yorkers, we can finally fund universal high-quality Pre-K and afterschool programs that are proven to help students succeed."

"We have known for years about the benefits of high-quality early education and afterschool programming, and for years we have not been able to find the resources to make them a reality for all New York's children. Mayor de Blasio's plan will end that historic injustice through a small, dedicated tax on the most fortunate New Yorkers that will allow us to finally provide these programs to all our students."

--

Dan Levitan  
BerlinRosen Public Affairs  
O: [646.200.5315](tel:646.200.5315)

C: [201.674.7475](tel:201.674.7475)  
[@levitandan](mailto:@levitandan)

On Tue, Jan 28, 2014 at 10:11 AM, Josh Gold <[REDACTED]>  
wrote:

Marco:

"We have known for years about the benefits of high-quality early education and afterschool programming, and for years we have not been able to find the resources to make them a reality for all New York's children. Mayor de Blasio's plan will end that historic injustice through a small, dedicated tax on the most fortunate New Yorkers that will allow us to finally provide these programs to all our students." - Nydia

On Tue, Jan 28, 2014 at 10:07 AM, Sevilla, Max  
<[msevillia@cityhall.nyc.gov](mailto:msevillia@cityhall.nyc.gov)> wrote:

I'm under the understanding that Reps. Rangel, Jeffries, and Maloney will draft their own.

**From:** [REDACTED] [mailto:[REDACTED]] **On Behalf Of** Dan Levitan  
**Sent:** Tuesday, January 28, 2014 10:00 AM  
**To:** Sevilla, Max  
**Cc:** Marco Carrion; Joshua Gold; Gabriel Schnake-Mahl  
**Subject:** Re: Members of Congress Release

How many more quotes do we need to draft?

Have the original 4 been accounted for?

--

Dan Levitan

BerlinRosen Public Affairs

O: [646.200.5315](tel:646.200.5315)

C: [201.674.7475](tel:201.674.7475)

[@levitandan](mailto:@levitandan)

On Tue, Jan 28, 2014 at 8:21 AM, Sevilla, Max  
<[msevillia@cityhall.nyc.gov](mailto:msevillia@cityhall.nyc.gov)> wrote:

Thanks.

Max Sevilla, Esq.  
Director of Federal Affairs  
New York City

Tel: (202)

Mobile: [\(202\) 374-1272](tel:(202)374-1272)

[msevilla@cityhall.nyc.gov](mailto:msevilla@cityhall.nyc.gov)

On Jan 28, 2014, at 8:10 AM, "Marco Carrion"  
<[REDACTED]> wrote:

Max, I left a message for Clarke person, still waiting for response.

On Jan 28, 2014 7:58 AM, "Sevilla, Max"  
<[msevilla@cityhall.nyc.gov](mailto:msevilla@cityhall.nyc.gov)> wrote:

Ok. I'll communicate with them this am.

Max Sevilla, Esq.

Director

New York City Office of Federal Affairs

1301 Pennsylvania Avenue, NW

Suite 350

Washington, D.C. 20004

Tel. [\(202\) 624-5908](tel:(202)624-5908)

Cell. [\(202\) 274-1272](tel:(202)274-1272)

[msevilla@cityhall.nyc.gov](mailto:msevilla@cityhall.nyc.gov)

On Jan 28, 2014, at 7:58 AM, "Josh Gold"  
<[REDACTED]> wrote:

Engel, Clarke and Meeks. Nadler is going to ask engel as well.

Sent from my iPhone

On Jan 28, 2014, at 7:56 AM, "Sevilla, Max"  
<[msevilla@cityhall.nyc.gov](mailto:msevilla@cityhall.nyc.gov)> wrote:

Need help with others?

Max Sevilla, Esq.

Director of Federal Affairs

New York City

Tel: (202)

Mobile: [\(202\) 374-1272](tel:(202)374-1272)

[msevillia@cityhall.nyc.gov](mailto:msevillia@cityhall.nyc.gov)

On Jan 28, 2014, at 7:54 AM,  
"Josh Gold"

<[REDACTED]> wrote:

Thx.

Gabe - take Rangel off  
Emma's call list.

Sent from my iPhone

On Jan 28, 2014, at  
5:48 AM, "Sevillia,  
Max"

<[msevillia@cityhall.nyc.gov](mailto:msevillia@cityhall.nyc.gov)

> wrote:

Expect  
quote from  
Rangel  
letter today

Max  
Sevillia,  
Esq.

Director

New York  
City Office  
of Federal  
Affairs

1301  
Pennsylvania  
Avenue,  
NW

Suite 350

Washington,  
D.C. 20004

Tel. [\(202\)  
624-5908](tel:(202)624-5908)

Cell. [\(202\)  
274-1272](tel:(202)274-1272)

[msevillia@cityhall.nyc.gov](mailto:msevillia@cityhall.nyc.gov)

On Jan 27,  
2014, at  
10:08 PM,  
"Josh Gold"

<[REDACTED]>

> wrote:

Dan  
-  
see  
below

Sent  
from  
my  
iPhone

On  
Jan  
27,  
2014,  
at  
9:25  
PM,  
Marco  
Carrion

<[REDACTED]>

>

wrote:

I  
need  
quote  
for  
nydia

On  
Jan  
27,  
2014  
6:48  
PM,  
"Josh  
Gold"

<[REDACTED]>

>

wrote:

If  
possible,  
would  
love  
quotes  
tmw,  
so  
we

can  
go  
back  
to  
other  
members  
and  
sign  
them  
up.  
Should  
we  
ask  
emma  
to  
call  
Hakeem?

On  
Mon,  
Jan  
27,  
2014  
at  
6:42  
PM,  
Sevillia,  
Max  
<[msevillia@cityhall.nyc.gov](mailto:msevillia@cityhall.nyc.gov)>  
>  
wrote:

Jeffries  
wants  
to  
know  
the  
deadline.  
Maloney  
is  
in.  
They  
want  
to  
provide  
quote.  
When  
do  
we  
need  
it  
by?

Max  
Sevillia,  
Esq.

Director

of  
Federal  
Affairs

New  
York  
City

Tel:  
(202)

Mobile:  
[\(202\)  
374-  
1272](tel:(202)374-1272)

[msevillia@cityhall.nyc.gov](mailto:msevillia@cityhall.nyc.gov)

On  
Jan  
27,  
2014,  
at  
5:19  
PM,  
Josh  
Gold

< [REDACTED] >

wrote:

great.  
thanks.

On  
Mon,  
Jan  
27,  
2014  
at  
5:19  
PM,  
Marco  
Carrion

< [REDACTED] >

wrote:

I  
can  
also  
call  
nydia  
and  
Engel  
office.

On  
Jan  
27,  
2014  
4:51  
PM,  
"Josh  
Gold"

< [REDACTED] >

wrote:

Great

-

lets  
start  
with  
those

3.

Ask

is

to

include

them

on

release,

and

for

a

quote.

we

can

draft

quote

if

they

need.

Meeks

-

Clarke

-

Nydia

-

Rangel

-

Max

Serrano

-

MC

(Kind

of)

Meng

-

JG

(yes)

Nadler

-

JG

(yes)

Maloney

-

Max

Crowley

-

Engel

-

Jeffries

-

Max

On

Mon,

Jan

27,

2014

at

4:47

PM,

Max

Sevillia

<

>

wrote:

I

can

quickly

reach

out

to

Rangel,

Maloney,

and

Jeffries.

Can

do

others

with

a

little

more

effort.

On  
Mon,  
Jan  
27,  
2014  
at  
4:42  
PM,  
Josh  
Gold

< [REDACTED]  
>

wrote:

Looking  
to  
try  
again  
with  
a  
release  
of  
members  
of  
congress  
who  
support  
the  
City's  
UPK  
proposal.

Max,  
anyone  
you  
have  
a  
relationship  
you  
want  
to  
try  
on  
this  
list?

Marco,  
anyone  
else  
you  
can  
take?

--  
Gabriel Schnake-Mahl  
Cell: [REDACTED]

--  
Gabriel Schnake-Mahl  
Cell: [REDACTED]

**From:** [REDACTED] on behalf of [Dan Levitan](#)  
**To:** [Josh Gold](#)  
**Cc:** [Sevillia, Max](#); [Marco Carrion](#); [peter ragone](#); [Gabriel Schnake-Mahl](#); [Jonathan Rosen](#)  
**Subject:** Re: Members of Congress  
**Date:** Wednesday, January 29, 2014 1:51:50 PM

---

Here's the updated release:

**FOR IMMEDIATE RELEASE:** January 30, 2014

**CONTACT:** [press@upkny.org](mailto:press@upkny.org)

**CONGRESSIONAL LEADERS JOIN UPKNYC, CALL FOR FULL  
IMPLEMENTATION OF MAYOR DE BLASIO'S TAX AND PRE-K PLAN**

*Reps. Nydia Velazquez, Grace Meng, Jerrold Nadler, Jose Serrano, Eliot Engel, Joe  
Crowley & Charlie Rangel Call on State to Pass Plan*

*Momentum Grows as Progressive Members of Congress Join Business Leaders,  
National Experts, Labor, Philanthropic, Civic, Non-Profit, Clergy and Academic  
Leaders*

**New York, NY** – Seven progressive Congressional leaders announced today their support for UPKNYC and called for the full implementation of Mayor de Blasio's universal Pre-K and afterschool proposal, adding more momentum to the campaign to make critical, proven investments in New York's children. Support from the Congressional leaders comes days after the City released a full implementation plan that [the New York Times says](#) "makes a persuasive case" and "shows that [de Blasio's] pre-K team has thought this through."

"Mayor de Blasio's proposal is the only way we can afford to make the critical investments in our children that have been promised for so long. We don't need another IOU, or another 'someday' – the Mayor's plan would provide a stable and sufficient source of funding for pre-K and afterschool that can be used right now," said **Rep. Jose Serrano (D-Bronx)**.

"Without the small tax on the wealthiest New Yorkers that Mayor de Blasio has proposed, there is no way to fully fund a true universal Pre-K and afterschool program. Study after study have shown that high-quality early education and afterschool can make an enormous difference in the lives of young New Yorkers. We owe it to them, and to our future, to pass Mayor de Blasio's plan without delay," said **Rep. Grace Meng (D-Queens)**.

"Giving our children the education they deserve will take a real and dedicated revenue stream, as has been proposed by Mayor de Blasio. Through a small surcharge on the wealthiest New York City residents, we can finally fund universal, high-quality Pre-K and afterschool programs that are proven to help students succeed. It is simply the right thing to do, and that's why I've been a supporter of his plan from the outset," said **Rep. Jerrold Nadler (D-Manhattan, Brooklyn)**.

“We have known for years about the benefits of high-quality early education and afterschool programming, and for years we have not been able to find the resources to make them a reality for all New York’s children. Mayor de Blasio’s plan will end that historic injustice through a small, dedicated tax on the most fortunate New Yorkers that will allow us to finally provide these programs to all our students.”

– UNASSIGNED

“Our children only get one real shot at a great education and it’s imperative that they get off to the right start. Universal pre-k is a necessary investment for every New York City student to reach their full potential and we owe it to them to make sure there is dedicated, sustainable funding for the program moving forward,” said **Rep.**

**Joe Crowley (D-Queens, Bronx).**

“Studies consistently demonstrate that pre-K education pays long term dividends, helping children succeed later in life. By making free, high-quality, full-day universal pre-kindergarten a priority for New York now, we can ensure all our city’s children – regardless of their background – have the opportunity to flourish, grow and pursue their dreams.” – **Rep. Nydia Velazquez (Brooklyn, Queens, Manhattan).**

"I applaud Mayor de Blasio's commitment to expanding pre-K and after school programs, which are vital to preparing our youngest children to reach their full potential in life. Education is key to lifting people out of poverty and opening doors for success. I'm proud that Mayor de Blasio has been fighting hard to advance economic opportunities for everyone in New York City; he can count on my support in Congress where I'll continue to help reclaim an America where everyone has a fair shot at achieving a better future." – **Rep. Charlie Rangel (D-Manhattan).**

“As an early and strong supporter of Universal Pre-K, I recognize the need for a reliable and steady funding mechanism. Universal Pre-K will ensure New York City’s children will have the necessary start to meet tomorrow’s challenges.” – **Rep. Eliot Engel (D-Bronx).**

Economists and early childhood education experts agree that investments in pre-k and after-school programs provide major economic benefits in the short and long term. A study by the Minneapolis Federal Reserve Bank found that early education investments far exceed the return on investment of other economic development projects. Austan Goolsbee, a professor of economics at the University of Chicago's Booth School of Business and former chairman of President Obama's Council of Economic Advisers, argued in the Wall Street Journal that the long-term benefits of investing in early education far exceed the money spent. Investing in children early avoids costly outcomes like incarceration, special education, teen pregnancy, and future low earnings.

In recent weeks, a broad coalition of more than 45 organizations and prominent New Yorkers including business, civic, non-profit, clergy, labor and academic leaders launched UPKNYC: The Campaign for Universal Pre-K and After-School, and released a video showing growing national attention and support for Mayor de Blasio’s plan to raise the income tax on the wealthiest New Yorkers to fund high-quality pre-kindergarten for all four-year-olds and after-school programs for all middle school students in New York City who need them.

A recent poll conducted by Quinnipiac University found that a significant majority of New Yorkers support the Mayor's plan. 63% of New York State voters are in favor of raising the income tax on the wealthiest New Yorkers to fund early education for all children, including 68% of New York City voters, 55% of voters in the suburbs and 64% of those who live in upstate New York. A recent New York Times/Siena poll of New York City residents found that 72% are supportive of the Mayor's plan.

## **ABOUT UPKNYC**

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C: 201.674.7475  
[@levitandan](mailto:levitandan@berlinrosen.com)

On Wed, Jan 29, 2014 at 11:33 AM, Josh Gold <[REDACTED]> wrote:

Marco has Clarke and Serrano  
Max, can you take another run at Maloney?  
Gabe, emma has Meeks.

Update:

Meeks - Emma

Clarke - Waiting for Quote

Nydia - Done, Quote in

Rangel - Done, Quote in

Serrano - Waiting for Quote

Meng - Done, Quote in

Nadler - Done, Quote in

Maloney - Maybe (Max)

Crowley - Done, Quote in

Engel -Done, Quote in

Jeffies - Maybe (Max)

On Wed, Jan 29, 2014 at 10:58 AM, Josh Gold <[REDACTED]> wrote:

You should have Crowley and Rangel in your in box from yesterday.

Sent from my iPhone

On Jan 29, 2014, at 10:52 AM, Dan Levitan <[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)> wrote:

Here is the release as it is with the quotes we have (obviously we will fix the names when we have the final list of who is in)

**FOR IMMEDIATE RELEASE:** January 30, 2014

**CONTACT:** [press@upknyc.org](mailto:press@upknyc.org)

## CONGRESSIONAL LEADERS JOIN UPK NYC, CALL FOR FULL IMPLEMENTATION OF MAYOR DE BLASIO'S TAX AND PRE-K PLAN

*Hons. Grace Meng, Jerrold Nadler, Jose Serrano, & Nydia Velazquez  
Call on State to Pass Plan*

*Momentum Grows as Progressive Members of Congress Join  
Business Leaders, National Experts, Labor, Philanthropic, Civic, Non-  
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**New York, NY** – Four progressive Congressional leaders announced today their support for UPK NYC and called for the full implementation of Mayor de Blasio's universal Pre-K and afterschool proposal, adding more momentum to the campaign to make critical, proven investments in New York's children.

"Mayor de Blasio's proposal is the only way we can afford to make the critical investments in our children that have been promised for so long. We don't need another IOU, or another 'someday' – the Mayor's plan would provide a stable and sufficient source of funding for pre-K and afterschool that can be used right now." - Serrano

"Without the small tax on the wealthiest New Yorkers that Mayor de Blasio has proposed, there is no way to fully fund a true universal Pre-K and afterschool program. Study after study have shown that high-quality early education and afterschool can make an enormous difference in the lives of young New Yorkers. We owe it to them, and to our future, to pass Mayor de Blasio's plan without delay." - Meng

"Giving our children the education they deserve will take a real and dedicated revenue stream, as has been proposed by Mayor de Blasio. Through a small surcharge on the wealthiest New York City residents, we can finally fund universal, high-quality Pre-K and afterschool programs that are proven to help students succeed. It is simply the right thing to do, and that's why I've been a supporter of his plan from the outset."

- Nadler

"We have known for years about the benefits of high-quality early education and afterschool programming, and for years we have not been able to find the resources to make them a reality for all New York's children. Mayor de Blasio's plan will end that historic injustice through a small, dedicated tax on the most fortunate New Yorkers that will allow us to finally provide these programs to all our students." - UNASSIGNED

"Studies consistently demonstrate that pre-K education pays long

term dividends, helping children succeed later in life. By making free, high-quality, full-day universal pre-kindergarten a priority for New York now, we can ensure all our city's children – regardless of their background – have the opportunity to flourish, grow and pursue their dreams.” – Nydia

"I applaud Mayor de Blasio's commitment to expanding pre-K and after school programs, which are vital to preparing our youngest children to reach their full potential in life. Education is key to lifting people out of poverty and opening doors for success. I'm proud that Mayor de Blasio has been fighting hard to advance economic opportunities for everyone in New York City; he can count on my support in Congress where I'll continue to help reclaim an America where everyone has a fair shot at achieving a better future." - Rangel

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Dan Levitan  
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O: [646.200.5315](tel:646.200.5315)  
C: [201.674.7475](tel:201.674.7475)  
[@levitandan](mailto:@levitandan)

On Wed, Jan 29, 2014 at 2:32 AM, Sevilla, Max  
<[msevillia@cityhall.nyc.gov](mailto:msevillia@cityhall.nyc.gov)> wrote:

I've been in touch with Engel's cos.

Max

On Jan 29, 2014, at 12:20 AM, "Marco Carrion"  
<[REDACTED]> wrote:

I'm following up with Engel, Clarke and Serrano.

On Jan 28, 2014 11:49 PM, "Josh Gold"  
<[REDACTED]> wrote:

Let's get this done tmw, and release it first thing  
thursday AM.

Gabe - Can we put Meeks and Jeffries on Emma's list  
for tmw AM?

Max/Marco - lets us know midday, if we need to push  
any of the other 4.

Dan - Can you circulate the latest draft of the release  
with the approved quotes?

Thanks,

Josh

Meeks - Emma

Clarke - Waiting for Quote

Nydia - Done, Quote in  
Rangel - Done, Quote in  
Serrano - Waiting for Quote  
Meng - Done, Quote in  
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**From:** [Marco Carrion](#)  
**To:** [Josh Gold](#)  
**Cc:** [Dan Levitan](#); [Sevillia, Max](#); [peter.ragone](#); [Gabriel Schnake-Mahl](#)  
**Subject:** Re: Members of Congress  
**Date:** Wednesday, January 29, 2014 6:20:18 PM

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Just got a call from Clarke's people who masked me to reach out to someone else

On Wed, Jan 29, 2014 at 6:14 PM, Marco Carrion <[REDACTED]> wrote:

Nothing from Clarke

On Wed, Jan 29, 2014 at 5:56 PM, Josh Gold <[REDACTED]> wrote:  
Anything from Clarke or Maloney?

On Wed, Jan 29, 2014 at 4:42 PM, Dan Levitan <[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)> wrote:  
Revised release in alpha order with new Meng quote:

**FOR IMMEDIATE RELEASE:** January 30, 2014

**CONTACT:** [press@upkny.org](mailto:press@upkny.org)

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"As an early and strong supporter of Universal Pre-K, I recognize the need for a reliable and steady funding mechanism. Universal Pre-K will ensure New York City's children will have the

necessary start to meet tomorrow's challenges." – **Rep. Eliot Engel (D-Bronx)**.

"I'm proud to be a champion of universal Pre-K in Congress, and as a parent of a pre-kindergartener, I believe that it's extremely important to pass New York City's plan. Fully funding universal Pre-K requires a small tax on the wealthiest New Yorkers. Studies have shown that high-quality early education and afterschool can make an enormous difference in the lives of young New Yorkers. We owe it to them, and to our future, to pass the City's plan," said **Rep. Grace Meng (D-Queens)**.

"Giving our children the education they deserve will take a real and dedicated revenue stream, as has been proposed by Mayor de Blasio. Through a small surcharge on the wealthiest New York City residents, we can finally fund universal, high-quality Pre-K and afterschool programs that are proven to help students succeed. It is simply the right thing to do, and that's why I've been a supporter of his plan from the outset," said **Rep. Jerrold Nadler (D-Manhattan, Brooklyn)**.

"I applaud Mayor de Blasio's commitment to expanding pre-K and after school programs, which are vital to preparing our youngest children to reach their full potential in life. Education is key to lifting people out of poverty and opening doors for success. I'm proud that Mayor de Blasio has been fighting hard to advance economic opportunities for everyone in New York City; he can count on my support in Congress where I'll continue to help reclaim an America where everyone has a fair shot at achieving a better future." – **Rep. Charlie Rangel (D-Manhattan)**.

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A recent poll conducted by Quinnipiac University found that a significant majority of New York City voters – 74% – support the Mayor's plan. A previous Q poll found that 63% statewide voters are in favor of raising the income tax on the wealthiest New Yorkers to fund early education for all children, including 68% of New York City voters, 55% of voters in the suburbs and 64% of those who live in upstate New York. A recent New York Times/Siena poll of New York City residents found that 72% are supportive of the Mayor's plan.

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On Wed, Jan 29, 2014 at 2:35 PM, Marco Carrion

<[REDACTED]> wrote:

I can take a run at Nydia again.

Haven't heard back from Yvette, Max do you want to ask the folks on the DC side.

Going back and forth with Serrano. I expect something there as we fulfilled all their asks . but lets see.

On Wed, Jan 29, 2014 at 2:22 PM, Josh Gold <[REDACTED]> wrote:  
This has to be alphabetical or by seniority in both title and order of quotes.

Do we want to point out to Nydia that her quote is weak and encourage her to join her more courageous colleagues in actually saying something?

On Wed, Jan 29, 2014 at 1:51 PM, Dan Levitan <[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)> wrote:

Here's the updated release:

**FOR IMMEDIATE RELEASE:** January 30, 2014

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The campaign committee also includes the leaders of a growing list of over 35 advocacy, non-profit, and labor organizations with deep roots across the five boroughs, including: Citizens' Committee for Children, The Children's Aid Society; The Center for Children's Initiatives; Children's Defense Fund New York; United Neighborhood Houses New York; Hudson Guild; University Settlement; Harlem RBI; Committee for Hispanic Children and Families; the Campaign for Children (a coalition of more than 150 early childhood education and after-school advocacy and provider organizations); Good Shepherd Services; Federation of Protestant Welfare Agencies; Day Care Council; SCO Family Services; Coalition for Asian American Children and Families; Neighborhood Family Services Coalition; Advocates for Children; Annenberg Institute for School Reform at Brown University; New Yorkers for Fiscal Fairness; Alliance for Quality Education; United NY; Make the Road NY; Strong Economy for All; NYC Coalition for Educational Justice; New York Communities for Change; the Urban Youth Collaborative; the New York City Central Labor Council; the Working Families Party; the United Federation of Teachers; 1199SEIU United Healthcare Workers East; 32BJ SEIU; the New York Hotel and Motel Trades Council; the Building and Construction Trades Council of New York City; the Retail Wholesale and Department Store Union; the International Brotherhood of Teamsters Joint Council 16; AFSCME District Councils 37 and 1707; Transport Workers Union Local 100 and the Communications Workers of America District 1.

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Dan Levitan  
BerlinRosen Public Affairs  
O: [646.200.5315](tel:646.200.5315)  
C: [201.674.7475](tel:201.674.7475)  
[@levitandan](mailto:@levitandan)

On Wed, Jan 29, 2014 at 11:33 AM, Josh Gold <> wrote:

Marco has Clarke and Serrano  
Max, can you take another run at Maloney?  
Gabe, emma has Meeks.

Update:


Clarke - Waiting for Quote

Nydia - Done, Quote in

Rangel - Done, Quote in

Serrano - Waiting for Quote

Meng - Done, Quote in

Nadler - Done, Quote in

Maloney - Maybe (Max)

Crowley - Done, Quote in

Engel - Done, Quote in

Jeffries - Maybe (Max)

On Wed, Jan 29, 2014 at 10:58 AM, Josh Gold <[REDACTED]>  
wrote:

You should have Crowley and Rangel in your in box from yesterday.

Sent from my iPhone

On Jan 29, 2014, at 10:52 AM, Dan Levitan <[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)>  
wrote:

Here is the release as it is with the quotes we have  
(obviously we will fix the names when we have the final  
list of who is in)

**FOR IMMEDIATE RELEASE:** January 30, 2014

**CONTACT:** [press@upknyc.org](mailto:press@upknyc.org)

**CONGRESSIONAL LEADERS JOIN UPKNYC, CALL  
FOR FULL IMPLEMENTATION OF MAYOR DE  
BLASIO'S TAX AND PRE-K PLAN**

*Hons. Grace Meng, Jerrold Nadler, Jose Serrano, & Nydia  
Velazquez Call on State to Pass Plan*

*Momentum Grows as Progressive Members of Congress  
Join Business Leaders, National Experts, Labor,  
Philanthropic, Civic, Non-Profit, Clergy and Academic  
Leaders*

**New York, NY** – Four progressive Congressional leaders announced today their support for UPKNYC and called for the full implementation of Mayor de Blasio's universal Pre-K and afterschool proposal, adding more momentum to the campaign to make critical, proven investments in New York's children.

“Mayor de Blasio's proposal is the only way we can afford to make the critical investments in our children that have been has promised for so long. We don't need another

IOU, or another 'someday' – the Mayor's plan would provide a stable and sufficient source of funding for pre-K and afterschool that can be used right now." - Serrano

"Without the small tax on the wealthiest New Yorkers that Mayor de Blasio has proposed, there is no way to fully fund a true universal Pre-K and afterschool program. Study after study have shown that high-quality early education and afterschool can make an enormous difference in the lives of young New Yorkers. We owe it to them, and to our future, to pass Mayor de Blasio's plan without delay." - Meng

"Giving our children the education they deserve will take a real and dedicated revenue stream, as has been proposed by Mayor de Blasio. Through a small surcharge on the wealthiest New York City residents, we can finally fund universal, high-quality Pre-K and afterschool programs that are proven to help students succeed. It is simply the right thing to do, and that's why I've been a supporter of his plan from the outset."

- Nadler

"We have known for years about the benefits of high-quality early education and afterschool programming, and for years we have not been able to find the resources to make them a reality for all New York's children. Mayor de Blasio's plan will end that historic injustice through a small, dedicated tax on the most fortunate New Yorkers that will allow us to finally provide these programs to all our students." - UNASSIGNED

"Studies consistently demonstrate that pre-K education pays long term dividends, helping children succeed later in life. By making free, high-quality, full-day universal pre-kindergarten a priority for New York now, we can ensure all our city's children – regardless of their background – have the opportunity to flourish, grow and pursue their dreams." – Nydia

"I applaud Mayor de Blasio's commitment to expanding pre-K and after school programs, which are vital to preparing our youngest children to reach their full potential in life. Education is key to lifting people out of poverty and opening doors for success. I'm proud that Mayor de Blasio has been fighting hard to advance economic opportunities for everyone in New York City; he can count on my support in Congress where I'll continue to help reclaim an

America where everyone has a fair shot at achieving a better future." - Rangel

Economists and early childhood education experts agree that investments in pre-k and after-school programs provide major economic benefits in the short and long term. A study by the Minneapolis Federal Reserve Bank found that early education investments far exceed the return on investment of other economic development projects. Austan Goolsbee, a professor of economics at the University of Chicago's Booth School of Business and former chairman of President Obama's Council of Economic Advisers, argued in the Wall Street Journal that the long-term benefits of investing in early education far exceed the money spent. Investing in children early avoids costly outcomes like incarceration, special education, teen pregnancy, and future low earnings.

In recent weeks, a broad coalition of more than 45 organizations and prominent New Yorkers including business, civic, non-profit, clergy, labor and academic leaders launched UPKNYC: The Campaign for Universal Pre-K and After-School, and released a video showing growing national attention and support for Mayor de Blasio's plan to raise the income tax on the wealthiest New Yorkers to fund high-quality pre-kindergarten for all four-year-olds and after-school programs for all middle school students in New York City who need them.

A recent poll conducted by Quinnipiac University found that a significant majority of New Yorkers support the Mayor's plan. 63% of New York State voters are in favor of raising the income tax on the wealthiest New Yorkers to fund early education for all children, including 68% of New York City voters, 55% of voters in the suburbs and 64% of those who live in upstate New York. A recent New York Times/Siena poll of New York City residents found that 72% are supportive of the Mayor's plan.

## **ABOUT UPKNYC**

Leaders from business, civil rights, academia, advocacy and the arts have formed UPKNYC's growing campaign committee, including: Roger Altman, Founder and Executive Chairman of Evercore Partners, former Deputy Treasury Secretary, Chairman of New Visions for Public Schools; Cynthia Nixon, actor, Ambassador for Susan G. Komen for the Cure, longtime advocate for increased

financing to NYC public schools; Jeffrey Sachs, preeminent economist leading Columbia University's Earth Institute; Richard Beattie, Senior Chairman of Simpson Thacher & Bartlett LLP; Harvey Weinstein, Co-chairman of The Weinstein Company; Al Sharpton, one of the nation's most renowned civil rights leaders, founder and president of the National Action Network; Rev. Michael A. Walrond, Jr., Senior Pastor of the historic First Corinthian Baptist Church in Harlem; Steve Witkoff, founder and CEO of the Witkoff Group; actress Olivia Wilde; Dr. Irwin Redlener of the Children's Health Fund; musician John Legend; Leonard Litwin; Don Peebles, CEO of The Peebles Corporation; Orin Kramer, Managing Partner, Boston Provident, L.P.; Robert Dinerstein, Chairman of Veracity Worldwide; Marc Lasry, Chairman, CEO, and Co-Founder of the global investment firm Avenue Capital Group; Paul Metselaar, Founder and CEO of Ovation Travel and Lawyers Travel; Alan Patricof, Founder and Managing Director of Greycroft LLC, and Susan Patricof, chair of the Northside Center for Child Development; Jay Eisenhofer, Co-Founder and Managing Director of Grant & Eisenhofer P.A.; Victor Kovner, partner at Davis Wright Tremaine, LLP; Sarah Kovner, former Deputy Director of the New York State Clinton-Gore campaign and a member of the New York Women for Hillary Council; Nanette Lepore, fashion designer; and Hal Fetner, President and CEO of Durst Fetner Residential.

The campaign committee also includes the leaders of a growing list of over 35 advocacy, non-profit, and labor organizations with deep roots across the five boroughs, including: Citizens' Committee for Children, The Children's Aid Society; The Center for Children's Initiatives; Children's Defense Fund New York; United Neighborhood Houses New York; Hudson Guild; University Settlement; Harlem RBI; Committee for Hispanic Children and Families; the Campaign for Children (a coalition of more than 150 early childhood education and after-school advocacy and provider organizations); Good Shepherd Services; Federation of Protestant Welfare Agencies; Day Care Council; SCO Family Services; Coalition for Asian American Children and Families; Neighborhood Family Services Coalition; Advocates for Children; Annenberg Institute for School Reform at Brown University; New Yorkers for Fiscal Fairness; Alliance for Quality Education; United NY; Make the Road NY; Strong Economy for All; NYC Coalition for Educational Justice; New York Communities for Change; the Urban Youth Collaborative;

the New York City Central Labor Council; the Working Families Party; the United Federation of Teachers; 1199SEIU United Healthcare Workers East; 32BJ SEIU; the New York Hotel and Motel Trades Council; the Building and Construction Trades Council of New York City; the Retail Wholesale and Department Store Union; the International Brotherhood of Teamsters Joint Council 16; AFSCME District Councils 37 and 1707; Transport Workers Union Local 100 and the Communications Workers of America District 1.

###

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Dan Levitan  
BerlinRosen Public Affairs  
O: [646.200.5315](tel:646.200.5315)  
C: [201.674.7475](tel:201.674.7475)  
[@levitandan](mailto:@levitandan)

On Wed, Jan 29, 2014 at 2:32 AM, Sevilla, Max  
<[msevilla@cityhall.nyc.gov](mailto:msevilla@cityhall.nyc.gov)> wrote:  
I've been in touch with Engel's cos.

Max

On Jan 29, 2014, at 12:20 AM, "Marco Carrion"  
<[REDACTED]> wrote:

I'm following up with Engel, Clarke and Serrano.

On Jan 28, 2014 11:49 PM, "Josh Gold"  
<[REDACTED]> wrote:

Let's get this done tmw, and release it first thing thursday AM.

Gabe - Can we put Meeks and Jeffries on Emma's list for tmw AM?

Max/Marco - lets us know midday, if we need to push any of the other 4.

Dan - Can you circulate the latest draft of the release with the approved quotes?

Thanks,

Josh

Meeks - Emma

Clarke - Waiting for Quote

Nydia - Done, Quote in

Rangel - Done, Quote in

Serrano - Waiting for Quote

Meng - Done, Quote in

Nadler - Done, Quote in

Maloney - Maybe (Max)

Crowley - Done, Quote in

Engel - Waiting for Quote

Jeffies - Maybe (Max)

**From:** [Marco Carrion](#)  
**To:** [Joshua Gold](#)  
**Cc:** [Dan Levitan](#); [Sevillia, Max](#)  
**Subject:** Re: Fwd: Josh needs you to try get UPK support statements from the following  
**Date:** Thursday, January 30, 2014 6:48:07 AM

---

"Now is the time to move on the promise of universal pre-kindergarten. Our children cannot wait longer for the political class to catch up with the reality that this type of program is in our long term interests. I commend all involved in the fight for funding and look forward to seeing this program fully implemented." -- Congressman José E. Serrano

On Jan 29, 2014 11:39 PM, "Josh Gold" <[REDACTED]> wrote:  
Dan - let's wait for Emma on Clarke and Max on Maloney.

Sent from my iPhone

Begin forwarded message:

**From:** "Wolfe, Emma" <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>  
**Date:** January 29, 2014 at 11:19:53 PM EST  
**To:** "Schnake-Mahl, Gabriel" <[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)>, "[REDACTED]" <[REDACTED]>  
**Subject:** Re: Josh needs you to try get UPK support statements from the following

tbd tmw  
talked to yvette

Sent from my iPad

On Jan 29, 2014, at 3:36 PM, "Schnake-Mahl, Gabriel" <[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)> wrote:

Meeks - Emma

Clarke - Stalling, Emma

Jeffies - NO

**From:** [Wolfe, Emma](#)  
**To:** [Josh Gold](#)  
**Cc:** [Jonathan Rosen](#); [Stephanie Yazqi \(syazqi@hilltoppublicsolutions.com\)](mailto:syazqi@hilltoppublicsolutions.com); [Marco Carrion](#)  
**Subject:** Re: Pastor AR Bernard  
**Date:** Monday, February 03, 2014 12:05:40 PM

---

No we have a direct relationship. Will discuss later.

> On Feb 3, 2014, at 11:39 AM, "Josh Gold" <[REDACTED]> wrote:

>

> +Marco

>

> My only way in there has been through Ken Thompson. Probably easier for Marco?

>

> Sent from my iPhone

>

>> On Feb 3, 2014, at 11:24 AM, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

>>

>> What is easiest way to follow-up on this?

>>

>> -----Original Message-----

>> From: Bill de Blasio [[mailto:\[REDACTED\]](mailto:[REDACTED])]

>> Sent: Sunday, February 02, 2014 11:44 AM

>> To: Emma Wolfe; Jonathan Rosen; Peter Ragone

>> Subject: Pastor AR Bernard

>>

>>

>> Is open to coming out in support of the pre-k plan. Would be a great catch on many levels. Let's follow up asap

>>

>>

>> Sent via BlackBerry by AT&T

**From:** [Schnake-Mahl, Gabriel](#)  
**To:** [REDACTED] [Jonathan Rosen](#); [Gabriel Schnake-Mahl](#)  
**Cc:** [Emma Wolfe](#); [Joshua Gold](#); [Sherif Soliman](#) <[REDACTED]> [Peter Ragone](#)  
<[REDACTED]> [Emily Walsh](#)  
**Subject:** RE: Notes from assembly Conference Today  
**Date:** Tuesday, February 04, 2014 10:26:15 AM

---

Works for EW. Will send around invite.

---

**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Tuesday, February 04, 2014 10:24 AM  
**To:** Jonathan Rosen; Gabriel Schnake-Mahl  
**Cc:** Emma Wolfe; Schnake-Mahl, Gabriel; Joshua Gold; Sherif Soliman <[REDACTED]>  
Peter Ragone <[REDACTED]> Emily Walsh  
**Subject:** Re: Notes from assembly Conference Today

Ok

Peter Ragone, [REDACTED]

---

**From:** Jonathan Rosen  
**Sent:** Tuesday, February 4, 2014 10:12 AM  
**To:** Gabriel Schnake-Mahl  
**Cc:** Emma Wolfe; Gabriel Schnake-Mahl; Joshua Gold; Sherif Soliman <[REDACTED]>  
Peter Ragone <[REDACTED]> Emily Walsh  
**Subject:** Re: Notes from assembly Conference Today

230?

Sent from my iPhone

On Feb 4, 2014, at 10:04 AM, "Gabriel Schnake-Mahl" <[gabriel@bildeblasio.com](mailto:gabriel@bildeblasio.com)> wrote:

Can folks do 1pm, 2pm or 3pm?

On Tue, Feb 4, 2014 at 8:17 AM, <[REDACTED]> wrote:  
Let's talk later today - I can't do morning but agree w yall we need to get in front  
of  
+ gabriel to sked

Sent via BlackBerry by AT&T

-----Original Message-----

**From:** Josh Gold <[REDACTED]>  
**Date:** Tue, 4 Feb 2014 08:12:37  
**To:** Emma Wolfe <[REDACTED]>  
**Cc:** Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>; Sherif  
Soliman <[REDACTED]> Peter Ragone <[REDACTED]>  
**Subject:** Re: Notes from assembly Conference Today

In sorry I wasn't clearer -

1) the only two people speaking against were doing it for personal vendettas against the mayor and everyone knows it. They conferenced education yesterday and only two meaningless members had concerns - I'm not worried about that.

2) defer to Sheriff - not sure we want our own people speaking up now. AMC has his own spies, and we would just be creating targets.

3) the spedulveda thing is more worrying because:

A) no one likes him - and the Latino members dislike him

B) if he is giving the impression this is our bill, it needs to have support

Sent from my iPhone

> On Feb 4, 2014, at 8:05 AM, Emma Wolfe <[REDACTED]> wrote:

>

> Hang on

>

> Let's not panic based on mark Weprin and DenDekker of all people

>

> Heastie had a different report so I would like to discuss with josh and sherif to get an understanding of this intel

>

>> On Feb 4, 2014, at 7:08 AM, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

>>

>> I am worried about where we're at in the assembly to state the obvious. Can we get on a quick call this a.m. I am in a meeting I can't move from 830-945 but free otherwise until noon.

>>

>> Sent from my iPhone

>>

>>> On Feb 4, 2014, at 12:13 AM, "Josh Gold" <[REDACTED]> wrote:

>>>

>>> - spelduva circulated his bill today with a memo looking for cosponsors. He is putting pressure on folks to sign on. Has he run this by folks? Members think this is sanctioned by City Hall and I'm concerned reporters are going to notice if we don't have a lot of people on it unless we stop it.

>>>

>>> - he is also having a press conference Thursday on the steps at 10 AM. Has he run this by anyone?

>>>

>>> - Dendekker spoke against UPK discussing concerns about overcrowding and trailers at schools in his district.

>>>

>>> - David Weprin wanted to speak against as well, but didn't end up doing it. It's a personal thing (mark/MMV) according to his colleagues.

>>>

>>> - Zack Fink is working on a story that support is wavering in the assembly led by lukewarm support from QNS and BX powerbrokers

>>>

>>> - Percoco is meeting with individual assemblymembers to discuss priorities.

>>>

>>>

>>> Sent from my iPhone

**From:** [Walzak, Phil](#)  
**To:** ["Mike Rabinowitz"; Scola, Lindsay](#)  
**Cc:** [Josh Gold](#); [Jonathan Rosen](#); [Dan Levitan](#); [Emma Woods](#)  
**Subject:** RE: UPK NYC clergy breakfast  
**Date:** Tuesday, February 04, 2014 11:33:34 AM

---

+LS

---

**From:** Mike Rabinowitz [mailto:[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)]  
**Sent:** Tuesday, February 04, 2014 9:52 AM  
**To:** Walzak, Phil  
**Cc:** Josh Gold; Jonathan Rosen; Dan Levitan; Emma Woods  
**Subject:** UPK NYC clergy breakfast

Do you know if the Mayor's clergy breakfast with Sharpton next week is going to be open to press?

I know it's lightyears away, but we are figuring out our UPK press plan on it and it would be useful to know if you had already decided.

Thanks.

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

**From:** [Scola, Lindsay](#)  
**To:** [Walzak, Phil](#); "Mike Rabinowitz"  
**Cc:** [Josh Gold](#); [Jonathan Rosen](#); [Dan Levitan](#); [Emma Woods](#)  
**Subject:** RE: UPK NYC clergy breakfast  
**Date:** Tuesday, February 04, 2014 11:34:22 AM

---

We are going back to them on details today. Hopefully we will know all the details this afternoon to plan accordingly.

Lindsay Scola  
Director of Scheduling  
Office of the Mayor  
The City of New York  
Office: 212.788.2962  
Cell: 917.513.1690

---

**From:** Walzak, Phil  
**Sent:** Tuesday, February 04, 2014 11:34 AM  
**To:** 'Mike Rabinowitz'; Scola, Lindsay  
**Cc:** Josh Gold; Jonathan Rosen; Dan Levitan; Emma Woods  
**Subject:** RE: UPK NYC clergy breakfast

+LS

---

**From:** Mike Rabinowitz [<mailto:Rabinowitz@berlinrosen.com>]  
**Sent:** Tuesday, February 04, 2014 9:52 AM  
**To:** Walzak, Phil  
**Cc:** Josh Gold; Jonathan Rosen; Dan Levitan; Emma Woods  
**Subject:** UPK NYC clergy breakfast

Do you know if the Mayor's clergy breakfast with Sharpton next week is going to be open to press?

I know it's lightyears away, but we are figuring out our UPK press plan on it and it would be useful to know if you had already decided.

Thanks.

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

**From:** [Drew, Chloe](#)  
**To:** [Jonathan Rosen \(Jonathan@berlinrosen.com\)](mailto:Jonathan@berlinrosen.com)  
**Subject:** Hello & Education Question  
**Date:** Tuesday, February 04, 2014 11:36:00 AM

---

Good morning!

Had a quick question as we look at our Fund for Public Schools role...

Let me know when you have 2 minutes to talk...

Chloe

Chloe Drew  
c. 347-659-4492

**From:** [Seignious, Sandy](#)  
**To:** ["Emily Walsh"](#); [Rebekah Milford](#)  
**Cc:** [Anna Greenberg](#); [Josh Gold](#); [Peter Ragone](#); [Dave Walker](#); [Chloe Mullins](#); [James Hazzard](#); [Laura Swartz](#); [Jonathan Rosen](#)  
**Subject:** RE: Survey  
**Date:** Tuesday, February 04, 2014 12:21:08 PM

---

Peter can do 11:00am or 2:30pm tomorrow

-----Original Message-----

From: Emily Walsh [<mailto:Emily@berlinrosen.com>]  
Sent: Tuesday, February 04, 2014 12:01 PM  
To: Rebekah Milford  
Cc: Anna Greenberg; Josh Gold; Peter Ragone; Dave Walker; Chloe Mullins; James Hazzard; Laura Swartz; Seignious, Sandy; Jonathan Rosen  
Subject: Re: Survey

Hi all,

Possible to reschedule this call for tomorrow?

Jonathan could do 10-12 or 2:30 then.

Thank you,  
Emily  
--  
Emily Walsh

BerlinRosen Public Affairs  
[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)  
646-200-5310

On 1/29/14 11:48 AM, "Jonathan Rosen" <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

>Running ten mins late but yes.  
>  
>Sent from my iPhone  
>  
>> On Jan 29, 2014, at 10:28 AM, "Rebekah Milford" <[RMilford@gqrr.com](mailto:RMilford@gqrr.com)>  
>>wrote:  
>>  
>> Jonathan,  
>>  
>> Just wanted to confirm we are all set for a quick call today at noon  
>>eastern.  
>>  
>> Thanks,  
>> Rebekah  
>>  
>> -----Original Message-----  
>> From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
>> Sent: Tuesday, January 28, 2014 5:48 PM  
>> To: Rebekah Milford; Emily Walsh; Anna Greenberg; Josh Gold; Peter  
>>Ragone  
>> Cc: Dave Walker; Chloe Mullins

>> Subject: RE: Survey  
>>  
>> Only think we need 15-20 mins here.  
>>  
>> -----Original Message-----  
>> From: Rebekah Milford [<mailto:RMilford@gqrr.com>]  
>> Sent: Tuesday, January 28, 2014 5:47 PM  
>> To: Emily Walsh; Jonathan Rosen; Anna Greenberg; Josh Gold; Peter  
>> Ragone  
>> Cc: Dave Walker; Chloe Mullins  
>> Subject: RE: Survey  
>>  
>> That would work for GQRR folks. Do we want to say from 12PM EST to  
>> 1PM EST?  
>>  
>> We can use one of our conference call lines:  
>>  
>> ( [REDACTED] ) # [REDACTED]  
>>  
>> Thanks,  
>> Rebekah  
>>  
>> -----  
>> From: Emily Walsh [[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
>> Sent: Tuesday, January 28, 2014 5:45 PM  
>> To: Jonathan Rosen; Anna Greenberg; Josh Gold; Peter Ragone  
>> Cc: Dave Walker; Chloe Mullins; Rebekah Milford  
>> Subject: Re: Survey  
>>  
>> Jonathan has time from 12-2 if that works for others.  
>> --  
>> Emily Walsh  
>>  
>> BerlinRosen Public Affairs  
>> [Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)  
>> 646-200-5310  
>>  
>>  
>>  
>>> On 1/28/14 5:39 PM, "Jonathan Rosen" <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:  
>>>  
>>> Looping Emily to schedule a quick call for tomorrow. A.M. is tough.  
>>>  
>>> -----Original Message-----  
>>> From: Anna Greenberg [<mailto:agreenberg@gqrr.com>]  
>>> Sent: Tuesday, January 28, 2014 3:59 PM  
>>> To: Josh Gold; Jonathan Rosen; Peter Ragone  
>>> Cc: Dave Walker; Chloe Mullins; Rebekah Milford  
>>> Subject: RE: Survey  
>>>  
>>> Thanks Josh.  
>>> I'm trying to get a draft done by Thursday so we can field next week.  
>>> Let me know if you have time to talk tomorrow morning. You can also  
>>> review the NYS portion when it's written and give feedback then.  
>>> Thanks!  
>>> Anna  
>>>  
>>> -----Original Message-----  
>>> From: Josh Gold [[mailto:\[REDACTED\]](mailto:[REDACTED])]  
>>> Sent: Tuesday, January 28, 2014 3:50 PM

>>> To: Jonathan Rosen; Peter Ragone  
>>> Cc: Anna Greenberg  
>>> Subject: Survey  
>>>  
>>> Jonathan & Peter,  
>>>  
>>> The AFT is putting a poll in the field with a NYS over sample on  
>>> education issues including a large portion about early childhood  
>>> education and they have graciously agreed to take our suggestions on  
>>> language and questions regarding UPK proposals.  
>>>  
>>> Anna, cc'ed, is working on it - so I wanted to connect you on this.  
>>>  
>>> Sent from my iPhone  
>>

**From:** [Seignious, Sandy](#)  
**To:** ["Emily Walsh"; Rebekah Milford](#)  
**Subject:** RE: Survey  
**Date:** Tuesday, February 04, 2014 2:28:32 PM

---

Peter said he has to be a part of it. Can you let me know what time you are looking at?

Thanks

Sandy

-----Original Message-----

From: Emily Walsh [<mailto:Emily@berlinrosen.com>]  
Sent: Tuesday, February 04, 2014 1:44 PM  
To: Seignious, Sandy; Rebekah Milford  
Subject: Re: Survey

We are rescheduling it for tomorrow. Waiting on a response about if Peter needs to be on it.

--

Emily Walsh

BerlinRosen Public Affairs  
Emily@berlinrosen.com  
646-200-5310

On 2/4/14 1:43 PM, "Seignious, Sandy" <[sseignious@cityhall.nyc.gov](mailto:sseignious@cityhall.nyc.gov)> wrote:

>

>Is this meeting still happening?

>-----Original Message-----

>From: Emily Walsh [<mailto:Emily@berlinrosen.com>]

>Sent: Tuesday, February 04, 2014 12:01 PM

>To: Rebekah Milford

>Cc: Anna Greenberg; Josh Gold; Peter Ragone; Dave Walker; Chloe

>Mullins; James Hazzard; Laura Swartz; Seignious, Sandy; Jonathan Rosen

>Subject: Re: Survey

>

>Hi all,

>

>Possible to reschedule this call for tomorrow?

>

>Jonathan could do 10-12 or 2:30 then.

>

>Thank you,

>Emily

>--

>Emily Walsh

>

>BerlinRosen Public Affairs

>Emily@berlinrosen.com

>646-200-5310

>

>

>

>

>On 1/29/14 11:48 AM, "Jonathan Rosen" <Jonathan@berlinrosen.com> wrote:  
>  
>>Running ten mins late but yes.  
>>  
>>Sent from my iPhone  
>>  
>>> On Jan 29, 2014, at 10:28 AM, "Rebekah Milford" <RMilford@gqrr.com>  
>>>wrote:  
>>>  
>>> Jonathan,  
>>>  
>>> Just wanted to confirm we are all set for a quick call today at noon  
>>>eastern.  
>>>  
>>> Thanks,  
>>> Rebekah  
>>>  
>>> -----Original Message-----  
>>> From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
>>> Sent: Tuesday, January 28, 2014 5:48 PM  
>>> To: Rebekah Milford; Emily Walsh; Anna Greenberg; Josh Gold; Peter  
>>>Ragone  
>>> Cc: Dave Walker; Chloe Mullins  
>>> Subject: RE: Survey  
>>>  
>>> Only think we need 15-20 mins here.  
>>>  
>>> -----Original Message-----  
>>> From: Rebekah Milford [<mailto:RMilford@gqrr.com>]  
>>> Sent: Tuesday, January 28, 2014 5:47 PM  
>>> To: Emily Walsh; Jonathan Rosen; Anna Greenberg; Josh Gold; Peter  
>>> Ragone  
>>> Cc: Dave Walker; Chloe Mullins  
>>> Subject: RE: Survey  
>>>  
>>> That would work for GQRR folks. Do we want to say from 12PM EST to  
>>>1PM EST?  
>>>  
>>> We can use one of our conference call lines:  
>>>  
>>> [REDACTED] [REDACTED]  
>>>  
>>> Thanks,  
>>> Rebekah  
>>>  
>>> \_\_\_\_\_  
>>> From: Emily Walsh [[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
>>> Sent: Tuesday, January 28, 2014 5:45 PM  
>>> To: Jonathan Rosen; Anna Greenberg; Josh Gold; Peter Ragone  
>>> Cc: Dave Walker; Chloe Mullins; Rebekah Milford  
>>> Subject: Re: Survey  
>>>  
>>> Jonathan has time from 12-2 if that works for others.  
>>> --  
>>> Emily Walsh  
>>>  
>>> BerlinRosen Public Affairs  
>>> [Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)  
>>> 646-200-5310  
>>>  
>>>

>>>

>>>

>>>> On 1/28/14 5:39 PM, "Jonathan Rosen" <Jonathan@berlinrosen.com> wrote:

>>>>

>>>> Looping Emily to schedule a quick call for tomorrow. A.M. is tough.

>>>>

>>>> -----Original Message-----

>>>> From: Anna Greenberg [<mailto:agreenberg@gqrr.com>]

>>>> Sent: Tuesday, January 28, 2014 3:59 PM

>>>> To: Josh Gold; Jonathan Rosen; Peter Ragone

>>>> Cc: Dave Walker; Chloe Mullins; Rebekah Milford

>>>> Subject: RE: Survey

>>>>

>>>> Thanks Josh.

>>>> I'm trying to get a draft done by Thursday so we can field next week.

>>>> Let me know if you have time to talk tomorrow morning. You can

>>>> also review the NYS portion when it's written and give feedback then.

>>>> Thanks!

>>>> Anna

>>>>

>>>> -----Original Message-----

>>>> From: Josh Gold [<mailto:> [REDACTED]]

>>>> Sent: Tuesday, January 28, 2014 3:50 PM

>>>> To: Jonathan Rosen; Peter Ragone

>>>> Cc: Anna Greenberg

>>>> Subject: Survey

>>>>

>>>> Jonathan & Peter,

>>>>

>>>> The AFT is putting a poll in the field with a NYS over sample on

>>>> education issues including a large portion about early childhood

>>>> education and they have graciously agreed to take our suggestions

>>>> on language and questions regarding UPK proposals.

>>>>

>>>> Anna, cc'ed, is working on it - so I wanted to connect you on this.

>>>>

>>>> Sent from my iPhone

>>>>

>

**From:** [Seignious, Sandy](#)  
**To:** ["Emily Walsh"; Rebekah Milford](#)  
**Subject:** RE: Survey  
**Date:** Tuesday, February 04, 2014 4:37:15 PM

---

Peter can do 10am. Can you please send me the dial in #?

Thank you Ladies

Sandy

-----Original Message-----

From: Emily Walsh [<mailto:Emily@berlinrosen.com>]  
Sent: Tuesday, February 04, 2014 4:34 PM  
To: Rebekah Milford; Seignious, Sandy  
Subject: Re: Survey

I can. Thanks for closing the loop here.

--

Emily Walsh

BerlinRosen Public Affairs  
Emily@berlinrosen.com  
646-200-5310

On 2/4/14 4:31 PM, "Rebekah Milford" <RMilford@gqrr.com> wrote:

>Can everyone do a thirty minute call from 10 to 10:30AM tomorrow?

>

>-----Original Message-----

>From: Rebekah Milford  
>Sent: Tuesday, February 04, 2014 4:25 PM  
>To: 'Seignious, Sandy'  
>Cc: Emily Walsh  
>Subject: RE: Survey

>

>GQRR can only do from 10 to 10:30 am.

>

>-----Original Message-----

>From: Seignious, Sandy [<mailto:sseignious@cityhall.nyc.gov>]  
>Sent: Tuesday, February 04, 2014 4:25 PM  
>To: Rebekah Milford  
>Cc: Emily Walsh  
>Subject: RE: Survey

>

>Good afternoon,

>

>Is this conference call confirmed for 10:30am? I need to cancel his  
>meeting if it is on

>

>Thanks

>

>Sandy

>

>-----Original Message-----

>From: Rebekah Milford [<mailto:RMilford@gqrr.com>]  
>Sent: Tuesday, February 04, 2014 2:31 PM  
>To: Seignious, Sandy  
>Cc: Emily Walsh  
>Subject: Re: Survey  
>  
>Based on the times Emily mentioned, QRR can only do 10am to 10:30am  
>tomorrow.  
>  
>Let us know if this will work.  
>Rebekah  
>  
>Sent from my iPhone  
>  
>> On Feb 4, 2014, at 2:28 PM, "Seignious, Sandy"  
>><sseignious@cityhall.nyc.gov> wrote:  
>>  
>> Peter said he has to be a part of it. Can you let me know what time  
>>you are looking at?  
>>  
>> Thanks  
>>  
>> Sandy  
>>  
>> -----Original Message-----  
>> From: Emily Walsh [<mailto:Emily@berlinrosen.com>]  
>> Sent: Tuesday, February 04, 2014 1:44 PM  
>> To: Seignious, Sandy; Rebekah Milford  
>> Subject: Re: Survey  
>>  
>> We are rescheduling it for tomorrow. Waiting on a response about if  
>>Peter needs to be on it.  
>> --  
>> Emily Walsh  
>>  
>> BerlinRosen Public Affairs  
>> Emily@berlinrosen.com  
>> 646-200-5310  
>>  
>>  
>>  
>>  
>>> On 2/4/14 1:43 PM, "Seignious, Sandy" <sseignious@cityhall.nyc.gov>  
>>>wrote:  
>>>  
>>>  
>>> Is this meeting still happening?  
>>> -----Original Message-----  
>>> From: Emily Walsh [<mailto:Emily@berlinrosen.com>]  
>>> Sent: Tuesday, February 04, 2014 12:01 PM  
>>> To: Rebekah Milford  
>>> Cc: Anna Greenberg; Josh Gold; Peter Ragone; Dave Walker; Chloe  
>>> Mullins; James Hazzard; Laura Swartz; Seignious, Sandy; Jonathan  
>>> Rosen  
>>> Subject: Re: Survey  
>>>  
>>> Hi all,  
>>>  
>>> Possible to reschedule this call for tomorrow?  
>>>

>>> Jonathan could do 10-12 or 2:30 then.  
>>>  
>>> Thank you,  
>>> Emily  
>>> --  
>>> Emily Walsh  
>>>  
>>> BerlinRosen Public Affairs  
>>> Emily@berlinrosen.com  
>>> 646-200-5310  
>>>  
>>>  
>>>  
>>>> On 1/29/14 11:48 AM, "Jonathan Rosen" <Jonathan@berlinrosen.com>  
>>>>wrote:  
>>>>  
>>>> Running ten mins late but yes.  
>>>>  
>>>> Sent from my iPhone  
>>>>  
>>>>> On Jan 29, 2014, at 10:28 AM, "Rebekah Milford"  
>>>>> <RMilford@gqrr.com>  
>>>>> wrote:  
>>>>>  
>>>>> Jonathan,  
>>>>>  
>>>>> Just wanted to confirm we are all set for a quick call today at  
>>>>> noon eastern.  
>>>>>  
>>>>> Thanks,  
>>>>> Rebekah  
>>>>>  
>>>>> -----Original Message-----  
>>>>> From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
>>>>> Sent: Tuesday, January 28, 2014 5:48 PM  
>>>>> To: Rebekah Milford; Emily Walsh; Anna Greenberg; Josh Gold; Peter  
>>>>> Ragone  
>>>>> Cc: Dave Walker; Chloe Mullins  
>>>>> Subject: RE: Survey  
>>>>>  
>>>>> Only think we need 15-20 mins here.  
>>>>>  
>>>>> -----Original Message-----  
>>>>> From: Rebekah Milford [<mailto:RMilford@gqrr.com>]  
>>>>> Sent: Tuesday, January 28, 2014 5:47 PM  
>>>>> To: Emily Walsh; Jonathan Rosen; Anna Greenberg; Josh Gold; Peter  
>>>>> Ragone  
>>>>> Cc: Dave Walker; Chloe Mullins  
>>>>> Subject: RE: Survey  
>>>>>  
>>>>> That would work for GQRR folks. Do we want to say from 12PM EST to  
>>>>> 1PM EST?  
>>>>>  
>>>>> We can use one of our conference call lines:  
>>>>>  
>>>>> [REDACTED] [REDACTED]  
>>>>>  
>>>>> Thanks,  
>>>>> Rebekah

>>>> \_\_\_\_\_  
>>>> From: Emily Walsh [Emily@berlinrosen.com]  
>>>> Sent: Tuesday, January 28, 2014 5:45 PM  
>>>> To: Jonathan Rosen; Anna Greenberg; Josh Gold; Peter Ragone  
>>>> Cc: Dave Walker; Chloe Mullins; Rebekah Milford  
>>>> Subject: Re: Survey  
>>>>  
>>>> Jonathan has time from 12-2 if that works for others.  
>>>> --  
>>>> Emily Walsh  
>>>>  
>>>> BerlinRosen Public Affairs  
>>>> Emily@berlinrosen.com  
>>>> 646-200-5310  
>>>>  
>>>>  
>>>>  
>>>>  
>>>>> On 1/28/14 5:39 PM, "Jonathan Rosen" <Jonathan@berlinrosen.com>  
>>>>>wrote:  
>>>>>  
>>>>> Looping Emily to schedule a quick call for tomorrow. A.M. is tough.  
>>>>>  
>>>>> -----Original Message-----  
>>>>> From: Anna Greenberg [mailto:[agreenberg@gqrr.com](mailto:agreenberg@gqrr.com)]  
>>>>> Sent: Tuesday, January 28, 2014 3:59 PM  
>>>>> To: Josh Gold; Jonathan Rosen; Peter Ragone  
>>>>> Cc: Dave Walker; Chloe Mullins; Rebekah Milford  
>>>>> Subject: RE: Survey  
>>>>>  
>>>>> Thanks Josh.  
>>>>> I'm trying to get a draft done by Thursday so we can field next  
>>>>>week.  
>>>>> Let me know if you have time to talk tomorrow morning. You can  
>>>>>also review the NYS portion when it's written and give feedback  
>>>>>then.  
>>>>> Thanks!  
>>>>> Anna  
>>>>>  
>>>>> -----Original Message-----  
>>>>> From: Josh Gold [mailto:]  
>>>>> Sent: Tuesday, January 28, 2014 3:50 PM  
>>>>> To: Jonathan Rosen; Peter Ragone  
>>>>> Cc: Anna Greenberg  
>>>>> Subject: Survey  
>>>>>  
>>>>> Jonathan & Peter,  
>>>>>  
>>>>> The AFT is putting a poll in the field with a NYS over sample on  
>>>>> education issues including a large portion about early childhood  
>>>>> education and they have graciously agreed to take our suggestions  
>>>>> on language and questions regarding UPK proposals.  
>>>>>  
>>>>> Anna, cc'ed, is working on it - so I wanted to connect you on this.  
>>>>>  
>>>>> Sent from my iPhone  
>>

**From:** [Seignious, Sandy](#)  
**To:** ["Emily Walsh"; Rebekah Milford](#)  
**Subject:** RE: Survey  
**Date:** Tuesday, February 04, 2014 4:39:57 PM

---

Thank you

-----Original Message-----

From: Emily Walsh [<mailto:Emily@berlinrosen.com>]  
Sent: Tuesday, February 04, 2014 4:39 PM  
To: Rebekah Milford; Seignious, Sandy  
Subject: Re: Survey

Thank you!!

--

Emily Walsh

BerlinRosen Public Affairs  
Emily@berlinrosen.com  
646-200-5310

On 2/4/14 4:38 PM, "Rebekah Milford" <[RMilford@gqrr.com](mailto:RMilford@gqrr.com)> wrote:

> Sorry--

>

>

>-----Original Message-----

>From: Rebekah Milford  
>Sent: Tuesday, February 04, 2014 4:38 PM  
>To: 'Seignious, Sandy'; 'Emily Walsh'  
>Subject: RE: Survey

>

>Great.

>

>Let's use this conference call line for tomorrow morning at 10AM ET

>

>-----Original Message-----

>From: Seignious, Sandy [<mailto:sseignious@cityhall.nyc.gov>]  
>Sent: Tuesday, February 04, 2014 4:37 PM  
>To: 'Emily Walsh'; Rebekah Milford  
>Subject: RE: Survey

>

>Peter can do 10am. Can you please send me the dial in #?

>

>Thank you Ladies

>

>Sandy

>

>-----Original Message-----

>From: Emily Walsh [<mailto:Emily@berlinrosen.com>]  
>Sent: Tuesday, February 04, 2014 4:34 PM  
>To: Rebekah Milford; Seignious, Sandy  
>Subject: Re: Survey

>

>I can. Thanks for closing the loop here.  
>--  
>Emily Walsh  
>  
>BerlinRosen Public Affairs  
>Emily@berlinrosen.com  
>646-200-5310  
>  
>  
>  
>  
>On 2/4/14 4:31 PM, "Rebekah Milford" <RMilford@gqrr.com> wrote:  
>  
>>Can everyone do a thirty minute call from 10 to 10:30AM tomorrow?  
>>  
>>-----Original Message-----  
>>From: Rebekah Milford  
>>Sent: Tuesday, February 04, 2014 4:25 PM  
>>To: 'Seignious, Sandy'  
>>Cc: Emily Walsh  
>>Subject: RE: Survey  
>>  
>>GQRR can only do from 10 to 10:30 am.  
>>  
>>-----Original Message-----  
>>From: Seignious, Sandy [<mailto:sseignious@cityhall.nyc.gov>]  
>>Sent: Tuesday, February 04, 2014 4:25 PM  
>>To: Rebekah Milford  
>>Cc: Emily Walsh  
>>Subject: RE: Survey  
>>  
>>Good afternoon,  
>>  
>>Is this conference call confirmed for 10:30am? I need to cancel his  
>>meeting if it is on  
>>  
>>Thanks  
>>  
>>Sandy  
>>  
>>-----Original Message-----  
>>From: Rebekah Milford [<mailto:RMilford@gqrr.com>]  
>>Sent: Tuesday, February 04, 2014 2:31 PM  
>>To: Seignious, Sandy  
>>Cc: Emily Walsh  
>>Subject: Re: Survey  
>>  
>>Based on the times Emily mentioned, GQRR can only do 10am to 10:30am  
>>tomorrow.  
>>  
>>Let us know if this will work.  
>>Rebekah  
>>  
>>Sent from my iPhone  
>>  
>>> On Feb 4, 2014, at 2:28 PM, "Seignious, Sandy"  
>>><sseignious@cityhall.nyc.gov> wrote:  
>>>  
>>> Peter said he has to be a part of it. Can you let me know what time  
>>>you are looking at?

>>>  
>>> Thanks  
>>>  
>>> Sandy  
>>>  
>>> -----Original Message-----  
>>> From: Emily Walsh [<mailto:Emily@berlinrosen.com>]  
>>> Sent: Tuesday, February 04, 2014 1:44 PM  
>>> To: Seignious, Sandy; Rebekah Milford  
>>> Subject: Re: Survey  
>>>  
>>> We are rescheduling it for tomorrow. Waiting on a response about if  
>>>Peter needs to be on it.  
>>> --  
>>> Emily Walsh  
>>>  
>>> BerlinRosen Public Affairs  
>>> Emily@berlinrosen.com  
>>> 646-200-5310  
>>>  
>>>  
>>>  
>>>> On 2/4/14 1:43 PM, "Seignious, Sandy" <sseignious@cityhall.nyc.gov>  
>>>>wrote:  
>>>>  
>>>>  
>>>> Is this meeting still happening?  
>>>> -----Original Message-----  
>>>> From: Emily Walsh [<mailto:Emily@berlinrosen.com>]  
>>>> Sent: Tuesday, February 04, 2014 12:01 PM  
>>>> To: Rebekah Milford  
>>>> Cc: Anna Greenberg; Josh Gold; Peter Ragone; Dave Walker; Chloe  
>>>> Mullins; James Hazzard; Laura Swartz; Seignious, Sandy; Jonathan  
>>>> Rosen  
>>>> Subject: Re: Survey  
>>>>  
>>>> Hi all,  
>>>>  
>>>> Possible to reschedule this call for tomorrow?  
>>>>  
>>>> Jonathan could do 10-12 or 2:30 then.  
>>>>  
>>>> Thank you,  
>>>> Emily  
>>>> --  
>>>> Emily Walsh  
>>>>  
>>>> BerlinRosen Public Affairs  
>>>> Emily@berlinrosen.com  
>>>> 646-200-5310  
>>>>  
>>>>  
>>>>  
>>>>> On 1/29/14 11:48 AM, "Jonathan Rosen" <Jonathan@berlinrosen.com>  
>>>>>wrote:  
>>>>>  
>>>>> Running ten mins late but yes.  
>>>>>

>>>> Sent from my iPhone  
>>>>  
>>>>> On Jan 29, 2014, at 10:28 AM, "Rebekah Milford"  
>>>>> <RMilford@gqrr.com>  
>>>>> wrote:  
>>>>>  
>>>>> Jonathan,  
>>>>>  
>>>>> Just wanted to confirm we are all set for a quick call today at  
>>>>> noon eastern.  
>>>>>  
>>>>> Thanks,  
>>>>> Rebekah  
>>>>>  
>>>>> -----Original Message-----  
>>>>> From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
>>>>> Sent: Tuesday, January 28, 2014 5:48 PM  
>>>>> To: Rebekah Milford; Emily Walsh; Anna Greenberg; Josh Gold;  
>>>>> Peter Ragone  
>>>>> Cc: Dave Walker; Chloe Mullins  
>>>>> Subject: RE: Survey  
>>>>>  
>>>>> Only think we need 15-20 mins here.  
>>>>>  
>>>>> -----Original Message-----  
>>>>> From: Rebekah Milford [<mailto:RMilford@gqrr.com>]  
>>>>> Sent: Tuesday, January 28, 2014 5:47 PM  
>>>>> To: Emily Walsh; Jonathan Rosen; Anna Greenberg; Josh Gold; Peter  
>>>>> Ragone  
>>>>> Cc: Dave Walker; Chloe Mullins  
>>>>> Subject: RE: Survey  
>>>>>  
>>>>> That would work for GQRR folks. Do we want to say from 12PM EST  
>>>>> to 1PM EST?  
>>>>>  
>>>>> We can use one of our conference call lines:  
>>>>>  
>>>>> [REDACTED] [REDACTED]  
>>>>>  
>>>>> Thanks,  
>>>>> Rebekah  
>>>>>  
>>>>> \_\_\_\_\_  
>>>>> From: Emily Walsh [[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
>>>>> Sent: Tuesday, January 28, 2014 5:45 PM  
>>>>> To: Jonathan Rosen; Anna Greenberg; Josh Gold; Peter Ragone  
>>>>> Cc: Dave Walker; Chloe Mullins; Rebekah Milford  
>>>>> Subject: Re: Survey  
>>>>>  
>>>>> Jonathan has time from 12-2 if that works for others.  
>>>>> --  
>>>>> Emily Walsh  
>>>>>  
>>>>> BerlinRosen Public Affairs  
>>>>> [Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)  
>>>>> 646-200-5310  
>>>>>  
>>>>>  
>>>>>  
>>>>>  
>>>>>> On 1/28/14 5:39 PM, "Jonathan Rosen" <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>

>>>>>>wrote:  
>>>>>>  
>>>>>> Looping Emily to schedule a quick call for tomorrow. A.M. is  
>>>>>>tough.  
>>>>>>  
>>>>>> -----Original Message-----  
>>>>>> From: Anna Greenberg [<mailto:agreenberg@gqrr.com>]  
>>>>>> Sent: Tuesday, January 28, 2014 3:59 PM  
>>>>>> To: Josh Gold; Jonathan Rosen; Peter Ragone  
>>>>>> Cc: Dave Walker; Chloe Mullins; Rebekah Milford  
>>>>>> Subject: RE: Survey  
>>>>>>  
>>>>>> Thanks Josh.  
>>>>>> I'm trying to get a draft done by Thursday so we can field next  
>>>>>>week.  
>>>>>> Let me know if you have time to talk tomorrow morning. You can  
>>>>>>also review the NYS portion when it's written and give feedback  
>>>>>>then.  
>>>>>> Thanks!  
>>>>>> Anna  
>>>>>>  
>>>>>> -----Original Message-----  
>>>>>> From: Josh Gold [<mailto:>   
>>>>>> Sent: Tuesday, January 28, 2014 3:50 PM  
>>>>>> To: Jonathan Rosen; Peter Ragone  
>>>>>> Cc: Anna Greenberg  
>>>>>> Subject: Survey  
>>>>>>  
>>>>>> Jonathan & Peter,  
>>>>>>  
>>>>>> The AFT is putting a poll in the field with a NYS over sample on  
>>>>>> education issues including a large portion about early childhood  
>>>>>> education and they have graciously agreed to take our  
>>>>>> suggestions on language and questions regarding UPK proposals.  
>>>>>>  
>>>>>> Anna, cc'ed, is working on it - so I wanted to connect you on this.  
>>>>>>  
>>>>>> Sent from my iPhone  
>>>  
>

**From:** [Seignious, Sandy](#)  
**To:** "Emily Walsh"  
**Cc:** [Rebekah Milford](#)  
**Subject:** RE: Tomorrow's call  
**Date:** Wednesday, February 05, 2014 3:44:38 PM

---

yes

---

**From:** Emily Walsh [mailto:[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
**Sent:** Wednesday, February 05, 2014 2:48 PM  
**To:** Seignious, Sandy  
**Cc:** Rebekah Milford  
**Subject:** Re: Tomorrow's call

Hi Sandy,

Does Friday from 11-11:30 work for this call?

Thanks,  
Emily

--

Emily Walsh  
BerlinRosen Public Affairs  
[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)  
646-200-5310

---

**From:** Rebekah Milford <[RMilford@gqrr.com](mailto:RMilford@gqrr.com)>  
**Date:** Tuesday, February 4, 2014 6:55 PM  
**To:** "Seignious, Sandy" <[sseignious@cityhall.nyc.gov](mailto:sseignious@cityhall.nyc.gov)>  
**Cc:** Emily Walsh <[emily@berlinrosen.com](mailto:emily@berlinrosen.com)>  
**Subject:** Re: Tomorrow's call

My number is [REDACTED]  
Thanks, Rebekah

Sent from my iPhone

On Feb 4, 2014, at 6:52 PM, "Seignious, Sandy" <[sseignious@cityhall.nyc.gov](mailto:sseignious@cityhall.nyc.gov)> wrote:

No problem

My number is 212 788 3055

Have a good night.

Sandy

Sent via the Samsung GALAXY S®4, an AT&T 4G LTE smartphone

----- Original message -----

From: Emily Walsh  
Date:02/04/2014 6:33 PM (GMT-05:00)  
To: "Seignious, Sandy" ,Rebekah Milford  
Subject: Tomorrow's call

I am very sorry, but tomorrow isn't going to work.

Jonathan has had something come up for tomorrow morning and we need to postpone this. I have a few times Thursday and Friday that would work.

Could we all hop on a call in the morning and get this on the calendar?

Send me your phone numbers and we will reschedule.

Sorry again, thanks for your understanding.

Emily

--

Emily Walsh

BerlinRosen Public Affairs

[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)

646-200-5310

On 2/4/14 4:39 PM, "Seignious, Sandy" <[sseignious@cityhall.nyc.gov](mailto:sseignious@cityhall.nyc.gov)> wrote:

>Thank you

>

>-----Original Message-----

>From: Emily Walsh [<mailto:Emily@berlinrosen.com>]

>Sent: Tuesday, February 04, 2014 4:39 PM

>To: Rebekah Milford; Seignious, Sandy

>Subject: Re: Survey

>

>Thank you!!

>--

>Emily Walsh

>

>BerlinRosen Public Affairs

>[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)

>646-200-5310

>

>

>

>  
>On 2/4/14 4:38 PM, "Rebekah Milford" <[RMilford@gqrr.com](mailto:RMilford@gqrr.com)> wrote:  
>  
>>Sorry--  
>>  
>> [REDACTED]; [REDACTED]  
>>  
>>-----Original Message-----  
>>From: Rebekah Milford  
>>Sent: Tuesday, February 04, 2014 4:38 PM  
>>To: 'Seignious, Sandy'; 'Emily Walsh'  
>>Subject: RE: Survey  
>>  
>>Great.  
>>  
>>Let's use this conference call line for tomorrow morning at 10AM ET  
>>  
>>-----Original Message-----  
>>From: Seignious, Sandy [<mailto:sseignious@cityhall.nyc.gov>]  
>>Sent: Tuesday, February 04, 2014 4:37 PM  
>>To: 'Emily Walsh'; Rebekah Milford  
>>Subject: RE: Survey  
>>  
>>Peter can do 10am. Can you please send me the dial in #?  
>>  
>>Thank you Ladies  
>>  
>>Sandy  
>>  
>>-----Original Message-----  
>>From: Emily Walsh [<mailto:Emily@berlinrosen.com>]  
>>Sent: Tuesday, February 04, 2014 4:34 PM  
>>To: Rebekah Milford; Seignious, Sandy  
>>Subject: Re: Survey  
>>  
>>I can. Thanks for closing the loop here.  
>>--  
>>Emily Walsh  
>>  
>>BerlinRosen Public Affairs  
>>[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)  
>>646-200-5310  
>>  
>>  
>>  
>>  
>>On 2/4/14 4:31 PM, "Rebekah Milford" <[RMilford@gqrr.com](mailto:RMilford@gqrr.com)> wrote:  
>>  
>>>Can everyone do a thirty minute call from 10 to 10:30AM tomorrow?  
>>>

>>>-----Original Message-----

>>>From: Rebekah Milford

>>>Sent: Tuesday, February 04, 2014 4:25 PM

>>>To: 'Seignious, Sandy'

>>>Cc: Emily Walsh

>>>Subject: RE: Survey

>>>

>>>GQRR can only do from 10 to 10:30 am.

>>>

>>>-----Original Message-----

>>>From: Seignious, Sandy [<mailto:sseignious@cityhall.nyc.gov>]

>>>Sent: Tuesday, February 04, 2014 4:25 PM

>>>To: Rebekah Milford

>>>Cc: Emily Walsh

>>>Subject: RE: Survey

>>>

>>>Good afternoon,

>>>

>>>Is this conference call confirmed for 10:30am? I need to cancel his

>>>meeting if it is on

>>>

>>>Thanks

>>>

>>>Sandy

>>>

>>>-----Original Message-----

>>>From: Rebekah Milford [<mailto:RMilford@gqrr.com>]

>>>Sent: Tuesday, February 04, 2014 2:31 PM

>>>To: Seignious, Sandy

>>>Cc: Emily Walsh

>>>Subject: Re: Survey

>>>

>>>Based on the times Emily mentioned, GQRR can only do 10am to 10:30am

>>>tomorrow.

>>>

>>>Let us know if this will work.

>>>Rebekah

>>>

>>>Sent from my iPhone

>>>

>>>> On Feb 4, 2014, at 2:28 PM, "Seignious, Sandy"

>>>><[sseignious@cityhall.nyc.gov](mailto:sseignious@cityhall.nyc.gov)> wrote:

>>>>

>>>> Peter said he has to be a part of it. Can you let me know what time

>>>>you are looking at?

>>>>

>>>> Thanks

>>>>

>>>> Sandy

>>>>

>>>> -----Original Message-----

>>>> From: Emily Walsh [<mailto:Emily@berlinrosen.com>]

>>>> Sent: Tuesday, February 04, 2014 1:44 PM

>>>> To: Seignious, Sandy; Rebekah Milford

>>>> Subject: Re: Survey

>>>>

>>>> We are rescheduling it for tomorrow. Waiting on a response about if

>>>>Peter needs to be on it.

>>>> --

>>>> Emily Walsh

>>>>

>>>> BerlinRosen Public Affairs

>>>> [Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)

>>>> 646-200-5310

>>>>

>>>>

>>>>

>>>>

>>>>> On 2/4/14 1:43 PM, "Seignious, Sandy" <[sseignious@cityhall.nyc.gov](mailto:sseignious@cityhall.nyc.gov)>

>>>>>wrote:

>>>>>

>>>>>

>>>>> Is this meeting still happening?

>>>>> -----Original Message-----

>>>>> From: Emily Walsh [<mailto:Emily@berlinrosen.com>]

>>>>> Sent: Tuesday, February 04, 2014 12:01 PM

>>>>> To: Rebekah Milford

>>>>> Cc: Anna Greenberg; Josh Gold; Peter Ragone; Dave Walker; Chloe

>>>>> Mullins; James Hazzard; Laura Swartz; Seignious, Sandy; Jonathan

>>>>> Rosen

>>>>> Subject: Re: Survey

>>>>>

>>>>> Hi all,

>>>>>

>>>>> Possible to reschedule this call for tomorrow?

>>>>>

>>>>> Jonathan could do 10-12 or 2:30 then.

>>>>>

>>>>> Thank you,

>>>>> Emily

>>>>> --

>>>>> Emily Walsh

>>>>>

>>>>> BerlinRosen Public Affairs

>>>>> [Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)

>>>>> 646-200-5310

>>>>>

>>>>>

>>>>>

>>>>>

>>>>> On 1/29/14 11:48 AM, "Jonathan Rosen" <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>

>>>>>wrote:

>>>>>

>>>>> Running ten mins late but yes.

>>>>>

>>>>> Sent from my iPhone

>>>>>

>>>>>> On Jan 29, 2014, at 10:28 AM, "Rebekah Milford"

>>>>>> <[RMilford@gqrr.com](mailto:RMilford@gqrr.com)>

>>>>>> wrote:

>>>>>>

>>>>>> Jonathan,

>>>>>>

>>>>>> Just wanted to confirm we are all set for a quick call today at

>>>>>> noon eastern.

>>>>>>

>>>>>> Thanks,

>>>>>> Rebekah

>>>>>>

>>>>>> -----Original Message-----

>>>>>> From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]

>>>>>> Sent: Tuesday, January 28, 2014 5:48 PM

>>>>>> To: Rebekah Milford; Emily Walsh; Anna Greenberg; Josh Gold;

>>>>>> Peter Ragone

>>>>>> Cc: Dave Walker; Chloe Mullins

>>>>>> Subject: RE: Survey

>>>>>>

>>>>>> Only think we need 15-20 mins here.

>>>>>>

>>>>>> -----Original Message-----

>>>>>> From: Rebekah Milford [<mailto:RMilford@gqrr.com>]

>>>>>> Sent: Tuesday, January 28, 2014 5:47 PM

>>>>>> To: Emily Walsh; Jonathan Rosen; Anna Greenberg; Josh Gold; Peter

>>>>>> Ragone

>>>>>> Cc: Dave Walker; Chloe Mullins

>>>>>> Subject: RE: Survey

>>>>>>

>>>>>> That would work for GQRR folks. Do we want to say from 12PM EST

>>>>>> to 1PM EST?

>>>>>>

>>>>>> We can use one of our conference call lines:

>>>>>>

>>>>>> [REDACTED]; [REDACTED]

>>>>>>

>>>>>> Thanks,

>>>>>> Rebekah

>>>>>>

>>>>>> \_\_\_\_\_  
>>>>>> From: Emily Walsh [[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]

>>>>>> Sent: Tuesday, January 28, 2014 5:45 PM

>>>>>> To: Jonathan Rosen; Anna Greenberg; Josh Gold; Peter Ragone

>>>>>> Cc: Dave Walker; Chloe Mullins; Rebekah Milford

>>>>>> Subject: Re: Survey

>>>>>>

>>>>>> Jonathan has time from 12-2 if that works for others.

>>>>>> --

>>>>>> Emily Walsh

>>>>>>

>>>>>> BerlinRosen Public Affairs

>>>>>> [Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)

>>>>>> 646-200-5310

>>>>>>

>>>>>>

>>>>>>

>>>>>>

>>>>>> On 1/28/14 5:39 PM, "Jonathan Rosen" <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>

>>>>>>wrote:

>>>>>>

>>>>>> Looping Emily to schedule a quick call for tomorrow. A.M. is

>>>>>>tough.

>>>>>>

>>>>>> -----Original Message-----

>>>>>> From: Anna Greenberg [<mailto:agreenberg@gqrr.com>]

>>>>>> Sent: Tuesday, January 28, 2014 3:59 PM

>>>>>> To: Josh Gold; Jonathan Rosen; Peter Ragone

>>>>>> Cc: Dave Walker; Chloe Mullins; Rebekah Milford

>>>>>> Subject: RE: Survey

>>>>>>

>>>>>> Thanks Josh.

>>>>>> I'm trying to get a draft done by Thursday so we can field next

>>>>>>week.

>>>>>> Let me know if you have time to talk tomorrow morning. You can

>>>>>>also review the NYS portion when it's written and give feedback

>>>>>>then.

>>>>>> Thanks!

>>>>>> Anna

>>>>>>

>>>>>> -----Original Message-----

>>>>>> From: Josh Gold [<mailto:> [REDACTED]]

>>>>>> Sent: Tuesday, January 28, 2014 3:50 PM

>>>>>> To: Jonathan Rosen; Peter Ragone

>>>>>> Cc: Anna Greenberg

>>>>>> Subject: Survey

>>>>>>

>>>>>> Jonathan & Peter,

>>>>>>

>>>>>> The AFT is putting a poll in the field with a NYS over sample on

>>>>>> education issues including a large portion about early childhood

>>>>>> education and they have graciously agreed to take our

>>>>>> suggestions on language and questions regarding UPK proposals.

>>>>>>

>>>>>>> Anna, cc'ed, is working on it - so I wanted to connect you on  
>>>>>>>this.  
>>>>>>>  
>>>>>>> Sent from my iPhone  
>>>>  
>>  
>

**From:** [Seignious, Sandy](#)  
**To:** ["Emily Walsh"](#)  
**Cc:** [Rebekah Milford](#)  
**Subject:** RE: Tomorrow's call  
**Date:** Wednesday, February 05, 2014 3:47:31 PM

---

Thank you

---

**From:** Emily Walsh [mailto:Emily@berlinrosen.com]  
**Sent:** Wednesday, February 05, 2014 3:47 PM  
**To:** Seignious, Sandy  
**Cc:** Rebekah Milford  
**Subject:** Re: Tomorrow's call

Great, confirmed.

Same number [REDACTED]; [REDACTED]

Thanks to you both.

--

Emily Walsh  
BerlinRosen Public Affairs  
[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)  
646-200-5310

---

**From:** <Seignious>, Sandy <[sseignious@cityhall.nyc.gov](mailto:sseignious@cityhall.nyc.gov)>  
**Date:** Wednesday, February 5, 2014 3:44 PM  
**To:** Emily Walsh <[emily@berlinrosen.com](mailto:emily@berlinrosen.com)>  
**Cc:** Rebekah Milford <[RMilford@grr.com](mailto:RMilford@grr.com)>  
**Subject:** RE: Tomorrow's call

yes

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Wednesday, February 05, 2014 2:48 PM  
**To:** Seignious, Sandy  
**Cc:** Rebekah Milford  
**Subject:** Re: Tomorrow's call

Hi Sandy,

Does Friday from 11-11:30 work for this call?

Thanks,

Emily

--

Emily Walsh  
BerlinRosen Public Affairs

[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)

646-200-5310

---

**From:** Rebekah Milford <[RMilford@gqrr.com](mailto:RMilford@gqrr.com)>  
**Date:** Tuesday, February 4, 2014 6:55 PM  
**To:** "Seignious, Sandy" <[sseignious@cityhall.nyc.gov](mailto:sseignious@cityhall.nyc.gov)>  
**Cc:** Emily Walsh <[emily@berlinrosen.com](mailto:emily@berlinrosen.com)>  
**Subject:** Re: Tomorrow's call

My number is [REDACTED]

Thanks, Rebekah

Sent from my iPhone

On Feb 4, 2014, at 6:52 PM, "Seignious, Sandy" <[sseignious@cityhall.nyc.gov](mailto:sseignious@cityhall.nyc.gov)> wrote:

No problem

My number is 212 788 3055

Have a good night.

Sandy

Sent via the Samsung GALAXY S®4, an AT&T 4G LTE smartphone

----- Original message -----

From: Emily Walsh  
Date: 02/04/2014 6:33 PM (GMT-05:00)  
To: "Seignious, Sandy", Rebekah Milford  
Subject: Tomorrow's call

I am very sorry, but tomorrow isn't going to work.

Jonathan has had something come up for tomorrow morning and we need to postpone this. I have a few times Thursday and Friday that would work.

Could we all hop on a call in the morning and get this on the calendar?

Send me your phone numbers and we will reschedule.

Sorry again, thanks for your understanding.

Emily

--

Emily Walsh

BerlinRosen Public Affairs  
[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)  
646-200-5310

On 2/4/14 4:39 PM, "Seignious, Sandy" <[sseignious@cityhall.nyc.gov](mailto:sseignious@cityhall.nyc.gov)> wrote:

>Thank you

>

>-----Original Message-----

>From: Emily Walsh [<mailto:Emily@berlinrosen.com>]

>Sent: Tuesday, February 04, 2014 4:39 PM

>To: Rebekah Milford; Seignious, Sandy

>Subject: Re: Survey

>

>Thank you!!

>--

>Emily Walsh

>

>BerlinRosen Public Affairs

>[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)

>646-200-5310

>

>

>

>

>On 2/4/14 4:38 PM, "Rebekah Milford" <[RMilford@grr.com](mailto:RMilford@grr.com)> wrote:

>

>>Sorry--

>>

>> [REDACTED]; [REDACTED]

>>

>>-----Original Message-----

>>From: Rebekah Milford

>>Sent: Tuesday, February 04, 2014 4:38 PM

>>To: 'Seignious, Sandy'; 'Emily Walsh'

>>Subject: RE: Survey

>>

>>Great.

>>

>>Let's use this conference call line for tomorrow morning at 10AM ET

>>

>>-----Original Message-----

>>From: Seignious, Sandy [<mailto:sseignious@cityhall.nyc.gov>]

>>Sent: Tuesday, February 04, 2014 4:37 PM

>>To: 'Emily Walsh'; Rebekah Milford

>>Subject: RE: Survey

>>

>>Peter can do 10am. Can you please send me the dial in #?  
>>  
>>Thank you Ladies  
>>  
>>Sandy  
>>  
>>-----Original Message-----  
>>From: Emily Walsh [<mailto:Emily@berlinrosen.com>]  
>>Sent: Tuesday, February 04, 2014 4:34 PM  
>>To: Rebekah Milford; Seignious, Sandy  
>>Subject: Re: Survey  
>>  
>>I can. Thanks for closing the loop here.  
>>--  
>>Emily Walsh  
>>  
>>BerlinRosen Public Affairs  
>>[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)  
>>646-200-5310  
>>  
>>  
>>  
>>  
>>On 2/4/14 4:31 PM, "Rebekah Milford" <[RMilford@grr.com](mailto:RMilford@grr.com)> wrote:  
>>  
>>>Can everyone do a thirty minute call from 10 to 10:30AM tomorrow?  
>>>  
>>>-----Original Message-----  
>>>From: Rebekah Milford  
>>>Sent: Tuesday, February 04, 2014 4:25 PM  
>>>To: 'Seignious, Sandy'  
>>>Cc: Emily Walsh  
>>>Subject: RE: Survey  
>>>  
>>>GQRR can only do from 10 to 10:30 am.  
>>>  
>>>-----Original Message-----  
>>>From: Seignious, Sandy [<mailto:sseignious@cityhall.nyc.gov>]  
>>>Sent: Tuesday, February 04, 2014 4:25 PM  
>>>To: Rebekah Milford  
>>>Cc: Emily Walsh  
>>>Subject: RE: Survey  
>>>  
>>>Good afternoon,  
>>>  
>>>Is this conference call confirmed for 10:30am? I need to cancel his  
>>>meeting if it is on  
>>>  
>>>Thanks  
>>>

>>>Sandy

>>>

>>>-----Original Message-----

>>>From: Rebekah Milford [<mailto:RMilford@grr.com>]

>>>Sent: Tuesday, February 04, 2014 2:31 PM

>>>To: Seignious, Sandy

>>>Cc: Emily Walsh

>>>Subject: Re: Survey

>>>

>>>Based on the times Emily mentioned, GQRR can only do 10am to 10:30am

>>>tomorrow.

>>>

>>>Let us know if this will work.

>>>Rebekah

>>>

>>>Sent from my iPhone

>>>

>>>> On Feb 4, 2014, at 2:28 PM, "Seignious, Sandy"

>>>><[sseignious@cityhall.nyc.gov](mailto:sseignious@cityhall.nyc.gov)> wrote:

>>>>

>>>> Peter said he has to be a part of it. Can you let me know what time

>>>>you are looking at?

>>>>

>>>> Thanks

>>>>

>>>> Sandy

>>>>

>>>> -----Original Message-----

>>>> From: Emily Walsh [<mailto:Emily@berlinrosen.com>]

>>>> Sent: Tuesday, February 04, 2014 1:44 PM

>>>> To: Seignious, Sandy; Rebekah Milford

>>>> Subject: Re: Survey

>>>>

>>>> We are rescheduling it for tomorrow. Waiting on a response about if

>>>>Peter needs to be on it.

>>>> --

>>>> Emily Walsh

>>>>

>>>> BerlinRosen Public Affairs

>>>> [Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)

>>>> 646-200-5310

>>>>

>>>>

>>>>

>>>>

>>>>> On 2/4/14 1:43 PM, "Seignious, Sandy" <[sseignious@cityhall.nyc.gov](mailto:sseignious@cityhall.nyc.gov)>

>>>>>wrote:

>>>>>

>>>>>

>>>>> Is this meeting still happening?

>>>> -----Original Message-----

>>>> From: Emily Walsh [<mailto:Emily@berlinrosen.com>]

>>>> Sent: Tuesday, February 04, 2014 12:01 PM

>>>> To: Rebekah Milford

>>>> Cc: Anna Greenberg; Josh Gold; Peter Ragone; Dave Walker; Chloe

>>>> Mullins; James Hazzard; Laura Swartz; Seignious, Sandy; Jonathan

>>>> Rosen

>>>> Subject: Re: Survey

>>>>

>>>> Hi all,

>>>>

>>>> Possible to reschedule this call for tomorrow?

>>>>

>>>> Jonathan could do 10-12 or 2:30 then.

>>>>

>>>> Thank you,

>>>> Emily

>>>> --

>>>> Emily Walsh

>>>>

>>>> BerlinRosen Public Affairs

>>>> [Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)

>>>> 646-200-5310

>>>>

>>>>

>>>>

>>>>

>>>>> On 1/29/14 11:48 AM, "Jonathan Rosen" <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>

>>>>>wrote:

>>>>>

>>>>> Running ten mins late but yes.

>>>>>

>>>>> Sent from my iPhone

>>>>>

>>>>>> On Jan 29, 2014, at 10:28 AM, "Rebekah Milford"

>>>>>> <[RMilford@grr.com](mailto:RMilford@grr.com)>

>>>>>> wrote:

>>>>>>

>>>>>> Jonathan,

>>>>>>

>>>>>> Just wanted to confirm we are all set for a quick call today at

>>>>>> noon eastern.

>>>>>>

>>>>>> Thanks,

>>>>>> Rebekah

>>>>>>

>>>>>> -----Original Message-----

>>>>>>> From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]

>>>>>>> Sent: Tuesday, January 28, 2014 5:48 PM

>>>>>>> To: Rebekah Milford; Emily Walsh; Anna Greenberg; Josh Gold;

>>>>>> Peter Ragone  
>>>>>> Cc: Dave Walker; Chloe Mullins  
>>>>>> Subject: RE: Survey  
>>>>>>  
>>>>>> Only think we need 15-20 mins here.  
>>>>>>  
>>>>>> -----Original Message-----  
>>>>>> From: Rebekah Milford [<mailto:RMilford@gqrr.com>]  
>>>>>> Sent: Tuesday, January 28, 2014 5:47 PM  
>>>>>> To: Emily Walsh; Jonathan Rosen; Anna Greenberg; Josh Gold; Peter  
>>>>>> Ragone  
>>>>>> Cc: Dave Walker; Chloe Mullins  
>>>>>> Subject: RE: Survey  
>>>>>>  
>>>>>> That would work for GQRR folks. Do we want to say from 12PM EST  
>>>>>> to 1PM EST?  
>>>>>>  
>>>>>> We can use one of our conference call lines:  
>>>>>>  
>>>>>> [REDACTED]; [REDACTED]  
>>>>>>  
>>>>>> Thanks,  
>>>>>> Rebekah  
>>>>>>  
>>>>>> -----  
>>>>>> From: Emily Walsh [[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
>>>>>> Sent: Tuesday, January 28, 2014 5:45 PM  
>>>>>> To: Jonathan Rosen; Anna Greenberg; Josh Gold; Peter Ragone  
>>>>>> Cc: Dave Walker; Chloe Mullins; Rebekah Milford  
>>>>>> Subject: Re: Survey  
>>>>>>  
>>>>>> Jonathan has time from 12-2 if that works for others.  
>>>>>> --  
>>>>>> Emily Walsh  
>>>>>>  
>>>>>> BerlinRosen Public Affairs  
>>>>>> [Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)  
>>>>>> 646-200-5310  
>>>>>>  
>>>>>>  
>>>>>>  
>>>>>>> On 1/28/14 5:39 PM, "Jonathan Rosen" <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>  
>>>>>>> wrote:  
>>>>>>>  
>>>>>>> Looping Emily to schedule a quick call for tomorrow. A.M. is  
>>>>>>> tough.  
>>>>>>>  
>>>>>>> -----Original Message-----  
>>>>>>> From: Anna Greenberg [<mailto:agreenberg@gqrr.com>]  
>>>>>>> Sent: Tuesday, January 28, 2014 3:59 PM

>>>>>>> To: Josh Gold; Jonathan Rosen; Peter Ragone  
>>>>>>> Cc: Dave Walker; Chloe Mullins; Rebekah Milford  
>>>>>>> Subject: RE: Survey  
>>>>>>>  
>>>>>>> Thanks Josh.  
>>>>>>> I'm trying to get a draft done by Thursday so we can field next  
>>>>>>> week.  
>>>>>>> Let me know if you have time to talk tomorrow morning. You can  
>>>>>>> also review the NYS portion when it's written and give feedback  
>>>>>>> then.  
>>>>>>> Thanks!  
>>>>>>> Anna  
>>>>>>>  
>>>>>>> -----Original Message-----  
>>>>>>> From: Josh Gold [<mailto:>   
>>>>>>> Sent: Tuesday, January 28, 2014 3:50 PM  
>>>>>>> To: Jonathan Rosen; Peter Ragone  
>>>>>>> Cc: Anna Greenberg  
>>>>>>> Subject: Survey  
>>>>>>>  
>>>>>>> Jonathan & Peter,  
>>>>>>>  
>>>>>>> The AFT is putting a poll in the field with a NYS over sample on  
>>>>>>> education issues including a large portion about early childhood  
>>>>>>> education and they have graciously agreed to take our  
>>>>>>> suggestions on language and questions regarding UPK proposals.  
>>>>>>>  
>>>>>>> Anna, cc'ed, is working on it - so I wanted to connect you on  
>>>>>>> this.  
>>>>>>>  
>>>>>>> Sent from my iPhone  
>>>>  
>>  
>

**From:** [Hatch, Peter](#)  
**To:** ["Jonathan@berlinrosen.com"](mailto:Jonathan@berlinrosen.com)  
**Subject:** Re: BdB comments from 7/12/13  
**Date:** Wednesday, February 05, 2014 3:56:02 PM

---

Mtg postponed - thx

---

**From:** Jonathan Rosen [mailto:Jonathan@berlinrosen.com]  
**Sent:** Wednesday, February 05, 2014 02:28 PM  
**To:** Hatch, Peter  
**Subject:** BdB comments from 7/12/13

<http://archive.advocate.nyc.gov/libraries>

and the column we relied on: <http://www.nytimes.com/2013/01/30/arts/design/norman-fosters-public-library-will-need-structural-magic.html?ref=michaelkimmelman>

-jr

Jonathan Rosen  
BerlinRosen Public Affairs, Ltd.  
15 Maiden Lane, Suite 1600  
New York, NY 10038  
t. 646.452.5637  
[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)

**From:** [Jonathan Rosen](#)  
**To:** [Drew, Chloe](#)  
**Subject:** Heading to city hall for another meeting  
**Date:** Wednesday, February 05, 2014 4:59:57 PM

---

Will come and return your call in person

Sent from my iPhone

**From:** [Drew, Chloe](#)  
**To:** ["Jonathan@berlinrosen.com"](mailto:Jonathan@berlinrosen.com)  
**Subject:** Re: Heading to city hall for another meeting  
**Date:** Wednesday, February 05, 2014 5:01:12 PM

---

And I'm offsite now - shoot. Will try you later!

----- Original Message -----

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
Sent: Wednesday, February 05, 2014 04:59 PM  
To: Drew, Chloe  
Subject: Heading to city hall for another meeting

Will come and return your call in person

Sent from my iPhone

**From:** [Wolfe, Emma](#)  
**To:** [Adams, Marti](#); "[Jonathan Rosen](#)"  
**Cc:** [Walzak, Phil](#); [REDACTED]  
**Subject:** RE: Exclusive for you on UPK campaign  
**Date:** Thursday, February 06, 2014 5:04:22 PM

---

But we just hired a Deputy Mayor who will be responsible for the program too so I think it's important to add him into it

---

**From:** Adams, Marti  
**Sent:** Thursday, February 06, 2014 5:03 PM  
**To:** 'Jonathan Rosen'; Wolfe, Emma  
**Cc:** Walzak, Phil; [REDACTED]  
**Subject:** RE: Exclusive for you on UPK campaign

FYI – Yoav is asking about this

Planning to give him this same line

Thanks

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Thursday, January 16, 2014 5:43 PM  
**To:** Wolfe, Emma; Adams, Marti  
**Cc:** Walzak, Phil; [REDACTED]  
**Subject:** RE: Exclusive for you on UPK campaign

+ PR. My rec on background:

UPK NYC is an independent effort organized by civic, business, non-profit, labor leaders and prominent New Yorkers to support the Mayor's plan for pre-k and afterschool.

Similar to past Mayor's involvement in campaigns like Mayor's Against Illegal Guns, he is supportive of it and involved in helping to recruit supporters to the issue.

Re: her q on city hall point person – I think fine to say Emma as we have repeatedly said in public space she is point on pre-k.

Cool?

---

**From:** Wolfe, Emma [<mailto:EWolfe@cityhall.nyc.gov>]  
**Sent:** Thursday, January 16, 2014 5:30 PM  
**To:** Adams, Marti  
**Cc:** Walzak, Phil; Jonathan Rosen  
**Subject:** RE: Exclusive for you on UPK campaign

+J Ro

---

**From:** Adams, Marti  
**Sent:** Thursday, January 16, 2014 5:27 PM  
**To:** Wolfe, Emma  
**Cc:** Walzak, Phil  
**Subject:** FW: Exclusive for you on UPK campaign

Any guidance on this one?

---

**From:** Fermino, Jennifer [<mailto:jfermino@nydailynews.com>]  
**Sent:** Thursday, January 16, 2014 5:22 PM  
**To:** Adams, Marti  
**Subject:** FW: Exclusive for you on UPK campaign

The question is, what is mayor's involvement and who is city hall point person?

**Jennifer Fermino**  
**City Hall Bureau Chief**  
**New York Daily News**  
**(646) 734 0320**

---

**From:** Emma Woods [<mailto:emma@berlinrosen.com>]  
**Sent:** Thursday, January 16, 2014 11:30 AM  
**To:** Fermino, Jennifer  
**Subject:** Exclusive for you on UPK campaign

Hi Jen – wanted to offer you an exclusive on the next phase of the UPK NYC campaign to pass Mayor de Blasio's pre-k and after-school plan.

Starting tomorrow, the UPK NYC campaign will launch extensive online and grassroots campaign to recruit tens of thousands of UPK activists to mobilize as budget discussions heat up in Albany.

**Tomorrow morning, hundreds of volunteers will be at subway stops in all five boroughs, handing out literature and signing up supporters. And dozens of organizations will email hundreds of thousands of New Yorkers, urging them to become UPK activists.**

The campaign will include talking to New Yorkers at subway stops, at their doors, at house parties and at town halls throughout the City. Additionally, the campaign will rely on online organizing methods perfected on BDB's campaign for Mayor.

As budget discussion heat up, organizers will mobilize activists to reach out to elected officials throughout the state via in-district and Albany lobby visits, letters and phone calls. The goal is to make sure elected officials see that 70 percent of New Yorkers want to get this done now.

Let me know if you want this piece exclusively for a story to run tomorrow AM, and what you'd need to make it happen.

Thanks,

Emma

Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

-----

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\*\*\*\*\* (NJ)

**From:** [Jonathan Rosen](#)  
**To:** [Wolfe, Emma](#)  
**Subject:** FW: draft memo, as requested  
**Date:** Friday, February 07, 2014 12:15:06 PM  
**Attachments:** [bhyersmemo120613 \(2\).pdf](#)  
[2182-007\[2013-12-06 17-51-04\].pdf](#)

---

Relevant legal authority attached.

**From:** Bill Hyers [mailto:[bhyers@billdeblasio.com](mailto:bhyers@billdeblasio.com)]  
**Sent:** Wednesday, December 11, 2013 10:57 AM  
**To:** Jonathan Rosen  
**Subject:** Fwd: draft memo, as requested

----- Forwarded message -----

**From:** "Laurence Laufer" <[LLaufer@genovaburns.com](mailto:LLaufer@genovaburns.com)>  
**Date:** 6 Dec 2013 17:53  
**Subject:** draft memo, as requested  
**To:** "Bill Hyers ([bhyers@billdeblasio.com](mailto:bhyers@billdeblasio.com))" <[bhyers@billdeblasio.com](mailto:bhyers@billdeblasio.com)>  
**Cc:**

Bill,

Sorry for the delay on this. Here it is in draft form, together with the most relevant COIB opinion on the role an elected official may play in fundraising for a not-for-profit organization. I'm sure you'll have questions. Let me know when you want to discuss.

Laurence

**Laurence Laufer, Esq.**  
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Thank you.

# MEMORANDUM

## GENOVA BURNS GIANTOMASI WEBSTER LLC

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### CONFIDENTIAL ATTORNEY WORK PRODUCT ATTORNEY-CLIENT COMMUNICATION

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**TO:** BILL HYERS  
**FROM:** LAURENCE LAUFER  
**DATE:** DECEMBER 6, 2013  
**RE:** 501(C)(4) ORGANIZATION

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#### Question Presented

May a IRC 501(c)(4) social welfare organization be established to engage in certain lobbying activities on behalf of the City of New York?

#### Brief Answer

Yes. As discussed below, the Mayor may play a role in fundraising for such an organization. This memorandum also addresses issues concerning the organization's expenditures under New York City campaign finance law.

#### Factual and Legal Analysis

You have asked whether a IRS 501(c)(4) social welfare organization may be organized to engage in grassroots lobbying to persuade the State Legislature to adopt taxes to fund universal pre-K education in the City of New York, as advocated by Mayor-Elect de Blasio. This memorandum assumes that Mayor de Blasio will have a leadership role in the organization, including by assisting in raising funds for the organization. The organization would be formed in January 2014, or earlier, and would remain active throughout the 2014 State legislative session, at least until its goals are achieved. The issue advertising may or may not include references to and communications by Mayor de Blasio.<sup>1</sup>

#### IRC 501(c)(4) Organizations

Under Internal Revenue Code §501(c)(4), a non-for-profit corporation may be established to promote social welfare and engage in unlimited lobbying activities for that purpose. A 501(c)(4) organization may not engage in political campaign activity as its primary activity.<sup>2</sup> See 26 C.F.R. 1.501(c)(4)-1(a)(2)(ii).

#### New York Lobbying Law

Under the State Lobbying Law (Legislative Law §§1, et seq.), the Mayor is exempt from treatment as a lobbyist and the City of New York files lobbying reports with the Joint Commission on Public Ethics (JCOPE) as a public corporation. Legislative Law §§1-c(a); 1-e; 1-i. If it hires or retains lobbyists whose lobbying activities<sup>3</sup> meet the relevant financial thresholds, the 501(c)(4), as a separate not-for-profit organization, must also register and file

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<sup>1</sup> Please note that this initial analysis does not address hypotheticals in which the organization engages in grass roots lobbying on additional issues or at other levels of government, or after calendar year 2014.

<sup>2</sup> Please note that on November 26, 2013, the IRS and Treasury issued proposed guidance that would limit the permissible political activities of 501(c)(4) groups. The proposed guidance is available at <http://www.gpo.gov/fdsys/pkg/FR-2013-11-29/pdf/2013-28492.pdf>.

<sup>3</sup>New York regulates grassroots lobbying as reportable lobbying activities. See New York Temp. State Comm'n on Lobbying Op. No. 44 (00-3).

reports as a lobbyist, lobbying-client, or both. See Legislative Law §§1-e; 1-h; 1-j. In all likelihood, the 501(c)(4) would be subject to JCOPE's source of funding disclosure requirements. See Legislative Law §1-h(c)(4).

### The Bloomberg Precedent

Mayor Bloomberg serves as co-chairman of Mayors Against Illegal Guns. Its lobbying wing, the Mayors Against Illegal Guns Action Fund is a Delaware corporation exempt from taxation under IRC 501(c)(4). In 2010 this 501(c)(4) reported grassroots lobbying activities to JCOPE on two state bills which coincided with reported lobbying activities by the City of New York on the same two bills.

### Fundraising by Mayor

Pursuant to standards set forth in Conflicts of Interest Board Advisory Opinion No. 2008-6 (Dec. 29, 2008) (copy enclosed), elected officials and their designees may solicit and otherwise encourage private contributions to not-for-profit organizations in their official capacity, after a personal determination by the elected official that the not-for-profit's work supports the mission of his City office.<sup>4</sup> Among the relevant restrictions is that the elected official may not raise funds in his official capacity if he has a personal "association" with the recipient organization or its staff. COIB AO 2008-6 at p. 8. Charter §2601(5) defines those associated with the public servant to include:

a spouse, domestic partner, child, parent or sibling; a person with whom the public servant has a business or other financial relationship.

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<sup>4</sup> The 2008 opinion addresses not-for-profit organizations that are not treated as affiliated with the City. An earlier opinion, No. 2003-6 sets forth requirements for raising funds for entities closely affiliated with the City, as akin to gifts to the City. Given that the use of private funds to directly subsidize the lobbying efforts of the City of New York would likely raise additional legal issues, for simplicity sake, we limit our analysis to treating the proposed 501(c)(4) organization as an organization that is not affiliated with the City.

Read broadly, Charter §2601(5) would appear to also preclude the Mayor raising funds in his official capacity for a not-for-profit organization in which he holds a position. See also Charter §2601(12), (18) (defining “position” to include “officer, director, trustee, employee, or any management position, or as an attorney, agent, broker, or consultant”). Also, again under a broad reading, preclusion of Mayoral fundraising in an official capacity may also arise if the organization retained or employed persons and entities who are also retained or employed by the Mayor’s authorized campaign committee.<sup>5</sup>

New York City Campaign Finance Board

Because the not-for-profit organization will not be a political committee within the meaning of New York State or City law, the only CFB compliance question is whether the organization’s activities could be treated as in-kind contributions to the Mayor’s re-election campaign. The following guidance is gleaned from CFB advisory opinions:

- CFB AO 1993-9 (Sept. 9, 1993): A private entity’s public service campaign materials identifying the mayor will result in an in-kind contribution to the mayor’s re-election campaign if these involve the solicitation of campaign contributions or express advocacy. Otherwise, the CFB will look at multiple factors in assessing whether the expenditures were “made in connection with” the election, including purpose, expression of the public official’s on public policy or other issues in an election campaign, timing, targeting to City electorate, and public official control over the materials.
- Numerous CFB opinions treat spending by political committees as presumptively campaign-related. See, e.g., CFB AO 1999-10 (Aug. 5, 1999). The CFB has not

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<sup>5</sup> Simultaneous retentions or employment would also draw scrutiny by the NYC CFB.

applied that presumption to any other kind of entity, such as a social welfare organization.

- CFB AO 2001-8 (July 11, 2008): the tax exempt status of the spending entity (in this instance the Brennan Center, a 501(c)(3) organization) is not dispositive for determining that an in-kind contribution has not been made.
- CFB AO 2007-6 (Dec. 21, 2007): candidates may not use campaign funds for public purpose advertisements “for which governmental resources may be used.” The necessary implication is that such advertisements are not proper campaign expenditures and therefore could not be in-kind contributions. For example, the Charter does not prohibit public servant-candidates appearing in public communications paid for by governmental funds prior to January 1 of the election year, so long as the communication does not include an electioneering message. See Charter §1136.1 (2)(a), (c) (enforced by the CFB).

To the extent that private funds may be donated by a 501(c)(4) organization to pay for advertisements, which may in turn be accepted as a gift to the City, CFB AO 2007-6 may be read to preclude treating this use of the governmental resources generated by the gift as an in-kind contribution. As noted above (at footnote 4), however, using private funds to underwrite the City’s grassroots lobbying campaign may raise additional legal concerns. Further, it is unclear to me that City funds have ever actually been used for grassroots lobbying.

Thus, the preferable approach may be an argument that if 501(c)(4)’s grassroots lobbying expenditures could have been paid for with governmental funds, the expenditures are nevertheless insulated from treatment as in-kind contributions under CFB AO 2007-6. A letter

from JCOPE indicating that a public corporation's grassroots lobbying expenditures are reportable under the lobbying law might suffice for this purpose.

\* \* \*

Please let us know if you have any follow up questions and if you want us to provide further information or take steps regarding the creation, operation and governmental filings of such a 501(c)(4) organization.

Encl.



## CITY OF NEW YORK CONFLICTS OF INTEREST BOARD

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Derick Yu  
*Director of Information  
Technology*

**SUMMARY:** Elected officials and agency heads, and their designees, may in their official capacities, using City time and resources, solicit and otherwise encourage private contributions to not-for-profit organizations, after a personal determination by the elected official or agency head that the not-for-profit's work supports the mission of his or her City office or agency. Such solicitations must include a statement that a decision whether or not to give will not result in official favor or disfavor. But such public servants may not target for these solicitations any person or firm with a matter pending or about to be pending before their City office or agency, and they may take no such action on behalf of any organization with which they are associated or that would benefit a person or firm with whom or which they are associated. Each City office or agency must file a public report with the Board by May 15 and November 15 of each year disclosing the identity of each not-for-profit organization for which the office or agency sought private contributions in the six-month period ending March 31 and September 30, respectively.

### Advisory Opinion No. 2008-6

In Advisory Opinion No. 2003-4 the Board addressed the question of fundraising by City officials for the City itself and for not-for-profit entities closely affiliated with City offices and agencies. But the Board reserved the question of "what *other* kinds of not-for-profit entities might be permissible beneficiaries of officials' fundraising" (*id.* at 2 (emphasis added)), preferring to consider that question on a "case-by-case basis," leading to a possible future advisory opinion based on its experience with those cases. On the

basis of its experience in the intervening five years, the Board now issues that anticipated opinion.

### Background

In Advisory Opinions preceding No. 2003-4, the Board did give some consideration to fundraising by public officials in their official capacities for charitable entities that were not affiliated with the City.<sup>1</sup> In Advisory Opinion No. 91-10 the Board observed that

“[i]t is surely in the City's interest to encourage the voluntary financial support of community groups, educational institutions and charities, inasmuch as their good works help to sustain the life of the City and indeed are indispensable to it.” (*Id.* at 2.)

The Board noted, however, that official fundraising for such entities could create “an appearance of impropriety” if the official’s action is “perceived to be coercive or provides an inappropriate opportunity for access to such official.” *Id.* Such an appearance would implicate Charter Section 2604(b)(2), which forbids public servants from engaging in any transaction, or having any private interest, that is in conflict with the proper discharge of their official duties. In order to allay concern for the potential of coercion if elected and high-ranking appointed officials were given full rein to solicit charitable contributions, the Board in Opinion No. 91-10 adopted a distinction between “active” and “passive” fundraising, ruling 1) that elected officials could engage only in passive fundraising (*e.g.*, serving on honorary committees for charitable events),

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<sup>1</sup> Those opinions did not address fundraising by public servants in their *personal* capacities, such as fundraising for their alma maters, their places of worship, or their block associations. Nevertheless, even such personal charitable activity, like other private activity, may be restricted by Chapter 68. For example, public servants may not use City time or resources for such personal fundraising; nor may they direct solicitations to those who have matters before them at their City agencies. See *COIB v. King*, COIB Case No. 98-508 (2001). Like those earlier opinions, this opinion will instead address charitable fundraising by City officials in their *official* capacities.

but not in active fundraising, and 2) that high-ranking appointed officials could engage in active fundraising, but only so long as they did not direct their solicitations to those likely to have matters before their City agency.

The “coercion” concern also underlay Advisory Opinion No. 93-15, in which the Board attempted to clarify the distinction between active and passive fundraising. Observing that not all actions that might result in contributions to a charity would be deemed “active,” the Board found the relevant question to be whether “the public servant’s actions would create an appearance that he or she is using the power of public office” to pressure or coerce others to make contributions, or to afford greater access to government to those who made contributions. *Id.* at 8-9.

In its pre-2003 rulings on official fundraising for charitable entities not affiliated with the City, the Board also expressed a concern regarding the appearance of official “endorsement” of favored beneficiaries over other worthwhile charities competing for scarce philanthropic resources. In Advisory Opinion No. 92-15, for example, the Board determined that an agency head could not serve on the honorary committee for the annual benefit of a not-for-profit entity that had a contract with her agency, ruling that “the combination of her fundraising role with her role in approving and supervising the contract may create an appearance that the not-for-profit entity *is receiving preferential treatment.*” Opinion No. 92-15 at 1 (emphasis added).

In Opinion No. 2003-4, as noted above, the Board considered in considerable depth City officials’ solicitation of private support for the City itself and for not-for-profit organizations closely affiliated with City offices and agencies. In that opinion, the Board abandoned the distinction between “active” and “passive” fundraising, in favor of a bright line distinction

between “targeted” and “untargeted” solicitations – the former consisting of direct appeals such as one-on-one phone calls, meetings, and personal letters to potential donors, the latter of such devices as mass mailings not directed to specific potential donors. *Id.* at 17. In holding that all *untargeted* fundraising for the City and its affiliated not-for-profits would be permitted, the Board again evinced its concern over the “coercion” factor:

Where solicitations are not targeted to specific potential donors, there is less danger that any particular person or entity will receive, or be perceived to receive, preferential treatment as a result of a donation. Since no specific individual or business is approached – *i.e.*, all similarly situated individuals or businesses receive the same general request (*e.g.*, through a mass mailing) and are given the same opportunity to donate or decline – the appearance is avoided that any particular individual or entity will receive preferential treatment. The distinction turns not on the “active” nature of the solicitation, but upon the potentially coercive nature of personal, direct solicitations. (*Id.* at 17-18.)

In addition, the Board also determined that targeted solicitations for the City and its affiliates would be permissible, provided that no official could solicit any person or firm with a matter “pending or about to be pending before the City official or his or her agency, where it is within the legal authority or the duties of the soliciting official to make, affect, or direct the outcome of the matter.” *Id.* at 20. In the case of both targeted and untargeted solicitations, the Board required that the solicitation must make clear that the decision whether or not to give would result in no official favor or disfavor for the person or entity solicited, and would yield no special access to the official or his or her agency. Finally, the Board required City agencies and offices to report every six months all gifts in excess of \$5,000 in aggregate value from a single donor. *Id.* at 22.

Because Advisory Opinion No. 2003-4 addressed fundraising only for the City itself or for not-for-profits determined to be closely affiliated with the City, the concern regarding

possible “endorsement” of particular charities was not present. The Board recognized, however, that when it turned to official fundraising on behalf of not-for-profit entities that are *not* affiliated with the City, both the coercion and the endorsement concerns would again be implicated.

As anticipated in Opinion No. 2003-4, the Board has, over the past several years, received numerous requests for advice from public servants regarding proposed official fundraising efforts on behalf of charitable entities that could not be considered to be “affiliated” with the City. A sampling of those requests is as follows:

1. An elected official with citywide responsibilities sought to become co-chair of a specific fundraising program for a national not-for-profit organization with a national agenda, and in that capacity to use his City position to solicit funds for that program. The specific program was one that, the elected official determined, would support a major initiative of the official’s City office.
2. Another elected official proposed to participate in his official capacity at a public fundraising event in the City to “kick off” a major fundraising initiative by a charity with a statewide mission. The beneficiaries of the charity’s services included many thousands of residents of the City and of the area served by the elected official.
3. An agency head who sat on the board of directors of a not-for-profit organization dedicated to finding a cure and better treatment for a particular disease – a cause not significantly related to the work of the City agency headed by the official – asked whether it was permissible to raise money for the organization so long as no vendors or contractors of the agency were solicited.

4. Another agency head asked whether he, and two of his deputies, could solicit funds for a national not-for-profit that he had been instrumental in forming, the purpose of which was to engender, on a national level, federal and state policies and funding supportive of initiatives adopted by the official's own City agency. The agency head served on the organization's board, service that he believed was part of his City job.
5. A third agency head asked whether he could consent to the request of his alma mater to begin raising funds for a campus building to be named in his honor; the request did not contemplate that the City official would himself participate in such fundraising.
6. An elected official asked whether charitable foundations could be approached by the official and urged to consider contributing to not-for-profit entities across the City whose annual funding by the City Council had recently been cut due to fiscal constraints.

### Discussion

As noted, Opinion No. 2003-4 reserved for a future day the question of what charitable entities, besides City-affiliated not-for-profits, could be the beneficiaries of official fundraising by City public servants. While earlier Board opinions had directed some attention to the question of which City officials could engage in charitable fundraising and by what methods, those opinions had given little attention to the question of which charities could benefit from that activity. This opinion will address all three questions: for whom, by whom, and how.

### 1. Permissible Beneficiaries of Fundraising

In determining what not-for-profits not “affiliated” with the City may nevertheless be the beneficiaries of official fundraising, the Board has kept in mind both the “endorsement” concern and the fact that it was being asked about public servants’ fundraising in their official capacities – *i.e.*, as part of their City jobs, on City time, and using City resources. Without at all denigrating the Board’s recognition in Advisory Opinion No. 91-10 that “it is in the City's interest to encourage the voluntary financial support of community groups, educational institutions and charities,” it is surely not within the scope of every public servant’s official duties to raise funds for any and every such group, institution, or charity, wherever located and whatever its mission.

Thus, the Board has concluded, first, that the not-for-profit for which funds are sought must have some nexus with the City and its residents. Thus, for example, an arts organization in California or an affordable housing provider in Buffalo will not be permissible beneficiaries of official fundraising by City public servants. This restriction is dictated by the requirement, most specifically enunciated in Board Rules Sections 1-13(a) and (b), that public servants may not use City time or resources for non-City purposes.<sup>2</sup>

Second, the mission of the beneficiary not-for-profit must have some connection with the mission or duties of the office or agency of the soliciting official. For example, while a not-for-profit organization dedicated to increasing affordable housing in the City might well be an appropriate beneficiary of fundraising by, for example, the Commissioners of Housing

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<sup>2</sup> This would not preclude City officials, as noted above (footnote 1), from engaging in fundraising efforts on their own time, and without the use of City letterhead or resources, for their alma maters and other favored charities, wherever they may be located, provided that they may not direct solicitations to those who have matters before them at their City agencies.

Preservation and Development and of Homeless Services, it would not be a permissible beneficiary of official fundraising by the Cultural Affairs Commissioner – although the latter could fundraise for a local performing arts group. This restriction is again based on the notion that the activity must bear some relationship to the soliciting official's *City* responsibilities – and the realization, discussed below (p. 10), that it is often part of City officials' duties to award City contracts and/or to distribute scarce City funding among competing not-for-profits working within their areas of responsibility. Admittedly, this limitation will impose greater restrictions on agency heads with defined areas of responsibility than it will, for example, on the Mayor, the Public Advocate, and City Council Members, whose official responsibilities are defined quite broadly. Nevertheless, even for these elected officials, the not-for-profit in question must have some connection not only with the City itself but also with the responsibilities of the soliciting official. Thus, for example, fundraising by a Borough President for the benefit of a theatre group in another borough would probably not qualify; nor would a Councilmember's solicitation for a community group operating wholly outside his or her district.

Third, even if the not-for-profit provides services in the City and within the portfolio of a given elected official or agency head, such fundraising will not be permissible if the elected official or agency head has a personal "association" with the entity or its staff within the meaning of Charter Section 2601(5).<sup>3</sup> Pursuant to Charter Section 2604(b)(3), any use of a public servant's office to benefit such an "associated" person or entity is strictly prohibited – and

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<sup>3</sup> Charter Section 2601(5) defines those "associated" with a public servant to include "a spouse, domestic partner, child, parent, or sibling; a person with whom the public servant has a business or other financial relationship; and each firm in which the public servant has a present or potential interest."

fundraising is no exception. Thus, for example, and without limitation, if the soliciting official or her designee serves on the board of a not-for-profit, official fundraising for the benefit of that entity would be barred.<sup>4</sup> Likewise, if a spouse, a sibling, or a business partner of an agency head serves as a charity's executive director or other high-ranking staff member, then that agency head will also be barred from taking official actions seeking support for that charity. In short, if the elected official or agency head has a personal association with a not-for-profit, neither the official nor the agency may solicit support for the not-for-profit. Likewise, even if the elected official or agency head is not personally associated with the not-for-profit, the official may not assign fundraising responsibilities to any subordinate who is so associated.

The Board has considered but rejected imposing additional restrictions on the types of entities for which City officials may seek private funding. For example, the Board considered whether an agency head should be prevented from fundraising on behalf of entities with which his or her agency contracts or, conversely, whether such fundraising should be limited to groups with which an agency already contracts. The Board rejects both limitations. As to the latter, the Board observes that City agencies have limited budgets and priorities, but may identify excellent not-for-profit organizations that they are currently unable to fund. The Board sees no reason why an agency head may not seek private support for such organizations. On the other hand, the City may be contracting with organizations to provide vital services to New York's most needy

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<sup>4</sup> The Board does recognize an exception to this prohibition where the official serves on the entity's board of directors as part of his or her City job. Such *ex officio* positions may occur as a matter of law (e.g., a statute provides for the appointment) or may occur *de facto* (e.g., the official serves on the board only for his or her term in office). In such cases, the conflicts of interest law will not prohibit fundraising because, unlike the case where the official serves the not-for-profit in his or her personal capacity (e.g., as an alum), the *ex officio* board member has no private interest that conflicts with his or her public duties.

residents but, especially in difficult economic times when these services may in fact be most needed, these organizations may be experiencing shortfalls in both public and private funding. The Board can find no basis in Chapter 68 for concluding that City officials may not seek private support for the very organizations that, as part of their official duties, they have identified as worthy of receiving public funding were it available.

With regard to the “endorsement” concern, the Board has, for similar reasons, concluded that permitting officials to seek funding for given not-for-profit organizations within their areas of responsibility does not impermissibly favor such organizations over those not so supported. In reaching this conclusion, the Board does not reject prior decisions, including Opinion No. 92-15, discussed above, that expressed such an “endorsement” concern. Those opinions were summarized in Advisory Opinion No. 2000-3, which permitted Police Commissioner Safir to author a letter that would serve as an introduction to a book being published to raise funds for the Police Museum, a not-for-profit entity not affiliated with the City. In Opinion No. 2000-3, the Board noted that its earlier decisions, though generally prohibiting official endorsement of such enterprises as books or films, nevertheless admitted of circumstances where such an endorsement would be appropriate, particularly where “the City’s interest [is] the clear determinant for the endorsement.” Advisory Opinion No. 95-2 at 4. Where such a “City interest” can be identified, permitting officials to make distinctions with regard to private fundraising does not allow for “favoritism” among competing not-for-profit entities any more than when they are required by their official duties to make such choices in designating specific not-for-profits for *public* budget support (see 9 Rules of the City of New York Section 1-02(e)). In addition, elected officials and agency heads regularly decide, consistent with the Board’s Valuable Gift Rule, Section 1-01,

which invitations to charitable fundraising events to accept, and elected and high-ranking officials may decide to which not-for-profit organizations they will provide congratulatory letters to be included in the organization's fundraising materials (see Advisory Opinion No. 98-14).

The Board sees no merit in a rule that would require City officials to support all City charities or to support none. Indeed, the Board could enunciate no selection criteria beyond those outlined above (nexus to the official's office or agency and no disqualifying personal interest) that would be both consistent with Chapter 68 and not so general as to be ultimately meaningless. Elected and appointed officials are selected for, among other things, their good judgment, and the Board finds no basis in Chapter 68 to limit the discretion of these officials as to their official charitable fundraising if they are exercising discretion within their defined areas of responsibility, and if they are barred (as they always are) from furthering their own or their associates' personal interests. The Board is satisfied that the protections afforded by, for example, the City's comprehensive procurement regulations, as well as the ultimate protection afforded in the ballot box, are, in the language of Opinion No. 95-2, sufficient "safeguards...to protect against the appearance that some private organizations are receiving preferential treatment at the expense of other, similarly situated organizations." *Id.* at 4.

## 2. Who May Engage in Fundraising

The Board next determines that official charitable fundraising by City officials may be undertaken only by elected officials and agency heads, or by their specified designees, and only after a personal determination by the elected official or agency head of which not-for-profits will be supported. Elected officials and agency heads are in the best position to make the determinations as to which not-for-profits qualify under the criteria set forth above, and while

they may delegate the actual solicitations, they themselves must make the determination that the work of the not-for-profit in question supports the mission of their City office or agency, so that it is a permissible beneficiary of its official fundraising. Unless those judgments are reposed in high-level officials, it would leave virtually any City employee free to use City time and resources for the benefit of favored private charities, with the attendant risks of misuse of that time and resources, as well as undirected judgments about which entities should receive the support of City fundraising efforts.

### 3. How Fundraising May Be Conducted

Finally, the Board concludes that official solicitations for “unaffiliated” not-for-profits should comply in all respects with the procedures and limitations for fundraising on behalf of the City and City-affiliated entities, as set forth in Opinion No. 2003-4. As noted above, these procedures were, in the main, designed to avoid the appearance of coercion. Thus, the Board determines that untargeted solicitations for unaffiliated not-for-profits will be permissible, as well as those targeted solicitations not made to those persons or firms with matters pending or about to be pending before the office or agency of the soliciting official. Further, as required in Opinion No. 2003-4, all such solicitations *must contain an explicit statement* that a decision to give or not give will have no impact on any official action and will likewise have no impact on access to City government officials.

Opinion No. 2003-4 also contained a requirement that agencies report to the Board, every six months, a list of all contributions over \$5,000 from private sector sources received by the

agency or its affiliated not-for-profits.<sup>5</sup> The Board believes that a similar reporting requirement with respect to fundraising for unaffiliated entities would help ensure that the restrictions set forth in this Opinion are followed. However, the Board realizes that City officials are not in a position to know what contributions may have been received by unaffiliated entities as a result of their fundraising efforts, and that it would place an unfair burden on the recipient entities to keep track of and report such contributions. Beyond that, requiring such reporting might have the undesired effect of increasing the appearance of coercion that the Board's restrictions are designed to minimize. Accordingly, in the case of unaffiliated entities, the Board will require agency heads and elected officials to report to the Board every six months only the identities of those not-for-profit organizations for which the office or agency sought private support.<sup>6</sup>

#### 4. Dispositions of Requests for Advice

To illustrate the application of the foregoing determinations to specific cases, we now return to the six individual requests for advice described above. In response to those requests, the Board advised as follows:

1. The elected official with citywide responsibilities was permitted to become co-chair of a fundraising program of a national not-for-profit organization, and to use his City position to solicit funds for that program, because the specific program

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<sup>5</sup> The Board emphasizes that the instant opinion concerning not-for-profits *not* affiliated with the City in no way relieves City officials from their responsibilities set forth in Opinion No. 2003-4 concerning City-affiliated entities, including, without limitation, the officials' responsibilities to pre-clear with the Board their fundraising for such entities and to make the above-referenced reports of contributions.

<sup>6</sup> The reporting cycle will be the same as provided for in Opinion No. 2003-4—no later than May 15 and November 15, for the six month periods ending March 31 and September 30, respectively. The Board will make such reports public.

was one that the elected official had determined, within the scope of his official duties, would support a major initiative of his City office.

2. Similarly, the elected official who proposed to participate in his official capacity at a public fundraising event in the City to “kick off” a major fundraising initiative by a charity was permitted to do so, because the beneficiaries of the charity’s services included many thousands of residents of the City and of the area served by the elected official.
3. An agency head, as well as two of his deputies, were permitted to solicit funds for a national not-for-profit, based on the agency head’s determination that the organization furthered, on a national level, initiatives adopted by the official’s own City agency; the agency head’s service on the organization’s board was determined to fall within the *ex officio* exception (*see* footnote 4, *supra*), because he served on the board as part of his City job. However, the agency head was expressly cautioned that – as required by Advisory Opinion No. 2003-4 – no solicitations could be directed to any person or firm with a matter pending or about to be pending before him or his agency.
4. In contrast, the agency head who sat on the board of directors of a not-for-profit organization dedicated to finding a cure and better treatment for a particular disease was advised that she *could not* fundraise for that organization in her official capacity – both because the organization’s mission was not significantly related to the work of the City agency headed by the official *and* because she sat on its board in her personal capacity (*i.e.*, not *ex officio*). However, she was free

to raise money for the organization in her personal capacity – *i.e.*, without using City time or resources – so long as no vendors, contractors, or employees of the agency were solicited.<sup>7</sup>

5. The agency head who asked whether he could consent to his alma mater raising funds for a campus building to be named in his honor was advised that he could, so long as (a) he did not himself participate in such fundraising while he remained in office; (b) no vendors or contractors of his agency would be approached for donations; and (c) the City official would not be told who had made donations.
6. The elected official was permitted to urge charitable foundations to consider contributions to not-for-profit entities across the City whose annual funding by the City Council had recently been cut due to fiscal constraints, so long as no distinctions were made among beneficiaries falling into that category (other than sorting such entities according to fields of charitable endeavors supported by each foundation). The Board concluded that, unlike an agency head making determinations among not-for-profits within his or her area of responsibility, it was not within the elected official's City duties to make such distinctions, and doing so would thus raise the "endorsement" concern.

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<sup>7</sup> A recent Board enforcement disposition reinforced this prohibition, also noted herein at footnote 1, against using one City's position for the benefit of an entity with which one has a *personal* association within the meaning of Charter Section 2601(5). See *COIB v. Cosgrave*, COIB Case No. 2007-290 (2008), where the Board issued a public warning letter to an agency head for providing a list that included the representatives of firms with present and potential business before his agency to an out-of-state not-for-profit on whose board he served in order that these individuals might be invited to a fundraising event of the not-for-profit.

Conclusion

Elected officials and agency heads, and their designees, may in their official capacities, using City time and resources, solicit and otherwise encourage private contributions to not-for-profit organizations, after a personal determination by the elected official or agency head that the not-for-profit's work supports the mission of their City office or agency. Such solicitations must include a statement that a decision whether or not to give will not result in official favor or disfavor. But they may not target for these solicitations any person or firm with a matter pending or about to be pending before their City office or agency, and they may take no such action on behalf of any organization with which they are associated or that would benefit a person or firm with whom or which they are associated. Each City office or agency must file a public report with the Board by May 15 and November 15 of each year disclosing the identity of each not-for-profit organization for which the office or agency sought private contributions in the six-month period ending March 31 and September 30.

/s/

Steven B. Rosenfeld  
Chair

Monica Blum  
Kevin B. Frawley  
Angela Mariana Freyre  
Andrew Irving

Dated: December 29, 2008

**From:** [Phillip Walzak](#)  
**To:** [Schnake-Mahl, Gabriel](#)  
**Cc:** [Dan Levitan](#); [Emma Wolfe](#); [Jonathan Rosen](#)  
**Subject:** Re: Can we huddle before interview  
**Date:** Friday, February 07, 2014 4:27:01 PM

---

this call is supposed to be @430

On Fri, Feb 7, 2014 at 4:25 PM, Schnake-Mahl, Gabriel  
<[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)> wrote:

Budget briefing with the Mayor now at 6:15pm.

Can we do tomorrow or have to be tonight?

**From:** Phillip Walzak [mailto:[\[REDACTED\]](#)]  
**Sent:** Friday, February 07, 2014 4:24 PM  
**To:** Dan Levitan; Schnake-Mahl, Gabriel  
**Cc:** Emma Wolfe; Jonathan Rosen  
**Subject:** Re: Can we huddle before interview

sure happy to

do you have a conf call line

On Fri, Feb 7, 2014 at 4:22 PM, Dan Levitan <[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)> wrote:

The 4 of us

--  
--

Dan Levitan

BerlinRosen Public Affairs

O: [646.200.5315](tel:646.200.5315)

C: [201.674.7475](tel:201.674.7475)

[@levitandan](mailto:@levitandan)



**From:** [REDACTED] on behalf of [Dan Levitan](#)  
**To:** [Schnake-Mahl, Gabriel](#)  
**Cc:** [PhilWalzak \(gmail.com\)](#); [Emma Wolfe](#); [Jonathan Rosen](#)  
**Subject:** Re: Can we huddle before interview  
**Date:** Friday, February 07, 2014 4:27:13 PM

---

Story is running tomrrow. If we have to pull Emma -- not the end of the world

I have a conference life if we are doing this:

Dial: [REDACTED]  
Access code: [REDACTED]

--

Dan Levitan  
BerlinRosen Public Affairs  
O: [646.200.5315](tel:646.200.5315)  
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[@levitandan](https://www.instagram.com/levitandan)

**From:** [REDACTED] on behalf of [Dan Levitan](#)  
**To:** [Jonathan Rosen](#)  
**Cc:** [Schnake-Mahl, Gabriel](#); [PhilWalzak \(gmail.com\)](#); [Emma Wolfe](#)  
**Subject:** Re: Can we huddle before interview  
**Date:** Friday, February 07, 2014 4:38:21 PM

---

Please let the reporter know

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@levitandan](#)

On Fri, Feb 7, 2014 at 4:31 PM, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

No doubt.

---

**From:** Schnake-Mahl, Gabriel [mailto:[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)]  
**Sent:** Friday, February 07, 2014 4:31 PM  
**To:** Jonathan Rosen; PhilWalzak ([gmail.com](mailto:gmail.com)); Dan Levitan

**Cc:** Emma Wolfe  
**Subject:** RE: Can we huddle before interview

Thx. She's swamped.

---

**From:** Jonathan Rosen [mailto:[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)]  
**Sent:** Friday, February 07, 2014 4:31 PM  
**To:** Schnake-Mahl, Gabriel; PhilWalzak ([gmail.com](mailto:gmail.com)); Dan Levitan  
**Cc:** Emma Wolfe  
**Subject:** RE: Can we huddle before interview

I am ok with pulling EW from this interview.

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**From:** Schnake-Mahl, Gabriel [<mailto:GSchnakeMahl@cityhall.nyc.gov>]  
**Sent:** Friday, February 07, 2014 4:26 PM  
**To:** PhilWalzak ([gmail.com](mailto:)); Dan Levitan  
**Cc:** Emma Wolfe; Jonathan Rosen  
**Subject:** RE: Can we huddle before interview

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**Subject:** Re: Can we huddle before interview

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[@levitandan](mailto:@levitandan)

**From:** [REDACTED]  
**To:** [PhilWalzak \(gmail.com\)](mailto:PhilWalzak@gmail.com); [Dan Levitan](mailto:Dan.Levitan@berlinrosen.com)  
**Cc:** [Jonathan Rosen](mailto:Jonathan.Rosen@berlinrosen.com); [Schnake-Mahl, Gabriel](mailto:Schnake-Mahl.Gabriel@berlinrosen.com); [Emma Wolfe](mailto:Emma.Wolfe@berlinrosen.com)  
**Subject:** Re: Can we huddle before interview  
**Date:** Friday, February 07, 2014 7:20:59 PM

---

I did not. Pushed them back to you.

Peter Ragone, [REDACTED]

---

**From:** Phillip Walzak  
**Sent:** Friday, February 7, 2014 7:14 PM  
**To:** Dan Levitan; peter ragone  
**Cc:** Jonathan Rosen; Schnake-Mahl, Gabriel; Emma Wolfe  
**Subject:** Re: Can we huddle before interview

---

what are they?!?!

On Fri, Feb 7, 2014 at 7:02 PM, Dan Levitan <[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)> wrote:  
Did you give answers?

On Friday, February 7, 2014, Phillip Walzak <[REDACTED]> wrote:  
he is fine -  
here are his qs

- Is BdB making a pitch to upstate lawmakers in Albany that upstate doesn't need to/shouldn't have pay to for NYC – NYC can pay for self
- Is BdB actively calling donors and real estate ppl and other finance ppl asking them to support UPK plan and campaign?

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Please let the reporter know

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Dan Levitan  
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[@levitandan](mailto:@levitandan)

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No doubt.

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**To:** Jonathan Rosen; PhilWalzak ([gmail.com](mailto:philwalzak@gmail.com)); Dan Levitan

**Cc:** Emma Wolfe  
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Thx. She's swamped.

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**Subject:** RE: Can we huddle before interview

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O: [646.200.5315](tel:646.200.5315)  
C: [201.674.7475](tel:201.674.7475)  
[@levitandan](mailto:@levitandan)

**From:** [Emma Wolfe](#)  
**To:** [REDACTED]  
**Cc:** [Jonathan Rosen](#); [PhilWalzak \(gmail.com\)](#); [Dan Levitan](#); [Schnake-Mahl, Gabriel](#)  
**Subject:** Re: Can we huddle before interview  
**Date:** Friday, February 07, 2014 7:23:37 PM

---

1 - no although advocates started discussing that

Sent from my iPad

On Feb 7, 2014, at 7:22 PM, [REDACTED] wrote:

We need to answer this?

[Peter Ragone](#), [REDACTED]

---

**From:** Jonathan Rosen  
**Sent:** Friday, February 7, 2014 7:21 PM  
**To:** Phillip Walzak  
**Cc:** Dan Levitan; Schnake-Mahl, Gabriel; Emma Wolfe; [REDACTED]  
**Subject:** Re: Can we huddle before interview

---

Plus peter:

- 1) don't know the answer, defer to Emma
- 2) the mayor has actively encouraged civic and business leaders to voice their support and join the effort as it is the city's top state legislative priority / make parallel with mayors against illegal guns.

Sent from my iPhone

On Feb 7, 2014, at 5:13 PM, "Phillip Walzak" <[REDACTED]> wrote:

he is fine -  
here are his qs

- Is BdB making a pitch to upstate lawmakers in Albany that upstate doesn't need to/shouldn't have pay to for NYC – NYC can pay for self
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Please let the reporter know

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[@levitandan](mailto:@levitandan)

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No doubt.

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**Sent:** Friday, February 07, 2014 4:31 PM  
**To:** Jonathan Rosen; PhilWalzak ([gmail.com](mailto:)); Dan Levitan

**Cc:** Emma Wolfe  
**Subject:** RE: Can we huddle before interview

Thx. She's swamped.

---

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**Sent:** Friday, February 07, 2014 4:31 PM  
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I am ok with pulling EW from this interview.

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**To:** PhilWalzak ([gmail.com](mailto:philwalzak@gmail.com)); Dan Levitan  
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**From:** Phillip Walzak [<mailto:> [REDACTED]]  
**Sent:** Friday, February 07, 2014 4:24 PM  
**To:** Dan Levitan; Schnake-Mahl, Gabriel  
**Cc:** Emma Wolfe; Jonathan Rosen  
**Subject:** Re: Can we huddle before interview

sure happy to

do you have a conf call line

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The 4 of us

--

--

Dan Levitan

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[@levitandan](mailto:@levitandan)



**From:** [Jonathan Rosen](#)  
**To:** [REDACTED]  
**Cc:** [PhilWalzak \(gmail.com\)](#); [Dan Levitan](#); [Schnake-Mahl, Gabriel](#); [Emma Wolfe](#)  
**Subject:** Re: Can we huddle before interview  
**Date:** Friday, February 07, 2014 7:24:25 PM

---

Fine w me to decline comment. Probably right course of action as they will breathlessly play it.

Sent from my iPhone

On Feb 7, 2014, at 7:22 PM, "[REDACTED]" <[REDACTED]> wrote:

We need to answer this?

[Peter Ragone](#)/ [REDACTED]

---

**From:** Jonathan Rosen  
**Sent:** Friday, February 7, 2014 7:21 PM  
**To:** Phillip Walzak  
**Cc:** Dan Levitan; Schnake-Mahl, Gabriel; Emma Wolfe; [REDACTED]  
**Subject:** Re: Can we huddle before interview

---

Plus peter:

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Sent from my iPhone

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**Cc:** Emma Wolfe  
**Subject:** RE: Can we huddle before interview

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**Cc:** Emma Wolfe  
**Subject:** RE: Can we huddle before interview

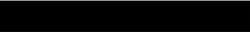
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**From:** [REDACTED]  
**To:** [PhilWalzak \(gmail.com\)](mailto:PhilWalzak@gmail.com); [Jonathan Rosen](mailto:Jonathan.Rosen@berlinrosen.com)  
**Cc:** [Dan Levitan](mailto:Dan.Levitan@berlinrosen.com); [Schnake-Mahl, Gabriel](mailto:Schnake-Mahl.Gabriel@berlinrosen.com); [Emma Wolfe](mailto:Emma.Wolfe@berlinrosen.com)  
**Subject:** Re: Can we huddle before interview  
**Date:** Friday, February 07, 2014 7:25:33 PM

---

Shouldn't that come from campaign?

Peter Ragone, [REDACTED]

---

**From:** Phillip Walzak  
**Sent:** Friday, February 7, 2014 7:24 PM  
**To:** Jonathan Rosen  
**Cc:** Dan Levitan; Schnake-Mahl, Gabriel; Emma Wolfe; [REDACTED]  
**Subject:** Re: Can we huddle before interview

---

am i clear to ship #2 to JH?

On Fri, Feb 7, 2014 at 7:21 PM, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

Plus peter:

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**Cc:** Emma Wolfe  
**Subject:** RE: Can we huddle before interview

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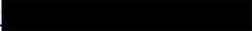
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**From:** [REDACTED]  
**To:** [Jonathan Rosen](#); [PhilWalzak@gmail.com](#)  
**Cc:** [Dan Levitan](#); [Schnake-Mahl, Gabriel](#); [Emma Wolfe](#)  
**Subject:** Re: Can we huddle before interview  
**Date:** Friday, February 07, 2014 7:44:21 PM

---

You guys are ok w CH talking about outside non govt entity?

Peter Ragone [REDACTED]

---

**From:** Jonathan Rosen  
**Sent:** Friday, February 7, 2014 7:42 PM  
**To:** Phillip Walzak  
**Cc:** [REDACTED] Dan Levitan; Schnake-Mahl, Gabriel; Emma Wolfe  
**Subject:** Re: Can we huddle before interview

---

I am for this. Think on balance we should lean in. PR?

Sent from my iPhone

On Feb 7, 2014, at 7:39 PM, "Phillip Walzak" <[REDACTED]> wrote:

i have no doubt you are

here is what i want

This is the city's top state legislative priority, and the mayor has actively encouraged civic and business leaders to voice their support for the universal pre-k and after-school plan. He has also encouraged civic and business leaders to join the effort to secure approval in Albany of the resources needed to pay for it.

On Fri, Feb 7, 2014 at 7:29 PM, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

Ok. If we're answering Peter feel like 2 should come from ch as is asking about Mbdb participation.

On slow we are pushing back. Very much.

Sent from my iPhone

On Feb 7, 2014, at 7:25 PM, "Phillip Walzak" <[REDACTED]> wrote:

if we think the story is gonna be about how the camp is slow then we should either pushback or not look silly

On Fri, Feb 7, 2014 at 7:24 PM, Jonathan Rosen  
<[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

Fine w me to decline comment. Probably right course of  
action as they will breathlessly play it.

Sent from my iPhone

On Feb 7, 2014, at 7:22 PM, "[REDACTED]"  
<[REDACTED]> wrote:

We need to answer this?

Peter Ragone, [REDACTED]

---

**From:** Jonathan Rosen  
**Sent:** Friday, February 7, 2014 7:21 PM  
**To:** Phillip Walzak  
**Cc:** Dan Levitan; Schnake-Mahl, Gabriel; Emma Wolfe;  
[REDACTED]  
**Subject:** Re: Can we huddle before interview

---

Plus peter:

1) don't know the answer, defer to Emma

2) the mayor has actively encouraged civic and  
business leaders to voice their support and join  
the effort as it is the city's top state legislative  
priority / make parallel with mayors against  
illegal guns.

Sent from my iPhone

On Feb 7, 2014, at 5:13 PM, "Phillip Walzak"  
<[REDACTED]> wrote:

he is fine -  
here are his qs

- Is BdB making a pitch to  
upstate lawmakers in Albany that  
upstate doesn't need to/shouldn't  
have pay to for NYC – NYC can pay  
for self

Is BdB actively calling donors

- and real estate ppl and other finance ppl asking them to support UPK plan and campaign?

On Fri, Feb 7, 2014 at 4:37 PM, Dan Levitan <[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)> wrote:

Please let the reporter know

--

Dan Levitan  
BerlinRosen Public Affairs  
O: [646.200.5315](tel:646.200.5315)  
C: [201.674.7475](tel:201.674.7475)  
[@levitandan](https://twitter.com/levitandan)

On Fri, Feb 7, 2014 at 4:31 PM, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

No doubt.

---

**From:** Schnake-Mahl, Gabriel  
[mailto:[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)]  
]

**Sent:** Friday, February 07, 2014 4:31 PM

**To:** Jonathan Rosen; PhilWalzak ([gmail.com](mailto:)); Dan Levitan

**Cc:** Emma Wolfe  
**Subject:** RE: Can we huddle before interview

Thx. She's swamped.

---

**From:** Jonathan Rosen  
[mailto:[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)]  
**Sent:** Friday, February 07, 2014 4:31 PM  
**To:** Schnake-Mahl, Gabriel; PhilWalzak ([gmail.com](mailto:PhilWalzak@gmail.com)); Dan Levitan  
**Cc:** Emma Wolfe  
**Subject:** RE: Can we huddle before interview

I am ok with pulling EW from this interview.

---

**From:** Schnake-Mahl, Gabriel  
[mailto:[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)]  
**Sent:** Friday, February 07, 2014 4:26 PM  
**To:** PhilWalzak ([gmail.com](mailto:PhilWalzak@gmail.com)); Dan Levitan  
**Cc:** Emma Wolfe; Jonathan Rosen  
**Subject:** RE: Can we huddle before interview

Budget briefing with the Mayor now at 6:15pm.

Can we do tomorrow or have to be tonight?

**From:** Phillip Walzak  
[mailto:[PhillipWalzak@cityhall.nyc.gov](mailto:PhillipWalzak@cityhall.nyc.gov)]  
**Sent:** Friday, February 07, 2014 4:24 PM  
**To:** Dan Levitan; Schnake-Mahl, Gabriel  
**Cc:** Emma Wolfe; Jonathan Rosen  
**Subject:** Re: Can we huddle before interview

sure happy to  
do you have a conf call line

On Fri, Feb 7, 2014 at 4:22 PM,  
Dan Levitan  
<[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)> wrote:

The 4 of us

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Dan Levitan

BerlinRosen Public Affairs

O: [646.200.5315](tel:646.200.5315)

C: [201.674.7475](tel:201.674.7475)

[@levitandan](https://twitter.com/levitandan)

**From:** [REDACTED] on behalf of [Dan Levitan](#)  
**To:** [PhilWalzak \(gmail.com\)](#)  
**Cc:** [Dan Levitan](#); [REDACTED] [Jonathan Rosen](#); [Schnake-Mahl, Gabriel](#); [Emma Wolfe](#)  
**Subject:** Re: Can we huddle before interview  
**Date:** Friday, February 07, 2014 7:58:48 PM

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We have him a better josh quote - now he is just trying to get these two answers

On Friday, February 7, 2014, Phillip Walzak <[REDACTED]> wrote:  
jr/dl - did you ping JH since after our lil conf call

On Fri, Feb 7, 2014 at 7:49 PM, Dan Levitan <[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)> wrote:  
From Javier:

still havent heard from City Hall  
as it stands we say he has called real estate and finance people about donations  
and that he will make that argument about NYC being able to pay for its own  
programs

we got the new quote in

On Friday, February 7, 2014, <[REDACTED]> wrote:

I don't think that makes sense. I think we need to be careful about ch answering pol  
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Peter Ragone/[REDACTED]

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**From:** [REDACTED]  
**Sent:** Friday, February 7, 2014 7:44 PM  
**To:** Jonathan Rosen; Phillip Walzak  
**Cc:** Dan Levitan; Schnake-Mahl, Gabriel; Emma Wolfe  
**Subject:** Re: Can we huddle before interview

---

--

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--

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Dan Levitan  
BerlinRosen Public Affairs

O: 646.200.5315  
C: 201.674.7475  
[@levitandan](#)

**From:** [Phillip Walzak](#)  
**To:** [Jonathan Rosen](#)  
**Cc:** [Emma Wolfe](#); [Dan Levitan](#); [REDACTED]; [Schnake-Mahl, Gabriel](#)  
**Subject:** Re: Can we huddle before interview  
**Date:** Friday, February 07, 2014 8:16:14 PM

---

here is his response -

Ok, the way i have it, we say there have been calls to real estate and finance people to ask for financial support for campaign

On Fri, Feb 7, 2014 at 8:14 PM, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

This has been resolved by phone. Phil and peter and I spoke.

Sent from my iPhone

On Feb 7, 2014, at 8:13 PM, "Emma Wolfe" <[REDACTED]> wrote:

guys this doesnt seem like it should be that hard ot give him is it??

Sent from my iPad

On Feb 7, 2014, at 8:07 PM, Phillip Walzak <[REDACTED]> wrote:

he is phonebanking CH press ofc, someone needs to get back to him on your end stat pls

On Fri, Feb 7, 2014 at 7:58 PM, Dan Levitan <[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)> wrote:

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On Friday, February 7, 2014, Phillip Walzak <[REDACTED]> wrote:

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On Friday, February 7, 2014, <[REDACTED]>  
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Peter Ragone/[REDACTED]

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**From:** [REDACTED]  
**Sent:** Friday, February 7, 2014 7:44 PM  
**To:** Jonathan Rosen; Phillip Walzak  
**Cc:** Dan Levitan; Schnake-Mahl, Gabriel; Emma Wolfe  
**Subject:** Re: Can we huddle before interview

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[@levitandan](mailto:@levitandan)

**From:** [Emma Wolfe](#)  
**To:** [PhilWalzak \(gmail.com\)](#)  
**Cc:** [Dan Levitan](#); [REDACTED]; [Jonathan Rosen](#); [Schnake-Mahl, Gabriel](#)  
**Subject:** Re: Can we huddle before interview  
**Date:** Friday, February 07, 2014 8:17:42 PM

---

did not know you had spoken, and sorry but the email thread was concerning.

Sent from my iPad

On Feb 7, 2014, at 8:16 PM, Phillip Walzak <[REDACTED]> wrote:

not helpful

On Fri, Feb 7, 2014 at 8:12 PM, Emma Wolfe <[REDACTED]> wrote:

guys this doesnt seem like it should be that hard ot give him is it??

Sent from my iPad

On Feb 7, 2014, at 8:07 PM, Phillip Walzak <[REDACTED]> wrote:

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On Friday, February 7, 2014, <[REDACTED]>

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Peter Ragone [REDACTED]

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**From:** [REDACTED]  
**Sent:** Friday, February 7, 2014 7:44 PM  
**To:** Jonathan Rosen; Phillip Walzak  
**Cc:** Dan Levitan; Schnake-Mahl, Gabriel; Emma Wolfe  
**Subject:** Re: Can we huddle before interview

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**From:** [REDACTED]  
**To:** [Jonathan Rosen](#); [PhilWalzak@gmail.com](#)  
**Cc:** [Emma Wolfe](#); [Dan Levitan](#); [Schnake-Mahl, Gabriel](#)  
**Subject:** Re: Can we huddle before interview  
**Date:** Friday, February 07, 2014 8:24:40 PM

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That's bs. He has been calling people from lots of different areas. And not just money people. Academics, advocates, entertainment. His point is we're shaking people down. It's bull shit.

Peter Ragone/[REDACTED]

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**From:** Jonathan Rosen  
**Sent:** Friday, February 7, 2014 8:23 PM  
**To:** Phillip Walzak  
**Cc:** Emma Wolfe; Dan Levitan; [REDACTED] Schnake-Mahl, Gabriel  
**Subject:** Re: Can we huddle before interview

---

Ok.

Sent from my iPhone

On Feb 7, 2014, at 8:16 PM, "Phillip Walzak" <[REDACTED]> wrote:

here is his response -

Ok, the way i have it, we say there have been calls to real estate and finance people to ask for financial support for campaign

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From Javier:

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we got the new quote in

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I don't think that makes sense. I think we need to be careful about ch answering pol questions.

Peter Ragone [REDACTED].

---

**From:** [REDACTED]  
**Sent:** Friday, February 7, 2014 7:44 PM  
**To:** Jonathan Rosen; Phillip Walzak  
**Cc:** Dan Levitan; Schnake-Mahl, Gabriel; Emma Wolfe  
**Subject:** Re: Can we huddle before interview

---

--  
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O: [646.200.5315](tel:646.200.5315)  
C: [201.674.7475](tel:201.674.7475)  
[@levitandan](mailto:@levitandan)

**From:** [Emma Woods](#)  
**To:** [Stephanie Yazgi](#); [Rachel Noerdlinger](#); [Ko. Eunice](#); [Mike Rabinowitz](#)  
**Subject:** Re: Can you draft talk points for CMC for Women"s Presser?  
**Date:** Monday, February 10, 2014 6:05:30 PM

---

Yes, will do. We'll send them along tomorrow.

Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

---

**From:** Stephanie Yazgi <[syazgi@hilltoppublicsolutions.com](mailto:syazgi@hilltoppublicsolutions.com)>  
**Date:** Mon, 10 Feb 2014 17:58:27 -0500  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, Rachel Noerdlinger <[rachel@noerdlingermedia.com](mailto:rachel@noerdlingermedia.com)>, "Ko, Eunice" <[EKo@cityhall.nyc.gov](mailto:EKo@cityhall.nyc.gov)>, Michael Rabinowitz <[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)>  
**Subject:** Can you draft talk points for CMC for Women's Presser?

Eunice requested them

**From:** [Ko, Eunice](#)  
**To:** "[Emma Woods](#)"  
**Cc:** [Rachel Noerdlinger](#); [Stephanie Yazgi](#); [Mike Rabinowitz](#)  
**Subject:** RE: Can you draft talk points for CMC for Women's Presser?  
**Date:** Tuesday, February 11, 2014 10:03:51 AM

---

Great, thank you so much!

---

**From:** Emma Woods [mailto:[emma@berlinrosen.com](mailto:emma@berlinrosen.com)]  
**Sent:** Tuesday, February 11, 2014 10:01 AM  
**To:** Ko, Eunice  
**Cc:** Rachel Noerdlinger; Stephanie Yazgi; Mike Rabinowitz  
**Subject:** Re: Can you draft talk points for CMC for Women's Presser?

I will have something for you shortly.

Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

---

**From:** "Ko, Eunice" <[EKo@cityhall.nyc.gov](mailto:EKo@cityhall.nyc.gov)>  
**Date:** Tue, 11 Feb 2014 14:56:13 +0000  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Cc:** Rachel Noerdlinger <[rachel@noerdlingermedia.com](mailto:rachel@noerdlingermedia.com)>, Stephanie Yazgi <[syazgi@hilltoppublicsolutions.com](mailto:syazgi@hilltoppublicsolutions.com)>, Michael Rabinowitz <[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)>  
**Subject:** RE: Can you draft talk points for CMC for Women's Presser?

Hi all,

I'm just checking in on this and wondering if there's any way to get at least a draft version now? The First Lady will most likely have edits. Thank you!

---

**From:** Emma Woods [mailto:[emma@berlinrosen.com](mailto:emma@berlinrosen.com)]  
**Sent:** Monday, February 10, 2014 7:31 PM  
**To:** Ko, Eunice  
**Cc:** Rachel Noerdlinger; Stephanie Yazgi; Mike Rabinowitz  
**Subject:** Re: Can you draft talk points for CMC for Women's Presser?

Great. We'll get you something before then.

Emma Woods  
(w) 646.200.5303  
(c) 203.568.4780

On Feb 10, 2014, at 7:00 PM, "Ko, Eunice" <[EKo@cityhall.nyc.gov](mailto:EKo@cityhall.nyc.gov)> wrote:

11:30am

---

**From:** Emma Woods [<mailto:emma@berlinrosen.com>]  
**Sent:** Monday, February 10, 2014 6:32 PM  
**To:** Rachel Noerdlinger  
**Cc:** Stephanie Yazgi; Ko, Eunice; Mike Rabinowitz  
**Subject:** Re: Can you draft talk points for CMC for Women's Presser?

What time tomorrow morning would she potentially review? I'm away from my computer this PM but could put together first thing.

Emma Woods  
(w) 646.200.5303  
(c) 203.568.4780

On Feb 10, 2014, at 6:26 PM, "Rachel Noerdlinger"  
<[rachel@noerdlingermedia.com](mailto:rachel@noerdlingermedia.com)> wrote:

She wanted to try and study them at a media training tomorrow morning. I know this is probably not real but the sooner the better :)

----- Original Message -----

Subject: Can you draft talk points for CMC for Women's Presser?

From: Stephanie Yazgi

<[syazgi@hilltoppublicsolutions.com](mailto:syazgi@hilltoppublicsolutions.com)>

Date: Mon, February 10, 2014 5:58 pm

To: Emma Woods <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, Rachel Noerdlinger

<[rachel@noerdlingermedia.com](mailto:rachel@noerdlingermedia.com)>, "Ko, Eunice"

<[EKo@cityhall.nyc.gov](mailto:EKo@cityhall.nyc.gov)> ,

Michael Rabinowitz <[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)>

Eunice requested them

**From:** [Emma Woods](#)  
**To:** [Ko, Eunice](#)  
**Cc:** [Rachel Noerdlinger](#); [Stephanie Yazgi](#); [Mike Rabinowitz](#)  
**Subject:** Re: Can you draft talk points for CMC for Women's Presser?  
**Date:** Tuesday, February 11, 2014 10:18:44 AM  
**Attachments:** [FLCMC Talking Points - Women's Presser.docx](#)

---

Draft talking points are attached.

Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

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**From:** "Ko, Eunice" <[EKo@cityhall.nyc.gov](mailto:EKo@cityhall.nyc.gov)>  
**Date:** Tue, 11 Feb 2014 15:03:50 +0000  
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**Cc:** Rachel Noerdlinger <[rachel@noerdlingermedia.com](mailto:rachel@noerdlingermedia.com)>, Stephanie Yazgi <[syazgi@hilltoppublicsolutions.com](mailto:syazgi@hilltoppublicsolutions.com)>, Michael Rabinowitz <[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)>  
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Great, thank you so much!

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**Sent:** Tuesday, February 11, 2014 10:01 AM  
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**Subject:** Re: Can you draft talk points for CMC for Women's Presser?

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To: Emma Woods <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, Rachel Noerdlinger

<[rachel@noerdlingermedia.com](mailto:rachel@noerdlingermedia.com)>, "Ko, Eunice"

<[EKo@cityhall.nyc.gov](mailto:EKo@cityhall.nyc.gov)>,

Michael Rabinowitz <[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)>

Eunice requested them

Access to high quality early childhood education and after-school programs matters.

It lifts up all our children and starts them on the road to success. And it is a lifeline to working moms – and all parents – who are struggling to balance work and family.

Bill and I are lucky. We were able to get Dante and Chiara in good pre-k programs and good schools, and send our daughter to college.

**All children, and all families, deserve the same chance at success. But that is not what we see happening today.**

In our city, nearly 50,000 kids who should get full-day pre-K don't. And after-school programs have been cut aggressively over the past five years – a loss of 30,000 seats since 2008.

**New York City has a plan to change that**, by funding universal pre-kindergarten and expanded after-school programs with a small tax increase on the most fortunate among us.

Under New York City's UPK plan, **all four-year olds** would have access to truly universal pre-k for the first time in New York City's history.

These high-quality programs are proven to increase cognition, boost scores and build fundamental skills that put children on an upward educational path.

New York City's plan would also provide after-school programs for **all middle school students**, adding new programs between 3pm and 6pm in academics, culture and athletics.

The middle school years are a period when parents' involvement in education often declines, and kids need to be kept off the streets, in the classrooms, and out of harm's way.

To truly invest in our children, it is crucial that we have a dedicated, stable way to pay for these programs.

Albany has promised universal pre-k since 1997 BUT **funding commitments haven't materialized**

Our kids can't rely, year after year, on good budgetary conditions and the right political headwinds in Albany.

That's why the City of New York is calling for a five-year increase in NYC income tax on earners over \$500,000.

This plan is smart, and it's fair. It has the overwhelming support of more than 70% of New Yorkers.

In fact, many of the people who would be affected by the tax believe **this is a small price to pay to make these critical investments** in the next generation of New Yorkers.

As all mothers know, raising kids is hard enough without having to worry about whether you can afford to provide them with the educational opportunities they deserve.

Let's give all NYC mothers, children, and hard-working families the chance to succeed. **Let's pass New York City's plan.**

**From:** [Ko, Eunice](#)  
**To:** "Josh Gold"; [Katz, Rebecca](#)  
**Cc:** [Stephanie Yazgi](#); [PhilWalzak \(gmail.com\)](#); [Jon Paul Lupo](#); [WileyJNorvell \(gmail\)](#); [Rachel Noerdlinger](#); [Mike Rabinowitz](#)  
**Subject:** RE: Women's presser on Thursday  
**Date:** Tuesday, February 11, 2014 3:49:28 PM

---

Just flagging the First Lady has an event she's speaking at and attending from 11:30-11:50am up in the Bronx that day. Realizing this presser is obviously very important, I don't want to stall it, but we have committed her to going so I'd have to let the organizers know as soon as that decision is made. I've already called and gave a heads up to the organizers that some things may be changing on her schedule due to the impending snowstorm and she may NOT be able to come anymore.

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**Subject:** RE: Women's presser on Thursday  
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We have phone banks and e blasts out there so we need to know as soon as possible.  
Thanks!

**From:** [Wolfe, Emma](#)  
**To:** [REDACTED] "[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)"  
**Subject:** Re: pre-k tp  
**Date:** Wednesday, February 12, 2014 11:24:52 AM

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+1

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**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Wednesday, February 12, 2014 11:23 AM  
**To:** Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>; Wolfe, Emma  
**Subject:** Re: pre-k tp

[Send this to him](#)

Peter Ragone [REDACTED]

---

**From:** Jonathan Rosen  
**Sent:** Wednesday, February 12, 2014 11:16 AM  
**To:** Wolfe, Emma ([EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)); [REDACTED]  
**Subject:** pre-k tp

---

I think it's super important he stays optimistic and keeps banging at "we've moved this conversation from if to how. Dialogue in Albany is all about how we're going to get pre-k done. Believe my plan is the only way that provides adequate recurring funding – but re: poll – very gratified that we have moved the dialogue in this state to create such an intense focus on finally getting this done."

Jonathan Rosen  
BerlinRosen Public Affairs, Ltd.  
15 Maiden Lane, Suite 1600  
New York, NY 10038  
t. 646.452.5637  
[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)

**From:** [Rebecca Katz](#)  
**To:** [Mike Rabinowitz](#)  
**Cc:** [REDACTED] [PhilWalzak \(gmail.com\)](#); [Josh Gold](#); [Stephanie Yazgi](#); [Jon Paul Lupo](#); [WileyJNorvell \(gmail\)](#); [Rachel Noerdlinger](#); [Ko, Eunice](#); [Emma Wolfe](#); [Emma Woods](#); [Jonathan Rosen](#); [Dan Levitan](#)  
**Subject:** Re: Women's presser on Thursday  
**Date:** Wednesday, February 12, 2014 12:23:02 PM

---

Should you leak Monday for Tuesday? Or do paper on Monday? Feel like the big names could get you some TV mentions too, right?

On Wed, Feb 12, 2014 at 12:12 PM, Mike Rabinowitz  
<[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)> wrote:

+rest of BR

It would be ideal to decide if we are releasing paper tomorrow soon, because we'd like to pitch Page Six on it today.

My suggestion is that we release paper tomorrow and then do a follow-up event to announce new names as soon as we can.

I worry that Friday will still be funky snow-wise, and Monday is a holiday/Caucus weekend. Neither of which is insurmountable, but they do complicate things.

Michael Rabinowitz-Gold

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**From:** [REDACTED] [mailto:[REDACTED]]

**Sent:** Wednesday, February 12, 2014 12:05 PM

**To:** Phillip Walzak; Josh Gold

**Cc:** Rebecca Katz; Stephanie Yazgi; Jon Paul Lupo; WileyJNorvell (gmail); Rachel Noerdlinger; Ko, Eunice; Mike Rabinowitz; Emma Wolfe

**Subject:** Re: Women's presser on Thursday

At very least we do paper asap so not to lose folks.

Event would be ideal.

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**To:** Josh Gold

**Cc:** Rebecca Katz; Stephanie Yazgi; Jon Paul Lupo; WileyJNorvell (gmail); Rachel Noerdlinger; Ko, Eunice; Mike Rabinowitz; [REDACTED] Emma Wolfe

**Subject:** Re: Women's presser on Thursday

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**Subject:** Re: Women's presser on Thursday  
**Date:** Wednesday, February 12, 2014 1:45:13 PM

---

As of now, Chirlane has availability on Tuesday.

On Wed, Feb 12, 2014 at 1:28 PM, Mike Rabinowitz <[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)> wrote:

Slight amendment to this:

Can we aim for Tuesday – either an event, if we can pull it together, or paper if we can't pull an event together.

Michael Rabinowitz-Gold

[646.200.5308](tel:646.200.5308) (office)

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**From:** [Wolfe, Emma](#)  
**To:** [Jonathan Rosen](#)  
**Cc:** [Josh Gold](#) [REDACTED]  
**Subject:** Re: From Easton  
**Date:** Thursday, February 13, 2014 3:40:56 PM

---

yeah we at minimum need to get miner, brown, albany and lovely to not do anything

saying they support each mayors right would rock

Sent from my iPad

On Feb 13, 2014, at 2:34 PM, "Jonathan Rosen" <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

Pls advise.

---

**From:** Mike Rabinowitz  
**Sent:** Thursday, February 13, 2014 2:34 PM  
**To:** [REDACTED]  
**Cc:** Dan Levitan; Jonathan Rosen  
**Subject:** From Easton

someone should reach out to Stephanie Miner and get her on board to support the de Blasio plan. We had her interested in December and also Sheehan, but we were asked to stand down so we did. These mayors could have been recruited to come out earlier in support of the Mayor's plan and still should be asked.

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**From:** [Jonathan Rosen](#)  
**To:** [Grybauskas, Stefan](#); [Chao, Raymond](#); [Sharp, Edie](#)  
**Cc:** [Emily Walsh](#)  
**Subject:** RE: in case you're looking for me starting wednesday for the tall guy  
**Date:** Tuesday, February 18, 2014 10:47:36 AM

---

I will finally bring back the beer I owe you ☺

---

**From:** Grybauskas, Stefan [mailto:SGrybauskas@cityhall.nyc.gov]  
**Sent:** Tuesday, February 18, 2014 10:47 AM  
**To:** Jonathan Rosen; Chao, Raymond; Sharp, Edie  
**Cc:** Emily Walsh  
**Subject:** RE: in case you're looking for me starting wednesday for the tall guy

Thanks for the update Jonathan. Enjoy your trip!

---

**From:** Jonathan Rosen [mailto:[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)]  
**Sent:** Tuesday, February 18, 2014 10:44 AM  
**To:** Chao, Raymond; Grybauskas, Stefan; Sharp, Edie  
**Cc:** Emily Walsh  
**Subject:** in case you're looking for me starting wednesday for the tall guy

Quick heads up that I will be out of the country from tomorrow night until Wednesday the 26<sup>th</sup>. I will have somewhat limited access to email the 2<sup>nd</sup> half of this week / this weekend but will be working out of a client's office in London starting on Monday and will be on email then until Wednesday when I fly home. In an emergency call my cell [REDACTED] I will be 6 hours ahead so will likely be asleep as of 6 PM EST most nights. Emily knows how to find me.

Jonathan Rosen  
BerlinRosen Public Affairs, Ltd.  
15 Maiden Lane, Suite 1600  
New York, NY 10038  
t. 646.452.5637  
[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)

**From:** [Wolfe, Emma](#)  
**To:** ["Jonathan Rosen"](#)  
**Cc:** [Schnake-Mahl, Gabriel](#)  
**Subject:** RE: Crain's photo  
**Date:** Tuesday, February 18, 2014 12:44:04 PM

---

Ok

I think we tried to cancel the whole thing honestly. But if I have to do it I will. Our press team blew me off when I asked them if it was ok. Gabriel, please see jonathan's note

---

**From:** Jonathan Rosen [mailto:[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)]  
**Sent:** Tuesday, February 18, 2014 12:43 PM  
**To:** Wolfe, Emma  
**Subject:** Crain's photo

First congrats on 40 Under 40. The highlight of my year was standing next to Charlotte Ronson for 3 minutes and watching Neal Kwatra come in with a gang size rolling crew.

Second, and I know you are too busy and don't care – they were bitching to me about you canceling your photo. Told me you are getting the photog to you – wanted you to know – so don't cancel the other photo again 😊

Third, hi.

-jr

Jonathan Rosen  
BerlinRosen Public Affairs, Ltd.  
15 Maiden Lane, Suite 1600  
New York, NY 10038  
t. 646.452.5637  
[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)

**From:** [Emma Woods](#)  
**To:** [Rachel Noerdlinger](#)  
**Cc:** [Katz, Rebecca](#); [Wolfe, Emma](#)  
**Subject:** Re: Preacher"s Wives for Chirlane  
**Date:** Monday, February 24, 2014 4:58:03 PM  
**Attachments:** [UPK NYC One Pagers.pdf](#)  
[About the Plan - UPK NYC One Pager .pdf](#)  
[General Talking Points 2.6.14.docx](#)

---

Hi Rachel – happy to help.

I'm attaching three background documents that might be useful — let me know if this what you had in mind and what else you need on my end.

Emma

Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

---

**From:** Rachel Noerdlinger <[rachel@noerdlingermedia.com](mailto:rachel@noerdlingermedia.com)>  
**Date:** Mon, 24 Feb 2014 12:21:10 -0700  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Cc:** Katz Rebecca <[RKKatz@cityhall.nyc.gov](mailto:RKKatz@cityhall.nyc.gov)>, Emma Wolfe <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>  
**Subject:** Preacher's Wives for Chirlane

Hi there..we are working on a mass push to bring the wives of preachers and prominent female clergy members into the push for UPK. Rev. Elaine Flake, wife of Rev. Floyd Flake (one of biggest New York preachers) is looking to get an information packet asap. Can you help me put something together for her? She wants to help us organize other preacher's wives but first needs the intel. She will in turn help us put together a plan but we should lock in a date to have an event hosted by the First Lady at Gracie with Preacher's wives/Female clergy.  
**Emma Wolfe:** Have any prominent female clergy members been involved during the campaign that we should be doing outreach to? Thanks

# READY TO LAUNCH

The City can scale up high-quality, full-day UPK very quickly, through a combination of new seats and conversions and upgrades of existing seats.

	SEPTEMBER 2014 (2014-2015)	SEPTEMBER 2015 (2015-2016)
<b>TOTAL FULL-DAY HIGH-QUALITY PRE-K SEATS</b>	55,804	73,250 <sup>3</sup>
New seats	11,880	1,965
Converted and upgraded seats <sup>1</sup>	43,924	15,481
<b>COST OF UPK NYC PLAN<sup>2</sup></b>	\$340 million	\$340 million
Start-up infrastructure, expansion and quality upgrades	\$97 million	\$6 million
Program costs	\$243 million	\$334 million

**Notes:**

1. Includes converting 11,760 existing half-day seats to full-day and bringing all 32,164 existing full-day seats up to quality standards.
2. Building a full-day pre-k system will cost an average of \$10,239 per child. The cost per child required to build a high quality model in New York City is roughly comparable to quality programs outside of New York.
3. Includes 55,804 high-quality, full-day pre-K seats created in 2014-2015.



upknyc.org  
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t @upknyc

# TOGETHER WE CAN MAKE FULL-DAY PRE-K & AFTER-SCHOOL PROGRAMS A REALITY.

## IT'S TIME.

### FUNDING CHOICES: TWO PLANS FOR PRE-KINDERGARTEN & AFTER-SCHOOL

PRE-K	THE UPKNYC PLAN	CURRENT STATE PROPOSAL
How much new money per year would be available for pre-K?	\$341.6 million, citywide	\$100 million in the 1st year statewide
How much money per student are the plans assuming?	\$10,239	Not specified
How many full-day seats would the plans create?	73,250	Not specified
How would each plan be paid for?	Dedicated, stable progressive tax on wealthy NYC residents	Existing money within the budget
AFTER-SCHOOL	THE UPKNYC PLAN	CURRENT STATE PROPOSAL
How much money per year would be available for after-school?	\$190 million per year for NYC	\$0 for the first year, \$160 million for the 2nd year, \$200 million thereafter for statewide
How much money per student are the plans assuming?	\$1,600 per child	Not specified
How many new after-school seats would the plans create?	Universal: 120,000 children	Not specified
How would each plan be paid for?	Dedicated, stable progressive tax on wealthy NYC residents	Projected revenue from tax on casinos that still have to be built



[upknyc.org](http://upknyc.org)  
[f /upknyc](https://www.facebook.com/upknyc)  
[t @upknyc](https://twitter.com/upknyc)



## ABOUT THE PLAN: TRULY UNIVERSAL PRE-K AND AFTER-SCHOOL

Under New York City's plan, **all four-year olds** would have access to truly Universal Pre-K for the first time in New York City's history. This would **close a gap of 53,767** children who currently receive inadequate part-time Pre-K, or no Pre-K at all and **serve more than 73,000 4-year olds at full implementation**. These high-quality programs are proven to increase cognition, boost scores and build fundamental skills that put children on an upward educational path.

New York City's plan would also aggressively expand after-school learning opportunities for **nearly 120,000 middle school students**, adding new programs between 3pm and 6pm in academics, culture and athletics. Middle school is a critical period when parents' involvement in education declines and kids need to be kept off the streets and out of harm's way.

## HOW IT'S FUNDED AND WHY

The City of New York is calling for a five-year increase in the NYC income tax on earners over \$500,000 from **3.876% to 4.41%**, which would yield approximately \$530 million in new revenue each year. The past three New York City mayors have won approval from Albany to raise local taxes for priority issues – this tax increase would be even **smaller**.

Albany has promised universal pre-k since 1997, but **funding commitments haven't materialized** and tens of thousands of New York City children are left behind. New York City should have **home rule authority** to raise its own taxes, to provide a dedicated funding source guarantees program stability.

## PRE-K & AFTER-SCHOOL: CRITICAL INVESTMENTS IN OUR FUTURE

Study after study shows pre-K and after-school are key to improving graduation rates and reducing the achievement gap:

- Kids who receive early education are **20% more likely to graduate high school and 20% more likely to work their way out of poverty**.
- According to the National Bureau of Economic Research, pre-k can reduce the achievement gap by up to 40%.
- And the Ounce of Prevention Fund tells us that without a high-quality early childhood intervention, an at-risk child is: **25%** more likely to drop out of school, **50%** more likely to be placed in special education and **70%** more likely to be arrested for a violent crime.

According to the Afterschool Alliance, 1 in 4 children is left alone and unsupervised after-school in NYC. That means teenagers left to spend after-school hours—the peak window for juvenile crime & violence—out on the streets.

Research on high quality after-school programs has found that children who participate have improved attendance, behavior, coursework, and test scores.



[www.upknyc.org](http://www.upknyc.org)

## HOW TO TALK ABOUT THE UPK NYC PLAN

### **CORE MESSAGE:**

*New York City's plan to fund universal pre-kindergarten and expanded after-school programs with a small tax increase on the most fortunate New Yorkers is the right investment in our children and our future.*

*New York City's plan is fair, it's smart and it's the only one with the dedicated funding stream that will guarantee all children access to pre-K and after-school. We've been waiting on Albany for universal pre-k since 1997 – let New York City do it now.*

### **WHAT ARE WE CALLING FOR?**

- Under New York City's UPK plan, **all four-year olds** would have access to truly Universal Pre-K *for the first time in New York City's history.*
  - This would **close a gap of 53,767** children who currently receive inadequate part-time Pre-K or no Pre-K at all, and **serve more than 73,000 4-year olds at full implementation.**
  - These high-quality programs are proven to increase cognition, boost scores and build fundamental skills that put children on an upward educational path.
- The plan would also provide after-school programs for nearly **120,000 middle school students.**
  - This proposal would add new programs between 3pm and 6pm in academics, culture and athletics.
  - The middle school years are a period when parents' involvement in education declines and kids need to be kept off the streets and out of harm's way.

### **HOW IS THE PLAN FUNDED?**

- The City of New York is calling for a five-year increase in NYC income tax on earners over \$500,000 from 3.876% to 4.41%, which would yield approximately \$530 million in new revenue each year.

- Many of the people who would be affected by the tax believe ***this is a small price to pay to make these critical investments*** in the next generation of New Yorkers.
- The past three New York City mayors have won approval from Albany to raise local taxes for priority issues. This tax increase would be even **smaller**.
  - A similar surcharge implemented between 2003 and 2005 raised rates on earners over \$150,000 to **4.46%**.
  - The **4.46%** rate was also the top bracket for the surcharge implemented between 1991 and 1998 to finance the Safe Streets, Safe City initiative.

### ***WHY DO WE NEED THE TAX?***

- Albany has promised universal pre-k since **1997** BUT funding commitments haven't materialized
- More than fifty thousand NYC kids have no access to full day pre-k and even more are denied access to after-school because the funding has never been there to get it done.
- Our kids can't rely, year after year, on good budgetary conditions and the right political headwinds in Albany. NYC has a plan that works for NYC, a dedicated funding stream to finally fulfill the decades-long Albany promise of UPK
- Without a dedicated funding stream, the money might disappear the next time the budget surplus disappears.
- In New York City, we need the tax plan in order to generate dedicated resources for a full and secure investment in both universal pre-k and after-school programs.
- New York City's plan has the overwhelming support of people in NYC and we will work with the Mayor to achieve it in Albany

### ***WHY ARE PRE-K & AFTERSCHOOL PROGRAMS SO IMPORTANT?***

- New York City's **graduation rate was just 60%** in June 2012
- Pre-K and after-school programs are ways we can improve graduation rates and reduce the achievement gap
  - Kids who receive early education are:

- 20% more likely to graduate high school
- 20% more likely to work their way out of poverty
- According to the National Bureau of Economic Research, pre-k can reduce the achievement gap by up to 40%
- And the Ounce of Prevention Fund tells us that without a high-quality early childhood intervention, an at-risk child is:
  - 25% more likely to drop out of school
  - 50% more likely to be placed in special education
  - 70% more likely to be arrested for a violent crime
- According to the Afterschool Alliance, 1 in 4 children is left alone and unsupervised after-school in NYC.
  - That means teenagers left to spend after-school hours—the peak window for juvenile crime & violence—out on the streets
  - Research on high quality after-school programs has found that children who participate have improved attendance, behavior, coursework, and test scores.

**From:** [Wolfe, Emma](#)  
**To:** ["Rachel Noerdlinger"; Emma Woods](#)  
**Cc:** [Katz, Rebecca](#)  
**Subject:** RE: Preacher's Wives for Chirlane  
**Date:** Monday, February 24, 2014 7:28:20 PM

---

Women I know:

Bishop Gonzalez who hangs with Una Clarke was terrific for us on campaign

Rev. Que as I understand it has been good on UPK

Rabbi Kleinbaum and the rabbis from the Park Slope Synagogue were both good to us

---

**From:** Rachel Noerdlinger [mailto:[rachel@noerdlingermedia.com](mailto:rachel@noerdlingermedia.com)]  
**Sent:** Monday, February 24, 2014 2:21 PM  
**To:** Emma Woods  
**Cc:** Katz, Rebecca; Wolfe, Emma  
**Subject:** Preacher's Wives for Chirlane

Hi there..we are working on a mass push to bring the wives of preachers and prominent female clergy members into the push for UPK. Rev. Elaine Flake, wife of Rev. Floyd Flake (one of the biggest New York preachers) is looking to get an information packet asap. Can you help me put something together for her? She wants to help us organize other preacher's wives but first needs the intel. She will in turn help us put together a plan but we should lock in a date to have an event hosted by the First Lady at Gracie with Preacher's wives/Female clergy.  
**Emma Wolfe:** Have any prominent female clergy members been involved during the campaign that we should be doing outreach to? Thanks

**From:** [Jonathan Rosen](#)  
**To:** [Drew, Chloe](#)  
**Subject:** Re: How was Paris?  
**Date:** Thursday, February 27, 2014 9:38:05 AM

---

Thanks! Was great. I'm back in office at my desk [REDACTED]

Sent from my iPhone

> On Feb 27, 2014, at 9:35 AM, "Drew, Chloe" <CDrew@cityhall.nyc.gov> wrote:

>

> I didn't call b/c you were still in Europe!! Refuse to break up a croissant & café au lait w/ your wife. I hope it was wonderful.

>

> -----Original Message-----

> From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]

> Sent: Monday, February 24, 2014 11:30 AM

> To: Drew, Chloe

> Subject: Re: How was Paris?

>

> Sure. On cell.

>

> Sent from my iPhone

>

>> On Feb 24, 2014, at 4:14 PM, "Drew, Chloe" <CDrew@cityhall.nyc.gov> wrote:

>>

>> Welcome back!

>>

>> Have a quick question on one of our most important agencies - do you have 2 seconds to chat?

>>

>> Chloe

**From:** [Noerdlinger, Rachel](#)  
**To:** [Jonathan Rosen](#)  
**Subject:** FW: Quick DN question  
**Date:** Sunday, March 02, 2014 4:59:17 PM

---

Any thoughts?

---

**From:** Rachel Noerdlinger <[rnoerdlinger@cityhall.nyc.gov](mailto:rnoerdlinger@cityhall.nyc.gov)>  
**Date:** Sun, 2 Mar 2014 16:57:50 -0500  
**To:** Emma Wolfe <[REDACTED]>  
**Cc:** Phil Walzak <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>, Wiley Norvell <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Subject:** Quick DN question

Rev. Al is talking to Fermino at 6 p.m. Can you give me a few quick points as to how we are working WITH charter schools? He was at the White House last week and he does not want to appear anti-charter, just anti-EVA.

**From:** [Mike Rabinowitz](#)  
**To:** [Stephanie Yazgi](#); [Miller, Harold](#)  
**Cc:** [REDACTED] [Wolfe, Emma](#); [Schnake-Mahl, Gabriel](#); [Carrion, Marco A.](#)  
**Subject:** RE: Rev. AR Bernard  
**Date:** Thursday, March 06, 2014 10:46:35 AM

---

He seems pretty clear that he won't sign, so I don't see any other option. I'm not sure I understand his argument, and maybe he is just trying to find an excuse, but I gather that he is immovable, right?

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

**From:** Stephanie Yazgi [<mailto:stephanie@upknyc.org>]  
**Sent:** Thursday, March 06, 2014 10:44 AM  
**To:** Miller, Harold; Mike Rabinowitz  
**Cc:** [REDACTED] Wolfe, Emma; Schnake-Mahl, Gabriel; Carrion, Marco A.  
**Subject:** Re: Rev. AR Bernard

We are going to release this letter without Bernard. Is that ok?

On Thu, Mar 6, 2014 at 10:11 AM, Miller, Harold <[HMiller@cityhall.nyc.gov](mailto:HMiller@cityhall.nyc.gov)> wrote:

Just had a pretty lengthy phone conversation with Bernard. His argument on not signing the letter as currently constructed because letter does not state that Albany was given the opportunity to respond with a stable funding proposal. Not a promise, but a solid formal agreement from the governor.

He is worried that the letter is not consistent with the position he took in a column he wrote for the Washington Times Recently

<http://p.washingtontimes.com/news/2014/mar/1/bernard-creating-pre-k-education-opportunity-inspi/>

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Stephanie Yazgi  
Field and Organizing Director  
UPKNYC  
[stephanie@upknyc.org](mailto:stephanie@upknyc.org)

\*Please add my email address to your contacts

**From:** [Mike Rabinowitz](#)  
**To:** [Josh Gold](#); [Miller, Harold](#)  
**Cc:** [stephanie@upknyc.org](mailto:stephanie@upknyc.org); [Wolfe, Emma](#); [Schnake-Mahl, Gabriel](#); [Carrion, Marco A.](#)  
**Subject:** RE: Rev. AR Bernard  
**Date:** Thursday, March 06, 2014 11:07:59 AM

---

Yes. Going now. Just formatting release with names

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** Josh Gold [mailto:   
**Sent:** Thursday, March 06, 2014 11:06 AM  
**To:** Miller, Harold  
**Cc:** [stephanie@upknyc.org](mailto:stephanie@upknyc.org); Wolfe, Emma; Schnake-Mahl, Gabriel; Carrion, Marco A.; Mike Rabinowitz  
**Subject:** Re: Rev. AR Bernard

So we go without no?

Sent from my iPhone

On Mar 6, 2014, at 10:11 AM, "Miller, Harold" <[HMiller@cityhall.nyc.gov](mailto:HMiller@cityhall.nyc.gov)> wrote:

Just had a pretty lengthy phone conversation with Bernard. His argument on not signing the letter as currently constructed because letter does not state that Albany was given the opportunity to respond with a stable funding proposal. Not a promise, but a solid formal agreement from the governor.

He is worried that the letter is not consistent with the position he took in a column he wrote for the Washington Times Recently

<http://p.washingtontimes.com/news/2014/mar/1/bernard-creating-pre-k-education-opportunity-inspi/>

**From:** [Mike Rabinowitz](#)  
**To:** [Stephanie Yazgi](#); [Rachel Noerdlinger](#); [Katz, Rebecca](#); [Ko, Eunice](#); [Josh Gold](#)  
**Subject:** RE: EMAIL GOING OUT IN 20 MINUTES  
**Date:** Thursday, March 06, 2014 12:02:49 PM

---

Don't we need to make the threshold decision about if Tuesday is on before committing to send this?

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

**From:** Stephanie Yazgi [mailto:[syazgi@hilltoppublicsolutions.com](mailto:syazgi@hilltoppublicsolutions.com)]  
**Sent:** Thursday, March 06, 2014 11:59 AM  
**To:** Rachel Noerdlinger; Katz, Rebecca; Ko, Eunice; Josh Gold; Mike Rabinowitz  
**Subject:** EMAIL GOING OUT IN 20 MINUTES

pls let me know if there are any flags:

On Tuesday, more than 1,500 New Yorkers of all ages and from all five boroughs went to Albany to support New York City's plan for true universal pre-K and after-school programs for middle schools.

Next week, I'm going back to Albany with women leaders to make sure Albany knows how important early education and after-school are for our kids. **And I need your help. In fact, I may need you to come with me.**

Click here to send me a video, picture or letter about why you think all children deserve access to high quality pre-school and afterschool, and **we'll invite one of you who write in to join me next week.**

Study after study shows how important high-quality Pre-K and after-school can be for our kids. These programs give young learners the skills that help them achieve throughout their school careers and beyond.

New York City has proposed paying for these critical investments by asking the wealthiest New Yorkers to pay a little bit more in taxes. But we need Albany's approval. **That's why I am going up to our capital next week, and why I want one of you to come with me.**

If you want to come, click here to send me a video, picture or letter (be creative!), about what Pre-K and after-school mean to you.

I can't wait to see your responses!

Chirlane McCray  
First Lady of New York City

p.s. You can take action right now by letting Albany know it's time for Universal Pre K and afterschool funding. Click here to make your voice heard. [cccnewyork.org/UPK NYC](http://cccnewyork.org/UPK NYC)

**From:** [Katz, Rebecca](#)  
**To:** [Stephanie Yazgi](#)  
**Cc:** [Rachel Noerdlinger](#); [Ko, Eunice](#); [Josh Gold](#); [Michael Rabinowitz](#)  
**Subject:** Re: EMAIL GOING OUT IN 20 MINUTES  
**Date:** Thursday, March 06, 2014 12:03:04 PM

---

Josh - did our email back last week get to Stephanie?

Chirlane had concerns from first one that UPK is written in different ways. If hyphen and capitalized, keep consistent, including PS

And I thought one other edit.

And weren't we taking out women leaders line in graph 2?

Stephanie - Thank you for your help here. I know it's a challenge keeping all parts moving and we do appreciate your help here.

RKK

Sent from my iPhone

> On Mar 6, 2014, at 11:58 AM, "Stephanie Yazgi" <[syazgi@hilltoppublicsolutions.com](mailto:syazgi@hilltoppublicsolutions.com)> wrote:  
>  
> with women leaders

**From:** [Mike Rabinowitz](#)  
**To:** [Jonathan Rosen](#); [Katz, Rebecca](#)  
**Cc:** [Norvell, Wiley](#); [Ragone, Peter](#)  
**Subject:** RE: can you send me contact info for Jeff Sachs?  
**Date:** Sunday, March 09, 2014 12:42:24 PM

---

Just looped you in to an email with his communications person. She is best way to coordinate with him.

-Sent by Mobile-  
Michael Rabinowitz-Gold  
646.200.5308 (o)  
646.342.3469 (c)

----- Original message -----  
From: Jonathan Rosen  
Date: 03/09/2014 12:34 PM (GMT-05:00)  
To: "Katz, Rebecca"  
Cc: "Norvell, Wiley" , "Ragone, Peter" , Mike Rabinowitz  
Subject: Re: can you send me contact info for Jeff Sachs?

Can't find in my phone. Mike do you have?

Sent from my iPhone

> On Mar 9, 2014, at 11:38 AM, "Katz, Rebecca" <RKKatz@cityhall.nyc.gov> wrote:  
>  
> + JR  
>  
> Sent from my iPhone  
>  
>> On Mar 9, 2014, at 11:34 AM, "Norvell, Wiley" <WNorvell@cityhall.nyc.gov> wrote:  
>>  
>> So we can pre game for tomorrow?

**From:** [Scola, Lindsay](#)  
**To:** [jon \(ifdc@akpdmedia.com\)](mailto:jon@ifdc@akpdmedia.com); [REDACTED] [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [Ragone, Peter](#); [Santucci, Laura](#); [Wolfe, Emma](#); "Anna Greenberg"  
**Cc:** [Chao, Raymond](#)  
**Subject:** Poll Presentation - Tomorrow, March 11th with Mayor de Blasio  
**Date:** Monday, March 10, 2014 12:30:19 PM

---

All-

Anna Greenberg will present results from this weekend's survey with the Mayor tomorrow morning, Tuesday, March 11<sup>th</sup> at 10:00am in the Committee of the Whole room at City Hall.

Ideally, you will be able to join in person. But if you need to join via phone, a call in number will be provided.

Please RSVP to Ray Chao [rchao@cityhall.nyc.gov](mailto:rchao@cityhall.nyc.gov), he will follow up with arrival instructions for those attending from outside the building.

Please let me know if you have questions.

Best,  
Lindsay

Lindsay Scola  
Director of Scheduling  
Office of the Mayor  
The City of New York  
Office: 212.788.2962  
Cell: 917.513.1690

**From:** [Kunal Shah](#)  
**To:** [Rebekah Milford](#)  
**Cc:** [Chao, Raymond](#); [Anna Greenberg](#)  
**Subject:** RE: Polls Presentation at BerlinRosen  
**Date:** Monday, March 10, 2014 8:24:45 PM

---

Great. Will be here in the morning and available to help in any way I can.

Have a good night!

Kunal

---

**From:** Rebekah Milford [<mailto:RMilford@gqrr.com>]  
**Sent:** Monday, March 10, 2014 8:22 PM  
**To:** Kunal Shah  
**Cc:** Chao, Raymond; Anna Greenberg  
**Subject:** Re: Polls Presentation at BerlinRosen

Thanks Kunal-- the presentation is still being worked on so we will probably have to email it to ourselves and access it in the morning. Thanks!

Sent from my iPhone

On Mar 10, 2014, at 8:13 PM, "Kunal Shah" <[Kunal@berlinrosen.com](mailto:Kunal@berlinrosen.com)> wrote:

Hi Rebekah –

Yes, if the presentation is ready, you can e-mail it to me and I can download it to the desktop for you to access it during the meeting. Alternatively, the laptop does have internet access, so if you need additional time you could also e-mail it to yourself and access it via web in the morning. Whichever works best for you, I'm in the office for the next hour so let me know.

Thanks,

Kunal

---

**From:** Rebekah Milford [<mailto:RMilford@gqrr.com>]  
**Sent:** Monday, March 10, 2014 7:42 PM  
**To:** Chao, Raymond  
**Cc:** Anna Greenberg; Kunal Shah  
**Subject:** Re: Polls Presentation at BerlinRosen

Thanks for coordinating, Raymond. I can send the ppt presentation to Kunal via email. Will that work?

Thanks, Rebekah

Sent from my iPhone

On Mar 10, 2014, at 7:02 PM, "Chao, Raymond" <[rchao@cityhall.nyc.gov](mailto:rchao@cityhall.nyc.gov)> wrote:

Hi Anna and Rebekah,

I am looping you two with Kunal, who is setting up the AV for the meeting.

Kunal says there will be a large screen with wireless keyboard and mouse, will that suffice?

Also, would you coordinate how you will bring the PPT file, will it be on thumb drive?

Thank you,

Raymond Chao  
Scheduling Coordinator  
Office of the Mayor  
The City of New York  
Office: (212)-788-7565  
Cell: (347)-607-8325  
[rchao@cityhall.nyc.gov](mailto:rchao@cityhall.nyc.gov)

**From:** [Adams, Marti](#)  
**To:** ["Jonathan Rosen"](#); [WileyJNorvell \(gmail\)](#); [PhilWalzak \(gmail.com\)](#); [Peter Ragone](#)  
**Subject:** RE: Any feedback or personal moments btw BdB and Scarborough yesterday?  
**Date:** Tuesday, March 11, 2014 9:10:22 AM

---

They traded a couple of Red Sox jokes

BDB gave Mika his UPK NYC pin after the intvw was over

They took a group picture

...that's about it

-----Original Message-----

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]

Sent: Tuesday, March 11, 2014 8:28 AM

To: WileyJNorvell (gmail); PhilWalzak (gmail.com); Adams, Marti; Peter Ragone

Subject: Any feedback or personal moments btw BdB and Scarborough yesterday?

Sent from my iPhone

**From:** [Kunal Shah](#)  
**To:** [Chao, Raymond](#); [Hanley, Monica](#); [Sharma, Chandan](#)  
**Subject:** RE: Hi Kunal, will update you as Mayor begins his way over  
**Date:** Tuesday, March 11, 2014 9:59:32 AM

---

Thanks. We're all set-up for the presentation and we'll be dialing in shortly, for the First Lady and Nick to be able to join the conference.

Let me know if you need anything additional.

Kunal

---

**From:** Chao, Raymond [mailto:[rchao@cityhall.nyc.gov](mailto:rchao@cityhall.nyc.gov)]  
**Sent:** Tuesday, March 11, 2014 9:54 AM  
**To:** Kunal Shah; Hanley, Monica; Sharma, Chandan  
**Subject:** Hi Kunal, will update you as Mayor begins his way over

Raymond Chao  
Scheduling Coordinator  
Office of the Mayor  
The City of New York  
Office: (212)-788-7565  
Cell: (347)-607-8325  
[rchao@cityhall.nyc.gov](mailto:rchao@cityhall.nyc.gov)

**From:** [Miller, Harold](#)  
**To:** ["Rabinowitz@berlinrosen.com"](mailto:Rabinowitz@berlinrosen.com); ["dan@berlinrosen.com"](mailto:dan@berlinrosen.com); ["matt@berlinrosen.com"](mailto:matt@berlinrosen.com)  
**Cc:** [Unger, Katherine](#)  
**Subject:** Re: Faith leaders willing to put out a statement  
**Date:** Tuesday, March 11, 2014 2:23:08 PM

---

Eric Garnes

"Experts agree that children who attend high-quality pre-K and afterschool programs are more likely to succeed later in life," said Bishop Eric Garnes. "We had faith that our leaders in Albany would stand up for our children and the Assembly Majority and Senate Democratic Conference have heeded the call."

Harold Miller  
Deputy Commissioner  
Office of the Mayor, Community Affairs Unit  
(212) 788-7827 Office  
(347) 331-9394 Mobile

---

**From:** Miller, Harold  
**Sent:** Tuesday, March 11, 2014 12:31 PM  
**To:** Mike Rabinowitz <[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Matt Tepper <[matt@berlinrosen.com](mailto:matt@berlinrosen.com)>  
**Cc:** Unger, Katherine  
**Subject:** RE: Faith leaders willing to put out a statement

Imam Talib

prefer this:

"The achievement gap is a moral issue that affects people regardless of their faith", said Imam Al-Hajj Talib 'Abdur-Rashid, President of The Islamic Leadership Council of Metropolitan New York. "Pre-K and after school programs help to close that gap, and foster equity. We of the Muslim community are proud that both the Assembly Majority and Senate Democratic Conference,are taking the step to support these vital programs for our youth."

thanks,  
Imam Talib

---

**From:** Mike Rabinowitz [<mailto:Rabinowitz@berlinrosen.com>]  
**Sent:** Tuesday, March 11, 2014 11:35 AM  
**To:** Miller, Harold; Dan Levitan; Matt Tepper  
**Cc:** Unger, Katherine  
**Subject:** RE: Faith leaders willing to put out a statement

"Experts agree that children who attend high-quality pre-K and afterschool programs are more likely to succeed later in life," said <name>. "We had faith that our leaders in Albany would stand up for our children and the Assembly Majority and Senate Democratic Conference have heeded the call."

"73,000 four-year olds and 120,000 middle school students are waiting for the educational opportunities that New York City has begun to offer them," said <insert name>. "The Assembly Majority and Senate Democratic Conference are standing with those children and supporting the plan. I commend them for their stand for justice."

"The achievement gap is a moral issue," said <insert name>. "We know that pre-K and afterschool programs help close the achievement gap. I'm proud that the Assembly Majority and Senate Democratic Conference are taking this step and supporting these vital programs for our youth."

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** Miller, Harold [<mailto:HMiller@cityhall.nyc.gov>]  
**Sent:** Tuesday, March 11, 2014 11:20 AM  
**To:** Mike Rabinowitz; Dan Levitan; Matt Tepper  
**Cc:** Unger, Katherine  
**Subject:** Faith leaders willing to put out a statement

I spoke to the following faith leaders who are willing to have their name attach to a statement on upk.

Imam Talib Abdur-Rashid – Amir/President, The Majlis Ash-Shura (Islamic Leadership Council) of Metropolitan New York [REDACTED]  
Bishop Eric Garnes – Tabernacle of Praise Church [REDACTED]  
Min. Donna Schaper – Judson Memorial Church [REDACTED] 7 [donnaschaper@judson.org](mailto:donnaschaper@judson.org) (She preferred to be emailed)

Harold Miller  
Deputy Commissioner  
Community Affairs Unit  
Office of the Mayor  
(212) 788-7827 Office  
(347) 331-9394 Cell

**From:** [Miller, Harold](#)  
**To:** [Mike Rabinowitz](#); [Dan Levitan](#); [Matt Tepper](#)  
**Cc:** [Unger, Katherine](#)  
**Subject:** RE: Faith leaders willing to put out a statement  
**Date:** Tuesday, March 11, 2014 4:39:55 PM

---

“73,000 four-year olds and 120,000 middle school students are waiting for the educational opportunities that New York City has begun to offer them,” said Rev. Donna Schaper. “The Assembly Majority and Senate Democratic Conference are standing with those children and supporting the plan. I commend them for their stand for justice.”

---

**From:** Mike Rabinowitz [<mailto:Rabinowitz@berlinrosen.com>]  
**Sent:** Tuesday, March 11, 2014 11:35 AM  
**To:** Miller, Harold; Dan Levitan; Matt Tepper  
**Cc:** Unger, Katherine  
**Subject:** RE: Faith leaders willing to put out a statement

“Experts agree that children who attend high-quality pre-K and afterschool programs are more likely to succeed later in life,” said <name>. “We had faith that our leaders in Albany would stand up for our children and the Assembly Majority and Senate Democratic Conference have heeded the call.”

“73,000 four-year olds and 120,000 middle school students are waiting for the educational opportunities that New York City has begun to offer them,” said <insert name>. “The Assembly Majority and Senate Democratic Conference are standing with those children and supporting the plan. I commend them for their stand for justice.”

“The achievement gap is a moral issue,” said <insert name>. “We know that pre-K and afterschool programs help close the achievement gap. I’m proud that the Assembly Majority and Senate Democratic Conference are taking this step and supporting these vital programs for our youth.”

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

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**From:** Miller, Harold [<mailto:HMiller@cityhall.nyc.gov>]  
**Sent:** Tuesday, March 11, 2014 11:20 AM  
**To:** Mike Rabinowitz; Dan Levitan; Matt Tepper  
**Cc:** Unger, Katherine  
**Subject:** Faith leaders willing to put out a statement

I spoke to the following faith leaders who are willing to have their name attach to a statement on upk.

Imam Talib Abdur-Rashid – Amir/President, The Majlis Ash-Shura (Islamic Leadership Council) of Metropolitan New York [REDACTED] [REDACTED]

Bishop Eric Garnes – Tabernacle of Praise Church [REDACTED]  
Min. Donna Schaper – Judson Memorial Church [REDACTED] [donnaschaper@judson.org](mailto:donnaschaper@judson.org) (She  
preferred to be emailed)

Harold Miller  
Deputy Commissioner  
Community Affairs Unit  
Office of the Mayor  
(212) 788-7827 Office  
(347) 331-9394 Cell

**From:** [Mike Rabinowitz](#)  
**To:** [Josh Gold](#); [Shapiro, Leigh](#)  
**Cc:** [Matt Tepper](#)  
**Subject:** RE: Validators list  
**Date:** Wednesday, March 12, 2014 9:31:05 AM

---

Going into a meeting for the next hour and a half.

Matt – Can you call Leigh?

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
rabinowitz@berlinrosen.com

---

**From:** Josh Gold [mailto:  
**Sent:** Wednesday, March 12, 2014 9:29 AM  
**To:** Shapiro, Leigh  
**Cc:** Mike Rabinowitz  
**Subject:** Re: Validators list

Mike - please connect with Leigh on this.

Sent from my iPhone

On Mar 12, 2014, at 9:27 AM, "Shapiro, Leigh" <[LShapiro@cityhall.nyc.gov](mailto:LShapiro@cityhall.nyc.gov)> wrote:

Josh,

Thanks for connecting me to the right folks for the master validator list. I'm happy to talk through the specifics of what Laura's looking for with whoever can put this together this morning.

Leigh

---

Leigh Shapiro  
Special Assistant to the Chief of Staff  
Office of the Mayor  
City Hall  
(o) 212.788.7751  
(c) 917.575.4119

**From:** [Shapiro, Leigh](#)  
**To:** "Matt Tepper"  
**Subject:** RE: Validators list  
**Date:** Wednesday, March 12, 2014 10:21:02 AM

---

Calling you now!

---

**From:** Matt Tepper [mailto:matt@berlinrosen.com]  
**Sent:** Wednesday, March 12, 2014 10:19 AM  
**To:** Shapiro, Leigh  
**Subject:** Re: Validators list

Sorry. Free now. Should I call your cell?

On Mar 12, 2014, at 10:06 AM, "Shapiro, Leigh" <[LShapiro@cityhall.nyc.gov](mailto:LShapiro@cityhall.nyc.gov)> wrote:

Let me know when you're off your call

---

**From:** Matt Tepper [<mailto:matt@berlinrosen.com>]  
**Sent:** Wednesday, March 12, 2014 9:44 AM  
**To:** Shapiro, Leigh  
**Subject:** Re: Validators list

Thanks!

On Mar 12, 2014, at 9:43 AM, "Shapiro, Leigh" <[LShapiro@cityhall.nyc.gov](mailto:LShapiro@cityhall.nyc.gov)> wrote:

No prob

---

**From:** Matt Tepper [<mailto:matt@berlinrosen.com>]  
**Sent:** Wednesday, March 12, 2014 9:43 AM  
**To:** Shapiro, Leigh  
**Subject:** Re: Validators list

Yup. Can we do 10? On a call

On Mar 12, 2014, at 9:39 AM, "Shapiro, Leigh"  
<[LShapiro@cityhall.nyc.gov](mailto:LShapiro@cityhall.nyc.gov)> wrote:

Calling you back in two min from my cell – is [REDACTED]  
the right number?

---

**From:** Matt Tepper [<mailto:matt@berlinrosen.com>]  
**Sent:** Wednesday, March 12, 2014 9:38 AM  
**To:** Mike Rabinowitz; Josh Gold; Shapiro, Leigh  
**Subject:** Re: Validators list

Leigh — Just left you a message. What's a good time to check in?

---

**From:** Michael Rabinowitz  
<[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)>  
**Date:** Wednesday, March 12, 2014 9:31 AM  
**To:** Josh Gold <[REDACTED]> "Shapiro, Leigh"  
<[LShapiro@cityhall.nyc.gov](mailto:LShapiro@cityhall.nyc.gov)>  
**Cc:** Matt Tepper <[matt@berlinrosen.com](mailto:matt@berlinrosen.com)>  
**Subject:** RE: Validators list

Going into a meeting for the next hour and a half.

Matt – Can you call Leigh?

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** Josh Gold [[mailto:\[REDACTED\]](mailto:[REDACTED])]  
**Sent:** Wednesday, March 12, 2014 9:29 AM  
**To:** Shapiro, Leigh  
**Cc:** Mike Rabinowitz  
**Subject:** Re: Validators list

Mike - please connect with Leigh on this.

Sent from my iPhone

On Mar 12, 2014, at 9:27 AM, "Shapiro, Leigh"  
<[LShapiro@cityhall.nyc.gov](mailto:LShapiro@cityhall.nyc.gov)> wrote:

Josh,

Thanks for connecting me to the right folks for the master validator list. I'm happy to talk through the specifics of what Laura's looking for with whoever can put this together this morning.

Leigh

---

Leigh Shapiro  
Special Assistant to the Chief of Staff  
Office of the Mayor  
City Hall

(o) 212.788.7751

(c) 917.575.4119

**From:** [Shapiro, Leigh](#)  
**To:** "Matt Tepper"  
**Subject:** RE: Validators list  
**Date:** Wednesday, March 12, 2014 12:49:01 PM

---

Matt – how are we looking for this?

---

**From:** Matt Tepper [mailto:matt@berlinrosen.com]  
**Sent:** Wednesday, March 12, 2014 10:19 AM  
**To:** Shapiro, Leigh  
**Subject:** Re: Validators list

Sorry. Free now. Should I call your cell?

On Mar 12, 2014, at 10:06 AM, "Shapiro, Leigh" <[LShapiro@cityhall.nyc.gov](mailto:LShapiro@cityhall.nyc.gov)> wrote:

Let me know when you're off your call

---

**From:** Matt Tepper [<mailto:matt@berlinrosen.com>]  
**Sent:** Wednesday, March 12, 2014 9:44 AM  
**To:** Shapiro, Leigh  
**Subject:** Re: Validators list

Thanks!

On Mar 12, 2014, at 9:43 AM, "Shapiro, Leigh" <[LShapiro@cityhall.nyc.gov](mailto:LShapiro@cityhall.nyc.gov)> wrote:

No prob

---

**From:** Matt Tepper [<mailto:matt@berlinrosen.com>]  
**Sent:** Wednesday, March 12, 2014 9:43 AM  
**To:** Shapiro, Leigh  
**Subject:** Re: Validators list

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<[LShapiro@cityhall.nyc.gov](mailto:LShapiro@cityhall.nyc.gov)> wrote:

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the right number?

---

**From:** Matt Tepper [<mailto:matt@berlinrosen.com>]  
**Sent:** Wednesday, March 12, 2014 9:38 AM  
**To:** Mike Rabinowitz; Josh Gold; Shapiro, Leigh  
**Subject:** Re: Validators list

Leigh — Just left you a message. What's a good time to check in?

---

**From:** Michael Rabinowitz  
<[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)>  
**Date:** Wednesday, March 12, 2014 9:31 AM  
**To:** Josh Gold <[REDACTED]> "Shapiro, Leigh"  
<[LShapiro@cityhall.nyc.gov](mailto:LShapiro@cityhall.nyc.gov)>  
**Cc:** Matt Tepper <[matt@berlinrosen.com](mailto:matt@berlinrosen.com)>  
**Subject:** RE: Validators list

Going into a meeting for the next hour and a half.

Matt – Can you call Leigh?

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** Josh Gold [[mailto:\[REDACTED\]](mailto:[REDACTED])]  
**Sent:** Wednesday, March 12, 2014 9:29 AM  
**To:** Shapiro, Leigh  
**Cc:** Mike Rabinowitz  
**Subject:** Re: Validators list

Mike - please connect with Leigh on this.

Sent from my iPhone

On Mar 12, 2014, at 9:27 AM, "Shapiro, Leigh"  
<[LShapiro@cityhall.nyc.gov](mailto:LShapiro@cityhall.nyc.gov)> wrote:

Josh,

Thanks for connecting me to the right folks for the master validator list. I'm happy to talk through the specifics of what Laura's looking for with whoever can put this together this morning.

Leigh

---

Leigh Shapiro  
Special Assistant to the Chief of Staff  
Office of the Mayor  
City Hall

(o) 212.788.7751

(c) 917.575.4119

**From:** [Matt Tepper](#)  
**To:** [Shapiro, Leigh](#)  
**Subject:** Re: Validators list  
**Date:** Wednesday, March 12, 2014 1:43:11 PM

---

No problem. Good luck!

---

**From:** <Shapiro>, Leigh <[LShapiro@cityhall.nyc.gov](mailto:LShapiro@cityhall.nyc.gov)>  
**Date:** Wednesday, March 12, 2014 1:40 PM  
**To:** Matt Tepper <[matt@berlinrosen.com](mailto:matt@berlinrosen.com)>  
**Subject:** RE: Validators list

Got it – good without labor for now, will go to Yazgi if that changes. Thank you so much!

---

**From:** Matt Tepper [<mailto:matt@berlinrosen.com>]  
**Sent:** Wednesday, March 12, 2014 1:38 PM  
**To:** Shapiro, Leigh  
**Subject:** Re: Validators list

FYI — there are several labor leaders missing. If you want them on here — ask Stephanie.

---

**From:** Matt Tepper <[matt@berlinrosen.com](mailto:matt@berlinrosen.com)>  
**Date:** Wednesday, March 12, 2014 1:33 PM  
**To:** "Shapiro, Leigh" <[LShapiro@cityhall.nyc.gov](mailto:LShapiro@cityhall.nyc.gov)>  
**Subject:** Re: Validators list

No problem — almost done.

---

**From:** <Shapiro>, Leigh <[LShapiro@cityhall.nyc.gov](mailto:LShapiro@cityhall.nyc.gov)>  
**Date:** Wednesday, March 12, 2014 1:33 PM  
**To:** Matt Tepper <[matt@berlinrosen.com](mailto:matt@berlinrosen.com)>  
**Subject:** RE: Validators list

Matt, I got this – don't worry about the spreadsheet!

---

**From:** Matt Tepper [<mailto:matt@berlinrosen.com>]  
**Sent:** Wednesday, March 12, 2014 1:23 PM  
**To:** Shapiro, Leigh  
**Cc:** Mike Rabinowitz  
**Subject:** Re: Validators list

Here's a press release we did in December and a link to an experts agree video.

Summers  
Duncan  
Brzezinski

I'd add:

-Steven Barnett of the National Institute of Early Education  
-Hirokazu Yoshikawa, Ph.D. Steinhardt School of Culture, Education and Human Development

-Jeffrey Sachs, Columbia University Earth Institute  
-Austan Gollisbee, University of Chicago  
-Matthew Daus, CUNY

Not sure I have much more for you / understand what else you want. Call me if you want to discuss.

**FOR IMMEDIATE RELEASE:** December 20, 2013

**CONTACT:** [press@upkny.org](mailto:press@upkny.org)

**UPKNYC RELEASES NEW VIDEO: "NATIONAL EXPERTS AGREE"**

***Former Treasury Secretary Summers, Education Secretary Arne Duncan, Morning Joe's Mika Brzezinski Support de Blasio Tax and Pre-K Plan***

**New York, NY** – A day after a broad coalition of more than 35 organizations and prominent New Yorkers including business, civic, non-profit, clergy, and academic leaders launched UPKNYC: The Campaign for Universal Pre-K and After-School, the campaign released a [video](#) showing growing national attention and support for Mayor-Elect de Blasio's plan to raise the income tax on the wealthiest New Yorkers to fund high-quality pre-kindergarten for all four-year-olds and after-school programs for all middle school students in New York City who need them.

The video demonstrates growing momentum for the plan, featuring statements of support from former US Treasury Secretary **Lawrence Summers**, US Secretary of Education **Arne Duncan** and Morning Joe's **Mika Brzezinski**.

In it Summers praises the plan as "a good, powerful and important idea," and Duncan calls the plan important "for the next 20 or 30 [years]" and promises that "whatever we can do to be supportive of the Mayor-elect's efforts, we want to try and do it."

[Watch it here.](#)

A recent poll conducted by Quinnipiac University found that a significant majority of New Yorkers support the Mayor-Elect's plan. 63% of New York State voters are in favor of raising the income tax on the wealthiest New Yorkers to fund early education for all children, including 68% of New York City voters, 55% of voters in the suburbs and 64% of those who live in upstate New York. A recent New York Times/Siena poll of New York City residents found that 72% are supportive of the Mayor-Elect's plan.

###

---

**From:** <Shapiro>, Leigh <[LShapiro@cityhall.nyc.gov](mailto:LShapiro@cityhall.nyc.gov)>

**Date:** Wednesday, March 12, 2014 1:13 PM

**To:** Matt Tepper <[matt@berlinrosen.com](mailto:matt@berlinrosen.com)>

**Subject:** RE: Validators list

Thanks – like we discussed we're really looking for intelligentsia types. For example Stiglitz and Larry Summers types. Can you take another pass through?

---

**From:** Matt Tepper [<mailto:matt@berlinrosen.com>]

**Sent:** Wednesday, March 12, 2014 1:07 PM

**To:** Shapiro, Leigh

**Cc:** Mike Rabinowitz; Josh Gold  
**Subject:** Re: Validators list

Yup — flagged. Sure there's more...

---

**From:** <Shapiro>, Leigh <[LShapiro@cityhall.nyc.gov](mailto:LShapiro@cityhall.nyc.gov)>  
**Date:** Wednesday, March 12, 2014 12:52 PM  
**To:** Matt Tepper <[matt@berlinrosen.com](mailto:matt@berlinrosen.com)>  
**Subject:** RE: Validators list

Thanks Matt. Can you pull out/flag in a column the opinion leader types we discussed?

---

**From:** Matt Tepper [<mailto:matt@berlinrosen.com>]  
**Sent:** Wednesday, March 12, 2014 12:49 PM  
**To:** Shapiro, Leigh  
**Subject:** Re: Validators list

Here you go. Combined list from our press conferences, etc. I couldn't find the list from the Gracie event.

---

**From:** Michael Rabinowitz  
<[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)>  
**Date:** Wednesday, March 12, 2014 9:31 AM  
**To:** Josh Gold <[REDACTED]> "Shapiro,  
Leigh" <[LShapiro@cityhall.nyc.gov](mailto:LShapiro@cityhall.nyc.gov)>  
**Cc:** Matt Tepper <[matt@berlinrosen.com](mailto:matt@berlinrosen.com)>  
**Subject:** RE: Validators list

Going into a meeting for the next hour and a half.

Matt – Can you call Leigh?

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** Josh Gold [[mailto:\[REDACTED\]](mailto:[REDACTED])]  
**Sent:** Wednesday, March 12, 2014 9:29 AM  
**To:** Shapiro, Leigh  
**Cc:** Mike Rabinowitz  
**Subject:** Re: Validators list

Mike - please connect with Leigh on this.

Sent from my iPhone

On Mar 12, 2014, at 9:27 AM, "Shapiro, Leigh"  
<[LShapiro@cityhall.nyc.gov](mailto:LShapiro@cityhall.nyc.gov)> wrote:

Josh,

Thanks for connecting me to the right folks for the master validator list. I'm happy to talk through the specifics of what Laura's looking for with whoever can put this together this morning.

Leigh

---

Leigh Shapiro  
Special Assistant to the Chief of Staff  
Office of the Mayor  
City Hall  
(o) 212.788.7751  
(c) 917.575.4119

**From:** [Emma Wolfe](#)  
**To:** [Josh Gold](#)  
**Cc:** [Jonathan Rosen](#); [Peter Ragone](#); [Schnake-Mahl, Gabriel](#)  
**Subject:** Re:  
**Date:** Sunday, March 16, 2014 11:39:41 AM

---

Let's get Josh or Sophia and Maite there - Gabriel pls help herd cats - and if Wiley is prek point for ch press shop he shd be there too

> On Mar 16, 2014, at 10:22 AM, Josh Gold <[REDACTED]> wrote:

>

> Can we do a messaging meeting Monday so BR and CH are on the same page? I think I'm right - but sometimes I'm making it up as I go along.

>

> I think also good to have DOE there - the reports haven't worked enough. Need more "we are ready" data, RFP's, curriculum, teacher training - I'm betting they are doing a lot that they don't think is press-worthy but will accomplish our goals.

>

> Sent from my iPhone

**From:** [Norvell, Wiley](#)  
**To:** ["Josh Gold"](#); [Wolfe, Emma](#)  
**Cc:** [JWallack@schools.nyc.gov](#); [MJunco@schools.nyc.gov](#); [SPappas6@schools.nyc.gov](#); [Ragone, Peter](#); [Unger, Katherine](#); [jonathan@berlinrosen.com](#); [emma@berlinrosen.com](#); [dan@berlinrosen.com](#); [Emily@berlinrosen.com](#); [matt@berlinrosen.com](#); [Carrion, Marco A.](#); [Mike Rabinowitz](#)  
**Subject:** RE: UPK messaging meeting  
**Date:** Monday, March 17, 2014 6:43:30 PM

---

Ben Chapman at Daily News writing up the first meeting today of the Interagency UPK Implementation Task Force. Did on-record interview with Richard Buery.

---

**From:** Josh Gold [mailto:████████████████████]  
**Sent:** Monday, March 17, 2014 6:40 PM  
**To:** Wolfe, Emma  
**Cc:** [JWallack@schools.nyc.gov](#); [MJunco@schools.nyc.gov](#); [SPappas6@schools.nyc.gov](#); [Ragone, Peter](#); [Norvell, Wiley](#); [Unger, Katherine](#); [jonathan@berlinrosen.com](#); [emma@berlinrosen.com](#); [dan@berlinrosen.com](#); [Emily@berlinrosen.com](#); [matt@berlinrosen.com](#); [Carrion, Marco A.](#); [Mike Rabinowitz](#)  
**Subject:** Re: UPK messaging meeting

1. Mike or woods, can you send a nightly email about what is being pitched out of BR tmw? And what your waiting on a validator or data for?

2. Wiley can you send the same email for City Hall?

Very short window here.

Sent from my iPhone

On Mar 17, 2014, at 11:50 AM, "Wolfe, Emma" <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)> wrote:

Conference room is on the right when you walk out of elevator

<mime-attachment.ics>

**From:** [Ragone, Peter](#)  
**To:** [Norvell, Wiley](#); [REDACTED] [Wolfe, Emma](#)  
**Cc:** ["JWallack@schools.nyc.gov"](#); ["MJunco@schools.nyc.gov"](#); ["SPappas6@schools.nyc.gov"](#); [Unger, Katherine](#); ["jonathan@berlinrosen.com"](#); ["emma@berlinrosen.com"](#); ["dan@berlinrosen.com"](#); ["Emily@berlinrosen.com"](#); ["matt@berlinrosen.com"](#); [Carrion, Marco A.](#); ["Rabinowitz@berlinrosen.com"](#)  
**Subject:** Re: UPK messaging meeting  
**Date:** Monday, March 17, 2014 6:59:24 PM

---

Well done.

---

**From:** Norvell, Wiley  
**Sent:** Monday, March 17, 2014 06:43 PM  
**To:** 'Josh Gold' <[REDACTED]> [Wolfe, Emma](#)  
**Cc:** [JWallack@schools.nyc.gov](#) <[JWallack@schools.nyc.gov](#)>; [MJunco@schools.nyc.gov](#) <[MJunco@schools.nyc.gov](#)>; [SPappas6@schools.nyc.gov](#) <[SPappas6@schools.nyc.gov](#)>; [Ragone, Peter](#); [Unger, Katherine](#); [jonathan@berlinrosen.com](#) <[jonathan@berlinrosen.com](#)>; [emma@berlinrosen.com](#) <[emma@berlinrosen.com](#)>; [dan@berlinrosen.com](#) <[dan@berlinrosen.com](#)>; [Emily@berlinrosen.com](#) <[Emily@berlinrosen.com](#)>; [matt@berlinrosen.com](#) <[matt@berlinrosen.com](#)>; [Carrion, Marco A.](#); [Mike Rabinowitz](#) <[Rabinowitz@berlinrosen.com](#)>  
**Subject:** RE: UPK messaging meeting

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**Subject:** Re: UPK messaging meeting

1. Mike or woods, can you send a nightly email about what is being pitched out of BR tmw? And what your waiting on a validator or data for?
2. Wiley can you send the same email for City Hall?

Very short window here.

Sent from my iPhone

On Mar 17, 2014, at 11:50 AM, "Wolfe, Emma" <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)> wrote:

Conference room is on the right when you walk out of elevator

<mime-attachment.ics>

**From:** [Scola, Lindsay](#)  
**To:** [REDACTED]  
**Cc:** [Santucci, Laura](#); [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com); [jfromowitz@akpdmedia.com](mailto:jfromowitz@akpdmedia.com)  
**Subject:** RE: Speech prep  
**Date:** Wednesday, March 19, 2014 8:27:59 PM

---

We have an hour for him by himself.

Lindsay Scola  
Director of Scheduling  
Office of the Mayor  
The City of New York  
Office: 212.788.2962  
Cell: 917.513.1690

-----Original Message-----

**From:** [REDACTED] [[mailto:\[REDACTED\]](mailto:[REDACTED])]  
**Sent:** Wednesday, March 19, 2014 8:26 PM  
**To:** Scola, Lindsay  
**Cc:** Santucci, Laura; [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com); [jfromowitz@akpdmedia.com](mailto:jfromowitz@akpdmedia.com)  
**Subject:** Re: Speech prep

Would also make certain that he has other time during the day to noodle on it a bit before he meets with the wordsmiths.

> On Mar 20, 2014, at 2:13 AM, "Scola, Lindsay" <[LScola@cityhall.nyc.gov](mailto:LScola@cityhall.nyc.gov)> wrote:

>

> I think we do this after the Stringer dinner at Toto. Doing it before dinner he won't have the space to focus with you. Let's aim for 8:30 there. Stefan will send details.

>

> Lindsay Scola  
> Director of Scheduling  
> Office of the Mayor  
> The City of New York  
> Office: 212.788.2962  
> Cell: 917.513.1690

>

>

> -----Original Message-----

> **From:** [REDACTED] [[mailto:\[REDACTED\]](mailto:[REDACTED])]  
> **Sent:** Wednesday, March 19, 2014 8:06 PM  
> **To:** Scola, Lindsay  
> **Cc:** Santucci, Laura; [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com); [jfromowitz@akpdmedia.com](mailto:jfromowitz@akpdmedia.com)  
> **Subject:** Re: Speech prep

>

> Removing Bill. We had success today because Bill was in a space where he could focus properly and elevate. Let's not slide backwards. Let's not squeeze this between other things on the fly. Rosen and Fromowitz, I'm sure you'll make yourselves available when needed on this, just as you mobilized immediately after my calls earlier today. Let's do it in a way that allows Bill to be composed and at his very best.

>

>> On Mar 20, 2014, at 1:49 AM, "Scola, Lindsay" <[LScola@cityhall.nyc.gov](mailto:LScola@cityhall.nyc.gov)> wrote:

>>

>> We will set up.

>>

>> ----- Original Message -----

>> **From:** B

>> Sent: Wednesday, March 19, 2014 07:38 PM

>> To: Scola, Lindsay

>> Cc: Santucci, Laura; 'Jonathan@berlinrosen.com' <Jonathan@berlinrosen.com>;

'jfromowitz@akpdmedia.com' <jfromowitz@akpdmedia.com>; [REDACTED]

<

>> Subject: Speech prep

>>

>>

>> Tonite's session with rosen and fromowitz was very productive. Lindsay, need a session with them tmrw whenever Jonathan and Jon (cc'ed here) say they're ready. Can either be at City Hall in the afternoon or at Bar Toto after the stringer dinner. Thanks

>>

>>

**From:** [Buery, Richard](#)  
**To:** [Jonathan Rosen](#)  
**Subject:** Re: got a sec?  
**Date:** Thursday, March 20, 2014 5:50:06 PM

---

Yes - [REDACTED]

Richard Buery  
Sent from my iPhone

On Mar 20, 2014, at 5:49 PM, "Jonathan Rosen" <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>  
wrote:

Jonathan Rosen  
BerlinRosen Public Affairs, Ltd.  
15 Maiden Lane, Suite 1600  
New York, NY 10038  
t. 646.452.5637  
[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)

**From:** [Jonathan Rosen](#)  
**To:** [Scola, Lindsay](#)  
**Subject:** Ed Alliance event on Thursday April 10th  
**Date:** Monday, March 24, 2014 11:15:52 AM  
**Attachments:** [Educational Alliance Invitation.pdf](#)

---

Hi Lindsay,

Following up on this request from the Education Alliance about the opening of the Manny Cantor Center on the Lower East Side (attached and pasted below). The center was recently featured in this NYT column as embodying BdB vision of NYC: <http://nyti.ms/NK6Kj8>.

Know it's a long shot but they're a great group, solid board:  
<http://www.edalliance.org/aboutus/board-of-trustees/>

Thanks for considering.

-jr

---

March 19, 2014

Honorable Bill de Blasio  
Mayor, City of New York  
City Hall  
New York, NY 10007

Dear Mayor de Blasio:

On behalf of the board, staff, and clients of the Educational Alliance, I am writing to personally invite you to play a lead role in the Ribbon Cutting for our Manny Cantor Center, the Lower East Side's new community and cultural center.

The Manny Cantor Center is a living laboratory of the universal Jewish values of inclusion, diversity, and community and your presence and participation on this important day would mean a great deal to all of us as we begin a new chapter in the 125 years we have been serving the vibrantly diverse community on the Lower East Side.

The Ribbon Cutting is set for Thursday, April 10, 2014 with the program beginning at 5:00 PM. You would be joined onstage by other elected officials, Educational Alliance Board and staff leadership, and several of the clients we serve who take part in the many innovative, high quality programs and services we provide to New Yorkers of all ages, backgrounds, and income levels. Below are more details about the event:

**Thursday, April 10, 2014**

**197 East Broadway (at Jefferson Street), New York City**

**4:30 pm: Public Art Installation Opening in our Jewish Communal Fund Gallery**

**5:00 pm: Program to begin promptly in our 6<sup>th</sup> Floor Community Space**

**6:00 pm: Reception on 6<sup>th</sup> Floor**

We will follow up with your scheduling office to learn more about the possibility of your participation at this important event. Thank you for your consideration of this request.

Sincerely,

A handwritten signature in black ink, appearing to read "Alan van Capelle". The signature is written in a cursive style with a long horizontal stroke at the end.

Alan van Capelle  
President and CEO



March 19, 2014

Honorable Bill de Blasio  
Mayor, City of New York  
City Hall  
New York, NY 10007

Dear Mayor de Blasio:

On behalf of the board, staff, and clients of the Educational Alliance, I am writing to personally invite you to play a lead role in the Ribbon Cutting for our Manny Cantor Center, the Lower East Side's new community and cultural center.

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We will follow up with your scheduling office to learn more about the possibility of your participation at this important event. Thank you for your consideration of this request.

Sincerely,

A handwritten signature in black ink, appearing to read "Alan van Capelle".

Alan van Capelle  
President and CEO of The Educational Alliance

**From:** [Jonathan Rosen](#)  
**To:** [Drew, Chloe](#)  
**Subject:** RE: DYCD Deputy Commissioner / [REDACTED]  
**Date:** Thursday, March 27, 2014 10:51:26 AM

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Thank you.

---

**From:** Drew, Chloe [mailto:CDrew@cityhall.nyc.gov]  
**Sent:** Thursday, March 27, 2014 10:50 AM  
**To:** Jonathan Rosen; Hatch, Peter  
**Subject:** Re: DYCD Deputy Commissioner / [REDACTED]

Excellent! We're getting resumes over to DYCD so this is good timing. Thanks!

---

**From:** Jonathan Rosen [mailto:[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)]  
**Sent:** Thursday, March 27, 2014 10:46 AM  
**To:** Drew, Chloe; Hatch, Peter  
**Subject:** DYCD Deputy Commissioner / [REDACTED]

Quick note to flag / recommend resume of [REDACTED] who applied for DYCD, Deputy Commissioner of Community Development. Works at the [REDACTED] and was in various external affairs roles in past administration before that. Not sure what the DYCD job entails – but he's a good egg.

-jr

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



Jonathan Rosen  
BerlinRosen Public Affairs, Ltd.  
15 Maiden Lane, Suite 1600  
New York, NY 10038  
t. 646.452.5637  
[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)

**From:** [Jonathan Rosen](#)  
**To:** [Drew, Chloe](#)  
**Subject:** Lily Shapiro/Department of Probation  
**Date:** Friday, March 28, 2014 4:22:51 PM  
**Attachments:** [image001.png](#)  
[Lily Shapiro Resume.doc](#)

---

Hey Chloe,

Sorry to bombard this week, but this one's special.

At the suggestion of Commissioner Bermudez, a former public defender and law professor named Lily Shapiro has applied to serve as a Senior Policy Adviser at Probation. I am not sure if City Hall has any role at the point a Commissioner is into someone – but in case it comes back around – wanted to offer strong rec. She went to NYU Law and graduated two years before me, was at Bronx Defenders for 6 years and is now a prof at NYU Law. She's super smart and passionate about criminal justice reform, leader, team player, creative.

Her professional experience makes her really well qualified to appreciate the challenges and opportunities presented by the sea change that is occurring in how we treat kids accused of committing crimes. She represented the diverse client populations served by the DOP for years, at the Bronx Defenders, and worked with a variety of community-based organizations around the city to provide her clients with holistic services. As a prof at NYU, Lily has researched issues related to adult prosecution of youth based in light of scientific advancements in the understanding of adolescent brain development, and engaged nationally with scholars, strategists, and policy makers about the criminal and juvenile justice systems. In short, she's a star.

Again I think the Commissioner really digs her as she asked her to apply – but if this comes up to the City Hall level – wanted to make sure she was on your radar.

Thanks. Have a great weekend.

-jr

**LILY J. SHAPIRO**

 • [lily.shapiro@nyu.edu](mailto:lily.shapiro@nyu.edu)

**CURRENT  
POSITION**

**New York University School of Law, 2009-Present**

***Acting Assistant Professor of Lawyering*, 2009-2010; 2011-present**

Teach full-year course providing critical exploration of multiple aspects of legal advocacy through experiential learning, including legal research and writing, oral argument, negotiation, and client interviewing and counseling. Lead faculty discussions and trainings regarding pedagogical theory and practice and develop curriculum.

*Research Fellow, Center for Research in Crime and Justice, 2010-2011*  
Researched prosecution of youth as adults and developed model transfer procedure in light of recent Supreme Court decisions establishing the principle of diminished culpability based on adolescent brain development. Consulted with Center director about potential guest speakers and participated in criminal law seminars and colloquia.

## EXPERIENCE

**The Bronx Defenders**, Bronx, New York, 2003-2009

*Advanced Felony Trial Unit Attorney, 2007-2009; Staff Attorney, 2003-2007*

Represented indigent clients at all stages of criminal proceedings from arraignment through trial. Conducted multiple felony jury and misdemeanor bench trials and suppression hearings. Secured acquittals in trials for robbery, rape, assault, and narcotics sales. Provided holistic advocacy via close collaboration with investigators, social workers, and civil attorneys. Supervised junior attorneys in court appearances, including trials, and in development of case theories and investigative plans.

**Georgetown University Law Center**, Washington, D.C., 2001-2003

*E. Barrett Prettyman Fellow, Juvenile Justice Clinic*

Supervised third-year law students in all aspects of case preparation and litigation, including client counseling, motion practice, trial preparation, and plea negotiation, and at court appearances, including initial appearances, detention hearings, and trial. Conducted skills sessions and taught classes in substantive law. Carried caseload of indigent youth in delinquency cases and adults accused of felonies and misdemeanors. Conducted numerous bench trials and suppression hearings including successful suppression of eyewitness identification testimony in armed robbery delinquency case.

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*Clinical Law Intern*

Prepared robbery case for trial and negotiated for Adjournment in Contemplation of Dismissal on day of trial. Researched suppression issues in homicide case.

**The Defender Association**, Seattle, Washington, Summer 2000

*Rule 9 Legal Intern, Juvenile Division*

Conducted delinquency trials and suppression hearings. Represented youth at first-appearance hearings and on motions to modify conditions of probation.

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*Legal Intern, Civil Team*

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cases.

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*Investigator*

Investigated capital petitioners' state and federal habeas corpus claims.

Maintained

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Obtained and summarized information for expert use in drafting multi-generational social histories. Mitigation investigation resulted in re-sentencing on *Atkins* claim.

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*Legal Assistant*

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*New York University Review of Law and Social Change*, Articles Selection

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Prisoners' Rights and Education Project, Co-coordinator/teacher  
Research Assistant, Professor Anthony Amsterdam  
Teaching Assistant, Professor Derrick Bell, Constitutional Law

**Harvard College**, B.A. *magna cum laude*, May 1993  
Major: History and Literature of France and America  
Harvard/Radcliffe Students for Choice, Co-president  
Freshman Soup Kitchen Coordinator

**Hunter College High School**, June 1989

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**BAR**

**ADMISSIONS**

New York State; District of Columbia



**LILY J. SHAPIRO**

• lily.shapiro@nyu.edu

---

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**BAR**

**ADMISSIONS**

New York State; District of Columbia

**From:** [Drew, Chloe](#)  
**To:** [Jonathan Rosen](#)  
**Subject:** RE: Lily Shapiro/Department of Probation  
**Date:** Friday, March 28, 2014 6:45:00 PM  
**Attachments:** [image002.png](#)

---

Wonderful and thanks!

I always like to get a good Jonathan Rosen endorsement!

---

**From:** Jonathan Rosen [mailto:[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)]  
**Sent:** Friday, March 28, 2014 4:23 PM  
**To:** Drew, Chloe  
**Subject:** Lily Shapiro/Department of Probation

Hey Chloe,

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Deborah T. Creek Criminal Practice Institute, The Public Defender Service for the

District of Columbia, *Effective Advocacy for Drug Treatment for Juveniles*,

Invited

Panel Member (2002)

**BAR**

**ADMISSIONS**

New York State; District of Columbia



**From:** [Wolfe, Emma](#)  
**To:** [REDACTED] "[Mike Rabinowitz \(Rabinowitz@berlinrosen.com\)](#)"; [Norvell, Wiley](#); [Ragone, Peter](#)  
**Subject:** RE: Pre-K Language  
**Date:** Saturday, March 29, 2014 12:14:40 PM

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please correct lovett

---

**From:** Wolfe, Emma  
**Sent:** Saturday, March 29, 2014 11:47 AM  
**To:** [REDACTED] Mike Rabinowitz (Rabinowitz@berlinrosen.com)  
**Subject:** FW: Pre-K Language

**(vii) New York City Region: Includes Bronx, Kings, New York, Queens and Richmond counties.**

**From:** Soliman, Sherif  
**Sent:** Saturday, March 29, 2014 11:46 AM  
**To:** Fuleihan, Dean (OMB); Wolfe, Emma  
**Subject:** Fw: Pre-K Language

---

**From:** Jason Litwak [<mailto:jlitwak@cityhall.nyc.gov>]  
**Sent:** Saturday, March 29, 2014 11:34 AM  
**To:** Soliman, Sherif  
**Subject:** Pre-K Language

PART CC

Section 1. The education law is amended by adding a new section 3602-ee to read as follows:

**§ 3602-ee. Statewide universal full-day pre-kindergarten program. 1. The purpose of the universal full-day pre-kindergarten program is to incentivize and fund state-of-the-art innovative pre-kindergarten programs and to encourage program creativity through competition.**

**2. All universal full-day pre-kindergarten programs shall demonstrate quality on the following elements:**

**(a) curriculum;**

**(b) learning environment, materials and supplies;**

**(c) family engagement;**

(d) staffing patterns;

(e) teacher education and experience;

(f) facility quality;

(g) physical well-being, health and nutrition; and

(h) partnerships with non-profit, community and educational institutions.

3. (a) The universal full-day pre-kindergarten program shall make awards to (i) consolidated applications submitted by school districts which include pre-kindergarten programs offered by schools, non-profit organizations, community-based organizations, charter schools, libraries and/or museums, which shall demonstrate geographic diversity within the area to be served as well as diversity of providers; and (ii) non-profit organizations, community-based organizations, charter schools, libraries and museums, which may apply individually to the extent allowed under paragraph (b) of this subdivision. Any consolidated application must include, but is not limited to, the names of individual locations and providers, applicable licenses, facility lease information, and intended staffing plans and certifications.

(b) Prior to submission of a consolidated application, a school district shall widely solicit non-profit organizations, community-based organizations, charter schools, libraries and museums located within the school district to be included in its application. The school district shall notify any applicant who has been denied for inclusion in the consolidated application no later than two weeks prior to submission of such application. Such eligible providers denied for inclusion may apply individually as provided in paragraph (a) of this subdivision.

(c) The department shall establish two application periods in advance of a school year.

(d) Providers awarded slots under this section that they actually utilized would continue to have such slots renewed in subsequent years provided the program meets quality standards and all applicable requirements.

4. Programs that provide more stimulation, enhance child development and demonstrate creative approaches to improve early childhood education will have a competitive advantage in the application process.

5. The department shall develop a scoring system, which it shall use to evaluate which applications shall be funded on a competitive basis based on merit and factors including but not limited to the criteria listed above and

student and community need. Upon review of applications, if the program is oversubscribed in any region or regions of the state, the department shall notify the division of the budget, which shall develop a plan for distribution of available slots within any oversubscribed region. The subscription for the New York city region is three hundred million dollars. The department shall allocate full-day pre-kindergarten conversion slots and new full-day pre-kindergarten slots based on available funding and shall make payments upon documentation of eligible expenditures in the base year, which shall be limited to the actual number of slots operated and paid on a per-pupil basis pursuant to subdivision fourteen of this section.

6. The department shall develop a statewide inspection protocol, which shall provide for annual inspections of all universal full-day pre-kindergarten providers, and shall develop a quality assurance protocol and physical plant review protocol for such reviews.

7. Statewide universal full-day pre-kindergarten slots shall only be awarded to support programs that provide instruction for at least five hours per school day for the full school year and that otherwise comply with the rules and requirements pursuant to section thirty-six hundred two-e of this part except as otherwise provided in this section.

8. All teachers in the universal full-day pre-kindergarten program shall meet the same teacher certification standards applicable to public schools. Pre-kindergarten teachers providing instruction through this section shall possess:

(a) a teaching license or certificate valid for service in the early childhood grades; or

(b) a teaching license or certificate for students with disabilities valid for service in early childhood grades; or

(c) for eligible agencies as defined in paragraph b of subdivision one of section thirty-six hundred two-e of this part that are not schools, a bachelor's degree in early childhood education or a related field and a written plan to obtain a certification valid for service in the early childhood grades as follows:

(i) for teachers hired on or after the effective date of this section as the teacher for a universal full-day pre-kindergarten classroom, within three years after commencing employment, at which time such certification shall be required for employment; and

(ii) for teachers hired by such provider prior to the effective date of this

section for other early childhood care and education programs, no later than June thirtieth, two thousand seventeen, at which time such certification shall be required for employment.

9. The process by which applicants submit proposals to collaborate with the school district or individually to the department, and the renewal process for such providers, shall take into account any record of violations of health and safety codes and/or licensure or registration requirements. In addition, any agency that is cited for a violation classified as an "imminent danger" by the office of children and family services or as a "public health hazard" by the New York city department of health and mental hygiene which is not immediately corrected and which is not of a life threatening or of a grave and serious nature shall be suspended from the program and, upon final determination of such violation by the regulating agency, suspended or terminated from participating in the program under this section based on the severity of the violation. Provided further, that eligible agencies with a record of other serious or critical and/or repeated violations that pose a risk to health or safety shall, upon final determination of such violations, be suspended or terminated from participating in the program under this section, and the office of children and family services shall establish statewide standards for determining such grounds for such suspension or termination based on violations issued by the applicable regulatory agency.

10. Notwithstanding any provision of law to the contrary, a universal full-day pre-kindergarten provider shall be inspected by the department, the school district with which it partners, if any, and its respective licensing, permitting, regulatory, oversight, registration or enrolling agency or entity no fewer than two times per school year, at least one inspection of which shall be performed by the eligible agency's respective licensing, permitting, regulatory, oversight, registration or enrolling agency, as applicable.

11. Facilities providing universal full-day pre-kindergarten under this section shall meet all applicable fire safety and building codes and any applicable facility requirements of a state or local licensing or registering agency and at all times shall maintain building and classroom space in a manner that ensures and protects the health and safety of students in all programs statewide, notwithstanding any changes in such applicable codes or requirements.

12. Notwithstanding paragraph (a) of subdivision one of section twenty-eight hundred fifty-four of this chapter and paragraph (c) of subdivision two of section twenty-eight hundred fifty-four of this chapter, charter schools shall be eligible to participate in universal full-day pre-kindergarten programs under this section, provided that all such monitoring,

programmatic review and operational requirements under this section shall be the responsibility of the charter entity and shall be consistent with the requirements under article fifty-six of this chapter. The provisions of paragraph (b) of subdivision two of section twenty-eight hundred fifty-four of this chapter shall apply to the admission of pre-kindergarten students, except parents of pre-kindergarten children may submit applications for the two thousand fourteen--two thousand fifteen school year by a date to be determined by the charter school upon selection to participate in the universal full-day pre-kindergarten program. The limitations on the employment of uncertified teachers under paragraph (a-1) of subdivision three of section twenty-eight hundred fifty-four of this chapter shall apply to all teachers from pre-kindergarten through grade twelve.

13. Apportionments under this section shall only be used to supplement and not supplant current local expenditures of federal, state or local funds on pre-kindergarten programs and the number of slots in such programs from such sources. Current local expenditures shall include any local expenditures of federal, state or local funds used to supplement or extend services provided directly or via contract to eligible children enrolled in a universal pre-kindergarten program pursuant to section thirty-six hundred two-e of this part.

14. (a) The award per pupil for an eligible entity pursuant to subdivision three of this section shall equal: (i) for each new full-day pre-kindergarten placement the lesser of the full-day pre-kindergarten per pupil amount or the total approved expenditures per pupil and (ii) for each existing half-day pre-kindergarten placement converted into a full-day pre-kindergarten placement the lesser of (A) the positive difference of the full-day pre-kindergarten per pupil amount minus the district's selected aid per pre-kindergarten pupil pursuant to subparagraph (i) of paragraph b of subdivision ten of section thirty-six hundred two-e of this part or (B) the positive difference of the total approved expenditures per pupil minus the district's selected aid per pre-kindergarten pupil pursuant to subparagraph (i) of paragraph b of subdivision ten of section thirty-six hundred two-e of this part. Each participating eligible entity pursuant to subdivision three of this section shall provide its expenses under this provision in a format prescribed by the commissioner.

(b) For the purposes of this section, "full-day pre-kindergarten per pupil amount" shall mean (i) for pupils enrolled in programs where the teacher of record for such pupil holds a teaching certificate issued by the commissioner in an appropriate certificate title, ten thousand dollars, and (ii) for pupils enrolled in programs where the teacher of record for such pupil does not hold a teaching certificate issued by the commissioner in an appropriate

certificate title, seven thousand dollars.

(c) For the purposes of this section, "teacher of record" shall mean the teacher who is primarily and directly responsible for a student's learning activities, as reported to the department in a manner prescribed by the commissioner.

15. Definitions. For the purpose of this section, the following definitions shall apply:

(a) "regions of the state" shall mean:

(i) Capital Region: Includes Albany, Columbia, Greene, Rensselaer, Saratoga, Schenectady, Warren, and Washington counties.

(ii) Central New York Region: Includes Cayuga, Cortland, Madison, Onondaga and Oswego counties.

(iii) Finger Lakes Region: Includes Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming and Yates counties.

(iv) Long Island Region: Includes Nassau and Suffolk counties.

(v) Mid-Hudson Region: Includes Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster and Westchester counties.

(vi) Mohawk Valley Region: Includes Fulton, Herkimer, Montgomery, Oneida, Otsego and Schoharie counties.

(vii) New York City Region: Includes Bronx, Kings, New York, Queens and Richmond counties.

(viii) North Country Region: Includes Clinton, Essex, Franklin, Hamilton, Jefferson, Lewis and St. Lawrence counties.

(ix) Southern Tier Region: Includes Broome, Chemung, Chenango, Delaware, Schuyler, Steuben, Tioga and Tompkins counties.

(x) Western New York Region: Includes Allegany, Cattaraugus, Chautauqua, Erie and Niagara counties.

(b) "community-based organization" shall mean a provider of child care and early education, a day care provider, early childhood program or center, approved preschool special education program, Head Start or other such community-based organization.

16. The authority of the department to administer the universal full-day

**pre-kindergarten program shall expire June thirtieth, two thousand sixteen; provided that the program shall continue and remain in full effect.**

§ 2. This act shall take effect immediately.

§ 2. Severability clause. If any clause, sentence, paragraph, subdivision, section or part of this act shall be adjudged by any court of competent jurisdiction to be invalid, such judgment shall not affect, impair, or invalidate the remainder thereof, but shall be confined in its operation to the clause, sentence, paragraph, subdivision, section or part thereof directly involved in the controversy in which such judgment shall have been rendered. It is hereby declared to be the intent of the legislature that this act would have been enacted even if such invalid provisions had not been included herein.

§ 3. This act shall take effect immediately provided, however, that the applicable effective date of Parts A through CC of this act shall be as specifically set forth in the last section of such Parts.

**From:** [Buery, Richard](#)  
**To:** [Jonathan Rosen](#)  
**Cc:** [Josh Wallack](#)  
**Subject:** Re: Over to you, gentlemen  
**Date:** Saturday, March 29, 2014 10:19:38 PM

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Amen!

Richard Buery  
Sent from my iPhone

> On Mar 29, 2014, at 9:15 PM, "Jonathan Rosen" <Jonathan@berlinrosen.com> wrote:  
>  
> Let's do this.  
>  
> Sent from my iPhone

**From:** [Hanley, Monica](#)  
**To:** ["Jonathan@berlinrosen.com"](mailto:Jonathan@berlinrosen.com)  
**Subject:** Ed board prep  
**Date:** Friday, April 04, 2014 11:31:42 AM

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Can u join ed board prep w mayor by phone right now?  
Will share dial in if so

**From:** [Jonathan Rosen](#)  
**To:** [Canfield, Ellyn](#)  
**Subject:** Re: Tomorrow's speech  
**Date:** Wednesday, April 09, 2014 6:22:30 PM

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Thank you!

Sent from my iPad

On Apr 9, 2014, at 6:20 PM, "Canfield, Ellyn" <[ECanfield@cityhall.nyc.gov](mailto:ECanfield@cityhall.nyc.gov)> wrote:

Got it – just wanted to check. Thank you!

**Ellyn Canfield Nealon**

Deputy Director, Mayor's Office of Special Projects and Community Events

New York City

(e) [ecanfield@cityhall.nyc.gov](mailto:ecanfield@cityhall.nyc.gov) | (w)212-788-2567 | (c) 718.536.4359

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**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]

**Sent:** Wednesday, April 09, 2014 6:17 PM

**To:** Canfield, Ellyn

**Subject:** Re: Tomorrow's speech

Thanks so much for reaching out. Really appreciate it. Unfortunately she can't make it. Hope all is well.

-jr

Sent from my iPad

On Apr 9, 2014, at 6:12 PM, "Canfield, Ellyn" <[ECanfield@cityhall.nyc.gov](mailto:ECanfield@cityhall.nyc.gov)> wrote:

Hey Jonathan,

Just wanted to check in and make sure that anyone who would like to join for tomorrow's Cooper Union speech knows they are more than welcome! I just noticed that Val did not explicitly receive an invite and wanted to make sure folks are taken care of.

All the best,

Ellyn

**Ellyn Canfield Nealon**

Deputy Director, Mayor's Office of Special Projects and Community Events

New York City

(e) [ecanfield@cityhall.nyc.gov](mailto:ecanfield@cityhall.nyc.gov) | (w)212-788-2567 | (c) 718.536.4359



**From:** [Ragone, Peter](#)  
**To:** "[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)"; [Dodge, Ryan \(Probation\)](#); [Walzak, Phil](#)  
**Cc:** [REDACTED]  
**Subject:** Re: JJA intro  
**Date:** Wednesday, April 09, 2014 8:08:07 PM

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From Rosen.

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**From:** Jonathan Rosen [mailto:[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)]  
**Sent:** Wednesday, April 09, 2014 08:02 PM  
**To:** Ragone, Peter  
**Cc:** [REDACTED] <[\[REDACTED\]](mailto:[REDACTED])>  
**Subject:** Re: JJA intro

Would lose the ballot box line / election's over.

Need to be a little more modest in transformational section - begun to see something transformational.

Real concrete steps to combat inequality.

Don't love the exhale formulation on policing.

Sent from my iPad

On Apr 9, 2014, at 6:52 PM, "Ragone, Peter" <[pragone@cityhall.nyc.gov](mailto:pragone@cityhall.nyc.gov)> wrote:

What do you think of this?

Jennifer Jones Austin Introduction

Good afternoon, everyone.

My name is Jennifer Jones Austin.

I'm the chief executive of New York City's Federation of Protestant Welfare Agencies.

And about one hundred and fifty days ago, I received the proverbial offer that I couldn't refuse.

Our city's newly elected – and endlessly persistent and persuasive – 109th mayor asked me to co-chair his transition team.

The directions he gave me and the others on that transition committee were clear – and they were thrilling.

He wanted our help in assembling a team of managers who reflected the fresh, and

refreshing, outlook he wanted to bring to City Hall.

He wanted administrators who were seasoned, capable, and who could hit the ground running.

He wanted them to be drawn from the full ethnic and racial panorama of this most wonderfully diverse of all cities.

And he wanted an Administration committed to the progressive values that he had campaigned on –

And that the voters of New York City had just unequivocally endorsed at the ballot box.

It was an honor to accept that task...

... Just as it was also a privilege to work with him toward realizing a goal once thought unattainable:

Securing State funding for free, full-day universal pre-kindergarten education in our city –

An impossible dream that will begin to become a reality this September.

And he didn't stop there.

My friends, we have witnessed something transformational happen before our eyes in just over three months.

We've seen the promise of our city grow for so many as he tackled inequality.

We've seen communities and the people who protect them exhale together in a way they had not before.

And we've witnessed a government run efficiently and effectively in the face of a serious amount of snow.

Let's thank God its Spring in New York City.

As I said, back in November the Mayor gave me a job to help him build and administration.

Today, he gave me a new job – and it's one that I gladly accepted in a heartbeat.

Because it's now my pleasure to introduce him to you, to present his progress report...



**From:** [Drew, Chloe](#)  
**To:** [Jonathan Rosen \(Jonathan@berlinrosen.com\)](mailto:Jonathan@berlinrosen.com)  
**Subject:** Have 2 seconds to talk?  
**Date:** Monday, April 21, 2014 5:50:00 PM

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About DCA & JM...

Chloe Drew  
Director, Mayor's Office of Appointments  
c. 347-659-4492

**From:** [Jonathan Rosen](#)  
**To:** [Canfield, Ellyn](#)  
**Subject:** Re: hiya / quick question  
**Date:** Friday, April 25, 2014 10:55:04 AM

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No worries at all. Appreciate it.

Sent from my iPhone

On Apr 25, 2014, at 10:53 AM, "Canfield, Ellyn" <[ECanfield@cityhall.nyc.gov](mailto:ECanfield@cityhall.nyc.gov)> wrote:

Jonathan,  
So sorry that I couldn't get this done in time! Feel free to reach out anytime!

**Ellyn Canfield Nealon**

Deputy Director, Mayor's Office of Special Projects and Community Events  
New York City  
(e) [ecanfield@cityhall.nyc.gov](mailto:ecanfield@cityhall.nyc.gov) | (w)212-788-2567 | (c) 718.536.4359

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**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Thursday, April 24, 2014 5:21 PM  
**To:** Canfield, Ellyn  
**Subject:** RE: hiya / quick question

Thanks much.

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**From:** Canfield, Ellyn [<mailto:ECanfield@cityhall.nyc.gov>]  
**Sent:** Thursday, April 24, 2014 5:20 PM  
**To:** Jonathan Rosen  
**Subject:** RE: hiya / quick question

Hey Jonathan,  
The SIPA list is indeed being managed by the SIPA staff, not MO, but let me poke around and see if I can just add this folks – I'll get right back to you!

**Ellyn Canfield Nealon**

Deputy Director, Mayor's Office of Special Projects and Community Events  
New York City  
(e) [ecanfield@cityhall.nyc.gov](mailto:ecanfield@cityhall.nyc.gov) | (w)212-788-2567 | (c) 718.536.4359

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**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Thursday, April 24, 2014 4:55 PM  
**To:** Canfield, Ellyn  
**Subject:** hiya / quick question

Hey Ellyn,

Are you at all involved with invites for tomorrow's speech at SIPA? A former Dinkins person who now works at Brooklyn Community Services and her boss reached out to me to see if they could be invited. They are both SIPA grads etc.

Names are Marla Simpson (head of Mayor's Office of Contract Services under Dinkins) and Julia Rothwax (worked in Dinkins press operation).

Is this possible? If this is not in your lane and SIPA is inviting no worries.

-jr

Jonathan Rosen  
BerlinRosen Public Affairs, Ltd.  
15 Maiden Lane, Suite 1600  
New York, NY 10038  
t. 646.452.5637  
[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)

**From:** [Drew, Chloe](#)  
**To:** ["Jonathan@berlinrosen.com"](mailto:Jonathan@berlinrosen.com)  
**Cc:** [Steinberg, Dan](#)  
**Subject:** Re: [REDACTED] - CPC  
**Date:** Monday, April 28, 2014 6:33:27 PM

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Excellent. We'll take a close look at for CPC!

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**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Monday, April 28, 2014 06:23 PM  
**To:** Drew, Chloe  
**Subject:** Re: [REDACTED] - CPC

Is going on the market. Has lived on riverside drive on uws for a year. Moved back into city last year. Lived in city previously for long time.

Sent from my iPhone

On Apr 28, 2014, at 6:05 PM, "Drew, Chloe" <[CDrew@cityhall.nyc.gov](mailto:CDrew@cityhall.nyc.gov)> wrote:

Hmm - we have her w/ a [REDACTED] home address.

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**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Monday, April 28, 2014 1:44 PM  
**To:** Drew, Chloe  
**Subject:** Re: [REDACTED] - CPC

She lives on the upper west side.

Sent from my iPhone

On Apr 28, 2014, at 1:43 PM, "Drew, Chloe" <[CDrew@cityhall.nyc.gov](mailto:CDrew@cityhall.nyc.gov)> wrote:

So unfortunately looks like she cannot serve on CPC n/c she's not an NYC resident.

Chloe Drew  
Director, Mayor's Office of Appointments  
c. 347-659-4492

**From:** [Drew, Chloe](#)  
**To:** [Jonathan Rosen](#)  
**Subject:** RE: DCA Senior Level Search  
**Date:** Friday, May 02, 2014 4:36:00 PM

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Thanks! I'll call you in a bit.

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**From:** Jonathan Rosen [mailto:Jonathan@berlinrosen.com]  
**Sent:** Friday, May 02, 2014 2:54 PM  
**To:** Drew, Chloe  
**Subject:** RE: DCA Senior Level Search

Sure. Happy to at your convenience.

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**From:** Drew, Chloe [mailto:CDrew@cityhall.nyc.gov]  
**Sent:** Friday, May 02, 2014 9:37 AM  
**To:** Jonathan Rosen  
**Subject:** DCA Senior Level Search

Good morning my friend!

I believe that Peter is going to have a longer conversation with Peter about a range of roles that Julie Menin is looking to fill but I wonder if you have a couple seconds to talk about a few most important jobs she needs candidates for? Chief of Staff and 2 senior communications roles are the key ones at the moment.

Chloe

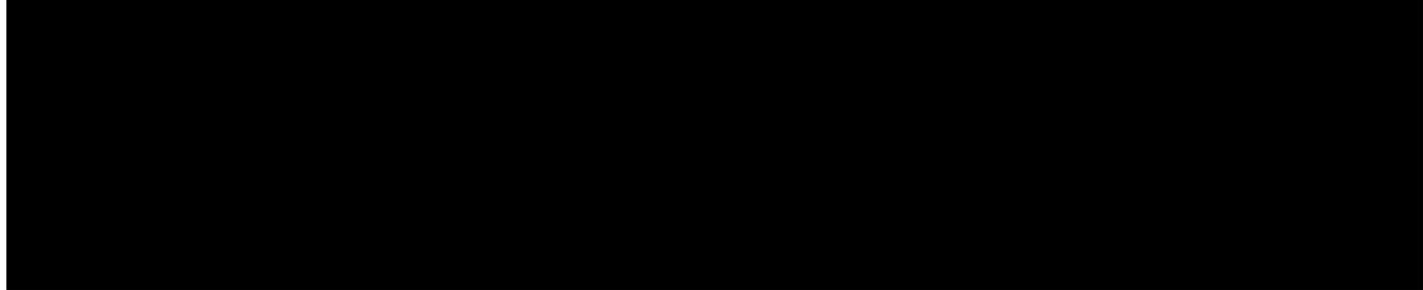
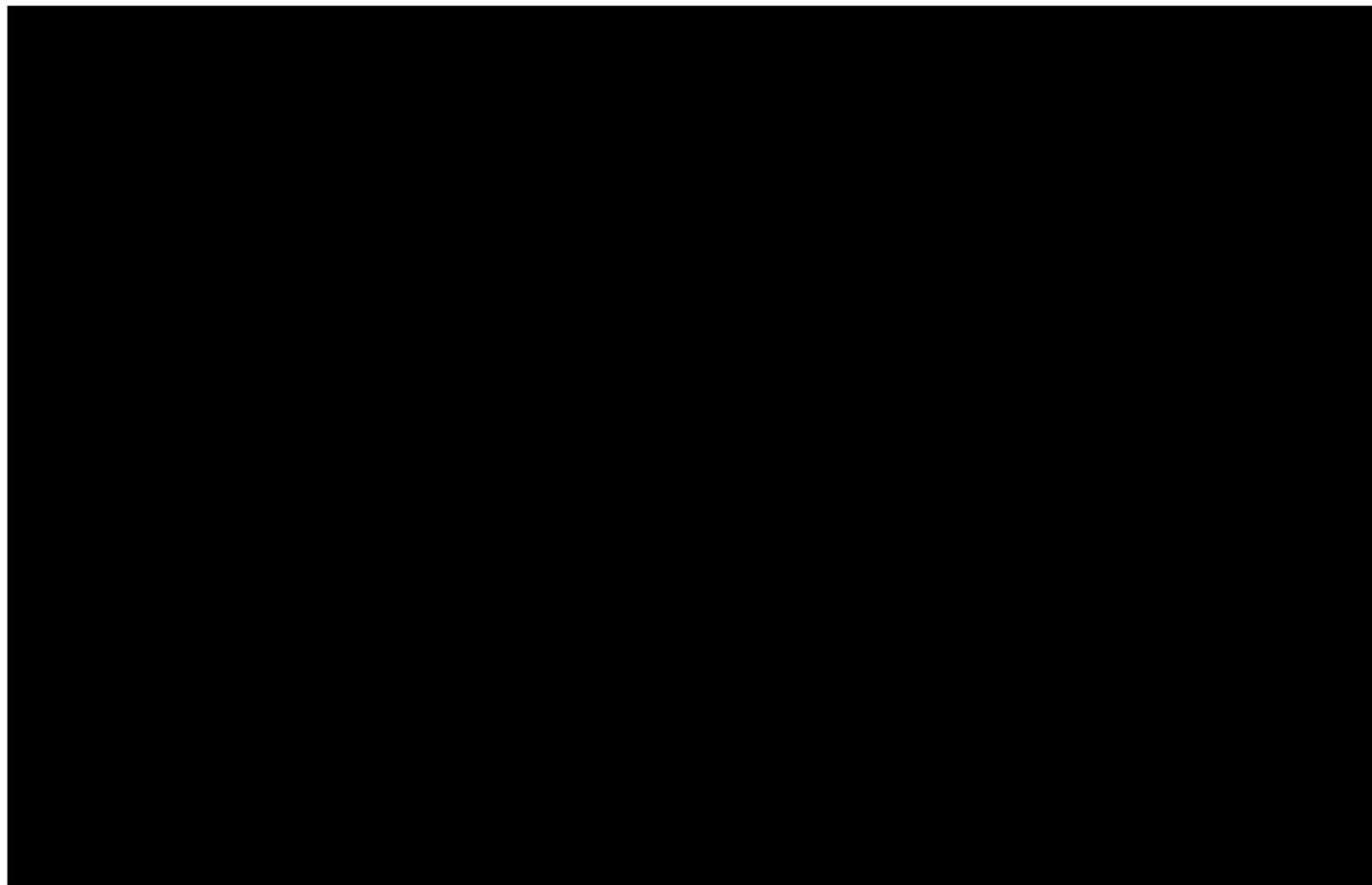
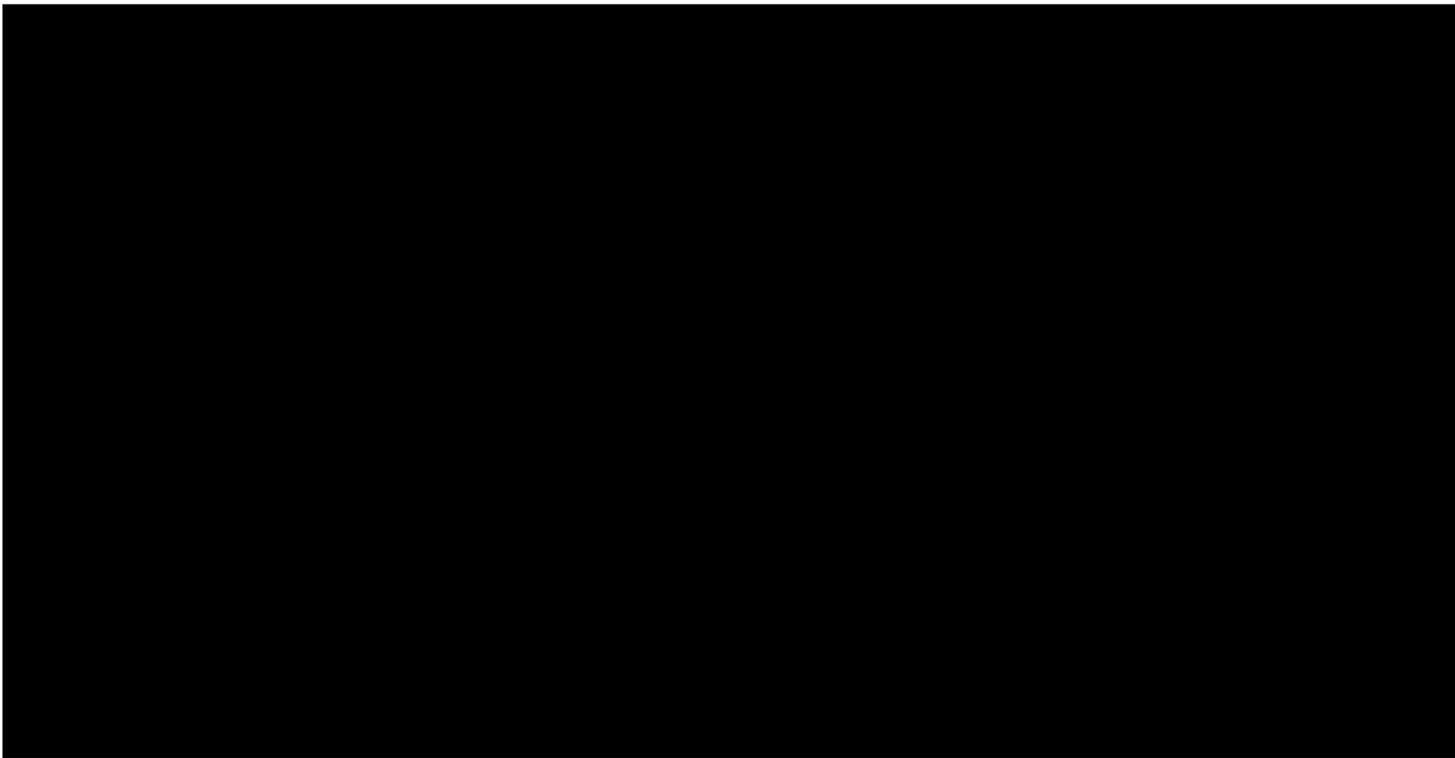
Chloe Drew  
Director, Mayor's Office of Appointments  
c. 347-659-4492

**From:** [Jonathan Rosen](#)  
**To:** [Drew, Chloe](#); [Poe-Kest, Anna](#)  
**Subject:** Cultural affairs resume  
**Date:** Monday, May 05, 2014 4:40:15 PM  
**Attachments:** [REDACTED] [Resume \(1\).pdf](#)

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Attorney at [REDACTED] with significant policy experience at the federal and local levels, as well as lots of non-profit experience in the art world. Sent from professional colleague. I do not know Ms. [REDACTED] Just passing along. Impressive rez. Hope you are enjoying the sunshine.

-jr



**From:** [Drew, Chloe](#)  
**To:** [Jonathan Rosen](#); [Poe-Kest, Anna](#)  
**Subject:** RE: Cultural affairs resume  
**Date:** Tuesday, May 06, 2014 8:41:49 AM

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Wonderful and thank you!!!

Really appreciate it.

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**From:** Jonathan Rosen [mailto:Jonathan@berlinrosen.com]  
**Sent:** Monday, May 05, 2014 4:40 PM  
**To:** Drew, Chloe; Poe-Kest, Anna  
**Subject:** Cultural affairs resume

Attorney at [REDACTED] with significant policy experience at the federal and local levels, as well as lots of non-profit experience in the art world. Sent from professional colleague. I do not know Ms. [REDACTED] Just passing along. Impressive rez. Hope you are enjoying the sunshine.

-jr

**From:** [Ebie, Ken](#)  
**To:** ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Cc:** [Drew, Chloe](#); [Washington, Alex](#); [Poe-Kest, Anna](#)  
**Subject:** For your review - DCA Senior Communications Posts  
**Date:** Thursday, May 08, 2014 10:24:50 PM  
**Attachments:** [DCA DC External Affairs Coversheet - External.xlsx](#)  
[DCA - DC External Affairs.zip](#)

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Hi Jonathan,

I hope that this email finds you well. We are currently conducting a search for senior-level communications positions for DCA Commissioner Menin. Chloe thought that our preliminary lists would benefit tremendously from your review and comments. I've attached our candidate lists for the following positions:

- Deputy Commissioner for External Affairs
- Assistant Commissioner for Communications

The challenge: Commissioner Menin would like to receive these names and start interviews in short order. Would you be able to provide us your comments, additional candidates by tomorrow morning at 10 am?

We greatly appreciate your help with this process. Please feel free to reach out to me by email or phone tonight or tomorrow morning – whichever is most convenient.

Many thanks,

Ken

 (cell)

**Kenneth Ebie**  
**Mayor's Office of Appointments**  
[kebie@appointments.nyc.gov](mailto:kebie@appointments.nyc.gov)



[REDACTED]
Email Contact
[REDACTED]

# Amit S. Bagga

## Employment

**Mayor Bill de Blasio** – New York, NY **November 2013 - Present**  
**Project Director, Transition Team and Office of Appointments**

- Leading a team of five working with political organizations, non-profits, government offices, and the private sector to source and hire diverse, competent, and progressive leadership for major New York City agencies and mayoral offices.
- Appointed leadership includes the Commissioners of the Departments of Cultural Affairs, Finance, Probation, Correction, Criminal Justice, and the Mayor's Offices of Immigrant Affairs, among others.

**New Yorkers for DeBlasio** – New York, NY **October – November 2013**  
**Bronx GOTV Field Director**

- Oversaw borough-wide field operation: planning and execution of operations for 6 sites, involving 8 site coordinators, over 100 volunteers, and phone banking, visibility, and canvassing. Candidate won borough with over 86% of the vote.

**Weiner for Mayor** – New York, NY **June – September 2013**  
**Senior Advisor, Policy and Communications**

- Researched, wrote, and managed media rollouts of large-scale proposals in two policy books regarding a breadth of issues, including healthcare, housing, civic engagement, an economic development.
- Developed and managed short- and long-term polling-based messaging plans, including constituency-focused press plans.
- Oversaw a team of seven researchers and their relationships with non-profits, think tanks, government offices, and the private sector.

**Share Our Strength** – Washington, D.C. **November 2011 – June 2013**  
**Business Manager, No Kid Hungry Campaign**

- Managed the Chief Strategy Officer's program priorities; designed research-based collateral for consumption by donors, elected officials, and key stakeholders.
- Developed and introduced an "organizational dashboard" that tracked fundraising, programming, and communications results.

**United States House of Representatives** – Rep. Anthony Weiner (NY-09) **March – September 2011**  
**Chief of Staff / Strategic Communications Advisor** – Washington, D.C.

- Developed a long-term messaging and legislative plans, including staff and budget management.
- Managed Washington team of six and directly oversaw \$1.3 million Member office budget.

**Director of Immigration & Executive Affairs** – Washington, D.C. **March 2010 – March 2011**

- Served as scheduling, advance, and deputy communications director, managing media appearances, staff recruitment, and budget.
- Continued management of all previously assigned policy portfolios and relationships; produced press content related to these issues.

**Director of Immigration Affairs** – Queens, NY and Washington, D.C. **March 2009 – March 2010**

- Presided over immigration, LGBT, and foreign affairs portfolios, working closely with House committees, Member offices, federal agencies, foreign consulates, advocacy groups, and community stakeholders; included writing all press content for relevant issues.
- Organized approximately thirty town hall and press events addressing healthcare, immigration, foreign policy, and federal grants.

**Director of Immigration & Community Outreach** – Queens, NY **February 2008 – March 2009**

- Served as a congressional advocate on behalf of constituents with the Departments of Homeland Security and State.
- Secured the re-entry into the US a permanent resident imprisoned in Iran and the reunification of over thirty asylum-seeking families.

### *Additional Campaign Experience*

**Weiner for Congress** – Queens, NY **October – November 2010**  
**Deputy Field Director**

- Managed political outreach and logistical operations: LGBT, South Asian, and Jewish constituencies, supervised 200 volunteers. Candidate won district with nearly 70% of the vote.

### *Projects*

**Consultant, Many Languages One Voice** – Developed long-term programmatic, fundraising, and communications strategies for DC-based non-profit working on language, benefits, and education access challenges faced by immigrants.

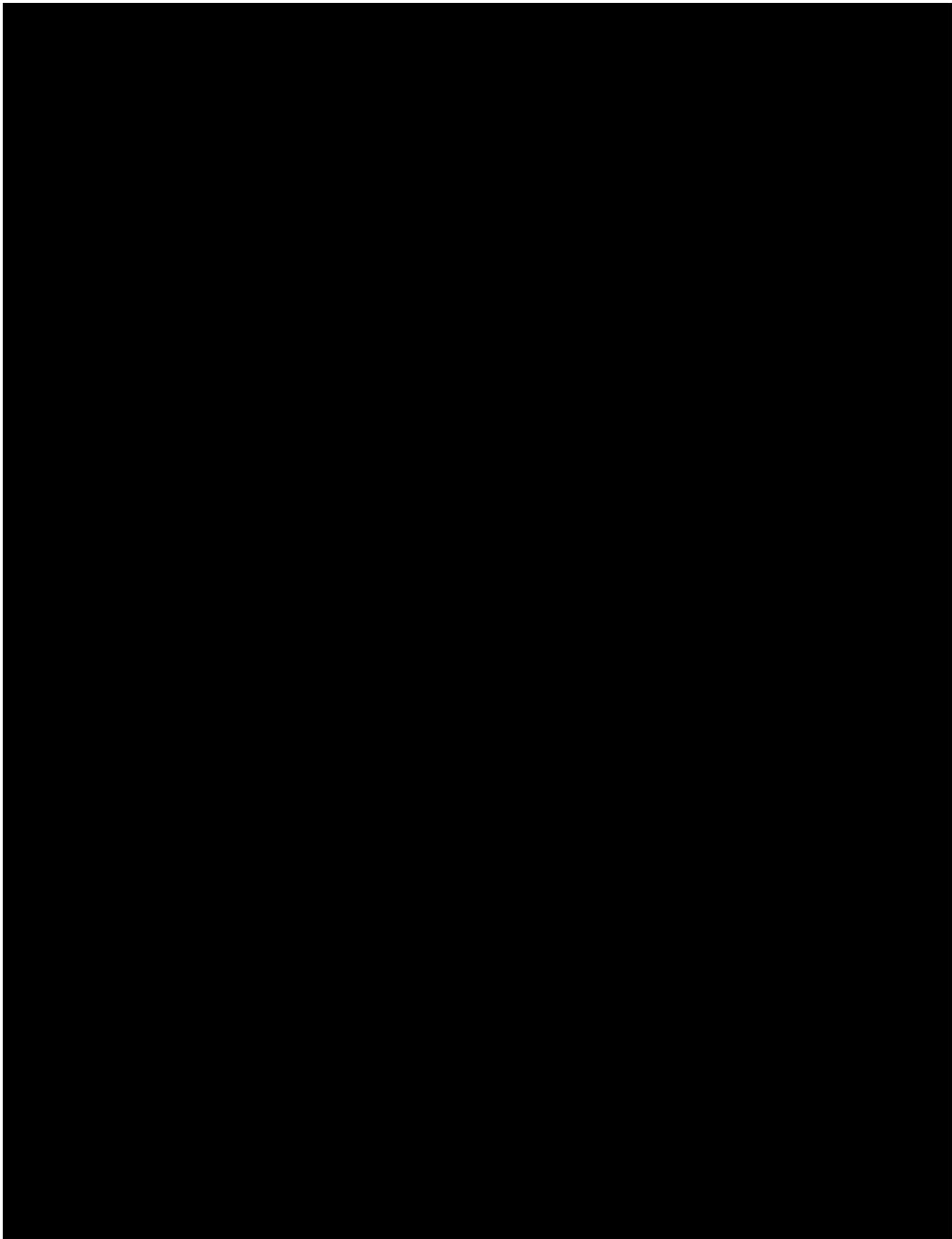
**Blogger, Huffington Post** – Material primary concerning South Asian identity and political representation.

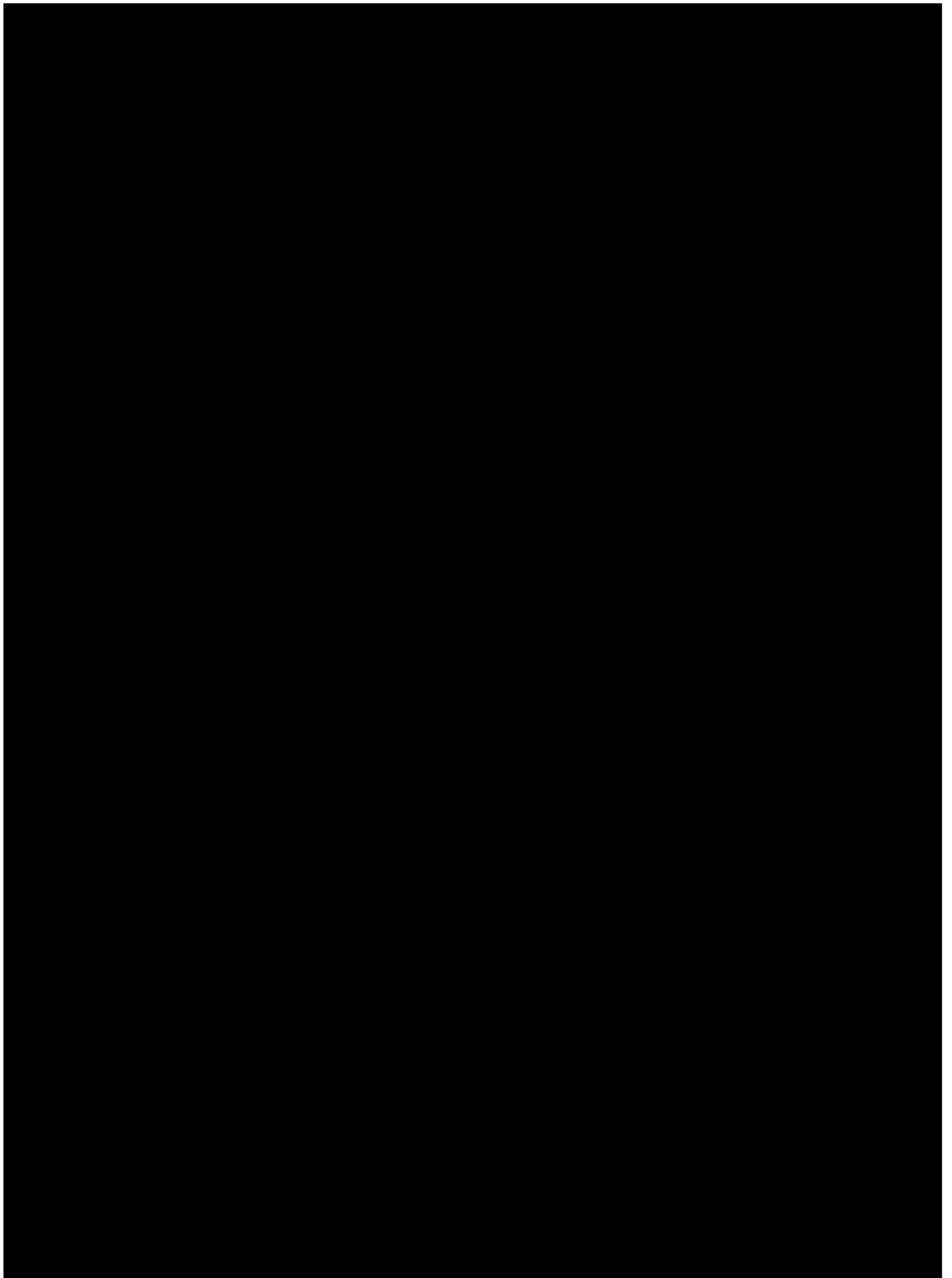
## Education

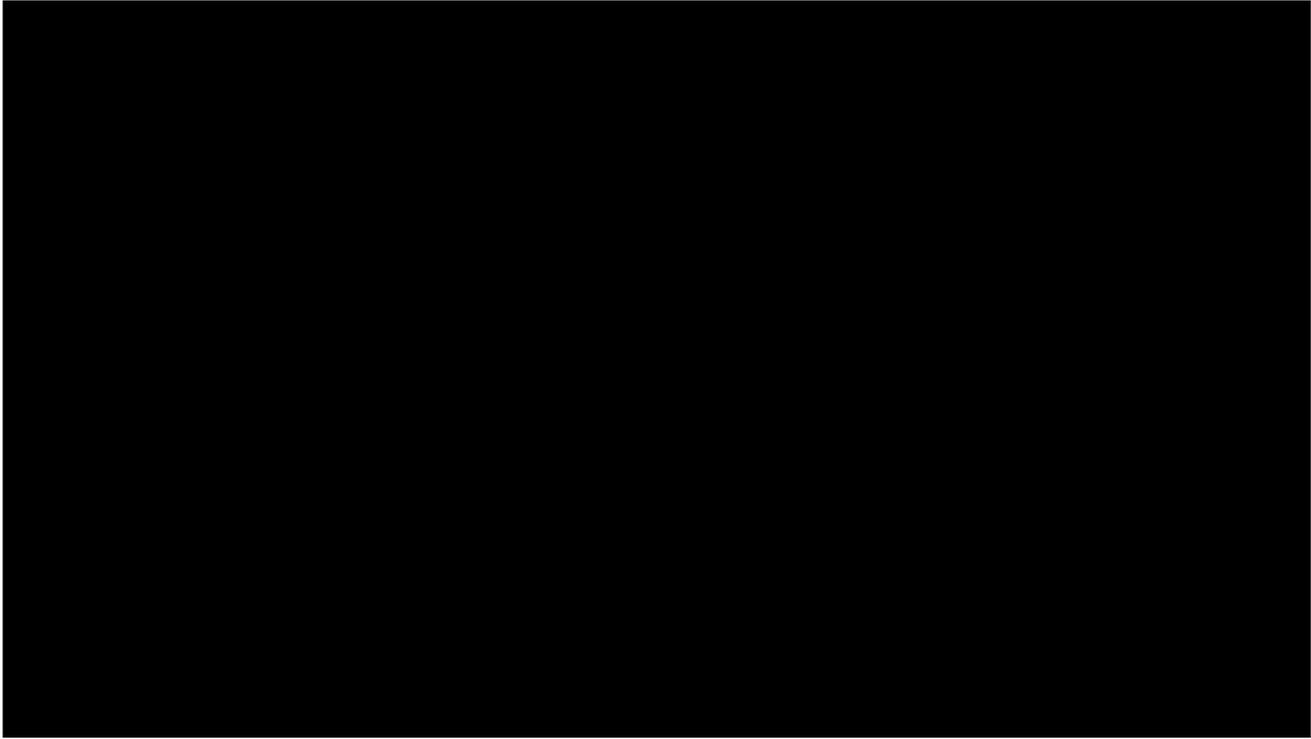
2003-2007 **McGill University** **Montreal, Canada**  
B.A., International Development; Minors in South Asian Studies, Hinduism – publication of thesis in *Canons*; engaged in HIV prevention education in S. Africa

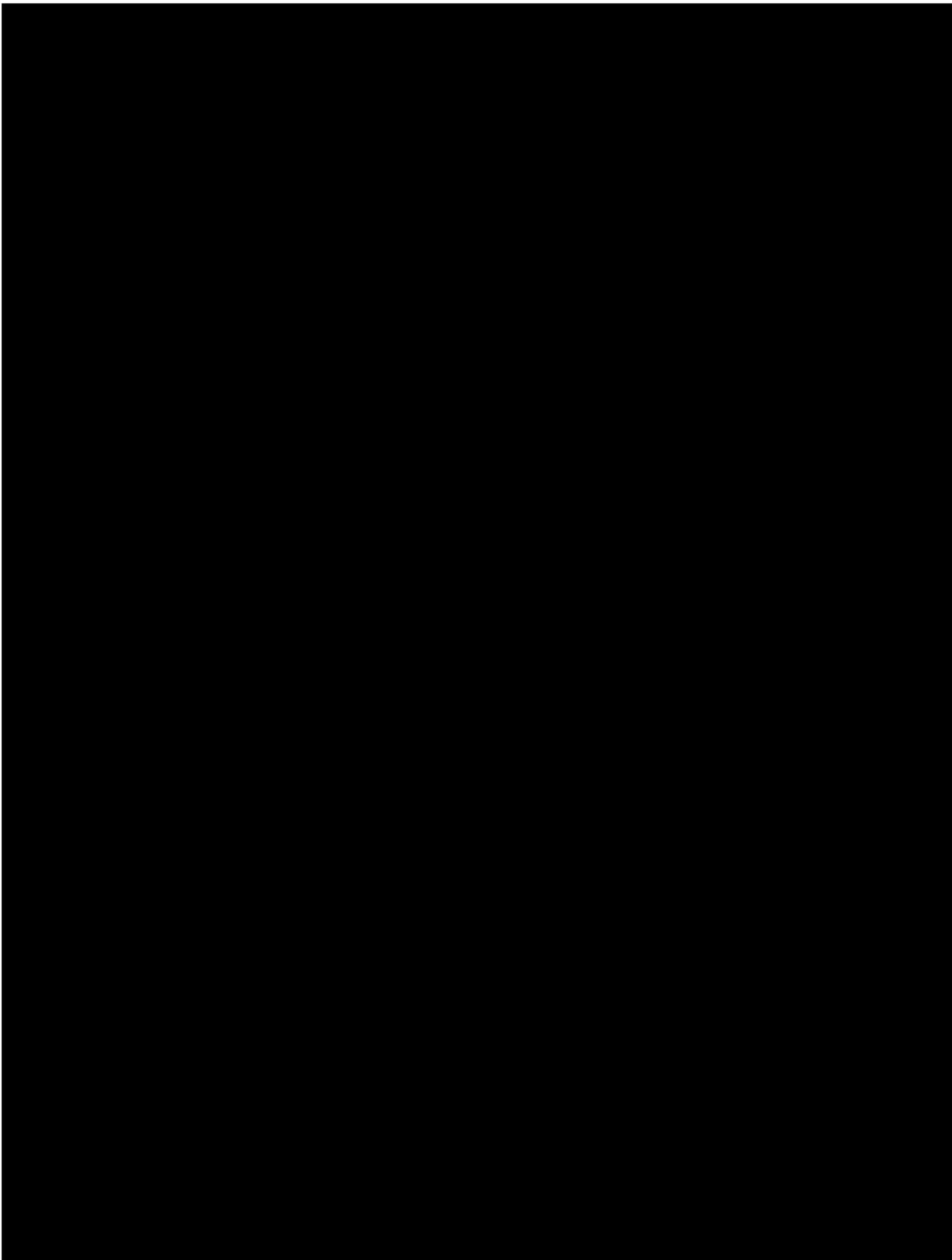
## Languages & General Experience

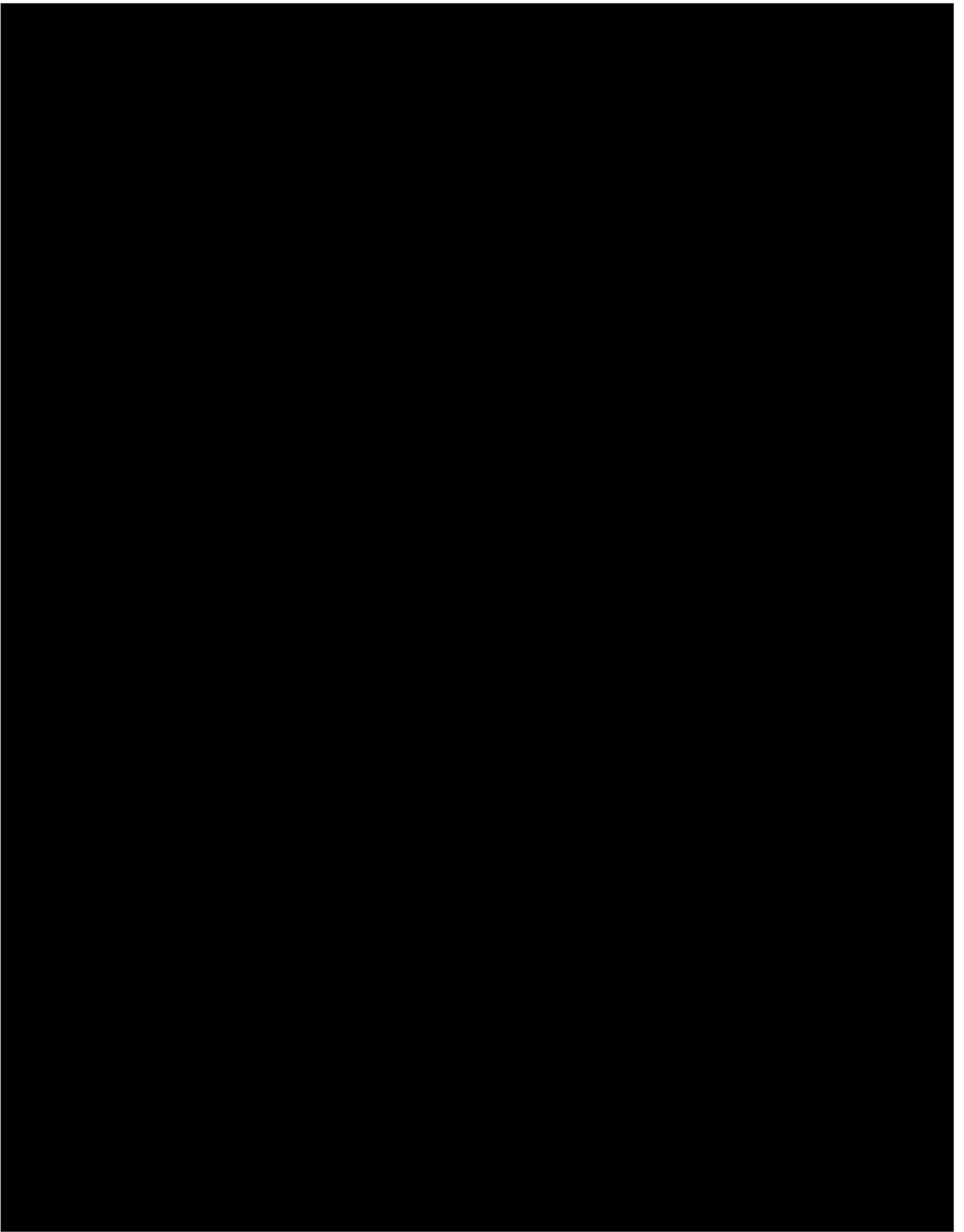
- Languages: **Hindi**: full fluency; **Punjabi**: spoken fluency; **Spanish, German, French**: varying degrees of proficiency
- Technical skills: Facebook, Twitter, NGP/VAN, Intranet Quorum, Microsoft Windows, Microsoft Office suite, and Mac OS systems

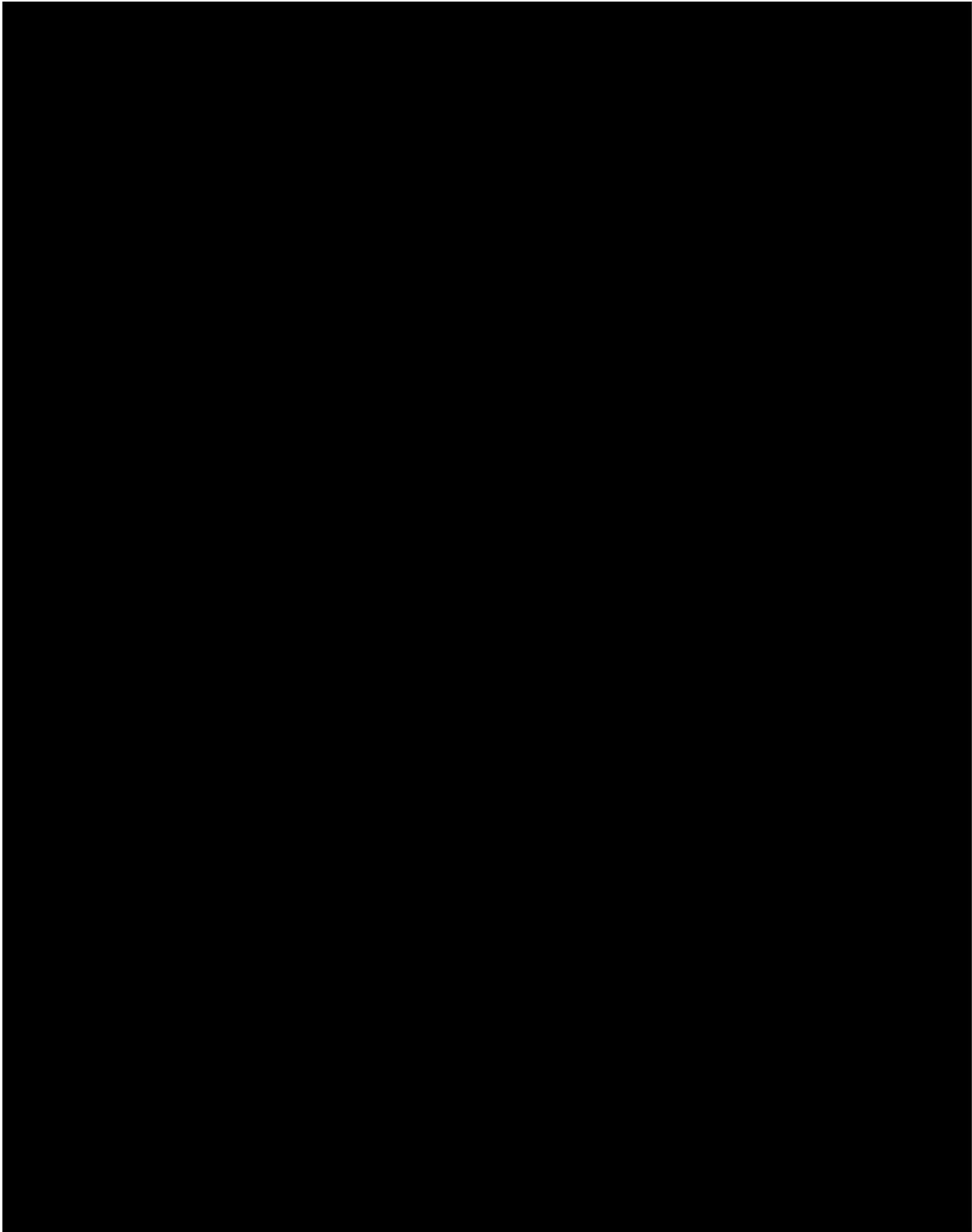


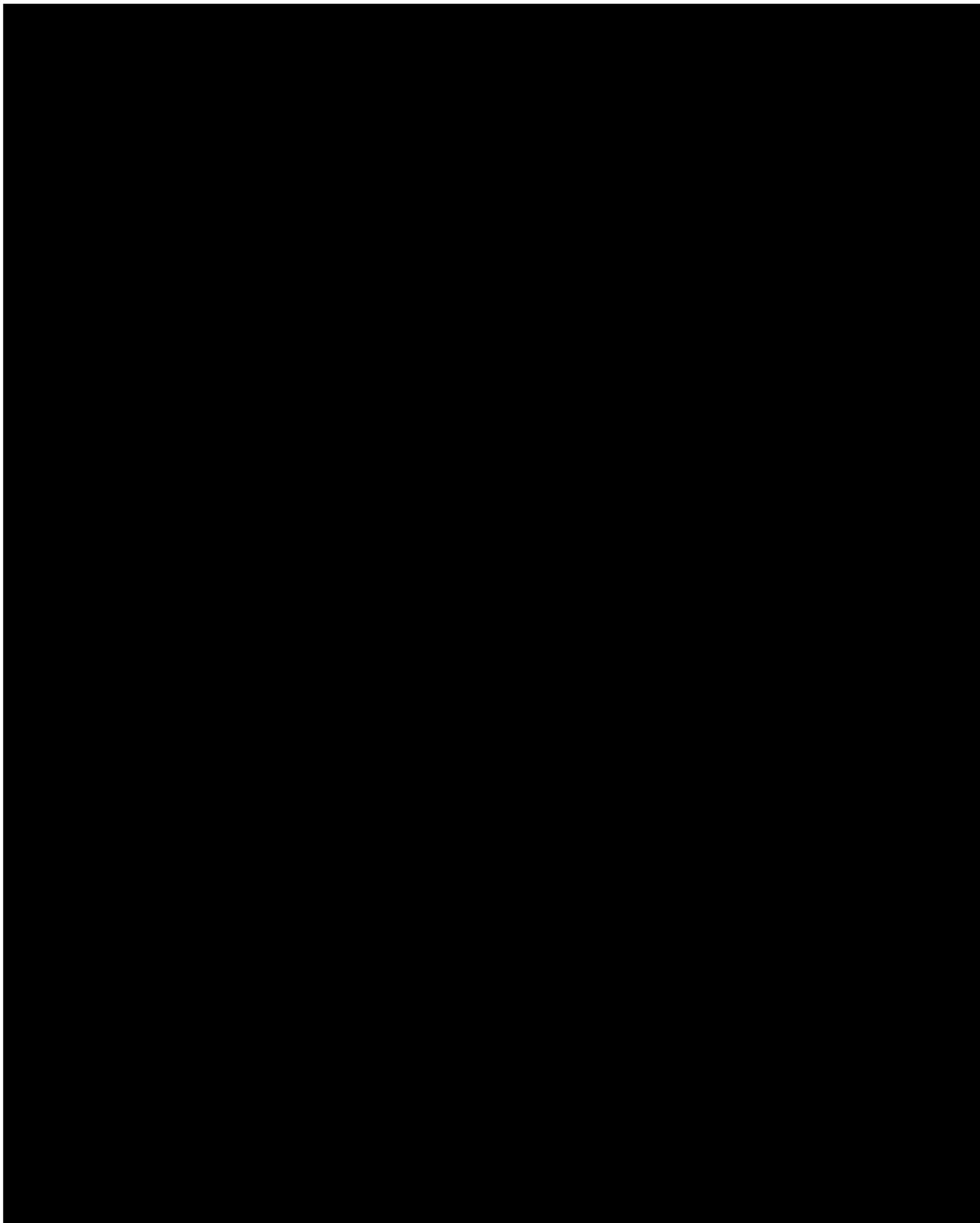


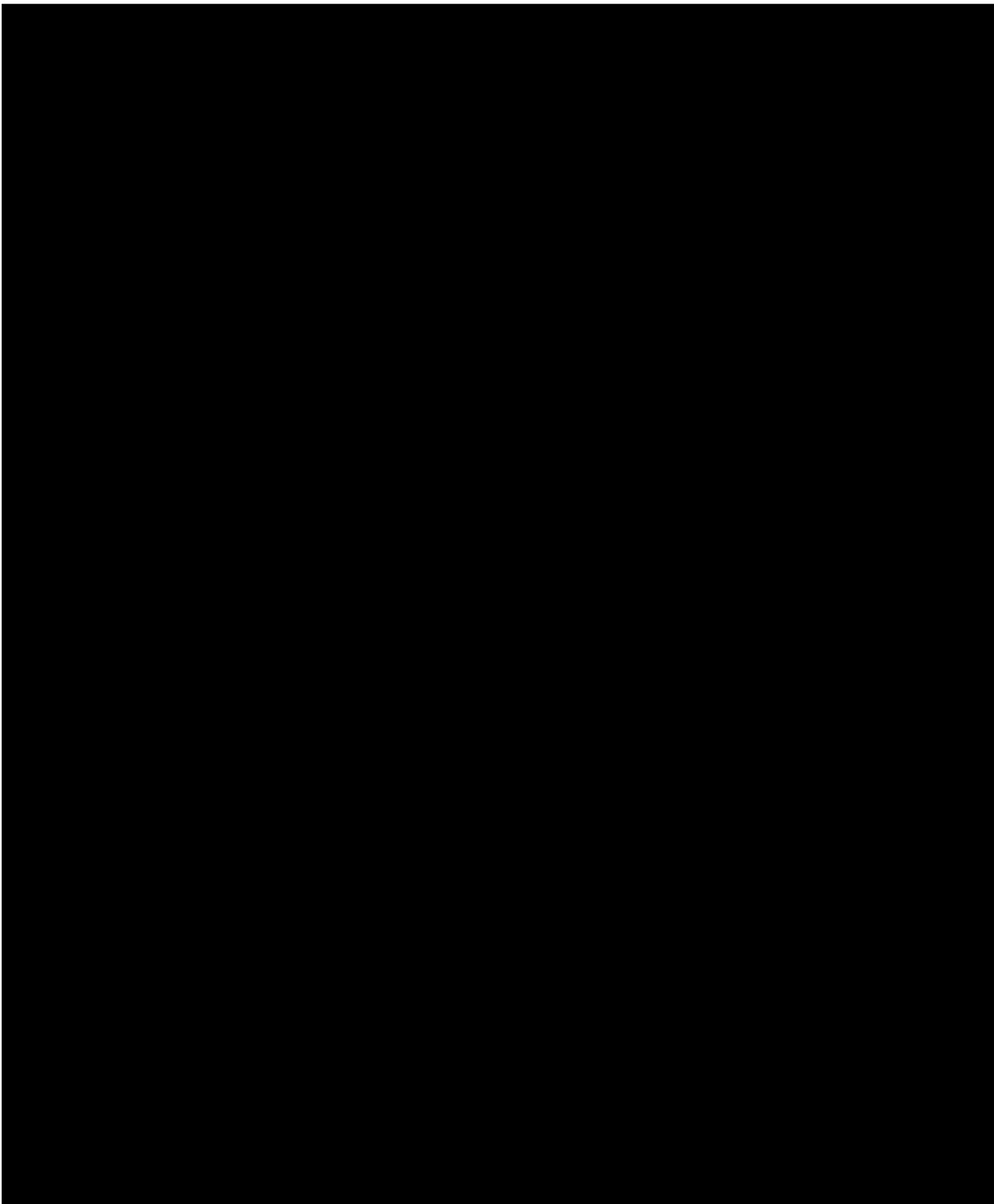


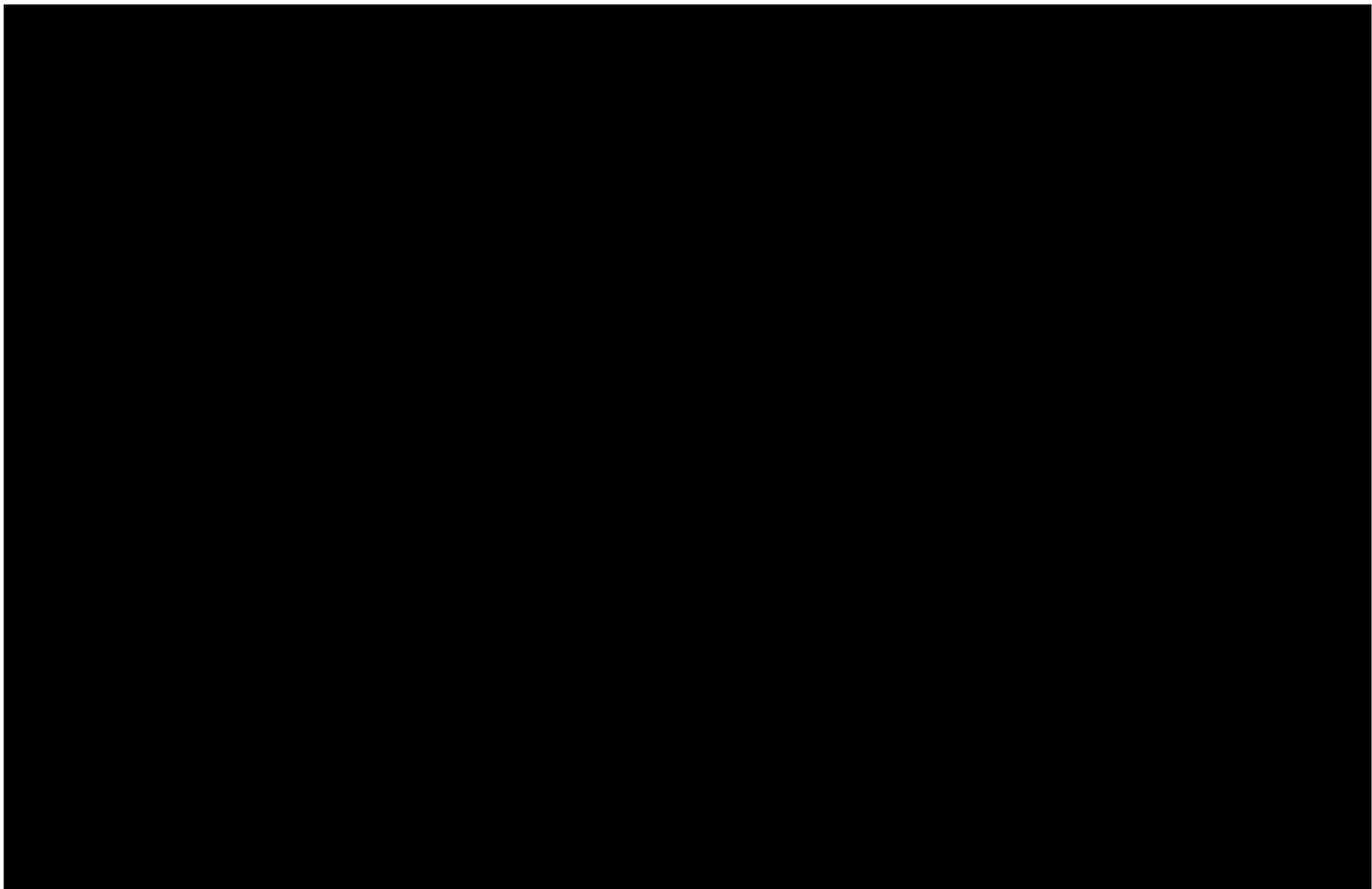


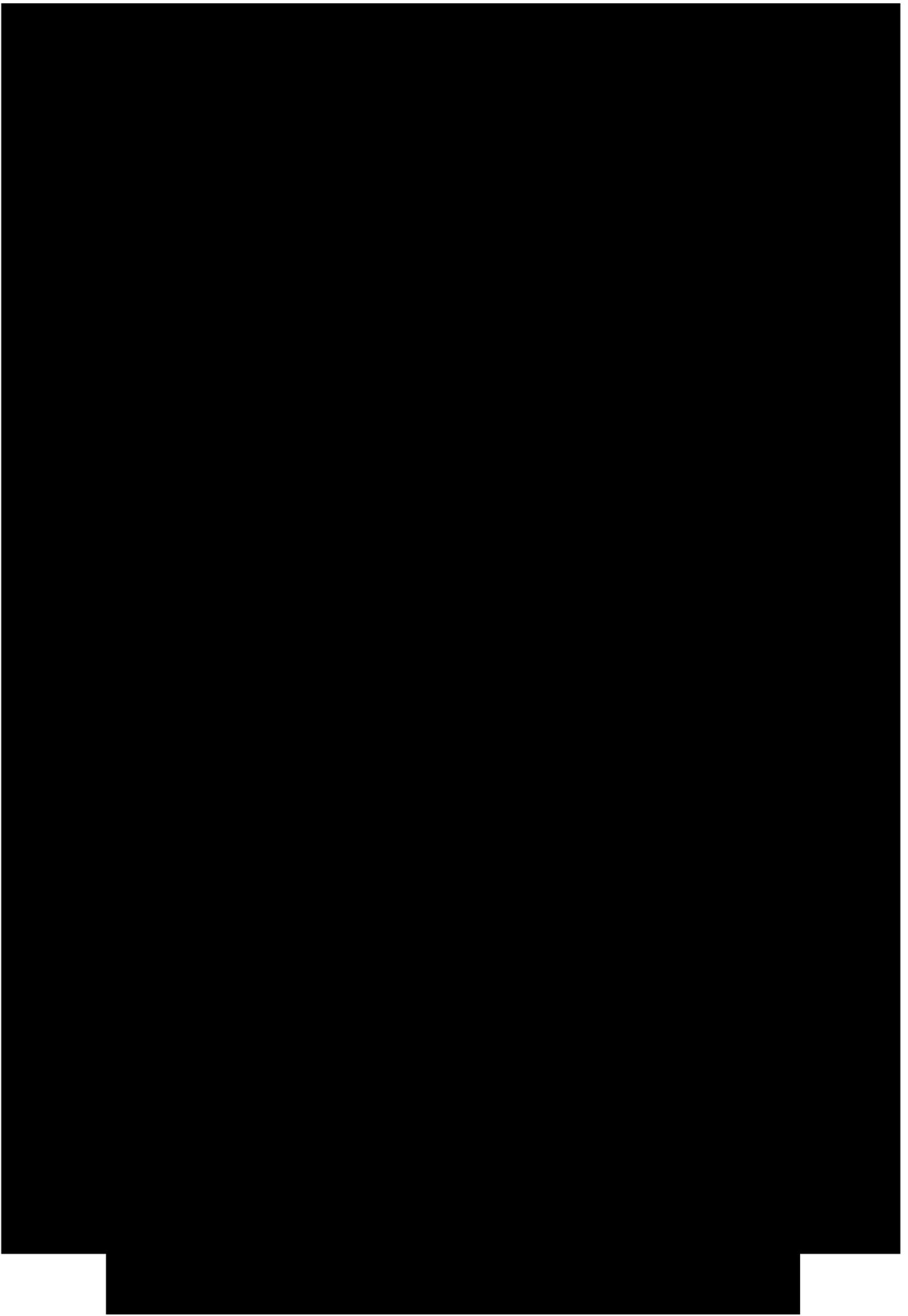


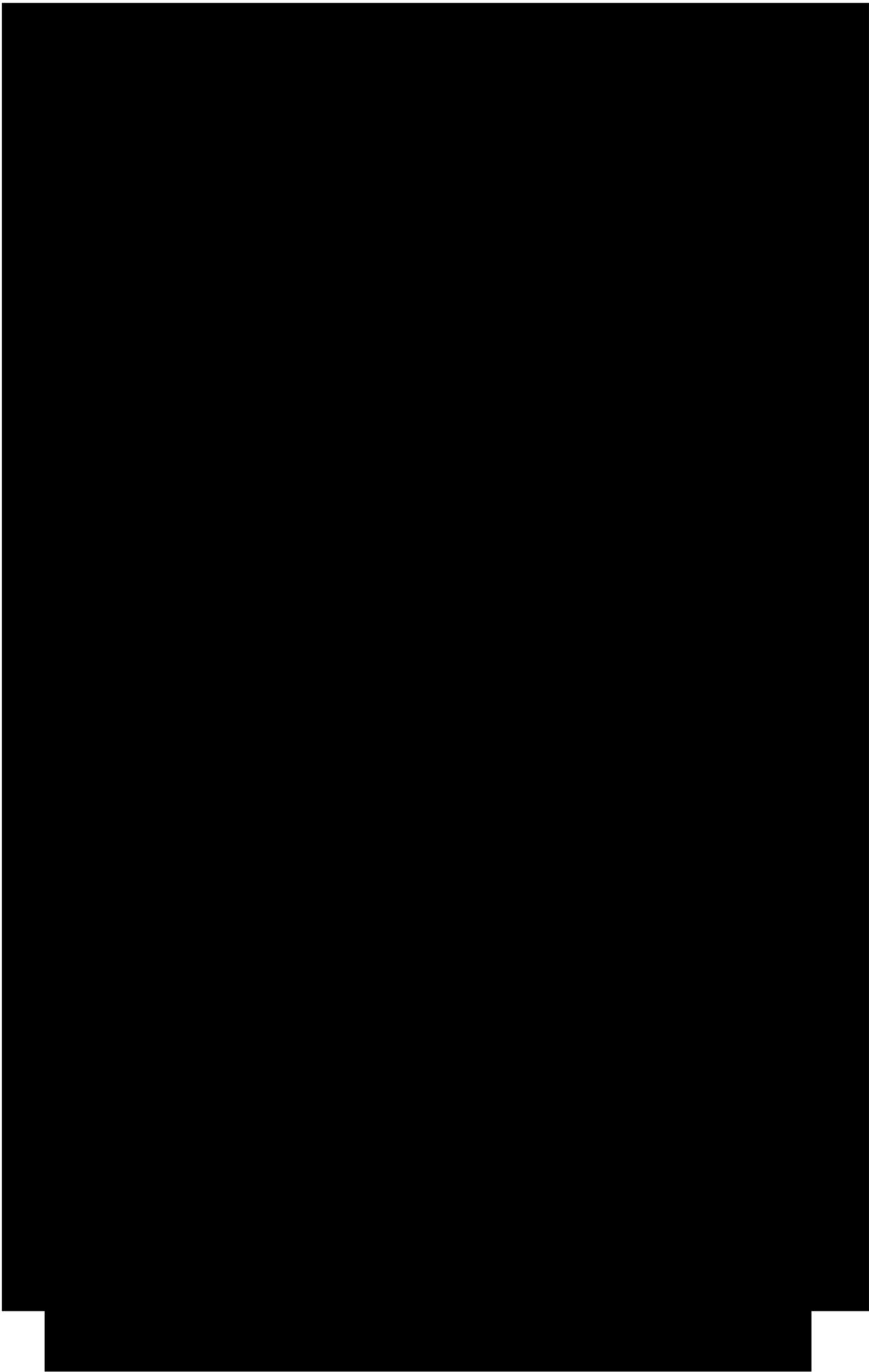


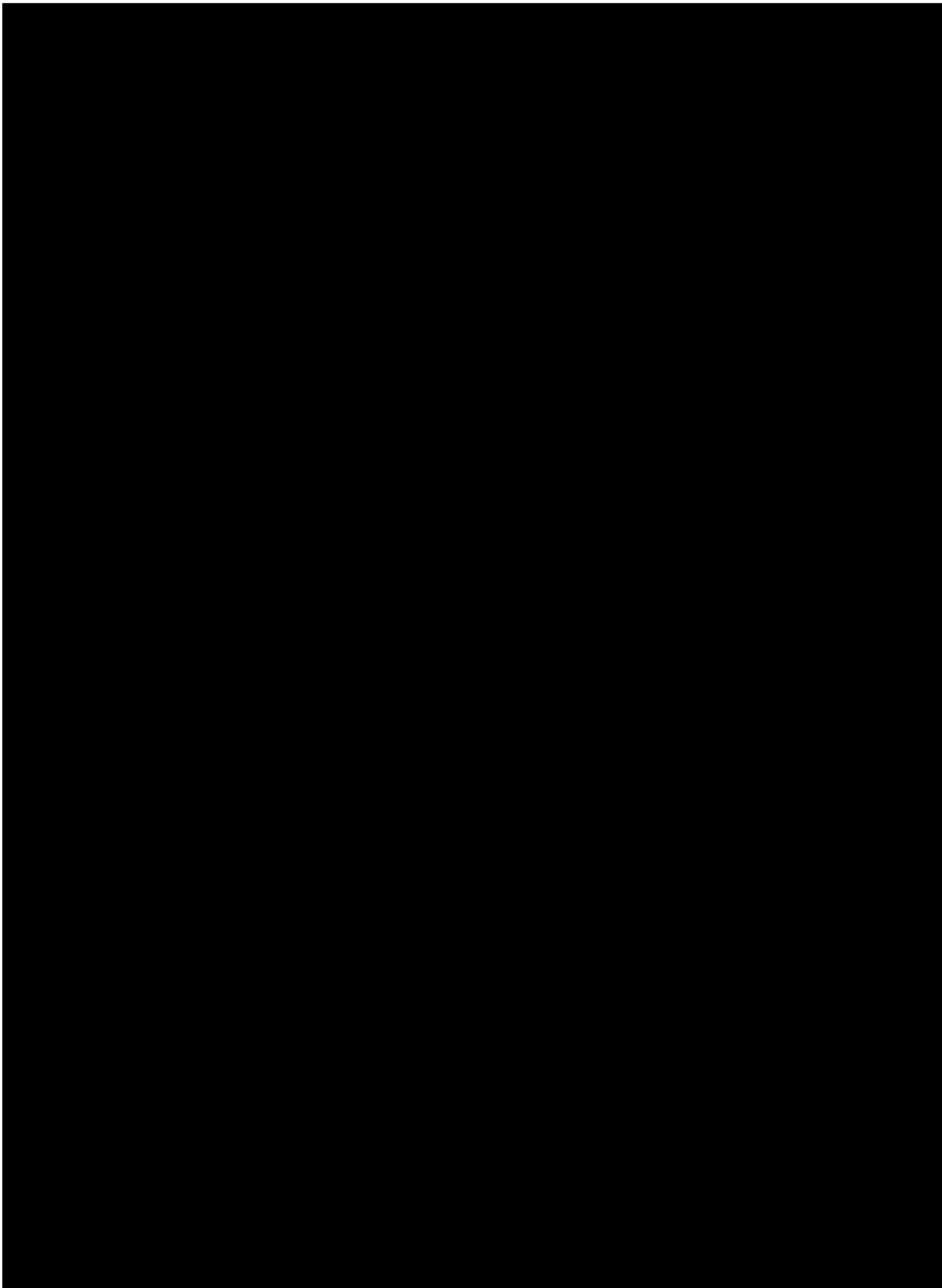




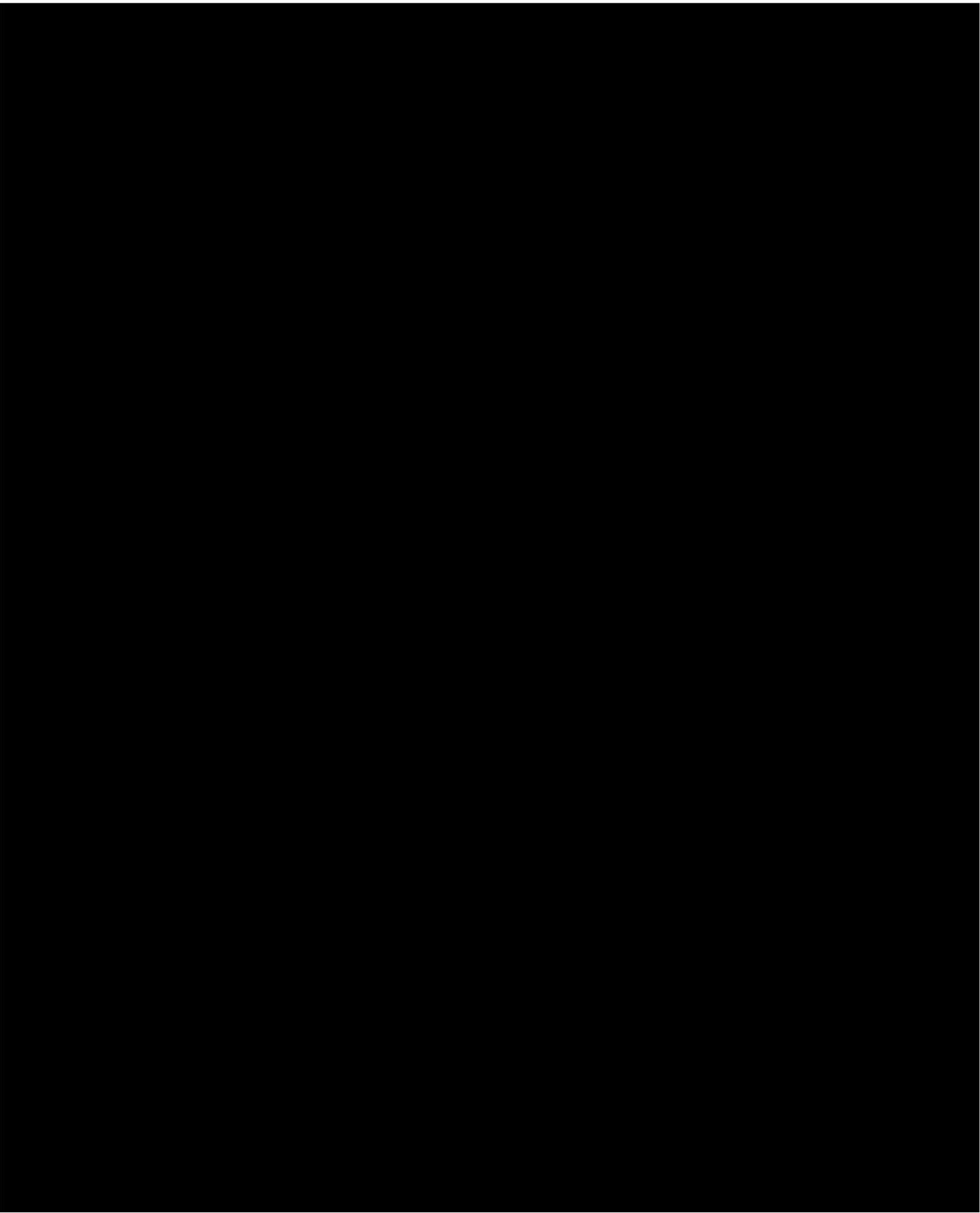




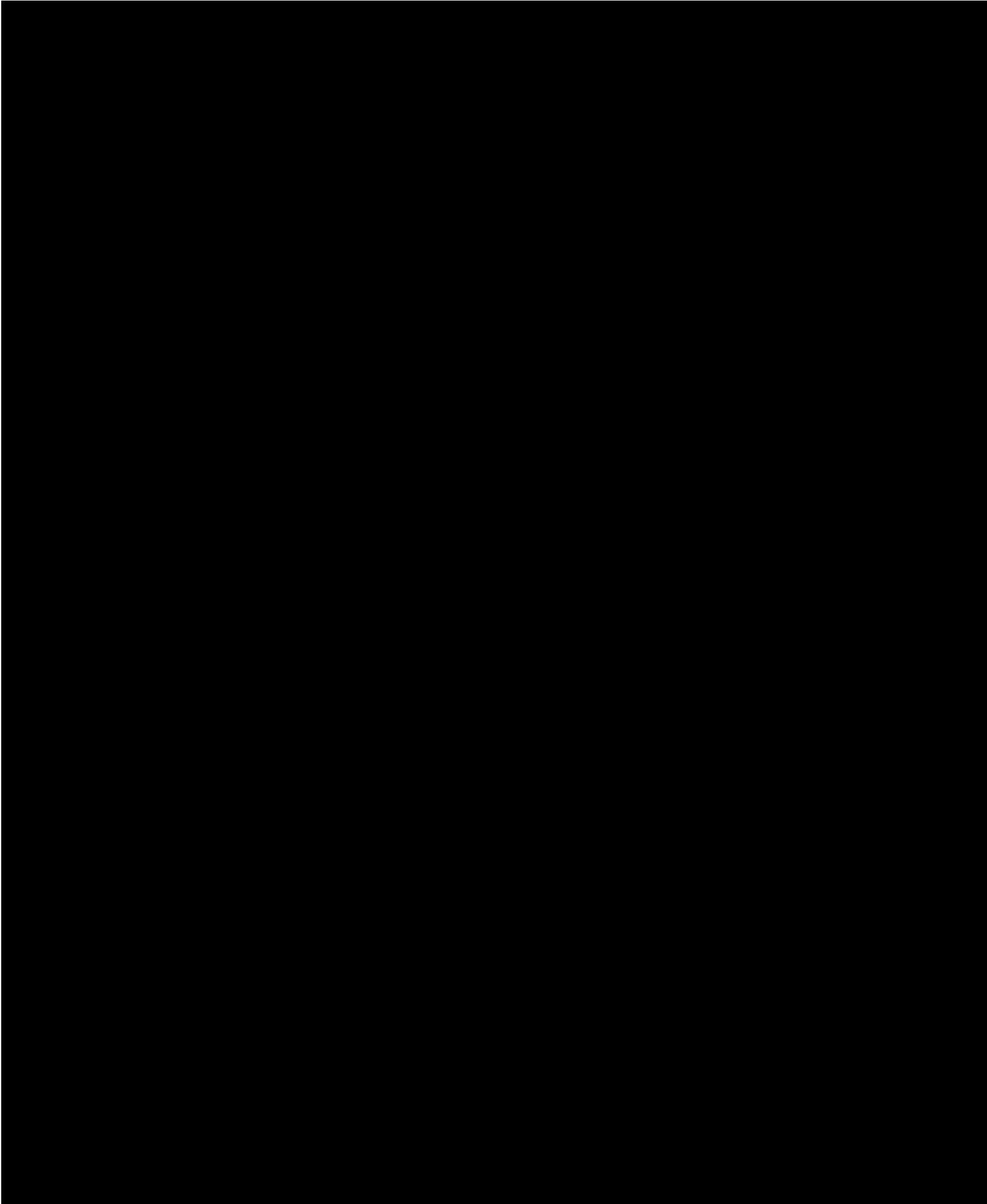


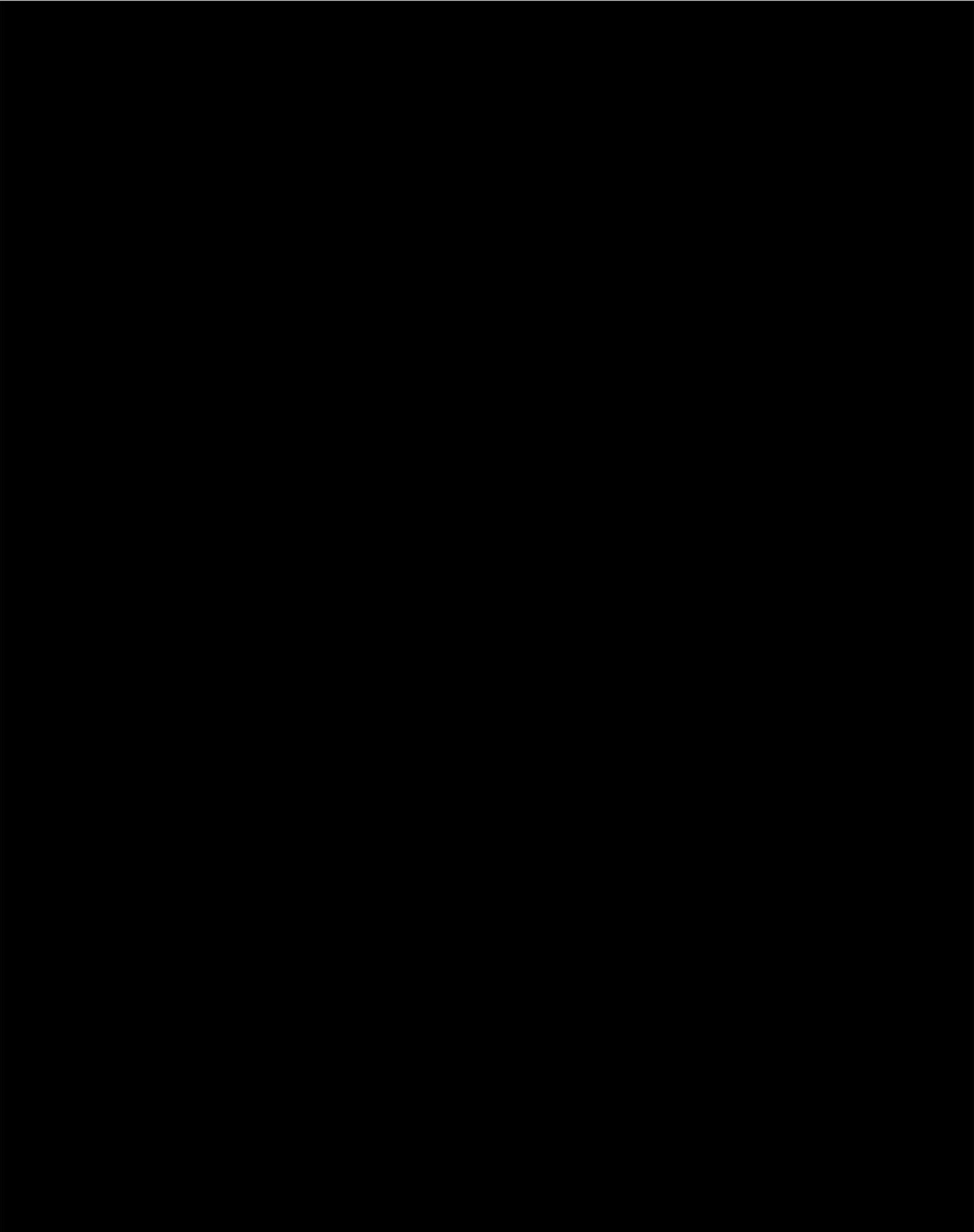


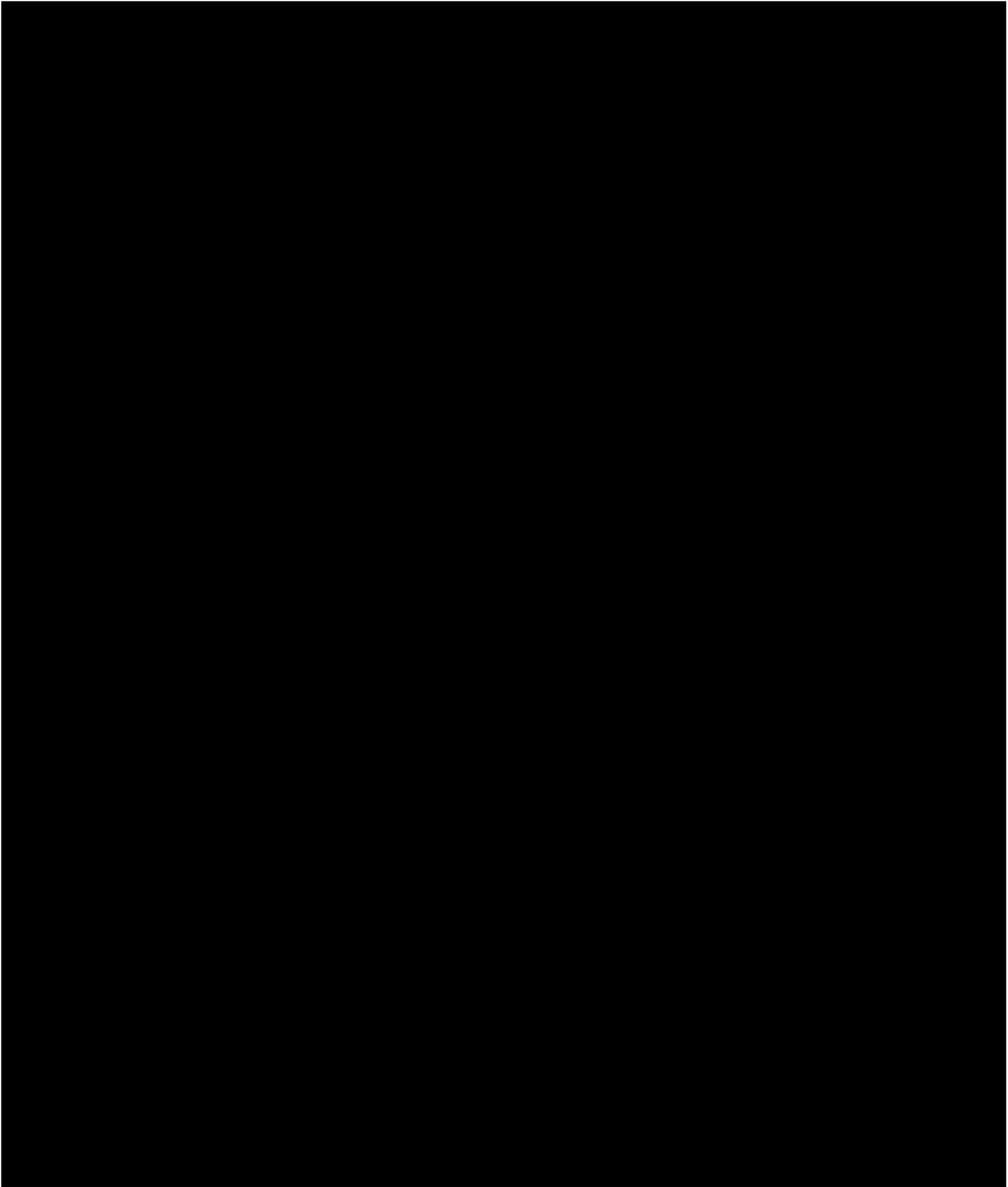












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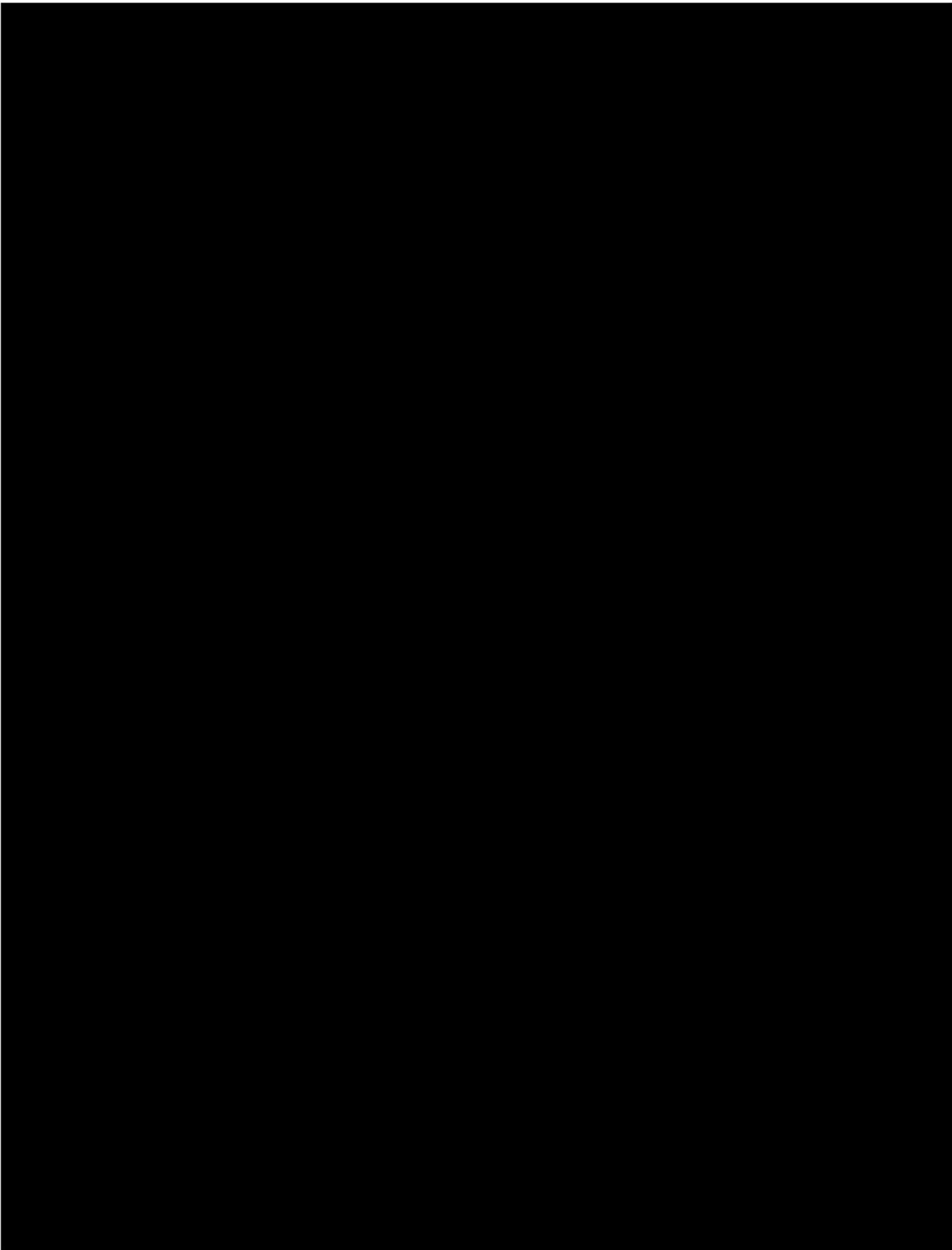
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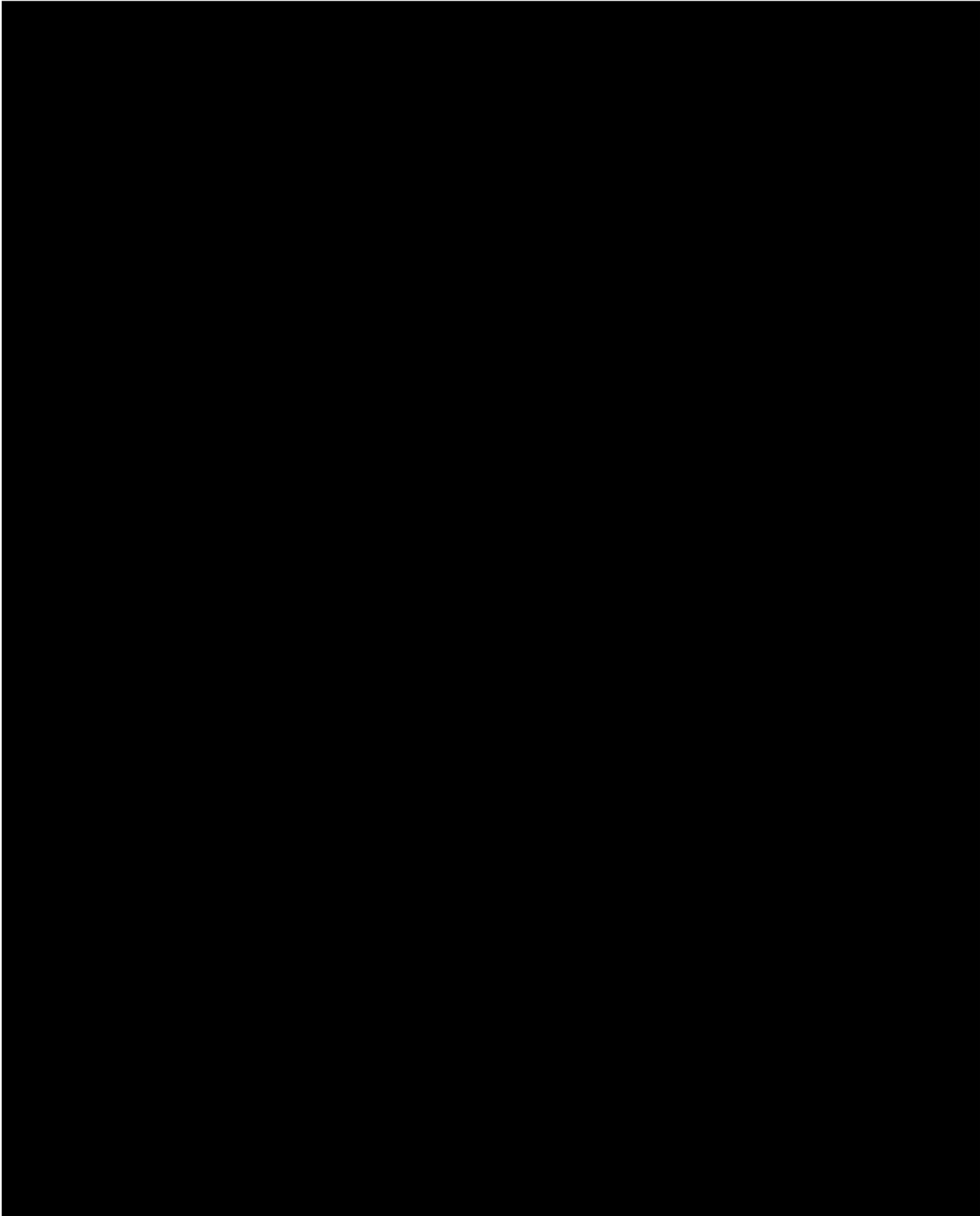
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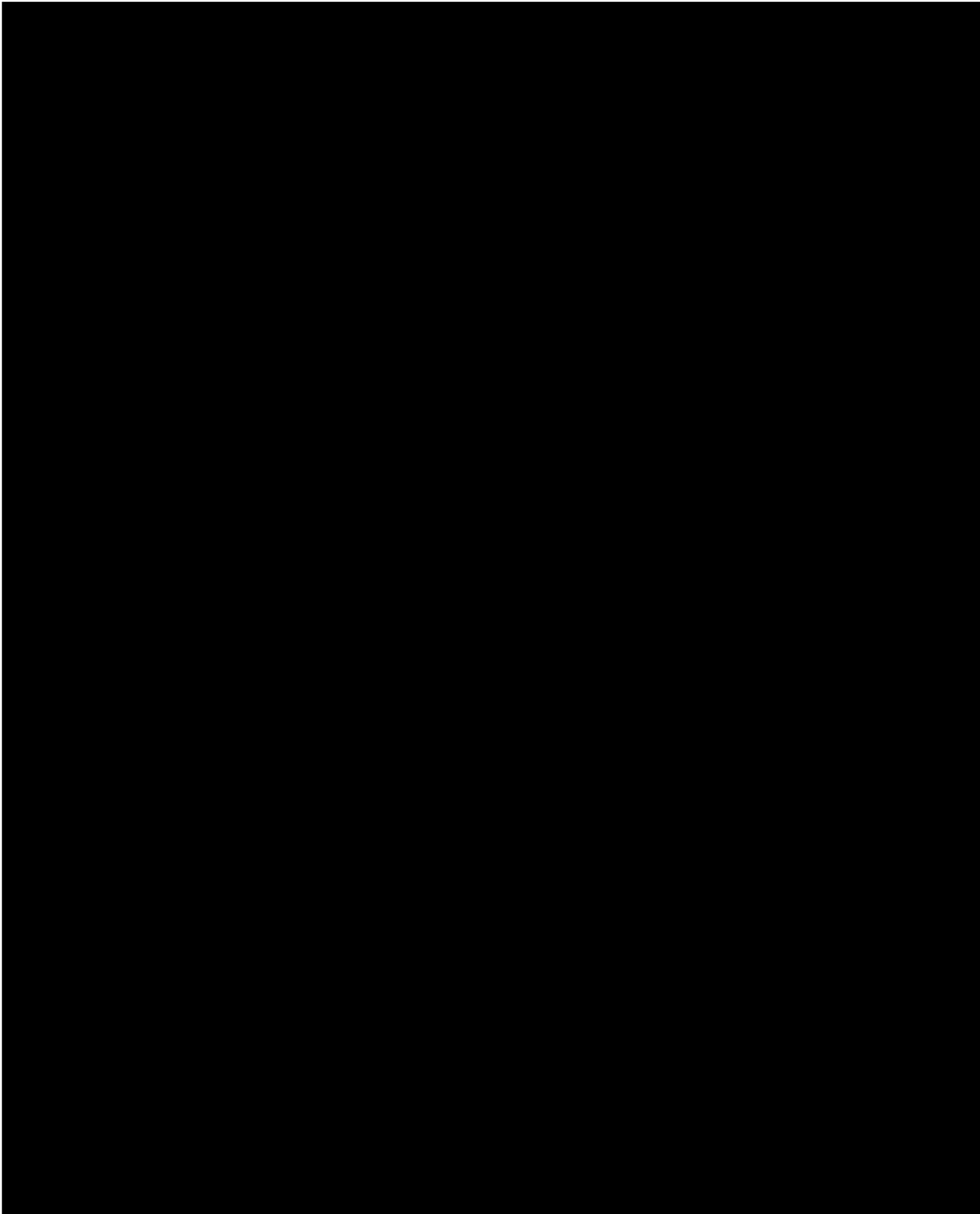
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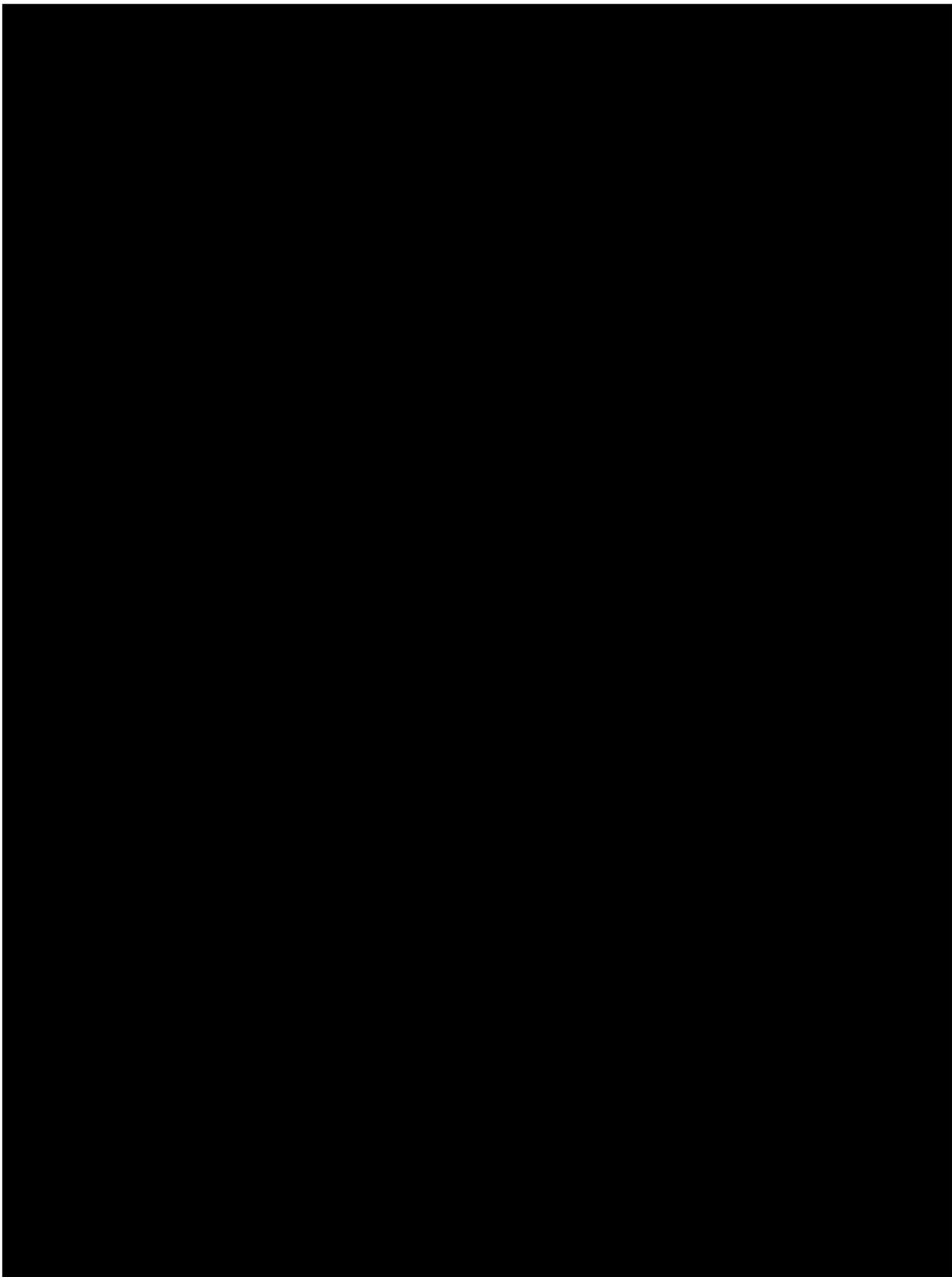


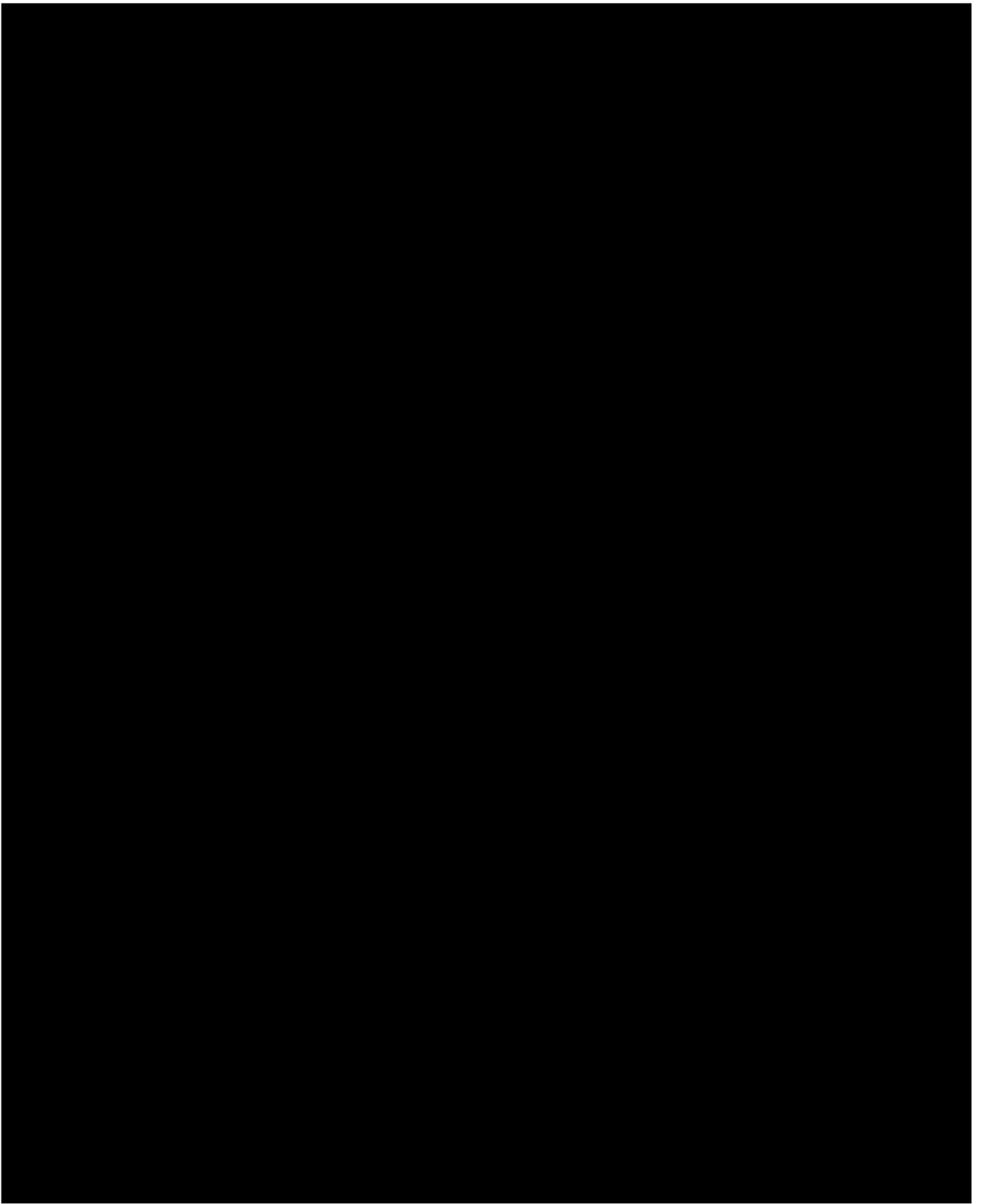












**From:** [Ebie, Ken](#)  
**To:** [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)  
**Cc:** [Drew, Chloe](#); [Washington, Alex](#); [Poe-Kest, Anna](#)  
**Subject:** FW: For your review - DCA Senior Communications Posts  
**Date:** Thursday, May 08, 2014 10:27:39 PM  
**Attachments:** [DCA DC External Affairs Coversheet - External.xlsx](#)  
[DCA - DC External Affairs.zip](#)  
[AC for Communications External.xlsx](#)  
[DCA - AC for Communications.zip](#)

---

Attaching the coversheet and resumes for the Assistant Commissioner position as well. Thanks again!

---

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Many thanks,  
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**Kenneth Ebie**  
**Mayor's Office of Appointments**  
[kebie@appointments.nyc.gov](mailto:kebie@appointments.nyc.gov)



Email Contact
[REDACTED]

# Amit S. Bagga

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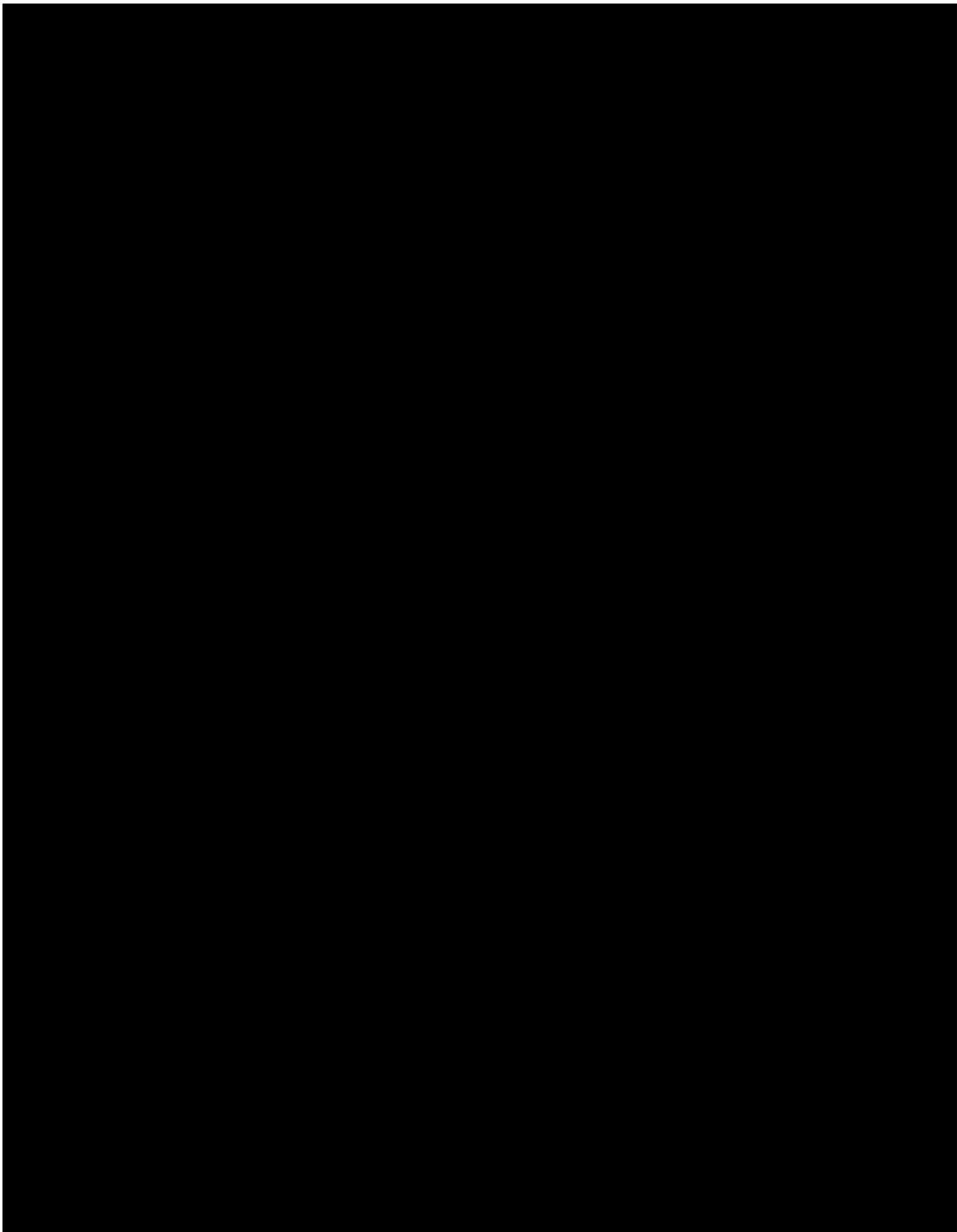
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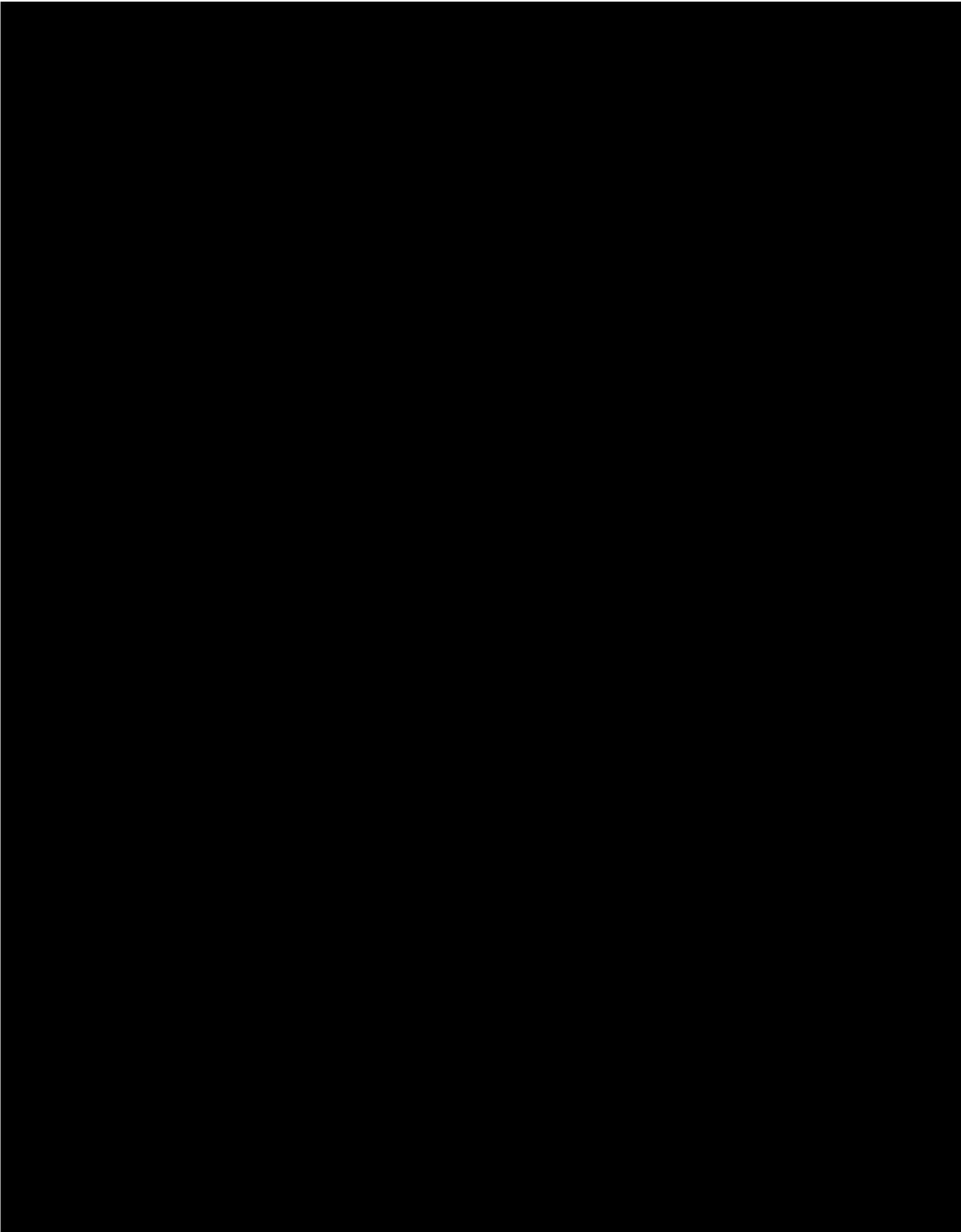
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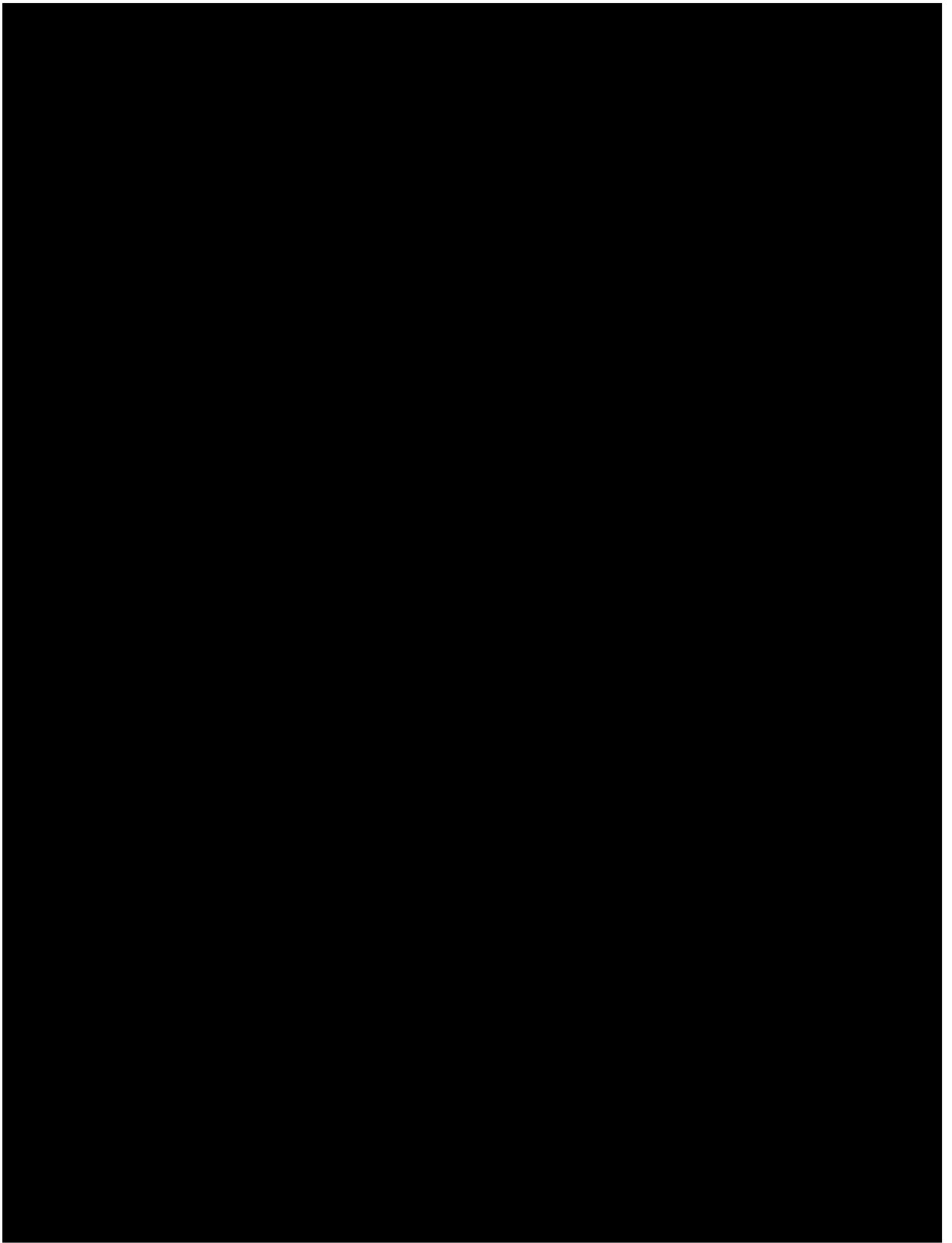
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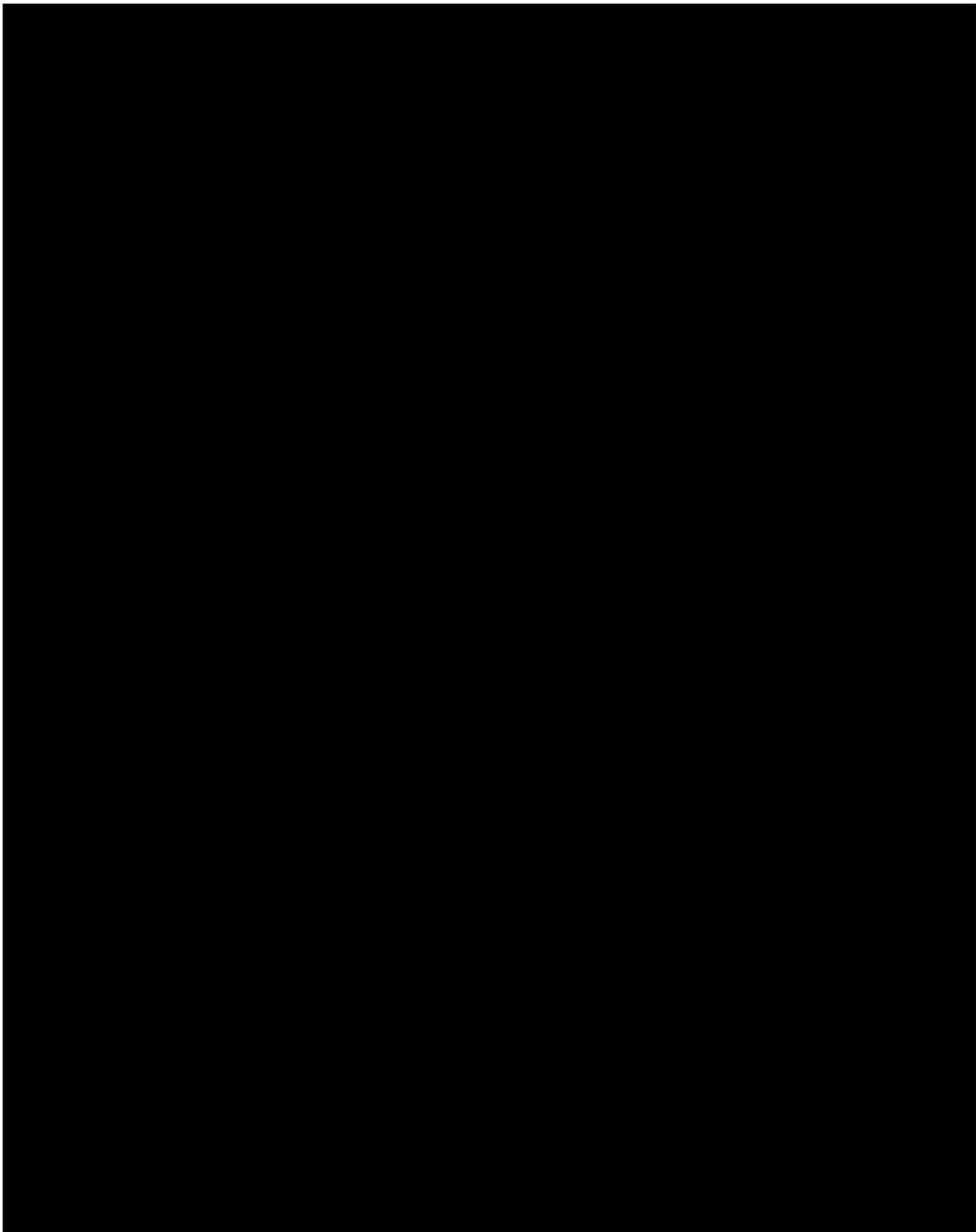
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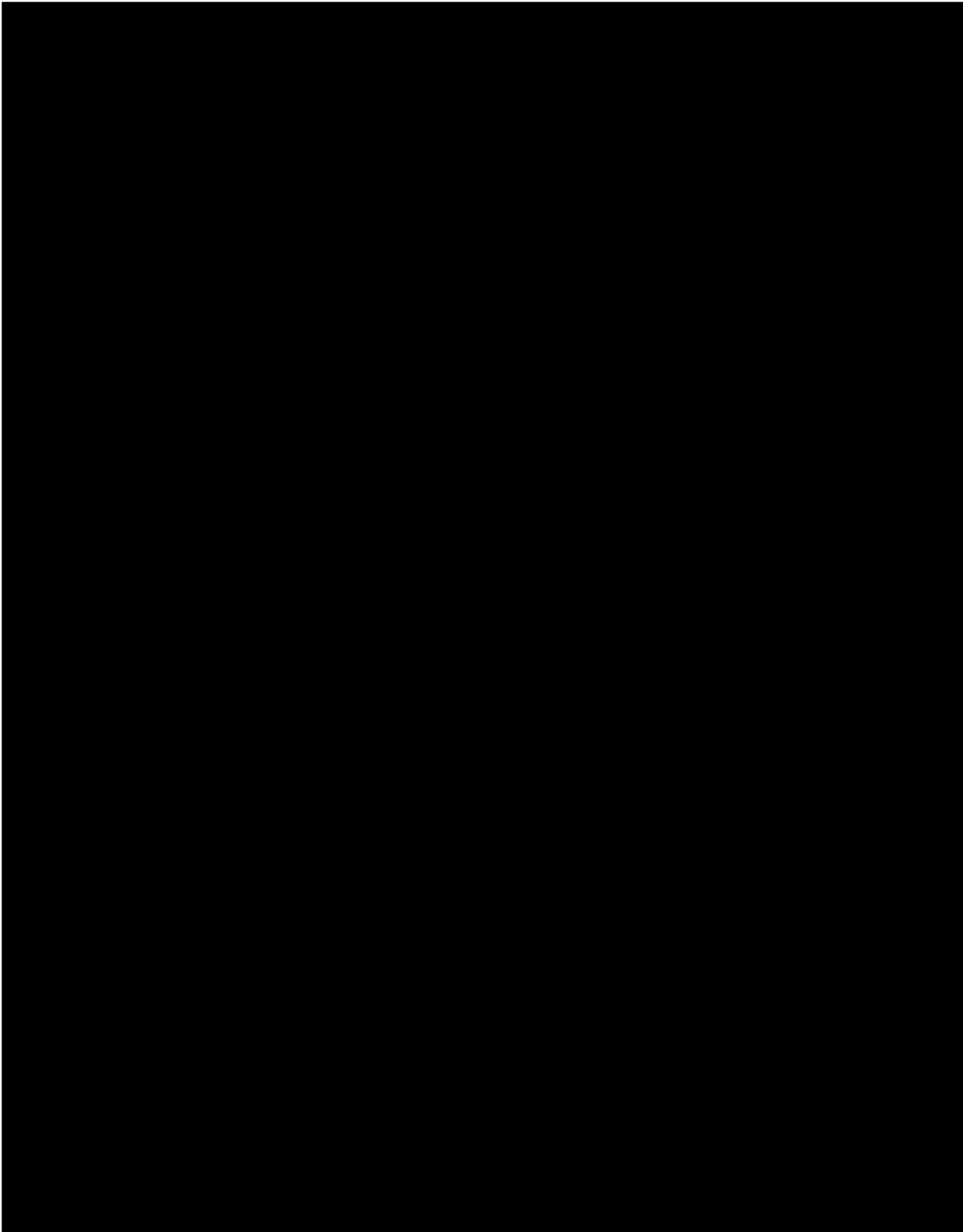


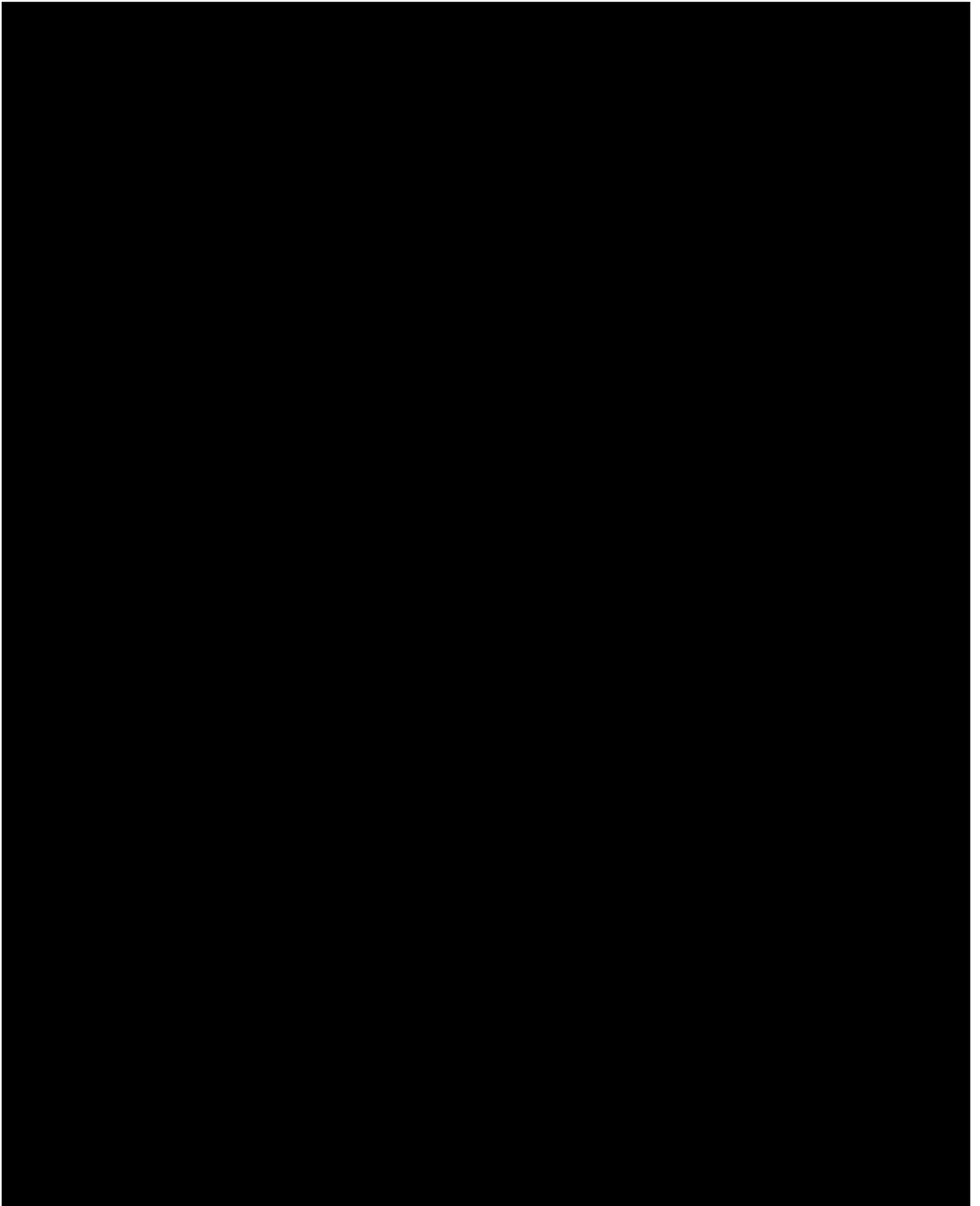


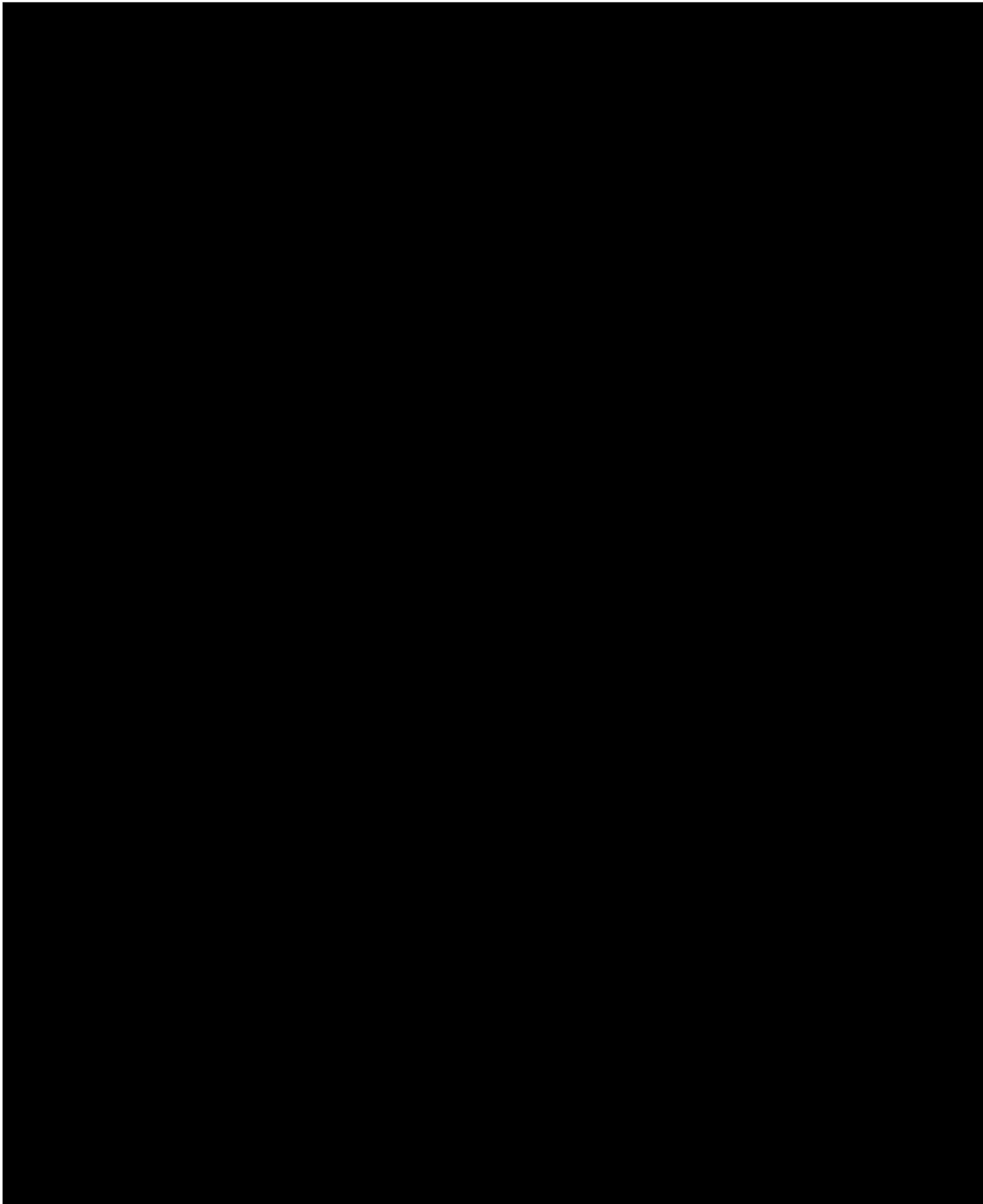


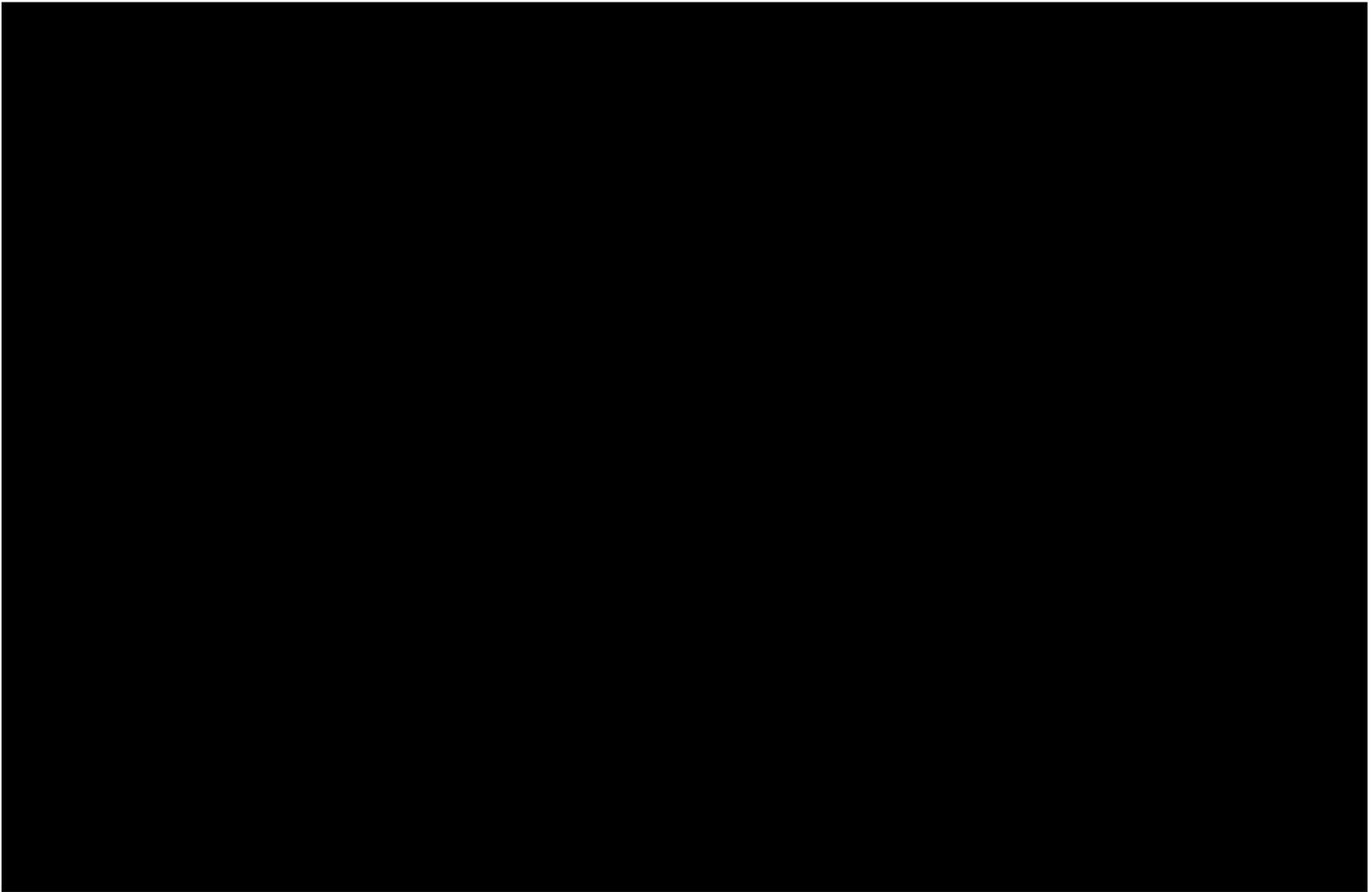


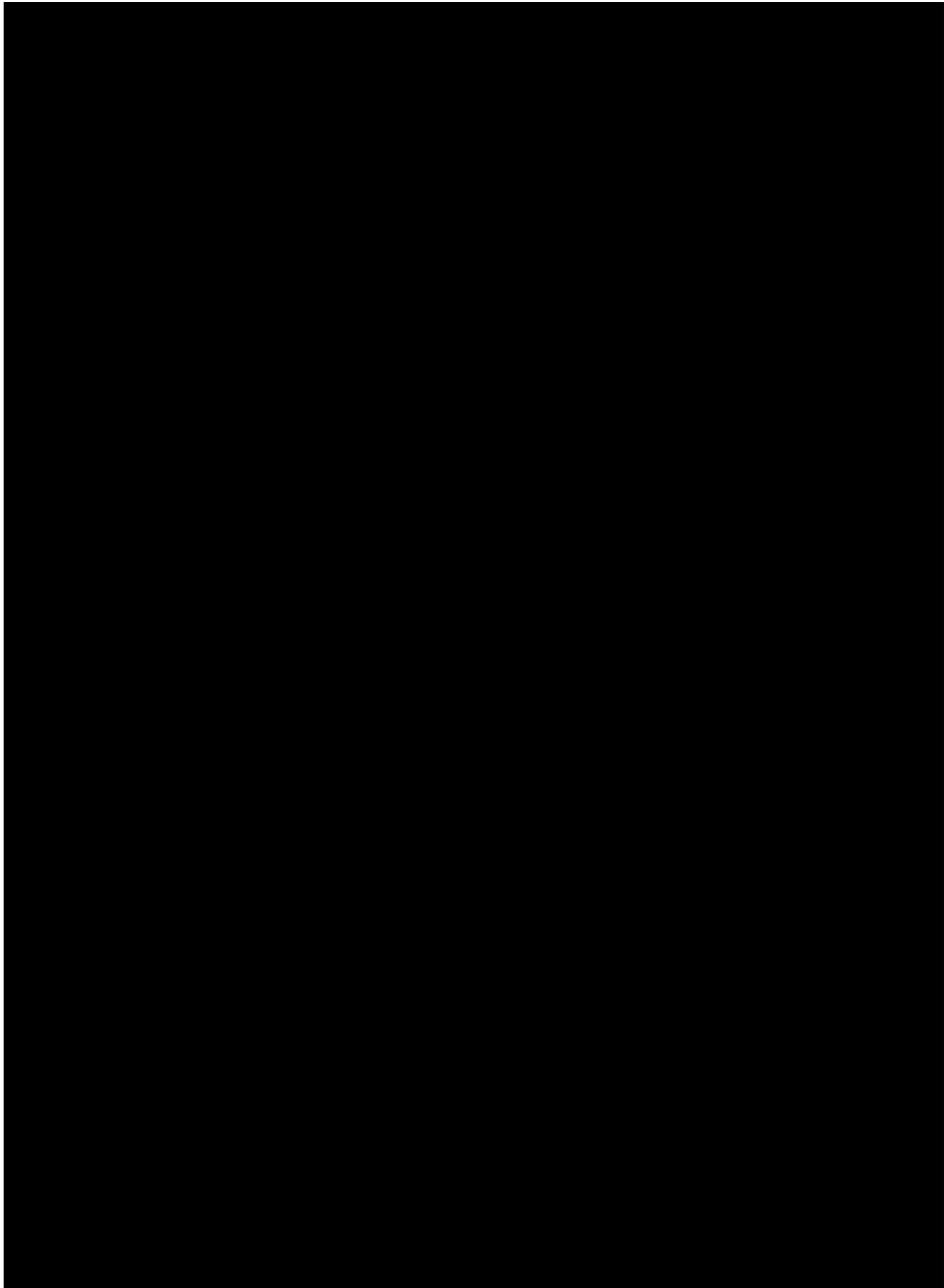


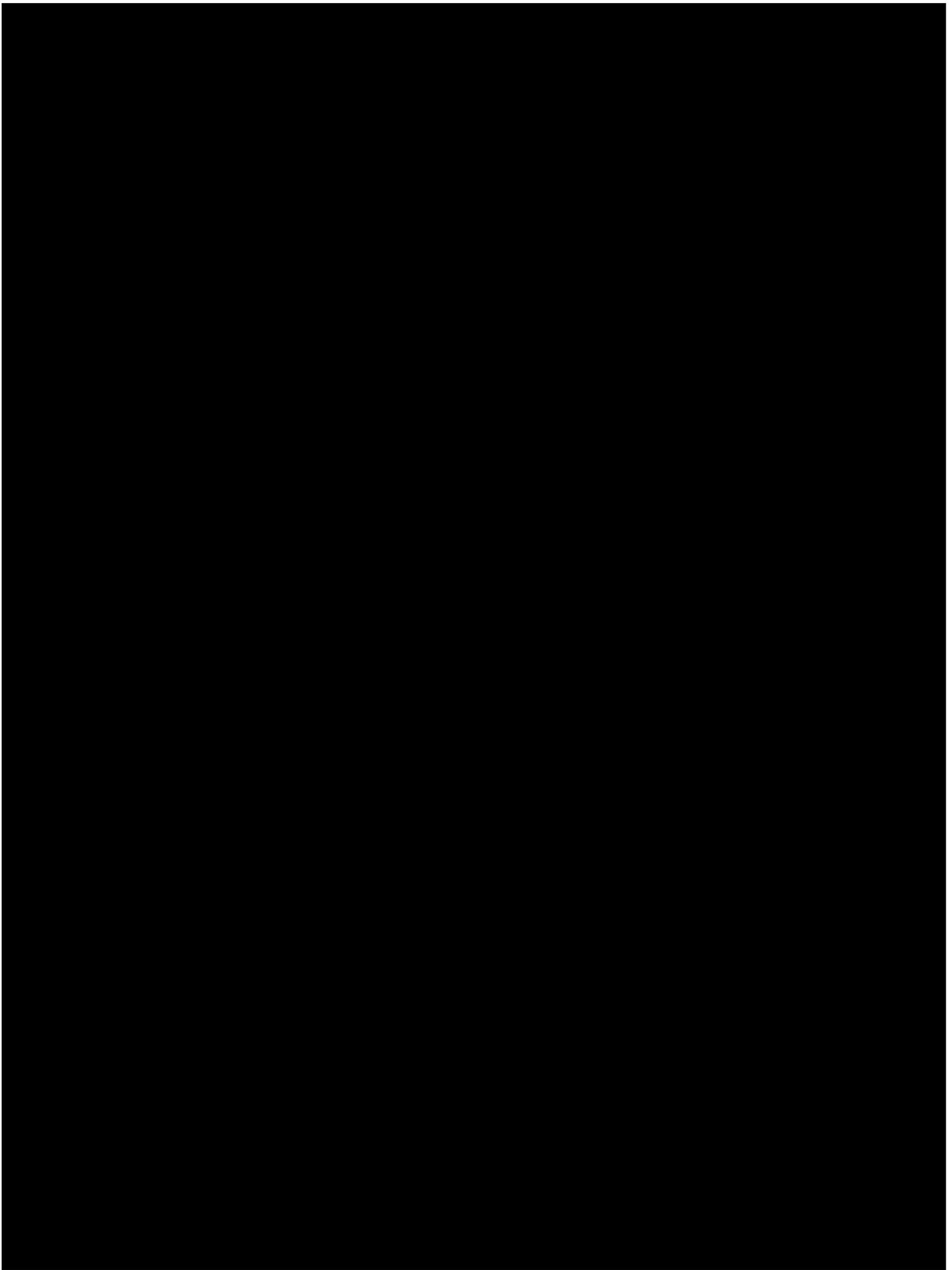


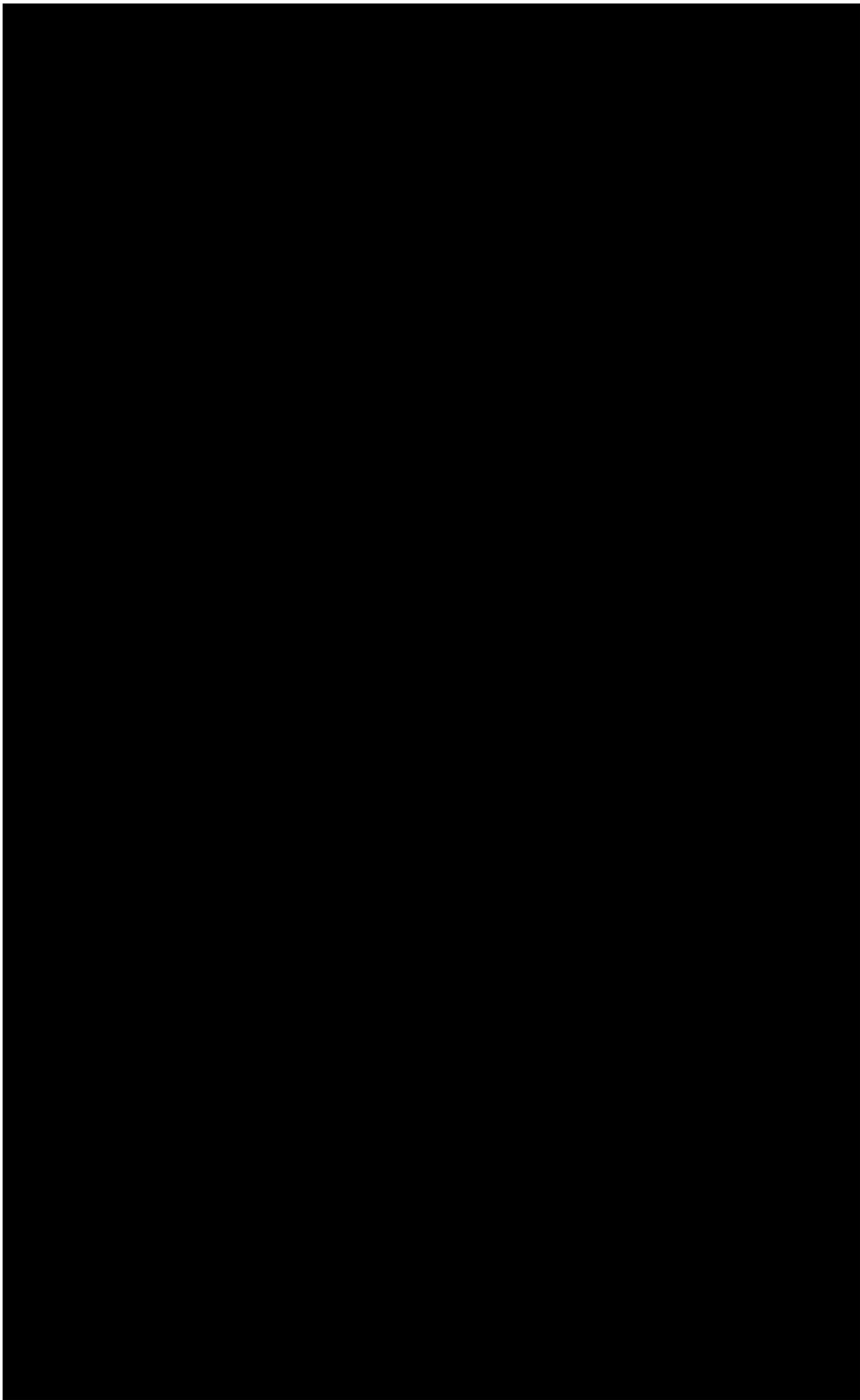




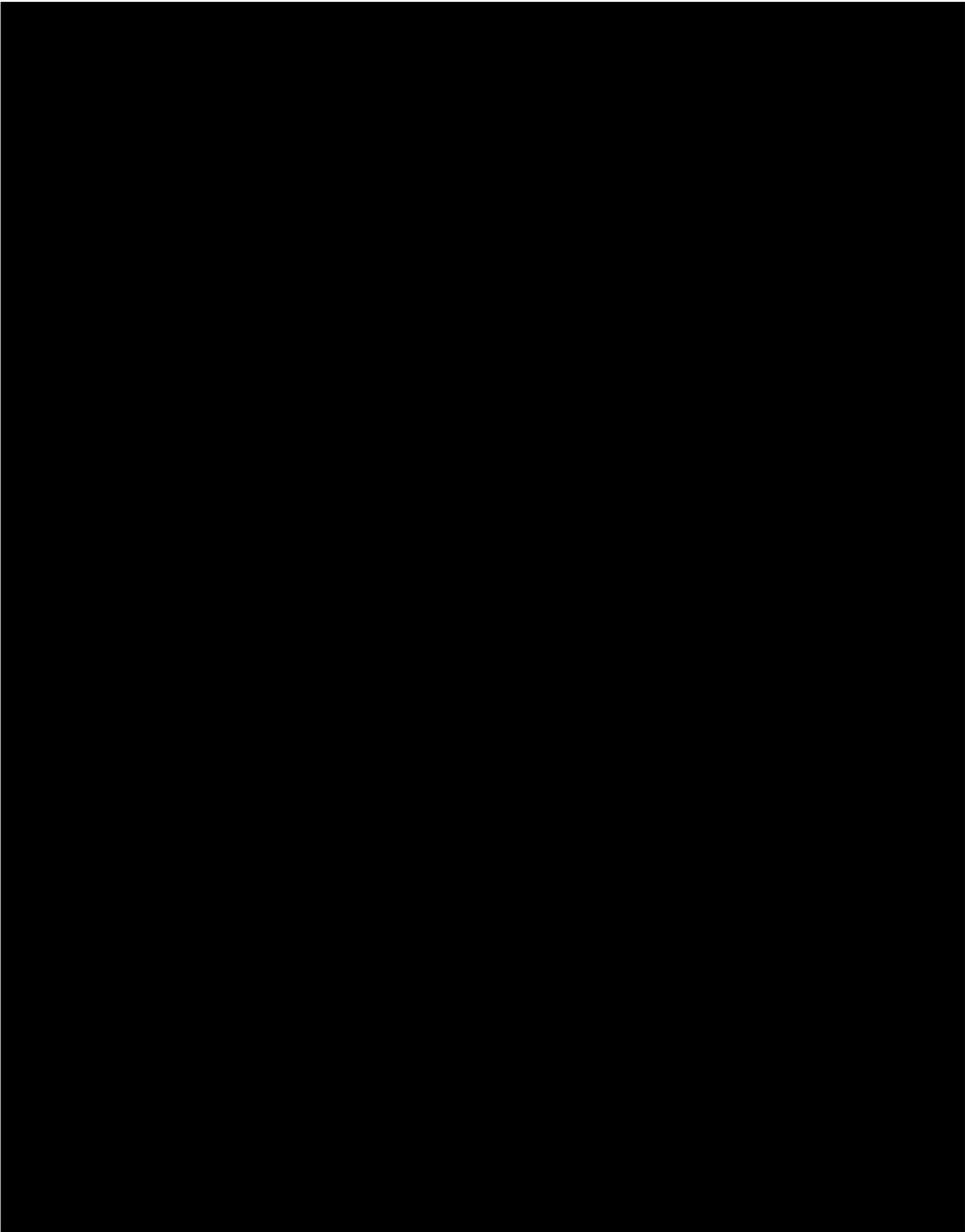




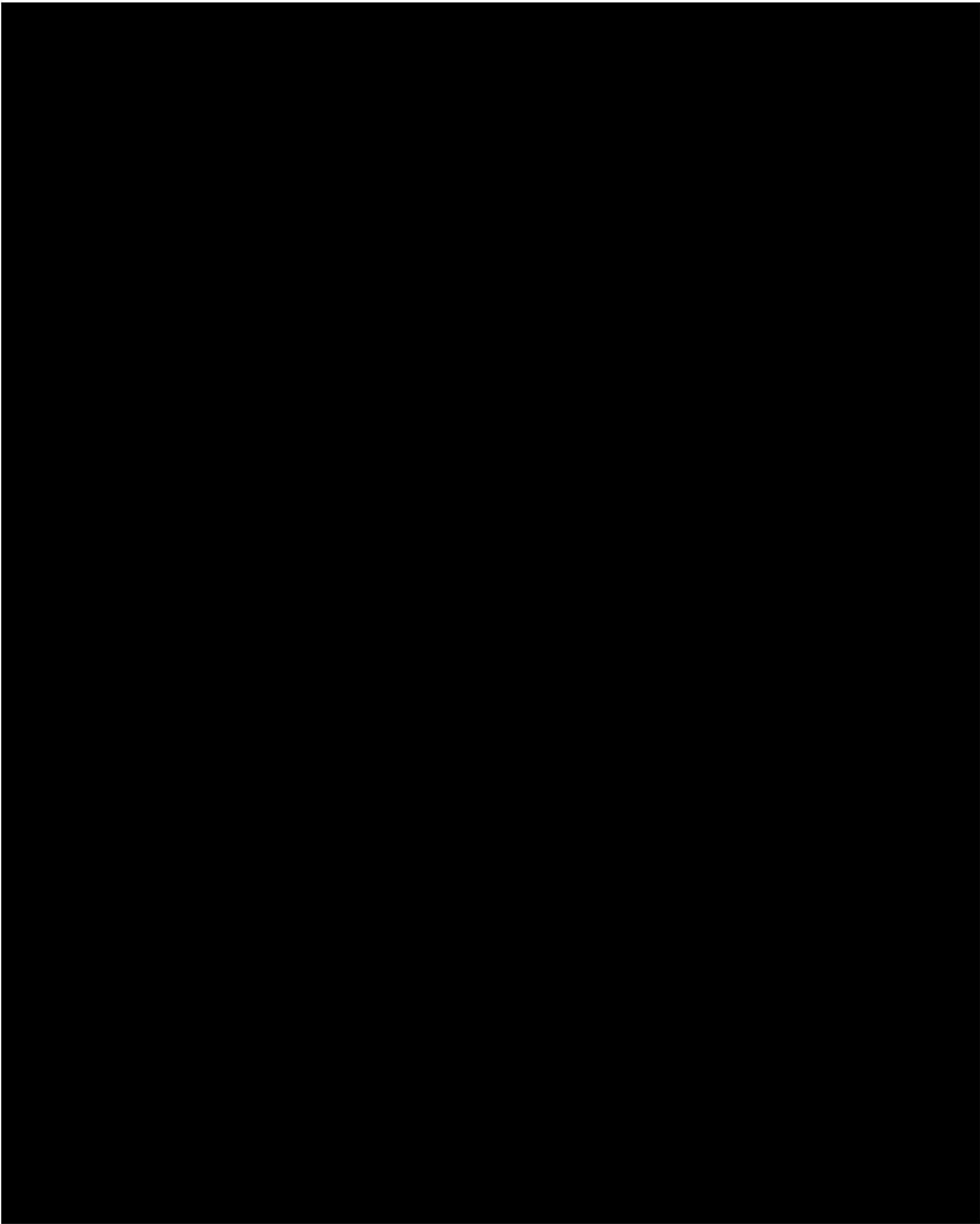


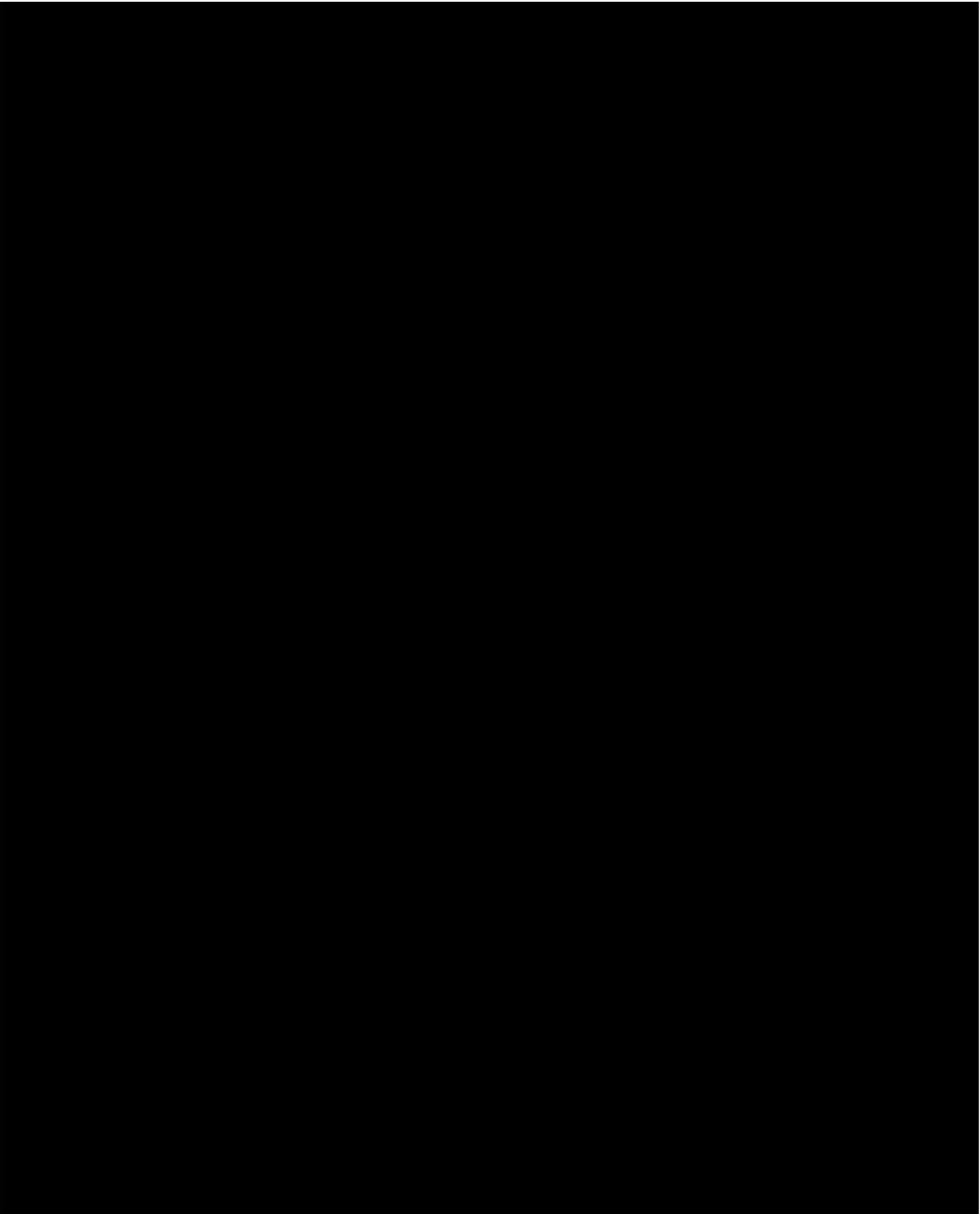


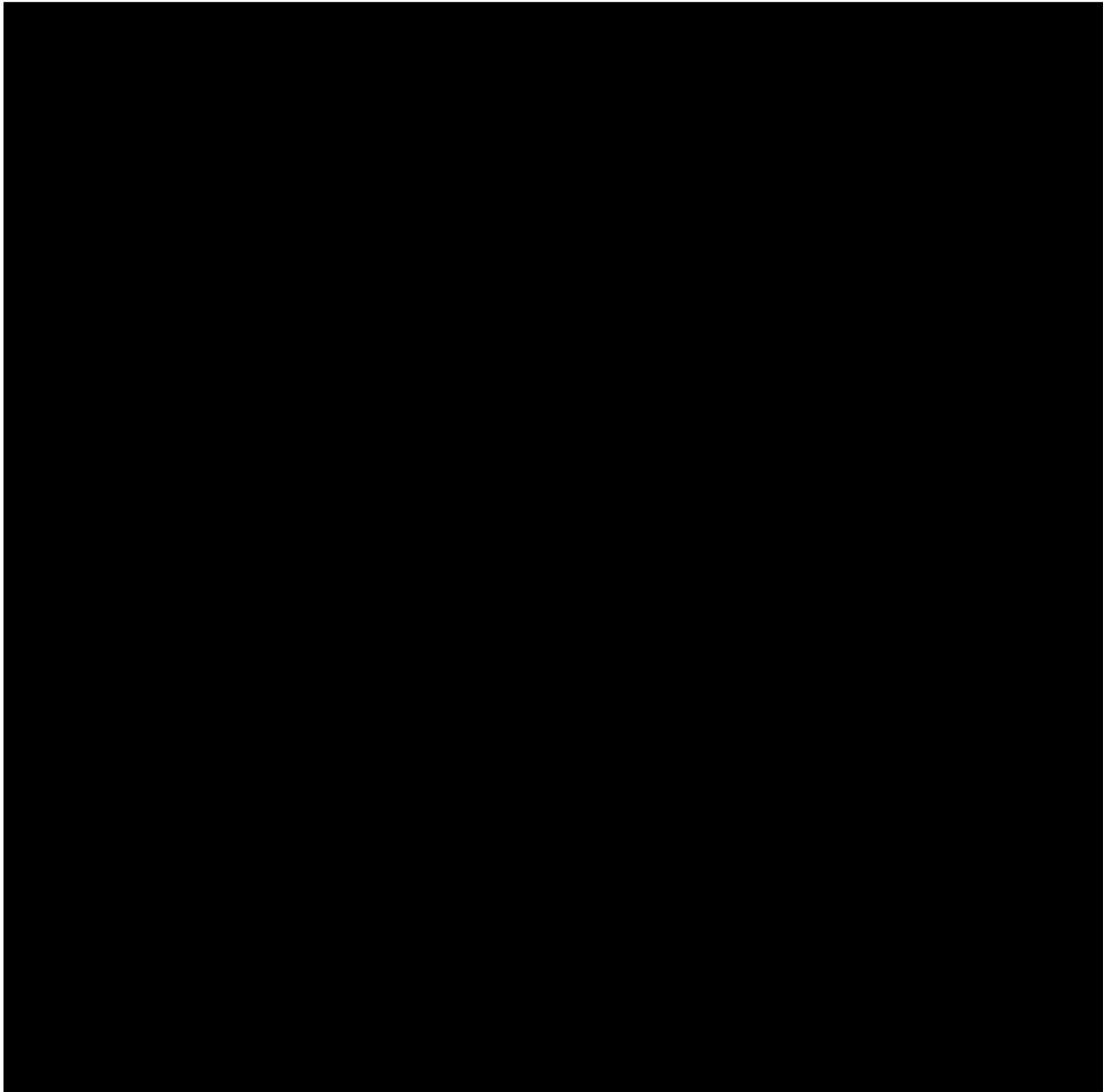












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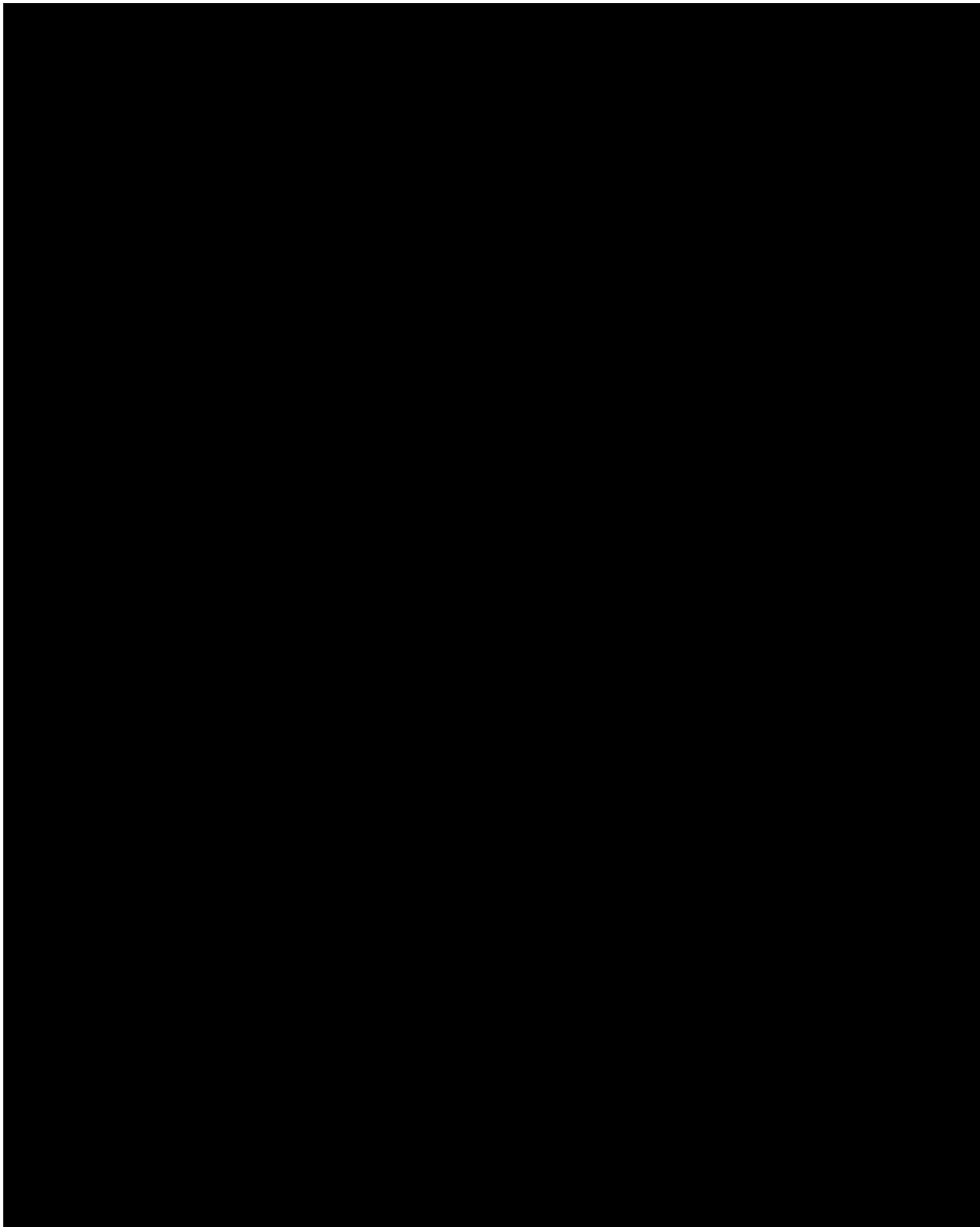
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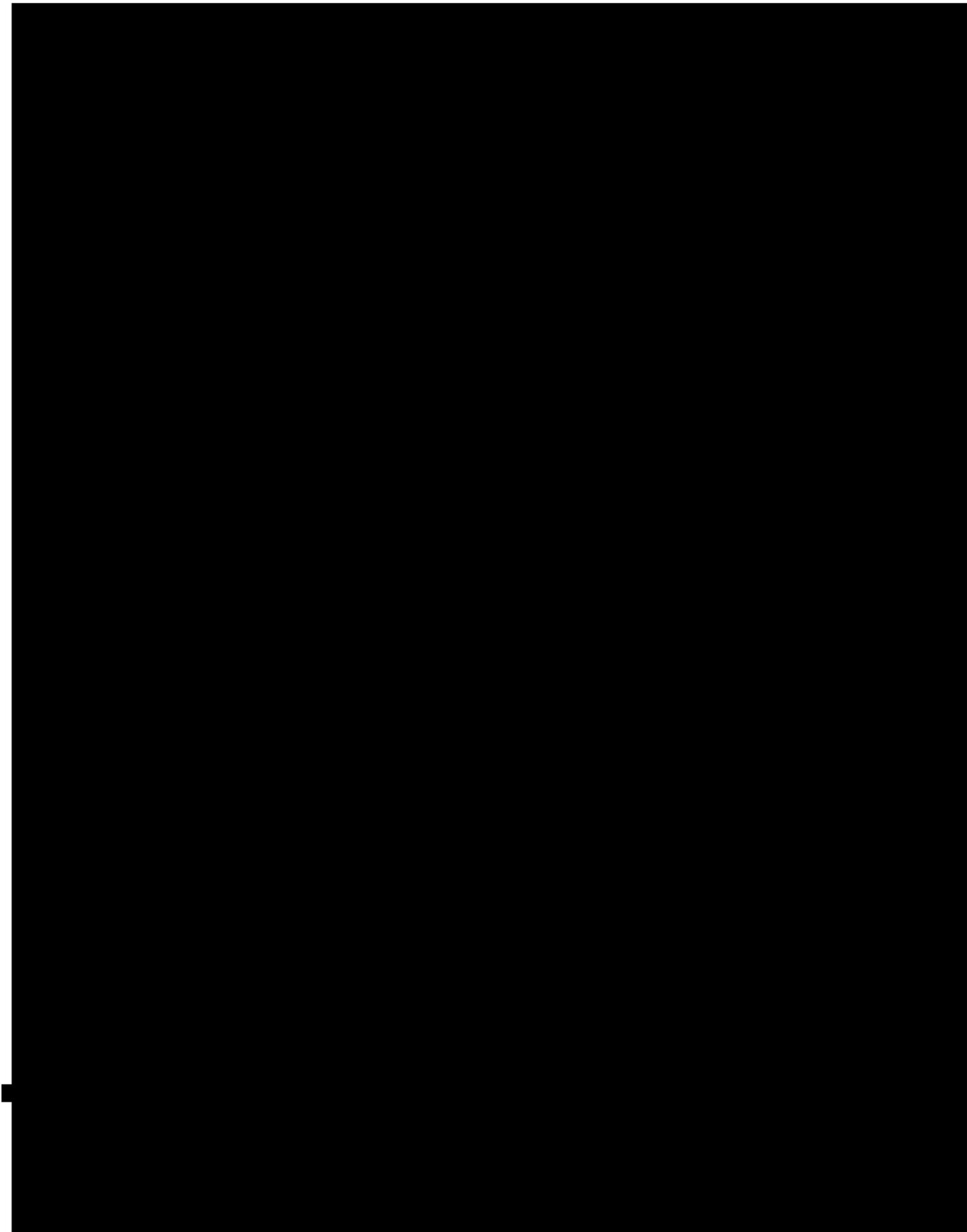
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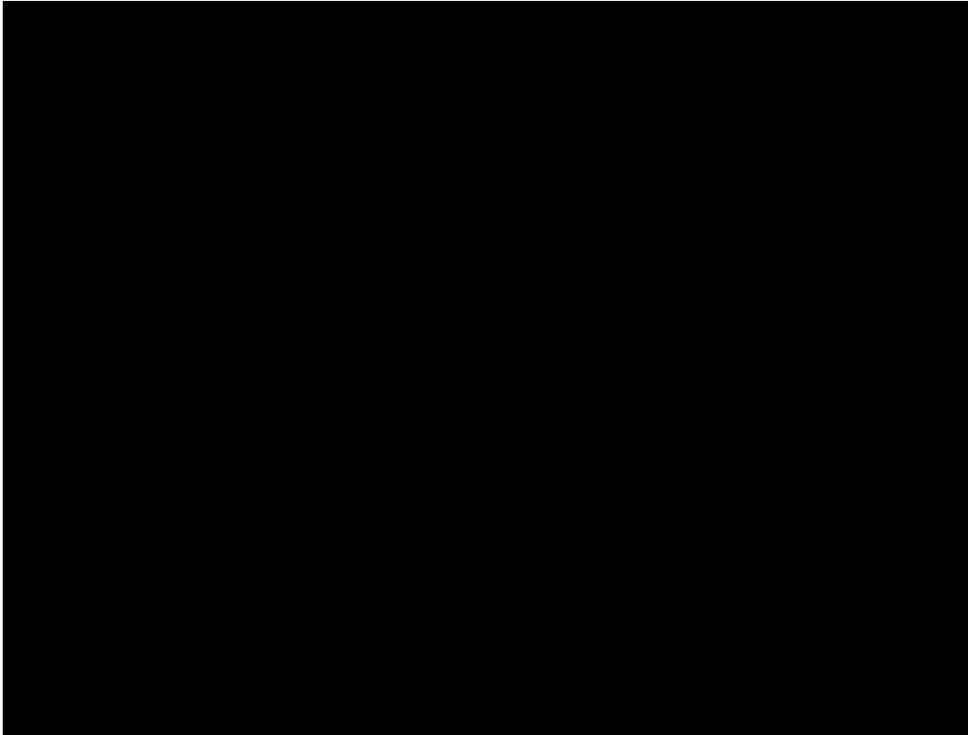
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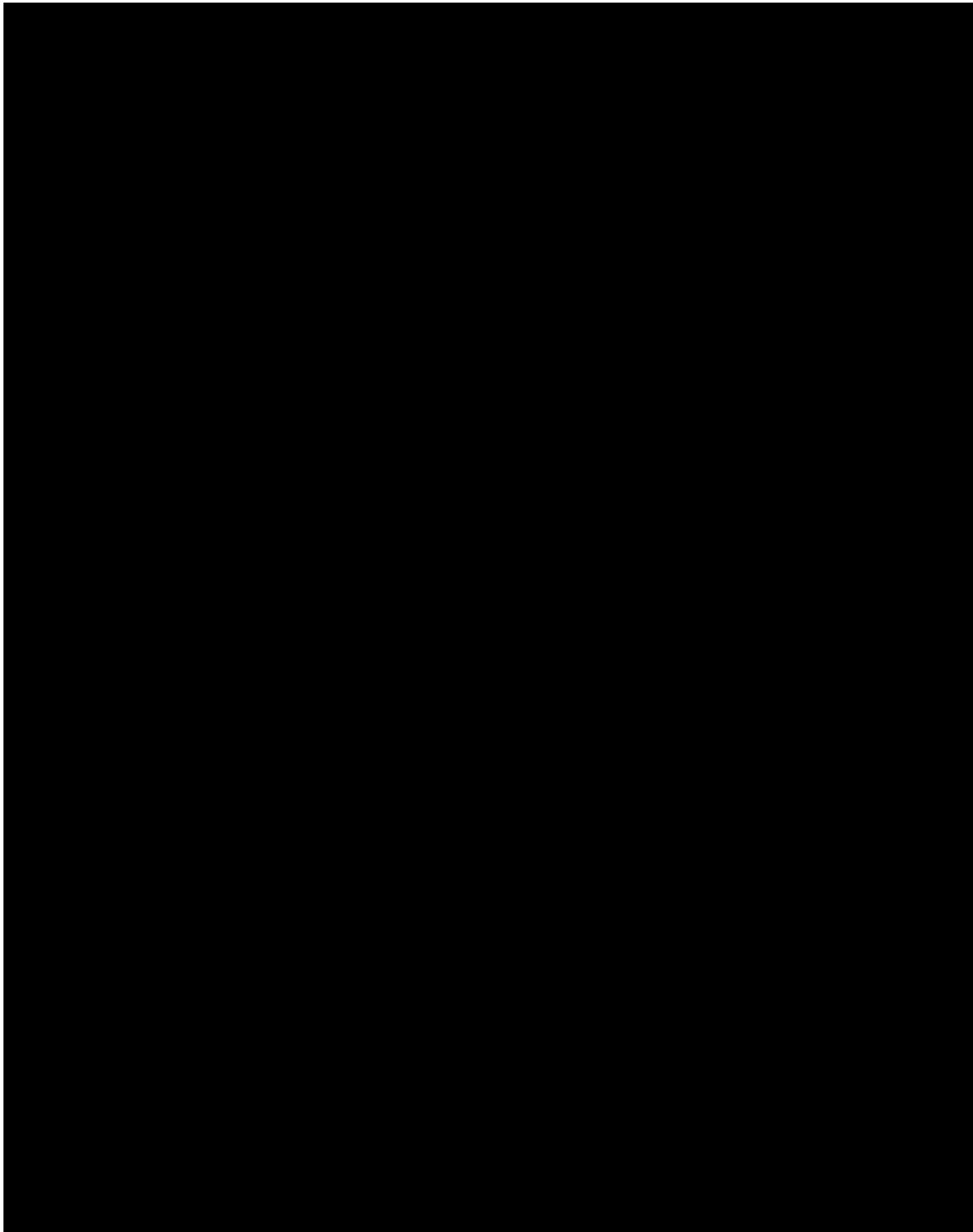
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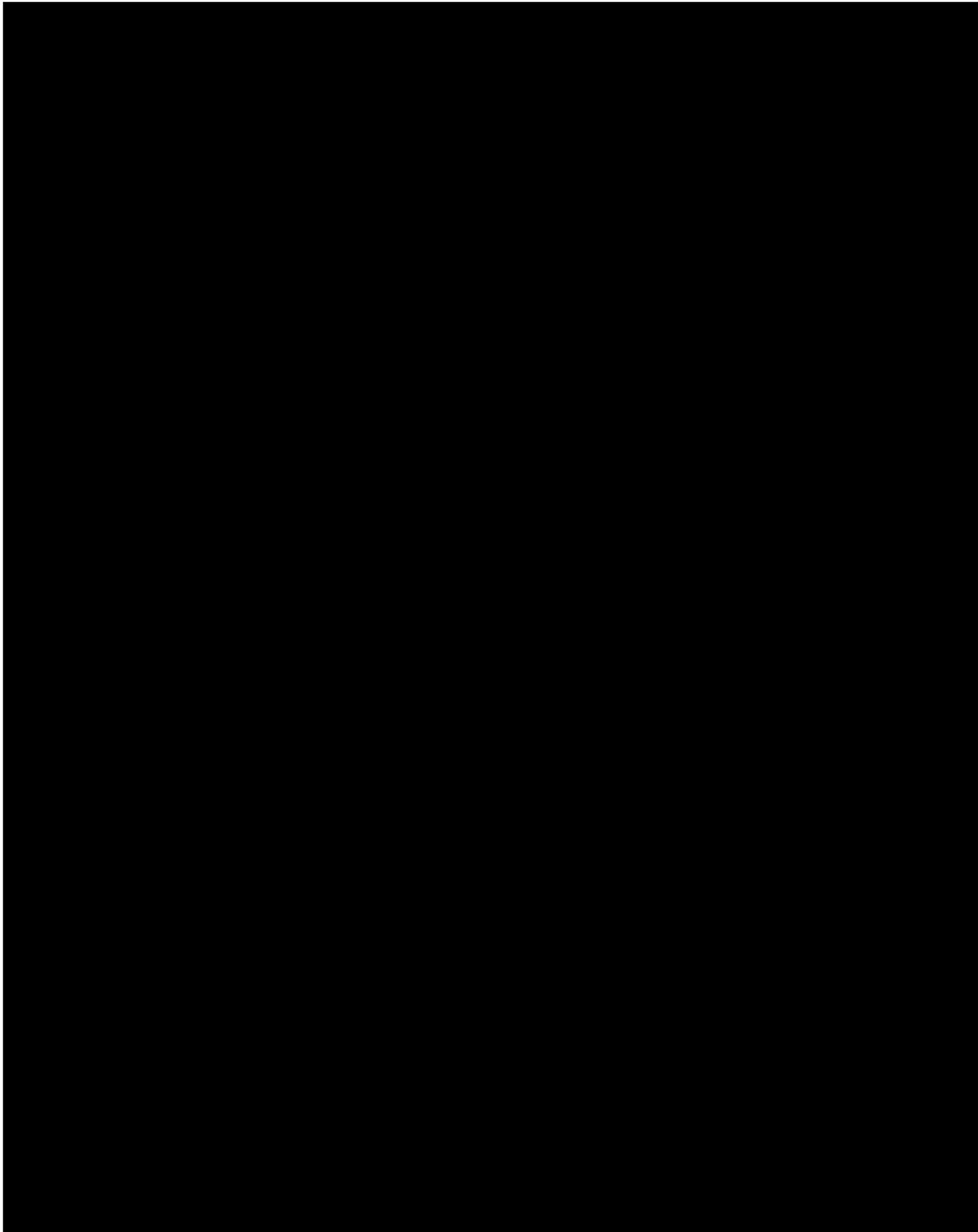
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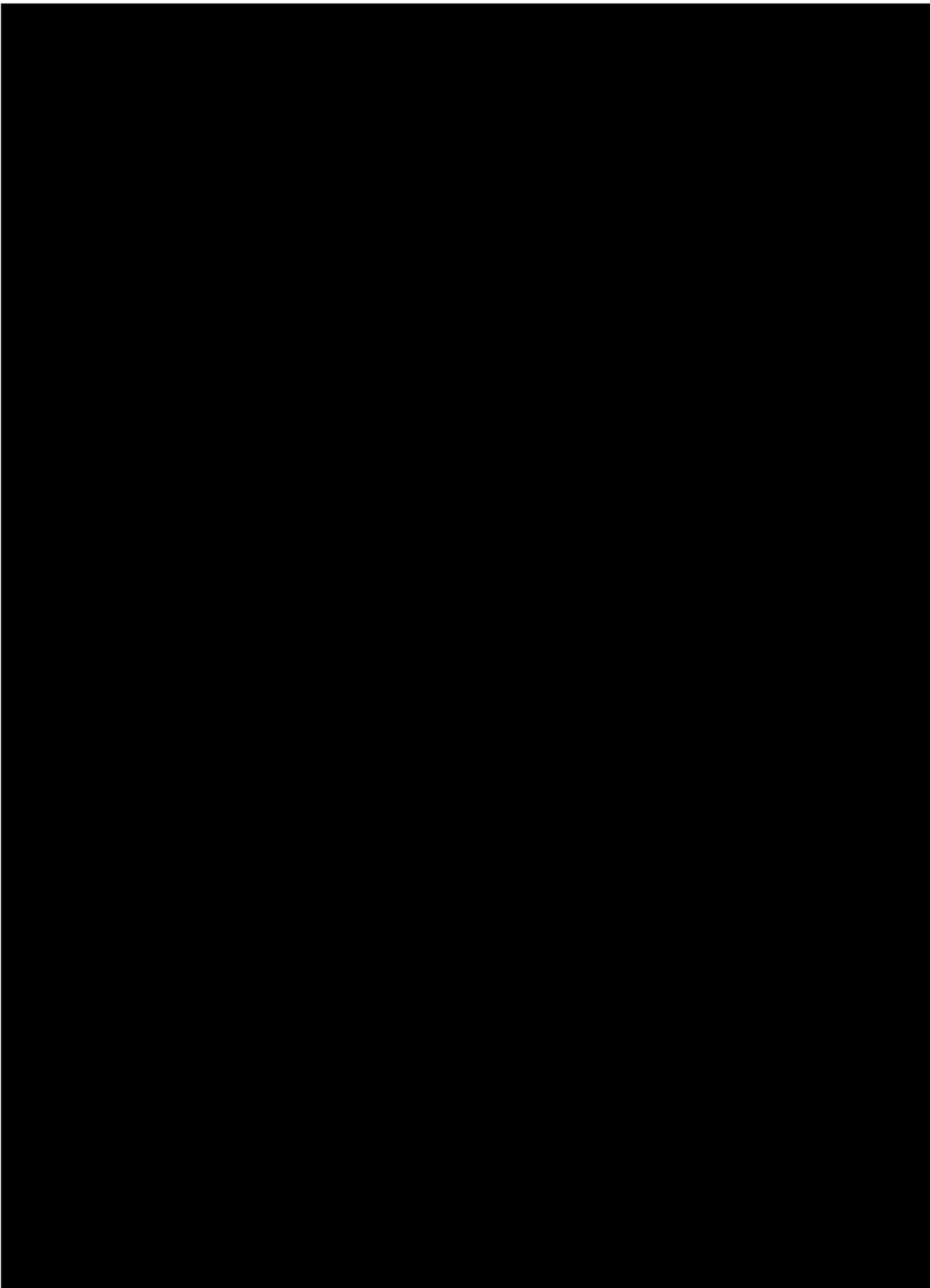


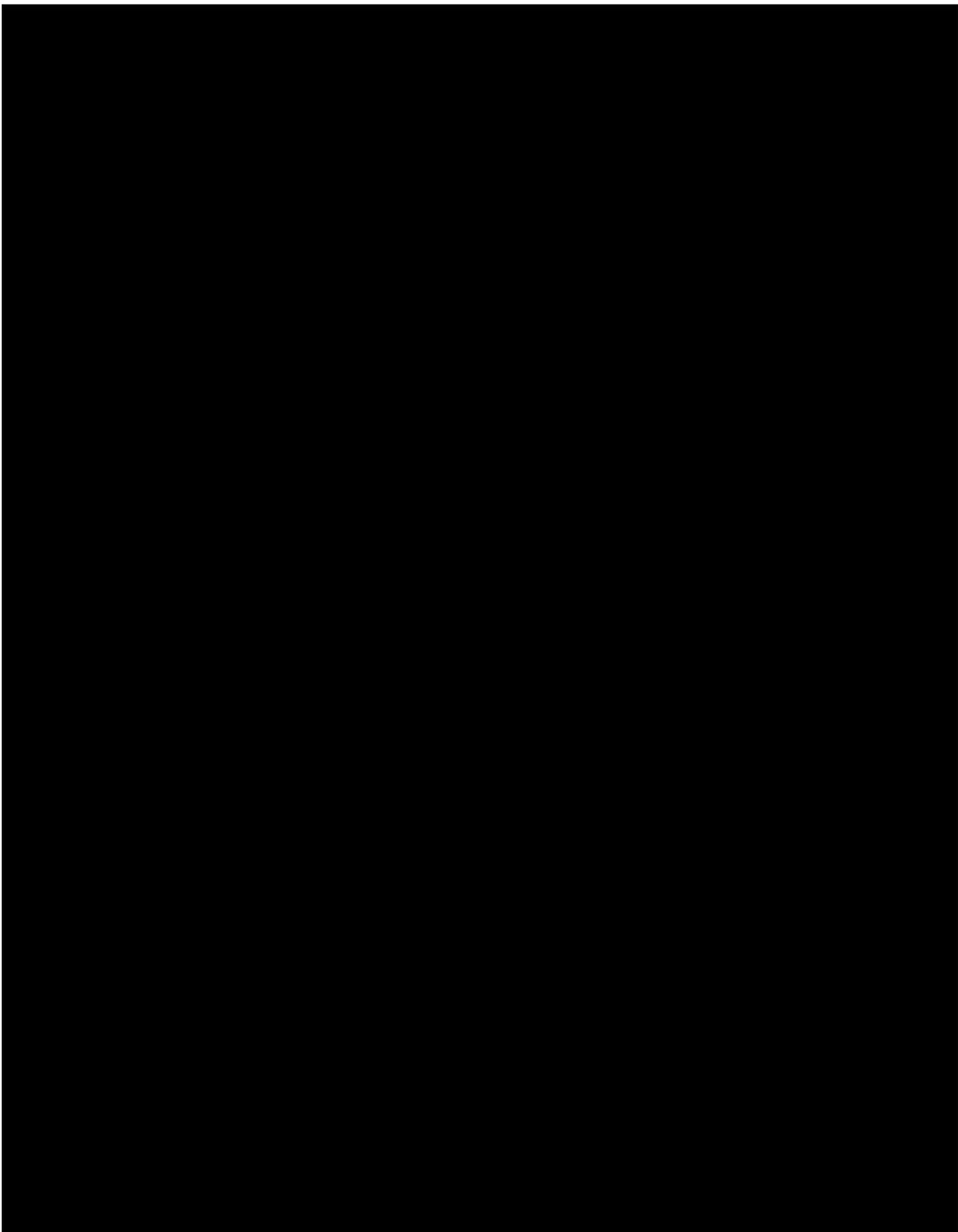














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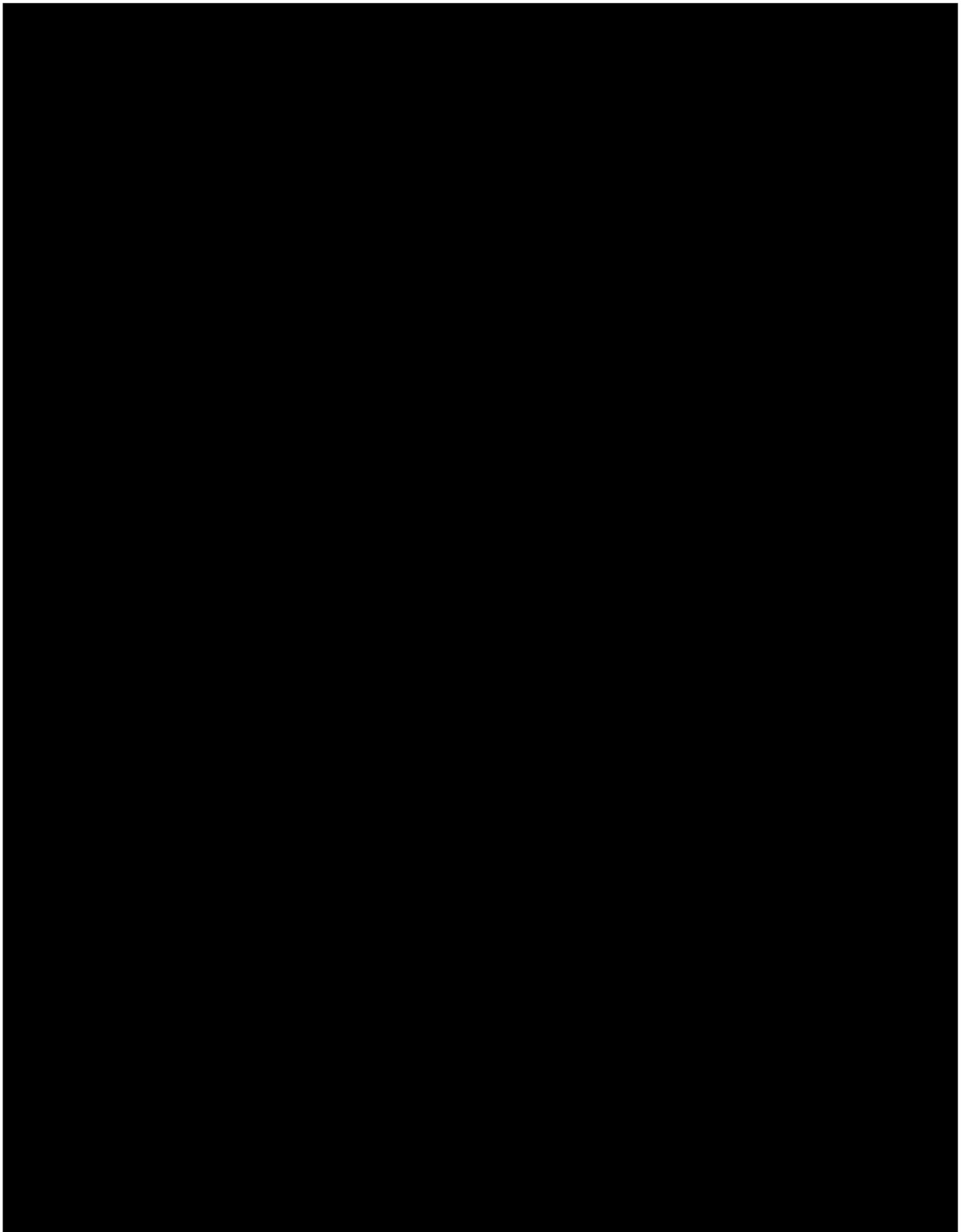
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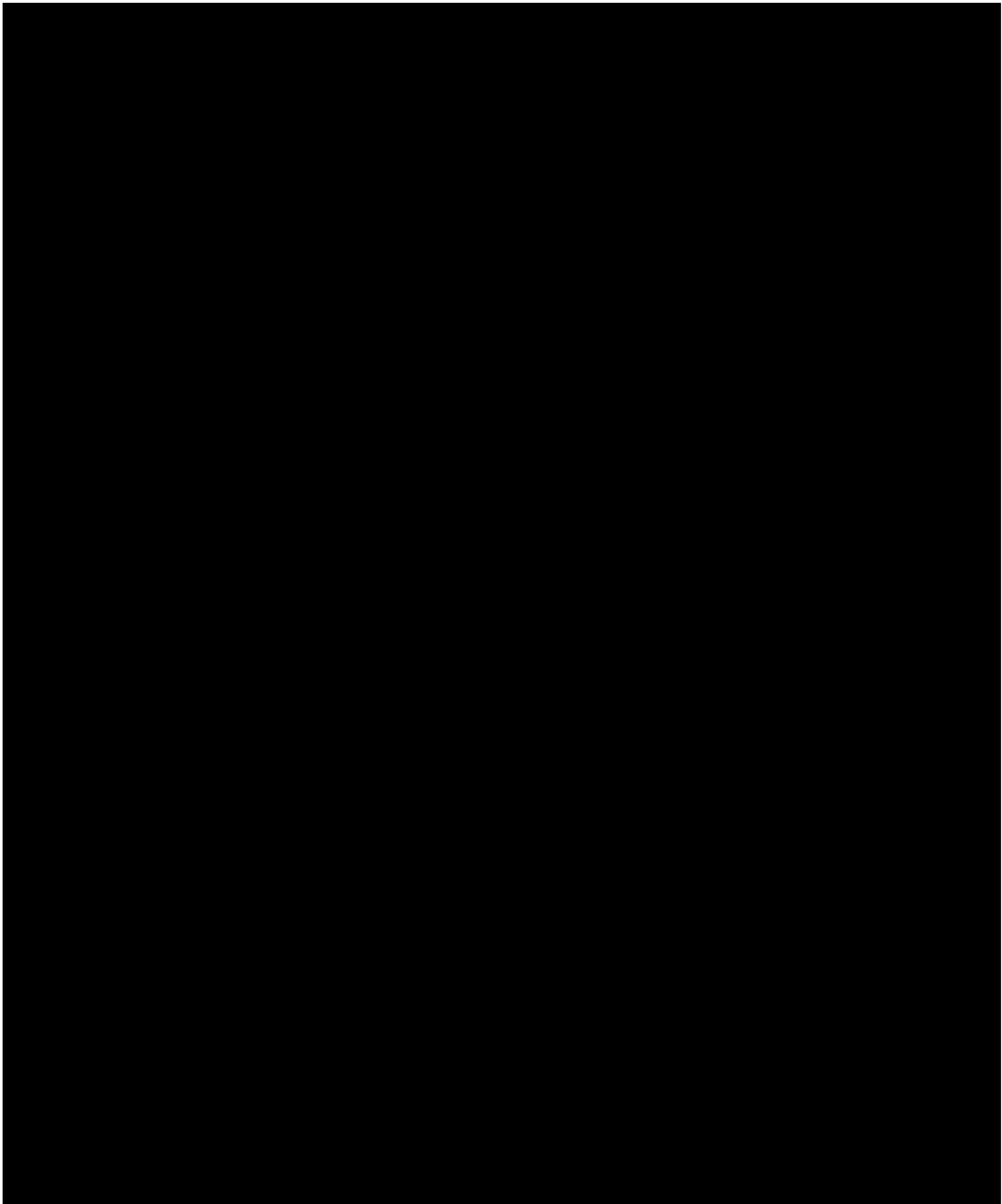
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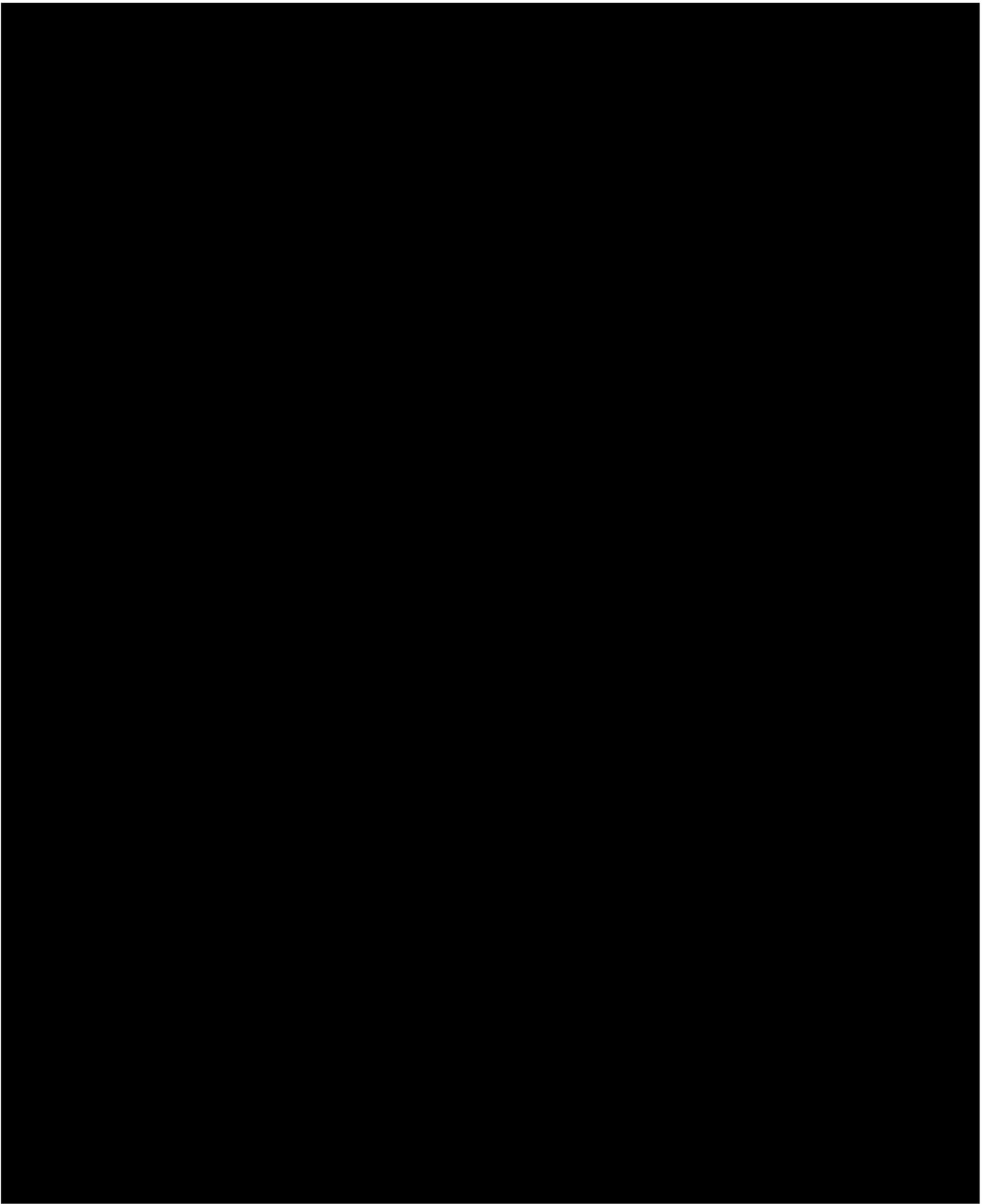
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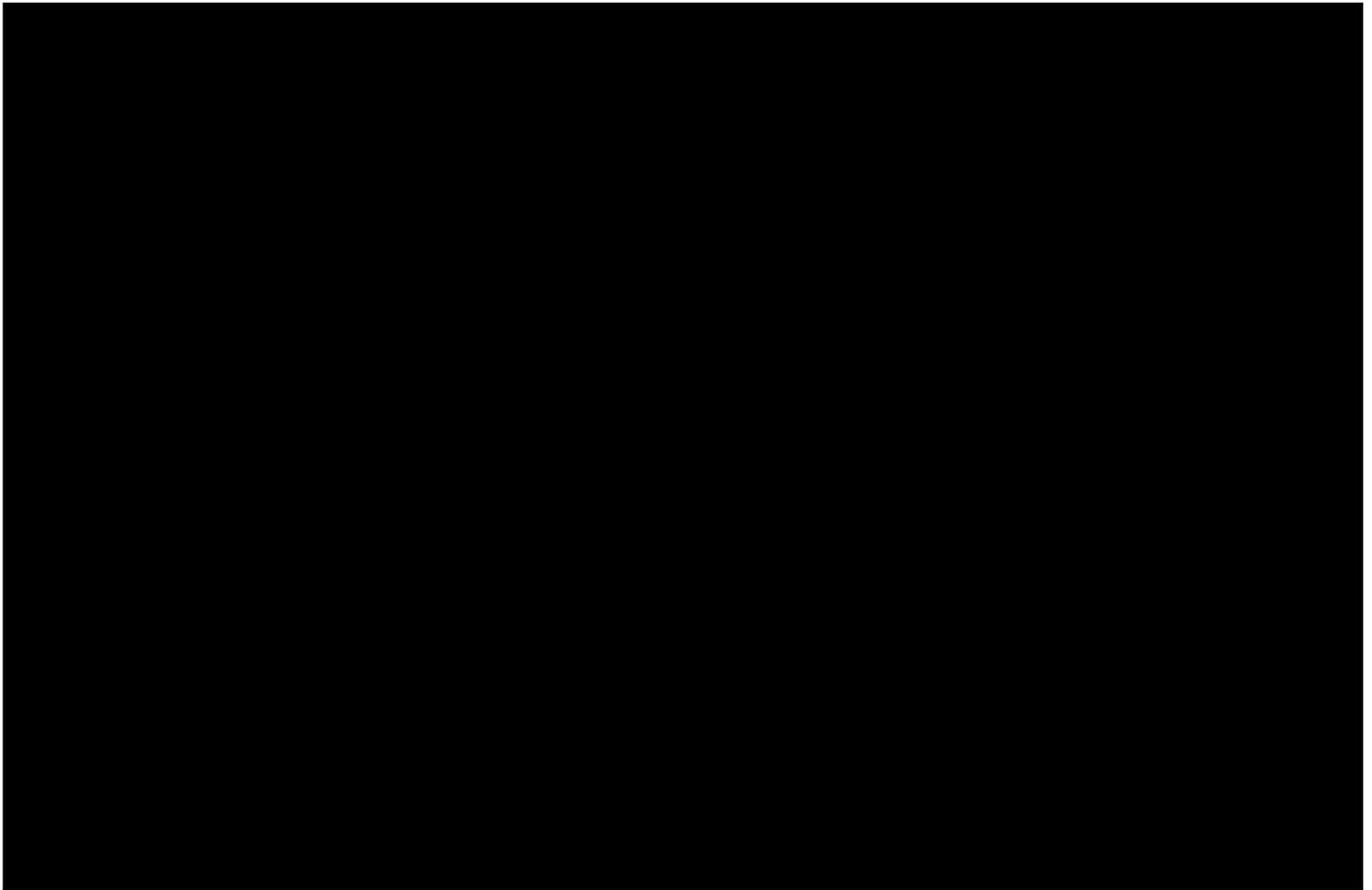
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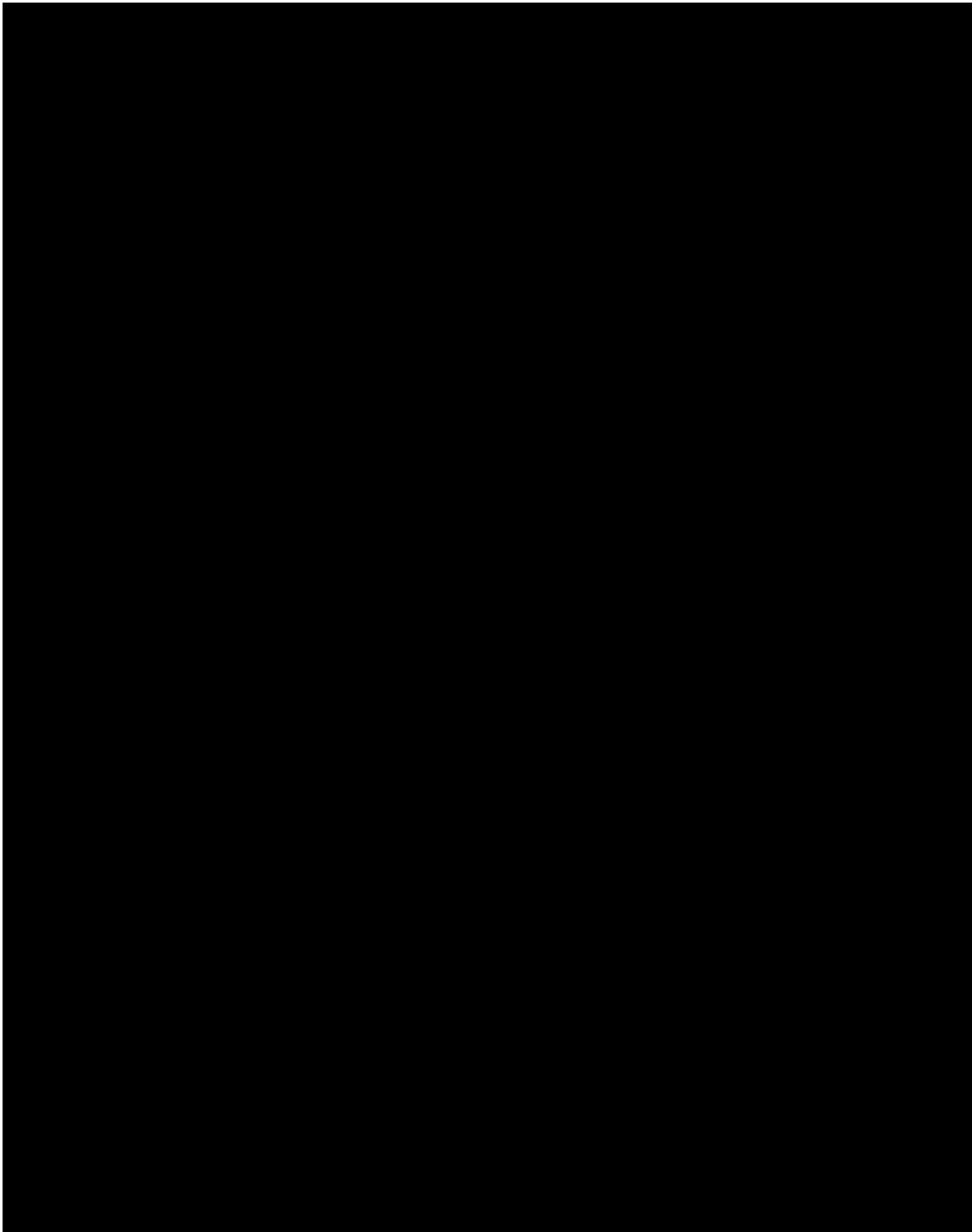
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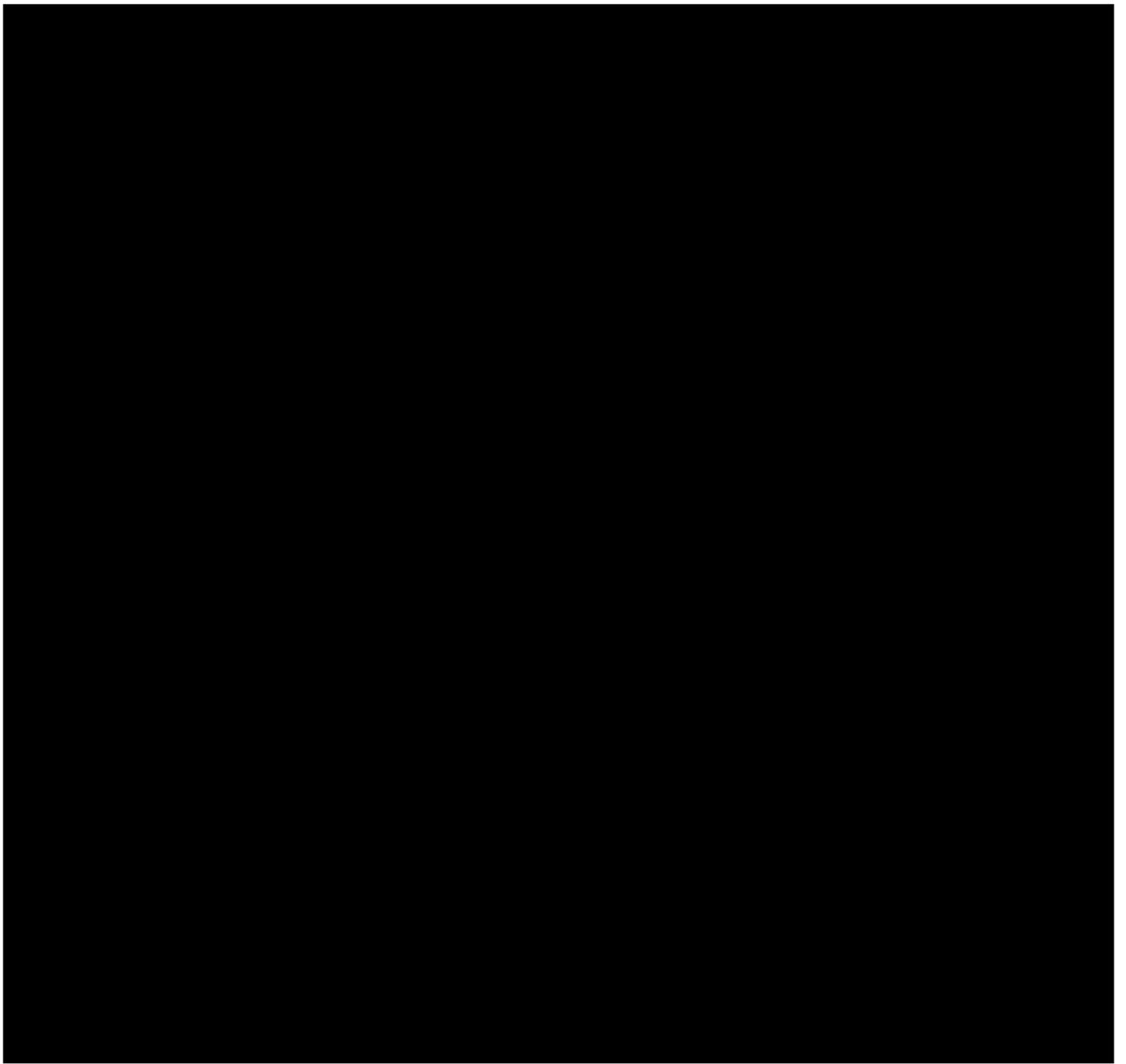


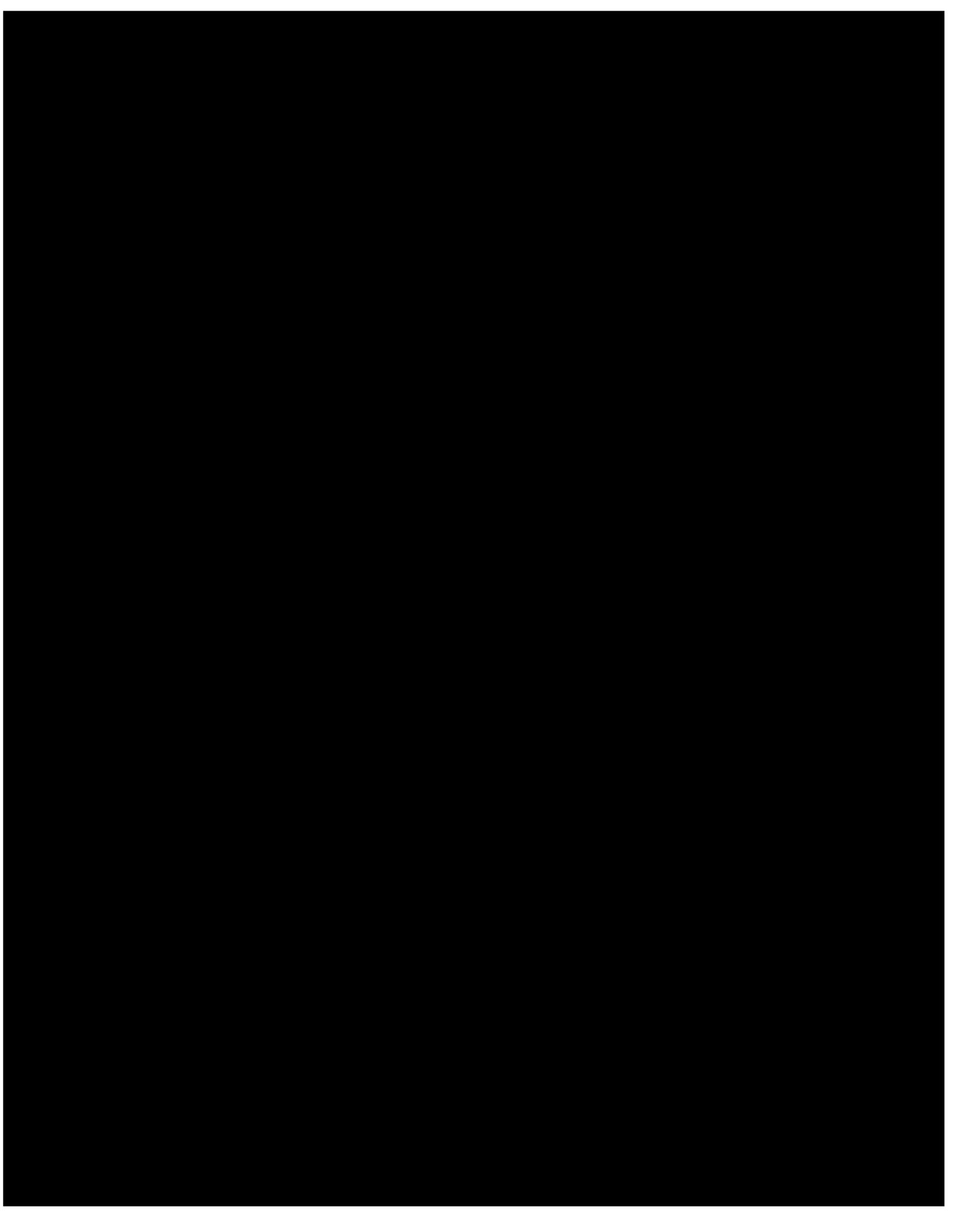


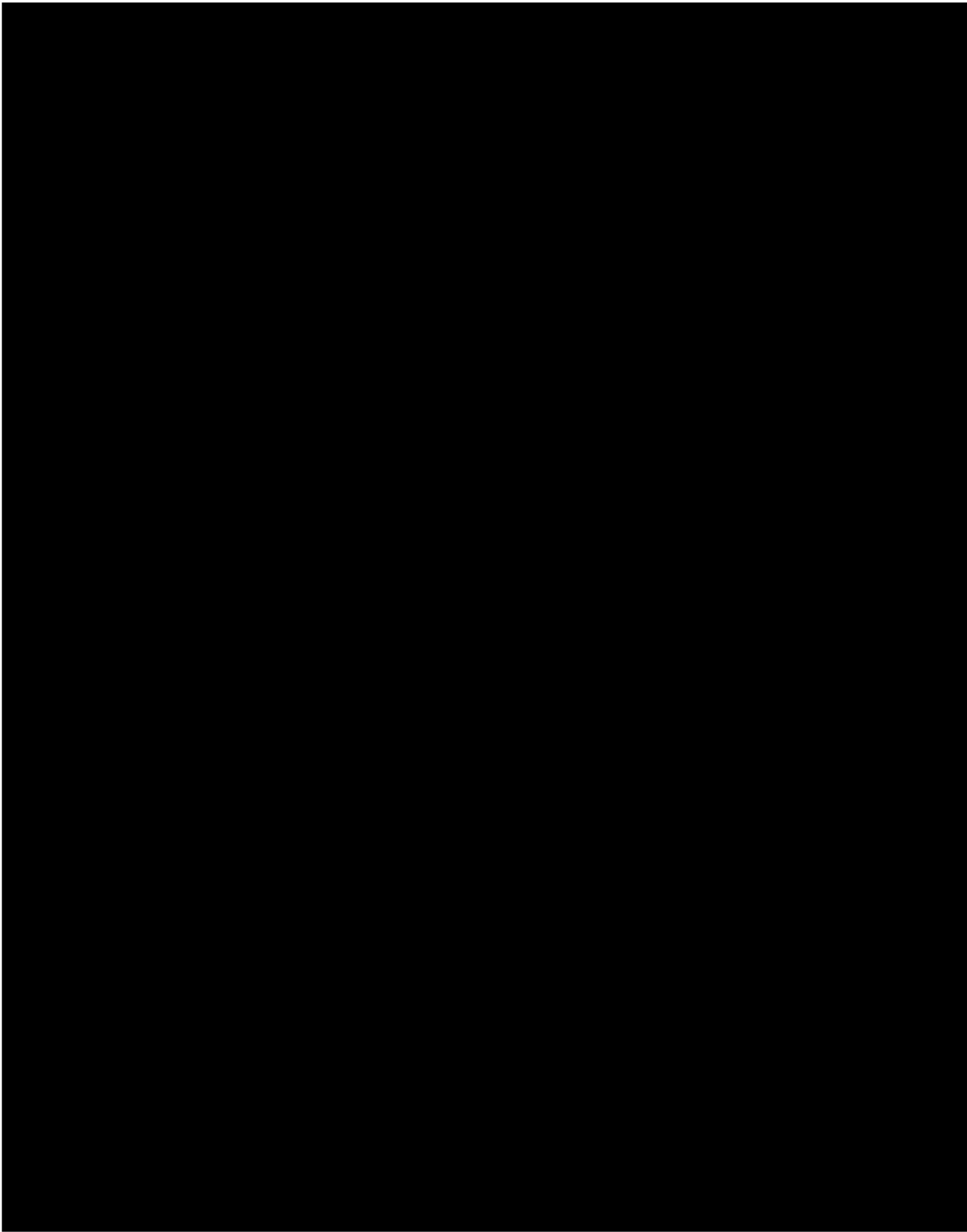


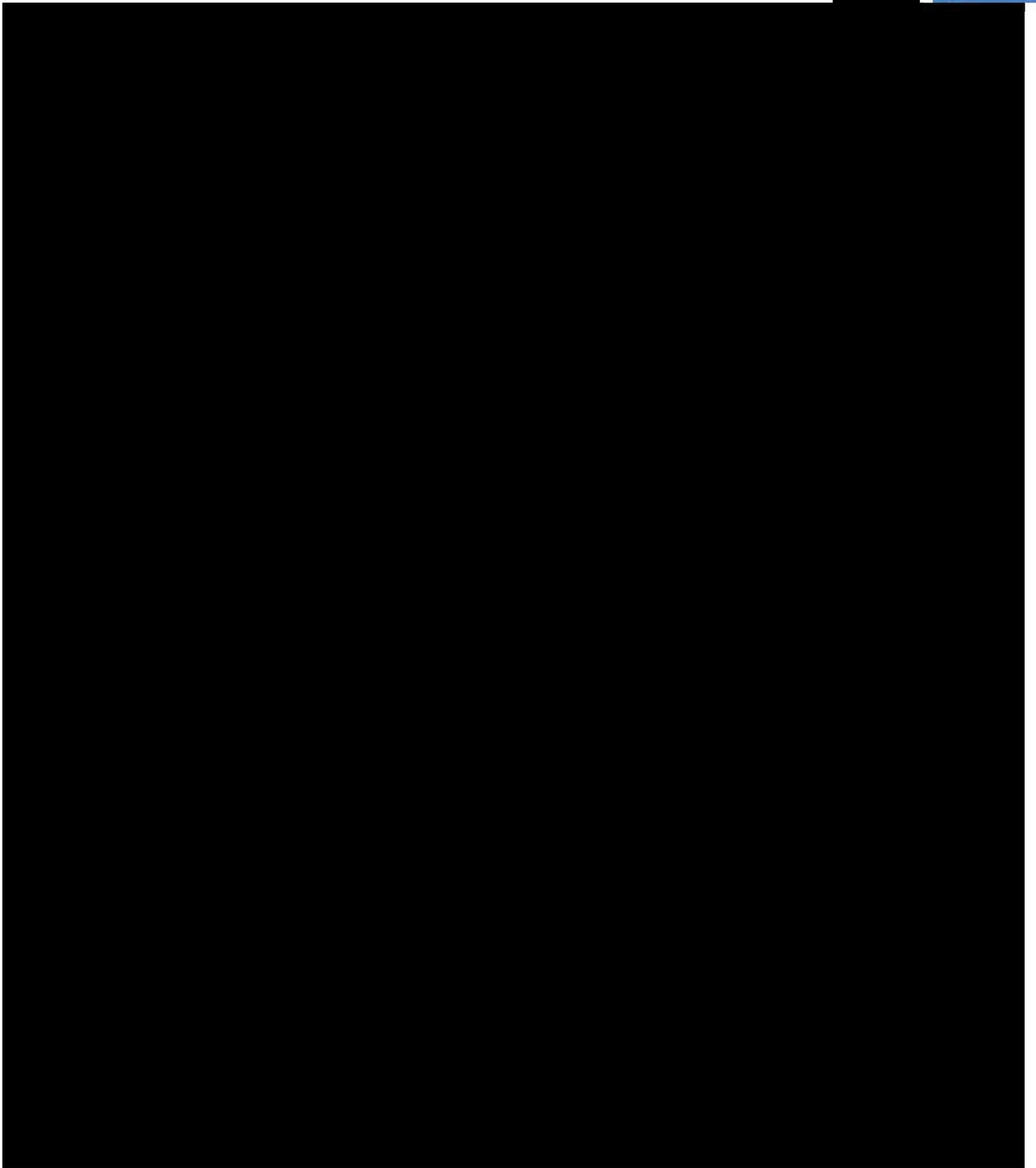


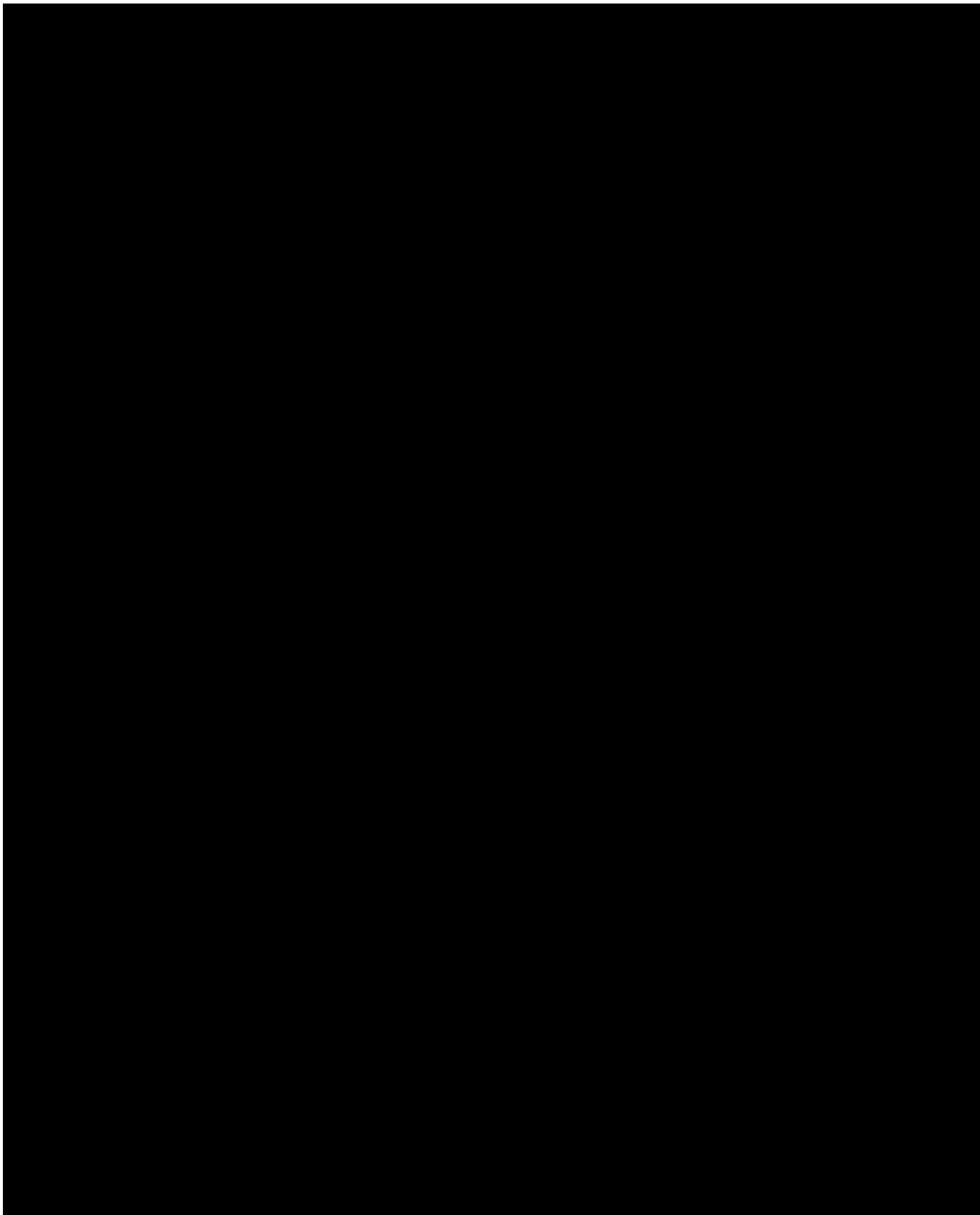


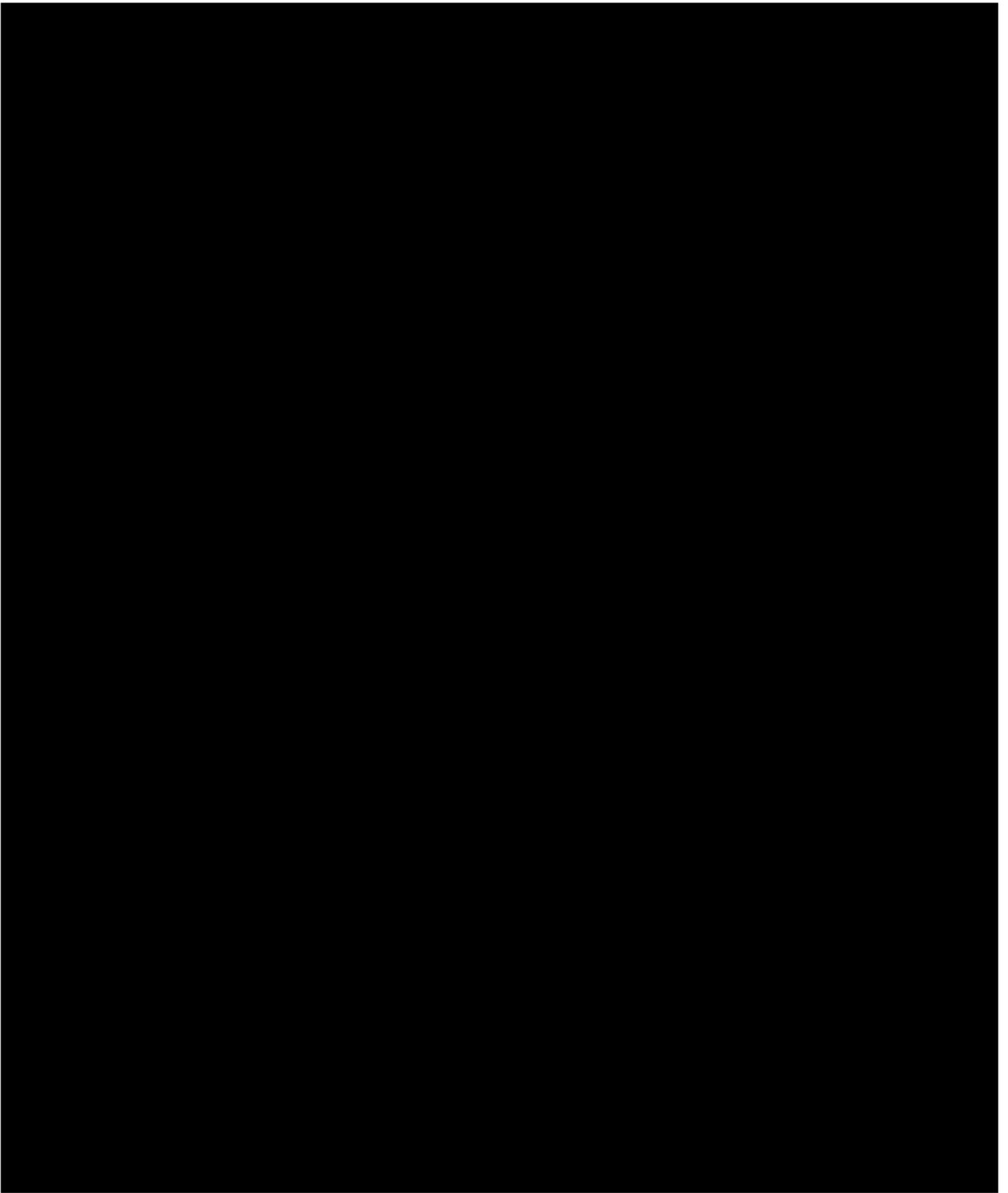


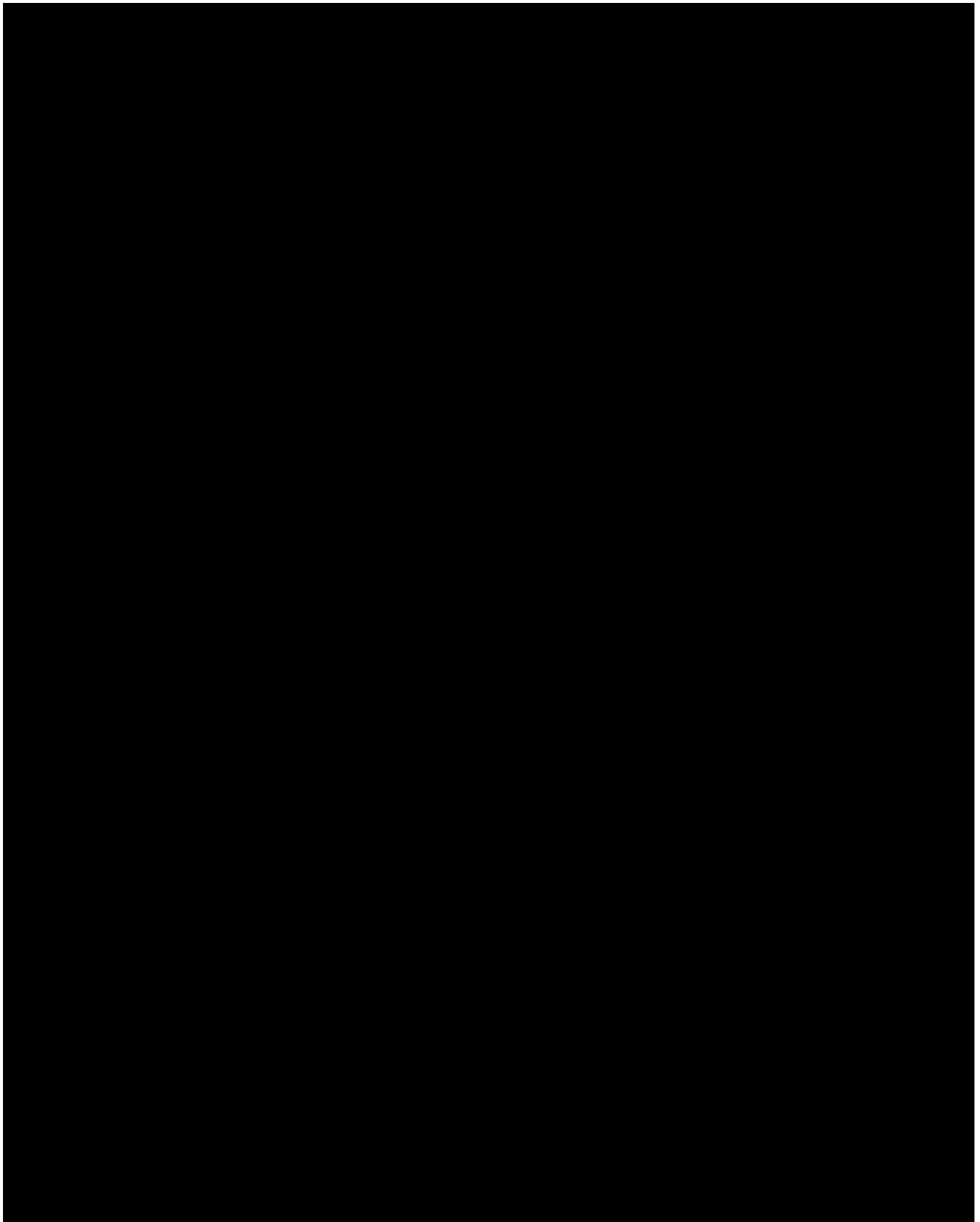












**From:** [Drew, Chloe](#)  
**To:** "[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)"  
**Subject:** Re: For your review - DCA Senior Communications Posts  
**Date:** Friday, May 09, 2014 8:13:58 AM

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Happy Friday Jonathan!

Thanks for taking a peek at these.

(You don't need to get back to us by 10am - whenever you have a second today would be great.)

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**Kenneth Ebie**  
**Mayor's Office of Appointments**  
[kebie@appointments.nyc.gov](mailto:kebie@appointments.nyc.gov)

**From:** [Katz, Rebecca](#)  
**To:** [Ben Wyskida](#)  
**Cc:** [Jonathan Rosen](#)  
**Subject:** Re: Hey Rebecca // Was Pitched on a BDB Documentary by a Good Contact - Can I connect you?  
**Date:** Friday, May 09, 2014 12:29:07 PM

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We've met with them and rejected for now. Thx.

Sent from my iPhone

On May 9, 2014, at 12:24 PM, Ben Wyskida <[ben@berlinrosen.com](mailto:ben@berlinrosen.com)> wrote:

Hey Rebecca -

Hope you're well. Quickly, I got pitched by a documentary filmmaking team who is interested in doing a "Chicagoland/Brick City" sort of thing. Jonathan mentioned you may be swimming in similar pitches; these guys asked me for someone to connect them to at City Hall.

To credential them briefly, its two producers – one, Solly, who just left *60 Minutes* and produced Showtime's *Years of Living Dangerously*; the other Directed *Dirty Wars* which was nominated for an Oscar. So they're legit, and Solly has been a real champion of the firm and our work.

My case for taking the meeting is a little counter-intuitive, which is: you guys may have little to no interest in a "Chicagoland" sort of thing, but you might be able to counter propose something to them or use Solly down the road. He still produces for 60 Minutes freelance and for a handful of other nightly newscasts – so it could be a useful relationship.

In any case, is it okay for me to swing them to you ... whether you want to take the meeting or kill it?

Thanks!

Ben

--

Ben Wyskida  
BerlinRosen Public Affairs  
646.200.5320 desk // 917.825.1289 cell  
[Ben@berlinrosen.com](mailto:Ben@berlinrosen.com)

\*\* See our new website, [www.berlinrosen.com](http://www.berlinrosen.com)

**From:** [Ben Wyskida](#)  
**To:** [Katz, Rebecca](#)  
**Cc:** [Jonathan Rosen](#)  
**Subject:** Re: Hey Rebecca // Was Pitched on a BDB Documentary by a Good Contact - Can I connect you?  
**Date:** Friday, May 09, 2014 12:43:29 PM

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Cool, reject away :-)

I do think Solly could be useful to you guys, but also I can't even imagine what your calendars look like ... so your call!

--

Ben Wyskida  
BerlinRosen Public Affairs  
646.200.5320 desk // 917.825.1289 cell  
Ben@berlinrosen.com  
\*\* See our new website, [www.berlinrosen.com](http://www.berlinrosen.com)

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**From:** Rebecca Katz <[RKKatz@cityhall.nyc.gov](mailto:RKKatz@cityhall.nyc.gov)>  
**Date:** Fri, 9 May 2014 16:42:05 +0000  
**To:** Ben <[ben@berlinrosen.com](mailto:ben@berlinrosen.com)>  
**Cc:** Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>  
**Subject:** RE: Hey Rebecca // Was Pitched on a BDB Documentary by a Good Contact - Can I connect you?

I think we're good on documentaries, but you can give them my info. ☺

--

Rebecca Kirschner Katz  
Office of the Mayor  
(212) 788-3112  
[rkatz@cityhall.nyc.gov](mailto:rkatz@cityhall.nyc.gov)  
[@RebeccaKKatz](#)

---

**From:** Ben Wyskida [<mailto:ben@berlinrosen.com>]  
**Sent:** Friday, May 09, 2014 12:42 PM  
**To:** Katz, Rebecca  
**Cc:** Jonathan Rosen  
**Subject:** Re: Hey Rebecca // Was Pitched on a BDB Documentary by a Good Contact - Can I connect

you?

This is a different team that wants to do something very similar

--

Ben Wyskida

BerlinRosen Public Affairs

646.200.5320 desk // 917.825.1289 cell

[Ben@berlinrosen.com](mailto:Ben@berlinrosen.com)

\*\* See our new website, [www.berlinrosen.com](http://www.berlinrosen.com)

---

**From:** Rebecca Katz <[RKKatz@cityhall.nyc.gov](mailto:RKKatz@cityhall.nyc.gov)>

**Date:** Fri, 9 May 2014 16:31:45 +0000

**To:** Ben <[ben@berlinrosen.com](mailto:ben@berlinrosen.com)>

**Cc:** Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>

**Subject:** Re: Hey Rebecca // Was Pitched on a BDB Documentary by a Good Contact - Can I connect you?

Actually west with brick city ppl. Is this them or they just want to do same thing?

Sent from my iPhone

On May 9, 2014, at 12:24 PM, Ben Wyskida <[ben@berlinrosen.com](mailto:ben@berlinrosen.com)> wrote:

Hey Rebecca -

Hope you're well. Quickly, I got pitched by a documentary filmmaking team who is interested in doing a "Chicagoland/Brick City" sort of thing. Jonathan mentioned you may be swimming in similar pitches; these guys asked me for someone to connect them to at City Hall.

To credential them briefly, its two producers – one, Solly, who just left *60 Minutes* and produced Showtime's *Years of Living Dangerously*; the other Directed *Dirty Wars* which was nominated for an Oscar. So they're legit, and Solly has been a real champion of the firm and our work.

My case for taking the meeting is a little counter-intuitive, which is: you guys may have little to no interest in a "Chicagoland" sort of thing, but you might be able to counter propose something to them or use Solly down the road. He still produces for 60 Minutes freelance and for a handful of other nightly newscasts – so it could be a useful relationship.

In any case, is it okay for me to swing them to you ... whether you want to take the meeting or kill it?

Thanks!

Ben

--

Ben Wyskida

BerlinRosen Public Affairs

646.200.5320 desk // 917.825.1289 cell

[Ben@berlinrosen.com](mailto:Ben@berlinrosen.com)

\*\* See our new website, [www.berlinrosen.com](http://www.berlinrosen.com)

**From:** [Jonathan Rosen](#)  
**To:** [Ebie, Ken](#)  
**Cc:** [Drew, Chloe](#); [Washington, Alex](#); [Poe-Kest, Anna](#)  
**Subject:** RE: For your review - DCA Senior Communications Posts  
**Date:** Friday, May 09, 2014 3:56:35 PM

---

Thanks. Ken should I give you a call to talk through this?

---

**From:** Ebie, Ken [mailto:KEbie@appointments.nyc.gov]  
**Sent:** Thursday, May 08, 2014 10:28 PM  
**To:** Jonathan Rosen  
**Cc:** Drew, Chloe; Washington, Alex; Poe-Kest, Anna  
**Subject:** FW: For your review - DCA Senior Communications Posts

Attaching the coversheet and resumes for the Assistant Commissioner position as well. Thanks again!

---

**From:** Ebie, Ken  
**Sent:** Thursday, May 08, 2014 10:25 PM  
**To:** 'jonathan@berlinrosen.com'  
**Cc:** Drew, Chloe; Washington, Alex; Poe-Kest, Anna  
**Subject:** For your review - DCA Senior Communications Posts

Hi Jonathan,

I hope that this email finds you well. We are currently conducting a search for senior-level communications positions for DCA Commissioner Menin. Chloe thought that our preliminary lists would benefit tremendously from your review and comments. I've attached our candidate lists for the following positions:

- Deputy Commissioner for External Affairs
- Assistant Commissioner for Communications

The challenge: Commissioner Menin would like to receive these names and start interviews in short order. Would you be able to provide us your comments, additional candidates by tomorrow morning at 10 am?

We greatly appreciate your help with this process. Please feel free to reach out to me by email or phone tonight or tomorrow morning – whichever is most convenient.

Many thanks,

Ken

 (cell)

**Kenneth Ebie**  
**Mayor's Office of Appointments**  
[kebie@appointments.nyc.gov](mailto:kebie@appointments.nyc.gov)

**From:** [Ebie, Ken](#)  
**To:** [Jonathan Rosen](#)  
**Cc:** [Drew, Chloe](#); [Washington, Alex](#); [Poe-Kest, Anna](#)  
**Subject:** Re: For your review - DCA Senior Communications Posts  
**Date:** Tuesday, May 13, 2014 10:53:51 PM

---

Hi Jonathan, happy to discuss your thoughts on this list tmrw. What's a good time to connect?

Ken

Sent from my iPhone

On May 13, 2014, at 10:50 PM, "Jonathan Rosen" <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

Ken,

Massive apologies for not responding sooner. Can I call you tomorrow on this?

-jr

Sent from my iPhone

On May 8, 2014, at 10:28 PM, "Ebie, Ken" <[KEbie@appointments.nyc.gov](mailto:KEbie@appointments.nyc.gov)> wrote:

Attaching the coversheet and resumes for the Assistant Commissioner position as well. Thanks again!

---

**From:** Ebie, Ken  
**Sent:** Thursday, May 08, 2014 10:25 PM  
**To:** '[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)'  
**Cc:** Drew, Chloe; Washington, Alex; Poe-Kest, Anna  
**Subject:** For your review - DCA Senior Communications Posts

Hi Jonathan,

I hope that this email finds you well. We are currently conducting a search for senior-level communications positions for DCA Commissioner Menin. Chloe thought that our preliminary lists would benefit tremendously from your review and comments. I've attached our candidate lists for the following positions:

<!--[if !supportLists]-->● <!--[endif]-->Deputy Commissioner for External Affairs

<!--[if !supportLists]-->● <!--[endif]-->Assistant Commissioner for Communications

The challenge: Commissioner Menin would like to receive these names and start interviews in short order. Would you be able to provide us your comments, additional candidates by tomorrow morning at 10 am?

We greatly appreciate your help with this process. Please feel free to reach out to me by email or phone tonight or tomorrow morning – whichever is most convenient.

Many thanks,

Ken

██████████ (cell)

**Kenneth Ebie**  
**Mayor's Office of Appointments**  
[kebie@appointments.nyc.gov](mailto:kebie@appointments.nyc.gov)

<DCA DC External Affairs Coversheet - External.xlsx>

<DCA - DC External Affairs.zip>

<AC for Communications External.xlsx>

<DCA - AC for Communications.zip>

**From:** [Singleton, Jessica](#)  
**To:** [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)  
**Subject:** Intro to Todd Krizelman  
**Date:** Friday, May 16, 2014 10:02:05 AM

---

Could you please give me his phone number? I'd really like to call him. Have a written (upbeat and positive!) response but would rather call first. Thanks!

—  
Jessica Singleton  
Digital Director @nycgov  
@jessay286

**From:** [Fromberg, Rick \(Consultant\)](#)  
**To:** [Mike Rabinowitz](#); ["Alex Navarro-McKay"](#)  
**Subject:** FW: Talking pts  
**Date:** Monday, May 19, 2014 9:23:31 PM  
**Attachments:** [Guidance on Administration of UPK by Religious Schools and Other Faith Based Providers Final.pdf](#)

---

Here you go.

---

**From:** Pappas Sophia [mailto:SPappas6@schools.nyc.gov]  
**Sent:** Monday, May 19, 2014 9:23 PM  
**To:** Fromberg, Rick (Consultant)  
**Subject:** Talking pts

See attached. Also, here are my thoughts on general framing:

- In the interest of supporting citywide expansion of universal full-day pre-k, City Hall investigated existing policies that may preclude or significantly limit the ability of certain communities to participate
- The guidance document describes how we will approach various issues impacting those communities
- We look forward to working with the Orthodox community and other partners to support full-day pre-k expansion.

## Guidance on Administration of UPK by Religious Schools and Other Faith-Based Organizations

*This document provides initial guidance on the administration of UPK programs by religious schools and other faith-based organizations. Additional policies will be developed based on this guidance in order to advance the Department of Education's programmatic goals and quality expectations.*

### **1. Religious Symbols**

- Unless it is not practicable, providers must agree to remove or cover any and all religious signs, names, identification, symbols or insignias on the exterior entrance designated to be used by students and in those parts of the interior of the building to be used by the students in connection with the UPK Program.<sup>1</sup>

### **2. Sunday Instruction**

- Sunday instruction is permissible.
- District must provide accommodations to families who cannot attend on Sundays.

### **3. Professional Development on Sundays, Legal Holidays and During the Week Prior to School Opening**

- According to NYSED guidelines, there can be no Superintendent's Conference Days on Saturdays, Sundays, legal holidays or in July.
- May schedule such days prior to the first day of school (though not on Saturdays, Sundays, legal holidays or in July)

### **4. Hiring**

- Providers may, to the extent permitted by law, give preference to job applicants of the same religion or denomination.
- Services, however, must be delivered in a non-sectarian manner.

### **5. Cultural & Historical Instruction Using Texts from Religious Traditions**

- Religious instruction is not permitted.
- Texts from religious traditions (e.g., the Bible, Torah, Qu'ran, etc.) may be used when presented objectively as part of a secular program of education using developmentally appropriate strategies in ways that advance the state pre-k learning standards. For example, instruction may focus on the characters and events in a story and cultural connections to text.
- Such texts may be used in conjunction with other, secular children's literature.

### **6. Blessings in the Context of Meals**

- School staff may not lead, require, organize or call for prayer by students during the school day.
- Staff need not prevent students who wish to pray before meals from doing so.

### **7. Language of Instruction**

- Programs must include an English learning component, even if some portion of instruction is conducted in a non-English language.
- As students acquire English over the course of the school year, more instruction should be conducted in English.

### **8. Religious Instruction in the Middle of the Day**

- Not permitted

---

<sup>1</sup> Artifacts, such as mezuzahs, that do not on their face feature religious symbols need not be removed or covered.

**From:** [Fromberg, Rick \(Consultant\)](#)  
**To:** "Mike Rabinowitz"; Alex Navarro-McKay  
**Subject:** RE: Orthodox TPs  
**Date:** Monday, May 19, 2014 9:23:40 PM

---

Just got and sent

---

**From:** Mike Rabinowitz [mailto:Rabinowitz@berlinrosen.com]  
**Sent:** Monday, May 19, 2014 9:21 PM  
**To:** Fromberg, Rick (Consultant); Alex Navarro-McKay  
**Subject:** RE: Orthodox TPs

Any luck?

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** Fromberg, Rick (Consultant) [mailto:RFromberg@cityhall.nyc.gov]  
**Sent:** Monday, May 19, 2014 5:46 PM  
**To:** Alex Navarro-McKay; Mike Rabinowitz  
**Subject:** RE: Orthodox TPs

Running these down

---

**From:** Alex Navarro-McKay [mailto:Alex@berlinrosen.com]  
**Sent:** Monday, May 19, 2014 5:01 PM  
**To:** Mike Rabinowitz; Fromberg, Rick (Consultant)  
**Subject:** RE: Orthodox TPs

ASAP.

Thanks.

Alex Navarro-McKay  
BerlinRosen  
15 Maiden Lane, #1600  
New York, NY 10038  
646.360.0651 (office and cell)  
gchat: [REDACTED]  
Twitter: @NavarroMcKay

---

**From:** Mike Rabinowitz  
**Sent:** Monday, May 19, 2014 5:01 PM  
**To:** Fromberg, Rick (Consultant)  
**Cc:** Alex Navarro-McKay  
**Subject:** Orthodox TPs

Do you have orthodox talking points about UPK – how it will affect the orthodox community?

Alex, CCed, can let you know when we need them by, and give you more details if you need them.

Thanks.

Michael Rabinowitz-Gold

646.200.5308 (office)

646.342.3469 (cell)

[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

**From:** [Mike Rabinowitz](#)  
**To:** [Fromberg, Rick \(Consultant\)](#); [Alex Navarro-McKay](#)  
**Subject:** RE: Orthodox TPs  
**Date:** Monday, May 19, 2014 9:26:57 PM

---

Thanks.

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** Fromberg, Rick (Consultant) [<mailto:RFromberg@cityhall.nyc.gov>]  
**Sent:** Monday, May 19, 2014 9:24 PM  
**To:** Mike Rabinowitz; Alex Navarro-McKay  
**Subject:** RE: Orthodox TPs

Just got and sent

---

**From:** Mike Rabinowitz [<mailto:Rabinowitz@berlinrosen.com>]  
**Sent:** Monday, May 19, 2014 9:21 PM  
**To:** Fromberg, Rick (Consultant); Alex Navarro-McKay  
**Subject:** RE: Orthodox TPs

Any luck?

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** Fromberg, Rick (Consultant) [<mailto:RFromberg@cityhall.nyc.gov>]  
**Sent:** Monday, May 19, 2014 5:46 PM  
**To:** Alex Navarro-McKay; Mike Rabinowitz  
**Subject:** RE: Orthodox TPs

Running these down

---

**From:** Alex Navarro-McKay [<mailto:Alex@berlinrosen.com>]  
**Sent:** Monday, May 19, 2014 5:01 PM  
**To:** Mike Rabinowitz; Fromberg, Rick (Consultant)  
**Subject:** RE: Orthodox TPs

ASAP.  
Thanks.

Alex Navarro-McKay  
BerlinRosen  
15 Maiden Lane, #1600  
New York, NY 10038  
646.360.0651 (office and cell)  
gchat: [REDACTED]  
Twitter: @NavarroMcKay

---

**From:** Mike Rabinowitz  
**Sent:** Monday, May 19, 2014 5:01 PM  
**To:** Fromberg, Rick (Consultant)  
**Cc:** Alex Navarro-McKay  
**Subject:** Orthodox TPs

Do you have orthodox talking points about UPK – how it will affect the orthodox community?

Alex, CCed, can let you know when we need them by, and give you more details if you need them.

Thanks.

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

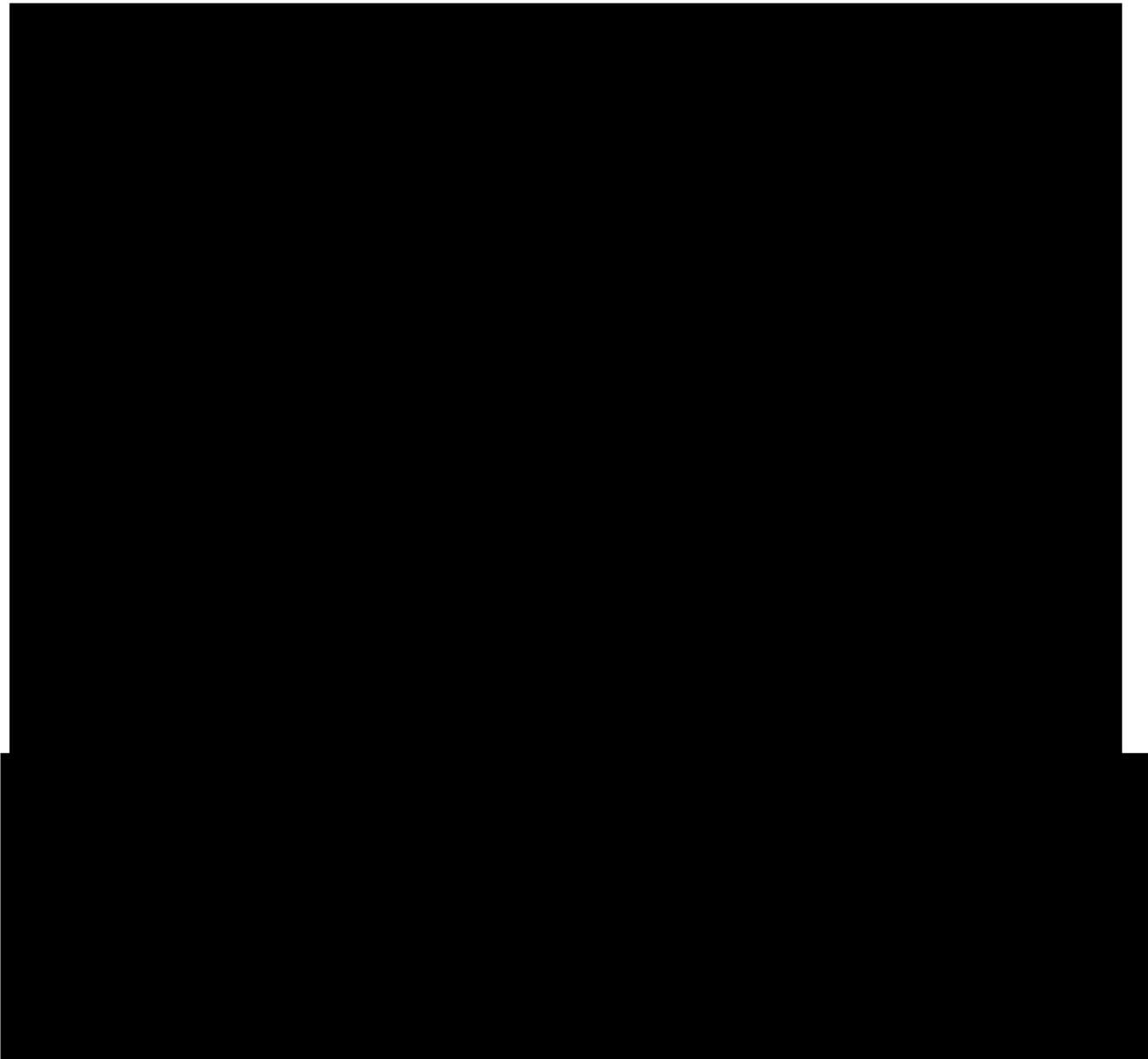
**From:** [Jonathan Rosen](#)  
**To:** [Drew, Chloe](#); [Poe-Kest, Anna](#); [Hatch, Peter](#)  
**Subject:** Dept of Cultural Affairs - Deputy Commissioner [REDACTED]  
**Date:** Wednesday, June 04, 2014 1:54:44 PM  
**Attachments:** [REDACTED] [resume\[1\].docx](#)

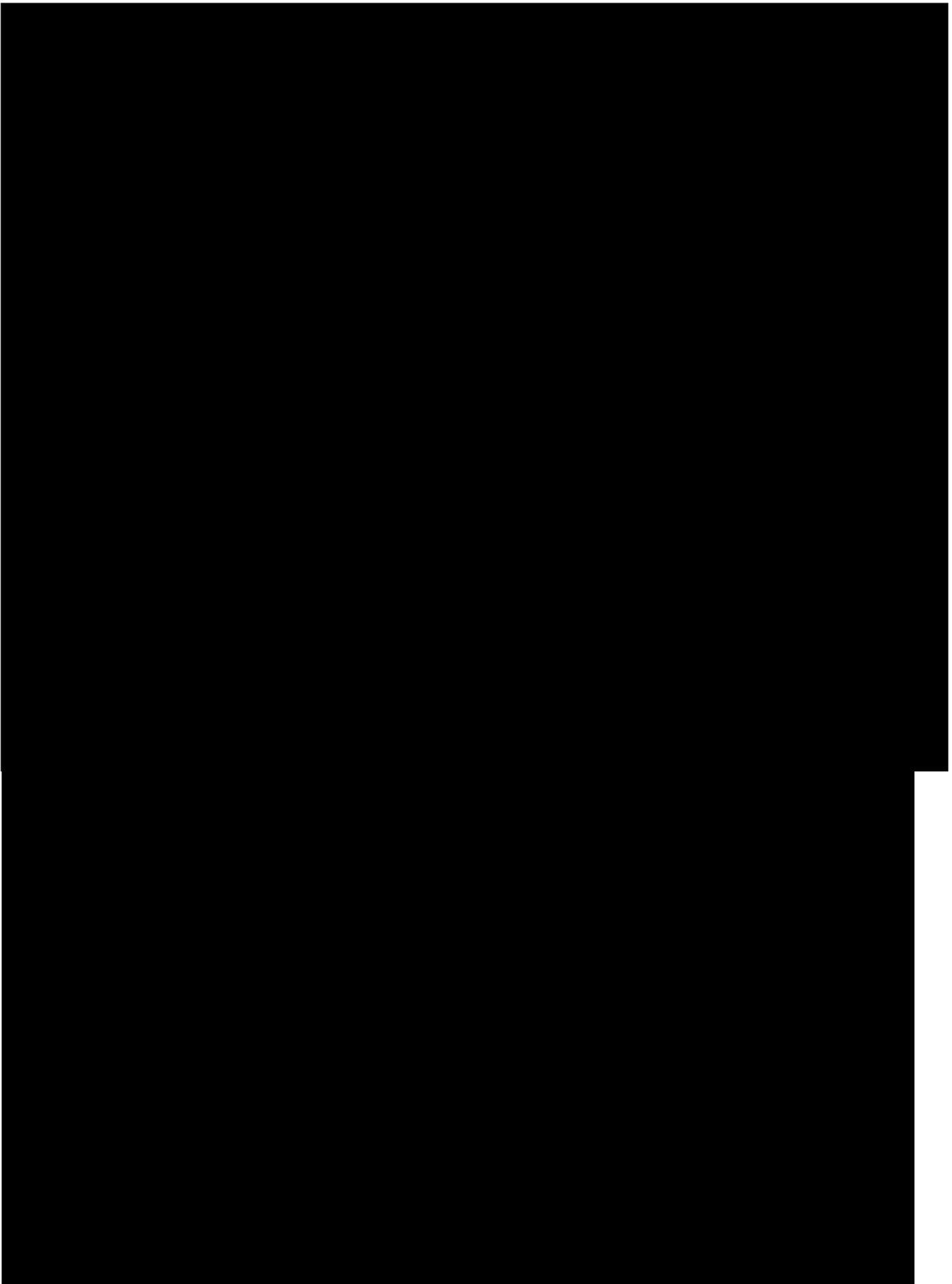
---

Hey guys-

I wanted to re-up / flag the resume of [REDACTED] (attached and pasted below) who put in for the Deputy Commissioner slot at Cultural Affairs. He's at [REDACTED] now, has a strong existing working relationship with Tom and is known and respected in the community. Also has good relationships with agency staff. Strong political and policy knowledge, knows the players in the space. He's also a good progressive and an all-around mensch. Hope you will take a look.

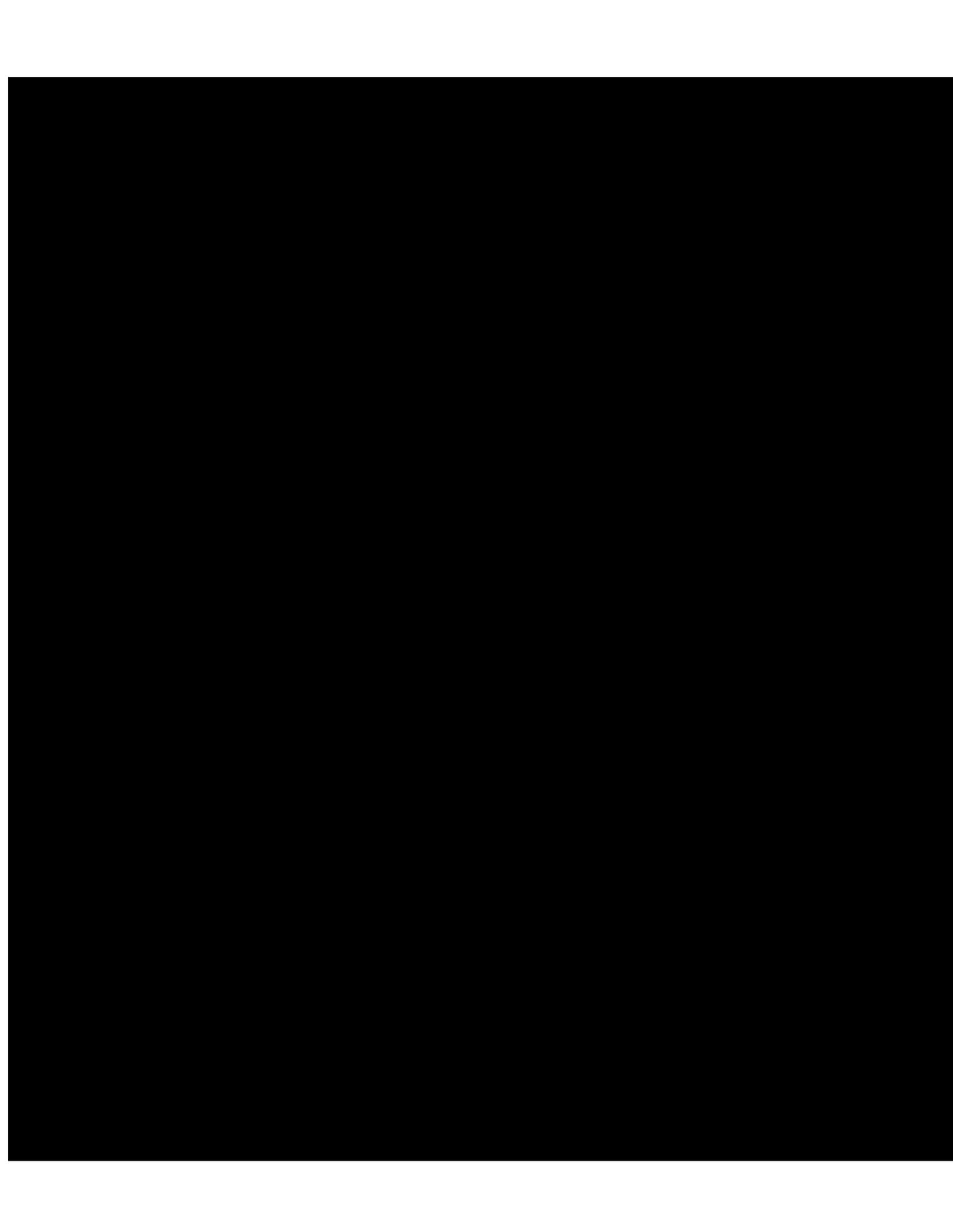
-jr











**From:** [Hatch, Peter](#)  
**To:** [Drew, Chloe](#); [Jonathan Rosen](#); [Poe-Kest, Anna](#)  
**Subject:** RE: Dept of Cultural Affairs - Deputy Commissioner - [REDACTED]  
**Date:** Wednesday, June 04, 2014 2:49:02 PM

---

Yes, but did you see my note about Corrections?

---

**From:** Drew, Chloe  
**Sent:** Wednesday, June 04, 2014 2:31 PM  
**To:** Jonathan Rosen; Poe-Kest, Anna; Hatch, Peter  
**Subject:** RE: Dept of Cultural Affairs - Deputy Commissioner - [REDACTED]

Excellent and thanks!

This is great.

---

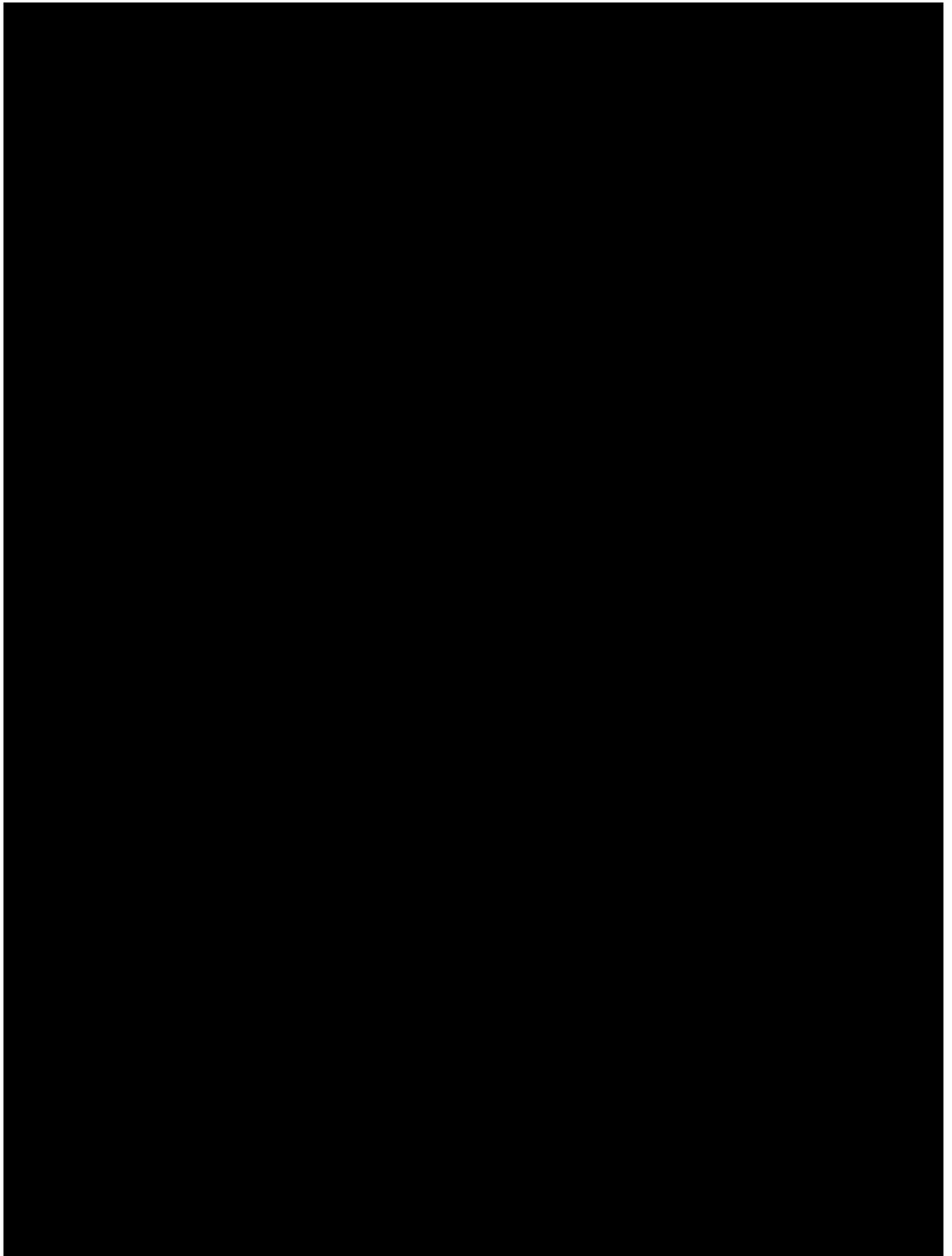
**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Wednesday, June 04, 2014 1:55 PM  
**To:** Drew, Chloe; Poe-Kest, Anna; Hatch, Peter  
**Subject:** Dept of Cultural Affairs - Deputy Commissioner - [REDACTED]

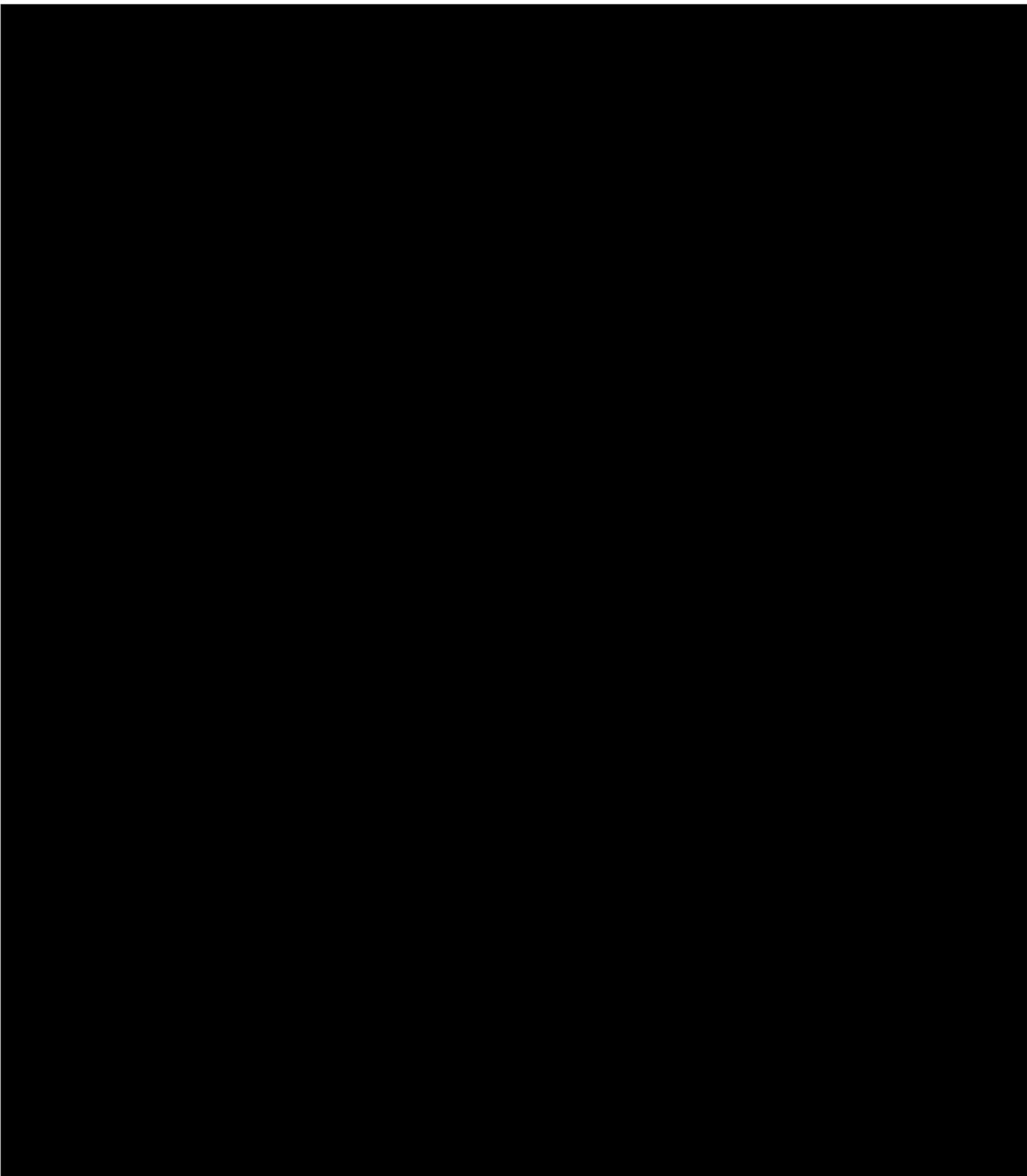
Hey guys-

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-jr







**From:** [Norvell, Wiley](#)  
**To:** ["Jonathan Rosen"](#)  
**Subject:** RE: Summary of Special Ed Reforms  
**Date:** Tuesday, June 24, 2014 12:34:14 PM

---

We got Kim Sweet:

“This is a good initial step towards reducing the unnecessary frustration that parents of students with special needs face as they struggle to find an appropriate education for their children. Moving to a less litigious approach will benefit the school system and families of all income levels.”

---

**From:** Jonathan Rosen [mailto:Jonathan@berlinrosen.com]  
**Sent:** Tuesday, June 24, 2014 12:31 PM  
**To:** Norvell, Wiley  
**Subject:** Re: Summary of Special Ed Reforms

Trying. So far no. Will keep trying.

Sent from my iPhone

On Jun 24, 2014, at 11:57 AM, "Norvell, Wiley" <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

Any luck?

---

**From:** Norvell, Wiley  
**Sent:** Tuesday, June 24, 2014 10:03 AM  
**To:** [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)  
**Subject:** Summary of Special Ed Reforms

Who these changes apply to:

Roughly 165,000 students receive IEPs—that’s 18% of our public school enrollment.

Most of those students are placed in public school programs that meet the needs of their IEP.

Parents sometimes find that their child has needs that they feel cannot be met in the public school setting offered to their child. Parents then place their child unilaterally and sue the DOE for reimbursement. These are called “Carter cases” after the federal case establishing the right of parents to pursue this option when they see no other option. **There are approximately 5,000 such cases in NYC.**

### What has happened in the past:

The DOE has had a policy of litigating such cases frequently, and appealing even when a parent won the initial round. Of those cases it litigated, the DOE lost 75% of the time, but often kept on litigating anyway, at significant parent and taxpayer expense. Because so many parents were paying out of pocket for tuition during litigation—even in cases where the DOE ended up losing—there arose pressure to legislate new solutions. The agreement we have reached heads off that legislation and gives the City an opportunity to correct this problems on its own.

### The changes we are putting in place:

The Action Plan announced today will implement the following changes by September 1, 2014:

- **Expedite Decisions:** Where settlement is appropriate, DOE will seek settlement within 15 days of receiving notice of parent intent to unilaterally place their child in a school.
- **Reduce Extended Legal Battles:** The DOE will refrain from re-litigating settled or decided cases unless there is a change in the IEP placement recommendation. The DOE will avoid unnecessary litigation in cases where the agency is unable to offer a placement or when a child is about to enter the final grade of a school.
- **Reduce Paperwork:** Instead of requiring parents to submit full documentation every single year, the DOE will only require that paperwork every three years, allowing for income eligibility updates to be made each year as needed.
- **Expedite Payments:** DOE will make tuition payments on a monthly basis when required by a program, and will provide a payment schedule to parents following any settlement. Once parents win a claim for tuition reimbursement, the DOE will pay the tuition while the DOE appeals that decision to a higher level of review.

Wiley Norvell  
Deputy Press Secretary  
Office of New York City Mayor Bill de Blasio  
(212) 788-2958  
(917) 428-8307 (mobile)  
[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)  
@wileynorvell

**From:** [Drew, Chloe](#)  
**To:** ["Jonathan@berlinrosen.com"](mailto:Jonathan@berlinrosen.com)  
**Subject:** Re: Deputy Director, Mayor's Office of Appointments  
**Date:** Wednesday, July 16, 2014 9:00:54 PM

---

Lawyer nice to have but def not a must! Just need smart, mature...

Thanks so much!

---

**From:** Jonathan Rosen [mailto:Jonathan@berlinrosen.com]  
**Sent:** Wednesday, July 16, 2014 08:58 PM  
**To:** Drew, Chloe  
**Subject:** Re: Deputy Director, Mayor's Office of Appointments

Thanks, Chloe. Sorry for delayed reply. Busy 24 hours. Will think hard on this. Is your strong preference a lawyer?

Sent from my iPhone

On Jul 15, 2014, at 8:52 AM, "Drew, Chloe" <[CDrew@cityhall.nyc.gov](mailto:CDrew@cityhall.nyc.gov)> wrote:

Jonathan,

I hope all is well and that you had a great weekend!

We're looking for a superstar for Appointments and I'd love your recommendations - you always have such great candidates. The Deputy Director is a big role and ideally the person would have a JD or masters - most importantly I need someone really smart and savvy.

Job description is below and your ideas of some good people would be so welcome.

Thanks,  
Chloe

**Deputy Director, Mayor's Office of Appointments**

The Office of Appointments has the unique opportunity to see and contribute to nearly every facet of City government. In general, our work requires being flexible and high energy. We have a collegial and supportive office of people who are both profoundly devoted to the goals of the administration and focused on doing the necessary work each day to advance the agenda. The Deputy Director is responsible for developing a set of relationships with key leaders and advisors both within the administration and outside. Our work requires complete confidentiality, great attention to detail, collaboration with internal and external stakeholders, and the ability to learn quickly on the job.

Role of the Deputy Director,

- Management & Oversight: Serve as strategic advisor and supervisor to various teams including senior staffing and vetting. Partner with the Director on with staffing, HR, and administration for our staff of 20. This accounts for 10% of the role, and is a mix of administrative and substantive work.
- Boards: Oversee the Office of Appointment's efforts to fill positions on the City's over 200 active municipal boards. This involves engaging stakeholders inside and outside government, analyzing the role of the board and developing and validating slates of qualified candidates.
- Legal Counsel: serve as a legal advisor to the Director of Appointments and the office, coordinate as necessary with the Counsel to the Mayor's team and the Law Department.

The precise responsibilities of the position can be adapted to fit the skills and experience of the successful candidate.

Ideal qualifications would be a masters or law degree and 5-10 years varied professional experience including some government work and knowledge of NYC. Management experience strongly preferred.

The City of New York is an Equal Opportunity Employer.

**From:** [Jonathan Rosen](#)  
**To:** [Stanton, Alexandra](#)  
**Subject:** RE: checking in...  
**Date:** Wednesday, July 30, 2014 12:31:37 PM

---

Nothing yet.

---

**From:** Stanton, Alexandra [mailto:Astanton@appointments.nyc.gov]  
**Sent:** Tuesday, July 29, 2014 9:35 PM  
**To:** Jonathan Rosen  
**Subject:** checking in...

Hey Jonathan – just wanted to see if Mitch Korbe gave you any names for OATH?

Thanks a lot

Alex

**From:** [Stanton, Alexandra](#)  
**To:** [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)  
**Subject:** FW: a few lines you can send to folks as to what we're looking for in a CCRB ED  
**Date:** Wednesday, July 30, 2014 1:01:00 PM

---

Jonathan, we're also looking for an ED for the CCRB. Any thoughts?

---

**From:** Stanton, Alexandra  
**Sent:** Wednesday, July 30, 2014 12:55 PM  
**To:** Drew, Chloe  
**Cc:** Rubenstein, Kathleen; Stanton, Alexandra; Mitchell, Brandon  
**Subject:** a few lines you can send to folks as to what we're looking for in a CCRB ED

The successful CCRB Executive Director candidate ought to possess the following characteristics:

Have a high energy, dynamic personality able to inspire the staff (this trait per Richard Emery)

Have management experience, and ideally possess government management experience

Be a lawyer

Possess that neat combination of efficiency and impatience which helps transform moribund workplaces

Have a demonstrated commitment to CH's values along criminal justice lines

Possess experience in investigative integrity-based case development

**From:** [Wolfe, Emma](#)  
**To:** [Ragone, Peter](#); "[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)"; FLONYC  
**Cc:** [B; Walzak, Phil](#); "[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)"; [Williams, Dominic](#)  
**Subject:** RE: Paid media  
**Date:** Saturday, August 23, 2014 1:44:46 PM

---

Terrific.

-----Original Message-----

**From:** Ragone, Peter  
**Sent:** Saturday, August 23, 2014 1:31 PM  
**To:** 'jfdc@akpdmedia.com'; FLONYC  
**Cc:** B; Walzak, Phil; Wolfe, Emma; 'Jonathan@berlinrosen.com'; Williams, Dominic  
**Subject:** Re: Paid media

I totally agree, but I also think this is something we could do with public money as well. In fact, we spend millions of dollars on public service campaigns already.

What's more, I really believe that social media and non traditional media is key here. Especially for young people, their phones and streaming video is really where its at, and its cheaper.

I'm working on a very significant plan with Linder that will entail every facet of communications available to us for a presentation.

----- Original Message -----

**From:** John Del Cecato [<mailto:jfdc@akpdmedia.com>]  
**Sent:** Friday, August 22, 2014 09:57 PM  
**To:** FLONYC  
**Cc:** B; Ragone, Peter; Walzak, Phil; Wolfe, Emma; Jonathan@berlinrosen.com <Jonathan@berlinrosen.com>; Williams, Dominic  
**Subject:** Re: Paid media

Phew. I was actually reading that again and again and trying to decipher!

> On Aug 22, 2014, at 9:46 PM, "FLONYC" <FLONYC@cityhall.nyc.gov> wrote:

>

> Correction: Her point is simple: we CAN'T turn the tide sufficiently thru earned media alone.

>

>> On Aug 22, 2014, at 9:34 PM, "B" <[REDACTED]> wrote:

>>

>>

>> Chirlane had the same idea I had, but much bigger and independently: to address the fundamental issues of police-community relations, we will need a prolonged paid media campaign. We need a serious discussion of this at our next planning mtg. Could be done via One New York or the Police Foundation or another entity.

>>

>> Chirlane's bigger vision is that we will have to reinterpret policing to the public. We have to educate and explain, and call the people to their role and their responsibility in the equation. But of course be very clear about the reforms we are putting in place and how they will affect people's lives. Her point is simple: we can turn the tide sufficiently thru earned media alone. The issues are too complex and the misinformation too great. This requires a big, long offensive. BUT when it's over we may just be able to change this city to its core.

>>

>> Look forward to discussing

>>

**From:** [Norvell, Wiley](#)  
**To:** [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)  
**Subject:** re: pre-K  
**Date:** Thursday, September 04, 2014 4:34:01 PM

---

Don't want to totally spike the ball totally. Looking to bake "smooth" into the discussion.

Wiley Norvell  
Deputy Press Secretary  
Office of New York City Mayor Bill de Blasio  
(212) 788-2958  
(917) 428-8307 (mobile)  
[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)  
@wileynorvell

**From:** [Jonathan Rosen](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** Re: pre-K  
**Date:** Thursday, September 04, 2014 4:35:07 PM

---

Roger

Sent from my iPhone

On Sep 4, 2014, at 4:34 PM, "Norvell, Wiley" <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

Don't want to totally spike the ball totally. Looking to bake "smooth" into the discussion.

Wiley Norvell  
Deputy Press Secretary  
Office of New York City Mayor Bill de Blasio  
(212) 788-2958  
(917) 428-8307 (mobile)  
[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)  
@wileynorvell

**From:** [Jonathan Rosen](#)  
**To:** [Goldmark, Karin](#)  
**Cc:** [Emily Walsh](#)  
**Subject:** Re: Connecting re: Schools  
**Date:** Thursday, September 11, 2014 8:41:09 PM

---

Noon works.

Sent from my iPhone

On Sep 11, 2014, at 5:11 PM, "Goldmark, Karin" <[KGoldmark@cityhall.nyc.gov](mailto:KGoldmark@cityhall.nyc.gov)> wrote:

Monday bw 8:30 and 9:30 if near City Hall, or 12:00 on.  
Or, if need be, I can move my 9:30 without too much trouble.

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Thursday, September 11, 2014 3:15 PM  
**To:** Goldmark, Karin  
**Subject:** Re: Connecting re: Schools

Nice meeting you. How's Monday morning?

Sent from my iPhone

On Sep 11, 2014, at 2:34 PM, "Goldmark, Karin" <[KGoldmark@cityhall.nyc.gov](mailto:KGoldmark@cityhall.nyc.gov)> wrote:

Jonathan,  
Happy to meet, pls let me know what works for you.

---

**From:** Wolfe, Emma  
**Sent:** Thursday, September 11, 2014 2:34 PM  
**To:** Goldmark, Karin; [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)  
**Subject:** Connecting re: Schools

Thanks!  
EMma

**From:** [Jonathan Rosen](#)  
**To:** [Goldmark, Karin](#)  
**Subject:** Re: Connecting re: Schools  
**Date:** Thursday, September 11, 2014 8:42:15 PM

---

My morning tmrw just opened up if you are free at 915/930 or we can stick w noon on Monday.

Sent from my iPhone

On Sep 11, 2014, at 5:11 PM, "Goldmark, Karin" <[KGoldmark@cityhall.nyc.gov](mailto:KGoldmark@cityhall.nyc.gov)> wrote:

Monday bw 8:30 and 9:30 if near City Hall, or 12:00 on.  
Or, if need be, I can move my 9:30 without too much trouble.

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**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Thursday, September 11, 2014 3:15 PM  
**To:** Goldmark, Karin  
**Subject:** Re: Connecting re: Schools

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Sent from my iPhone

On Sep 11, 2014, at 2:34 PM, "Goldmark, Karin" <[KGoldmark@cityhall.nyc.gov](mailto:KGoldmark@cityhall.nyc.gov)> wrote:

Jonathan,  
Happy to meet, pls let me know what works for you.

---

**From:** Wolfe, Emma  
**Sent:** Thursday, September 11, 2014 2:34 PM  
**To:** Goldmark, Karin; [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)  
**Subject:** Connecting re: Schools

Thanks!  
EMma

**From:** [Goldmark, Karin](#)  
**To:** ["Jonathan@berlinrosen.com"](mailto:Jonathan@berlinrosen.com)  
**Subject:** Re: Connecting re: Schools  
**Date:** Thursday, September 11, 2014 9:05:57 PM

---

Prefer noon Monday, tomw packed.  
Where would you like to meet?

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Thursday, September 11, 2014 08:42 PM  
**To:** Goldmark, Karin  
**Subject:** Re: Connecting re: Schools

My morning tmrw just opened up if you are free at 915/930 or we can stick w noon on Monday.

Sent from my iPhone

On Sep 11, 2014, at 5:11 PM, "Goldmark, Karin" <[KGoldmark@cityhall.nyc.gov](mailto:KGoldmark@cityhall.nyc.gov)> wrote:

Monday bw 8:30 and 9:30 if near City Hall, or 12:00 on.  
Or, if need be, I can move my 9:30 without too much trouble.

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Thursday, September 11, 2014 3:15 PM  
**To:** Goldmark, Karin  
**Subject:** Re: Connecting re: Schools

Nice meeting you. How's Monday morning?

Sent from my iPhone

On Sep 11, 2014, at 2:34 PM, "Goldmark, Karin" <[KGoldmark@cityhall.nyc.gov](mailto:KGoldmark@cityhall.nyc.gov)> wrote:

Jonathan,  
Happy to meet, pls let me know what works for you.

---

**From:** Wolfe, Emma  
**Sent:** Thursday, September 11, 2014 2:34 PM  
**To:** Goldmark, Karin; [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)  
**Subject:** Connecting re: Schools

Thanks!  
EMma

**From:** [Furnas, Benjamin](mailto:Furnas, Benjamin)  
**To:** "[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)"  
**Subject:** RE: ARC Tunnel, Infrastructure conference in DC Oct 28th  
**Date:** Friday, October 10, 2014 10:46:41 AM

---

Thanks for this - looking into it

---

**From:** Ben Furnas [mailto:████████████████████]  
**Sent:** Wednesday, October 08, 2014 7:10 PM  
**To:** Furnas, Benjamin  
**Subject:** Fwd: ARC Tunnel, Infrastructure conference in DC Oct 28th

Sent from my iPhone

Begin forwarded message:

**From:** Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>  
**Date:** October 8, 2014 at 6:36:57 PM EDT  
**To:** Ben Furnas ████████████████████  
**Subject:** Fwd: **ARC Tunnel, Infrastructure conference in DC Oct 28th**

This your wheelhouse? What do you think? No pressure. Doesn't matter to me either way.

Sent from my iPhone

Begin forwarded message:

**From:** "Ochs, Tom" <[tom.ochs@dentons.com](mailto:tom.ochs@dentons.com)>  
**Date:** October 8, 2014 at 5:05:58 PM EDT  
**To:** "[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)" <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>  
**Subject:** **ARC Tunnel, Infrastructure conference in DC Oct 28th**

Jonathan,

My colleague Phil White (who you met in our office) is leading a session on the ARC tunnel project at a major infrastructure conference in DC at the end of the month. In light of the Mayor's comments, the group would love to have a representative from the administration present on this panel. It will be a very favorable audience and is a well attended event that I've been to in recent years. Below is a link to the sponsor of the conference as well as more details about the conference itself. Let me know what Phil and I can do to try and make this happen, would be a big deal for us if we could get someone. Thanks.

Tom

Tom Ochs

Senior Advisor

D +1 212 398 5783 | US Internal 15783  
[tom.ochs@dentons.com](mailto:tom.ochs@dentons.com)  
[www.dentons.com](http://www.dentons.com)

Dentons US LLP  
1221 Avenue of the Americas, New York, NY 10020-1089

SNR Denton is proud to join Salans and FMC as a founding member of Dentons.

Its 9:30-11 on 10/28 at the Mayflower in DC. Link is [www.cg-la.com](http://www.cg-la.com)

**From:** [Jonathan Rosen](#)  
**To:** [Ragone, Peter](#)  
**Subject:** Re: This Week-- George Stephanopoulos  
**Date:** Thursday, November 20, 2014 11:44:08 AM

---

That was earlier. We pulled back. Just tell me what to do. I have cbs hanging. Let me know.

Sent from my iPhone

On Nov 20, 2014, at 11:42 AM, "Ragone, Peter" <[pragone@cityhall.nyc.gov](mailto:pragone@cityhall.nyc.gov)> wrote:

---

**From:** Bosland, Katie [<mailto:Katie.Bosland@abc.com>]  
**Sent:** Thursday, November 20, 2014 11:24 AM  
**To:** Ragone, Peter  
**Subject:** RE: This Week-- George Stephanopoulos

Also- BerlinRosen PR firm is pitching us now about the Mayor for this Sunday. Are you working alongside them or is that separate?

Katie Bosland Kastens  
Producer  
*GMA / This Week*  
o: 202.222.7331 | c. 347.346.1321  
@KatieKastensABC

---

**From:** Bosland, Katie  
**Sent:** Thursday, November 20, 2014 10:26 AM  
**To:** '[pragone@cityhall.nyc.gov](mailto:pragone@cityhall.nyc.gov)'  
**Subject:** This Week-- George Stephanopoulos

Hi Peter-

Just discussed with my team here and we'd love to make it work in December for the Mayor's first Sunday show. We are open on dates but if the Mayor can do Sunday the 21<sup>st</sup> that week George is anchoring out of NYC and we are thinking we could even aim to set up the interview location somewhere in NY/charity related since its right before the holidays and could be a good backdrop for the interview? Let me know if that week might work for the Mayor and if not we are flexible on other dates as well.

Look forward to working with you,

Katie

Katie Bosland Kastens

Producer  
GMA / *This Week*  
o: 202.222.7331 | c. 347.346.1321  
@KatieKastensABC

**From:** [Ragone, Peter](mailto:Ragone, Peter)  
**To:** ["jfdc@akpdmedia.com"](mailto:jfdc@akpdmedia.com); B; ["Jonathan@berlinrosen.com"](mailto:Jonathan@berlinrosen.com)  
**Cc:** [FLONYC](#); [Carey, Michael](#)  
**Subject:** Re: Bam!  
**Date:** Thursday, November 20, 2014 11:45:32 AM

---

This isn't the best decision, but its been made. We'll work it out.

----- Original Message -----

From: John Del Cecato [<mailto:jfdc@akpdmedia.com>]  
Sent: Thursday, November 20, 2014 11:22 AM  
To: B; 'Jonathan@berlinrosen.com' <Jonathan@berlinrosen.com>; Ragone, Peter  
Cc: FLONYC; Carey, Michael  
Subject: Re: Bam!

I defer to Peter on the final call, but here's my two cents:

1. I think Face the Nation, while not having the ratings of This Week, *\*should\** be an easier interview.

Schieffer usually isn't as aggressive as others often are. (That's assuming Bob isn't on vacation or anything.)

2. Next Tuesday will be 3 weeks since the election, at which point even our national audience - hungry as they are to hear from leaders on where the party should go - will have had their fill of 2014 look-backs.

So if we checked this box on Sunday, we could close the door (for now) on national stuff & get back to New York-focused media opportunities for the rest of the year. I know we've got State of the City coming up - that must be a huge priority.

3. If we DO agree to the interview, I would conduct it from NYC. Helps avoid the Out-of-Town Brown stories\* (\*Former NYPD police commish Lee Brown, who became Houston mayor & developed - fairly or unfairly - a reputation for leaving his day job in Houston too often).

On 11/20/14, 10:45 AM, "B" <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

>

>What about the bird in hand, my friends?? We have momentum now and we  
>should use it. We've been talking about Stephanopoulous for weeks with no  
>result -- why keep delaying? And who says we can't get Stephanopulous too  
>if we build enough momentum here. He who hesitates is lost...

>

>

>

>

>----- Original Message -----

>From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
>Sent: Thursday, November 20, 2014 10:41 AM  
>To: B; 'jfdc@akpdmedia.com' <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>; Ragone, Peter  
>Cc: FLONYC; Carey, Michael  
>Subject: RE: Bam!

>  
>Peter and I just spoke. He has something cooking with Stephanopolous at  
>ABC which is a much bigger franchise - includes Today etc. He had billed  
>it as exclu / first show. Even if it means pausing on this - think ABC  
>is a bigger get.

>  
>-----Original Message-----  
>From: B [<mailto:BCCD@cityhall.nyc.gov>]  
>Sent: Thursday, November 20, 2014 10:39 AM  
>To: 'jfdc@akpdmedia.com'; Jonathan Rosen; Ragone, Peter  
>Cc: FLONYC; Carey, Michael  
>Subject: Re: Bam!

>  
>  
>Yes, need serious prep time, even if that means Saturday. This is a VERY  
>big deal

>  
>  
>  
>----- Original Message -----  
>From: John Del Cecato [<mailto:jfdc@akpdmedia.com>]  
>Sent: Thursday, November 20, 2014 10:34 AM  
>To: B; 'Jonathan@berlinrosen.com' <Jonathan@berlinrosen.com>; Ragone,  
>Peter  
>Cc: FLONYC  
>Subject: Re: Bam!

>  
>Fantastic. Let's be sure to do a good prep session, in-person if  
>possible.

>  
>On 11/20/14, 10:30 AM, "B" <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

>  
>>  
>>YES!

>>  
>>  
>>  
>>----- Original Message -----  
>>From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
>>Sent: Thursday, November 20, 2014 10:23 AM  
>>To: B; Ragone, Peter; 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>  
>>Subject: RE: Bam!

>>  
>>Face the Nation on CBS wants you if exclusive to their network for this  
>>Sunday. Either NYC or DC. Pls confirm asap.

>>  
>>-----Original Message-----  
>>From: B [<mailto:BCCD@cityhall.nyc.gov>]  
>>Sent: Wednesday, November 19, 2014 11:57 PM  
>>To: Ragone, Peter; Jonathan Rosen; 'jfdc@akpdmedia.com'  
>>Subject: Re: Bam!

>>  
>>  
>>Excellent!! Now let's double down and try to get on a Sunday show to  
>>talk about this. Need the three of you to combine forces on this. Need  
>>a full court press. We need to press the advantage while we have a  
>>little momentum

>>  
>>  
>>

>>----- Original Message -----

>>From: Ragone, Peter

>>Sent: Wednesday, November 19, 2014 11:05 PM

>>To: B

>>Subject: Bam!

>>

>>NYC mayor: Democrats must keep progressive vision

>>

>>By KAREN MATTHEWS, Associated Press

>>

>>

>>

>>Updated 1:48 pm, Wednesday, November 19, 2014

>>

>>.

>>

>>NEW YORK (AP) — New York City Mayor Bill de Blasio on Wednesday urged

>>his fellow Democrats to articulate a clear progressive message and

>>reject the "safe" campaign themes that he said doomed them in this

>>month's midterm elections.

>>

>>"The results speak for themselves," de Blasio told Politico's chief

>>White House correspondent Mike Allen. "Folks who didn't try this

>>message lost, sadly, overwhelmingly. The safe messages didn't work."

>>

>>

>>

>>De Blasio also reiterated that he hopes to host the Democrats' 2016

>>national convention and said he has secured \$10 million toward his \$100

>>million convention goal.

>>

>>

>>

>>De Blasio told Politico that the Democratic presidential nominee

>>"should speak to income inequality ... should be willing to challenge

>>the status quo, should be willing to challenge wealthy and powerful

>>interests and should marry that with a grassroots organizing strategy

>>that epitomizes the message."

>>

>>

>>

>>The remarks, livestreamed from Washington, D.C., echoed a column de

>>Blasio wrote in the Huffington Post last week and suggested that the

>>mayor, who rode a liberal campaign to a lopsided victory last year, is

>>seeking to position himself as a progressive voice on the national stage.

>>

>>

>>

>>De Blasio said a forthright liberal campaign serves Democratic

>>candidates better than the moderate approach that many of them employed

>>this year.

>>"The moderate approach has been proven to fail so consistently, why

>>would you not try a bolder approach?" he asked.

>>

>>

>>

>>De Blasio, who was Hillary Rodham Clinton's 2000 Senate campaign

>>manager, declined to say whether Clinton should run for president and

>>said he has not discussed his campaign ideas with her.

>>

>>

>>

>>Asked which Republican would be the most formidable foe, de Blasio said  
>>Sen. Rand Paul of Kentucky "evinces a certain authenticity that any  
>>good Democrat should worry about."

>>

>>

>>

>>"To the extent that there is a Libertarian philosophy that he sticks to  
>>regardless of political convenience, I think that makes him a stronger  
>>candidate," de Blasio said.

>>

>>

>>

>>New York City officials are bidding to hold the 2016 Democratic  
>>convention at Barclays Center in Brooklyn. The other contenders are  
>>Philadelphia; Phoenix; Columbus, Ohio and Birmingham, Alabama.

>>

>>

>>

>>De Blasio said in a news release that New York will be ready "to hit  
>>the ground running the moment we're named host of the 2016 convention."

>>

>>----- Original Message -----

>>From: Ragone, Peter

>>Sent: Wednesday, November 19, 2014 11:04 PM

>>To: 'BCCD@cityhall.nyc.gov' <BCCD@cityhall.nyc.gov>

>>

>>Great clips from national/DC piece today. We're building a nice body of  
>>work here for next cycle.

>>

>>Linder and Miller also emailed me about pd thing tonight.

>

**From:** B  
**To:** [Gunaratna, Mahen](#); [Ragone, Peter](#)  
**Cc:** [Hagelgans, Andrea](#); "[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)"; "[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)"; [Wolfe, Emma](#); [Leopold, Elana](#); [Carey, Michael](#)  
**Subject:** Re: Natl/local data  
**Date:** Saturday, December 06, 2014 8:12:47 PM

---

Excellent work! Thanks!

---

**From:** Gunaratna, Mahen  
**Sent:** Saturday, December 06, 2014 08:10 PM  
**To:** Ragone, Peter  
**Cc:** B; Hagelgans, Andrea; [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com) <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>; [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com) <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>; Wolfe, Emma; Leopold, Elana; Carey, Michael  
**Subject:** Re: Natl/local data

1. **Income inequality is the highest it's been in the past 100 years.** (source: Janet Yellen's speech on inequality, which cites Piketty et al in footnote #2 - <http://www.federalreserve.gov/newsevents/speech/yellen20141017a.htm#fn2>)

2. **32.5% of Americans are living at or near the poverty line** (if we're using the 150% threshold - source: <http://bit.ly/1vZsBoR> and <http://www.demos.org/blog/10/20/14/one-third-americans-are-or-near-poverty>)

Sent from my iPhone

On Dec 6, 2014, at 7:24 PM, Ragone, Peter <[pragone@cityhall.nyc.gov](mailto:pragone@cityhall.nyc.gov)> wrote:

+Mahen to get this for MBDB...

----- Original Message -----

**From:** B  
**Sent:** Saturday, December 06, 2014 07:23 PM  
**To:** Hagelgans, Andrea; '[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)' <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>  
**Cc:** '[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)' <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>; Ragone, Peter; Wolfe, Emma; Leopold, Elana; Carey, Michael  
**Subject:** Re: Natl/local data

This is the most pertinent of the stats. And now I need the parallel national stats to what I've said so often locally:

1. We are experiencing the greatest inequality since \_\_\_\_\_ ? (In the case of nyc, it's 1929 -- true for USA as well?)

2. % of Americans living at or near the poverty line? In nyc, the 46% is based on those living under 150% of the poverty level. Example here:

poverty level is about \$23,000 annual income for a family of 4 -- the 150% level is about \$35,000 for a family of 4. So what % of Americans are at that level or below in terms of their local economies?

Thanks

----- Original Message -----

From: Hagelgans, Andrea  
Sent: Saturday, December 06, 2014 04:35 PM  
To: 'Jonathan@berlinrosen.com' <Jonathan@berlinrosen.com>  
Cc: 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; B; Ragone, Peter; Wolfe, Emma; Leopold, Elana; Carey, Michael  
Subject: Re: Natl/local data

From Mahen:

-Earnings for the bottom 90% of Americans fell between 2010 and 2013, with the poorest the hardest hit.

- Unbelievably, during that time, incomes for the top 10% rose.

Here's Rattner's recent Times op-ed as backup: <http://www.nytimes.com/2014/11/17/opinion/inequality-unbelievably-gets-worse.html>

----- Original Message -----

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
Sent: Saturday, December 06, 2014 04:18 PM  
To: Hagelgans, Andrea  
Cc: [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com) <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>; B; Ragone, Peter; Wolfe, Emma; Leopold, Elana; Carey, Michael  
Subject: Re: Natl/local data

Do we have a comp stat to how well the wealthiest Americans are doing in recovery? Feel like we need a parallel to just increase in poverty.

Sent from my iPhone

On Dec 6, 2014, at 4:15 PM, "Hagelgans, Andrea" <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)> wrote:

Here's what mahen recommends:

- The inequality crisis is real - an astounding 46% of New Yorkers live at or near the poverty level.
- Nationally, it is unacceptable that over 40 million Americans

live in poverty - with tens of millions more also struggling to get by.

**From:** [Gunaratna, Mahen](#)  
**To:** [B](#)  
**Cc:** [Ragone, Peter](#); [Hagelgans, Andrea](#); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com); [Wolfe, Emma](#); [Leopold, Elana](#); [Carey, Michael](#)  
**Subject:** Re: Natl/local data  
**Date:** Saturday, December 06, 2014 8:42:04 PM

---

"One Third of a Nation" was a 1938 play about housing problems in NY sponsored by the Federal Theatre Project/Works Progress Administration (WPA) as part of the New Deal. It was turned into a film in 1939 and was revived as a play in 2011 at the Metropolitan Playhouse.

It was also the title of a book published in the early 1980s chronicling oral histories from the Great Depression.

Main point is that the play, movie, and book are all referencing a line from FDR's second inaugural address: "I see one-third of a nation ill-house, ill-clad, ill-nourished." - <http://historymatters.gmu.edu/d/5105/>

Sent from my iPhone

On Dec 6, 2014, at 8:14 PM, B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

Now, find the reference to "One Third of a Nation". My 86 year old aunt, who grew up during the Depression, referenced this over Thanksgiving. It was a book or speech from that time. Want to show the continuity with that stat you just sent

---

**From:** Gunaratna, Mahen  
**Sent:** Saturday, December 06, 2014 08:10 PM  
**To:** Ragone, Peter  
**Cc:** B; Hagelgans, Andrea; [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com) <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>; [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com) <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>; Wolfe, Emma; Leopold, Elana; Carey, Michael  
**Subject:** Re: Natl/local data

1. **Income inequality is the highest it's been in the past 100 years.**(source: Janet Yellen's speech on inequality, which cites Piketty et al in footnote #2 - <http://www.federalreserve.gov/newsevents/speech/yellen20141017a.htm#fn2> )

2. **32.5% of Americans are living at or near the poverty line** (if we're using the 150% threshold - source: <http://bit.ly/1vZsBoR> and <http://www.demos.org/blog/10/20/14/one-third-americans-are-or-near-poverty>)

Sent from my iPhone

On Dec 6, 2014, at 7:24 PM, Ragone, Peter <[pragone@cityhall.nyc.gov](mailto:pragone@cityhall.nyc.gov)> wrote:

+Mahen to get this for MBDB...

----- Original Message -----

From: B

Sent: Saturday, December 06, 2014 07:23 PM

To: Hagelgans, Andrea; '[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)' <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>

Cc: '[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)' <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>; Ragone, Peter; Wolfe, Emma; Leopold, Elana; Carey, Michael

Subject: Re: Natl/local data

This is the most pertinent of the stats. And now I need the parallel national stats to what I've said so often locally:

1. We are experiencing the greatest inequality since \_\_\_\_\_ ?  
(In the case of nyc, it's 1929 -- true for USA as well?)

2. % of Americans living at or near the poverty line? In nyc, the 46% is based on those living under 150% of the poverty level. Example here: poverty level is about \$23,000 annual income for a family of 4 -- the 150% level is about \$35,000 for a family of 4. So what % of Americans are at that level or below in terms of their local economies?

Thanks

----- Original Message -----

From: Hagelgans, Andrea

Sent: Saturday, December 06, 2014 04:35 PM

To: '[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)'

<[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>

Cc: '[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)' <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>; B;

Ragone, Peter; Wolfe, Emma; Leopold, Elana; Carey, Michael

Subject: Re: Natl/local data

From Mahen:

-Earnings for the bottom 90% of Americans fell between 2010 and 2013, with the poorest the hardest hit.

- Unbelievably, during that time, incomes for the top 10% rose.

Here's Rattner's recent Times op-ed as backup:

<http://www.nytimes.com/2014/11/17/opinion/inequality-unbelievably-gets-worse.html>

----- Original Message -----

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]

Sent: Saturday, December 06, 2014 04:18 PM

To: Hagelgans, Andrea

Cc: [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com) <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>; B;

Ragone, Peter; Wolfe, Emma; Leopold, Elana; Carey, Michael

Subject: Re: Natl/local data

Do we have a comp stat to how well the wealthiest Americans are doing in recovery? Feel like we need a parallel to just increase in poverty.

Sent from my iPhone

On Dec 6, 2014, at 4:15 PM, "Hagelgans, Andrea" <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)> wrote:

Here's what mahen recommends:

- The inequality crisis is real - an astounding 46% of New Yorkers live at or near the poverty level.

- Nationally, it is unacceptable that over 40 million Americans live in poverty - with tens of millions more also struggling to get by.

**From:** [Hagelgans, Andrea](#)  
**To:** [Gunaratna, Mahen](#); B  
**Cc:** [Ragone, Peter](#); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com); [Wolfe, Emma](#); [Leopold, Elana](#); [Carey, Michael](#)  
**Subject:** Notes from Call  
**Date:** Saturday, December 06, 2014 8:49:34 PM

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Here are Emma's notes:

**George: what are you saying about HRC**

- \*I'm hopeful that she will make this a centerpiece if she decides to run. Because I believe that the candidate that does so is going to be the next president \*
- That's where the people are.

**George: So, you're concerned about direction of party and next candidate. Do you think HRC will make a good president?**

- \*Yes, of course. Talk about her qualifications and how well you know her. She's incredibly capable and well-qualified. Like many Americans I look forward to hearing what her plans are.\*
- \*Extraordinarily capable person who will bring a lot to the presidency. I'm not here to talk about individual candidacies though – I'm here to talk about where we need to go as a party. President, governor's offices, senate seats – what all our candidates are going to have to do if we're going to fix the fundamental problems in our country – not to mention win elections.\*
- That is also the only plausible political path forward.

**George: Patrick last week said primaries are good. Do you want Hilary to have a primary?**

- Primaries can be good things if positive ideas are discussed.
- Negative personal and nasty primaries can be destructive.
- I'm not here to talk about who the candidates are or how many we have. I'm here to talk about the issues we need to talk about – and we are failing right now to do this. The party needs to unite with a commitment to take on income inequality head on. Our candidates have to be the candidates talking about this issue – bluntly, clearly.
- While the primary conversation is premature it's also not the point. The convo is too often about candidates and personalities. We need to talk about ideas, what people can believe in.

**George: a lot of people noted in march and april of 2008 a different Hilary who spoke much more passionately who spoke about the reality of working people. Do you see something in that example?**

- Yes I was in ohio
- She spoke powerfully to people's experiences
- That's what democrats need to do this time

**George: So she could have won if she'd talked about these issues more?**

- I think we were only beginning to really feel these issues in 2008

- This crisis has profoundly deepened in last 8 years
- It's changed the way people think and what they need from their leaders

**George: If she runs, do you endorse her?**

- I've got my own policy/philosophy - I don't talk about endorsements before someone announces their candidacy, I just don't.

**General rules on HRC questions:**

- Praise capacity, pivot back to where we need to go as a party.
- Not about candidates, about our party and nation.
- HRC has obviously not made decision, and not productive to talk about candidacies until individuals announce. What I care about is...pivot back.
- Don't be incendiary. // Don't give it away.

**George: State Republican chairman said you may run for president. Would you accept that VP nomination?**

- Pure dismissal.
- Re-election of mayor of NYC
- Republican state chairman as spokesperson

**George: Are there people like Eliz Warren on national stage who are picking up this torch and carrying this message?**

- Go back to your op-ed. Al Franken, Jeff Merkely, look who won in this wave year.
- Lots of Dems who bucked the trend this cycle.
- Gov Molloy, Gov Brown – all of them are talking about these issues.
- The problem is, too many Democrats aren't.
- This has to become an article of faith in our party. We're going to address incoming inequality head on.

**George: Would Eliz Warren be a good president?**

- Praise capacity as Senator and she's doing great job, pivot back to where we need to go as a party.
- Not about candidates, about our party and nation.

**George: Let's talk about the other Clinton. The things you're saying seem to be opposed to both the idea of Pres Clinton (more moderate approach) but also very consistent with liberal critique of his presidency, tilting toward Wall Street, home lenders, welfare reform, nafta, etc. One could hear a rebuke of President Clinton.**

- Commend broadly, but then...
- We're in a new economic reality that doesn't have a parallel, I don't think that's an appropriate comparison
- Look at where we've come since 2008

- Top one percent has come roaring back, everybody else has been left behind, and the question confronting us is what are we going to do about it

**George: HRC has gotten the memo it seems – she’s coming to the left wing of the Democratic party over the past weeks.**

- I think she is thinking about these issues. But again, Democrats have to speak to them bluntly, incessantly, etc across the board.

**George: everything you’re saying really comes down to taxing the rich.**

- Yes quite obvious – we are a country that used to have a lot more regulation, we had more taxation for the wealthiest – it allowed us to build finest higher education, hospitals, transportations. We did all that when we had a more equitable tax structure and more forceful regulation. It yielded a more prosperous society that benefited more Americans.

**George: so then let’s go back to 2008, which you keep referring to. Has POTUS failed on income inequality in your mind?**

- The democratic party as a whole should’ve done more on these issues....health care reform and taking on wall street ...
- POTUS has done some important things – but we’ve needed to do more in response to the crisis and we need to do more now.

---

**From:** Gunaratna, Mahen

**Sent:** Saturday, December 06, 2014 8:42 PM

**To:** B

**Cc:** Ragone, Peter; Hagelgans, Andrea; Jonathan@berlinrosen.com; jfdc@akpdmmedia.com; Wolfe, Emma; Leopold, Elana; Carey, Michael

**Subject:** Re: Natl/local data

"One Third of a Nation" was a 1938 play about housing problems in NY sponsored by the Federal Theatre Project/Works Progress Administration (WPA) as part of the New Deal. It was turned into a film in 1939 and was revived as a play in 2011 at the Metropolitan Playhouse.

It was also the title of a book published in the early 1980s chronicling oral histories from the Great Depression.

Main point is that the play, movie, and book are all referencing a line from FDR's second inaugural address: "I see one-third of a nation ill-housed, ill-clad, ill-nourished." -

<http://historymatters.gmu.edu/d/5105/>

Sent from my iPhone

On Dec 6, 2014, at 8:14 PM, B <[BCCCD@cityhall.nyc.gov](mailto:BCCCD@cityhall.nyc.gov)> wrote:

Now, find the reference to "One Third of a Nation". My 86 year old aunt, who grew up during the Depression, referenced this over Thanksgiving. It was a book or speech from that time. Want to show the continuity with that stat you just sent

---

**From:** Gunaratna, Mahen  
**Sent:** Saturday, December 06, 2014 08:10 PM  
**To:** Ragone, Peter  
**Cc:** B; Hagelgans, Andrea; [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com) <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>; [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com) <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>; Wolfe, Emma; Leopold, Elana; Carey, Michael  
**Subject:** Re: Natl/local data

1. **Income inequality is the highest it's been in the past 100 years.**(source: Janet Yellin's speech on inequality, which cites Piketty et al in footnote #2 - <http://www.federalreserve.gov/newsevents/speech/yellen20141017a.htm#fn2>)

2. **32.5% of Americans are living at or near the poverty line** (if we're using the 150% threshold - source: <http://bit.ly/1vZsBoR> and <http://www.demos.org/blog/10/20/14/one-third-americans-are-or-near-poverty>)

Sent from my iPhone

On Dec 6, 2014, at 7:24 PM, Ragone, Peter <[pragone@cityhall.nyc.gov](mailto:pragone@cityhall.nyc.gov)> wrote:

+Mahen to get this for MBDB...

----- Original Message -----

From: B  
Sent: Saturday, December 06, 2014 07:23 PM  
To: Hagelgans, Andrea; '[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)' <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>  
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1. We are experiencing the greatest inequality since \_\_\_\_\_ ? (In the case of nyc, it's 1929 -- true for USA as well?)

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From: Hagelgans, Andrea

Sent: Saturday, December 06, 2014 04:35 PM

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Cc: '[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)' <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>; B; Ragone, Peter; Wolfe, Emma; Leopold, Elana; Carey, Michael

Subject: Re: Natl/local data

From Mahen:

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backup: <http://www.nytimes.com/2014/11/17/opinion/inequality-unbelievably-gets-worse.html>

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From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]

Sent: Saturday, December 06, 2014 04:18 PM

To: Hagelgans, Andrea

Cc: '[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)' <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>; B; Ragone,

Peter; Wolfe, Emma; Leopold, Elana; Carey, Michael

Subject: Re: Natl/local data

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- Nationally, it is unacceptable that over 40 million Americans live in poverty - with tens of millions more also struggling to get by.



**From:** [Ragone, Peter](#)  
**To:** [Hagelgans, Andrea](#); "[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)"; "[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)"  
**Cc:** [B; Wolfe, Emma](#)  
**Subject:** Re: Natl/local data  
**Date:** Sunday, December 07, 2014 8:21:07 AM

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Note this passage, esp Schumer.

Some have been critical of Democrats for abandoning the populist message that once resonated with blue-collar whites. That's something they'll have to fix if they hope to turn things around in 2016.

Sen. Charles Schumer (D-N.Y.) has started that conversation on the left, arguing that Democrats misallocated their resources passing the healthcare law when they had majorities in both chambers. They should have focused on the plights of the middle class after the economic meltdown, he argued.

---

**From:** Hagelgans, Andrea  
**Sent:** Sunday, December 07, 2014 08:15 AM  
**To:** Ragone, Peter; 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com' <Jonathan@berlinrosen.com>  
**Cc:** B; Wolfe, Emma  
**Subject:** RE: Natl/local data

And here's the Hill's take

- 1) collapse among white voters - Landrieu's support among black voters in Louisiana is nearly universal, but strategists in the state wondered if there were enough of them to counteract Cassidy's huge lead among white voters. They were not
- 2) Keystone vote
- 3) Republican spending compared with Dem spending
- 4) Conservatives rallied early
- 5) Doomed from start - The midterm electorate is typically more favorable to Republicans, and voters were ready to take out their frustrations with President Obama on any Democrat that had the bad fortune of running in 2014.

-----  
Sen. Mary Landrieu's (D-La.) luck ran out Saturday night. The Democrat's colleagues talk about her as a fighter who has won tough runoff elections in red Louisiana before, even if she was the underdog against Rep. Bill Cassidy (R-La.). But in 2014, a host of factors conspired to keep her from ultimately falling short for a fourth term.

### **Collapse among white voters**

Landrieu's support among black voters in Louisiana is nearly universal, but strategists in the state wondered if there were enough of them to counteract Cassidy's huge lead among white voters. There were not.

Landrieu's percentage of the black vote was in the high 90s on Nov. 4, but Cassidy took more than 80 percent of the white vote.

Democrats, particularly those in the South, have suffered a complete collapse among white voters. Landrieu was the last white Democrat from the Deep South in the Senate, and none remain in the House.

Some have been critical of Democrats for abandoning the populist message that once resonated with blue-collar whites. That's something they'll have to fix if they hope to turn things around in 2016.

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### **Fail Marys**

Landrieu steamrolled into the lame duck session intent on passing a bill authorizing the Keystone XL pipeline.

If it worked, it would put space between herself and an unpopular president, remind voters in the energy-rich state of her seniority on a key energy committee, and would be evidence she has the clout to pull together a Democratic coalition when it mattered most.

She fell one vote shy in an [embarrassing defeat](#), while a version of the bill sponsored by Cassidy sailed through the House.

"A Keystone bill did pass one chamber of Congress, that was the Cassidy bill," Cassidy said at a debate last week. "Sen. Landrieu could not get that passed in the Senate."

Landrieu's true last gasp was to call into question Cassidy's character. In the final weeks of the race, she turned the entire focus of her campaign to allegations that Cassidy overbilled Louisiana State University.

"He's going to be fighting more than President Obama," Landrieu said at the debate. "If he gets elected, which I doubt, he will be fighting subpoenas because this is going to be under investigation." But Cassidy called the allegations "absolutely false" and effectively beat them back. Strategists in the state say it was too late for the controversy to take hold anyway.

### **Assault on the airwaves**

This one wasn't even close.

According to an [analysis](#) by the Center for Public Integrity, Republicans and outside conservative groups pummeled Landrieu on TV and the radio, while the Louisiana Democrat was effectively silenced during the runoff period.

The numbers are staggering – ads from outside groups attacking Landrieu at one point accounted for about 13,900 of the 14,000 TV spots that ran since the Nov. 4 jungle primary.

"I wish she had more air cover," Sen. Joe Donnelly (D-Ind.) told The Hill. "I was there [campaigning] because she's my friend, but more importantly she's done an extraordinary job for the people of Louisiana and you don't abandon your friends when times get tough."

It was a stark contrast from the run-up to the Nov. 4 election, when the Democratic Senatorial Campaign Committee and other liberal groups bet big, running about 19,000 TV ads.

But the Nov. 4 elections left many political watchers doubtful that Landrieu could survive another tough contest in the face of a Republican wave, and with the Senate majority no longer at stake, national Democrats and liberal groups opted to sit on their money.

Senate Democrats' campaign arm announced early in the runoff period it wouldn't spend on the race. The DSCC took out a \$10 million loan in October, but spent big on races it ultimately lost on Election Day.

"The DSCC had no money, so it wasn't that they pulled it," Sen. Bill Nelson (D-Fla.) told The Hill.

Senate Democrats [interviewed by The Hill](#) said they did what they could to help Landrieu with money, but the conservative outside groups smelled blood and went all in.

Landrieu's campaign was also swamped by ads from the Cassidy campaign, which ran nearly 5,000 TV ads against Landrieu's 3,000 during the runoff period. Cassidy had more spending flexibility by virtue of out-raising Landrieu by about \$500,000 during the runoff.

### **Cassidy rallied conservatives early**

Cassidy recognized early on that he needed to target those Republicans who supported Tea Party candidate Rob Maness in the general election. Maness took 14 percent and likely kept Cassidy from winning the jungle primary outright.

Democrats argued that those conservatives would stay home for the Dec. 6 runoff, but Maness embraced his one-time rival early in the period, and a [snowball effect](#) of Republican support ensued. Conservatives like Family Research Council President Tony Perkins, former vice presidential nominee Sarah Palin, and the Tea Party Express, who backed Maness in general election, became vocal proponents of Cassidy. Other Republicans who stayed out of the race during the general election, like Sen. Rand Paul (R-Ky.) and Louisiana Gov. Bobby Jindal (R), soon followed.

Paul headlined the first "unity rally" in Louisiana for Cassidy about a week after Election Day, which caught on and became must-attend events for party heavyweights.

In addition to Paul, Palin and Jindal, Sen. David Vitter (R-La.), "Duck Dynasty" star Phil Robertson, Sen.

John McCain (R-Ariz.), and Dr. Ben Carson have all participated. Former Florida Gov. Jeb Bush, Sen. Marco Rubio (Fla.), Texas Gov. Rick Perry and Sen. Tim Scott (S.C.) all participated. Democrats began turning out for Landrieu on the campaign trail after the Keystone gambit, but strategists say by then all the energy in the campaign was on Cassidy's side.

### **Doomed from the start**

The deck was deeply stacked against the Louisiana Democrat. The midterm electorate is typically more favorable to Republicans, and voters were ready to take out their frustrations with President Obama on any Democrat that had the bad fortune of running in 2014. The Republican wave earned the GOP their largest majority in the House in decades, and they easily picked up a convincing majority in the Senate. Landrieu on Saturday joined her colleagues, Sens. Mark Begich (D-Alaska), Kay Hagan (D-N.C.), Mark Pryor (D-Ark), and Mark Udall (D-Colo.), as Democratic incumbents who were washed out in the wave. If Sen. David Vitter (R-La.) runs for governor, and Landrieu has the appetite for another campaign, she may find more favorable political winds in 2016.

---

**From:** Hagelgans, Andrea  
**Sent:** Sunday, December 07, 2014 7:50 AM  
**To:** Ragone, Peter; 'jfdc@akpdmmedia.com'; 'Jonathan@berlinrosen.com'  
**Cc:** B; Wolfe, Emma  
**Subject:** RE: Natl/local data

Here's Politico's take.

Passages of interest:

Landrieu, the three-term incumbent who chairs the Senate Energy Committee, found herself cut off and left for dead by national Democrats after party strategists decided she had no realistic path to victory in Saturday's Bayou State runoff. She lost much of her clout when Democrats lost their majority, and her failure to pass legislation to move forward with the Keystone XL pipeline in the lame duck session last month made her look politically impotent.

Cassidy, a medical doctor, first elected to a Baton Rouge-area congressional seat in 2008, ran an uninspiring but mistake-free campaign that capitalized on increasing hostility to the Democratic party in Louisiana and throughout the Deep South.

....But the reputation she cultivated as a moderate was no match for the increasing toxicity of the Obama brand in the state.

Before the November election, Landrieu's campaign aggressively reached out to the African-American community, which is about one-third of the electorate. But they did so carefully to avoid linking the senator too closely with Obama.

-----  
In the final insult of a devastating 2014 election for Democrats, Sen. Mary Landrieu, the party's last remaining statewide officeholder from the Deep South, was trounced Saturday in the head-to-head Louisiana Senate runoff election.

Republican Bill Cassidy's resounding victory is the ninth Senate seat picked up by the GOP in this year's elections, three more than the party needed to take control of the chamber. With nearly all the ballots counted, Cassidy led Landrieu by 14 points, 57 percent to 43 percent.

"On November 4th, the American people sent a message that they didn't like the direction our country was heading," Cassidy said in his victory speech. "Our state is the exclamation mark on that message."

His win gives Republicans a four-seat cushion going into 2016, when the party is seeking to protect its first Senate majority since 2006. The next election cycle's Senate map is as bad for Republicans as this year's was for Democrats, with the GOP forced to defend seven seats in states President Barack Obama

carried twice.

Landrieu, the three-term incumbent who chairs the Senate Energy Committee, found herself cut off and left for dead by national Democrats after party strategists decided she had no realistic path to victory in Saturday's Bayou State runoff. She lost much of her clout when Democrats lost their majority, and her failure to pass legislation to move forward with the Keystone XL pipeline in the lame duck session last month made her look politically impotent.

Cassidy, a medical doctor, first elected to a Baton Rouge-area congressional seat in 2008, ran an uninspiring but mistake-free campaign that capitalized on increasing hostility to the Democratic party in Louisiana and throughout the Deep South.

It was the final major race of a 2014 election cycle in which Republicans won nearly every battleground Senate election, gained three governorships and at least 246 House seats. Democrats' efforts to localize many of these contests fell flat, and Republicans succeeded in making the election a referendum on the unpopular president.

Cassidy, excited as he addressed a throng of supporters in Baton Rouge, wrapped up his speech by yelling "Boom!" — and then making his way off stage to celebrate.

Sen. Jerry Moran (R-Kan.), the outgoing chairman of the National Republican Senatorial Committee, noted that Cassidy will be one of a dozen new Republican senators to take office next month and added that, with his win, "Republicans now control every Senate seat, governor's mansion and legislative body from the Texas high plains to the Atlantic coast of the Carolinas."

Obama — and his 39-percent approval rating in the November exit poll — has been an anchor on Landrieu all year. In 2008, Landrieu won a majority on election night — pulling 205,000 more votes than Obama and avoiding a runoff.

But the reputation she cultivated as a moderate was no match for the increasing toxicity of the Obama brand in the state.

During the open primary election last month, Landrieu won just 18 percent of the white vote, according to exit polls, compared to 33 percent six years ago. She got 42 percent overall; since no candidate earned a majority of the vote, the top two finishers went to a runoff.

Landrieu, delivering her concession at the Roosevelt Hotel in the Big Easy just an hour after polls closed, received some of the loudest cheers when she mentioned her vote for Obamacare.

"This is something to be proud of, and I'm glad we fought for it," she said, describing her own record as one of "courage."

Cassidy, 57, ran a low-profile campaign featuring fewer public events. He made the remarkable decision to spend Wednesday and Thursday in Washington for routine House votes, a reflection of his confidence.

The only debate of the runoff took place Monday and produced nothing close to a game-changing moment. Cassidy was awkward and stiff, while Landrieu tried to gin up controversy over him earning \$20,000-a-year to practice medicine at Louisiana State University while collecting his congressional paycheck.

Landrieu found herself on the defensive for improperly billing taxpayers more than \$30,000 in private charter flights to campaign events since 2002. But the debate mainly focused on the issues that have defined the contest, such as Obamacare, gun control and abortion. Landrieu is on the wrong side of the state's electorate on each.

She made two significant strategic miscalculations. First, she thought she could win outright in November and spent accordingly — burning through almost \$16 million, more than double what Cassidy spent. Second, she thought control of the Senate could come down to the results in Louisiana, which would guarantee national Democrats spent millions — or maybe tens of millions — on her behalf.

Neither came to pass. Just two days after the first round of voting, the Democratic Senatorial Campaign Committee canceled \$1.9 million of advertising reservations it had made to help in the runoff.

Landrieu publicly criticized the party for giving up on her, and she asked female colleagues to try

cajoling DSCC leaders to reverse their decision.

The National Republican Senatorial Committee also scaled back its buys after the Democrats pulled out but still spent around \$1 million in the runoff. Also spending around \$1 million were American Crossroads, Freedom Partners and the National Rifle Association. Ending Spending, the conservative group, spent \$1.7 million on TV ads and direct voter contact.

The Republican National Committee said it spent \$2.9 million on the ground game, including an effort to test new tactics it wants to try during the 2016 presidential campaign.

The main outside group helping Landrieu on TV during the runoff was the Humane Society Legislative Fund, which spent a paltry \$123,000.

In total, outside groups supporting Landrieu aired about 100 TV ads, compared to more than 6,000 commercials from anti-Landrieu groups.

Before the November election, Landrieu's campaign aggressively reached out to the African-American community, which is about one-third of the electorate. But they did so carefully to avoid linking the senator too closely with Obama.

During the runoff, the campaign became much less cautious. Her chief of staff was caught on hidden camera bragging to a predominantly African-American crowd that his boss votes with Obama 97 percent of the time and would continue to — a statistic already being cited in Republican attack ads.

Also believing the runoff was ultimately a base election, Cassidy focused on winning over conservatives who didn't vote for him in the first round. The Friday after the election, Cassidy took fellow Republican Rob Maness, who won 14 percent of the vote in the primary, to dinner at Ye Olde College Inn in New Orleans. Maness agreed to endorse Cassidy at a unity rally the following Monday.

The phones were ringing off the hook at Cassidy campaign headquarters with top-flight surrogates, including potential presidential candidates, trying to help so they could claim some credit for an anticipated win. Among those who campaigned on the ground were Sens. Rand Paul (R-Ky.) and Marco Rubio (R-Fla.), along with former Sen. Rick Santorum (R-Pa.), neurologist Ben Carson and Sen.-elect Joni Ernst (R-Iowa). Sen. Ted Cruz (R-Texas) sent fundraising emails, and former Florida Gov. Jeb Bush headlined a high-dollar fundraiser in Washington this week.

Landrieu brought in a handful of lesser-known Senate colleagues. Hillary Clinton hosted a fundraiser for her at the start of this week, but it was in New York City.

Cassidy was not seen as running a strong campaign. If the majority was at stake Saturday, or polls showed the race in play, national Republicans planned to send several operatives to help right the ship. But there was really no need. Landrieu made a last-ditch bid during the lame duck to demonstrate her clout by passing the Keystone XL pipeline bill. She pushed her colleagues hard and had support from every Republican senator, but she fell short of breaking a filibuster by one vote.

The Landrieu dynasty is not over. Her brother, Mitch, is the fairly popular mayor of New Orleans and may try to run for statewide office in the future. In her concession, Landrieu said "Louisiana will always be worth fighting for" and promised that her family "will continue to do so."

Indeed, as soon as she finished her speech, Taylor Swift's hit song "Shake It Off" started blasting through the ballroom.

The Louisiana governorship is opening up next year, as outgoing Gov. Bobby Jindal plots a presidential campaign. GOP Sen. David Vitter is the frontrunner to succeed him, which could create a vacancy when his seat is up for election again in 2016.

Republicans also held onto two Louisiana House seats in runoffs on Saturday in solidly GOP districts. Ralph Abraham won the seat currently held by GOP Rep. Vance McAllister, who finished fourth in last month's primary following an adultery scandal. In the race for Cassidy's House seat, Republican Garret Graves beat former Democratic Gov. Edwin Edwards, the colorful, 87-year-old seeking political redemption after felony convictions for corruption.

Cassidy tried to strike a conciliatory tone near the end of his speech, saying he wanted to let those who opposed him know: "I don't care that you voted for Sen. Landrieu. I am here to serve you too."

But he also couldn't help cracking a joke about his outreach efforts. "I did a robocall in Spanish," he said. "It probably cost me votes."

Read more: <http://www.politico.com/story/2014/12/bill-cassidy-mary-landrieu-2014-louisiana-senate-elections-results-113367.html#ixzz3LDOnZAg8>

---

**From:** Ragone, Peter

**Sent:** Sunday, December 07, 2014 7:41 AM  
**To:** 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'  
**Cc:** Hagelgans, Andrea; B; Wolfe, Emma  
**Subject:** Re: Natl/local data

JDC,

What's out line on the LA Senate race and Landrieu getting beat last night? Did she run away from Dem principles? I don't think we followed it that closely here and I could see this being the natural follow today.

---

**From:** John Del Cecato [mailto:jfdc@akpdmedia.com]  
**Sent:** Saturday, December 06, 2014 06:26 PM  
**To:** Jonathan Rosen <Jonathan@berlinrosen.com>  
**Cc:** Hagelgans, Andrea; B; Ragone, Peter; Wolfe, Emma; Leopold, Elana; Carey, Michael  
**Subject:** Re: Natl/local data

One more

<http://fortune.com/2014/10/31/inequality-wealth-income-us/>  
"Saez and Zucman show that, in America, the wealthiest 160,000 families own as much wealth as the poorest 145 million families"

On Dec 6, 2014, at 3:18 PM, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

Do we have a comp stat to how well the wealthiest Americans are doing in recovery? Feel like we need a parallel to just increase in poverty.

Sent from my iPhone

On Dec 6, 2014, at 4:15 PM, "Hagelgans, Andrea"  
<[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)> wrote:

Here's what mahen recommends:

- The inequality crisis is real - an astounding 46% of New Yorkers live at or near the poverty level.
- Nationally, it is unacceptable that over 40 million Americans live in poverty - with tens of millions more also struggling to get by.

**From:** [Jonathan Rosen](#)  
**To:** [Howe, Amanda](#)  
**Subject:** RE: DNC in Daily News: request from the Mayor  
**Date:** Monday, January 26, 2015 11:30:38 AM

---

Forwarding you the string on this. We NEED some DNC members on background in general. Why can't we get a Bob Zimmerman or Leah Daughtry to throw some shade on background?

Sending you other stuff now.

---

**From:** Howe, Amanda [mailto:AMHowe@cityhall.nyc.gov]  
**Sent:** Monday, January 26, 2015 11:29 AM  
**To:** Jonathan Rosen  
**Subject:** Fw: DNC in Daily News: request from the Mayor

Hi there,

Any suggestions for below? Dnc officials wont say anything more

---

**From:** Ragone, Peter  
**Sent:** Monday, January 26, 2015 11:17 AM  
**To:** B; Klein, Monica; Santucci, Laura; Howe, Amanda  
**Subject:** Re: DNC in Daily News: request from the Mayor

We def need voices here, us saying stuff doesn't move the needle.

---

**From:** B  
**Sent:** Monday, January 26, 2015 11:17 AM  
**To:** Klein, Monica; Santucci, Laura; Howe, Amanda; Ragone, Peter  
**Subject:** Re: DNC in Daily News: request from the Mayor

Is there some way to push this back? Even to get DC voices or DNC members to say this is a non-factor?

---

**From:** Klein, Monica  
**Sent:** Monday, January 26, 2015 09:47 AM  
**To:** Santucci, Laura; Howe, Amanda; Ragone, Peter  
**Cc:** B  
**Subject:** DNC in Daily News: request from the Mayor

The Mayor, cc'ed, would like to figure out how to rapid response this.

**Sheldon Silver corruption probe is blow to New York City's bid to host DNC**

DAILY NEWS - Celeste Katz

When New York Democrats pledged their delegate votes to President Obama at the party convention in 2012, former Assembly Speaker Sheldon Silver took the mic as the Empire State's spokesman.

With the national party on the verge of picking a convention city for 2016, Silver is again in the spotlight — but this time, he's the target of a stunning corruption probe that could tarnish the Big Apple's chances of beating out Philadelphia and Columbus, Ohio.

"What is happening with Shelly just highlights corruption in New York — and is not the right message," lamented a party officer familiar with the selection process.

"It's not the image that the Democratic Party would want to cultivate."

A Democratic city lawmaker grouched, "It will be hard for the (Democratic National Committee) to plan a convention in a state where (the nominee might) have to stand on a stage with a speaker facing ethics charges."

A Silver representative declined to comment.

Although Hillary Clinton has yet to declare her intentions, Republicans are already targeting her as the Dems' presumptive 2016 nominee.

A DNC official wouldn't comment on the impact Silver's arrest would have on the bid, but said that the "decision will be based primarily on logistics, financing and security."

**From:** [Howe, Amanda](#)  
**To:** "[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)"  
**Subject:** Re: NYDN DNC story -- need to pushback - Dems are too terribly worried abt what GOP thinks abt our convention? NYC is safe, has \$\$\$ and hotels/transit  
**Date:** Monday, January 26, 2015 11:36:05 AM

---

Ok great - as long as mayor is aware - good.  
Cant see why Leah cannot help on background.

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Monday, January 26, 2015 11:32 AM  
**To:** Howe, Amanda  
**Subject:** FW: NYDN DNC story -- need to pushback - Dems are too terribly worried abt what GOP thinks abt our convention? NYC is safe, has \$\$\$ and hotels/transit

Pushing back with hits on PA and Ohio – see below.

Also pushing them on MMV and Nydia op-ed that just posted on Business Insider to weave into coverage.

We have Eric Adams and Franny's op-ed into their boroughs section.

But we NEED NEED NEED some third party voices per my last email that sound like real insiders.

Also as you probably know local businesses presser aimed at DWS in works for Wednesday but now might get moved for weather.

Phil / Laura know all of this and I just communicated all of this directly to MBDB. I can add you to the string on this topic if you want going forward.

-jr

---

**From:** Dan Levitan  
**Sent:** Monday, January 26, 2015 11:21 AM  
**To:** Phillip Walzak; Jonathan Rosen  
**Cc:** Marti Adams; peter ragone; Isantucci@dnc2016.nyc  
**Subject:** RE: NYDN DNC story -- need to pushback - Dems are too terribly worried abt what GOP thinks abt our convention? NYC is safe, has \$\$\$ and hotels/transit

Some quick hits:

PA:

- Kathleen Kane, the Democratic Attorney General of Pennsylvania, is embroiled in a political scandal with criminal implications –  
<http://www.nytimes.com/2015/01/23/us/politics/pennsylvania-court-blocks-charges-against-attorney-general-kathleen-kane.html>
- Court documents made public last week revealed that a Pennsylvania grand jury has recommended that Kane be charged with “perjury, false swearing, official oppression and obstruction.”  
[http://www.pennlive.com/politics/index.ssf/2015/01/court\\_docs\\_confirm\\_presentment.html](http://www.pennlive.com/politics/index.ssf/2015/01/court_docs_confirm_presentment.html)

- Not corruption, but note that the AFT is at war with Mayor Nutter over canceling contract: <http://6abc.com/education/nutter-supports-cancellation-of-teacher-union-contract-/338474/>
- And the Philly Mayor's race is in disarray: [http://www.philly.com/philly/news/politics/20150122\\_Trujillo\\_withdraws\\_from\\_mayor\\_s\\_race.html](http://www.philly.com/philly/news/politics/20150122_Trujillo_withdraws_from_mayor_s_race.html)

Ohio:

- Columbus lawmaker was indicted on corruption charges, forced to resign in 2012: [http://www.cleveland.com/open/index.ssf/2012/03/bribery\\_charge\\_against\\_columbu.html](http://www.cleveland.com/open/index.ssf/2012/03/bribery_charge_against_columbu.html)
- Prominent Columbus attorney sentenced as part of money laundering scheme in office of Democratic Ohio state treasurer: [http://www.cleveland.com/open/index.ssf/2014/11/amer\\_ahmad\\_co-defendant\\_gets\\_4.html](http://www.cleveland.com/open/index.ssf/2014/11/amer_ahmad_co-defendant_gets_4.html)
- African-American Ohio lawmaker sues Ohio Democratic Party chair for allegations of institutional racism: <http://www.news-herald.com/general-news/20141111/updated-democratic-ohio-lawmaker-sues-party-chairman>

--

Dan Levitan  
 BerlinRosen Public Affairs  
 O: 646.200.5315  
 C: 201.674.7475  
[@levitandan](mailto:@levitandan)

**From:** Phillip Walzak [<mailto:> [REDACTED]]  
**Sent:** Monday, January 26, 2015 10:45 AM  
**To:** Jonathan Rosen  
**Cc:** Marti Adams; peter ragone; Dan Levitan; [lsantucci@dnc2016.nyc](mailto:lsantucci@dnc2016.nyc)  
**Subject:** Re: NYDN DNC story -- need to pushback - Dems are too terribly worried abt what GOP thinks abt our convention? NYC is safe, has \$\$\$ and hotels/transit

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 MArti can you find a couple of things on PA, OH

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I think that's fine but also think on background should push:

-the Assembly situation will be in the rear view mirror and is momentary.

-Not for nothing the Dem AG of PA is about to be indicted. We should do some quick research on D scandals in Ohio. The notion that local political scandals have anything to do with anything is absurd.

**From:** Phillip Walzak [<mailto:> [REDACTED]]  
**Sent:** Monday, January 26, 2015 10:32 AM  
**To:** Marti Adams; peter ragone; Jonathan Rosen; Dan Levitan; [lsantucci@dnc2016.nyc](mailto:lsantucci@dnc2016.nyc)  
**Subject:** NYDN DNC story -- need to pushback - Dems are too terribly worried abt what GOP thinks abt our convention? NYC is safe, has \$\$\$ and hotels/transit

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Sheldon Silver corruption probe is blow to DNC hopes

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Today, 12:44 AM

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With the national party on the verge of picking a convention city for 2016, Silver is again in the spotlight — but this time, he's the target of a stunning corruption probe that could tarnish the Big Apple's chances of beating out Philadelphia and Columbus, Ohio.

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**To:** [Jonathan Rosen](#)  
**Subject:** Re: NYDN DNC story -- need to pushback - Dems are too terribly worried abt what GOP thinks abt our convention? NYC is safe, has \$\$\$ and hotels/transit  
**Date:** Monday, January 26, 2015 11:43:32 AM

---

Will circle back

Sent from my iPad

On Jan 26, 2015, at 11:42 AM, "Jonathan Rosen" <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

Great – can you make it happen?

---

**From:** Howe, Amanda [<mailto:AHowe@cityhall.nyc.gov>]  
**Sent:** Monday, January 26, 2015 11:39 AM  
**To:** Jonathan Rosen  
**Subject:** Re: NYDN DNC story -- need to pushback - Dems are too terribly worried abt what GOP thinks abt our convention? NYC is safe, has \$\$\$ and hotels/transit

Dont know if he'd so it - but don fowler?

---

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**Sent:** Monday, January 26, 2015 11:32 AM  
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- Prominent Columbus attorney sentenced as part of money laundering scheme in office of Democratic Ohio state treasurer:  
[http://www.cleveland.com/open/index.ssf/2014/11/amer\\_ahmad\\_co-defendant\\_gets\\_4.html](http://www.cleveland.com/open/index.ssf/2014/11/amer_ahmad_co-defendant_gets_4.html)
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--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
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**Sent:** Monday, January 26, 2015 10:32 AM  
**To:** Marti Adams; peter ragone; Jonathan Rosen; Dan Levitan; [lsantucci@dnc2016.nyc](mailto:lsantucci@dnc2016.nyc)  
**Subject:** NYDN DNC story -- need to pushback - Dems are too terribly worried abt what GOP thinks abt our convention? NYC is safe, has \$\$\$ and hotels/transit

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**From:** [Jonathan Rosen](#)  
**To:** [Drew, Chloe](#)  
**Subject:** RE: MAYOR DE BLASIO APPOINTS JOHN ADLER AS DIRECTOR OF THE MAYOR'S OFFICE OF PENSIONS AND INVESTMENTS AND CHIEF PENSION INVESTMENT ADVISOR  
**Date:** Monday, January 26, 2015 2:12:58 PM  
**Attachments:** [image001.png](#)

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Red or black.

I'm good. never a dull moment.

---

**From:** Drew, Chloe [mailto:CDrew@cityhall.nyc.gov]  
**Sent:** Monday, January 26, 2015 11:21 AM  
**To:** Jonathan Rosen  
**Subject:** Re: MAYOR DE BLASIO APPOINTS JOHN ADLER AS DIRECTOR OF THE MAYOR'S OFFICE OF PENSIONS AND INVESTMENTS AND CHIEF PENSION INVESTMENT ADVISOR

Didn't you know we give a Masterati for winning candidate referrals? Just tell me the color... :)

How are you???

---

**From:** Jonathan Rosen [mailto:Jonathan@berlinrosen.com]  
**Sent:** Monday, January 26, 2015 11:03 AM  
**To:** Drew, Chloe  
**Subject:** FW: MAYOR DE BLASIO APPOINTS JOHN ADLER AS DIRECTOR OF THE MAYOR'S OFFICE OF PENSIONS AND INVESTMENTS AND CHIEF PENSION INVESTMENT ADVISOR

Do I get a set of ginsu knives?

---

**From:** Mayor's Press Office [mailto:pressoffice@cityhall.nyc.gov]  
**Sent:** Monday, January 26, 2015 11:01 AM  
**To:** Mayor's Press Office  
**Subject:** MAYOR DE BLASIO APPOINTS JOHN ADLER AS DIRECTOR OF THE MAYOR'S OFFICE OF PENSIONS AND INVESTMENTS AND CHIEF PENSION INVESTMENT ADVISOR



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE:** January 26, 2015  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO APPOINTS JOHN ADLER AS DIRECTOR OF THE**

## MAYOR'S OFFICE OF PENSIONS AND INVESTMENTS AND CHIEF PENSION INVESTMENT ADVISOR

*Adler brings deep experience in pension and retirement issues, will serve as administration's central advisor on pension investments*

**NEW YORK**—Today, Mayor Bill de Blasio announced the appointment of John Adler as the Director of the Mayor's Office of Pensions and Investments and Chief Pension Investment Advisor. Adler, most recently the Director of the Retirement Security Campaign at the Service Employees International Union, brings with him extensive experience in public pension and retirement issues.

On all investment issues, the Mayor's Office of Pensions and Investments (MOPI) is the administration's full-time, central advisor to the Mayor's trustees on the five New York City retirement system boards and on the New York City Deferred Compensation Plan Board. MOPI, housed within the Department of Finance, works with the Office of the Comptroller to monitor and advise on the performance of investments and investment managers for all asset classes held by the pension systems and Deferred Compensation Plan—which hold combined assets valued at over \$150 billion, covering over 350,000 active employees and 275,000 retirees and beneficiaries.

“John's deep experience in pension investments and retirement security will go a long way for City taxpayers and employees, retirees, and beneficiaries alike,” said **Mayor Bill de Blasio**. “John will play a crucial role as we work to tackle growing pension costs, while securing the strongest possible returns on investments and ensuring a sustainable pension system that works for all.”

“John and his long, extensive history in this business will bring invaluable leadership as the new CPIA,” said **Department of Finance Commissioner Jacques Jiha**. “We are excited about his appointment and look forward to working with him.”

“I am excited to put my experience to work to help the City's pension funds do the best possible job for our hard-working employees and their beneficiaries, retired participants, and the taxpayers,” said **John Adler, incoming Director of the Mayor's Office of Pensions and Investments and Chief Pension Investment Advisor**. “I am grateful to Mayor de Blasio for the opportunity to work together with all the trustees of the pension funds to help make them high-performing, sustainable for the long term, and an economic asset for all my fellow New Yorkers.”

The five primary pension funds for New York City employees include the New York City Employees' Retirement System; the Teachers' Retirement System of the City of New York; the New York City Police Pension Fund; the New York City Fire Department Pension Fund; and the New York City Board of Education Retirement System.

At MOPI, the Chief Pension Investment Advisor (CPIA) conducts research on all relevant investment issues that impact the portfolios, and provides the Mayor's trustees on the five boards and the NYC Deferred Compensation Plan Board with timely investment reviews, reports and presentations, so that they may make recommendations on asset allocation and investment strategy. The CPIA meets with consultants and potential investment partners in connection with prospective investment opportunities. The CPIA also works with the

Comptroller's Bureau of Asset Management to ensure that all appropriate information is analyzed and integrated into the selection, termination and performance reviews of investment managers, as well as the analysis and development of investment strategies, and provided accurately to all trustees. The CPIA assists in negotiating the terms and conditions of investment contracts with investment managers and banks, and also consults regularly with the Office of Management and Budget and the Corporation Counsel regarding the potential fiscal impacts and legal liabilities of investment and policy matters coming before the Boards.

John Adler was most recently the Director of the Retirement Security Campaign at SEIU, where he managed all aspects of SEIU's retirement security program, including public pension funds, Taft-Hartley pensions, Social Security, and private sector plans. He ran state campaigns to create state-sponsored retirement plans for workers without access to plans, and co-founded the Georgetown Center for Retirement Initiatives.

Adler has spent 23 years with SEIU, first as an organizer with SEIU/1199 United Healthcare Workers East in New York, and, since 2001, working on pension and retirement issues with the international union first as the Director of the Capital Stewardship Program—where he oversaw all of the union's work on private equity—and then as the Director of the Retirement Security Campaign.

Adler worked with SEIU locals and state councils to address threats to the retirement security of its members, and to advocate for solutions to the retirement security crisis the United States faces because of the decline of pensions in the private sector.

Adler has a B.A. from Yale University, and lives with his wife and two children in Brooklyn, New York.

###



**From:** [Litvak, Gwendolyn](#)  
**To:** ["Nicole Kolinsky"](#); [Connie Chung](#); [Daria Siegel](#); ["Morris, Deborah"](#)  
**Subject:** RE: 8 Great New Versions of Okonomiyaki -- Grub Street  
**Date:** Monday, September 22, 2014 2:51:35 PM

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How do we get invited to friends and family night?

---

**From:** Nicole Kolinsky [mailto:[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)]  
**Sent:** Monday, September 22, 2014 2:39 PM  
**To:** Connie Chung; Litvak, Gwendolyn; Daria Siegel; 'Morris, Deborah'  
**Subject:** 8 Great New Versions of Okonomiyaki -- Grub Street

Let's go when this opens ---> **Ganso Yaki** (*515 Atlantic Ave., at Third Ave., Boerum Hill*), opening this fall in Boerum Hill

[http://www.grubstreet.com/2014/09/new-takes-on-okonomiyaki.html?om\\_rid=AAEGMk&om\\_mid=\\_BUIGs9B88kZkmd](http://www.grubstreet.com/2014/09/new-takes-on-okonomiyaki.html?om_rid=AAEGMk&om_mid=_BUIGs9B88kZkmd)

**From:** [Drew, Chloe](#)  
**To:** [Jonathan Rosen](#)  
**Subject:** RE: Rockefeller Brothers guy I mentioned yesterday  
**Date:** Wednesday, October 22, 2014 10:19:00 AM

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Jonathan,

I would love to talk to him – he looks great.

Thanks so much for everything.

Chloe

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**From:** Jonathan Rosen [mailto:[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)]  
**Sent:** Wednesday, October 22, 2014 10:10 AM  
**To:** Drew, Chloe  
**Subject:** Rockefeller Brothers guy I mentioned yesterday

Michael Northrup – is on the PlanNYC advisory board, knows Zarrilli and co well, lives in BK Heights, was a supporter of ours, nice guy.

He would have good ideas: <http://www.rbf.org/people/michael-northrop>. Let me know if you want me to introduce you two.

-jr

Jonathan Rosen  
BerlinRosen Public Affairs, Ltd.  
15 Maiden Lane, Suite 1600  
New York, NY 10038  
t. 646.452.5637  
[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)

**From:** [Litvak, Gwendolyn](#)  
**To:** "[Nicole Kolinsky](#)"  
**Subject:** RE: De Blasio: No timeline to hire director for long-term planning  
**Date:** Wednesday, October 29, 2014 2:00:53 PM

---

I know.

---

**From:** Nicole Kolinsky [mailto:[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)]  
**Sent:** Wednesday, October 29, 2014 1:58 PM  
**To:** Litvak, Gwendolyn  
**Subject:** FW: De Blasio: No timeline to hire director for long-term planning

**From:** Capital Pro [mailto:[info@capitalnewyork.com](mailto:info@capitalnewyork.com)]  
**Sent:** Wednesday, October 29, 2014 1:55 PM  
**Subject:** De Blasio: No timeline to hire director for long-term planning

## **[De Blasio: No timeline to hire director for long-term planning](#)**

By David Giambusso

1:54 p.m. | Oct. 29, 2014

As the city marked the second anniversary of Hurricane Sandy, Mayor Bill de Blasio indicated Wednesday that he has no timeline for appointing a permanent director for the Office of Long Term Planning and Sustainability, an office created by former mayor Michael Bloomberg to prepare for the effects of climate change.

"The work that office does is being handled by (mayoral advisor) Bill Goldstein and (OLTPS acting director) Dan Zarrilli ... that work is continuing intensely," de Blasio said when asked about the position during a press conference. "The team we have now is already putting that underway. We'll add additional personnel over time."

Zarrilli also heads the mayor's newly created Office of Recovery and Resiliency, and along with Goldstein recently rolled out an aggressive plan to retrofit all city buildings for energy efficiency. The retrofits are part of an overall plan to reduce carbon emissions by 80 percent by 2050.

De Blasio has faced criticism from environmental groups for not moving quickly enough to name a full-time OLTPS director, but much of the concern was mollified by the mayor's energy retrofit plan.

**From:** [Litvak, Gwendolyn](#)  
**To:** [Nicole Kolinsky](#); [Daria Siegel](#); [Connie Chung](#); "Morris, Deborah"  
**Subject:** RE: Pok Pok Phat Thai in Brooklyn -- Grub Street  
**Date:** Thursday, October 30, 2014 8:23:09 PM

---

I'm gone next Friday until 12/1 but we could def go for your bday!

---

**From:** Nicole Kolinsky [Nicole.Kolinsky@berlinrosen.com]  
**Sent:** Tuesday, October 28, 2014 2:24 PM  
**To:** Daria Siegel; Connie Chung; Litvak, Gwendolyn; 'Morris, Deborah'  
**Subject:** Pok Pok Phat Thai in Brooklyn -- Grub Street

Ooo lets go

[http://www.grubstreet.com/2014/10/pok-pok-phat-thai-brooklyn.html?mid=twitter\\_grubst](http://www.grubstreet.com/2014/10/pok-pok-phat-thai-brooklyn.html?mid=twitter_grubst)

**From:** [Litvak, Gwendolyn](#)  
**To:** [Nicole Kolinsky](#); [Daria Siegel](#); [Connie Chung](#); "Morris, Deborah"  
**Subject:** RE: Pok Pok Phat Thai in Brooklyn -- Grub Street  
**Date:** Thursday, October 30, 2014 8:23:28 PM

---

Speaking of- do I owe you \$ for those tickets?  
And what is the exact date/time?  
xo

---

**From:** Nicole Kolinsky [Nicole.Kolinsky@berlinrosen.com]  
**Sent:** Tuesday, October 28, 2014 2:24 PM  
**To:** Daria Siegel; Connie Chung; Litvak, Gwendolyn; 'Morris, Deborah'  
**Subject:** Pok Pok Phat Thai in Brooklyn -- Grub Street

Ooo lets go

[http://www.grubstreet.com/2014/10/pok-pok-phat-thai-brooklyn.html?mid=twitter\\_grubst](http://www.grubstreet.com/2014/10/pok-pok-phat-thai-brooklyn.html?mid=twitter_grubst)

**From:** [Litvak, Gwendolyn](mailto:Litvak.Gwendolyn)  
**To:** ["CChung@hraadvisors.com"](mailto:CChung@hraadvisors.com); ["Nicole.Kolinsky@berlinrosen.com"](mailto:Nicole.Kolinsky@berlinrosen.com); ["dsiegel@downtownny.com"](mailto:dsiegel@downtownny.com); ["morrisd@hpd.nyc.gov"](mailto:morrisd@hpd.nyc.gov)  
**Subject:** Re: Pok Pok Phat Thai in Brooklyn -- Grub Street  
**Date:** Thursday, October 30, 2014 8:38:00 PM

---

I'm going for broke.

---

**From:** Connie Chung [mailto:CChung@hraadvisors.com]  
**Sent:** Thursday, October 30, 2014 08:27 PM  
**To:** Litvak, Gwendolyn; Nicole Kolinsky <Nicole.Kolinsky@berlinrosen.com>; Daria Siegel <dsiegel@downtownny.com>; 'Morris, Deborah' <morrisd@hpd.nyc.gov>  
**Subject:** RE: Pok Pok Phat Thai in Brooklyn -- Grub Street

I need to get on that vacation schedule.

CONNIE J. CHUNG

Senior Analyst | HR&A ADVISORS, INC.

Direct: (646) 545-6248 | Mobile: (917) 699-7893

---

**From:** Litvak, Gwendolyn [mailto:GLitvak@cityhall.nyc.gov]  
**Sent:** Thursday, October 30, 2014 8:23 PM  
**To:** Nicole Kolinsky; Daria Siegel; Connie Chung; 'Morris, Deborah'  
**Subject:** RE: Pok Pok Phat Thai in Brooklyn -- Grub Street

I'm gone next Friday until 12/1 but we could def go for your bday!

---

**From:** Nicole Kolinsky [Nicole.Kolinsky@berlinrosen.com]  
**Sent:** Tuesday, October 28, 2014 2:24 PM  
**To:** Daria Siegel; Connie Chung; Litvak, Gwendolyn; 'Morris, Deborah'  
**Subject:** Pok Pok Phat Thai in Brooklyn -- Grub Street

Ooo lets go

[http://www.grubstreet.com/2014/10/pok-pok-phat-thai-brooklyn.html?mid=twitter\\_grubst](http://www.grubstreet.com/2014/10/pok-pok-phat-thai-brooklyn.html?mid=twitter_grubst)

**From:** [Litvak, Gwendolyn](#)  
**To:** ["Connie Chung"](#); [Daria Siegel](#); [Nicole Kolinsky](#)  
**Subject:** RE: NYC housing affordability map  
**Date:** Thursday, January 08, 2015 12:34:00 PM

---

I can't become overwhelmed about my future or buying a house until after April so I've just put all of those feelings in a box that begins in May. Have fun at Joe Timpone's.

---

**From:** Connie Chung [mailto:CChung@hraadvisors.com]  
**Sent:** Thursday, January 08, 2015 10:14 AM  
**To:** Litvak, Gwendolyn; Daria Siegel; Nicole Kolinsky  
**Subject:** NYC housing affordability map

Peep this map visualizing housing cost in the city:

<https://medium.com/re-form/nycs-housing-cost-myth-9dce6052c139>

CONNIE J. CHUNG

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[CChung@hraadvisors.com](mailto:CChung@hraadvisors.com) | [www.hraadvisors.com](http://www.hraadvisors.com)

**From:** [Litvak, Gwendolyn](#)  
**To:** "[Connie Chung](#)"; "[Nicole Kolinsky](#)"; [Daria Siegel](#)  
**Subject:** RE: NYC housing affordability map  
**Date:** Thursday, January 08, 2015 12:35:13 PM

---

Wow. A bialy has never been so insulted.

---

**From:** Connie Chung [<mailto:CChung@hraadvisors.com>]  
**Sent:** Thursday, January 08, 2015 12:35 PM  
**To:** Litvak, Gwendolyn; 'Nicole Kolinsky'; Daria Siegel  
**Subject:** RE: NYC housing affordability map

Word. But why not just go for sweatpants all the time? Or a snuggly?

I just sent a picture of a bialy to someone here (from northern cali) and he said "that's a pathetic looking bagel". TIME TO GET EDUCATED HOMES.

CONNIE J. CHUNG

Director | HR&A ADVISORS, INC.

Direct: (646) 545-6248 | Mobile: (917) 699-7893

---

**From:** Litvak, Gwendolyn [<mailto:GLitvak@cityhall.nyc.gov>]  
**Sent:** Thursday, January 08, 2015 12:33 PM  
**To:** Connie Chung; 'Nicole Kolinsky'; Daria Siegel  
**Subject:** RE: NYC housing affordability map

I hear that you can also spot Clint Eastwood (plus), but the Macy's there is not awesome (moot point because I would be wearing jeans and LL Bean sweaters every day).

---

**From:** Connie Chung [<mailto:CChung@hraadvisors.com>]  
**Sent:** Thursday, January 08, 2015 12:32 PM  
**To:** Litvak, Gwendolyn; 'Nicole Kolinsky'; Daria Siegel  
**Subject:** RE: NYC housing affordability map

Oh I hear the "central coast" is great near that place where there are no jobs but lots of nature. Excellent blue plate specials. Beware of clustered holes though.

CONNIE J. CHUNG

Director | HR&A ADVISORS, INC.

Direct: (646) 545-6248 | Mobile: (917) 699-7893

---

**From:** Litvak, Gwendolyn [<mailto:GLitvak@cityhall.nyc.gov>]  
**Sent:** Thursday, January 08, 2015 12:30 PM  
**To:** 'Nicole Kolinsky'; Connie Chung; Daria Siegel  
**Subject:** RE: NYC housing affordability map

Ha. I have a phobia of NYC real estate. Is that a thing? Maybe it's time for me to think about moving to somewhere cheap in CA. Maybe.

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Thursday, January 08, 2015 10:17 AM  
**To:** Connie Chung; Litvak, Gwendolyn; Daria Siegel  
**Subject:** RE: NYC housing affordability map

Also

<http://www.popsci.com/trypophobia>

---

**From:** Connie Chung [<mailto:CChung@hraadvisors.com>]  
**Sent:** Thursday, January 08, 2015 10:14 AM  
**To:** Litvak, Gwendolyn; Daria Siegel; Nicole Kolinsky  
**Subject:** NYC housing affordability map

Peep this map visualizing housing cost in the city:

<https://medium.com/re-form/nycs-housing-cost-myth-9dce6052c139>

CONNIE J. CHUNG

Director | HR&A ADVISORS, INC.

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[CChung@hraadvisors.com](mailto:CChung@hraadvisors.com) | [www.hraadvisors.com](http://www.hraadvisors.com)

**From:** [Canfield, Elyn](#)  
**To:** [Jaclyn Kessel](#)  
**Subject:** Re:  
**Date:** Monday, January 26, 2015 11:07:45 AM

---

that is the OPPOSITE of jury duty! Enjoy!!

Sent from my iPhone

> On Jan 26, 2015, at 11:06 AM, Jaclyn Kessel <[Jaclyn@berlinrosen.com](mailto:Jaclyn@berlinrosen.com)> wrote:  
>  
> Omg it's my soul mate. I'm in Thailand being warm! Send my regards to Ms Jessel ;)  
>  
> Sent from my iPhone  
>  
>> On Jan 26, 2015, at 10:50 PM, Canfield, Elyn <[ECanfield@cityhall.nyc.gov](mailto:ECanfield@cityhall.nyc.gov)> wrote:  
>>  
>> Are you at jury duty in Brooklyn? I am (obviously) and they just called a Jackie Jessel but I don't see you!  
>>  
>> Sent from my iPhone

**From:** [Lindsay Scola](#)  
**To:** [Amit Bagga](#); [Ozernov, Ilana](#); [Ethan C. Yake](#); [Anna Poe-Kest](#); [Anna Rafdal](#); [Eunice Ko](#); [Ronnie De Alwis](#); [Frankie Martinez](#); [Jon Paul Lupo](#); [Marco Carrion](#); [Rebecca Kirsznar Katz](#); [Rebecca Lynch](#); [Gabriel Schnake-Mahl](#); [Stefan Grybauskas](#); [Raymond Chao](#); [Dan Gross](#); [Kinsey Casey](#); [Seiferth, Fionnuala \(DCA\)](#); [Amy Spitalnick](#); [Leigh Shapiro](#); [Laura Kavanagh](#); [Michael Halle](#); [Hayley Prim](#); [Elana Leopold](#); [Erin Allweiss](#); [Jen Samawat](#); [Michael Pope](#); [Casey Sinnwell](#); [Cathy Rought](#); [Emily Samsel](#); [Daniel Heller](#); [Katy Rose Glickman](#); [Gillea Allison](#); [Geoff Berman](#); [Lodro Rinzler](#); [Kenny Thompson](#)  
**Subject:** Re: Dawg Dash - April 25  
**Date:** Tuesday, February 17, 2015 12:20:49 PM

---

Think you could get away without a follow up email huh?

Please register. You can walk! Or you can join to volunteer. I love you all and know I will volunteer/ donate to your next thing.

Let me know if you can register to run/walk on April 25th.

xoxo,  
Lindsay

On Wed, Feb 4, 2015 at 2:33 PM, Lindsay Scola <[REDACTED]> wrote:  
Friends,

I was wondering if I can persuade you sign up for the race I am organizing with my alumni association, University of Washington (if you don't run or walk, would you consider volunteering?). It's a fun 5k on Roosevelt Island on Saturday, April 25th. It's only 25 dollars and it will be a lot of fun! Use this link! I really appreciate it! I am trying to boost our enrollment, so if you have other running friends, please forward!!

Use this link:

<http://www.active.com/new-york-ny/running/distance-running-races/dawg-dash-nyc-5k-walk-and-run-2015?int=>

Love you guys,  
Linz

**From:** [Litvak, Gwendolyn](#)  
**To:** "[Nicole Kolinsky](#)"  
**Subject:** RE: Jemima Kirke's Workout Thwarts the Usual Fitness Trends  
**Date:** Wednesday, April 01, 2015 12:16:48 PM

---

I don't classpass.

**GWEN LITVAK | 212-442-6332**

---

**From:** Nicole Kolinsky [mailto:[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)]  
**Sent:** Wednesday, April 01, 2015 12:17 PM  
**To:** Litvak, Gwendolyn  
**Subject:** RE: Jemima Kirke's Workout Thwarts the Usual Fitness Trends

classpass

---

**From:** Litvak, Gwendolyn [mailto:[GLitvak@cityhall.nyc.gov](mailto:GLitvak@cityhall.nyc.gov)]  
**Sent:** Wednesday, April 01, 2015 12:16 PM  
**To:** Nicole Kolinsky  
**Subject:** RE: Jemima Kirke's Workout Thwarts the Usual Fitness Trends

Cp? LA.

**GWEN LITVAK | 212-442-6332**

---

**From:** Nicole Kolinsky [mailto:[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)]  
**Sent:** Wednesday, April 01, 2015 12:15 PM  
**To:** Litvak, Gwendolyn  
**Subject:** RE: Jemima Kirke's Workout Thwarts the Usual Fitness Trends

Oh right right. Darn. Are you doing CP? Where are you doing PO?

---

**From:** Litvak, Gwendolyn [mailto:[GLitvak@cityhall.nyc.gov](mailto:GLitvak@cityhall.nyc.gov)]  
**Sent:** Wednesday, April 01, 2015 12:09 PM  
**To:** Nicole Kolinsky  
**Subject:** RE: Jemima Kirke's Workout Thwarts the Usual Fitness Trends

Thanks, would love to but not leaving work until 8pm or 9pm these waning PlaNYC days.

**GWEN LITVAK | 212-442-6332**

---

**From:** Nicole Kolinsky [mailto:[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)]  
**Sent:** Wednesday, April 01, 2015 12:07 PM  
**To:** Litvak, Gwendolyn  
**Subject:** Jemima Kirke's Workout Thwarts the Usual Fitness Trends

I have this class booked at 6PM through classpass tonight. Do you want it? I cant go

[http://tmagazine.blogs.nytimes.com/2015/03/24/jemima-kirke-workout-brooklyn-strength/?  
\\_r=0](http://tmagazine.blogs.nytimes.com/2015/03/24/jemima-kirke-workout-brooklyn-strength/?_r=0)

**From:** [Jonathan Rosen](#)  
**To:** [Goldmark, Karin](#)  
**Cc:** [Emily Walsh](#)  
**Subject:** Re: Connecting re: Schools  
**Date:** Thursday, September 11, 2014 8:41:09 PM

---

Noon works.

Sent from my iPhone

On Sep 11, 2014, at 5:11 PM, "Goldmark, Karin" <[KGoldmark@cityhall.nyc.gov](mailto:KGoldmark@cityhall.nyc.gov)> wrote:

Monday bw 8:30 and 9:30 if near City Hall, or 12:00 on.  
Or, if need be, I can move my 9:30 without too much trouble.

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Thursday, September 11, 2014 3:15 PM  
**To:** Goldmark, Karin  
**Subject:** Re: Connecting re: Schools

Nice meeting you. How's Monday morning?

Sent from my iPhone

On Sep 11, 2014, at 2:34 PM, "Goldmark, Karin" <[KGoldmark@cityhall.nyc.gov](mailto:KGoldmark@cityhall.nyc.gov)> wrote:

Jonathan,  
Happy to meet, pls let me know what works for you.

---

**From:** Wolfe, Emma  
**Sent:** Thursday, September 11, 2014 2:34 PM  
**To:** Goldmark, Karin; [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)  
**Subject:** Connecting re: Schools

Thanks!  
EMma

**From:** [Jonathan Rosen](#)  
**To:** [Goldmark, Karin](#)  
**Cc:** [Emily Walsh](#)  
**Subject:** Re: Connecting re: Schools  
**Date:** Sunday, September 14, 2014 8:16:34 PM

---

Great. See you then.

Sent from my iPhone

On Sep 14, 2014, at 11:59 AM, "Goldmark, Karin" <[KGoldmark@cityhall.nyc.gov](mailto:KGoldmark@cityhall.nyc.gov)> wrote:

How do you feel about Zaitzeff, the burger place on John and Nassau? Possible drawback is that I think they yell a lot behind the counter so it might be loud.

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Friday, September 12, 2014 10:12 AM  
**To:** Goldmark, Karin  
**Cc:** Emily Walsh  
**Subject:** RE: Connecting re: Schools

Wherever's good. I am at John Street and Broadway few blocks south of city hall – could grab coffee at bluespoon or lunch at the diner or whatever you want to do.

---

**From:** Goldmark, Karin [<mailto:KGoldmark@cityhall.nyc.gov>]  
**Sent:** Thursday, September 11, 2014 9:06 PM  
**To:** Jonathan Rosen  
**Subject:** Re: Connecting re: Schools

Prefer noon Monday, tomw packed.  
Where would you like to meet?

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Thursday, September 11, 2014 08:42 PM  
**To:** Goldmark, Karin  
**Subject:** Re: Connecting re: Schools

My morning tmrw just opened up if you are free at 915/930 or we can stick w noon on Monday.

Sent from my iPhone

On Sep 11, 2014, at 5:11 PM, "Goldmark, Karin" <[KGoldmark@cityhall.nyc.gov](mailto:KGoldmark@cityhall.nyc.gov)> wrote:

Monday bw 8:30 and 9:30 if near City Hall, or 12:00 on.  
Or, if need be, I can move my 9:30 without too much trouble.

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]

**Sent:** Thursday, September 11, 2014 3:15 PM  
**To:** Goldmark, Karin  
**Subject:** Re: Connecting re: Schools

Nice meeting you. How's Monday morning?

Sent from my iPhone

On Sep 11, 2014, at 2:34 PM, "Goldmark, Karin"  
<[KGoldmark@cityhall.nyc.gov](mailto:KGoldmark@cityhall.nyc.gov)> wrote:

Jonathan,  
Happy to meet, pls let me know what works for you.

---

**From:** Wolfe, Emma  
**Sent:** Thursday, September 11, 2014 2:34 PM  
**To:** Goldmark, Karin; [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)  
**Subject:** Connecting re: Schools

Thanks!  
EMma

**From:** [Wolfe, Emma](#)  
**To:** ["Jonathan Rosen"](#)  
**Cc:** [Sevillia, Max](#)  
**Subject:** RE: Checking in on fast food workers tactical/strategic ideas for work with mayors  
**Date:** Thursday, September 18, 2014 11:41:58 AM

---

Great! tyvm

---

**From:** Jonathan Rosen [mailto:Jonathan@berlinrosen.com]  
**Sent:** Thursday, September 18, 2014 11:36 AM  
**To:** Wolfe, Emma  
**Cc:** Sevillia, Max  
**Subject:** RE: Checking in on fast food workers tactical/strategic ideas for work with mayors

Our fast-food / low wage team is working on it. Will likely have early next week. Will push and see if sooner possible.

---

**From:** Wolfe, Emma [mailto:EWolfe@cityhall.nyc.gov]  
**Sent:** Thursday, September 18, 2014 11:01 AM  
**To:** Jonathan Rosen  
**Cc:** Sevillia, Max  
**Subject:** Checking in on fast food workers tactical/strategic ideas for work with mayors

Hey Jonathan – any progress?

**From:** [Fialkoff, Gabrielle](#)  
**To:** [Carey, Michael](#)  
**Cc:** [Canfield, Ellyn](#); [Emily Walsh \(Emily@berlinrosen.com\)](#); [Beach, Mkada](#); [Hanser, Leora](#)  
**Subject:** RE: You are cordially invited to a breakfast at Gracie Mansion  
**Date:** Thursday, September 18, 2014 2:27:06 PM  
**Attachments:** [image001.png](#)

---

Michael,

I disagree. As the Mayor says to me all of the time, do what you need to do to get your job done. The invite coming from me raises my profile among the recipients, I am a senior staff member and I am responsible for the Host Committee and its commitment to the DNC. The invite clearly says the Mayor is doing the inviting and having the email come for me would simply help me do my job.

---

**From:** Carey, Michael  
**Sent:** Thursday, September 18, 2014 01:58 PM  
**To:** Canfield, Ellyn; Wurgaft, Emily; Beach, Mkada  
**Cc:** Hanser, Leora  
**Subject:** RE: You are cordially invited to a breakfast at Gracie Mansion

In addition, this is an invite to the Mayor's Residence so should not come from a staff member.

Thanks!

**Michael Paul Carey**

Director, Mayor's Office of Special Projects and Community Events of New York City  
(e) [mpcarey@cityhall.nyc.gov](mailto:mpcarey@cityhall.nyc.gov) | (w) 212-788-2569

---

**From:** Canfield, Ellyn  
**Sent:** Thursday, September 18, 2014 12:56 PM  
**To:** Wurgaft, Emily; Beach, Mkada  
**Cc:** Hanser, Leora; Carey, Michael  
**Subject:** RE: You are cordially invited to a breakfast at Gracie Mansion

I left that meeting with an understanding that we agreed invites for Gracie should always go out with the Mayor or First Lady's name.

Next time we'll make sure to confirm very clearly and send you see a sample in advance so that you can see how the outbox will read.

**Ellyn Canfield Nealon**

Deputy Director, Mayor's Office of Special Projects and Community Events  
New York City  
(e) [ecanfield@cityhall.nyc.gov](mailto:ecanfield@cityhall.nyc.gov) | (w)212-788-2567 | (c) 718.536.4359

---

**From:** Wurgaft, Emily  
**Sent:** Thursday, September 18, 2014 12:51 PM  
**To:** Beach, Mkada  
**Cc:** Hanser, Leora; Canfield, Ellyn  
**Subject:** RE: You are cordially invited to a breakfast at Gracie Mansion

We had asked for it to go out under Gabrielle's name and confirmed that with you guys as well. Is there a reason it went out differently?

---

**From:** Beach, Mkada  
**Sent:** Thursday, September 18, 2014 12:40 PM  
**To:** Wurgaft, Emily

**Cc:** Hanser, Leora

**Subject:** RE: You are cordially invited to a breakfast at Gracie Mansion

Yes, confirmed.

**Mkada Beach**

Mayor's Office of Special Projects and Community Events

---

**From:** Wurgaft, Emily

**Sent:** Thursday, September 18, 2014 12:15 PM

**To:** Beach, Mkada

**Cc:** Hanser, Leora

**Subject:** FW: You are cordially invited to a breakfast at Gracie Mansion

Mkada,

Is this the invite that went out – Gabrielle got it. It looks like it went out from the Office of the Mayor. Can you confirm?

emily

---

**From:** Fialkoff, Gabrielle

**Sent:** Thursday, September 18, 2014 11:46 AM

**To:** Wurgaft, Emily

**Cc:** Everett, Matt; Hanser, Leora

**Subject:** FW: You are cordially invited to a breakfast at Gracie Mansion

From Office of the mayor...

---

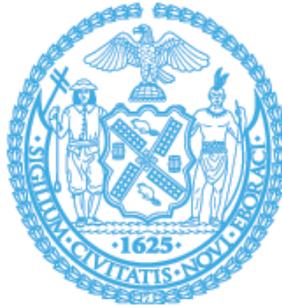
**From:** The Office of Mayor de Blasio [<mailto:invitation@cityhall.nyc.gov>]

**Sent:** Thursday, September 18, 2014 11:25 AM

**To:** [gfialkoff@haskelljewels.com](mailto:gfialkoff@haskelljewels.com)

**Cc:** Fialkoff, Gabrielle

**Subject:** You are cordially invited to a breakfast at Gracie Mansion



Please Join  
MAYOR BILL DE BLASIO

for a

## DNC 2016 NYC HOST COMMITTEE UPDATE

THURSDAY, OCTOBER 2, 2014  
8:30 AM

GRACIE MANSION  
East End Avenue at 88th Street

RSVP (212) 788-2569 or email: [invitation@cityhall.nyc.gov](mailto:invitation@cityhall.nyc.gov)

*This invitation is non-transferable.*

**[Yes, I am attending](#)**

**[No, I will not attend](#)**



Please Join  
MAYOR BILL DE BLASIO

for a  
DNC 2016 NYC  
HOST COMMITTEE UPDATE

THURSDAY, OCTOBER 2, 2014  
8:30 AM

GRACIE MANSION  
East End Avenue at 88th Street

RSVP (212) 788-2569 or email: [invitation@cityhall.nyc.gov](mailto:invitation@cityhall.nyc.gov)

*This invitation is non-transferable.*

**From:** [Jonathan Rosen](#)  
**To:** [Emma Wolfe](#); [Sevillia, Max](#)  
**Subject:** Fastfood memo / inequality task force  
**Date:** Friday, September 26, 2014 2:42:04 PM  
**Attachments:** [Draft Memo to Mayors Task Force.docx](#)

---

Attached for your review. Thanks.

Jonathan Rosen  
BerlinRosen Public Affairs, Ltd.  
15 Maiden Lane, Suite 1600  
New York, NY 10038  
t. 646.452.5637  
[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)

## MEMO

**Date:** September 25, 2014

**RE:** Proposed Ideas for U.S. Conference of Mayors Cities of Opportunity Task Force to Support Fast-Food Workers' Movement for \$15/hour and a Union

---

By publicly supporting the fast food workers' organizing movement for \$15/hour and the right to form a union without retaliation, The U.S. Conference of Mayors' Cities of Opportunity Task Force could make a powerful statement in support of increased economic opportunity for workers and communities in cities nationwide.

Proposed public activities could include:

1. Mayors de Blasio and Johnson moderate a panel or hold a press conference with fast-food workers at the winter meeting of the U.S. Conference of Mayors (Jan. 21).
2. Mayors release a letter to McDonalds highlighting the role that the company must play in mitigating the harmful impact of record inequality today.
3. Mayors hold Economic Opportunity community roundtables featuring fast food workers and other workers.
4. Mayor participate in "walk-a-day in my shoes" events with fast food workers in their cities.
5. Mayors participate in City Hall press events/rallies with fast-food workers and community leaders.
6. Mayors together or on a coordinated day visit fast-food restaurants to tell workers they support their cause.
7. The Task Force releases a report documenting how a \$15 per hour wage at the top fast-food companies would stimulate the local economy. The report

could contain local data on poverty rates, demographic data, and other key details of the local fast-food workforce.

8. The U.S. Conference of Mayors, or the Cities of Opportunity Task Force, issues a public statement in support of fast-food workers when they are on strike.
9. Task Force members join workers on strike lines in their cities.
10. A national op-ed from Mayor de Blasio and another Task Force member framing the importance of the fast-food workers' movement to cities around the country.
11. A series of local op-eds from mayors in their cities on the importance of the fast-food workers' movement to the local economy.
12. Task Force members accompany workers in walking back to their jobs on the day after a strike.
13. Place a paid ad in *USA Today* announcing mayors' support of \$15 per hour and a union for fast-food workers.

**From:** [Jonathan Rosen](#)  
**To:** [Drew, Chloe](#)  
**Subject:** FW: Resume of [REDACTED]  
**Date:** Tuesday, October 14, 2014 11:24:35 AM  
**Attachments:** [resume - \[REDACTED\].Sept. 2014.pdf](#)

---

Hey there. Hope all is well. See below. Do not know this person but passing on in case of interest. Hasta.

-jr

---

**From:** Valerie Berlin  
**Sent:** Monday, October 13, 2014 5:46 PM  
**To:** Jonathan Rosen  
**Subject:** Resume of [REDACTED]

Jonathan,

[REDACTED]  
[REDACTED]. If you could pass along to Chloe, that would be great.

Thanks

Valerie Berlin  
BerlinRosen Public Affairs  
15 Maiden Lane, Suite 1600  
New York, NY 10038  
646.200.5300  
[valerie@berlinrosen.com](mailto:valerie@berlinrosen.com)  
[www.berlinrosen.com](http://www.berlinrosen.com)

[REDACTED]

[REDACTED]

[REDACTED]

---

[REDACTED]

**E**

[REDACTED]

References available upon request.

**From:** [Drew, Chloe](#)  
**To:** [Jonathan Rosen](#)  
**Subject:** RE: Resume of [REDACTED]  
**Date:** Monday, October 20, 2014 6:27:00 PM

---

Great and thanks!

---

**From:** Jonathan Rosen [mailto:Jonathan@berlinrosen.com]  
**Sent:** Tuesday, October 14, 2014 11:25 AM  
**To:** Drew, Chloe  
**Subject:** FW: Resume of [REDACTED]

Hey there. Hope all is well. See below. Do not know this person but passing on in case of interest. Hasta.

-jr

---

**From:** Valerie Berlin  
**Sent:** Monday, October 13, 2014 5:46 PM  
**To:** Jonathan Rosen  
**Subject:** Resume of [REDACTED]

Jonathan,

[REDACTED]  
[REDACTED]  
[REDACTED]

Thanks

Valerie Berlin  
BerlinRosen Public Affairs  
15 Maiden Lane, Suite 1600  
New York, NY 10038  
646.200.5300  
[valerie@berlinrosen.com](mailto:valerie@berlinrosen.com)  
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**From:** [Jonathan Rosen](#)  
**To:** [Drew, Chloe](#)  
**Subject:** long term planning staff resume i mentioned to you  
**Date:** Monday, November 03, 2014 10:57:10 AM  
**Attachments:** [REDACTED] [Resume\\_0714.pdf](#)

---

Resume attached and profile of her from her job in [REDACTED] below.

[REDACTED]



[REDACTED]



[REDACTED]

**From:** [Drew, Chloe](#)  
**To:** [Jonathan Rosen \(Jonathan@berlinrosen.com\)](mailto:Jonathan@berlinrosen.com)  
**Subject:** Leadership & Diversity Platform  
**Date:** Thursday, December 04, 2014 6:35:00 PM  
**Attachments:** [LeadershipDiversityPPT4\\_0 PUBLIC.pdf](#)

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Jonathan,

So good to speak yesterday!

Thanks for everything you do for us. As I mentioned we are launching a new project to explore creating a best-in-class infrastructure for identifying and training diverse, high-potential talent within city agencies and to position that talent for future senior-level government roles.

We've created the attached plan and I wonder if you'd take a look? I'd really value your feedback. The Mayor's Fund would like to start pitching the idea to foundations and firms that might be interested partners -- your candid thoughts on framing and positioning would be so valuable.

Have a good evening,  
Chloe

Chloe Drew  
Director, Mayor's Office of Appointments  
c. 347-659-4492



# **MAKING THE CASE FOR LEADERSHIP DIVERSITY STRATEGIES IN NEW YORK CITY GOVERNMENT**

Prepared by the Mayor's Office of Appointments



# Introduction

Equity as a defining characteristic of the de Blasio Administration creates an opportunity for the transformation and repositioning of leadership diversity as an essential lever of change in advancing the Mayor's agenda.

A diverse cohort of senior leaders among the city's mayoral agencies and offices is needed to execute the strategic policy shift envisioned by the Mayor.

The Mayor's 2014 *State of the City* address re-affirmed his strong commitment to diversity and inclusion within city government and firm belief that the future and stability of this increasingly multicultural city depends on this dynamic.

# The Mayoral Vision for Government Leadership

“Our public employees represent a thread that runs through this Administration—a belief that public service is a noble calling—that part of what makes New York special is helping our neighbors navigate life’s challenges, big and small. **New York’s drive and diversity are unparalleled in this country, and we have appointed a City Administration that proves it—putting our best women and men in charge of delivering city services with efficiency and integrity.** This is a team that knows how to execute its core responsibilities—while never losing sight of the fact that we’re called to be part of a larger mission as well. We must lay the foundation now for the strength and stability of New York’s future... a future of greater equality and opportunity.”

## **Mayor Bill de Blasio**

State of the City Address

February 11, 2014

# The Path to Leadership Diversity and Talent Development



The path towards building a diverse leadership cohort in government begins with a vision for Equity and Inclusion



...Followed by an in-depth workforce analysis to gain a greater understanding of who is in leadership and whether that profile is consistent with principles of Diversity, Inclusion and Opportunity



...And a comprehensive assessment of workforce management protocols regarding talent recruitment, performance evaluation, and formalized training in leadership behaviors and diversity awareness, in order to develop a Plan of Action.

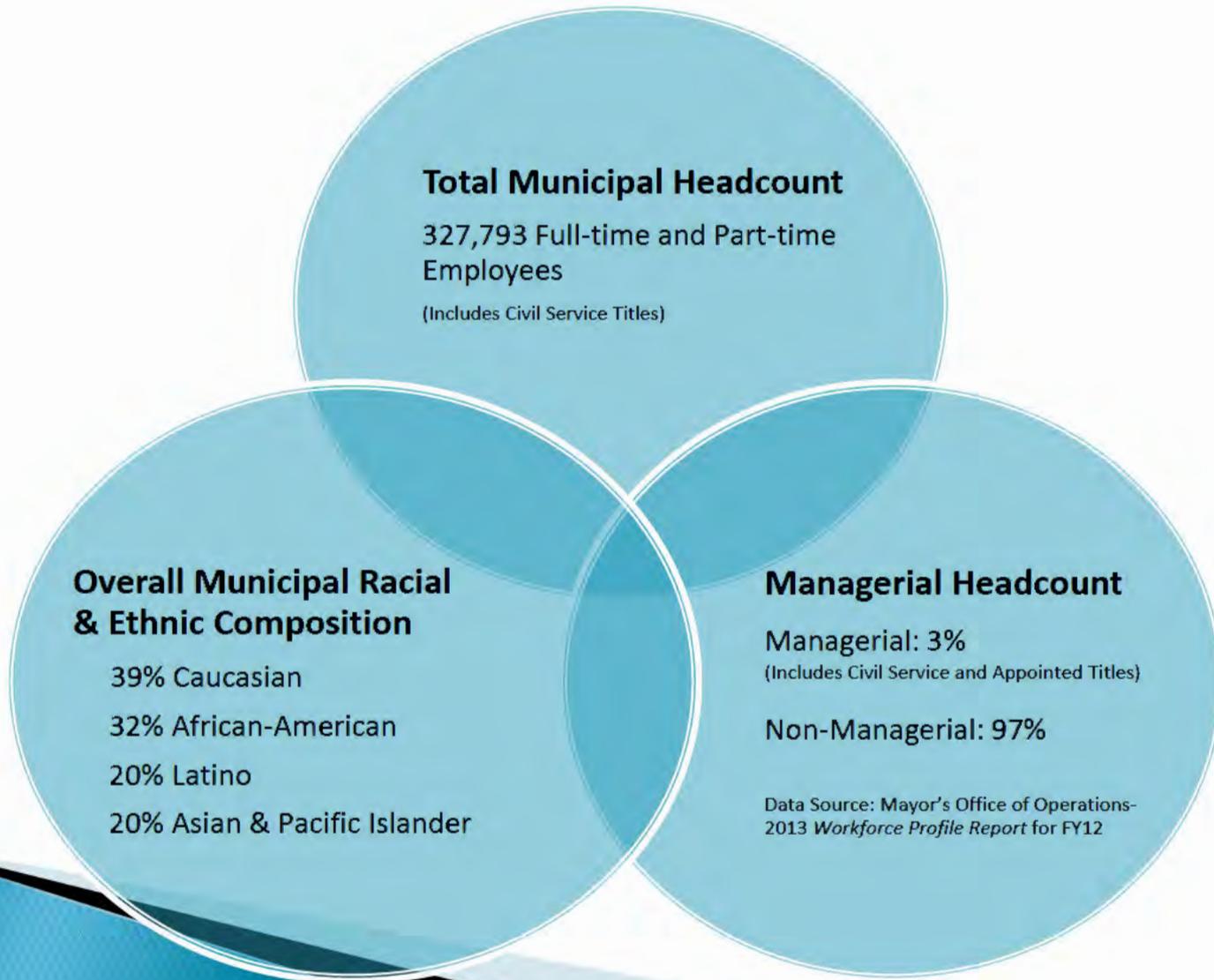
# Relevant City Workforce Benchmarks

Statistical benchmarks highlighting certain demographic flashpoints within the municipal workforce's leadership strata provide a valuable framework for juxtaposing the Mayor's vision and equity agenda with the reality of workforce patterns that reveal:

- 1) The historical exclusion of certain racial, ethnic, and gender groups from career advancement and fluidity and;**
- 2) The concentration of certain groups at specific agencies or within low-level functional segments.**

# New York City's Municipal Workforce Overview:

## Headcount, Race, Ethnicity, and Managerial Status



# The Challenge

The Mayor's vision necessitates an integrated, enterprise-wide strategy of values and practices that focus on **recruiting and retaining** excellent diverse talent.

The data suggests that in order for the Mayor's vision of leadership diversity to be actualized throughout mayoral agencies, a **plan of action** that challenges historical patterns and creates a new pathway for inclusive advancement and opportunity is imperative.

## STRATEGIC LEVERS FOR CHANGE

Leveraging the Mayoral vision, credibility, relationships and networks of the Administration's senior leaders and City Hall advisors within the community and workplace to create agency buy-in and common ground on the issue of leadership diversity

Workforce analytics capacity is well-established at DCAS and in the Mayor's Office of Operations. A data-driven process for looking at leadership diversity was initiated via a survey to agencies and new indicators for senior discretionary titles represent new data points in personnel analytics

Existing institutional models for leadership development (Eg.DCAS Leadership Academy) and diversity training among different agencies

## CURRENT CHALLENGES

Focusing on organizational change and the diversity dividend of improved decision-making and innovation while constrained by the limited administrative bandwidth and time pressures caused by meeting agency mission priorities and stakeholder demands.

Integrating these metrics into agency succession planning protocols and creating new ones that promote accountability and mindful, inclusive talent strategies for recruitment and promotion

Standardizing inter-agency professional development norms for identifying and cultivating high-potentials. Absence of infrastructure or programming focused on creating a cohort of leaders who can operationalize diversity and inclusion in order to execute agency mission and talent practices

# Reality



# Vision

- Embedded strata of incumbents narrows senior-level leadership bandwidth, limited methodical pipeline talent development, no common vernacular or rubric for leadership indicators

- Unclear understanding among managers on how to advance on the leadership ladder

Problematic structural patterns and institutional processes reinforce the role of group privilege

Limited professional development pathways for high potentials, uneven opportunities for talent visibility

Cohesive model of managerial best practices for positioning diversity talent for leadership

Metrics and data-driven processes that enforce accountability, improved objectivity and leadership diversity outcomes

- Enterprise-wide norms and talent practices that promote and encourage leadership diversity

- Integration of workforce analytics into succession planning, assessing employee engagement

# Creating a Leadership Diversity Model for City Government

The race & ethnicity data for senior titles within mayoral agencies calls for a leadership diversity **plan of action** that must address **three crucial areas** of office culture and environment:

**Managerial** practices that support inclusive advancement

**Structural** limitations (based on the organization's matrix) on broader career opportunities

**Programmatic** changes, including formal training aimed at providing guidance and coaching

# The Pillars of Change

## Managerial, Structural, Programmatic

### Pathway to Change

**Managerial:** Promote elevation of diverse groups into the senior management and executive strata; address recruitment gaps; use 360-degree performance evaluations and interview panels; enhance mindful mentoring efforts; assess staff for leadership potential; and create high-visibility assignments for career progression.

**Structural:** Examine job descriptions and job title duties; implement workforce planning that examines retirement and turnover trends; improve transparency in advertising open positions; increase availability of management roles tied to advancement; and increase functional duties aligned with leadership growth.

**Programmatic:** In collaboration with DCAS, other agencies, and external, academic, and nonprofit partners, broaden the availability of relevant training programs for high-potentials; develop cohort groups based on title or job function; and create cross-agency leadership experiences and rotation assignment opportunities.

# Existing Infrastructure for Promoting Leadership Diversity

## Mayor's Office of Appointments (MOA)

- Mission-driven team that collaborates with commissioners and directors to help shape leadership teams, boards, and commissions charged with executing the Mayor's equity agenda.
- Manages resume talent bank for agency senior title searches.
- Prepares candidates and facilitates retention of top talent prospects.
- Provides access to quality, diverse candidates via central resume talent bank and extensive network of external professional affinity groups and organizations.

## Department of Citywide Administrative Services (DCAS)

- Mission-driven team with a range of core functions that includes providing "critical resources and support" for city agency workforce needs in recruiting, hiring and training.
- Ensures that city agencies comply with **City Charter Chapter 36, § 831** by submitting annual plans to Chief Diversity Officer that address diversity hiring.
- Oversees EEO training, created "Everybody Matters" training initiative, DCAS's Management trainee program, and skills-focused programs.

## Individual Mayoral Agencies and Corporations

- Internal programs coordinated by individual agencies (including: EDC's Project Management boot camp, the hiring of agency-based Chief Diversity Officers, ACS' structural analysis of their interview-to-hire chain, and recruitment efforts targeting diverse candidates at DEP, DDC, DSNY).

# Creation of a Comprehensive Strategy for Developing Talent

Based on Successful Academic, Public Sector, and Industry Best Practices

- ▶ **MOA proposes a leadership development approach** that closely complements the DCAS Management Trainee Program and curriculum, incorporates best practices from the Federal Office of Personnel Management leadership model for its Senior Executive Service, and collaborates with public sector and workforce management thought leaders, who have identified the following key program characteristics:
  1. **Senior-level panel or executive resource group:** 1) Delineates a standard set of criteria or rubric for leadership qualities (eg. strategic thinking, flexibility, resilience) and assessing potential. Group establishes a nomination and screening process that targets high-potential employees from the mid, junior, and senior staff levels; and 2) Group consults w/ thought partners from the academic or private sectors with expertise in management and leadership.
  2. **Formalized, interactive classroom training and work experiences** for high-potential employees that will provide theoretical and practical information, along with functional guidance on leading teams, influencing others, relationship and ally development, overseeing internal process and operations.
  3. **Standardized workforce planning tools and analysis** that will forecast vacancies in senior-level positions by tracking retirement data, senior staff turnover rates, and the length of time for mid and entry-level high potentials to be promoted into increasingly senior roles.
  4. **A defined talent pipeline and network for high-potentials**, who are eligible for recognition and selection for a cross-agency leadership development pilot (the **“Mayoral Leadership Institute”**) in collaboration with DCAS and existing agency programs. Federal and industry models, as well as thought leadership and best practices from academics and practitioners, will influence the pilot’s skill-building exercises, assignments, curricula, and programs. KEY GOALS include cohort cohesion, executive-level mentorship, and network-building with external and internal leaders.

## Recommended First Steps

Convene a short-term Cross-Agency Task Force of senior leaders who will meet 3 times to define key short and long-term goals, establish targeted pilot priorities, methods of tracking progress, and identify key ambassadors to initiate movement among their peers:

Schedule a series of focus groups among Commissioners and their Deputies to hold “courageous conversations” about unconscious bias, the importance of diverse leadership in driving decision-making excellence, organizational effectiveness, community credibility, and cultural competency. Discuss ideas for succession planning, leadership opportunities via cross-agency rotations and assignments, formalized leadership training, case study exercises, and managerial processes to identify and mentor high-potentials.

Create an advisory panel of academic thought leaders, personnel practitioners, and other influentials to advise on best practices and guide program development and formal classroom training. Also consider creation of peer-to-peer mid-level employee boards that will offer consistent feedback on program effectiveness and outcomes, help with program planning, and the creation of job title and function-based affinity groups.

In collaboration with relevant agencies, organize a series of forums and panel discussions on a range of executive-level leadership competencies, including reputation management, leading change, and team-building. Implement a 3-month cross-agency Mayoral leadership pilot and rotation program for high-potentials, who will gain experience in change and team leadership via key assignments, and formal training on a range of leadership competencies.

## SAMPLE AGENCY ACTION PLAN AND DISCUSSION QUESTIONS

Goals	Issues	Deliverables and Key Milestones	Completion Dates
<p>Designate a leadership diversity planning committee comprised of accountability stakeholders from throughout the agency</p>	<p>Who are the accountability stakeholders in your agency?</p> <p>Who will be responsible for serving as ambassadors who lead the messaging for this effort at the agency?</p> <p>Who will be responsible for gaining staff buy-in and creating a sense of shared values regarding this effort? How will this take place—focus groups, surveys?</p> <p>Who are the agency leaders responsible for carrying out the agency mission, recruiting, identifying and developing high-potential talent for promotions, high-impact/visibility assignments, DCAS management training opportunities</p> <p>What agency divisions or units represent areas in which there has been historic underrepresentation in leadership diversity?</p> <p>What are the threshold positions or capabilities that typically lead to promotion and advancement in the agency?</p> <p>Who will track the committee's progress and the outcomes anticipated by the agency's plan?</p>	<p>An agency strategic plan for creating a leadership diversity cohort in the mid-level management tier who can be promoted to current or emerging vacancies in senior title.</p> <p>Special emphasis should be creating a pathway at the agency for high-potential talent that includes training, mentoring and intra-agency rotations and assignments.</p> <p>The plan focus should include strategies for identifying diversity talent re: high-impact titles within the agency involving key policy-making or decision-making functions</p>	<p>30 days from the initial meeting date</p>

## PART TWO–SAMPLE AGENCY ACTION PLAN AND DISCUSSION QUESTIONS

Goals	Issues	Key Milestones and Deliverable	Completion Dates
<p>Performing Self–Audit of Recruiting and Promotions Process based on stakeholder feedback and analysis</p>	<p>How is the recruitment process managed within the agency? Who are the stakeholders involved in senior–level recruitment efforts</p> <p>Is there an agency succession plan for promoting high–potential talent for future senior roles? Is there any forecasting performed with respect to future roles?</p> <p>How is information communicated about openings in senior level roles? Is there any forecasting with respect to</p> <p>What is the process for identifying internal candidates? On what basis are internal candidates recommended for promotions to senior positions</p> <p>Are panel interviews used to vet candidates for senior roles</p> <p>Does the agency have a practice of choosing final hires from a diverse slate of position finalists?</p>	<p>As part of the agency’s strategic plan, include recommendations for strengthening the agency’s recruitment process for identifying and granting serious consideration to highly–qualified diversity candidates. Consult with the Mayor’s Office of Appointments to develop these recommendations.</p>	<p>30 days from the initial meeting date</p>

# Final Thoughts

Leadership development represents a key lever for advancing the Mayor's equity agenda and related policy initiatives in one of the most global centers in the world.

A standard model for promoting Leadership diversity should include active recruitment practices targeting external talent, top-down messaging from leadership diversity champions in support eliminating group identity as a barrier for cultivating internal talent for career mobility and implementing best-in-class talent practices that promote everyone equally and objectively within our mayoral agencies.

The conversation is an on-going one characterized by clear short and long-term objectives, the willingness to explore new ways to evaluate performance and talent, determining what leadership can look like and why, and communicating senior-level buy-in and benchmarking to assess organization progress. The end result is a leadership team capable of handling the complex and interconnected issues that impact New York City, greater effectiveness in meeting the needs of constituents, and signaling our city's strengths.

# Consulted Thought Leaders & Practitioners

Diversity & Inclusion Thought Leaders and Practitioners		
Name	Affiliation	Titles and Distinctions
Orlando Ashford	Mercer Consulting	President, Talent Business Segment
Melody C. Barnes	NYU Wagner Graduate School of Public Service	Vice Provost for Global Student Leadership Initiatives; Senior Fellow at the Wagner School of Public Service; Former White House Director of Domestic Policy and the Domestic Policy Council
Darren Bloch	Mayor's Fund to Advance NYC	Executive Director
Tamara R. Buckley	Hunter College – CUNY School of Education	Associate Professor of Counseling and Psychology; Co–Author of The Color Bind: Talking (and not Talking) about Race at Work
Brian Burlant	Major, Lindsey, and Africa	Managing Director, In–House Practice Group
Lisette Camilo	Mayor's Office of Contract Services	Director
Gordon J. Campbell	NYU Wagner Graduate School of Public Service	Professor of Practice; Former President and CEO of United Way of New York City
Commissioner Gladys Carrion	New York City Administration for Children's Services (ACS)	Commissioner
Commissioner Marco Carrion	Mayor's Community Affairs Unit	Commissioner
Zachary Carter	New York City Law Department	Corporation Counsel
Hector Cordero–Guzman	Baruch College – CUNY School of Public Affairs	Professor of Ph.D. Programs in Sociology and in Urban Education
Commissioner Stacey Cumberbatch	New York City Department of Citywide Administrative Services (DCAS)	Commissioner
Fenimore Fisher	New York City Department of Citywide Administrative Services (DCAS)	Deputy Commissioner, Citywide Chief Diversity & EEO Officer
William Floyd	Google	Head of External Affairs
Erica G. Foldy	NYU Wagner Graduate School of Public Service	Associate Professor of Public and Nonprofit Management; Faculty Co–Director of the Wagner affiliated Research Center for Leadership in Action; Co–Author of The Color Bind: Talking (and not Talking) about Race at Work
Leslie Gaines–Ross	Weber, Shandwick	Chief Reputation Strategist
Commissioner Kathryn Garcia	New York City Department of Sanitation (DSNY)	Commissioner
Eva Sage–Gavin	The Aspen Institute	Vice Chair of the Aspen Institute's Skills for America's Future Advisory Board; Former Executive Vice President, Global Human Resources and Corporate Affairs, at Gap Inc.
Bethany Godsoe	NYU Wagner Graduate School of Public Service	Adjust Assistant Professor of Public Administration; Executive Director of Wagner affiliated Research Center for Leadership Action

# Consulted Thought Leaders & Practitioners (Cont.)

Julie Goran	McKinsey & Company	Human Resources
Charlie Gray	Gray Scalable	President at Gray Scalable; Advisor at Switch, Inc; Former Head of Staffing and HR, Advertising Sales at Google
Jennifer Jones Austin	Federation of Protestant Welfare Agencies	Chief Executive Officer; Former Senior Vice President at United Way of New York City
Jon McBride	White House	Assistant to the President; Director of Presidential Personnel
Scott Millstein	Coro New York Leadership Center	Executive Director
Krissy Moore	Partnership for New York City, Inc	Vice President, Government Affairs
Sonia M. Ospina	NYU Wagner Graduate School of Public Service	Professor of Public Management and Policy; Co-Founder and Faculty Co-Director of Wagner affiliated Research Center for Leadership in Action
Katherine W. Phillips	Columbia Business School	Paul Calello Professor of Leadership and Ethics; Senior Vice Dean
Ellen Schall	NYU Wagner Graduate School of Public Service	Senior NYU Presidential Fellow; Martin Cherkasky Professor of Health Policy & Management
Laurie Siegel	Tyco	Former Senior Vice President, Human Resources
Dennis Smith	NYU Wagner Graduate School of Public Service	Associate Professor of Public Policy
Ryan A. Smith	Baruch College – CUNY School of Public Affairs	Associate Professor; Author of article “Contributions and Barriers to Developing Black and Latino Leadership in the Public and Non-Profit Sectors of the Economy”
Karen Sumberg	Google	Diversity Pod Lead
Nathaniel Sutton	Heidrick	Vice Chairman
Udai Tambar	New York City Children and Youth Services	Director; Former Executive Director of South Asian Youth Action
Commissioner Gilbert Taylor	New York City Department of Homeless Services	Commissioner
Commissioner Maria Torres-Springer	New York City Department of Small Business Services	Commissioner
Anilu Vazquez-Ubarri	Goldman Sachs	Managing Director, Chief Diversity Office & Global Co-Head of Talent Development
Anne Williams-Isom	Harlem Children's Zone	Chief Executive Officer

**From:** [Carey, Michael](#)  
**To:** [Hagelgans, Andrea](#); [Leopold, Elana](#)  
**Cc:** ["Jonathan@berlinrosen.com"](#); [Wolfe, Emma](#); [Schnake-Mahl, Gabriel](#); [Walzak, Phil](#); [Ragone, Peter](#); [Seignious, Sandy](#); ["jfdc@akpdmedia.com"](#)  
**Subject:** Re: MBDB: Prep Call for Sunday Show  
**Date:** Saturday, December 06, 2014 3:10:20 PM

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In the body of the email:

**EVENT MEMO: THIS WEEK WITH GEORGE STEPHANAPOULOUS**

**DATE:** Sunday, December 7, 2014

**TIME:** 9AM EST- Lead Interview

**LOCATION:** ABC Studios  
47 West 66<sup>th</sup> Street  
New York, NY

**FROM:** PETER RAGONE

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<!--[if !supportLists]--> I. <!--[endif]-->PURPOSE

YOU will join George Stephanopoulos on This Week Sunday news hour. This is an opportunity to continue the drumbeat on the election and showcase NYC's progressive leadership. In the wake of the Ferguson and Garner grand jury decisions, it is also an opportunity to demonstrate strong progressive leadership on complex issues (police and community relations).

**Topics will include:**

- <!--[if !supportLists]-->· <!--[endif]-->Governing progressively - Community/Police Relations
- <!--[if !supportLists]-->· <!--[endif]-->The future of the Democratic Party
- <!--[if !supportLists]-->· <!--[endif]-->Immigration
- <!--[if !supportLists]-->· <!--[endif]-->DNC and presidential election 2016

<!--[if !supportLists]--> II. <!--[endif]-->PARTICIPANTS

<!--[if !supportLists]--> III. <!--[endif]-->PRESS PLAN

<!--[if !supportLists]--> IV. <!--[endif]-->SEQUENCE OF EVENTS

- <!--[if !supportLists]-->· <!--[endif]-->Doors open 8:30 A.M.
- <!--[if !supportLists]-->· <!--[endif]-->Interview begins at 9:00 A.M.

<!--[if !supportLists]--> <!--[endif]-->**YOU** arrive at **xxx**  
<!--[if !supportLists]--> <!--[endif]-->**YOU** will have light make up and be Mic'd  
At TKTK .  
<!--[if !supportLists]--> <!--[endif]-->**YOU** walk onto stage  
<!--[if !supportLists]--> <!--[endif]-->**YOU** will be across from George  
Stephanopoulos  
George will welcome you and start the questions

<!--[if !supportLists]--> V. <!--[endif]-->ATTACHMENTS

- George Stephanopoulos Bio
- Background on recent shows
- Talking Points
- Transcript of Ray Kelly
- Op-Ed
- Manchester Speech

## **BIO**

**George Stephanopoulos** was born to first-generation Greek-American parents on February 10, 1961 in Fall River, Massachusetts. He began his career in Washington, D.C. as an aide to an Ohio Congressman and later helped with Bill Clinton's 1991 presidential campaign, becoming a trusted advisor post-election. Stephanopoulos eventually joined the staff of ABC News, serving as anchor for *This Week* and co-host of *Good Morning America*.

## **SHOW SNAPSHOT**

*NOTE: Estimate 20 questions*

*Anticipated questions on Garner include:*

- <!--[if !supportLists]--> <!--[endif]-->Is this a national movement moment:?
- <!--[if !supportLists]--> <!--[endif]-->Will these protests breakthrough and create a new discussion or will people settle into their own camps?
- <!--[if !supportLists]--> <!--[endif]-->What is the role of the president in all this?
- <!--[if !supportLists]--> <!--[endif]-->Body cameras?
- <!--[if !supportLists]--> <!--[endif]-->Ray Kelly/ Giuliana/PBA comments (transcript at end)

- **Sample recent questions on Ferguson:**
  - Everyone's waiting for the grand jury to hear, what the final word from the grand jury is. Your FBI has warned about possible violence in the wake of that decision. What is your message to the people of Ferguson and others who are looking to protest?
  - Are you worried here?
  - One of your heroes, John Lewis, has suggested that if there's no indictment in this case, it would be a miscarriage of justice, and another turning point like Selma. Do you agree with that?
  - Do you think it would make sense for you to go to Ferguson after this decision?
  - What about the broader issues of race? I was struck by a poll I saw recently that said since 2009 the number of African Americans who think that race relations are getting better has actually gone down.
- **Sample recent questions on immigration:**
  - What are the consequences for the President for acting on immigration on his own?
- **Sample recent questions on HRC and Elections:**
  - Will you coordinate? Does she have your blessing to kind of separate when she needs to?
  - You still talk pretty regularly?
  - So give me a headline sentence. What was the message the voters were sending Tuesday night?
  - What is the memo you're going to write to the Democratic candidate in 2016 to

say this is how you win in XX?

## **PROGRESSIVE MOVEMENT MESSAGES**

<!--[if !supportLists]--> <!--[endif]-->We were once known as the party that responded directly to the needs in people's lives – now many can't tell you what Democrats actually stand for. That's a problem. By defining the problem bluntly and honestly, that's when solutions open up.

<!--[if !supportLists]--> <!--[endif]-->When Democrats are bold; when we run on our progressive principles rather than run from them; when we choose to tackle the tough issues that are destroying the middle class and ignoring the working poor - we not only give people a sense of who we are as Democrats, we give them hope that we can actually make the changes they can see in their own lives.

<!--[if !supportLists]--> <!--[endif]-->If you can't about people's real life concerns honestly, why should anyone believe you can fix it?

<!--[if !supportLists]--> <!--[endif]-->Here is a party that for the last election refused to talk about the issues that really affect people--- race, immigration, income inequality-- why is it any surprise when they failed to galvanize votes?

<!--[if !supportLists]--> <!--[endif]-->Income inequality, immigration, race – these are the very real issues that people grapple with at the kitchen table and they should be the issues that define us as democrats.

<!--[if !supportLists]--> <!--[endif]-->Too many politicians make decisions because they fear losing an election. That's the kind of cautious approach that breeds cynicism and fosters apathy.

<!--[if !supportLists]-->○ <!--[endif]-->What Democrats really need to fear is this:  
when we shy away from talking about the tough issues; when we tell ourselves that issues of race relations, income inequality, and corporate greed are too dicey to touch - we not only risk losing elections, we risk losing people's belief that we understand their lives.

<!--[if !supportLists]-->○ <!--[endif]-->Across the country, families are crippled by low wages, few benefits, unaffordable housing, lack of Pre-K and after-school. If the next six years mirror the last six, the gap between the wealthiest Americans and everybody else could cement us as a Gilded Nation. That's morally wrong, and it's economically unsustainable. We must address it, and do it now.

<!--[if !supportLineBreakNewLine]-->

<!--[endif]-->

[ IF asked on HRC]

<!--[if !supportLists]--> <!--[endif]-->I'm not talking about any one candidate.... I'm

saying this to all Democrats.

<!--[if !supportLineBreakNewLine]-->  
<!--[endif]-->

## **PUBLIC SAFETY**

- It has been a deeply emotional week for the Garner family and all New Yorkers. His death was a terrible tragedy that no family should have to endure.
- His death has put a spotlight on police-community relations and civil rights--- some of the most critical issues our nation faces today.
- What we've seen this week is proud and powerful tradition of expressing ourselves through non-violent protest --- I'm proud of the NYPD for its response as well. In a city of more than 8 million people, we saw minimal arrests and peaceful demonstrations.
- Commissioner Bratton is taking bold steps to reform community-police relations. Together we're committed to creating mutual respect between police and community, fairness and consistency.
  - Ended overuse of stop and frisk. First 3 quarters, number of stops down 79%. But the stops that are being made are more meaningful for public safety-- fewer stops, but more of the stops resulting in the arrest for a criminal offense (increase from 6% to 16-17% of stops resulting in an arrest for some type of offense)
  - Reduced arrests for low-level marijuana possession: In 2 weeks since new policy implemented, low-level marijuana stops down more than 60%
  - Immediately committed to retraining every single officer, all 35,000, with a special focus on use of force. More tools and training for conflict resolution.
  - And beginning to test the use of body cameras on police officers.
- These reforms are having an impact: from July 1 through November 30th, complaints lodged with Civilian Complaint Review Board declined 26% [ 1,813 complaints filed compared to the same period in 2013 when 2,450 complaints filed].
- What we're talking about here are centuries-old problems of racism and injustice; clearly there is always more to be done.
  - There are still wide disparities in income, employment, housing, education, and public health in this city.
  - And despite the enormous progress, the gap between law enforcement and our communities remains too large.

## **Q&A**

**Q:**

You made some very personal comments this week, showing solidarity with the Garner

family and communities of color who feel besieged by police aggression. But you oversee 35,000 police officers, and in that press conference, you never once talked about the thousands of officers who do a very dangerous job – and do it well – in order to keep Black, Latino, white, and Asian New Yorkers safe. Was that a mistake?

**A:**

- I spoke very clearly about Commissioner Bratton and the officers he commands – and I publicly praise their skill, their courage, and their tremendous work under extraordinarily difficult pressure to keep us safe.
- Unwavering respect for and pride in our law enforcement officers. THEY are the reason that we have seen a drop in murder, robberies, and almost every other category since I became mayor.
- I have never confused the hard work of the vast majority of police officers with the misguided actions of a few.
- Protests- Thousands of people took to the streets to make their voices heard. But they did so peacefully. There were arrests, to be sure. But New Yorkers spoke out for reform without violence or vandalism.
- That's a testament to the protestors, who know that change comes through activism, not violence. And it's ALSO a testament to our police officers, who kept the city safe while also respecting the rights of many, many hurt and angry people to demonstrate.

**Q:**

There's been a lot of talk about the Broken Windows theory of policing – targeting those who commit smaller crimes in hopes of preventing more serious crime. Eric Garner was breaking the law, selling loose cigarettes illegally. You and your police chief have defended Broken Windows as an appropriate method for policing.

The head of the police union criticized you – essentially saying that if you want police officers to do their jobs differently, to NOT crack down on smaller crimes – then it's up to you to tell them that – that you can't tell them to police a certain way, and then criticize them for doing their jobs. Is it fair to say you're trying to have it both ways?

**A:**

- Under my police chief, we are not only rethinking how we police – so that we target the actual bad guys; we are already implementing it.
- We came into office saying we'd eliminate the overuse of stop and frisk, which was unfairly targeting young men of color. We did that. 533,042 stop and frisks in 2012; 191,558 in 2013; only 38,456 so far during the first three quarters of 2014.
- Now, the critics said that was crazy – that crime would SOAR as a result. But the OPPOSITE has happened. Crime is down more than 4%.
- From arming police officers with new technologies like a GPS system to more quickly pinpoint the firing of an illegal gun; to pushing forward with body cameras; to a wholesale retraining of the entire police force so that they are protecting AND respecting the people they're sworn to serve.

**Q:**

But Broken Windows is Commissioner Bratton's baby. He applied it during the Giuliani era. Your critics on the Left have said that if you were serious about reforming a crackdown on

petty crimes, you wouldn't have picked Bratton.

• **A:**

- Let me tell you something about Bill Bratton. I know this man, and I know his heart.
- And there is no police chief in the country who is more committed to building a stronger relationship between police and the people they serve.
- When he was chief of the LAPD, race relations were terribly frayed.
- Mentioned the reforms we've put in place to date.
- Also the way we're communicating with residents of our city. Commissioner Bratton has spoken publicly about rooting out racist cops.
- With all due respect to previous administrations, New Yorkers have never heard a police chief confront an issue like that so directly and with such unflinching resolve. And that sends a signal to our 35,000 police officers that we have great trust in them, but we also hold them to a high standard of conduct.

**Q:**

You've also been criticized by the Left for your actions on policing. The NYT has questioned Broken Windows, while others on the left have denounced it. You campaigned as a progressive reformer. Are you now sort of stuck between a rock and a hard place?

**A:**

- I am a product of movement politics. And let me explain what that means. It means you believe that the way to bring about real, substantive change is to push and push and push – not settle for half a loaf. You need to challenge those in power to do more to address big challenges.
- Today, I'm the one in power. So I have great respect and empathy for those who want me to produce more change and to do it faster. I don't dismiss that; I embrace it. It helps keep me focused on the core mission. I signed up for this job – and I am going to work as hard to deliver change from the inside as I did when I was on the outside.

**Q:**

Several times this week, you've mentioned racism as it relates to policing. The polls show that many people of color agree with you. But those same polls show that most white residents disagree. By talking about racism so frequently, don't you risk dividing the city – pitting white New Yorkers against Black and Latino New Yorkers?

**A:**

- To pretend like racism doesn't exist in our society today is the height of irresponsibility.
- And we're never going to eliminate it if we decide that it's a topic we can't even TALK about.
- And New Yorkers don't shy away from discussing the hard topics. We're a city of 8.4 million personalities, and the greatest diversity of any city in the country. We talk things out; we're real with each other; and we work together to solve problems. That's what New York is all about.

**Q:**

Rudy Giuliani accused you of racism and the PBA says that you unfairly targeted cops. How

do you respond?

**A:**

- When Rudy Giuliani was mayor, our city was as racially divided as any point in my lifetime. He saw political utility in systematically shutting out leaders in the African American and Latino communities.
- Mike Bloomberg, with whom I've disagreed on many things, made great progress in repairing some of the damage done to race relations in New York during the Giuliani years – and I applaud him for that.
- I'm not going to shy away from having tough conversations about race and injustice. That's the only way we're going to move forward and make real progress.

**Q:**

Several members of Congress from New York, including the two Senators, criticized the grand jury for not indicting. You very deliberately stopped short of doing that. Were they wrong to judge the grand jury's decision?

**A:**

- I'm not going to speak to their individual decisions. I just believe that as Mayor, it's not appropriate for me to comment specifically on what the grand jury did.
- But as a New Yorker, as a father, and particularly as part of an interracial family, I know the anger and pain and frustration of millions of New Yorkers – and countless Americans across the country – and I know it in very personal terms.
- There are those who feel that the system is broken – that it continues to fail people from certain communities over and over and over again. And that has to change. And we will do everything in our power as an administration – but also as a city of 8.4 million New Yorkers – to change that.

###

### **Progress vs. Cuomo**

**Q:** You wrote a passionate piece for Huffington Post about the need for the Democrats to stay left, yet you enthusiastically supported Governor Andrew Cuomo, who seems to take pleasure out of disappointing liberals. How can you be for both?

**A:**

- I have been unapologetic about wanting to move New York City in a bold, progressive direction. Best way to help the city is to support and work with Governor Cuomo.

Ray Kelly on CNN

**Chris Cuomo:** Let's bring in former New York City police commissioner Raymond Kelly. It's good to have you, commissioner. As always, thank you for being here. First, let's talk about how the protests are going in New York City. Do you believe that this is happening the right way here? Are the police doing the right thing? Are the protesters doing the right thing?

**Ray Kelly:** The right thing – that's an interesting question. Obviously they're tying up traffic. There's a lot of concern. There's a lot of emotion involved here. I think the police are doing a good job. I think sometimes you have to prevent people from blocking traffic or taking a bridge. And you know, that's something, I hope, the leadership is looking at doing. But what we've seen is the demonstrators able to take over streets and bridges for a significant period of time. That impacts on a lot of people's lives.

**Cuomo:** But what can you do without escalating the situation and turning it into something that is a real disaster?

**Kelly:** Well, they have made 100 arrests last evening so you can make arrests. But you don't always have to make arrests. The police department in New York is the biggest in the country – 35,000 uniformed officers. You can mass officers to prevent some of these things from happening.

**Cuomo:** Do you think it's wrong that they're taking to the streets and protesting over what happened?

**Kelly:** No, absolutely not. That's what we're all about here in this country. People have very deep concerns about two decisions – the Michael Brown and Eric Garner case. We understand that.

**Cuomo:** When you look at this Garner tape – you've seen it – when you look at what officers do in there, where you surprised there was no indictment?

**Kelly:** You can't put yourselves in the place of the grand jury. We weren't there. I don't know what they saw. I don't know if they did it frame by frame. I don't know what the officer said.

**Cuomo:** Do you think we should know?

**Kelly:** I'd like to know, and obviously New York law is different from Missouri law.

**Cuomo:** But he hasn't even asked – the prosecutor – he hasn't even asked the judge to release it.

**Kelly:** Well, he's asked for a portion of it. He got some information yesterday or the day before –

**Cuomo:** But he's not really going the disclosure route – you think they should be?

**Kelly:** Well, I think a – disjuncture – I'd like to see more information, yes.

**Cuomo:** Because there's something about it that doesn't make sense. When you just look at the video in real-time, it does look like he's choking the guy, he goes down –

**Kelly:** Well, I think it's important to remember a chokehold is restricted by an internal regulation. It is not against the law. In many police departments in the country, it's no problem. So, it is a regulation.

**Cuomo:** Right and it was very important to you. You were very out front about it – about why you didn't want it.

**Kelly:** Well, I banned the regulation – I put in the regulation about 20 years ago because we had a series of cases. No question about it, it is very sensitive when you go near somebody's neck. And it's resulted in the deaths of other people in the history of this department and other departments.

**Cuomo:** But where it's legal or not – I feel like we're getting caught in the weeds on this. He gets behind the guy, he chokes him, the guy goes down, he's saying he can't breathe, he dies. It just screams of excessive force.

**Kelly:** Well, again, we don't know exactly what was presented to the grand jury.

**Cuomo:** So then you get why this happened, and race comes up – unarmed black man, he's selling cigarettes – maybe, maybe not. Who knows if he even had the cigarettes there? That's unclear. And he winds up dying and this is what happens because blacks don't get fair treatment by the cops. It's a cultural problem. Do you accept that?

**Kelly:** Do I accept that as being a – I accept that as being clearly a perception on the part of a lot of people. There is a perception in the African-American community that they don't get fair treatment in many, many encounters with the police department. I would like to point out that in 2013, there was a poll of [inaudible] of the New York City police department. 70 percent of people approved of the actions of the NYPD, and it was at 58 percent in the African American community. So the notion that there is this great schism between the African American community and the NYPD, simply was not the case in 2013. Now, if you keep talking about it, yes, it will continue to fester and become more of a problem.

**Cuomo:** Do you think our talking about it is creating the problem or do you think there's a problem and we're talking about it?

**Kelly:** No, I think some politicians – and certainly in the campaign in 2013, it was made an

issue. And it continues to be an issue in the political sphere. So, yeah I think it adds to the problem.

**Cuomo:** But do you think it's not just highlighting a reality – that cops in high-crime districts that tend to be high-minority districts, have a rougher and less dignified relationship with the police than let's say, where I am on Carnegie Hill.

**Kelly:** Well I don't think that's what the issue is, [inaudible] what people are saying. Is there tension in some minority communities between the police and the people who live there? Sure.

**Cuomo:** Can you change it?

**Kelly:** You can work to change it.

**Cuomo:** How?

**Kelly:** By more communication, by having a more diversified police force. The NYPD — the police officer rank — is a majority minority now. You have police officers in 106 countries, so a lot of effort has been made. I think we've made a lot of progress. Now when you have an Eric Garner case, when you have a Michael Brown case, it certainly sets us back significantly. But, in the big picture — certainly from my vantage point having been in the business 40 years — a lot of progress has been made.

**Cuomo:** And — so how do we improve? And you gotta deal with culture, you gotta deal with conversation with the community, you work for them not against them — what happens when the horrible happens? Do you think prosecutors should investigate their own cops.

**Kelly:** Prosecutors are elected — we have five district attorneys elected in New York City. They're representing the people. Now, in certain instances, I can see where you need a special prosecutor. But in normal cases — when I say normal cases, when there's some encounter between the police and members of minority community — I think the DA's can do the job.

**Cuomo:** But they're making their cases with these same men and women. I mean, these are their people. I mean, the guy out in Staten Island — these are his cops that he makes cases with all the time. And so he goes before the grand jury — do you think he's as aggressive with, you know, that defendant being a cop as he would be if it were Eric Garner. They usually go in there wanting an indictment — the grand jury is a tool of theirs, you know this.

**Kelly:** The district attorneys that are in New York City — the ones that I know — we all hold them to the highest standards and I think they do a terrific job. In certain instances, maybe it calls for a special prosecutor. I wouldn't say at any time there's a police investigation that you needed a special prosecutor — I don't think so. I think they'd be against it quite a bit.

**Cuomo:** A little inside baseball, but I think people were trying to figure out how this happened because it seems like probable cause was a bar you could have hopped over pretty easily here. What would happen in trial? Who knows. Staten Island — that's where this happened. They made a movie Cop Land, that was basically about Staten Island, that there's a lot of conservative people there, that there's a lot of first responder families, and that maybe if this had happened in another borough you would have gotten an indictment — but not there. Do you think there's anything to do?

**Kelly:** The grand jury, as I understand it — made up of 14 whites and nine, or eight, African-Americans. So that's pretty representative. And actually — the demographics of Staten Island — a larger percentage of whites than that jury reflected. So, I mean, I think that's a pretty reasonable construct of a grand jury to look at this case.

**Cuomo:** So you think, going forward, changes can be made? The first thing we've heard is three-day training for 22,000 cops and that's going to be a sweeping change. That's not going to be enough — that's just going a first step, right?

**Kelly:** Well, as far as training is concerned, I'd like to point out that the NYPD is the only major police department accredited by the commissioner on law enforcement accreditation. It took four years to do. It was renewed in 2009 and 2012. So, the training, I think, has been well done. Now, is this new training is going to make a difference? We'll see. I don't know who devised it. I don't know who put it together. I don't know what expert input we have. We'll have to see.

**Cuomo:** Could be something that just sounds good.

**Kelly:** You could talk about training and talk about it for quite a while. It's always the answers down the road.

**Cuomo:** Right? You started this conversation with, kind of, adding that a lot of politicians say this and now they're saying they've got the solution and it's in training. Do you think that the police can become scapegoats in a situation like this for politicians who don't want to deal with underlying social issues.

**Kelly:** Sure. Absolutely. We've seen that throughout the history of modern policing. The police are easy to bash. In this city, you have record low crime rates. Last year, we had 333 murders. In 1990, we had 2,245 murders and a million fewer people living in New York than we have now. The city is as safe as its ever been, yet people want to still blame the police of a myriad of things.

**Cuomo:** Push back is, well how did you get it that way? Part of it's going to be the economy, right? Whether it's stop and frisk — which you had very strong feelings about — or broken windows policy — which Bratton and you guys were architects of that — that the people who you police on that level pay too high a price for too small a crime. This guy was selling cigarettes and he winds up getting rushed by a handful of officers. He winds up dying — it's not worth it. Even if it reduces crime.

**Kelly:** People in these communities, I think, have a pretty strong relationship with the police, contrary to what you may see in the media. They need help — they want help. The president said the other day that communities of color need strong policing. And it has absolutely transformed neighborhoods throughout New York. You know that — you've been here your whole life. You know, neighborhoods that you'd never go to 20 years ago, now have million dollar condos in them. That's because of the low-levels of crime and the feeling of public safety.

**Cuomo:** You do not think that this should be representative of the NYPD overall? In terms of its reputation.

**Kelly:** What is representative?

**Cuomo:** The Eric Garner situation.

**Kelly:** New York City Police Department does terrific work every day and it's made this city, that was crime-ridden in 1990, the safest big city in America.

**Cuomo:** Commissioner Kelly, you're certainly a part of that legacy and we appreciate you being on New Day.

**Kelly:** Thanks, Chris.

### **Your Op-ed:**

It's a time-honored tradition.

After months of covering the midterm elections through a prism of polls and tactics, pundits will shift their focus to the defeated party's so-called season of "soul-searching."

As a Democrat, I'm disappointed in last Tuesday's results. But as a progressive, I know my party need not search for its soul – but rather, its backbone.

The truth is that the Democratic Party has core values that are very much in sync with most Americans.

We believe in taking dead aim at the income inequality that infects our communities – from big cities like New York, to small towns and rural areas across the United States.

We believe that the wealthy should pay their fair share so we can lift people out of poverty and grow our middle class.

And we believe in rules that prevent big corporations and Wall Street banks from unraveling workers' pensions, suppressing employees' wages and benefits, and rigging the system to reward wealth instead of work.

This year, too many Democratic candidates lost sight of those core principles – opting instead to clip their progressive wings in deference to a conventional wisdom that says bold ideas aren't politically practical.

To working people, it showed Democratic weakness – a weak commitment to the change desperately sought by struggling families, and a weak alternative to a Republican philosophy that has held America back.

**Bold, progressive ideas win elections.**

Just ask Senator Al Franken, who has fought fearlessly to rein in Wall Street, and won by a larger margin on Tuesday than President Obama did in Minnesota in 2012.

Or Senator Jeff Merkley, who never backed away from his support for Obamacare – a federal program that is already working to reduce income inequality, and promises to do more to address the inequality crisis than anything out of Washington in generations. Merkley won re-election in Oregon by six points more than Obama won that state in 2012.

Then there's Governor Jerry Brown, who cruised to re-election after championing – and winning – a millionaire's tax that dedicated funding to California's public schools.

And don't forget Governor Dan Malloy – who was written off by so many in his re-election bid in Connecticut. Malloy raised taxes so he could invest more in education each year (at a time when other Governors were slashing education to close yawning budget gaps). Malloy passed earned sick time and a minimum wage hike. And in his re-election bid, he proudly stood alongside President Obama.

Malloy not only lived to tell about it on Tuesday, he increased his margin of victory in a rematch with his 2010 Republican opponent.

Critics will point to competitive Senate races in Kentucky, Arkansas, and North Carolina as places where such progressive policies would all but ensure Democrats' defeat.

Our question is: how would they know?

In those states, Democratic candidates didn't say much about progressive taxation, expanding health and retirement benefits, or implementing anti-poverty efforts like universal pre-k or affordable housing.

In Kentucky, more than 413,000 residents have signed up for Obamacare – making it one of the program's most notable success stories. Arkansas had the nation's fourth highest poverty rate last year, at 19.7%. In North Carolina – nearly 60% of three-and-four-year olds are not enrolled in pre-k. What were the Democratic candidates offering voters there?

We saw photo-ops with candidates firing their rifles of choice; witnessed rhetorical gymnastics about how different they were from Obama; and watched televised debates dominated by empty attacks on the Koch Brothers' influence on campaigns, rather than policies requiring billionaires like the Kochs to pay their fair share in taxes to fund programs benefiting working people.

I'm not blaming the individual candidates here. The strategies they employed are largely the making of Washington insiders who force-feed message points on candidates under threat of being written off by their national party infrastructure.

But we've tried it the Washington way time and time again – and seen the result. It's time for a bold, new approach – with campaign messages that are rooted in local concerns and core party principles; ideas that are morally just, intellectually honest, and sound public policy. In other words, a campaign plan that gives voters some credit, and has a real chance of success at the polls.

Acknowledging the need to address income inequality helps win elections. Want proof? Look at the Republicans. In several contests where the GOP prevailed last Tuesday, candidates spoke directly to voters' concerns on issues like poverty, wage equality, and

underemployment.

And tackling inequality is not only good politics; it's good government.

In New York, progressive Democrats joined me in passing universal pre-k and an expansion of after-school programs. We are pursuing bold plans for building affordable housing. And we've taken decisive action to offer more people paid sick leave and living wages.

In Washington, Senator Elizabeth Warren and progressive Democrats have fought to better regulate the complex financial instruments at the heart of the 2008 fiscal meltdown, and have battled the big banks to allow students to refinance their college loans at current lower rates.

And the fight against inequality isn't limited to blue states. Right now, there's a fierce battle being waged on behalf of pre-k in dark-red Indiana. In Kentucky, Governor Beshear maintains wide support and popularity after publicly championing the benefits of Obamacare to the state. Last week, voters in Arkansas, Alaska, Nebraska, and South Dakota approved ballot measures to increase the minimum wage.

So where do Democrats go from here?

The 2016 presidential election is two years off, but will have a huge impact on the lives of America's middle-class and poor. Democrats simply cannot rely on shifting demographics and a badly damaged Republican brand to hold the White House and help countless Americans who are struggling.

We must demonstrate, from coast to coast, that we are a party dedicated to lifting people out of poverty; one committed to building a bigger and more durable middle-class; one that is unafraid to ask a little more from those at the very top – the wealthy individuals and big corporations who have not only rebounded from the depths of the Great Recession, but who've accumulated record new wealth.

This is a blueprint to revitalize the Democratic Party; to reenergize the everyday people whom we have always championed and stand up tall – with a backbone of steel – in what is sure to be a hard-fought contest for the direction our nation in 2016 and beyond

## **Mayor Bill de Blasio Delivers Remarks at the Labour Party Conference September 24, 2014**

### ***Remarks as Prepared for Delivery***

It's such an honor to be here with Mr. Miliband and ALL the people who make this Labour Party what it is. From he and the other rising stars who will lead Labour to victory next year... to the everyday activists whose unflinching passion and energy will fuel the campaign.

Though I've seen your efforts mostly from afar, it's clear to me, even across five time zones

and an ocean, that this group is working towards something special.... something important.

It's fitting that we find ourselves in Manchester. This city was at the forefront of the innovation and ingenuity that drove the Industrial Revolution, helping shape the contours of the modern economy that we know today.

It shares a special status in history with the city I love and am so honored to lead. Both are places where big ideas and raw grit have been honored and rewarded like few others in the world.

It is also among the first places in the world to foster a modern working class... and among the first where working people empowered themselves to take part in the political process. It's no wonder then that Manchester is a place where hard truths are deeply understood and spoken out.

I cannot imagine a more appropriate backdrop for this gathering because yours is a party BORN out of working people attaining the right to vote... a party that EXISTS to fight for working families and forcefully address their needs.

Labour has inclusiveness and progressiveness coded in its DNA... Yours is a party grounded in the idea that everyone's voice matters.... And that no one should be left behind.

THIS Labour Party is led by a new generation of progressive leaders and defined by bold ideas. You stand ready to ACT with a plan for a fairer, more prosperous United Kingdom.... And to FIGHT for an economy... a country... that works for working people.

THIS Labour Party hears the voices of the millions who feel like they are treading water... Working harder and harder but feeling less and less secure about the future.

And your party refuses to accept the politics of inertia... That resigned mindset that says the next generation is destined to do worse than this one.

By virtue of being in this room, you recognize that we owe it to our children to do better ... to live up to the most basic promise we make to the people we serve.

I say that as someone charged with the duty of overseeing New York's school system, where over one million children 18 and under learn and grow.

I also say it as a father of two beautiful children of my own, Dante and Chiara, who have attended those schools for most of their young lives.

There is NO duty more sacred than parenthood.

Nothing gives me more comfort... more joy... than watching my children grow, knowing they can be WHATEVER they want to be. The boundaries of their future are determined only by how hard they work and how big they dream.

If we accept a future – or a present – where parents can't look their kids in the eyes and tell them they have a shot at something better, then we break the promise of civilized society.... We deprive our children – AND their parents -- of so much.

Now, I've said that growing inequality is THE crisis of our time in New York City. It's true here as well.

The numbers speak for themselves.

In the UK, in 2011, the average income of an adult in the top 0.1 % (point one percent) was more than 70 times that of someone in the bottom 90%. [2011, World Income Database].

The Guardian recently reported that the five richest families in the UK have more wealth than the entire bottom 20% of the country.

And, as is the case in New York City, the trend has been moving sharply in the wrong direction. According to a study published by Oxfam, since the 1990s, incomes of the top 0.1% (point one percent) of Britons have grown four times faster than those of the bottom 90%.

Now, there's nothing wrong with attaining wealth. I'm happy to celebrate the success of those who've earned it. But this crisis is keeping so many from writing their OWN success stories.

This status quo offers only the narrowest path to opportunity. Instead, it leaves everyday working people caught in a cost-of-living crisis.

And let's be clear what we mean when we talk about a cost of living crisis. It's not a reference to the astonishingly high price of penthouse flats, Bentleys or five-star holidays.

The people who can afford THOSE luxuries, are in fact, doing quite well under this Conservative government.

But feeding a family, keeping a modest home that's lit and heated, securing a safe place for children to be while parents are hard at work... THESE things are becoming more and more costly. We're not talking about luxuries, or even conveniences, but the ESSENTIALS that people need to live.

LIVING itself is getting harder and harder for working families to afford. Not living WELL... just LIVING; just getting by.

And the price people pay isn't merely monetary.

You can see it in the tired eyes of the waitress whose SECOND job is preceded by a second SHIFT at her FIRST job....

In the shaky hand of the bus driver signing the paperwork for a payday loan....

In the clenched jaws and stiff lips of working parents mustering brave faces in front of their son and daughter... in the STRAIN that goes into just hiding the fear that they won't be able to attain a better life.

As wealth becomes more concentrated at the top, stories like these are becoming all too common.

If unaddressed, the crisis will become THE defining characteristic of our societies... It won't be prosperity or opportunity... tragically, it will be inequality and the cost-of-living crisis.

I know this Labour Party understands what's at stake.

I also know the weight of this moment can feel like a burden: the exasperation that comes from knowing the gravity of this threat – a generation at risk of being forsaken – at a time when so many seem unwilling to act in response.

The right side of history can feel like a lonely place. But it isn't. It never has been.

Rather, history itself tells us that people gravitate towards decency, inclusion and progress.

And you don't have to look back thousands of years to see that – go walk around the streets of Manchester... Go to a school, a church, a mosque... You can see the trust people put in one another every day; the value people place in simple moral action.

So why then is COLLECTIVE moral action often so difficult?

In the case of the inequality and cost-of-living crisis, part of the issue is scope: the problem seems so difficult, so deeply embedded, that good people can be tempted to throw their hands up and declare that nothing can be done about it.

But there's something else going on as well. As is the case with many injustices, there are people – small in number but oversized in power – who benefit from the status quo, and they work to maintain it. Their voices seem louder... more confident and authoritative... and those of everyday people get drowned out.

In this way, people are made to feel powerless... made to feel that their voice doesn't matter at all.

So at the same time that inequality is skyrocketing and the cost of living is overwhelming – something people can see and feel every day – we're told that just speaking of this problem is unconstructive, divisive... harmful, even.

You know that it isn't. So do the people of your country.

Part of your job then is to help them find their voice to say – together – that Britons deserve something better.

Sometimes people – good, hardworking people – need to hear the truth spoken before they feel comfortable speaking it themselves.

And there's so much power that comes from speaking the truth... especially from speaking HARD truths.

That's because the status quo gets perpetuated through a series of falsehoods...false CHOICES that assign mutual exclusivity to ideas that should be complementary.

We're told that prosperity can't be both great, and shared....

That you can't lift the floor for those struggling in a tough economy, and still balance a budget....

That those of us who serve can't expect to achieve anything at all if we dare to advance policies that are bold and morally right.

In the lead-up to the election for New York City Mayor last year, the voices of the status quo gave voters another false choice: support MY candidacy ... OR vote for someone with a real shot at winning.

Well, I am here before you today because the people of New York City rejected the lazy logic of false-choice politics.

I want to tell you how it happened.

I announced my candidacy for Mayor from the front steps of my home in Brooklyn in January 2013. A few hundred people were there with me... the earliest believers in our campaign.

We were brought together by a deep concern: that New York had become a Tale of Two Cities; a place where a few were doing very well, but millions of working people were struggling.

It threatened to degrade New York's status in the world.

The beacon of opportunity that for generations shone so brightly across-our-five-boroughs-and-out-into-the -world was dimming.

We saw it, we FELT it in our city.... Even if it was unspoken, we saw on our neighbors' faces: the weight of worry about a future of diminished possibilities.

And we knew the policies of the status quo were exacerbating the problem rather than addressing it.

But though our mission was in many ways somber, our mood that day was not. It was a grey, frigid afternoon, but the event had an aura of excitement and joy one would expect at a

summer street party. It was no doubt a strange sight to those passing by.

There was a feeling that something special was happening that made the chill tolerable. It came from having found in one another a group of people who spoke the same truth about our Tale of Two Cities...the harm it was doing.... the threat it posed.

There was a sense of relief that came from learning we weren't alone in our beliefs... a lifting of lonely burdens.

There was a powerful sense of MISSION that came from accepting a mutual responsibility to act, together, against this scourge... and a heartfelt faith that victory was achievable, no matter the odds.

Now, the odds did appear quite long, at first. It felt like the total number of those in the city who had HEARD of me was limited to those standing in front of my home that day... And my house is not very big.

And not only were other candidates for mayor better known, they espoused ideas that were seen as more politically practical, hewing to the familiarity of the status quo.

But it was never my intention to nibble around the edges with policies of timid maintenance; I ran to take dead aim at the crisis of our time. And I became Mayor because everyday New Yorkers, too, were hungry for a clean break from the status quo.

Our campaign was powered by people of every race, every age, every income bracket. And yes, even many New Yorkers who had enjoyed great success joined our fight against rising inequality. They wanted the next generation of New Yorkers to have the same opportunities the city had given them.

We were a small group, at first, but as New Yorkers learned that we were fighting for a government that would represent THEIR values -- fairness, justice, real opportunity for all -- our campaign grew. And grew... And grew.

We worked -- together -- as activists, to spread the word.

And so, in living rooms and parks... on Twitter and Facebook... people were hearing from one another for the first time things they already knew in their own hearts to be true... and they were learning the POWER that could come when they themselves spoke out.

THAT is how in a matter of months we went from a few hundred souls gathered on that blustery Brooklyn day, to not just winning, but winning BIG on ELECTION day.

And our shared resolve to remake our city didn't end when the votes were tallied.

The same tenets that defined our campaign now drive our Administration: a constant push for bold action; a willingness to hear and speak hard truths; an agenda set by listening to the PEOPLE.

With regard to my absolute highest priority, that's meant working aggressively to secure unprecedented access to free, full day – FULL DAY – early education programs for 4-year-olds.

We did this because study after study shows the great equalizing effect of early education. But you don't need to read an academic journal to get that: we all know access to quality education does so much to determine a person's economic destiny... and as with most matters of destiny, timing is everything.

Now, to give you some context on the politics we faced when trying to expand full day early education for all families, I'd like to read you two assessments from New York newspapers, published almost exactly one year apart.

In September 2013, a few months before I was elected Mayor... the New York Daily News wrote QUOTE “[The] promise to create 48,000 educational slots for four-year-olds...has little chance of becoming a reality.”

Then, in September 2014, in The New York Times QUOTE “51,000 Answer de Blasio's Bell for New Pre-K.”

Now, the 51,000 there refers to the number of kids who have been signed up for these programs. That's three thousand MORE than the number said to be impossible just one year ago.

It also means that 51,000 beautiful children are on a better path to success... And all of their mothers and fathers... grandparents and guardians... they get to experience the comfort... the joy... that comes from seeing the shine of brighter futures.

It's hard to express how much that means for the working people of our city. But it's also not all we've done in our first few months in office.

We've launched a plan to secure affordable housing for 500,000 New Yorkers over the next decade. That's more than the total population of Bristol... Or of Miami, for anyone watching back home.

We ended what had been one of the saddest manifestations of inequality by reforming racially biased police practices so that ALL law-abiding New Yorkers are granted the basic right of walking down the street without fear of being hassled by authorities.

And we've done all of this while reaching agreement on a contract with our city teachers – educators who had gone without a contract for nearly five years. In all that time, the good men and women charged with safeguarding the futures of our children had enjoyed little security when it came to their own futures.

We made a deal grounded in partnership and mutual respect, because RESPECT for working men and women is a core principle that all GOOD governments live by. It was a fair deal for teachers – offering increased pay that they greatly deserved. But it also generated important savings that labor was a partner in achieving. Put simply: it was a good deal for the people of New York.

So if anyone tells you that a balanced budget and an agenda of economic fairness can't go hand-in-hand, tell them to come visit New York City.

Really, it's beautiful this time of year.

I notice so many similarities between the UK I see today and the New York where I stood on that cold afternoon and announced my candidacy.

It comes through so clearly, even across great physical distance: the people of the UK are ready for bold, progressive change.

And if we can make the strides that we've made in New York City from a campaign so humble in its origins, imagine the feats that can come from this great hall!

The work you have in front of you is so important. Here's the evidence of that: the other side

is trying to talk you into underestimating the reach of the good you can do.

There is little basis for glib assertion from the Conservatives that a progressive agenda is narrow in terms of whose lives it would improve.

The opposite is true. Mounting inequality creates ripple effects that undermine our whole societies. Here's just one example of how:

The Financial Times recently concluded that the income gap between America's richest and poorest metropolitan regions is not only the widest it has ever been, but that this phenomenon was QUOTE "shaping an uneven housing recovery that threatens to hold back the broader revival of the world's largest economy."

In an increasingly interconnected world, a system grounded in exclusivity is not sustainable for ANYONE, including those at the very top.

But that also means a progressive agenda has the power to help EVERYONE, whether your opponents acknowledge it or not.

Don't hold your breath waiting for this conservative government to do that. Their top-down policies are making things harder for working people every day.

Among the many ways they've aggravated the wounds of this crisis, the most painful might be their tax policy.

Instead of giving working families the leg-up they deserve, they gave huge tax cuts to the wealthiest with the vague hope that money would magically trickle down to everyone else. In my country, that's an approach we call voodoo economics.

I have no doubt the word "voodoo" sounds more elegant in a British accent than an American one, but in any intonation, we know it's a policy that doesn't work.

So let me tell you about what does work. And you don't have to look far to see it. In fact, you heard it at your own conference last evening.

Ed Miliband has so clearly articulated both the challenges, and the opportunities this moment in history creates for the British people.

He knows that a cautious approach won't do when it comes to addressing the crisis of our time. He has a BOLD vision for big change. As he said last evening: "I'm not talking about changing a policy or simply a different programme, but something that is bigger: transforming the idea and ethic of how our country is run."

And he knows well what needs to be done. As he told this conference LAST YEAR: "We have to rebuild anew One Nation. An economy built on your success, a society based on your values, a politics that hears your voice – rich and poor alike – accepting their responsibilities to each other."

Ed Miliband will be a Prime Minister for Britons with second jobs, not just those with second homes.

Ed Miliband understands -- this Labour Party understands – the true cost of a status quo that puts a barrier between working people and prosperity.

And this Labour Party not only has the right values, it has an agenda that translates values into action. Not political talk, but a real plan that reforms the crux of the economy.

Labour has a plan for a tax policy that rewards hard work over existing wealth and power. A plan to end the current government's tax cut for the wealthiest and instead give tax relief to 24 million middle and working class people....

A plan that protects and STRENGTHENS – not curtails – the NHS so that quality healthcare remains a right and not a privilege...

A plan that puts working people ahead of big corporations by controlling energy costs, and taking unprecedented steps to make housing more affordable.

And a plan that significantly increases – to 25 hours a week – free child care to working parents of 3- and 4-year olds, so that ALL kids can get on a path to success and opportunity early.

I speak from personal experience when I say that this initiative in particular has the power to lift lives like few others that governments can implement. And it will make such a difference for so many children, and for their parents.

Your agenda is a blueprint of what a fairer, more prosperous, STRONGER United Kingdom will look like.

That is not only why you MUST win, it is why you WILL win!

The upcoming election represents a choice for the people of your country: build a United Kingdom that rewards hard work and ensures the next generation does better... Or continue down a path of growing inequality and rising cost of living.

To me, that choice is very clear, as I know it is to the people in this room... and as I know it will become to everyday people across this country.

But to those on the other side, who argue things work BETTER when opportunity is scarce and exclusive, I offer this thought: not even DARWIN was a social Darwinist.

Indeed, Charles Darwin, one of the greatest minds that yours or any country ever produced, put it this way: "If the misery of the poor be caused not by the laws of nature, but by our institutions, great is our sin."

Among the cruelest false choices we are given is one that says we can only move forward if some are left behind. You don't need to accept that. No one should.

The work ahead of you will be anything but easy... I can assure you of that. That distinct histories written on opposite ends of an ocean leave us, at this moment, facing essentially the same crisis – underscores its profound scale.

But you have the power to overcome it.

If you reject the cold complacency of the status quo, its power will erode.

If you speak hard truths, others will listen.

If you empower the people of your great country to speak THEIR truths, to stand up and TO ACT in the face of this crisis, then there is so much good that you can achieve, together.

And I believe you will.

Thank you!

**pressoffice@cityhall.nyc.gov**

(212) 788-2958

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**From:** <Hagelgans>, Andrea Hagelgans <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>  
**Date:** Saturday, December 6, 2014 at 3:09 PM  
**To:** Elana Leopold <[ELeopold@cityhall.nyc.gov](mailto:ELeopold@cityhall.nyc.gov)>  
**Cc:** Michael Carey <[mpcarey@cityhall.nyc.gov](mailto:mpcarey@cityhall.nyc.gov)>, "'Jonathan@berlinrosen. com'" <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>, "Wolfe, Emma" <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>, "Schnake-Mahl, Gabriel" <[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)>, "Walzak, Phil" <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>, "Ragone, Peter" <[pragone@cityhall.nyc.gov](mailto:pragone@cityhall.nyc.gov)>, Sandy Seignious <[sseignious@cityhall.nyc.gov](mailto:sseignious@cityhall.nyc.gov)>, John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>  
**Subject:** Re: MBDB: Prep Call for Sunday Show

In updated briefing memo that was sent to alexis and MPC last night.

---

**From:** Leopold, Elana  
**Sent:** Saturday, December 06, 2014 03:07 PM  
**To:** Hagelgans, Andrea  
**Cc:** Carey, Michael; [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com) <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>; Wolfe, Emma; Schnake-Mahl, Gabriel; Walzak, Phil; Ragone, Peter; Seignious, Sandy; [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com) <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>  
**Subject:** Re: MBDB: Prep Call for Sunday Show

Did we ever send a couple sentences to the mayor as he requested?

Sent from my iPhone

On Dec 6, 2014, at 3:02 PM, "Hagelgans, Andrea" <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)> wrote:

Am driving. Will need to dial in 5 min late.

---

**From:** Carey, Michael  
**Sent:** Saturday, December 06, 2014 02:59 PM  
**To:** "'Jonathan@berlinrosen.com' ([Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com))" <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>; Wolfe, Emma; Schnake-Mahl, Gabriel; Walzak, Phil; Ragone, Peter; Seignious, Sandy; Hagelgans, Andrea; [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com) <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>; Leopold, Elana  
**Subject:** Re: MBDB: Prep Call for Sunday Show

Hi All,

We should be starting this call pretty close to on time.

So please dial in close to 3 PM ET.

---

**From:** [MPCarey@cityhall.nyc.gov](mailto:MPCarey@cityhall.nyc.gov)

**When:** 3:00 PM - 4:00 PM December 6, 2014

**Subject:** MBDB: Prep Call for Sunday Show

**Location:** Dial-in Number: ( [REDACTED] Meeting ID: [REDACTED]

**From:** [Bray, Jackie](#)  
**To:** [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)  
**Cc:** [John, Roxanne](#)  
**Subject:** Updated agenda and notes for FLONYC Strategy Session  
**Date:** Thursday, December 18, 2014 7:12:40 PM  
**Attachments:** [FLONYC Planning and Strategy Meeting 2 v3.docx](#)

---

Jonathan,

Attached is an updated agenda and set of notes for tomorrow. It gets significantly more specific/content heavy than our last iteration. Please let us know if you have any questions and we will see you in the morning.

I'm looking forward to meeting you tomorrow.

Thanks so much,

Jackie

## FLONYC Planning and Strategy Meeting #2

Friday, December 19, 2014

### Notes from FLONYC Planning and Strategy Meeting #1

#### Four Areas of Focus

- Mental Health/Substance Abuse
  - Change the way we talk about mental health.
  - Help people identify culturally competent treatment.
  - Leverage the Duchess' visit to establish mental health as a signature issue.
- Domestic Violence Reduction
- Early Childhood Education (ages zero to three)
- Arts
  - Make Gracie Mansion a showcase for under-represented artists.

#### Strategies for making an impact in these areas

- More neighborhood events
- Stay focused
- Work in close coordination with relevant City agencies
- Be more selective when choosing events
- Push event organizers to be more creative
- Do a better job engaging clergy

### Meeting #2, Planning for 2015

#### Goals for the meeting:

1. Workshop specific programs and goals within each focus area.
2. Clearly identify next steps by focus area.
3. Sketch 2015 Q1 plan.

#### Meeting Agenda:

9:30 AM	Welcome, Goals for the Meeting	CMC
9:35 AM	Introductions	Jonathan
9:40 AM	"Homework" Report Out	Around the Room
9:50 AM	Propose specific programs within each focus area	Roxanne/Jackie
10:00 AM	Breakout Groups	Jonathan
<i>Breakouts will identify: (1) pros and cons of proposals, (2) critical omissions, (3) challenges and mitigations, (4) immediate next steps to flesh out each area.</i>		
10:30 AM	Report Out	Jonathan
10:45 AM	Q1 Planning	Jonathan/Jackie
11:15 AM	Next Steps/Action Items	Jonathan

**Notes:**

**1. Workshop specific programs and goals within each focus area.**

- **Early Childhood Education:**
- **PRIMARY**
  - **What is she fighting for?** Insuring all children show up to Pre-K with an equal chance. Giving every mother new mother in NY the information they need.
    - NYC Too Small To Fail pilot
      - CMC as ambassador/face of that pilot
      - Wrap “Talk/Speak/Sing” into broader joint pilot w/Clinton Foundation
      - Work with City agencies to add to the public affairs campaign a tool kit distribution and hospital education component.
- **ADDITIONAL POTENTIAL OPTIONS**
  - Engagement with Nurse-Family Partnership or other intervention service provider
  - Is there a way to structure/partner on a small pilot that can collect metrics and create evidence based practices?
  
- **Domestic Violence:**
- **PRIMARY**
  - **What is she fighting for?** Insuring survivors of Domestic Violence have access to the services they need. Expanding city services/increasing access to services for survivors of Domestic Violence.
    - Amplify and advocate for the Mayor’s Office to Combat Domestic Violence’s (OCDV) 2015 expansion priorities:
      - State Island Family Justice Center
      - Two Satellite Family Justice Centers
      - NYCHA Domestic Violence Response Team
      - Continued public facing outreach efforts
    - Leadership at Beijing +20 and UN Safe Cities Campaign
- **ADDITIONAL POTENTIAL OPTIONS:**
  - Facilitating additional resources for Community Based Organizations to increase their management/financial skills and infrastructure.
  - Addressing the need for additional Community Based Organizations working in target areas (ie: lack of a CBO serving DV survivors in the Caribbean community in BK).
  
- **Mental Health:**
- **PRIMARY**

- **What is she fighting for?** Setting a city wide agenda/galvanizing force for the right ways to integrate mental health services and awareness into the lives of New Yorkers. AND Promoting a rethinking of who is a mental health provider – increasing community based approach to provision of mental health.
  - Setting An Agenda
    - Strategic plan to align goals and vision (ie: London and Quebec plans)
    - Board of the Regional Planning Consortium (Medicaid Managed Behavior Health)
  - Expanding Access in the Community
    - Promoting Children Cabinet' initiative of parent coaching for 0-3 year olds.
    - School-based impulse and emotional self-care program by building a smarter mental health model in schools: prevention project in Bronx, HHC and Southern BK.
    - Train Cure Violence staff in psychotherapy methods (motivational interviewing)

## 2. Clearly identify next steps by focus area

*For example:*

- Finalize FLONYC focus to specific programmatic initiatives and goals by focus area.
- Develop messaging to be used immediately by FLONYC on each focus area – in advance of specific programmatic goals.
- Develop specific programmatic oriented short, mid and long term goals.
- Identify key Q1 2015 events and public opportunities.
- Identify key non agency partners and build relationships.
- Draft implementation plans around specific goals (well coordinated with relevant City agencies) by focus areas that include input from communications, scheduling, IGA and international affairs.
- Kick off Mental Health Report work
- Additional research into programmatic specifics in focus areas
- Craft Gracie Arts plan

## 3. 2015 Q1 CMC plan.

- January and February:
  - Increase CMC comfort level with and grounding in these issues with a focus on giving CMC opportunities to hear other people's personal stories and building familiarity with the work of community based organizations working on these issues.

- Increase CMC presence in outer boroughs and specific communities in Manhattan.
    - CMC “listening tour” type activities (some open, some closed press)
      - Roundtables, walk-throughs, visits with New Yorkers who are confronting challenges with/using city services around domestic violence, early childhood education and mental health/substance abuse.
      - Roundtables/facility tours with frontline service providers.
      - Meetings/Roundtables with City leaders and experts in each focus area.
      - Meeting w/bloggers and social media leaders focused on these areas.
  - Develop framing messaging for CMC to use immediately.
  - Develop specific programmatic/initiative goals.
  - Develop specific/content heavy messaging for each focus area.
  - Draft implementation plans.
  - Plan CMC engagement in Beijing +20.
  - Plan ways to showcase Women of the de Blasio Administration during Women’s History Month (March).
- March:
    - Leverage Women’s History month to showcase women of the de Blasio administration and the diversity of this administration’s appointments.
    - Ramp up CMC public events.
    - Launch some CMC branded initiatives in the focus areas (maybe not in each focus area, use January to determine right pacing).
- Open Q1 schedule related questions:
    - Needs for CMC time from Mayor’s Office.
    - Timing of announcements around new initiatives from the Mayor’s Fund aligned with CMC focus areas.
    - Timing of Children’s Cabinet initiatives.
    - Important “one off” events for CMC to attend.
    - Outside organizations’ events relevant to CMC focus areas that CMC should attend.

**From:** [Jonathan Rosen](#)  
**To:** [Bray, Jackie](#)  
**Cc:** [John, Roxanne](#)  
**Subject:** Re: Updated agenda and notes for FLONYC Strategy Session  
**Date:** Friday, December 19, 2014 6:44:17 AM

---

Got it. That works. We can keep it as is. See you at 9:30.

Sent from my iPad

> On Dec 19, 2014, at 4:38 AM, "Bray, Jackie" <[JBray@cityhall.nyc.gov](mailto:JBray@cityhall.nyc.gov)> wrote:

>

> Jonathan,

>

> That's fair. We were thinking we'd do two groups. Each group would get Mental Health and then one DV and one Early Childhood Ed. And we wouldn't assign Gracie today. And yes, we are planning to assign groups. It is a small team today but we worried that in half an hour it would be a real challenge to discuss all three and we wanted substantive feedback on each of them. We also wanted it to feel like the whole team was getting some work done today which we thought happened more if you had some piece be small group work. If you feel strongly we could always combine the breakout group and report out time and do all three in the larger setting.

>

> Thanks,

> Jackie

>

> From: Jonathan Rosen [[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)]

> Sent: Thursday, December 18, 2014 10:40 PM

> To: Bray, Jackie

> Cc: John, Roxanne

> Subject: Re: Updated agenda and notes for FLONYC Strategy Session

>

> Thanks, Jackie. This looks fine but how do you want the breakout groups to work? Are they pre-assigned? Am a little worried about that model but will roll with it if that's what you guys want to do. It's a relatively small group - feel like we could just talk through each one and make assignments for potentially offline breakouts. Just let me know a little more how you're thinking about this part.

>

> Sent from my iPhone

>

> On Dec 18, 2014, at 7:12 PM, "Bray, Jackie"

<[JBray@cityhall.nyc.gov](mailto:JBray@cityhall.nyc.gov)<<mailto:JBray@cityhall.nyc.gov>>> wrote:

>

> Jonathan,

>

> Attached is an updated agenda and set of notes for tomorrow. It gets significantly more specific/content heavy than our last iteration. Please let us know if you have any questions and we will see you in the morning.

>

> I'm looking forward to meeting you tomorrow.

>

> Thanks so much,

>

> Jackie

> <FLONYC Planning and Strategy Meeting 2 v3.docx>

**From:** [Wolfe, Emma](#)  
**To:** ["Jonathan Rosen"](#)  
**Cc:** [Schnake-Mahl, Gabriel](#)  
**Subject:** RE: billy & bill  
**Date:** Friday, December 19, 2014 9:46:15 AM

---

Cool ty  
Just getting nervous

---

**From:** Jonathan Rosen [mailto:Jonathan@berlinrosen.com]  
**Sent:** Friday, December 19, 2014 9:44 AM  
**To:** Wolfe, Emma  
**Subject:** Re: billy & bill

Have not and yes of course. Will try to sched for Monday or Tuesday.

Sent from my iPad

On Dec 19, 2014, at 9:41 AM, "Wolfe, Emma" <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)> wrote:

Did you talk to them yet? If not can I join?

**From:** [Carey, Michael](#)  
**To:** "[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)"; "[nbaldick@hilltoppublicsolutions.com](mailto:nbaldick@hilltoppublicsolutions.com)"; [Williams, Dominic](#); [Fuleihan, Dean \(OMB\)](#); [Howe, Amanda](#); [Wiley, Maya](#); "[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)"; [Ragone, Peter](#); [Shorris, Anthony](#); [Katz, Rebecca](#); [Wolfe, Emma](#); [John, Roxanne](#); [Walzak, Phil](#); [Leopold, Elana](#)  
**Subject:** Follow Up from Wednesday Planning Meeting  
**Date:** Friday, December 19, 2014 2:43:50 PM

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Hello Everyone,

I wanted to follow up from our conversation on Thursday evening to put together the entire months of January and February. Can you please send to me directly your full time requests, mapped out week-by-week. As an example:

Week of January 11th – 10 Hours of Call Time  
Week of January 11th – 5-7 Hours of Albany Relationship Building  
Week of January 18th – 10 Hours of Workout

Please submit your plan by noon on Sunday. We will be doing a follow up call with the Mayor on Monday or Tuesday per his request.

I have Dean's requests already – so he gets an A+.

Please let me know if you have any questions.

Best,

Michael

**Michael Paul Carey**  
**City Hall**  
**New York, New York**

**From:** [Shorris, Anthony](#)  
**To:** [Carey, Michael](#); "[jfdc@akpdmedia.com](#)"; "[nbaldick@hilltoppublicsolutions.com](#)"; [Williams, Dominic](#); [Fuleihan, Dean \(OMB\)](#); [Howe, Amanda](#); [Wiley, Maya](#); "[Jonathan@berlinrosen.com](#)"; [Ragone, Peter](#); [Katz, Rebecca](#); [Wolfe, Emma](#); [John, Roxanne](#); [Walzak, Phil](#); [Leopold, Elana](#)  
**Subject:** RE: Follow Up from Wednesday Planning Meeting  
**Date:** Friday, December 19, 2014 3:48:51 PM

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On a routine basis, I only need my half hour with him each week. More generally, I would like to hold an hour or two each week for substantive issue meetings that have some time sensitivity (i.e., we have to decide MTA strategy before the fare vote, he wants to discuss our CUNY options, we need to discuss upcoming labor issues, etc.). Hard to imagine government policy matters will not consume an hour a week or two a week of his time – we can't just do these on the fly. I will work to keep things within the limited timeframe allocated.

---

**From:** Carey, Michael  
**Sent:** Friday, December 19, 2014 2:44 PM  
**To:** 'jfdc@akpdmedia.com'; 'nbaldick@hilltoppublicsolutions.com'; Williams, Dominic; Fuleihan, Dean (OMB); Howe, Amanda; Wiley, Maya; 'Jonathan@berlinrosen.com'; Ragone, Peter; Shorris, Anthony; Katz, Rebecca; Wolfe, Emma; John, Roxanne; Walzak, Phil; Leopold, Elana  
**Subject:** Follow Up from Wednesday Planning Meeting

Hello Everyone,

I wanted to follow up from our conversation on Thursday evening to put together the entire months of January and February. Can you please send to me directly your full time requests, mapped out week-by-week. As an example:

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Please let me know if you have any questions.

Best,

Michael

**Michael Paul Carey**  
**City Hall**  
**New York, New York**

**From:** [Ozernoy, Ilana](#)  
**To:** [Mike Rabinowitz](#)  
**Cc:** [Spitalnick, Amy \(OMB\)](#)  
**Subject:** RE: Validators  
**Date:** Wednesday, December 24, 2014 10:57:00 AM

---

Thanks Mike for your good advice. Looped back with team here - gonna talk it through some more, strategize, and get back to you shortly(ish) with answers. Thank you! You rock.

Ilana Ozernoy | Director of Intergovernmental Affairs and Communications  
NYC Mayor's Office of Immigrant Affairs  
W: (212) 788-7775 | C: (347) 291-4407 | [iozernoy@moia.nyc.gov](mailto:iozernoy@moia.nyc.gov) | @ilanaozernoy

---

**From:** Mike Rabinowitz [mailto:[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)]  
**Sent:** Wednesday, December 24, 2014 10:01 AM  
**To:** Ozernoy, Ilana  
**Cc:** Spitalnick, Amy (OMB)  
**Subject:** RE: Validators

Sure. Call my cell whenever.

-mobile-  
Michael Rabinowitz-Gold  
646.200.5308 (w)  
646.342.3469 (c)

----- Original message -----  
**From:** "Ozernoy, Ilana"  
**Date:** 12/24/2014 9:33 AM (GMT-05:00)  
**To:** Mike Rabinowitz  
**Cc:** "Spitalnick, Amy (OMB)"  
**Subject:** Validators

Hey Mike! I hope this email finds you well. I have been meaning for weeks now to reach out to you about lunch and got another excuse to write you instead: Emma asked us to talk to you about Aborn and any other validators out there who might help bring down the temp. Let me know if you have a few mins to chat.

Very best,  
ilana

Ilana Ozernoy | Director of Intergovernmental Affairs and Communications  
NYC Mayor's Office of Immigrant Affairs  
W: (212) 788-7775 | C: (347) 291-4407 | [iozernoy@moia.nyc.gov](mailto:iozernoy@moia.nyc.gov) | @ilanaozernoy

**From:** [Mike Rabinowitz](#)  
**To:** [Ozernoy, Ilana](#)  
**Cc:** [Spitalnick, Amy \(OMB\)](#)  
**Subject:** RE: Validators  
**Date:** Wednesday, December 24, 2014 1:14:01 PM

---

My pleasure. Happy to help in whatever way I can.

-mobile-  
Michael Rabinowitz-Gold  
646.200.5308 (w)  
646.342.3469 (c)

----- Original message -----  
**From:** "Ozernoy, Ilana"  
**Date:** 12/24/2014 1:10 PM (GMT-05:00)  
**To:** Mike Rabinowitz  
**Cc:** "Spitalnick, Amy (OMB)"  
**Subject:** RE: Validators

Hey, thanks again Mike for your quick advice. Sounds like we're holding for now, waiting for news cycle to move on. Will update if any changes. Happy Holidays! And thanks again.

Ilana Ozernoy | Director of Intergovernmental Affairs and Communications  
NYC Mayor's Office of Immigrant Affairs  
W: (212) 788-7775 | C: (347) 291-4407 | [iozernoy@moia.nyc.gov](mailto:iozernoy@moia.nyc.gov) | @ilanaozernoy

---

**From:** Mike Rabinowitz [mailto:[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)]  
**Sent:** Wednesday, December 24, 2014 10:01 AM  
**To:** Ozernoy, Ilana  
**Cc:** Spitalnick, Amy (OMB)  
**Subject:** RE: Validators

Sure. Call my cell whenever.

-mobile-  
Michael Rabinowitz-Gold  
646.200.5308 (w)  
646.342.3469 (c)

----- Original message -----  
**From:** "Ozernoy, Ilana"  
**Date:** 12/24/2014 9:33 AM (GMT-05:00)  
**To:** Mike Rabinowitz  
**Cc:** "Spitalnick, Amy (OMB)"  
**Subject:** Validators

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Very best,

ilana

Ilana Ozernoy | Director of Intergovernmental Affairs and Communications  
NYC Mayor's Office of Immigrant Affairs  
W: (212) 788-7775 | C: (347) 291-4407 | [iozernoy@moia.nyc.gov](mailto:iozernoy@moia.nyc.gov) | @ilanaozernoy

**From:** [Peter Ragone](#)  
**To:** [John Del Cecato](#)  
**Cc:** [PhilWalzak \(gmail.com\)](#); [Emma Wolfe](#); [Jonathan Rosen](#); [Andrea Hagelgans](#); [Cohen, Adam](#)  
**Subject:** Re: Second cut at NYT op-ed  
**Date:** Saturday, January 03, 2015 11:55:02 AM

---

I'll send them along when we've got next version. Making some changes now

This is a personal email account. If this communication is related to official business please email me at [pragone@cityhall.nyc.gov](mailto:pragone@cityhall.nyc.gov).

On Jan 3, 2015, at 11:11 AM, John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)> wrote:

Cool, thanks... Wasn't sure about "bad police contacts" - just a term we used to use - but may not make sense...

Also - let me know if you want any input on Liu funeral remarks

---

**From:** Peter Ragone [REDACTED]  
**Date:** Saturday, January 3, 2015 at 10:50 AM  
**To:** John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>  
**Cc:** Phil Walzak [REDACTED], Emma Wolfe [REDACTED], Jonathan Rosen <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>, Andrea Hagelgans [REDACTED], "Cohen, Adam" <[ASCohen@cityhall.nyc.gov](mailto:ASCohen@cityhall.nyc.gov)>  
**Subject:** Re: Second cut at NYT op-ed

This is great. I'm going to make a few changes, but overall very powerful...

This is a personal email account. If this communication is related to official business please email me at [pragone@cityhall.nyc.gov](mailto:pragone@cityhall.nyc.gov).

On Dec 29, 2014, at 5:06 PM, John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)> wrote:

Not sure whether the Comms Team is still planning on submitting something like this - or when you plan to do so - but I tried to ratchet back some of the Garner-Liu-Ramos comparisons a bit, and refer to those matters more obliquely, so as not to further antagonize the cops.

But I still kept a lot of the principles and policies behind our police reform agenda in there. I separated the deplorable actions into three parts: violent/hateful protestors; abusive/overly aggressive cops; and a deranged individual who denigrated the peaceful protest movement.

I also called out Lynch and company, but not by name or specific affront. That felt beneath the bigness of this op-ed to me.

I also tried to shine a bright light on both the reforms we're doing AND the success we've had on crime reduction in 2014 - but maybe we should highlight that in even more detail.

===

## **UNTITLED2**

**By Bill de Blasio**

**DRAFT**

In the midst of a holiday season we look to with joy, New Yorkers from all walks of life are sharing in grief.

The tragic, senseless killings of NYPD officers Wenjian Liu and Rafael Ramos have shaken our city to its core. These proud and courageous public servants wanted nothing more than to honor their vow to protect and to serve. They wanted to keep their community safe from harm, and to continue the nearly unimaginable success that New York's Finest have achieved in driving crime in our city to a record low -- a five percent reduction in serious crime from last year, with the lowest number of homicides since the City began keeping records.

We are a city that mourns the loss of life. A city that expresses the raw emotion that we feel -- the anger, the sadness, the sense of injustice -- in different ways -- some constructive, some destructive.

But at this moment, we remember New York City is **one** family -- a family that will come together in common cause in light of the **long view** -- dedicated to building bridges of understanding that can and must prevent future tragedies from tearing us apart again.

Our police officers do a dangerous and essential, but often thankless job. And striking the right balance between rigorously protecting public safety and respecting individuals is part of what makes the job so challenging. It must be done with extraordinary care and restraint. In turn, our police deserve our gratitude and our respect.

It is also true that many times, young men of color are

considered suspect simply because of how they look, and sometimes that leads to tragedies like the ones we've seen. That sense of distrust doesn't make policing any easier. It makes it more difficult.

The question we must ask ourselves is this: how do we keep EVERY New Yorker safe – whether black, white, Latino, or Asian; whether they wear a uniform, or a hoodie with baggy jeans; whether they are the targets of overaggressive policing, subjects of ugly, hate-filled taunts or despicable violent protests; or victims of a deranged individual who shamefully uses peaceful protests as a cover for his acts of unthinkable evil.

This tug between public safety and civil rights are not mutually exclusive. In fact, the opposite is true.

Building a partnership between police and the communities they serve is actually a strategy for driving crime down even further, and protecting both residents and officers alike.

When police see residents of their precincts as dedicated to the same mission – targeting violence and lawlessness – they are better able to serve the neighborhoods with the professionalism they exemplify. When neighbors see officers as respectful and restrained, they can assist law enforcement in the effort to lock up the criminals and avoid bad contacts with innocent individuals.

Our goal is tackling crime together, and building mutual trust. And that is the goal to which we as city must work.

We've made some early progress – reducing the number of stop-and-frisks from 700,000 two years ago to less than 50,000 today (CHECK). We've begun a thorough retraining of our police officers, from top to bottom. We've worked to free our cops from cumbersome and counterproductive ticket-writing quotas, and equip them instead with the tools they need to target dangerous crime – like using GPS to pinpoint gunshots, fitting police with body cameras, and tapping other technologies made possible by a XXX increase in the police budget. And we will be proposing measures to literally bring officers in closer regular contact with those they serve, offering subsidies to cops who choose to live in the city, and – like so many other New

## Yorkers – struggle with the soaring cost of housing.

As a city, we must also rethink what we are asking our police department to do to keep us safe.

The old model has its roots in a New York City beset by thousands of murders a year; a crack cocaine epidemic; street corners that even our cops found too dangerous to enter.

We will never, ever return to those days. But neither will we let our memories of a bygone era predetermine the right way to police our streets in the modern era.

Today's NYPD is more diverse than ever before. Our most recent tragedy shined a light on that fact, with our Latino and Asian communities mourning the loss of officers who shared their ethnicity.

So we look to the city we hope to build – a new model, based upon the long view – a model centered on trust instead of fear. To that end, we will recognize and celebrate and promote police officers not simply by studying statistics and arrest numbers, but by gauging how the residents of a precinct view those that patrol their precinct. Is there a mutual respect between an officer and the neighborhood? Is law enforcement targeting those that present a real danger, while protecting the rights of those who present little or none?

At the same time, we will ask ourselves, as a city, whether we are doing everything in our power to protect our police – against disrespect, against hateful words and actions, against threats of violence.

That new model – one that promotes constructive dialogue, respectful policing, and the security of those we entrust to keep all of us safe – is the path to a stronger and more secure city.

This renewal of police-community relations will not happen overnight. After decades of distrust – the product of both disorder and disrespect – it will take years for us to get where we, as one city, need to go.

But we **will** get there -- not through vitriolic words or vicious

scapegoating or violent protest – but through conversation and collaboration and a **long view** commitment to safety and justice for every New Yorker.

And we will get there **together**.

###

**From:** [Peter Ragone](#)  
**To:** [John Del Cecato](#)  
**Cc:** [PhilWalzak \(gmail.com\)](#); [Emma Wolfe](#); [Jonathan Rosen](#); [Andrea Hagelgans](#); [Cohen, Adam](#)  
**Subject:** Latest draft  
**Date:** Saturday, January 03, 2015 1:36:12 PM

---

New Era of Policing Will Dawn  
By Bill de Blasio  
DRAFT

In the midst of a New Year that we look to with joy, New Yorkers from all walks of life are sharing in grief.

The tragic, senseless killings of NYPD officers Wenjian Liu and Rafael Ramos have shaken our city to its core. These proud and courageous public servants wanted nothing more than to honor their vow to protect and to serve with respect for New Yorkers.

They wanted to keep their community safe from harm, and to continue the nearly unimaginable success that New Yorkers and New York's Finest have achieved in driving crime in our city to a record low -- a nearly five percent reduction in serious crime from last year, with the lowest number of homicides since the City began keeping records.

We are a city that mourns the loss of life. A city that expresses the raw emotion that we feel -- the anger, the sadness, the sense of injustice -- in different ways -- some constructive, some destructive.

But at this moment, we remember New York City is one family -- a family that will come together in common cause in light of the new era we have forged together -- dedicated to building bridges of understanding that can and must prevent future tragedies from tearing us apart again.

Our police officers do a dangerous and essential, but often thankless job. And striking the right balance between rigorously protecting public safety and respecting individuals is part of what makes the job so challenging. It must be done with extraordinary care and restraint. In turn, our police deserve our gratitude and our respect.

It is also true that at times, people of color have felt suspect simply because of how they look. That sense of distrust doesn't make policing any easier. It makes it more difficult.

The question we must ask ourselves is this: how do we keep EVERY New Yorker safe -- whether they wear a suit and tie, a uniform, or a hoodie; whether they were the targets of stop and frisk policing, subjects of ugly, hate-filled taunts or despicable violent protests; or victims of a deranged individual who shamefully uses peaceful protests as a cover for his acts of unthinkable evil.

This tug between public safety and civil rights are not new nor are they mutually exclusive. In fact, the opposite is true.

Building a partnership between police and the communities they serve is actually a strategy for driving crime down even further, and protecting both residents and officers alike.

When police see residents of their precincts as dedicated to the same mission – targeting violence and lawlessness – they are better able to serve the neighborhoods with the professionalism they exemplify. When neighbors see officers as their partners in safety, they can assist law enforcement in the effort to lock up the criminals and avoid unnecessary contacts with innocent individuals.

Our goal is tackling crime together, and building mutual trust. And that is the goal to which we as city must work.

Together with America's finest cop, Commissioner Bill Bratton, we've made some early progress – reducing the number of stop-and-frisks from 700,000 two years ago to less than 50,000 today (CHECK). We've begun a thorough retraining of our police officers, from top to bottom. We've worked to free our cops from cumbersome and counterproductive ticket-writing quotas, and equip them instead with the tools they need to target dangerous crime – like using GPS to pinpoint gunshots, fitting police with body cameras, and tapping other technologies made possible by a XXX increase in the police budget.

And we will be proposing other measures this year to literally bring officers in closer regular contact with those they serve.

As a city, we must also rethink what we are asking our police department to do to keep us safe.

The old model has its roots in a New York City beset by thousands of murders a year; a crack cocaine epidemic; street corners that even our cops found too dangerous to enter.

We will never, ever return to those days. But neither will we let our memories of a bygone era predetermine the right way to police our streets in this new era.

Today's NYPD is more diverse than ever before. Our most recent tragedy shined a light on that fact, with our Latino and Asian communities mourning the loss of officers who shared their ethnicity.

So we look to the city we hope to build – a new model for a new era– a model centered on trust instead of fear. To that end, we will recognize and celebrate and promote police officers not simply by studying statistics and arrest numbers, but by gauging how the residents of a precinct view those that patrol their precinct. There will be mutual respect between an officer and the neighborhood. Law enforcement will target those that present a real danger, while protecting the rights of those who present little or none.

At the same time, we will ask ourselves, as a city, whether we are doing everything in our power to protect our police – against disrespect, against hateful words and actions, against threats of violence.

That new era model – one that promotes constructive dialogue, respectful policing, and the security of those we entrust to keep all of us safe – is the path to a stronger

and more secure city.

This renewal of police-community relations will not happen overnight. And history has taught us that change can be difficult and painful. But we know, as this great city always has, that we advance only as one New York.

We will not fear this new era of policing. We will embrace it and discover a new dawn -- not through vitriolic words or vicious scapegoating or violent protest -- but through conversation and collaboration and a commitment to safety and justice for every New Yorker.

And we will get there together.

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And we will get there **together**.

###

**From:** [DeLoach, Michael](#)  
**To:** ["Dan Levitan" \(dan@berlinrosen.com\)](#); [Adams, Marti](#)  
**Subject:** FW: Clean copy of oped  
**Date:** Friday, January 23, 2015 12:06:50 PM

---

FYI

-----Original Message-----

From: Koch, Eric [<mailto:EKoch@council.nyc.gov>]  
Sent: Friday, January 23, 2015 12:06 PM  
To: DeLoach, Michael  
Subject: Re: Clean copy of oped

Huffpo will take hours of approval through their internal process and no one will see until 7 or 8pm

Gimme until Monday afternoon

Sent from my iPhone

> On Jan 23, 2015, at 12:04 PM, "DeLoach, Michael" <[mdeloach@cityhall.nyc.gov](mailto:mdeloach@cityhall.nyc.gov)> wrote:

>

> Team is really hopeful to get this up today.

> Maybe even having reporter ask abt it at 1pm presser?

> -----Original Message-----

> From: Koch, Eric [<mailto:EKoch@council.nyc.gov>]

> Sent: Friday, January 23, 2015 11:57 AM

> To: DeLoach, Michael

> Subject: Clean copy of oped

>

> Can u send me w co byline?

>

> Trying a couple options before huffpo

>

> Sent from my iPhone

>

> \_\_\_\_\_

>

> CONFIDENTIALITY NOTICE: This e-mail message is intended only for the person or entity to which it is addressed and may contain CONFIDENTIAL or PRIVILEGED material. Any unauthorized review, use, disclosure or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply e-mail and destroy all copies of the original message. If you are the intended recipient but do not wish to receive communications through this medium, please so advise the sender immediately.

> <01222015 MMV Nydia OpEd.docx>

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CONFIDENTIALITY NOTICE: This e-mail message is intended only for the person or entity to which it is addressed and may contain CONFIDENTIAL or PRIVILEGED material. Any unauthorized review, use, disclosure or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply e-mail and destroy all copies of the original message. If you are the intended recipient but do not wish to receive communications through this medium, please so advise the sender immediately.

**From:** [Mike Rabinowitz](#)  
**To:** [Ozernoy, Ilana](#)  
**Subject:** RE: Mike and Ilana lunch  
**Date:** Thursday, January 29, 2015 2:20:25 PM

---

Same!

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** Ozernoy, Ilana [<mailto:iozernoy@moia.nyc.gov>]  
**Sent:** Thursday, January 29, 2015 2:04 PM  
**To:** Mike Rabinowitz  
**Subject:** RE: Mike and Ilana lunch

Thanks for lunch Mike! Was great to catch up.

---

Ilana L. Ozernoy  
Director of Intergovernmental Affairs and Communications  
NYC Mayor's Office of Immigrant Affairs  
W: (212) 788-7775 | C: (347) 291-4407  
[iozernoy@moia.nyc.gov](mailto:iozernoy@moia.nyc.gov) | @ilanaozernoy

---

**From:** Mike Rabinowitz [<mailto:Rabinowitz@berlinrosen.com>]  
**Sent:** Thursday, January 29, 2015 12:30 PM  
**To:** Ozernoy, Ilana; Mike Rabinowitz  
**Subject:** RE: Mike and Ilana lunch

Got a table by the window.

-mobile-  
Michael Rabinowitz-Gold  
646.200.5308 (o)  
646.342.3469 (c)

**From:** [DeLoach, Michael](#)  
**To:** ["Andrew Friedman"](#)  
**Cc:** ["Dan Levitan" \(dan@berlinrosen.com\)](#)  
**Subject:** RE: Latinos letter to DNC  
**Date:** Friday, January 30, 2015 5:34:43 PM

---

Two additions:

- NYC Council Speaker Melissa Mark-Viverito
- Bronx Borough President Ruben Diaz, Jr.
- Congress Member Jose Serrano
- Congress Member Nydia Velazquez
- State Senator Martin Dilan
- **Assembly Member Luis Sepulveda**
- Assembly Member Jose Peralta
- Assembly Member Felix W. Ortiz
- Assembly Member Victor Pichardo
- Assembly Member Marcos Crespo
- **Assembly Member Francisco Moya**
- Council Member Ydanis Rodriguez
- Council Member Julissa Reynoso
- George Miranda, President, Teamsters Joint Council 16
- Lorraine Cortes-Vazquez, Former NYS Secretary of State **(cannot use new title at AARP)**
- Luis Garden Acosta, Founder & President, El Fuente
- Dr. Rafael Lantigua, Community Leader
- Zenaida Mendez, Former President, NYS National Organization for Women
- Tonio Burgos, Member, DNC National Executive Committee.
- Sam Cruz, Pastor, Trinity Lutheran Church

- Fernando Ferrer, Former Bronx Borough President
- Julissa Reynoso, Ambassador to the Oriental Republic of Uruguay

**From:** [Hagelgans, Andrea](#)  
**To:** [Wolfe, Emma](#); [Goldmark, Karin](#); [Fuleihan, Dean \(OMB\)](#); [Walzak, Phil](#); [Shorris, Anthony](#); [Williams, Dominic](#); [Norvell, Wiley](#); [Goldmark, Karin](#); [Soliman, Sherif](#); [Schnake-Mahl, Gabriel](#); [jonathan@berlinrosen.com](#); [Ramirez Ursulina \(URamirez@schools.nyc.gov\)](#); [Wallack Josh \(JWallack@schools.nyc.gov\)](#); [Richardson, Jennifer](#); [Lupo, Jon Paul](#); [Debbie Rosen](#)  
**Subject:** RE: Receivership/State takeover of Struggling schools  
**Date:** Friday, March 06, 2015 6:00:19 PM

---

I will be on the phone on mute so PW should lead for comms. Thanks!

---

**From:** Wolfe, Emma  
**Sent:** Friday, March 06, 2015 5:57 PM  
**To:** Goldmark, Karin; Fuleihan, Dean (OMB); Walzak, Phil; Hagelgans, Andrea; Shorris, Anthony; Williams, Dominic; Norvell, Wiley; Goldmark, Karin; Soliman, Sherif; Schnake-Mahl, Gabriel; jonathan@berlinrosen.com; Ramirez Ursulina (URamirez@schools.nyc.gov); Wallack Josh (JWallack@schools.nyc.gov); Richardson, Jennifer; Lupo, Jon Paul; Debbie Rosen  
**Subject:** RE: Receivership/State takeover of Struggling schools  
**Importance:** High

#### CHECKLIST FROM MEETING

Please add what I missed. Put initials on assignment areas.

Please circulate materials as they get developed.

Have added a few folks to thread.

+ JONATHAN

FOR BRIEFING WITH MAYOR TOMORROW with smaller set of folks on this thread

- POLICY BRIEFING (KG, UR, JW)
  1. WHAT IS IT
  2. SNAPSHOT OF OUR SCHOOLS IN THIS CATEGORY
  3. WHAT IS THE STATE HISTORY AND NATIONAL HISTORY OF PLACES IT'S BEEN IMPLEMENTED
  4. ALTERNATE PROPOSAL FOR THE ASSEMBLY TO REPLACE THE BAD LANGUAGE - WHAT THAT LOOKS LIKE
  5. ANY READOUT FROM LAW ON POTENTIAL ACTIONS WE CAN TAKE TO MITIGATE / PREVENT IMPLEMENTATION
  6. RENEWALS WAR ROOM: WHAT IT LOOKS LIKE
- PRESS PLAN (AH, DK, WN, PW)
- ALBANY PLAN (SS, EW)

LEGISLATORS & ELECTED OFFICIALS (SS, EW)

- COMMON COUNCIL, CITY COUNCIL (JPL) RESOLUTIONS
- ASSEMBLY SIGN-ON STATEMENT (CATHY?)
- DOE'S SWAT TEAMS / PRINCIPALS / DOE EXPERTS VISIT WITH LEGISLATORS IN ALBANY
- TOURS FOR LEGISLATORS AT LOCAL TURNAROUND SCHOOLS
- UPSTATE SIGN-ON LETTERS (WFP, AQE, CANY)
- CATTLE CALL PRESSER AT CITY HALL – GET DANNY & SPEAKER BRIEFED AND ASK HIM AND SPEAKER TO LEAD (JPL)
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DOE (UR, JW)

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- RENEWAL CZAR
- FACT SHEET: OUR PLAN TO FIX STRUGGLING SCHOOLS

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- LETTER LANGUAGE
- MAYOR MINER & MAYOR / LOVETT PLAY FOR MONDAY
- EVENTS NEXT WEEK – BOYS AND GIRLS, OP-EDS

-----Original Message-----

From: Wolfe, Emma

Sent: Friday, March 06, 2015 9:01 AM

To: Goldmark, Karin; Fuleihan, Dean (OMB); Walzak, Phil; Hagelgans, Andrea; Shorris, Anthony; Williams, Dominic

Cc: Soliman, Sherif; Schnake-Mahl, Gabriel

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**From:** [Jonathan Rosen](#)  
**To:** [Walzak, Phil](#)  
**Cc:** [Wolfe, Emma](#); [Goldmark, Karin](#); [Fuleihan, Dean \(OMB\)](#); [Hagelgans, Andrea](#); [Shorris, Anthony](#); [Williams, Dominic](#); [Norvell, Wiley](#); [Soliman, Sherif](#); [Schnake-Mahl, Gabriel](#); [Ramirez Ursulina \(URamirez@schools.nyc.gov\)](#); [Wallack Josh \(JWallack@schools.nyc.gov\)](#); [Richardson, Jennifer](#); [Lupo, Jon Paul](#); [Debbie Rosen](#)  
**Subject:** Re: Receivership/State takeover of Struggling schools  
**Date:** Friday, March 06, 2015 6:13:56 PM

---

Will send to you.

Sent from my iPhone

On Mar 6, 2015, at 6:12 PM, "Walzak, Phil" <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:

DOES ANYONE HAVE THE ROSEN EXAMPLES OF RECEIVERSHIP MIXED ELECTRONICALLY??

---

**From:** Wolfe, Emma  
**Sent:** Friday, March 06, 2015 5:57 PM  
**To:** Goldmark, Karin; Fuleihan, Dean (OMB); Walzak, Phil; Hagelgans, Andrea; Shorris, Anthony; Williams, Dominic; Norvell, Wiley; Goldmark, Karin; Soliman, Sherif; Schnake-Mahl, Gabriel; [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com); Ramirez Ursulina ([URamirez@schools.nyc.gov](mailto:URamirez@schools.nyc.gov)); Wallack Josh ([JWallack@schools.nyc.gov](mailto:JWallack@schools.nyc.gov)); Richardson, Jennifer; Lupo, Jon Paul; Debbie Rosen  
**Subject:** RE: Receivership/State takeover of Struggling schools  
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+ JONATHAN

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- <!--[if !supportLists]-->● <!--[endif]-->POLICY BRIEFING (KG, UR, JW)
- <!--[if !supportLists]-->1. <!--[endif]-->WHAT IS IT
- <!--[if !supportLists]-->2. <!--[endif]-->SNAPSHOT OF OUR SCHOOLS IN THIS CATEGORY
- <!--[if !supportLists]-->3. <!--[endif]-->WHAT IS THE STATE HISTORY AND NATIONAL HISTORY OF PLACES IT'S BEEN IMPLEMENTED
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- ASSEMBLY SIGN-ON STATEMENT (CATHY?)
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**Subject:** RE: Receivership/State takeover of Struggling schools  
**Date:** Friday, March 06, 2015 8:53:22 PM

---

Policy Briefing update:

- POLICY BRIEFING (KG, UR, JW)
  1. WHAT IS IT
    - a. Have topline overview I provided today and statutory language (not bringing copies for everyone hope you'll understand)
  2. SNAPSHOT OF OUR SCHOOLS IN THIS CATEGORY
    - a. Hoping DOE can do or provide
  3. WHAT IS THE STATE HISTORY AND NATIONAL HISTORY OF PLACES IT'S BEEN IMPLEMENTED
    - a. Top level OK
  4. ALTERNATE PROPOSAL FOR THE ASSEMBLY TO REPLACE THE BAD LANGUAGE - WHAT THAT LOOKS LIKE
    - a. Have several proposals please give feedback to next email.
  5. ANY READOUT FROM LAW ON POTENTIAL ACTIONS WE CAN TAKE TO MITIGATE / PREVENT IMPLEMENTATION
    - a. Yes potentially teachers could sue
  6. RENEWALS WAR ROOM: WHAT IT LOOKS LIKE
    - a. Hoping DOE can do? Feeling much better since czar has been id'd

---

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**Subject:** RE: Receivership/State takeover of Struggling schools  
**Date:** Friday, March 06, 2015 9:02:08 PM  
**Attachments:** [State Takeover of Failing Schools.docx](#)

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Won't use all pages tomorrow (Renewal stuff is not as good as it could be) but here's soft copy of overview.

---

**From:** Goldmark, Karin  
**Sent:** Friday, March 06, 2015 8:55 PM  
**To:** Wolfe, Emma; Fuleihan, Dean (OMB); Walzak, Phil; Hagelgans, Andrea; Shorris, Anthony; Williams, Dominic; Norvell, Wiley; Soliman, Sherif; Schnake-Mahl, Gabriel; [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com); [Ramirez Ursulina \(URamirez@schools.nyc.gov\)](mailto:URamirez@schools.nyc.gov); [Wallack Josh \(JWallack@schools.nyc.gov\)](mailto:JWallack@schools.nyc.gov); Richardson, Jennifer; Lupo, Jon Paul; Debbie Rosen  
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### **Options NYC Could Propose as Softeners:**

#### **NYC Exemptions**

- Recreate District 85 (Renewal District) as “receivership district”—give Chancellor power to unilaterally move schools across district configurations; include language allowing DOE to partner with non-profit entities or universities
- Designate specific districts within NYC that could serve as takeover district for a low-performing district (e.g., District 2 takes over District 7, or schools within)
- NYC creates entity controlled by Mayor but independent of DOE to act as receiver
- Allow NYC to appoint receivers
  - Mayor, Chancellor, CUNY Chancellor (?) appoint receivers together
  - Mayor, Chancellor, SED Commissioner appoint receivers together
- Go big or go home: Seek language that does not allow state to carve out CSDs, so the state would either have to take over the entire NYC school system or leave it alone
  - Does not address individual school takeover issue
- Buy time for Renewal Schools: extend timeframe to mirror Massachusetts—five years before “turnaround” clauses take effect

#### **Schools:**

- Require parent vote for charter conversion
- State must take over whole campus, not individual schools on a campus

- o Can only take over a campus if all schools meet criteria

### Receivership Criteria:

- Soften so improving schools not eligible for takeover (weak), count Quality Review

### Consultative Process for Determining Receivership Status

- Require community input/vote on receivership status or on choice of receiver (unlikely)

---

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## **State Takeover of Failing Schools**

### **Exec Budget Proposal:**

Districts in lowest 2.5% statewide and schools in lowest achieving 5%\* can be designated for receivership by SED.

SED Commissioner can appoint person, another district, or a non-profit entity to take over the school/district.

Receiver has power to unilaterally change:

- budget
- curriculum
- collective bargaining agreements
- school schedules
- staffing
- school program offerings

Receiver will convert school to community school

Receiver may implement CTE, pre-K and K, other popular education programs

Schools in receivership will have priority for state grants

**Receiver can convert school to charter status without vote of parents**

\* Defined by state tests, graduation rates, other performance data defined in regulations

**Background:**

State took over one district (Roosevelt, LI) in 2002 to resolve financial crisis. Relinquished state receivership in 2013 after \$330M extra in state money, countless lawsuits and over a decade of contentious debates. Some improvement in outcomes (along with drastic drop in FRPL% among students).

MA turnaround model for failing schools touted as model—after 5 years of accountability status, district or school can be in “Turnaround,” with receiver appointed.

Currently, 31 states have takeover statutes (including NY based on Roosevelt) with mixed results; no clear effect on achievement.

Many small rural districts are fundamentally insolvent financially and educationally—cannot support school configurations they have but can’t bring selves to regionalize or close schools despite lower enrollment.

East Ramapo an embarrassment to state.

Upshot: In addition to political pressures and agendas, state takeover has policy appeal at state level

**Full NYC exemption/carve out from law will not work bc 91 of 178 “failing schools” are in NYC**

SED will likely interpret CSDs as districts for purposes of the statute.

## Options NYC Could Propose as Softeners:

### Districts

- Recreate District 85 (Renewal District) as “receivership district”—give Chancellor power to unilaterally move schools across district configurations; include language allowing DOE to partner with non-profit entities or universities
- Designate specific districts within NYC that could serve as takeover district for a low-performing district (e.g., District 2 takes over District 7, or schools within)
- Buy time for Renewal Schools: extend timeframe to mirror Massachusetts—five years before “turnaround”
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- Go big or go home: Seek language that does not allow state to carve out CSDs, so the state would either have to take over the entire NYC school system or leave it alone
  - Does not address individual school takeover issue

### Schools:

**By the Numbers:**

178 “failing” schools listed by Gov’s office

91 are in NYC

48 of the NYC schools have been designated as failing (“Priority” or “Focus”) for 10+ years

11 of those are phasing out

23 are Renewal Schools

14 are improving rapidly and/or just missed the cutoff for Renewal Schools

## NYC Renewal Schools

All 94 schools will receive the following support:

- **Community Schools Model (\$16.5M)**
  - Full-time Resource Coordinator (hiring Spring 2015)
  - Local CBO engagement
  - Health services
  - Mental Health services
  - Specific supports and services tailored to school and community needs
- **Extended Day**
  - Additional hour of instructional time per day
    - Subject matter will be tailored to student needs
  - After-school offered to all students in the school
- **Extended Year**
  - Summer school offered to all students (five weeks)
- **Principal Support**
  - Mentor (half-time retired principal)
- **Additional Professional Development**
- **Support to Strengthen Family Engagement**

Schools in the School Renewal Plan are eligible for the following supports; the precise mix of supports will depend on the school's specific needs:

- Additional guidance counselors
- AIS (Academic Intervention Services) paraprofessionals
  - A new role for paras—providing individual and small group academic support
  - On background, this is quite a shift for UFT to allow paraprofessionals to do instructional work
- Curriculum review and realignment
- School Safety support if needed
- Additional PD for Staff: what is different here?
- Family Engagement and Support
- Ambassador Teams: Principal, 2 APs, Master Teachers come in as a team in cases where new leadership and expert teachers are needed

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**Cc:** [Fuleihan, Dean \(OMB\)](#); [Walzak, Phil](#); [Hagelgans, Andrea](#); [Shorris, Anthony](#); [Williams, Dominic](#); [Norvell, Wiley](#); [Soliman, Sherif](#); [Schnake-Mahl, Gabriel](#); [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com); [Ramirez Ursulina \(URamirez@schools.nyc.gov\)](#); [Wallack Josh \(JWallack@schools.nyc.gov\)](mailto:Wallack_Josh (JWallack@schools.nyc.gov)); [Richardson, Jennifer](#); [Lupo, Jon Paul](#); [Debbie Rosen](#)  
**Subject:** Re: Receivership/State takeover of Struggling schools  
**Date:** Saturday, March 07, 2015 10:55:45 AM

---

I'm bringing printouts of below

We have printouts of press plan and policy background materials?

## Albany and Organizing

Status of current situation - The Governor is trying to cut a deal on education reforms - seeking handshake imminently  
- Assembly will not include in one house budget resolution - it is unclear if the Senate will include in one house budget resolution - Need to stall; must prevent Assembly from cutting a deal - Every day is a gift/opportunity - mount strong opposition to receivership by 1) showing lawmakers and influencers that our plan and vision for fixing failing schools is excellent, and 2) by mobilizing opposition to receivership and showing why it would be a disaster for NYC. 3) organizing and empowering the city's Albany allies and influencers to take leadership roles in the fight.

## Elected Engagement and Outside Mobilizing

- Target champions of public education - Cathy Nolan to lead coalition of senior and new members in Assembly - Use coalition to push back on proposal in legislative deliberations and in public events - Target Golden, Lanza, Felder on issue (failing schools in district?); exploit SED efficiency problems with special Ed and other issues they care about - Keep Senate Democratic Conference engaged and include in all activity - retail lobbying - brief anyone and everyone on why receivership doesn't work for NYC; widely distribute fact sheets - work with allies to mobilize upstate and suburban grassroots and local governments  
- maximize teachers union potential to impact this issue  
Week of March 9 - Circulate sign on statement for coalition and release to public  
- line up members to speak on the floor during one house budget resolution passage on Thursday the 12th indicating glad receivership was rejected - Council/State Legislators Press Conf on City Hall Steps - Assembly presser w AQE in Albany with champions of public education - AQE presser with Bronx delegation scheduled for Friday March 13 - invite key electeds to round table on the 13th - introduce local council and local legislature resolutions  
Week of March 16 - line up members on the education budget conference committee to speak out against receivership during deliberations  
- arm legislative and fiscal committee staff with facts on why receivership does not work and educate them on the Mayor's school renewal plan  
- bring doe and/or schools leaders to legislators to discuss our plan and its early successes  
- electeds to your schools with SWAT team leaders  
facilitate elected involvement in hands off our schools local rallies at schools where possible - led by parents - Albany presser with superintendents and principals

Material needs for execution:  
Fact sheet: how we are fixing our failing schools  
Renewal czar and war room members to educate lawmakers  
Fact sheet: failures of receivership  
Fact sheet: schools on the takeover block: snapshots  
School community members of turnaround schools that are a success to educate lawmakers

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- <!--[if !supportLists]-->• <!--[endif]-->NYC creates entity controlled by Mayor but independent of DOE to act as receiver
  
- <!--[if !supportLists]-->• <!--[endif]-->Allow NYC to appoint receivers
  - <!--[if !supportLists]-->o <!--[endif]-->Mayor, Chancellor, CUNY Chancellor (?) appoint receivers together
  - <!--[if !supportLists]-->o <!--[endif]-->Mayor, Chancellor, SED Commissioner appoint receivers together
  
- <!--[if !supportLists]-->• <!--[endif]-->Go big or go home: Seek language that does not allow state to carve out CSDs, so the state would either

have to take over the entire NYC school system or leave it alone

o Does not address individual school takeover issue

• Buy time for Renewal Schools: extend timeframe to mirror Massachusetts—five years before “turnaround” clauses take effect

#### **Schools:**

• Require parent vote for charter conversion

• State must take over whole campus, not individual schools on a campus

o Can only take over a campus if all schools meet criteria

#### **Receivership Criteria:**

• Soften so improving schools not eligible for takeover (weak), count Quality Review

#### **Consultative Process for Determining Receivership Status**

• Require community input/vote on receivership status or on choice of receiver (unlikely)

---

**From:** Wolfe, Emma

**Sent:** Friday, March 06, 2015 5:57 PM

**To:** Goldmark, Karin; Fuleihan, Dean (OMB); Walzak, Phil; Hagelgans, Andrea; Shorris, Anthony; Williams, Dominic; Norvell, Wiley; Goldmark, Karin; Soliman, Sherif; Schnake-Mahl, Gabriel; [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com); Ramirez Ursulina ([URamirez@schools.nyc.gov](mailto:URamirez@schools.nyc.gov)); Wallack Josh ([JWallack@schools.nyc.gov](mailto:JWallack@schools.nyc.gov)); Richardson, Jennifer; Lupo, Jon Paul; Debbie Rosen

**Subject:** RE: Receivership/State takeover of Struggling schools

**Importance:** High

CHECKLIST FROM MEETING

Please add what I missed. Put initials on assignment areas.

Please circulate materials as they get developed.

Have added a few folks to thread.

+ JONATHAN

FOR BRIEFING WITH MAYOR TOMORROW with smaller set of folks on this thread

• POLICY BRIEFING (KG, UR, JW)

1. WHAT IS IT

2. SNAPSHOT OF OUR SCHOOLS IN THIS

CATEGORY

- <!--[if !supportLists]-->3. <!--[endif]-->WHAT IS THE STATE HISTORY AND NATIONAL HISTORY OF PLACES IT'S BEEN IMPLEMENTED
- <!--[if !supportLists]-->4. <!--[endif]-->ALTERNATE PROPOSAL FOR THE ASSEMBLY TO REPLACE THE BAD LANGUAGE - WHAT THAT LOOKS LIKE
- <!--[if !supportLists]-->5. <!--[endif]-->ANY READOUT FROM LAW ON POTENTIAL ACTIONS WE CAN TAKE TO MITIGATE / PREVENT IMPLEMENTATION
- <!--[if !supportLists]-->6. <!--[endif]-->RENEWALS WAR ROOM: WHAT IT LOOKS LIKE
- <!--[if !supportLists]-->• <!--[endif]-->PRESS PLAN (AH, DK, WN, PW)
- <!--[if !supportLists]-->• <!--[endif]-->ALBANY PLAN (SS, EW)

LEGISLATORS & ELECTED OFFICIALS (SS, EW)

- <!--[if !supportLists]-->• <!--[endif]-->COMMON COUNCIL, CITY COUNCIL (JPL) RESOLUTIONS
- <!--[if !supportLists]-->• <!--[endif]-->ASSEMBLY SIGN-ON STATEMENT (CATHY?)
- <!--[if !supportLists]-->• <!--[endif]-->DOE'S SWAT TEAMS / PRINCIPALS / DOE EXPERTS VISIT WITH LEGISLATORS IN ALBANY
- <!--[if !supportLists]-->• <!--[endif]-->TOURS FOR LEGISLATORS AT LOCAL TURNAROUND SCHOOLS
- <!--[if !supportLists]-->• <!--[endif]-->UPSTATE SIGN-ON LETTERS (WFP, AQE, CANY)
- <!--[if !supportLists]-->• <!--[endif]-->CATTLE CALL PRESSER AT CITY HALL – GET DANNY & SPEAKER BRIEFED AND ASK HIM AND SPEAKER TO LEAD (JPL)
- <!--[if !supportLists]-->• <!--[endif]-->CATTLE CALL PRESSER IN ALBANY

DOE (UR, JW)

- <!--[if !supportLists]-->• <!--[endif]-->RENEWAL WAR ROOM
- <!--[if !supportLists]-->• <!--[endif]-->RENEWAL CZAR
- <!--[if !supportLists]-->• <!--[endif]-->FACT SHEET: OUR PLAN TO FIX STRUGGLING SCHOOLS

COMMS (AH, DK, WN, PW)

- <!--[if !supportLists]-->• <!--[endif]-->LETTER LANGUAGE
- <!--[if !supportLists]-->• <!--[endif]-->MAYOR MINER & MAYOR / LOVETT PLAY FOR MONDAY
- <!--[if !supportLists]-->• <!--[endif]-->EVENTS NEXT WEEK – BOYS AND GIRLS, OP-EDS

-----Original Message-----

From: Wolfe, Emma  
Sent: Friday, March 06, 2015 9:01 AM  
To: Goldmark, Karin; Fuleihan, Dean (OMB); Walzak, Phil; Hagelgans, Andrea; Shorris, Anthony; Williams, Dominic  
Cc: Soliman, Sherif; Schnake-Mahl, Gabriel  
Subject: Receivership/State takeover of Struggling schools

We have a iceberg ahead in receivership that we need to make sure we defeat or mitigate.

Mayor wants a briefing on receivership. Would like to go in with not just policy but also some set of action items.

Would like to gather folks before we meet with bdb to discuss:

- Policy ramifications: history in other places and in nys
- Contemplate worst case scenario - if passes, what can we do to prevent, mitigate
- Gov + Legislature: inside strategy
- Comms and organizing strategy which I know ptw has been thinking on

Karin + tony can u decide who from doe to pull in (maybe urs and josh?)

And if kosher wd like to pull jonathan in for meeting too.

Pls pull in whoever from your respective lines you'd also like, but I think most folks on this thread shd be in the convo.

Gabriel will herd cats. Thanks.

<State Takeover of Failing Schools.docx>

**From:** B  
**To:** "jfdc@akpdmedia.com"  
**Cc:** Katz, Rebecca; FLONYC; John, Roxanne; Hagelgans, Andrea; Walzak, Phil; Wolfe, Emma; "Jonathan@berlinrosen.com"  
**Subject:** Re: NYT: A New Challenge for Mayor Bill de Blasio: Paying for 2 Children in College  
**Date:** Tuesday, April 07, 2015 12:41:43 PM

---

JDC, that's perfect! Much appreciated

---

**From:** John Del Cecato [mailto:jfdc@akpdmedia.com]  
**Sent:** Tuesday, April 07, 2015 12:32 PM  
**To:** B  
**Cc:** Katz, Rebecca; FLONYC; John, Roxanne; Hagelgans, Andrea; Walzak, Phil; Wolfe, Emma; Jonathan@berlinrosen.com <Jonathan@berlinrosen.com>  
**Subject:** Re: NYT: A New Challenge for Mayor Bill de Blasio: Paying for 2 Children in College

"Every parent wants the best for their kids - and we wanted our two kids to go to the college that works best for them.

"Our family is blessed to have a better financial situation than most. But when college costs up to \$65K a year, even better-off families are forced to either scramble for financial aid, or else watch their children get saddled with piles of debt upon graduation. It's a fact of life."

On Apr 7, 2015, at 12:05 PM, B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

Ok, now let's watch out for the tabloid trap, starting today or at tmrw's avail: am I crying poverty? Am I just as bad as Hillary who said she was "dead broke" when they left the White House? What ever happened to the Tale of Two Cities? So let me help your thought process with some truth, from which we can then sort out the answers to the inevitable questions:

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4. While current rent pays much of the mortgage and upkeep expenses on both houses, it doesn't cover all -- these are old houses that have regularly needed a lot of work.
5. And finally we have a lot of debt, in large measure because we chose together to not have Chirlane work (sometimes to spend time with the kids, more recently to be entirely involved with the campaign and mayoralty -- and that includes times when I was at lower salaries as Public Advocate and Councilmember.
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That's enough to get your minds going. If anyone has a way to frame this properly, pls do before the day is out. Thanks

---

**From:** Katz, Rebecca  
**Sent:** Tuesday, April 07, 2015 06:24 AM  
**To:** FLONYC; B  
**Cc:** John, Roxanne; Hagelgans, Andrea; Walzak, Phil  
**Subject:** NYT: A New Challenge for Mayor Bill de Blasio: Paying for 2 Children in College

## A New Challenge for Mayor Bill de Blasio: Paying for 2 Children in College

By MATT FLEGENHEIMER  
and MICHAEL M. GRYNBAUM  
APRIL 7, 2015

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But Mayor [Bill de Blasio](#) is now facing a hurdle familiar to many of his constituents: paying for his children's college educations.

Mr. de Blasio's son, Dante, a senior at Brooklyn Technical High School, is currently mulling offers from a short list of exclusive schools, with Yale and Brown among the front-runners, according to people familiar with his options.

And with Mr. de Blasio's daughter, Chiara, still attending college in California, not even the mayor of New York is immune, it seems, to seeking relief from the high cost of higher education.

"There's going to be a big challenge in figuring out financial aid and visits and all sorts of stuff," Mr. de Blasio said, when asked about Dante's plans at the end of an unrelated interview in his office last

week.

Mr. de Blasio said he did not expect his son to decide on a school until later this month. Aides to the mayor declined to elaborate further on Dante's intentions or the family's financial considerations, saying they were private matters.

The soaring cost of college is often seized upon by Mr. de Blasio's fellow liberals, who call it both a symptom and a cause of the nation's rising inequality.

But the college process has cast Mayor de Blasio as a curious test case: His family is now affluent by most standards. Mr. de Blasio is paid \$225,000 as mayor and the family receives tens of thousands of dollars in rental income from two properties in Park Slope, Brooklyn.

And yet, the de Blasio family's argument for aid would not be unreasonable, according to financial aid experts — a striking testament to the increasingly extreme costs of higher education.

The mayor's daughter, Chiara, attends Santa Clara University, a private Jesuit institution where tuition, room and board is roughly [\\$55,000 a year](#). If Dante were to attend Yale, for example, tuition, room and board would [come to about \\$60,000 a year](#).

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And sky-high tuition has squeezed even upper middle-class families, said Mark Kantrowitz, the publisher of [advisors.com](http://advisors.com), a financial aid website.

“When you have colleges that are charging 50, 60, \$70,000 a year, everybody is going to struggle to pay for college,” he said.

But, Mr. Kantrowitz added of the mayor, “We’re still talking about someone whose income is pretty close to the top 1 percent.”

In 2013, the mayor and his wife, [Chirlane McCray](#), earned \$52,200 in rent from a [modest duplex](#) they own in Park Slope, a home once occupied by Mr. de Blasio’s mother. And the family rowhouse down the street, which the de Blasios left for Gracie Mansion in Manhattan, [was rented](#) last year at \$4,975 a month. The combined value of the homes will reach an estimated \$2.8 million in the upcoming tax year, according to the New York City Department of Finance.

That additional income, however, might be offset: [On his tax return last year](#), for instance, Mr. de Blasio declared a \$6,493 loss on one house after accounting for mortgage costs, depreciation and other expenses. Ms. McCray draws no salary as chairwoman of the city’s nonprofit arm.

Whatever his parents’ circumstances, Dante would appear an impressive applicant.

Dante, 17, [a champion debater](#) with a fondness for political philosophy, is by many accounts a dedicated student. During a family vacation in Rome last summer, he was spotted perusing a paperback by the contemporary Italian political theorist Giorgio Agamben.

If Dante decides on Brown, the mayor might find himself at visiting weekends with another notable New York politician.

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The political progeny would join a long line of scions attracted to Brown’s brand of campus life. William H. Mondale [took time off](#) from classes there to help his father, Walter F. Mondale, campaign for president in 1984. Amy Carter, daughter of former President Jimmy Carter, [was asked to leave](#) Brown in 1987 for academic reasons; she later graduated from the Memphis College of Art.

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**From:** [Katz, Rebecca](#)  
**To:** [B](#)  
**Cc:** [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com); [Katz, Rebecca](#); [FLONYC](#); [John, Roxanne](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Wolfe, Emma](#); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)  
**Subject:** Re: NYT: A New Challenge for Mayor Bill de Blasio: Paying for 2 Children in College  
**Date:** Tuesday, April 07, 2015 1:30:28 PM

---

Also think news outlets are so obsessed with Dante updates that anything you say on that topic will make big news and may even overshadow the rest of this.

Sent from my iPhone

On Apr 7, 2015, at 12:41 PM, B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

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**From:** [Nicole Kolinsky](#)  
**To:** [Mayor's Press Office](#)  
**Cc:** [Darren Goldberg](#)  
**Subject:** SL Green filming on Monday during One Vanderbilt hearing  
**Date:** Friday, April 10, 2015 2:12:22 PM

---

Hi Council Press Office, wanted to let you know that SL Green is sending a few people to film the zoning hearing Monday morning. Darren, cc'd here, is available if anything comes up.

Thanks,  
Nicole

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

**From:** [Leopold, Elana](#)  
**To:** [Carey, Michael](#); [Ko, Eunice](#); [Thornton, Demetrius](#); [Shorris, Anthony](#); [Williams, Dominic](#); [Schnake-Mahl, Gabriel](#); [Howe, Amanda](#); [Wolfe, Emma](#); [Darlington, Mandy \(OMB\)](#); [Wiley, Maya](#); ["Jonathan@berlinrosen.com"](#); [Hagelgans, Andrea](#); ["lhegarty@akpdmedia.com"](#); [Griffith, Chantell](#); [Chao, Raymond](#); [John, Roxanne](#); [Fuleihan, Dean \(OMB\)](#); ["nbaldick@hilltoppublicsolutions.com"](#); ["jfdc@akpdmedia.com"](#); [Walzak, Phil](#)  
**Subject:** MBDB: Weekly Planning Meeting  
**Date:** Tuesday, April 14, 2015 6:53:55 PM

---

Team- we are delayed

This meeting will start at 8:15

**From:** [Leopold, Elana](#)  
**To:** [Carey, Michael](#)  
**Cc:** [Ko, Eunice](#); [Thornton, Demetrius](#); [Shorris, Anthony](#); [Williams, Dominic](#); [Schnake-Mahl, Gabriel](#); [Howe, Amanda](#); [Wolfe, Emma](#); [Darlington, Mandy \(OMB\)](#); [Wiley, Maya](#); "[Jonathan@berlinrosen.com](#)" ([Jonathan@berlinrosen.com](#)); [Hagelgans, Andrea](#); [Liz Hegarty](#); [Griffith, Chantell](#); [Chao, Raymond](#); [John, Roxanne](#); [Fuleihan, Dean \(OMB\)](#); "[nbaldick@hilltoppublicsolutions.com](#)" ([nbaldick@hilltoppublicsolutions.com](#)); "[jfdc@akpdmedia.com](#)" ([jfdc@akpdmedia.com](#)); [Walzak, Phil](#)  
**Subject:** Re: MBDB: Weekly Planning Meeting  
**Date:** Tuesday, April 14, 2015 7:40:27 PM

---

All- this meeting is cancelled this evening

JDC- please stand by

The mayor wants to prep with you instead

Sent from my iPhone

> On Apr 13, 2015, at 12:06 PM, Carey, Michael <MPCarey@cityhall.nyc.gov> wrote:  
>  
>  
>  
> <meeting.ics>

**From:** [Carey, Michael](#)  
**To:** [Ko, Eunice](#); [Thornton, Demetrius](#); [Shorris, Anthony](#); [Williams, Dominic](#); [Schnake-Mahl, Gabriel](#); [Howe, Amanda](#); [Wolfe, Emma](#); [Darlington, Mandy \(OMB\)](#); [Wiley, Maya](#); ["Jonathan@berlinrosen.com" \(Jonathan@berlinrosen.com\)](#); [Hagelgans, Andrea](#); ["Liz Hegarty"](#); [Griffith, Chantell](#); [Chao, Raymond](#); [John, Roxanne](#); [Leopold, Elana](#); [Fuleihan, Dean \(OMB\)](#); ["nbaldick@hilltoppublicsolutions.com" \(nbaldick@hilltoppublicsolutions.com\)](#); ["jfdc@akpdmedia.com" \(jfdc@akpdmedia.com\)](#); [Walzak, Phil](#); [Fialkoff, Gabrielle](#)  
**Subject:** TONIGHT - - MBDB: Weekly Planning Meeting  
**Date:** Wednesday, April 22, 2015 10:40:13 AM

---

Hi All,

Just a reminder that tonight's Meeting is a bit earlier.

Would also like you to note that the First Lady is hosting a dinner at Gracie starting at 630 PM, so please do not walk thru the Ballroom when you are leaving.

And only light snacks will be provided tonight.

Happy Earth Day!

**Michael Paul Carey**

**Director of Scheduling and Advance**

**City Hall**

**New York, New York 10007**

**212.341.5396**

-----Original Appointment-----

**From:** Carey, Michael

**Sent:** Thursday, April 9, 2015 8:21 AM

**To:** Carey, Michael; Ko, Eunice; Thornton, Demetrius; Shorris, Anthony; Williams, Dominic; Schnake-Mahl, Gabriel; Howe, Amanda; Wolfe, Emma; Darlington, Mandy (OMB); Wiley, Maya; "Jonathan@berlinrosen.com" (Jonathan@berlinrosen.com); Hagelgans, Andrea; "Liz Hegarty"; Griffith, Chantell; Chao, Raymond; John, Roxanne; Leopold, Elana; Fuleihan, Dean (OMB); "nbaldick@hilltoppublicsolutions.com" (nbaldick@hilltoppublicsolutions.com); "jfdc@akpdmedia.com" (jfdc@akpdmedia.com); Walzak, Phil; Fialkoff, Gabrielle

**Subject:** MBDB: Weekly Planning Meeting

**When:** Wednesday, April 22, 2015 5:00 PM-6:30 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** Gracie Mansion, The Parlor

**From:** [Litvak, Gwendolyn](mailto:Litvak.Gwendolyn)  
**To:** "[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)"  
**Subject:** Re: mazel tov G!!!  
**Date:** Wednesday, April 22, 2015 11:35:51 AM

---

Um can you please reinvite me. I'm an ass

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Wednesday, April 22, 2015 11:35 AM  
**To:** Litvak, Gwendolyn  
**Subject:** RE: mazel tov G!!!

We are both wrong. Its Tuesday.

---

**From:** Litvak, Gwendolyn [<mailto:GLitvak@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 22, 2015 11:29 AM  
**To:** Nicole Kolinsky  
**Subject:** Re: mazel tov G!!!

I had next monday. Ignore me. I'm just tired.

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Wednesday, April 22, 2015 11:28 AM  
**To:** Litvak, Gwendolyn  
**Subject:** RE: mazel tov G!!!

Don't we have dinner Monday? It on my cal

---

**From:** Litvak, Gwendolyn [<mailto:GLitvak@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 22, 2015 11:25 AM  
**To:** Nicole Kolinsky  
**Subject:** Re: mazel tov G!!!

Yes! I have shit I still have to do this week.

Monday?

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Wednesday, April 22, 2015 11:25 AM  
**To:** Litvak, Gwendolyn  
**Subject:** RE: mazel tov G!!!

Celebrations MONDAY

---

**From:** Litvak, Gwendolyn [<mailto:GLitvak@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 22, 2015 11:20 AM  
**To:** Nicole Kolinsky  
**Subject:** Re: mazel tov G!!!

Thank you!!!

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Wednesday, April 22, 2015 11:13 AM  
**To:** Litvak, Gwendolyn  
**Subject:** mazel tov G!!!

OneNYC!!!

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

**From:** [Walzak, Phil](#)  
**To:** [B; Hagelgans, Andrea](#); "[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)"; "[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)"  
**Cc:** [Carey, Michael](#); [Leopold, Elana](#)  
**Subject:** Re: Times  
**Date:** Thursday, April 23, 2015 8:33:16 AM

---

Got it

----- Original Message -----

**From:** B  
**Sent:** Thursday, April 23, 2015 08:03 AM  
**To:** Walzak, Phil; Hagelgans, Andrea; 'Jonathan@berlinrosen.com' <Jonathan@berlinrosen.com>; 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>  
**Cc:** Carey, Michael; Leopold, Elana  
**Subject:** Times

Remember I'm away most of that week and we will need time that monday to finish the TPA rollout on the 12th. Thus, I think the next week is better

----- Original Message -----

**From:** Walzak, Phil  
**Sent:** Wednesday, April 22, 2015 09:38 PM  
**To:** B; Hagelgans, Andrea; 'Jonathan@berlinrosen.com' <Jonathan@berlinrosen.com>; 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>  
**Subject:** RE: Challenge flag!

on the 2nd note, we are in the process of scheduling a NYT ed board mtg the week of May 11 -- AFTER the exec budget has been introed...I spoke w them just today on this

---

**From:** B  
**Sent:** Wednesday, April 22, 2015 8:59 PM  
**To:** Walzak, Phil; Hagelgans, Andrea; 'Jonathan@berlinrosen.com'; 'jfdc@akpdmedia.com'  
**Subject:** Challenge flag!

It just dawned on me how totally fucked up it is that the Times has turned down the only 2 op-eds I've offered in 16 months, both on very weighty topics. I feel like challenging that to Arthur or to whoever makes sense. It's not cool that they won't allow the mayor of their city to ever have a chance to speak in his own voice. Pls advise. And separately, we should go do the editorial board in the third week of may. It's strange that we've only been in once

**From:** [Hagelgans, Andrea](#)  
**To:** [B; Walzak, Phil; "Jonathan@berlinrosen.com"; "jfdc@akpdmedia.com"](#)  
**Subject:** RE: Challenge flag!  
**Date:** Thursday, April 23, 2015 11:12:03 AM

---

Sir,

Had Mahen's team run a search on Bloomberg op-eds in NYT when he was in office. Interestingly, of the ones they found, the op-eds were focused on national politics, not NYC announcements or changes. While that may be because that's where he chose to focus his op-ed time, it could also be an indication that they are looking for more national themes. Think the Warren/MBdB op-ed may be the test for us

Best,  
Andrea

-----Original Message-----

From: B  
Sent: Thursday, April 23, 2015 8:04 AM  
To: Walzak, Phil; Hagelgans, Andrea; 'Jonathan@berlinrosen.com'; 'jfdc@akpdmedia.com'  
Subject: Re: Challenge flag!

And what about the FIRST topic???

----- Original Message -----

From: Walzak, Phil  
Sent: Wednesday, April 22, 2015 09:38 PM  
To: B; Hagelgans, Andrea; 'Jonathan@berlinrosen.com' <Jonathan@berlinrosen.com>; 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>  
Subject: RE: Challenge flag!

on the 2nd note, we are in the process of scheduling a NYT ed board mtg the week of May 11 -- AFTER the exec budget has been introed...I spoke w them just today on this

---

From: B  
Sent: Wednesday, April 22, 2015 8:59 PM  
To: Walzak, Phil; Hagelgans, Andrea; 'Jonathan@berlinrosen.com'; 'jfdc@akpdmedia.com'  
Subject: Challenge flag!

It just dawned on me how totally fucked up it is that the Times has turned down the only 2 op-eds I've offered in 16 months, both on very weighty topics. I feel like challenging that to Arthur or to whoever makes sense. It's not cool that they won't allow the mayor of their city to ever have a chance to speak in his own voice. Pls advise. And separately, we should go do the editorial board in the third week of may. It's strange that we've only been in once

**From:** [Litvak, Gwendolyn](#)  
**To:** "Morris, Deborah (HPD)"; [Nicole Kolinsky](#); [cchung@hraadvisors.com](mailto:cchung@hraadvisors.com); [Daria Siegel](#)  
**Subject:** RE: Michelin-Recommended Wasan Opening Outpost in Park Slope | Commercial Observer  
**Date:** Thursday, April 23, 2015 6:08:17 PM

---

When can we go?

**GWEN LITVAK | 212-442-6332**

---

**From:** Morris, Deborah (HPD) [<mailto:morrisd@hpd.nyc.gov>]  
**Sent:** Thursday, April 23, 2015 2:33 PM  
**To:** [Nicole Kolinsky](#); [cchung@hraadvisors.com](mailto:cchung@hraadvisors.com); Litvak, Gwendolyn; Daria Siegel  
**Subject:** RE: Michelin-Recommended Wasan Opening Outpost in Park Slope | Commercial Observer

Awesome add to the neighborhood!

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Wednesday, April 22, 2015 2:19 PM  
**To:** [cchung@hraadvisors.com](mailto:cchung@hraadvisors.com); Litvak, Gwendolyn; Daria Siegel; Morris, Deborah (HPD)  
**Subject:** Michelin-Recommended Wasan Opening Outpost in Park Slope | Commercial Observer

<http://commercialobserver.com/2015/04/michelin-recommended-wasan-opening-outpost-in-park-slope/>

**From:** [Litvak, Gwendolyn](#)  
**To:** [Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)  
**Subject:** FW: I'm meeting Nicole Kolinsky for dinner at Geido at 715 if you want to join.  
**Date:** Tuesday, April 28, 2015 5:36:36 PM

---

**GWEN LITVAK | 212-442-6332**

---

**From:** DeLoach, Michael  
**Sent:** Tuesday, April 28, 2015 5:36 PM  
**To:** Litvak, Gwendolyn  
**Subject:** RE: I'm meeting Nicole Kolinsky for dinner at Geido at 715 if you want to join.

Have to pass but tell her I said hi

---

**From:** Litvak, Gwendolyn  
**Sent:** Tuesday, April 28, 2015 5:35 PM  
**To:** DeLoach, Michael  
**Cc:** [Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)  
**Subject:** I'm meeting Nicole Kolinsky for dinner at Geido at 715 if you want to join.

**GWEN LITVAK | Senior Policy Advisor**

NYC Mayor's Office of Sustainability  
253 Broadway - 10th floor | New York, NY 10007  
212-442-6332 | [glitvak@cityhall.nyc.gov](mailto:glitvak@cityhall.nyc.gov) | [nyc.gov/planyc](http://nyc.gov/planyc)

**From:** [Greig, Katherine](#)  
**To:** [Spitalnick, Amy \(OMB\)](#); [Matthew.Hassett](#)  
**Cc:** [Jovana Rizzo](#); [Sage.Erskine](#); [Caroline Nagy](#); [DeLoach, Michael](#)  
**Subject:** RE: WNYC FEMA Letters Inquiry  
**Date:** Wednesday, April 29, 2015 11:51:23 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)

---

Makes sense

Katherine

**KATHERINE GREIG** | 212-788-1464

---

**From:** Spitalnick, Amy (OMB) [<mailto:SpitalnickA@omb.nyc.gov>]  
**Sent:** Wednesday, April 29, 2015 11:43 AM  
**To:** Matthew.Hassett; Greig, Katherine  
**Cc:** Jovana Rizzo; Sage.Erskine; Caroline Nagy; DeLoach, Michael  
**Subject:** RE: WNYC FEMA Letters Inquiry

We should have people ready to do interviews on this in the future though.

---

**From:** Matthew Hassett [<mailto:Matthew.Hassett@cnycn.org>]  
**Sent:** Wednesday, April 29, 2015 11:42 AM  
**To:** Spitalnick, Amy (OMB); Greig, Katherine  
**Cc:** Jovana Rizzo; Sage.Erskine; Caroline Nagy; Michael Deloach  
**Subject:** Re: WNYC FEMA Letters Inquiry

Will do.

And no homeowners, it's not logistically possible anyways.

I'll call her.

**Matthew Hassett** | Director of Policy & Communications

**CENTER FOR NYC NEIGHBORHOODS**  
17 Battery Place, Suite 728 | New York, NY 10004  
646-786-0895 | [matthew.hassett@cnycn.org](mailto:matthew.hassett@cnycn.org) | [cnycn.org](http://cnycn.org)



---

**From:** <Spitalnick>, "Amy (OMB)" <[SpitalnickA@omb.nyc.gov](mailto:SpitalnickA@omb.nyc.gov)>  
**Date:** Wednesday, April 29, 2015 11:40 AM  
**To:** Matthew Hassett <[matthew.hassett@cnycn.org](mailto:matthew.hassett@cnycn.org)>, "Greig, Katherine" <[KGreig@cityhall.nyc.gov](mailto:KGreig@cityhall.nyc.gov)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>, Sage Henry Erskine <[Sage.Erskine@cnycn.org](mailto:Sage.Erskine@cnycn.org)>, Caroline Nagy <[Caroline.Nagy@cnycn.org](mailto:Caroline.Nagy@cnycn.org)>, Michael Deloach <[mdeloach@cityhall.nyc.gov](mailto:mdeloach@cityhall.nyc.gov)>  
**Subject:** RE: WNYC FEMA Letters Inquiry

Please also include the language on city role, affordability studies, etc (or send her my way).

To be clear – not giving her a homeowner? Who can speak with her?

---

**From:** Matthew Hassett [<mailto:Matthew.Hassett@cnycn.org>]  
**Sent:** Wednesday, April 29, 2015 11:39 AM  
**To:** Spitalnick, Amy (OMB); Greig, Katherine  
**Cc:** Jovana Rizzo; Sage.Erskine; Caroline Nagy; Michael Deloach  
**Subject:** Re: WNYC FEMA Letters Inquiry

Would like to get back to her in next few minutes. For context on site:

Since April 15, we've had over 7,900 visitors to FloodHelpNY. April 16<sup>th</sup> saw the most activity with over 2,500 visits to the site.

Matthew Hassett | Director of Policy & Communications

---

**From:** <Spitalnick>, "Amy (OMB)" <[SpitalnickA@omb.nyc.gov](mailto:SpitalnickA@omb.nyc.gov)>  
**Date:** Wednesday, April 29, 2015 11:32 AM  
**To:** Matthew Hassett <[matthew.hassett@cnycn.org](mailto:matthew.hassett@cnycn.org)>, "Greig, Katherine" <[KGreig@cityhall.nyc.gov](mailto:KGreig@cityhall.nyc.gov)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>, Sage Henry Erskine <[Sage.Erskine@cnycn.org](mailto:Sage.Erskine@cnycn.org)>, Caroline Nagy <[Caroline.Nagy@cnycn.org](mailto:Caroline.Nagy@cnycn.org)>, Michael Deloach <[mdeloach@cityhall.nyc.gov](mailto:mdeloach@cityhall.nyc.gov)>  
**Subject:** RE: WNYC FEMA Letters Inquiry

+Deloach

---

**From:** Matthew Hassett [<mailto:Matthew.Hassett@cnycn.org>]  
**Sent:** Wednesday, April 29, 2015 11:32 AM  
**To:** Spitalnick, Amy (OMB); Greig, Katherine  
**Cc:** Jovana Rizzo; Sage.Erskine; Caroline Nagy  
**Subject:** Re: WNYC FEMA Letters Inquiry

I think it's too much left to chance and frankly too short notice for someone anyway. The person who has been most available is someone in Coney Island who was in our report.

I can see if she wants to talk with me about FloodHelpNY—we saw a big pickup in traffic. Or I think CM Treyger would be good.

Matthew Hassett | Director of Policy & Communications

---

**From:** <Spitalnick>, "Amy (OMB)" <[SpitalnickA@omb.nyc.gov](mailto:SpitalnickA@omb.nyc.gov)>  
**Date:** Wednesday, April 29, 2015 11:26 AM  
**To:** Matthew Hassett <[matthew.hassett@cnycn.org](mailto:matthew.hassett@cnycn.org)>, "Greig, Katherine" <[KGreig@cityhall.nyc.gov](mailto:KGreig@cityhall.nyc.gov)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>, Sage Henry Erskine <[Sage.Erskine@cnycn.org](mailto:Sage.Erskine@cnycn.org)>, Caroline Nagy <[Caroline.Nagy@cnycn.org](mailto:Caroline.Nagy@cnycn.org)>  
**Subject:** RE: WNYC FEMA Letters Inquiry

Who are these homeowners – are they vetted and will they say positive things about the resources we are providing them? Otherwise, I would strongly urge against.

---

**From:** Matthew Hassett [<mailto:Matthew.Hassett@cnycn.org>]  
**Sent:** Wednesday, April 29, 2015 11:25 AM  
**To:** Greig, Katherine; Spitalnick, Amy (OMB)  
**Cc:** Jovana Rizzo; Sage.Erskine; Caroline Nagy  
**Subject:** FW: WNYC FEMA Letters Inquiry

Hi Amy and Katherine,

Pls see below. I haven't written back yet.

We can try to connect her with one or two people. What do you think?

Have they spoken with you?

Best,  
Matt

Matthew Hassett | Director of Policy & Communications

**CENTER FOR NYC NEIGHBORHOODS**  
17 Battery Place, Suite 728 | New York, NY 10004  
646-786-0895 | [matthew.hassett@cnycn.org](mailto:matthew.hassett@cnycn.org) | [cnycn.org](http://cnycn.org)



---

**From:** Catherine Diaz <[REDACTED]>  
**Date:** Wednesday, April 29, 2015 11:04 AM  
**To:** Matthew Hassett <[matthew.hassett@cnycn.org](mailto:matthew.hassett@cnycn.org)>  
**Subject:** WNYC FEMA Letters Inquiry

I am a reporter at WNYC 93.9FM looking for homeowner contacts. I would like to speak to those who received these FEMA letters for the first time or just in general. These letters include commenting on whether an area should be considered a flood zone or not. This person could be from NYC, NYS or Long Island. My deadline is 12PM, but I'm flexible since I will be here until 4PM. This will be a 3-5 minute phone interview that will be edited (it's not live). Thank you.

Regards,  
Catherine Diaz

**From:** [Jeremy Soffin](#)  
**To:** [Blumm, Kate](#)  
**Subject:** Greenpoint Landing  
**Date:** Thursday, April 30, 2015 5:15:49 PM  
**Attachments:** [greenpoint letter 3-6-15 \(2\).docx](#)

---

Kate: Good talking to you yesterday. I've reattached the invite letter, which includes details on the project and broad thinking on messaging. In terms of a potential event, here's what we were thinking:

Timing: A May or June groundbreaking would be timely, with two affordable buildings underway and a third ready to break ground.

Location: The affordable building ready to break ground (site F) has remarkable views of the water and skyline, and is adjacent to the park and the first affordable building, which broke ground 10 months ago and is close to topping out.

Speaking program: The more the merrier, but would think speakers would come from among this list:

City

- Mayor
- Deputy Mayor Glen
- Commissioner Been
- Commissioner Rodney
- Commissioner Silver

Developers

- George Klein
- Ron Moelis

Local electeds

- CM Levin
- AM Lentol
- Sen. Dilan
- BP Adams
- Cong. Maloney

Community

- Open Space Alliance
- Others TBD

Best,

Jeremy Soffin  
BerlinRosen Public Affairs

646-200-5318  
917-860-9076

March 6, 2015

The Honorable Bill de Blasio  
Mayor of the City of New York  
City Hall  
New York, New York 10007

Dear Mayor de Blasio:

I would like to invite you to the groundbreaking of the first two affordable buildings at Greenpoint Landing, a new 5,500 unit, 22-acre development that will transform an underutilized half-mile section of the northernmost Brooklyn waterfront in Greenpoint into a vibrant mixed-income community.

Greenpoint Landing delivers on longstanding promises to the neighborhood, leveraging City investments in parks and schools and exemplifying your Administration's approach to integrating affordable housing into a comprehensive community plan:

- **Affordable housing:** Greenpoint Landing will include a total of 1,400 affordable units. By kicking off the project with two 100% permanently affordable buildings in partnership with L+M Development Partners, we are prioritizing 200 low- and moderate-income units in this community. We anticipate beginning construction on another 103-unit 100% affordable building by June of 2015, also in partnership with L+M.
- **Open space and waterfront access:** Greenpoint Landing will develop a total of four acres of new public open space, designed by James Corner Field Operations. Their innovative and resilient design blends a 40' wide promenade with larger-scale amenity areas, such as a great lawn, picnic area and a pier. Greenpoint Landing has committed \$5.5 million to the construction of Newtown Barge Park – a 2.5 acre City park in the northernmost section of Greenpoint that will begin construction in 2015.
- **Infrastructure:** The open space will complement DOT's upcoming reconstruction of West Street as a greenway with bicycle lanes, completely overhauling an area in need of improved public infrastructure.

- **A new public school:** Greenpoint Landing is donating land to the City for a new 640-seat pre-k through 8<sup>th</sup> grade District 14 public school.
- **High-quality contextual architecture:** This first phase of development – both affordable and market-rate – is being designed by Gary Handel of Handel Architects and will reflect a modern Brooklyn industrial aesthetic.
- **New opportunities for small neighborhood retailers:** The retail on site will bring new opportunities for local community retailers.

This is a moment to celebrate years of planning as several projects get underway. Greenpoint Landing, in partnership with L+M Development (led by Ron Moelis), plans to hold the affordable housing groundbreaking in this spring, and can be flexible on the date based on your schedule. We hope you will join us for this important milestone for the Greenpoint community.

Sincerely,

George Klein  
Park Tower Group

cc: Alicia Glen, Deputy Mayor for Housing and Economic Development  
Vicki Been, Commissioner NYC Department of Housing Preservation & Development  
Gary D. Rodney, President NYC Housing Development Corporation

**From:** [John Del Cecato](mailto:John.Del.Cecato)  
**To:** [B](#)  
**Cc:** [Walzak, Phil](#); [Hagelgans, Andrea](#); [Leopold, Elana](#); "[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)"  
**Subject:** Re: Op-ed  
**Date:** Monday, May 04, 2015 3:33:51 PM

---

That's up to Phil. The only promise I made to the still somewhat Times-deferential Warren Team is that we wouldn't raise holy hell over the Warren/de Blasio oped alone. (Unlike us, they are still hoping to cultivate a relationship there the More Flies with Honey way - at least that's my guess.)

On 5/4/15, 3:30 PM, "B" <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

>

>I agree. And you have WSJ and even USA Today (??) as options after that.

>But when the smoke clears, let's figure out what on Earth the Times is

>looking for and see if we can match it in the future. And do I have

>permission to call Sulzberger and raise a concern re: 3 rejections and no

>yesses in 16 months?

>

>

>----- Original Message -----

>From: John Del Cecato [<mailto:jfdc@akpdmedia.com>]

>Sent: Monday, May 04, 2015 03:28 PM

>To: B

>Cc: Walzak, Phil; Hagelgans, Andrea; Leopold, Elana

>Subject: Re: Op-ed

>

>Update is: NYT has rejected. They said it didn't contain enough

>"analysis" and was way too "campaign-y."

>

>We have moved on to WashPost. I'm not going to let the publication of the

>op-ed be slowed by the naysayers at the New York Times edit board.

>

>On 5/4/15, 2:42 PM, "B" <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

>

>>

>>I promise to stop asking for status updates if you promise to alert me as

>>you hear developments. And remember I need heads up re: when where it

>>will be place (once confirmed) so I can alert Team Hillary

>

**From:** [Wolfe, Emma](#)  
**To:** [B; Walzak, Phil; FLONYC](#)  
**Cc:** [Hagelgans, Andrea](#); [Snyder, Thomas](#); [Shorris, Anthony](#); [Williams, Dominic](#); "[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)"; "[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)"  
**Subject:** RE: WSJ/NBC/MARIST  
**Date:** Tuesday, May 05, 2015 6:19:13 PM

---

Flashback: May 2003. Quinnipiac. Job performance: 32% for MRB.

May 8, 2003

BUDGETS IN CRISIS: CITY HALL MEMO

# **BUDGETS IN CRISIS: CITY HALL MEMO; No Politician? The Polls Agree With the Mayor**

By JENNIFER STEINHAUER

Correction Appended

The prevailing political theory at City Hall goes something like this: Politics do not matter. If Mayor Michael R. Bloomberg remains true to his convictions, resists the taint of special interest groups and makes tough choices that keep the city sound, New Yorkers will appreciate and reward him.

But that theory is being severely tested as Mr. Bloomberg finds himself in what appears to be the lowest point in his 16-month mayoralty, based on a chorus of critics and the latest Quinnipiac University poll.

Last week, the mayor was rebuffed in his months-long effort to extract a commuter tax from leaders in Albany, and was forced to impose tax increases on his own constituents in its stead.

Mr. Bloomberg's relationship with the labor unions is so tense that labor experts struggle for a comparison. The strain was underscored this week by a threat from the head of the teachers' union to withdraw support for the mayor's sweeping changes to the public education system. His reorganization of the school system is also the subject of a lawsuit filed by some state legislators who originally supported him.

Advocates for the poor, who were thrilled to have an open reception from Mr. Bloomberg after years of being snubbed by Rudolph W. Giuliani's administration, are now bitterly denouncing the current mayor for excluding them from any role in key policy decisions.

Business leaders, essentially Mr. Bloomberg's peers, are now privately grumbling that they detest the mayor's latest tax policies.

Yesterday, the cloud over City Hall darkened when the Quinnipiac poll was released showing that only 32 percent of New York City voters polled approve of the mayor's job performance.

The poll, coming in the wake of a six-month whirlwind of increases in taxes and transit fares and higher prices on regulated rental apartments, is Mr. Bloomberg's worst showing yet. The polls have fallen almost steadily since February 2002, when 65 percent of New Yorkers approved of the job he was doing.

In the insult-to-injury category, while 89 percent of polled New Yorkers said that Mr. Bloomberg is intelligent, only 40 percent would savor a dinner invitation with the mayor, a man who is feverishly social and sought out by a broad swath of New York society.

While 61 percent of those questioned said that the mayor had "strong leadership qualities," only 33 percent agreed that he "cares about the needs and problems of people like you," which may speak to Mr. Bloomberg's inability to communicate his broader mayoral goals.

Quinnipiac surveyed 757 registered voters in the city from April 29 to May 5. On May 2, the outlines of a plan to raise sales and income taxes became known. The margin of sampling error for the poll is plus or minus 4 percentage points.

If any of this ruffles the feathers of Mr. Bloomberg -- who came into office with the stated goal of "making a difference" absent any deeper political ambitions -- he seems not to show it. Yesterday, during a news conference at City Hall, he sniped at a reporter who asked about the cost of a new mobile emergency command center, but let questions about the poll roll off him like a spritz of Evian at the beach.

"You got to do what's right," Mr. Bloomberg said. "And when I go home at night I can look in the mirror and say, 'I stood up and I made the right decisions.' "

Mr. Bloomberg, who has said he intends to run for another term, added: "The public in the end will take a look and say, 'There was somebody that made the right decision, the city's better.' And whether they want to have dinner with me or not, I don't know."

Mr. Bloomberg added that he would like to break bread with Bono, whom he met at the TriBeCa Film Festival the night before, and said he assumed that the singer shared that desire.

The fact that Mr. Bloomberg grabbed for Bono's name underscores a paradox of his tenure that has haunted him since the first day he began to make budget cuts.

The mayor's vast personal fortune led him to take the ultimate leap into public service, working for a dollar a year at one of the hardest political jobs in America. By his own account, it was another leg of his broader philanthropic vision.

His billions enabled him to run successfully for mayor and even support city programs out of his own pocket. (He has contributed millions of dollars to cultural and other city institutions.)

But his wealth has also created an intractable chasm between himself and the majority of the eight million people he serves who are now sitting by as their taxes rise, their services are cut and they are given little reason to expect an economic recovery any time soon.

"I just don't feel the mayor understands poor people," said Christine Cutchin, 75, who founded the Roundtable for Seniors, a recreational center in Bushwick, Brooklyn, that is scheduled for closing in the budget cuts. When it was pointed out that every imaginable constituent was being hit in the current budget plans, she shook her head emphatically and said, "These seniors have already paid their dues."

Aides to the mayor uphold his conviction that voters will get over their angst over increased rent, property, water, cigarette and income tax bills. "He's also been at this long enough to know that polls don't measure your accomplishments," said Edward Skyler, the mayor's press secretary. "They measure moods. It's not personal because the people who are being polled don't know him."

But it is clear that some New Yorkers who have gotten to know the mayor, at least professionally, are also less than enamored with him. Union officials and their members are battling with the mayor over budget issues, and many of them are deeply offended that Mr. Bloomberg, in their view, has written them off as a costly distraction.

"There has been a real change of heart among the union leaders toward the mayor," said Randi Weingarten, who is head of the Municipal Labor Council and the teachers' union. "He trashes us and trashes the work force."

Advocates for the poor and downtrodden, who have been welcomed into City Hall, are now crying bait and switch. They say they are often left out of the loop or even duped regarding the administration's plans for homeless families, AIDS services and other policy matters.

"On a certain level the Giuliani administration had more integrity than the Bloomberg

administration," said Charles King, the co-president of Housing Works, an AIDS advocacy group. "The Giuliani administration was pretty straightforward that they were going to do it their way without consultation with the community."

Mr. Skyler dismissed this talk. "We always welcome and solicit input, but ultimately the mayor is the one who needs to make the decisions," he said.

The press secretary was not terribly concerned with the fact that so few wanted to eat with the newly lithe mayor. "It's understandable," Mr. Skyler deadpanned. "Nobody likes to eat with somebody on a diet."

Photo: Mayor Michael R. Bloomberg, in Brooklyn yesterday with the police commissioner and the Brooklyn district attorney, lets criticism roll off his back. (Steve Hart for The New York Times)(pg. B6)

---

**From:** B  
**Sent:** Tuesday, May 05, 2015 4:42 PM  
**To:** Walzak, Phil; FLONYC  
**Cc:** Wolfe, Emma; Hagelgans, Andrea; Snyder, Thomas; Shorris, Anthony; Williams, Dominic; 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'  
**Subject:** Re: WSJ/NBC/MARIST

I find that weird. But it's also not a good polling outfit. And this too shall pass

---

**From:** Walzak, Phil  
**Sent:** Tuesday, May 05, 2015 04:37 PM  
**To:** B; FLONYC  
**Cc:** Wolfe, Emma; Hagelgans, Andrea; Snyder, Thomas; Shorris, Anthony; Williams, Dominic  
**Subject:** WSJ/NBC/MARIST

Tonight at 6 pm  
532 RVs  
4.2% MoE

City  
49 wrong track  
45 right track

Job performance

44 – Excellent or good

34 – Fair  
18 – Poor

Job performance in March 2014 poll. Excellent or good – 39%

Re-elect: yes, 47-42  
Whites: 61 no  
Blacks: 66 yes  
Latino: 58 yes

Are polices historic and transformative: 53 no

Character trait battery (honest, leader, fights for me, etc : all pretty good, don't have #s)

**From:** [Carey, Michael](#)  
**To:** ["John Del Cecato"](#); [Dan Levitan](#); [PhilWalzak \(gmail.com\)](#)  
**Subject:** RE: what time is the event in DC on Tuesday?  
**Date:** Wednesday, May 06, 2015 10:39:40 AM

---

DC to CA is paid for by One New York

**Michael Paul Carey**  
**Director of Scheduling and Advance**  
**City Hall**  
**New York, New York 10007**  
**212.341.5396**

---

**From:** John Del Cecato [mailto:jfdc@akpdmedia.com]  
**Sent:** Wednesday, May 6, 2015 10:40 AM  
**To:** Dan Levitan; PhilWalzak (gmail.com); Carey, Michael  
**Subject:** Re: what time is the event in DC on Tuesday?

Adding MPC

---

**From:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Date:** Wednesday, May 6, 2015 at 10:37 AM  
**To:** John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>, Phillip Walzak <>  
**Subject:** RE: what time is the event in DC on Tuesday?

Can we answer the \$ question quickly?

From sally:

this is what i'm writing unless you tell me otherwise in next 5 min:

These travels have been paid for by a combination of his political action committee, Campaign for One New York, and the organizations hosting him, while his full-time security detail is covered by taxpayers.

It was not immediately clear on Wednesday how the D.C. and California trips will be funded.

--

Dan Levitan

BerlinRosen Public Affairs

O: 646.200.5315

C: 201.674.7475

[@levitandan](#)

---

**From:** John Del Cecato [<mailto:jfdc@akpdmedia.com>]

**Sent:** Wednesday, May 06, 2015 10:25 AM

**To:** Phillip Walzak; Dan Levitan

**Subject:** Re: what time is the event in DC on Tuesday?

Yes... I think we should give that out, along with the Mayors Day of Action on transportation (Stephanie Yazgi's project) on 5/13

---

**From:** Phillip Walzak <[REDACTED]>

**Date:** Wednesday, May 6, 2015 at 9:57 AM

**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

**Cc:** John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>

**Subject:** Re: what time is the event in DC on Tuesday?

both are public, yes?

On Wed, May 6, 2015 at 9:26 AM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

PW are you ok giving out rough timeline to Grynbaum and others who ask?

--

Dan Levitan

BerlinRosen Public Affairs

O: [646.200.5315](tel:646.200.5315)

C: [201.674.7475](tel:201.674.7475)

[@levitandan](#)

---

**From:** John Del Cecato [<mailto:jfdc@akpdmedia.com>]

**Sent:** Wednesday, May 06, 2015 7:40 AM

**To:** Dan Levitan

**Cc:** Phil Walzak

**Subject:** Re: what time is the event in DC on Tuesday?

There are two events that day (Tuesday, May 12)...

First is with Roosevelt Institute/Warren/Stiglitz at National Press Club... I think MBDB speaks at 10:15?

Second (bigger) event is 3pm ET at the House Triangle (by the Capitol Building steps)

---

**From:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Date:** Wednesday, May 6, 2015 at 7:36 AM  
**To:** John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>  
**Cc:** Phillip Walzak <[REDACTED]>  
**Subject:** Fwd: what time is the event in DC on Tuesday?

?

- mobile -

Begin forwarded message:

**From:** "Grynbaum, Michael" <[grynbaum@nytimes.com](mailto:grynbaum@nytimes.com)>  
**Date:** May 6, 2015 at 7:31:24 AM EDT  
**To:** Dan Levitan <[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)>  
**Subject: what time is the event in DC on Tuesday?**

wondering if I should travel night before or morning of.....

--

Michael M. Grynbaum  
City Hall Bureau Chief  
The New York Times  
[212.556.7047](tel:212.556.7047) / [grynbaum@nytimes.com](mailto:grynbaum@nytimes.com)

**From:** [Carey, Michael](#)  
**To:** [Williams, Dominic](#); [Schnake-Mahl, Gabriel](#); [""jfdc@akpdmedia.com" \(jfdc@akpdmedia.com\)"; "Liz Hegarty"; Wolfe, Emma](#); [Hagelgans, Andrea](#); [John, Roxanne](#); [Fialkoff, Gabrielle](#); [Darlington, Mandy \(OMB\)](#); [Griffith, Chantell](#); [Chao, Raymond](#); [Ko, Eunice](#); [Leopold, Elana](#); [Wiley, Maya](#); [Fuleihan, Dean \(OMB\)](#); [Shorris, Anthony](#); [""Jonathan@berlinrosen.com" \(Jonathan@berlinrosen.com\)"; Walzak, Phil](#); [Thornton, Demetrius](#); [Howe, Amanda](#); ["Baldick Nicholas"](#); [Snyder, Thomas](#)  
**Subject:** RE: MBDB: Weekly Planning Meeting  
**Date:** Wednesday, May 06, 2015 5:30:44 PM

---

Hi All,

We are moving this upto 7 PM!!!!

Please note time change.

**Michael Paul Carey**

**Director of Scheduling and Advance**

**City Hall**

**New York, New York 10007**

**212.341.5396**

-----Original Appointment-----

**From:** Carey, Michael

**Sent:** Thursday, April 23, 2015 10:01 AM

**To:** Carey, Michael; Williams, Dominic; Schnake-Mahl, Gabriel; ["jfdc@akpdmedia.com" \(jfdc@akpdmedia.com\)"; "Liz Hegarty"; Wolfe, Emma](#); [Hagelgans, Andrea](#); [John, Roxanne](#); [Fialkoff, Gabrielle](#); [Darlington, Mandy \(OMB\)](#); [Griffith, Chantell](#); [Chao, Raymond](#); [Ko, Eunice](#); [Leopold, Elana](#); [Wiley, Maya](#); [Fuleihan, Dean \(OMB\)](#); [Shorris, Anthony](#); ["Jonathan@berlinrosen.com" \(Jonathan@berlinrosen.com\)"; Walzak, Phil](#); [Thornton, Demetrius](#); [Howe, Amanda](#); ["Baldick Nicholas"](#); [Snyder, Thomas](#)

**Subject:** MBDB: Weekly Planning Meeting

**When:** Wednesday, May 6, 2015 7:00 PM-8:30 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** Gracie Mansion, The Dining Room

**From:** [Norvell, Wiley](#)  
**To:** [Walzak, Phil](#); "[hgoldman@bloomberg.net](mailto:hgoldman@bloomberg.net)"; "[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)"; [Spitalnick, Amy \(OMB\)](#)  
**Subject:** Re: affordable housing story in the NYT  
**Date:** Thursday, May 07, 2015 8:35:05 AM

---

handled

On 5/7/15, 8:32 AM, "Walzak, Phil" <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:

>Wn

>

>----- Original Message -----

>From: Henry Goldman (BLOOMBERG/ NEWSROOM:) [<mailto:hgoldman@bloomberg.net>]

>Sent: Thursday, May 07, 2015 07:01 AM

>To: [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com) <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>; Walzak, Phil;

>Spitalnick, Amy (OMB)

>Subject: affordable housing story in the NYT

>

>please respond as soon as possible because we want to push a story out.

>either email me or call me at [REDACTED]

>

>

>---

>Sent from Bloomberg Professional for Android

>

>----- Original Message -----

>From: HENRY GOLDMAN

>At: Thursday, May 7, 2015 00:38

>

>This is another instance in which I wish I had been briefed on this  
>important proposal. You know I have written about this subject and am  
>intensely interested in it. You know I asked the mayor a question about  
>it during a City Hall scrum. Could you please honor my request to  
>promptly help me by answering this email and confirming the facts  
>published in the NYT story about the administration's affordable housing  
>proposals? I would appreciate it. Thanks, HG

>

><http://www.nytimes.com/2015/05/07/nyregion/mayor-de-blasios-plan-aims-to-s-pur-more-affordable-housing-in-new-york.html>

>

>Can someone please confirm:

>1. Mr. de Blasio's plan would require developers throughout the city to  
>set aside 25 to 30 percent of a project's apartments for poor and  
>working-class residents in return for city tax breaks, a substantial  
>change from the existing tax abatement program, known as 421-a. In  
>return, the projects would receive the tax benefits for 35 years, up from  
>25 years today. Condominiums would no longer qualify for the 421-a tax  
>abatement.

>

>2. May I have a copy of this statement: <sup>3</sup>No more tax breaks without  
>building affordable housing in return,<sup>2</sup> Mr. de Blasio, a Democrat, said  
>in a statement. <sup>3</sup>This can't be a city of just penthouses and luxury  
>condos. We are turning the page, and making sure the same pressures that  
>have pushed New Yorkers out of their neighborhoods are harnessed to build  
>the next generation of affordable housing.<sup>2</sup>

>

>3. Can you confirm this? The administration is also pushing for what it  
>calls a mansion tax on sales of condominiums, co-ops and homes that cost

>more than \$1.7 million. The plan would generate as much as \$200 million a  
>year in tax revenue, which would be dedicated to housing programs.  
>Currently, the state has a <sup>3</sup>mansion tax<sup>2</sup> of 1 percent on the sales of  
>homes over \$1 million. The de Blasio administration is calling for an  
>additional 1 percent tax on the sale of homes in New York City over \$1.75  
>million, which would rise to 1.5 percent tax on sales over \$5 million.  
>  
>4. Can you confirm this? In terms of forgiven taxes, the de Blasio  
>administration estimates that its proposal would cut the subsidy per unit  
>to less than \$400,000, from nearly \$600,000, and double the number of  
>affordable apartments created under the program to 25,000, from 12,400,  
>over the coming decade. The administration says the mansion tax could  
>produce an additional 37,000 affordable apartments.

**From:** [Carey, Michael](#)  
**To:** [John Del Cecato](#)  
**Cc:** [Dan Levitan](#)  
**Subject:** Re: Need a DC itinerary from you  
**Date:** Saturday, May 09, 2015 6:47:42 PM

---

Yes

Michael Paul Carey  
City Hall  
New York, New York

On May 9, 2015, at 6:37 PM, John Del Cecato <[jfdc@akpdmmedia.com](mailto:jfdc@akpdmmedia.com)> wrote:

Yes open - right MPC?

On May 9, 2015, at 6:20 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Assume so?

- mobile -

Begin forwarded message:

**From:** "Grynbaum, Michael"  
<[grynbaum@nytimes.com](mailto:grynbaum@nytimes.com)>  
**Date:** May 9, 2015 at 5:12:07 PM EDT  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Re: Need a DC itinerary from you

Nope! I just emailed them.

Is the Santa Clara speech open to the press?  
wasn't totally clear from the invite.

On Sat, May 9, 2015 at 4:19 PM, Dan Levitan  
<[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Didn't they put out a fppo thingy?

- mobile -

> On May 9, 2015, at 1:28 PM, Michael  
> Grynbaum <[grynbaum@nytimes.com](mailto:grynbaum@nytimes.com)> wrote:

>

> for photographers etc.

--

Michael M. Grynbaum  
City Hall Bureau Chief  
The New York Times  
212.556.7047 / [grynbaum@nytimes.com](mailto:grynbaum@nytimes.com)

**From:** [Jessica Singleton](#)  
**To:** [Hayley Prim](#)  
**Cc:** [PhilWalzak \(gmail.com\)](#); [Jonathan Rosen](#); [REDACTED] [Snyder, Thomas](#)  
**Subject:** Re: TPA Website  
**Date:** Sunday, May 10, 2015 8:25:01 PM

---

Nice!

Apologies if this is being worked out elsewhere but I just went through sign up daisy chain and have two bites: some code is off on the mobile site in the top image and the code on the submit button is buried on the mobile site. Finally, the bsd form has some required fields that need to be turned off.

Otherwise looks good!

On Sunday, May 10, 2015, Hayley Prim <[hprim@hilltoppublicsolutions.com](mailto:hprim@hilltoppublicsolutions.com)> wrote:  
And actual Tom.

Been emailing tooooo many congressional offices.

On Sun, May 10, 2015 at 8:12 PM, Hayley Prim  
<[hprim@hilltoppublicsolutions.com](mailto:hprim@hilltoppublicsolutions.com)> wrote:  
whoops, plus actual Jessie

On Sun, May 10, 2015 at 8:02 PM, Hayley Prim  
<[hprim@hilltoppublicsolutions.com](mailto:hprim@hilltoppublicsolutions.com)> wrote:

Hey guys-- Just letting you know that we are rolling out a TPA website to coincide with the launch on Tuesday. It is very simple, but wanted to make sure you had your eyes on it before it goes public.

This is what it will look like, except we are swapping out the crowd photo and adding the essay that Toni Morrison wrote.

Let me know if see any issues or want to discuss.

Thanks!

<http://progressiveagenda.us>

u: spearhead

p: letmein

--

**Hayley Prim**  
Hilltop Public Solutions  
[\(631\) 902-5150](tel:(631)902-5150)

--

**Hayley Prim**  
Hilltop Public Solutions  
[\(631\) 902-5150](tel:(631)902-5150)

--

**Hayley Prim**  
Hilltop Public Solutions  
(631) 902-5150

--

js / @jessay286

**From:** [Walzak, Phil](#)  
**To:** "[dan@berlinrosen.com](mailto:dan@berlinrosen.com)"; [Kadushin, Peter](#)  
**Subject:** Re: Trips  
**Date:** Monday, May 11, 2015 1:25:49 PM

---

Pls tell him that

----- Original Message -----

From: Dan Levitan [<mailto:dan@berlinrosen.com>]  
Sent: Monday, May 11, 2015 01:26 PM  
To: Walzak, Phil; Kadushin, Peter  
Subject: RE: Trips

Correct on CA

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@levitandan

-----Original Message-----

From: Walzak, Phil [<mailto:PWalzak@cityhall.nyc.gov>]  
Sent: Monday, May 11, 2015 1:06 PM  
To: Kadushin, Peter; Dan Levitan  
Subject: Re: Trips

Calif is camp for one ny - DL tell me if that's wrong DC is city hall Correct?

----- Original Message -----

From: Yoav Gonen [<mailto:ygonen@nypost.com>]  
Sent: Monday, May 11, 2015 12:48 PM  
To: Walzak, Phil; Kadushin, Peter; dan levitan <[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)>  
Subject: Trips

Dudes. We're having a tough time getting information on the mayor's travels and seeing answers to our questions printed in the AP before we've even heard back from you.

Who's point on DC? Who's funding the trip?

Yoav Gonen  
City Hall Bureau Chief  
New York Post  
Cell: 646-229-8322  
@yoavgonen

**From:** [Dan Levitan](#)  
**To:** [Walzak, Phil](#); [Kadushin, Peter](#)  
**Subject:** RE: Trips  
**Date:** Monday, May 11, 2015 1:43:37 PM

---

Did on the CA stuff. I think he still has DC questions, left him msg.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@levitandan

-----Original Message-----

From: Walzak, Phil [<mailto:PWalzak@cityhall.nyc.gov>]  
Sent: Monday, May 11, 2015 1:26 PM  
To: Dan Levitan; Kadushin, Peter  
Subject: Re: Trips

Pls tell him that

----- Original Message -----

From: Dan Levitan [<mailto:dan@berlinrosen.com>]  
Sent: Monday, May 11, 2015 01:26 PM  
To: Walzak, Phil; Kadushin, Peter  
Subject: RE: Trips

Correct on CA

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@levitandan

-----Original Message-----

From: Walzak, Phil [<mailto:PWalzak@cityhall.nyc.gov>]  
Sent: Monday, May 11, 2015 1:06 PM  
To: Kadushin, Peter; Dan Levitan  
Subject: Re: Trips

Calif is camp for one ny - DL tell me if that's wrong DC is city hall Correct?

----- Original Message -----

From: Yoav Gonen [<mailto:ygonen@nypost.com>]  
Sent: Monday, May 11, 2015 12:48 PM  
To: Walzak, Phil; Kadushin, Peter; dan levitan <[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)>  
Subject: Trips

Dudes. We're having a tough time getting information on the mayor's travels and seeing answers to our questions printed in the AP before we've even heard back from you.

Who's point on DC? Who's funding the trip?

Yoav Gonen  
City Hall Bureau Chief

New York Post  
Cell: 646-229-8322  
@yoavgonen

**From:** [Walzak, Phil](#)  
**To:** ["Yoav Gonen"](#); [Kadushin, Peter](#); [dan levitan](#)  
**Subject:** RE: Obama  
**Date:** Friday, May 15, 2015 10:50:24 AM

---

Yeah lemme take a look

**From:** Yoav Gonen [mailto:[ygonen@nypost.com](mailto:ygonen@nypost.com)]  
**Sent:** Friday, May 15, 2015 10:51 AM  
**To:** Walzak, Phil; Kadushin, Peter; dan levitan  
**Subject:** Obama

hey all, Not sure who would handle but wondering if you have any response to Obama's comments from last night:

"I noticed that there was sort of a progressive statement of principles about what it means to be a progressive by some of these friends of mine... I noted that it was basically my agenda, except for trade."

Lemme know if so please.

Separately, wondering if you'd like to respond to Cuomo's support for restoring disability benefits for uniformed workers.

Deadline is 5:30 p.m. on both.

thank ye

Yoav Gonen  
City Hall Bureau Chief  
New York Post  
(646) 229-8322  
[@yoavgonen](#)

**From:** [Yoav Gonen](#)  
**To:** [Walzak, Phil](#)  
**Cc:** [Kadushin, Peter](#); [dan levitan](#)  
**Subject:** Re: Obama  
**Date:** Friday, May 15, 2015 11:27:56 AM

---

yep. thx

On Fri, May 15, 2015 at 11:27 AM, Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:

Wanna meet @ like noon outside on the latter?

**From:** Yoav Gonen [mailto:[ygonen@nypost.com](mailto:ygonen@nypost.com)]  
**Sent:** Friday, May 15, 2015 10:51 AM  
**To:** Walzak, Phil; Kadushin, Peter; dan levitan  
**Subject:** Obama

hey all, Not sure who would handle but wondering if you have any response to Obama's comments from last night:

"I noticed that there was sort of a progressive statement of principles about what it means to be a progressive by some of these friends of mine... I noted that it was basically my agenda, except for trade."

Lemme know if so please.

Separately, wondering if you'd like to respond to Cuomo's support for restoring disability benefits for uniformed workers.

Deadline is 5:30 p.m. on both.

thank ye

Yoav Gonen

City Hall Bureau Chief

New York Post

[\(646\) 229-8322](tel:(646)229-8322)

@yoavgonen

--

Yoav Gonen  
City Hall Bureau Chief  
New York Post  
(646) 229-8322  
@yoavgonen

**From:** [Walzak, Phil](#)  
**To:** "[mgartland@nypost.com](mailto:mgartland@nypost.com)"; Mayor's Press Office; "[dan@berlinrosen.com](mailto:dan@berlinrosen.com)"  
**Subject:** Re: Chiara  
**Date:** Sunday, May 17, 2015 3:23:38 PM

---

Decline

---

**From:** Michael Gartland [mailto:[mgartland@nypost.com](mailto:mgartland@nypost.com)]  
**Sent:** Sunday, May 17, 2015 03:20 PM  
**To:** Walzak, Phil; Mayor's Press Office; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Chiara

Have to ask:

Did Chiara ever discuss with the mayor what drugs she was taking before she got sober? Did the mayor ever ask her about that specifically?

--

Michael Gartland  
NY Post  
551-208-6570  
[mgartland@nypost.com](mailto:mgartland@nypost.com)  
@michaelgartland

**From:** [Klein, Meredith](#)  
**To:** [Solon, Sarah](#); [Dansky, Kara](#)  
**Cc:** [MacArthurJails@berlinrosen.com](mailto:MacArthurJails@berlinrosen.com)  
**Subject:** RE: Safety & Justice Communications Next Steps  
**Date:** Tuesday, May 19, 2015 12:39:55 PM

---

Thank you, Sarah!

---

**From:** Solon, Sarah [mailto:SSolon@cityhall.nyc.gov]  
**Sent:** Tuesday, May 19, 2015 10:20 AM  
**To:** Klein, Meredith; Dansky, Kara  
**Cc:** MacArthurJails@berlinrosen.com  
**Subject:** RE: Safety & Justice Communications Next Steps

Hi Meredith,

Apologies for the late response to the web text below. A few changes are highlighted in yellow, but otherwise this is good to go. I've been communicating with Mark from Berlin Rosen on press strategy and should have an update on the press release for you soon.

Thanks,  
Sarah

---

**From:** Klein, Meredith [mailto:mklein@macfound.org]  
**Sent:** Friday, May 15, 2015 10:48 AM  
**To:** Solon, Sarah; Dansky, Kara  
**Cc:** [MacArthurJails@berlinrosen.com](mailto:MacArthurJails@berlinrosen.com)  
**Subject:** Safety & Justice Communications Next Steps

Sarah and Kara,

Many thanks for the terrific call this morning. Below are the requests we discussed pertaining to communications. As always, let me know of any questions or concerns. I very much look forward to working with you.

- Review the below text for our website and let us know of any concerns by May 15
- Provide the names of spokespeople you have in mind and their disciplines
- Provide the completed template press release from the communications toolkit to your Site Coordinators and me by May 22
- Feel free to send any ideas you would like to stress to media or stories/angles you believe would be of interest to them

## **New York, NY**

New York City operates one of the nation's largest jail complexes, on **Rikers** Island in the East River.

New York City has seen a steep and sustained decline in serious crime since the early 1990s, accompanied by a dramatic drop in local jail incarceration, with jail populations declining

---

55% from 21,688 in 1991 to under 10,000 on the last day of 2014. City leaders are actively ways to further drive down both crime and the jail population, as well as improvements in the way the jail is run. Pretrial supervised release slots are being expanded, along with a shift to a risk-based system for identifying defendants who can be safely supervised to the community while waiting for trial. Funding has been announced for new jail programming, improved staff ratios and training, crisis intervention teams, enhanced mental health services, and more effective reentry planning to connect individuals leaving jail to long-term support and services in the community. As one example of this work, in 2014, the Mayor's Task Force on Behavioral Health and the Criminal Justice System brought together over 400 leaders and stakeholders from the justice and health sectors to develop a comprehensive roadmap to reduce the number of people with behavioral health needs cycling through the criminal justice system and connect this population with treatment and services at every point in the criminal justice process.

### **Lead Agency**

New York City Mayor's Office of Criminal Justice

### **Key Partners**

New York Police Department, Department of Correction, Office of Court Administration, all five District Attorney Offices and the citywide Special Narcotics Prosecutor, The Legal Aid Society, Brooklyn Defender Services, Bronx Defenders, Queens Legal Associates, New York County Defender Services, Neighborhood Defender Services of Harlem, Assigned Counsel Plans of the First and Second Appellate Divisions, Department of Probation, Criminal Justice Agency, Corporation Counsel of the City of New York, Office of Management and Budget, Administration for Children's Services, Mayor's Office to Combat Domestic Violence, Department of Health and Mental Hygiene, Alternatives to Incarceration/Detention Network, Corporation for Supportive Housing.

### **Population Size**

8,400,000

### **Jail Capacity**

17,389

### **Meredith Klein**

Communications Officer, Public Affairs  
140 South Dearborn St., Suite 1133  
Chicago, IL 60603  
312.516.1557

**MacArthur Foundation**

  [www.macfound.org](http://www.macfound.org)

 Stay Informed: News & Event Updates

**From:** [Emily Walsh](#)  
**To:** [Schnake-Mahl, Gabriel](#)  
**Cc:** [Darlington, Mandy \(OMB\)](#)  
**Subject:** Re: Dean/Emma/Jonathan dinner tomorrow?  
**Date:** Tuesday, May 19, 2015 9:02:31 PM

---

No good for Jonathan either, sorry.

On May 19, 2015, at 6:11 PM, Schnake-Mahl, Gabriel  
<[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)> wrote:

No for emma, she is out of town starting tomorrow night

---

**From:** Darlington, Mandy (OMB) [<mailto:DarlingtonM@omb.nyc.gov>]  
**Sent:** Tuesday, May 19, 2015 05:51 PM  
**To:** Schnake-Mahl, Gabriel; Emily Walsh ([emily@berlinrosen.com](mailto:emily@berlinrosen.com))  
<[emily@berlinrosen.com](mailto:emily@berlinrosen.com)>  
**Subject:** Dean/Emma/Jonathan dinner tomorrow?

Can they do dinner tomorrow after the planning meeting?

**From:** [Wiley, Maya](#)  
**To:** [Leopold, Elana](#)  
**Cc:** [Howe, Amanda](#); [Fialkoff, Gabrielle](#); [Fuleihan, Dean \(OMB\)](#); [Hagelgans, Andrea](#); [nbaldick@hilltoppublicsolutions.com](#); [Wolfe, Emma](#); [Williams, Dominic](#); [Jonathan@berlinrosen.com](#); [John, Roxanne](#); [Carey, Michael](#); [Ko, Eunice](#); [Thornton, Demetrius](#); [Darlington, Mandy \(OMB\)](#); [lhegarty@akpdmedia.com](#); [Chao, Raymond](#); [jfdc@akpdmedia.com](#); [Schnake-Mahl, Gabriel](#); [Griffith, Chantell](#); [Walzak, Phil](#); [Snyder, Thomas](#); [Shorris, Anthony](#)  
**Subject:** Re: MBDB: Weekly Planning Meeting  
**Date:** Wednesday, May 20, 2015 3:34:15 PM

---

Hi-

I will be diverting an award at the NYC Neighborhood Award ceremony, which starts at 6:30, so I'll miss the meeting, unfortunately.

Maya

Sent from my iPhone

On May 20, 2015, at 3:23 PM, "Leopold, Elana" <[LEopold@cityhall.nyc.gov](mailto:LEopold@cityhall.nyc.gov)> wrote:

This meeting will start at 6:30 sharp because of time constraints

Please be at Gracie by 6:30

**MBDB: Weekly Planning Meeting**

Scheduled: Wednesday, May 20, 2015 from 6:30 PM to 8:00 PM

Location: Gracie Mansion, The Parlor

Invitees: Howe, Amanda , Fialkoff, Gabrielle , Fuleihan, Dean (OMB) , Hagelgans, Andrea , 'Baldick Nicholas' , Wolfe, Emma , Wiley, Maya , Williams, Dominic , "[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)" ([Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com))' , John, Roxanne , Carey, Michael , Ko, Eunice , Thornton, Demetrius , Darlington, Mandy (OMB) , 'Liz Hegarty' , Chao, Raymond , "[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)" ([jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com))' , Schnake-Mahl, Gabriel , Griffith, Chantell , Walzak, Phil , Snyder, Thomas , Shorris, Anthony

Sent from my iPhone

**From:** [Mark Ro Beyersdorf](#)  
**To:** [Solon, Sarah](#)  
**Subject:** RE: MacArhur media follow up  
**Date:** Wednesday, May 20, 2015 3:46:40 PM

---

Great—will let you know what Celeste says after I pass additional info to her.

Mark Ro Beyersdorf  
BerlinRosen Public Affairs  
direct: [646.200.5295](tel:646.200.5295)  
cell: [858.449.5194](tel:858.449.5194)  
[mark@berlinrosen.com](mailto:mark@berlinrosen.com)

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**From:** Solon, Sarah [<mailto:SSolon@cityhall.nyc.gov>]  
**Sent:** Wednesday, May 20, 2015 3:46 PM  
**To:** Mark Ro Beyersdorf  
**Subject:** RE: MacArhur media follow up

That's fantastic! Yes, I will be able to share with you a quote from the Mayor.

---

**From:** Mark Ro Beyersdorf [<mailto:mark@berlinrosen.com>]  
**Sent:** Wednesday, May 20, 2015 3:45 PM  
**To:** Solon, Sarah  
**Subject:** RE: MacArhur media follow up

Hi Sarah,

We went with Celeste and she got back to us and is interested in learning more.

Just wanted to confirm: still possible to offer her/other NYC reporters a quote/statement from the Mayor?

Thanks again for your help!

Mark

Mark Ro Beyersdorf  
BerlinRosen Public Affairs  
direct: [646.200.5295](tel:646.200.5295)  
cell: [858.449.5194](tel:858.449.5194)  
[mark@berlinrosen.com](mailto:mark@berlinrosen.com)

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**From:** Solon, Sarah [<mailto:SSolon@cityhall.nyc.gov>]  
**Sent:** Wednesday, May 20, 2015 3:00 PM  
**To:** Mark Ro Beyersdorf  
**Subject:** RE: MacArhur media follow up

Hi Mark,

Sorry about Reuven. That's too bad. I think Erin is a good option. You may also consider Celeste Katz, who covers City Hall. I'd suggest stressing how this grant is another way Mayor de Blasio is seeking to join a national conversation on criminal justice reform – that might pique her interest. Let me know if I can help!

Best,  
Sarah

---

**From:** Mark Ro Beyersdorf [<mailto:mark@berlinrosen.com>]  
**Sent:** Wednesday, May 20, 2015 11:54 AM  
**To:** Solon, Sarah  
**Subject:** RE: MacArhur media follow up

Hi Sarah,  
Unfortunately, Reuven is going to pass on covering the announcement. Wanted to see what your thoughts are on an alternative target to pitch at the Daily News. Reuven was the obvious top target, but Erin Durkin was one possibility we were considering as back up. Any thoughts on her or other reporters there you'd suggest instead?

Thanks!  
Mark  
Mark Ro Beyersdorf  
BerlinRosen Public Affairs  
direct: [646.200.5295](tel:646.200.5295)  
cell: [858.449.5194](tel:858.449.5194)  
[mark@berlinrosen.com](mailto:mark@berlinrosen.com)

---

**From:** Solon, Sarah [<mailto:SSolon@cityhall.nyc.gov>]  
**Sent:** Monday, May 18, 2015 4:09 PM  
**To:** Mark Ro Beyersdorf  
**Subject:** RE: MacArhur media follow up

Hi Mark,

Of course! Nice work on pitching.

Thanks,  
Sarah

---

**From:** Mark Ro Beyersdorf [<mailto:mark@berlinrosen.com>]  
**Sent:** Monday, May 18, 2015 4:10 PM  
**To:** Solon, Sarah  
**Subject:** RE: MacArhur media follow up

Hi Sarah,  
Ended up reaching out to Reuven and Lee this afternoon after hearing back from you and Reuven

has already responded.

I let him know that you're the main press contact for NYC re: this grant and can discuss the city's plans and that we can facilitate some interviews for him. If he reaches out to you directly, could you keep me cc-ed in communications. Sorry for the annoyance; the Foundation just wants us to keep them up to date on how things are moving with media across all of the sites.

Best,  
Mark

Mark Ro Beyersdorf  
BerlinRosen Public Affairs  
direct: [646.200.5295](tel:646.200.5295)  
cell: [858.449.5194](tel:858.449.5194)  
[mark@berlinrosen.com](mailto:mark@berlinrosen.com)

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**From:** Solon, Sarah [<mailto:SSolon@cityhall.nyc.gov>]  
**Sent:** Monday, May 18, 2015 3:01 PM  
**To:** Mark Ro Beyersdorf  
**Subject:** RE: MacArthur media follow up

Hi Mark,

Thanks so much for your email and hope you had a nice weekend. I think Reuven and Lee are perfect. Nice work and please let me know if I can do anything to help.

Best,  
Sarah

---

**From:** Mark Ro Beyersdorf [<mailto:mark@berlinrosen.com>]  
**Sent:** Monday, May 18, 2015 2:28 PM  
**To:** Solon, Sarah  
**Subject:** MacArthur media follow up

Hi Sarah,  
This is Mark from BerlinRosen—we were on the phone Friday with Meredith from MacArthur.

We're beginning embargoed media outreach tomorrow morning, and I wanted to follow up and keep you in the loop. As I mentioned, we're planning to reach out with embargoed information to a top print and radio contact in each grantee's media market.

For New York, we're already in conversation with Timothy Williams@NYT, who covered the announcement of the SJC, so the Times is covered. In addition, we're planning to reach out to Reuven Blau at the Daily News and Lee Hernandez, a producer with WNYC's "Morning Edition." Let me know if you have thoughts on either Reuven or Lee and/or think there is a stronger print or radio contact we should prioritize over them.

Thanks much!

Mark

Mark Ro Beyersdorf

BerlinRosen Public Affairs

direct: [646.200.5295](tel:646.200.5295)

cell: [858.449.5194](tel:858.449.5194)

[mark@berlinrosen.com](mailto:mark@berlinrosen.com)

**From:** [Jonathan Rosen](#)  
**To:** [Leopold, Elana](#)  
**Subject:** Re: MBDB: Weekly Planning Meeting  
**Date:** Wednesday, May 20, 2015 6:38:24 PM

---

Here. Behind you.

Sent from my iPhone

> On May 20, 2015, at 6:38 PM, Leopold, Elana <ELEopold@cityhall.nyc.gov> wrote:

>

> We need you!

>

> ----- Original Message -----

> From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]

> Sent: Wednesday, May 20, 2015 06:35 PM

> To: Leopold, Elana

> Subject: Re: MBDB: Weekly Planning Meeting

>

> Two minutes away

>

> Sent from my iPhone

>

>> On May 20, 2015, at 6:33 PM, Leopold, Elana <ELEopold@cityhall.nyc.gov> wrote:

>>

>> We have started this meeting

**From:** [Mark Ro Beyersdorf](#)  
**To:** [Solon, Sarah](#)  
**Subject:** RE: Brian Lehrer interest  
**Date:** Friday, May 22, 2015 1:55:00 PM

---

Hi Sarah,

Brian Lehrer has confirmed they'd like you (or another NYC rep) and someone from the Foundation on the show next Wednesday at 10:25 am EST. Are you or someone else available?

Thanks!

Mark

Mark Ro Beyersdorf

BerlinRosen Public Affairs

direct: [646.200.5295](tel:646.200.5295)

cell: [858.449.5194](tel:858.449.5194)

[mark@berlinrosen.com](mailto:mark@berlinrosen.com)

---

**From:** Mark Ro Beyersdorf  
**Sent:** Friday, May 22, 2015 12:46 PM  
**To:** 'Solon, Sarah'  
**Subject:** Brian Lehrer interest

Hi Sarah,

Just heard back from a producer at the Brian Lehrer show that they're interested in doing a segment on the challenge with you and someone from MacArthur as guests. Still working on timing, but wanted to check if you're up for it, or if there's someone else I should suggest to speak for the city on the initiative.

Thanks,

Mark

Mark Ro Beyersdorf

BerlinRosen Public Affairs

direct: [646.200.5295](tel:646.200.5295)

cell: [858.449.5194](tel:858.449.5194)

[mark@berlinrosen.com](mailto:mark@berlinrosen.com)

**From:** [Jonathan Rosen](#)  
**To:** [B](#)  
**Cc:** [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com); [Walzak, Phil](#); [Hagelgans, Andrea](#); [FLONYC](#)  
**Subject:** Re: DN  
**Date:** Saturday, May 23, 2015 10:51:39 PM

---

Would rather a liberal News to no News, but given that's probably wishful thinking I think it's good if it cuts back. Don't think it strengthens Post that much if at all and maybe raises questions about its continued viability .

Sent from my iPhone

On May 23, 2015, at 10:49 PM, B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

And that would be good for us, right? Or would that make the Post more dominant?  
Or, conversely, would it hasten the demise of the Post -- prob just wishful thinking

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Saturday, May 23, 2015 10:47 PM  
**To:** John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>  
**Cc:** Walzak, Phil; Hagelgans, Andrea; B; FLONYC  
**Subject:** Re: DN

Total blank slate but agree probably better. Some rumor that his play is to cut back on the print paper and make it a web play. The Hill now only comes out in print three days a week on session days. Rest online.

Sent from my iPhone

On May 23, 2015, at 9:51 PM, John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)> wrote:

The Hill employed me as a columnist for a year - so that tells you something about their poor judgement!

On May 23, 2015, at 8:40 PM, Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:

Seems more reliable than cats, who seems both right wing and unpredictable

---

**From:** Hagelgans, Andrea  
**Sent:** Saturday, May 23, 2015 08:30 PM  
**To:** B; Walzak, Phil; '[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)' <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>; '[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)' <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>

**Cc:** FLONYC  
**Subject:** Re: DN

I have found the Hill to be balanced and decent to work with in the past

---

**From:** B  
**Sent:** Saturday, May 23, 2015 07:58 PM  
**To:** Walzak, Phil; Hagelgans, Andrea; '[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)' <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>; '[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)' <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>  
**Cc:** FLONYC  
**Subject:** DN

What would we think of him as an owner vs Catsimitides?

---

**From:** Klein, Monica  
**Sent:** Saturday, May 23, 2015 07:41 PM  
**To:** B  
**Subject:** James Finkelstein

**James Finkelstein**

(you requested info on Finkelstein, who is considering purchasing the Daily News)

Finkelstein has been CEO and President of News Communications Inc. since June 2001.

He also serves as the Chief President of News Communications' subsidiaries, which owns Capitol Hill Publishing, the publisher of The Hill.

His father was Democratic powerbroker Jerry Finkelstein and his brother is former Manhattan Borough President Andrew Stein.

Finkelstein made a fortune when News Communications sold the New York Law Journal, National Law Journal and other publications to Steve Brill, who had started American Lawyer.

In 2009, Finkelstein put together a group of media powerhouses to join Guggenheim Partners in the acquisition of The Hollywood Reporter, Adweek and Billboard for about \$70 million. The Finkelstein-led partners exited in 2013 and sold their shares to Guggenheim.

Finkelstein was a past owner of various weekly newspapers in Manhattan, as well as Dan's Papers in the Hamptons.



**From:** [B](#)  
**To:** [Walzak, Phil](#); [Hagelgans, Andrea](#); "[jfdc@akpdmedia.com](#)"; "[Jonathan@berlinrosen.com](#)"  
**Cc:** [FLONYC](#)  
**Subject:** Fw: NYT - Ginia Bellafante: De Blasio Is Not Insulting Enough to Be Popular  
**Date:** Monday, May 25, 2015 12:44:06 PM

---

So I'm open to taking the challenge and starting to woo certain media, at least on an experimental basis. Let's start with alex burns. Then come up with a priority list and the limited hours we will devote to them, and let's see how it goes

---

**From:** Klein, Monica  
**Sent:** Monday, May 25, 2015 09:18 AM  
**To:** B  
**Subject:** NYT - Ginia Bellafante: De Blasio Is Not Insulting Enough to Be Popular

**De Blasio Is Not Insulting Enough to Be Popular**  
NEW YORK TIMES - Ginia Bellafante - May 22, 2015

In 1981, unless you were living in a cocaine-fueled delusion cultivated at Maxwell's Plum, there were plenty of reasons to find fault with the governance of New York City, by then under the direction of Mayor Edward Irving Koch for three years.

The mass transit system was a mess; streets and parks were famously filthy. While the mayor had a hand in rescuing the city from fiscal crisis, crime was soaring, making the year one of the most violent New York had experienced. Released in 1981, John Carpenter's cult film "Escape From New York" was steeped in the assumption that things were sure to get worse, imagining a not-too-distant future in which all of Manhattan had become a maximum-security prison.

Congenitally unable to assume the role of nursemaid administering consolation, Mr. Koch barreled through with a customary orneriness that left him offending one important constituency after another. Appearing at a synagogue late in his first term, he was asked to name a living statesman he greatly admired and responded by naming the Egyptian president, Anwar el-Sadat. When audience members booed him, the mayor told them to "shut up."

And yet, given all that, early in 1981 Mr. Koch's approval rating stood at 62 percent, making him one of the most popular politicians in the country. As Neil Barsky, who documented the mayor's career in the film "Koch," put it, he practiced street politics as virtually no one had or has. By the end of the year, Mr. Koch had won re-election in a landslide, taking all five boroughs.

Historically, New Yorkers have had a very high threshold for leaders who are blunt, theatrical, arrogant, intermittently or even consistently jerky — in possession of any combination of qualities that easily lend themselves to the shorthand "larger than life." Earnestness has played less successfully, in part because it is alienating, and doesn't inspire the kind of rage or impassioned disbelief that, directed at political figures, can be its own source of entertainment and pleasure. (There's no downside to the fun you can have complaining about a mayor who believes that people who like ferrets require psychotherapeutic

treatment.) As happens so often in romantic life, craziness can keep you hooked while sanctimony just makes you stop paying attention.

Occasioning this reflection is the matter of Mayor Bill de Blasio's declining approval ratings. A Quinnipiac University poll released this month found that only 44 percent of voters approved of the job he was doing, a five-point drop since the beginning of the year and a nine-point drop since he took office in January 2014.

This is in spite of the facts that the city's seasonally adjusted unemployment rate fell in March, to 6.6 percent from 7.8 percent at the same point last year, and that the number of homeless families is shrinking for the first time in years. According to a March report from the advocacy group Coalition for the Homeless, the number of homeless families with children had declined by more than 300 since December. Last week, the mayor announced an ambitious plan to preserve and improve the city's public housing, so long ignored, which contains a population larger than Las Vegas's in deteriorating buildings, 60 percent of them more than 50 years old.

And yet still it is common to hear, among the educated liberals who helped elect him, that Mr. de Blasio hasn't lived up to his campaign rhetoric, that he hasn't done much, that he has been a disappointment, that inequality is still very much alive. Of course, if inequality could be rectified in a year, the mayor would be well positioned to run for Moses. The complaints are typically vague, but running through them are problems with style and affect: He's preachy; he's late; he lacks charisma; he's not around.

Among those who disapprove, there are certainly those who do so with greater intensity — preservationists who believe Mr. de Blasio's affordable-housing initiative will lead to overdevelopment; neighborhood people who believe there has been inadequate planning to support all the proposed construction; black civic leaders concerned that Mr. de Blasio's interest in criminal-justice reform is waning; rich people who feel offended that he doesn't involve himself in rich-people things.

In a matter of a several days, Mr. de Blasio managed to rankle both the Rev. Calvin O. Butts III and the event publicist Peggy Siegal. Ms. Siegal, prompted by the mayor's absence from the Metropolitan Museum of Art's Costume Institute Ball, told *The Wall Street Journal* that Mr. de Blasio "had disdain for the striving, successful New Yorkers," and that "it is a major shortcoming not to mingle with all classes," as if she were a regular at game night at the Walt Whitman Houses.

The criticism coming from the Upper East Side philanthropic community and the Harlem clerical community is strikingly similar though; both feel betrayed by a posture that suggests that the mayor doesn't need them. While it isn't uncommon to lose momentum during a second year in office — Michael R. Bloomberg's approval ratings fell sharply during his second year as mayor, before reaching a high of 75 percent in his second term — Mr. de Blasio seems to be having trouble making, and keeping, friends. That may have no consequence on his ability to be re-elected, but it could affect his trajectory as a national leader of the progressive movement, a role he seems to relish. Messiahs don't need voters; they need disciples.

**From:** [Walzak, Phil](#)  
**To:** [B; Wolfe, Emma; Hagelgans, Andrea; Snyder, Thomas; Carey, Michael; Leopold, Elana; "Jonathan@berlinrosen.com"; "jfdc@akpdmedia.com"; Shorris, Anthony; Williams, Dominic](#)  
**Cc:** [FLONYC](#)  
**Subject:** Re: Confidential  
**Date:** Monday, May 25, 2015 8:18:43 PM

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We will process and discuss for the planning mtg

----- Original Message -----

**From:** B  
**Sent:** Monday, May 25, 2015 08:16 PM  
**To:** Wolfe, Emma; Walzak, Phil; Hagelgans, Andrea; Snyder, Thomas; Carey, Michael; Leopold, Elana; 'Jonathan@berlinrosen.com' <Jonathan@berlinrosen.com>; 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; Shorris, Anthony; Williams, Dominic  
**Cc:** FLONYC  
**Subject:** Fw: Confidential

See below. Some of us discussed this yesterday on the scheduling call, and we can make a final decision at the planning mtg Tues eve. Since the invitation is from the Pope and about fighting inequality, I think it is near impossible to turn down. So the current thinking is to compress all our overseas travel into a week or so, anchored by this Vatican event.

So that would mean one trip including Israel and the Vatican -- I wonder if the tabloids would be able to criticize THAT :) Michael, pls discuss what this would look like when we all meet Tues, and if there are any major conflicts. And remember, my family is away in America for vacation give or take July 3-10. No other family travel plans until we take Dante to Yale in late August. And no other trips planned out of town in August if we do the overseas trip this way. Food for thought.

-----Original Message-----

**From:** Jeffrey Sachs  
**To:** Bill de Blasio  
**Subject:** Confidential  
**Sent:** May 25, 2015 9:37 AM

Dear Bill,  
Greetings!

Congrats on the launch of the new progressive agenda. I've been traveling abroad (with Ban Ki-moon in Korea last week), but have been watching from afar!

The Vatican has confirmed to me again today that Pope Francis is indeed very keen to meet with you and other mayors on July 21 to discuss issues of social inclusion and sustainable development. (His encyclical on climate change will be issued in the next few weeks, before July 21).

They asked today whether you might be able to confirm your attendance. I've of course also been coordinating with Penny.

I have asked, and the Pontifical Academy of Social Sciences has agreed, to host a symposium on Cities and Sustainable Development at the Vatican on July 22. I would love for you to present OneNYC to the other mayors on that occasion. I think it would have a HUGE impact.

I hope that we can get together soon.

:~)

All best,  
Jeff

**From:** [Walzak, Phil](#)  
**To:** "[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)"  
**Cc:** [Wolfe, Emma](#); [Hagelgans, Andrea](#); [Snyder, Thomas](#); [Carey, Michael](#); [Leopold, Elana](#); "[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)"; [Shorris, Anthony](#); [Williams, Dominic](#)  
**Subject:** Re: Confidential  
**Date:** Monday, May 25, 2015 8:37:01 PM

---

-bdb, flo  
Let's not do this on email pls

----- Original Message -----

**From:** B  
**Sent:** Monday, May 25, 2015 08:35 PM  
**To:** 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>  
**Cc:** Wolfe, Emma; Walzak, Phil; Hagelgans, Andrea; Snyder, Thomas; Carey, Michael; Leopold, Elana; 'Jonathan@berlinrosen.com' <Jonathan@berlinrosen.com>; Shorris, Anthony; Williams, Dominic; FLONYC  
**Subject:** Re: Confidential

A week of family vacation (just like last year) and a week of overseas travel (rather than the overseas travel being in August). And City budget and Albany session will be done, with more achievements under our belt. But I defy any purveyor of conventional wisdom to beat a Vatican - Holy Land trip for bulletproofness! :)

----- Original Message -----

**From:** John Del Cecato [<mailto:jfdc@akpdmedia.com>]  
**Sent:** Monday, May 25, 2015 08:31 PM  
**To:** B  
**Cc:** Wolfe, Emma; Walzak, Phil; Hagelgans, Andrea; Snyder, Thomas; Carey, Michael; Leopold, Elana; Jonathan@berlinrosen.com <Jonathan@berlinrosen.com>; Shorris, Anthony; Williams, Dominic; FLONYC  
**Subject:** Re: Confidential

How many days outside of NYC for July?

> On May 25, 2015, at 8:18 PM, B <BCCD@cityhall.nyc.gov> wrote:

>

>

> See below. Some of us discussed this yesterday on the scheduling call, and we can make a final decision at the planning mtg Tues eve. Since the invitation is from the Pope and about fighting inequality, I think it is near impossible to turn down. So the current thinking is to compress all our overseas travel into a week or so, anchored by this Vatican event.

>

> So that would mean one trip including Israel and the Vatican -- I wonder if the tabloids would be able to criticize THAT :) Michael, pls discuss what this would look like when we all meet Tues, and if there are any major conflicts. And remember, my family is away in America for vacation give or take July 3-10. No other family travel plans until we take Dante to Yale in late August. And no other trips planned out of town in August if we do the overseas trip this way. Food for thought.

>

>

> -----Original Message-----

> **From:** Jeffrey Sachs

> **To:** Bill de Blasio

> **Subject:** Confidential

> Sent: May 25, 2015 9:37 AM

>

> Dear Bill,

> Greetings!

> Congrats on the launch of the new progressive agenda. I've been traveling abroad (with Ban Ki-moon in Korea last week), but have been watching from afar!

> The Vatican has confirmed to me again today that Pope Francis is indeed very keen to meet with you and other mayors on July 21 to discuss issues of social inclusion and sustainable development. (His encyclical on climate change will be issued in the next few weeks, before July 21).

> They asked today whether you might be able to confirm your attendance. I've of course also been coordinating with Penny.

> I have asked, and the Pontifical Academy of Social Sciences has agreed, to host a symposium on Cities and Sustainable Development at the Vatican on July 22. I would love for you to present OneNYC to the other mayors on that occasion. I think it would have a HUGE impact.

> I hope that we can get together soon.

:~)

>

> All best,

> Jeff

**From:** B  
**To:** "jfdc@akpdmedia.com"  
**Cc:** Wolfe, Emma; Walzak, Phil; Hagelgans, Andrea; Snyder, Thomas; Carey, Michael; Leopold, Elana; "Jonathan@berlinrosen.com"; Shorris, Anthony; Williams, Dominic; FLONYC  
**Subject:** Re: Confidential  
**Date:** Tuesday, May 26, 2015 7:17:02 AM

---

And we are now considering an option to move the family vacation to August. Let's discuss tonight

----- Original Message -----

From: John Del Cecato [<mailto:jfdc@akpdmedia.com>]

Sent: Monday, May 25, 2015 08:31 PM

To: B

Cc: Wolfe, Emma; Walzak, Phil; Hagelgans, Andrea; Snyder, Thomas; Carey, Michael; Leopold, Elana; Jonathan@berlinrosen.com <Jonathan@berlinrosen.com>; Shorris, Anthony; Williams, Dominic; FLONYC  
Subject: Re: Confidential

How many days outside of NYC for July?

> On May 25, 2015, at 8:18 PM, B <BCCD@cityhall.nyc.gov> wrote:

>

>

> See below. Some of us discussed this yesterday on the scheduling call, and we can make a final decision at the planning mtg Tues eve. Since the invitation is from the Pope and about fighting inequality, I think it is near impossible to turn down. So the current thinking is to compress all our overseas travel into a week or so, anchored by this Vatican event.

>

> So that would mean one trip including Israel and the Vatican -- I wonder if the tabloids would be able to criticize THAT :) Michael, pls discuss what this would look like when we all meet Tues, and if there are any major conflicts. And remember, my family is away in America for vacation give or take July 3-10. No other family travel plans until we take Dante to Yale in late August. And no other trips planned out of town in August if we do the overseas trip this way. Food for thought.

>

>

> -----Original Message-----

> From: Jeffrey Sachs

> To: Bill de Blasio

> Subject: Confidential

> Sent: May 25, 2015 9:37 AM

>

> Dear Bill,

> Greetings!

> Congrats on the launch of the new progressive agenda. I've been traveling abroad (with Ban Ki-moon in Korea last week), but have been watching from afar!

> The Vatican has confirmed to me again today that Pope Francis is indeed very keen to meet with you and other mayors on July 21 to discuss issues of social inclusion and sustainable development. (His encyclical on climate change will be issued in the next few weeks, before July 21).

> They asked today whether you might be able to confirm your attendance. I've of course also been coordinating with Penny.

> I have asked, and the Pontifical Academy of Social Sciences has agreed, to host a symposium on Cities and Sustainable Development at the Vatican on July 22. I would love for you to present OneNYC to the other mayors on that occasion. I think it would have a HUGE impact.

> I hope that we can get together soon. [REDACTED]



:~)

>

> All best,

> Jeff

**From:** [Solon, Sarah](#)  
**To:** [Mark Ro Beyersdorf](#)  
**Subject:** RE: MAcArthur/Brian Lehrer interview request  
**Date:** Tuesday, May 26, 2015 3:49:00 PM

---

Sounds good and thanks for the heads up.

-----Original Message-----

From: Mark Ro Beyersdorf [<mailto:mark@berlinrosen.com>]  
Sent: Tuesday, May 26, 2015 3:35 PM  
To: Solon, Sarah  
Subject: RE: MAcArthur/Brian Lehrer interview request

Hi Sarah,

Just wanted to let you know the Brian's producer told us that Brian may take a few calls from listeners during the segment with Laurie and Liz. Wanted to make sure Liz has a heads up. I'm sure you've probably worked with the show before, but in our experience, they do a very good job of screening callers/questions.

Mark

Mark Ro Beyersdorf  
BerlinRosen Public Affairs  
direct: 646.200.5295  
cell: 858.449.5194  
[mark@berlinrosen.com](mailto:mark@berlinrosen.com)

-----Original Message-----

From: Solon, Sarah [<mailto:SSolon@cityhall.nyc.gov>]  
Sent: Tuesday, May 26, 2015 1:46 PM  
To: Mark Ro Beyersdorf  
Subject: RE: MAcArthur/Brian Lehrer interview request

It's completely fine with us if they call us. Thanks for organizing this!

-----Original Message-----

From: Mark Ro Beyersdorf [<mailto:mark@berlinrosen.com>]  
Sent: Tuesday, May 26, 2015 1:47 PM  
To: Solon, Sarah  
Subject: RE: MAcArthur/Brian Lehrer interview request

Great. Just confirming that Liz then prefers to initiate calling them directly at 10:20am and I'll provide the number below only as back up.

Thanks!

Mark Ro Beyersdorf  
BerlinRosen Public Affairs  
direct: 646.200.5295  
cell: 858.449.5194  
[mark@berlinrosen.com](mailto:mark@berlinrosen.com)

-----Original Message-----

From: Solon, Sarah [<mailto:SSolon@cityhall.nyc.gov>]  
Sent: Tuesday, May 26, 2015 1:43 PM  
To: Mark Ro Beyersdorf  
Subject: RE: MAcArthur/Brian Lehrer interview request

Hi Mark,

Liz's back up number is [REDACTED]

Thanks again,  
Sarah

-----Original Message-----

From: Mark Ro Beyersdorf [<mailto:mark@berlinrosen.com>]  
Sent: Tuesday, May 26, 2015 1:42 PM  
To: Solon, Sarah  
Subject: RE: MAcArthur/Brian Lehrer interview request

Hi Sarah,

Just checking back if you can give me a number for the show to reach Elizabeth at 10:20am tomorrow. They prefer to call her, but if Elizabeth prefers to call them, can you still let me know a back up number for her?

Thanks,  
Mark

Mark Ro Beyersdorf  
BerlinRosen Public Affairs  
direct: 646.200.5295  
cell: 858.449.5194  
mark@berlinrosen.com

-----Original Message-----

From: Mark Ro Beyersdorf  
Sent: Tuesday, May 26, 2015 12:05 PM  
To: 'Solon, Sarah'  
Subject: RE: MAcArthur/Brian Lehrer interview request

Hi Sarah,

They want Elizabeth on at 10:20 am EST and would prefer to call her.

If she strongly prefers to call them, she can call [REDACTED] But, they'd still like a back up number for her.

Let me know what works.

Thanks!  
Mark

Mark Ro Beyersdorf  
BerlinRosen Public Affairs  
direct: 646.200.5295  
cell: 858.449.5194  
mark@berlinrosen.com

-----Original Message-----

From: Solon, Sarah [<mailto:SSolon@cityhall.nyc.gov>]  
Sent: Tuesday, May 26, 2015 11:15 AM  
To: Mark Ro Beyersdorf  
Subject: RE: MAcArthur/Brian Lehrer interview request

Wonderful. Thanks. Will you send us the call in information?

-----Original Message-----

From: Mark Ro Beyersdorf [<mailto:mark@berlinrosen.com>]

Sent: Tuesday, May 26, 2015 11:17 AM  
To: Solon, Sarah  
Subject: RE: MAcArthur/Brian Lehrer interview request

Yes, it's 10:25am and will be a 20 minute-ish segment.

Mark Ro Beyersdorf  
BerlinRosen Public Affairs  
direct: 646.200.5295  
cell: 858.449.5194  
mark@berlinrosen.com

-----Original Message-----

From: Solon, Sarah [<mailto:SSolon@cityhall.nyc.gov>]  
Sent: Tuesday, May 26, 2015 11:14 AM  
To: Mark Ro Beyersdorf  
Subject: RE: MAcArthur/Brian Lehrer interview request

Hi Mark,

I think we would prefer to call in tomorrow morning. Do you know the time yet when their segment will tape?

Thanks,  
Sarah

-----Original Message-----

From: Mark Ro Beyersdorf [<mailto:mark@berlinrosen.com>]  
Sent: Tuesday, May 26, 2015 10:40 AM  
To: Solon, Sarah  
Subject: RE: MAcArthur/Brian Lehrer interview request

Great! And of course.

Does Elizabeth prefer to call in or go to WNYC's studio in Soho?

Mark Ro Beyersdorf  
BerlinRosen Public Affairs  
direct: 646.200.5295  
cell: 858.449.5194  
mark@berlinrosen.com

-----Original Message-----

From: Solon, Sarah [<mailto:SSolon@cityhall.nyc.gov>]  
Sent: Tuesday, May 26, 2015 10:34 AM  
To: Mark Ro Beyersdorf  
Subject: RE: MAcArthur/Brian Lehrer interview request

Thanks, Mark. Elizabeth Glazer, director of the Mayor's Office of Criminal Justice, will be able to appear on the Lehrer show tomorrow morning. Nice work pitching this and thanks again for including us.

-----Original Message-----

From: Mark Ro Beyersdorf [<mailto:mark@berlinrosen.com>]  
Sent: Tuesday, May 26, 2015 8:11 AM  
To: Solon, Sarah  
Subject: Re: MAcArthur/Brian Lehrer interview request

It will be Laurie garduque director of justice reform into initiatives

Sent from my iPhone

> On May 26, 2015, at 7:27 AM, Solon, Sarah <SSolon@cityhall.nyc.gov> wrote:  
>  
> Hi Mark,  
>  
> Do you know who from MacArthur will be appearing on the Lehrer show tomorrow morning? Hoping to have an answer for you shortly.  
>  
> Thanks,  
> Sarah  
>  
> \_\_\_\_\_  
> From: Mark Ro Beyersdorf [mark@berlinrosen.com]  
> Sent: Friday, May 22, 2015 2:47 PM  
> To: Solon, Sarah; Dansky, Kara  
> Subject: RE: MAcArthur/Brian Lehrer interview request  
>  
> Great-thanks!  
>  
> Mark Ro Beyersdorf  
> BerlinRosen Public Affairs  
> direct: 646.200.5295<tel:646.200.5295>  
> cell: 858.449.5194<tel:858.449.5194>  
> mark@berlinrosen.com<<mailto:mark@berlinrosen.com>>  
>  
> From: Solon, Sarah [<mailto:SSolon@cityhall.nyc.gov>]  
> Sent: Friday, May 22, 2015 2:45 PM  
> To: Mark Ro Beyersdorf; Dansky, Kara  
> Subject: RE: MAcArthur/Brian Lehrer interview request  
>  
> Hi Mark,  
>  
> I apologize for the delayed response. I am working to confirm the City spokesperson and hope to be in touch soon. Nice work securing this interview.  
>  
> Thanks,  
> Sarah  
>  
> From: Mark Ro Beyersdorf [<mailto:mark@berlinrosen.com>]  
> Sent: Friday, May 22, 2015 2:45 PM  
> To: Dansky, Kara  
> Cc: Solon, Sarah  
> Subject: MAcArthur/Brian Lehrer interview request  
>  
> Hi Kara,  
> This is Mark from BerlinRosen, working with the MacArthur Foundation on the Safety&Justice Challenge. I e-mailed Sarah earlier re: an interview request, but haven't heard back, and thought she might be out for the holiday weekend.  
>  
> The Brian Lehrer Show would like to Interview Sarah or someone else who speak on behalf of the city re: the Challenge for a segment next Wed at 10:25am. Someone from the Foundation would also be part of the segment.  
>  
> Do you know if Sarah or someone else can be available?  
>  
> Thanks,  
> Mark  
>  
> Mark Ro Beyersdorf  
> BerlinRosen Public Affairs  
> direct: 646.200.5295<tel:646.200.5295>

> cell: 858.449.5194<tel:858.449.5194>  
> mark@berlinrosen.com<<mailto:mark@berlinrosen.com>>

>  
> From: Mark Ro Beyersdorf  
> Sent: Friday, May 22, 2015 1:57 PM  
> To: 'Solon, Sarah'  
> Subject: RE: Brian Lehrer interest

>  
> Hi Sarah,  
> Brian Lehrer has confirmed they'd like you (or another NYC rep) and someone from the Foundation on the show next Wednesday at 10:25 am EST. Are you or someone else available?

>  
> Thanks!  
> Mark  
> Mark Ro Beyersdorf  
> BerlinRosen Public Affairs  
> direct: 646.200.5295<tel:646.200.5295>  
> cell: 858.449.5194<tel:858.449.5194>  
> mark@berlinrosen.com<<mailto:mark@berlinrosen.com>>

>  
> From: Mark Ro Beyersdorf  
> Sent: Friday, May 22, 2015 12:46 PM  
> To: 'Solon, Sarah'  
> Subject: Brian Lehrer interest

>  
> Hi Sarah,  
> Just heard back from a producer at the Brian Lehrer show that they're interested in doing a segment on the challenge with you and someone from MacArthur as guests. Still working on timing, but wanted to check if you're up for it, or if there's someone else I should suggest to speak for the city on the initiative.

>  
> Thanks,  
> Mark  
> Mark Ro Beyersdorf  
> BerlinRosen Public Affairs  
> direct: 646.200.5295<tel:646.200.5295>  
> cell: 858.449.5194<tel:858.449.5194>  
> mark@berlinrosen.com<<mailto:mark@berlinrosen.com>>

>

**From:** [Mark Ro Beyersdorf](#)  
**To:** [Solon, Sarah](#)  
**Cc:** [REDACTED]  
**Subject:** MacA announcement  
**Date:** Wednesday, May 27, 2015 9:47:09 AM

---

Hi Sarah,

Azi Paybarah from Capital NY would like to speak to someone about the announcement this morning sometime after 11:30. I'll let you two coordinate what mutually works best.

Azi, my colleague Diana asked me to connect you to Sarah, who is with the Mayor's Office of Criminal Justice.

Mark

Mark Ro Beyersdorf  
BerlinRosen Public Affairs  
direct: [646.200.5295](tel:646.200.5295)  
cell: [858.449.5194](tel:858.449.5194)  
[mark@berlinrosen.com](mailto:mark@berlinrosen.com)

**From:** [Mark Ro Beyersdorf](#)  
**To:** [Solon, Sarah](#)  
**Cc:** [Samuel Knowles](#)  
**Subject:** your press release?  
**Date:** Wednesday, May 27, 2015 10:59:17 AM

---

Hi Sarah,

Would you mind sharing the city's press release on the MacA announcement with me and my colleague Sam (cc-ed) when you have a chance?

Thanks,  
Mark

Mark Ro Beyersdorf  
BerlinRosen Public Affairs  
direct: [646.200.5295](tel:646.200.5295)  
cell: [858.449.5194](tel:858.449.5194)  
[mark@berlinrosen.com](mailto:mark@berlinrosen.com)

**From:** [Jeremy Soffin](#)  
**To:** [Kim Stroman](#); [Bruch, Mary](#); [Ashley Dennis](#)  
**Cc:** [Blumm, Kate](#); [Seabrook, Margie \(HPD\)](#)  
**Subject:** RE: Greenpoint Landing  
**Date:** Thursday, May 28, 2015 9:58:59 AM

---

Terrific, we are fully confirmed on our end. Can we book this as an 11 a.m. – noon event?  
We will be back in touch next week with initial thoughts on run of show. Thank you!

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Kim Stroman [mailto:kstroman@nychdc.com]  
**Sent:** Tuesday, May 26, 2015 11:15 AM  
**To:** 'Bruch, Mary'; Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate; Seabrook, Margie (HPD)  
**Subject:** RE: Greenpoint Landing

***HDC President Gary Rodney is available. I have a hold on his calendar.***

---

**From:** Bruch, Mary [mailto:MBruch@cityhall.nyc.gov]  
**Sent:** Tuesday, May 26, 2015 10:57 AM  
**To:** Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate; Seabrook, Margie (HPD); Kim Stroman  
**Subject:** RE: Greenpoint Landing

Jeremy,

Hope you had a great long weekend. I am holding 9am-12pm for this on June 26<sup>th</sup>. Margie and Kim, cc'd, can advise on Commissioner Been and President Rodney's availability, respectively.

Thank you,  
Mary

---

**From:** Jeremy Soffin [mailto:jeremy@berlinrosen.com]  
**Sent:** Tuesday, May 26, 2015 10:56 AM  
**To:** Bruch, Mary; Ashley Dennis  
**Cc:** Blumm, Kate  
**Subject:** RE: Greenpoint Landing

Mary: The 26<sup>th</sup> looks good with us, just double-checking with one of the partners on the project. If you can please hold the date, I will get final confirmation today.  
What time were you thinking?  
Thanks again.

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Bruch, Mary [<mailto:MBruch@cityhall.nyc.gov>]  
**Sent:** Friday, May 22, 2015 1:46 PM  
**To:** Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate  
**Subject:** RE: Greenpoint Landing

Jeremy,

Would the morning of June 26<sup>th</sup> work for folks? Alicia, Vicki and Gary can all do that day.

Looping Ashley, who also reached out.

Please let us know!

Thanks,  
Mary

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Thursday, April 30, 2015 5:17 PM  
**To:** Blumm, Kate  
**Subject:** Greenpoint Landing

Kate: Good talking to you yesterday. I've reattached the invite letter, which includes details on the project and broad thinking on messaging. In terms of a potential event, here's what we were thinking:

Timing: A May or June groundbreaking would be timely, with two affordable buildings underway and a third ready to break ground.

Location: The affordable building ready to break ground (site F) has remarkable views of the water and skyline, and is adjacent to the park and the first affordable building, which broke ground 10 months ago and is close to topping out.

Speaking program: The more the merrier, but would think speakers would come from among this list:

City  
--Mayor

- Deputy Mayor Glen
- Commissioner Been
- Commissioner Rodney
- Commissioner Silver

Developers

- George Klein
- Ron Moelis

Local electeds

- CM Levin
- AM Lentol
- Sen. Dilan
- BP Adams
- Cong. Maloney

Community

- Open Space Alliance
- Others TBD

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

**From:** [John Del Cecato](#)  
**To:** [Walzak, Phil](#); [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com); [Wolfe, Emma](#); [Williams, Dominic](#); [Hagelgans, Andrea](#)  
**Subject:** Re:  
**Date:** Friday, May 29, 2015 10:08:28 AM

---

Who the fuck did they think was Shorris?? I'm not that old!

---

**From:** <Walzak>, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>  
**Date:** Friday, May 29, 2015 at 10:05 AM  
**To:** John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>, Jonathan Rosen <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>, "Wolfe, Emma" <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>, Dominic Williams <[DWilliams@cityhall.nyc.gov](mailto:DWilliams@cityhall.nyc.gov)>, "Hagelgans, Andrea" <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>  
**Subject:** RE:

Looks like the jig is up.....

**Evan Siegfried**

[@evansiegfried](#)

Denny's the new power breakfast spot? Irresponsible

[@Jim\\_Slevin@SJCassidy1](#) [@PTWalzak](#) Shorris [@emmawolfe](#). Avoided one another responsibly.

---

**From:** John Del Cecato [<mailto:jfdc@akpdmedia.com>]  
**Sent:** Friday, May 29, 2015 10:00 AM  
**To:** Walzak, Phil; [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com); Wolfe, Emma; Williams, Dominic; Hagelgans, Andrea  
**Subject:** Re:

Love it

---

**From:** <Walzak>, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>  
**Date:** Friday, May 29, 2015 at 9:54 AM  
**To:** John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>, Jonathan Rosen <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>, "Wolfe, Emma" <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>, Dominic Williams <[DWilliams@cityhall.nyc.gov](mailto:DWilliams@cityhall.nyc.gov)>, "Hagelgans, Andrea" <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>  
**Subject:** <no subject>



---

**From:** Kadushin, Peter  
**Sent:** Monday, June 01, 2015 4:00 PM  
**To:** Kadushin, Peter  
**Subject:** Midtown Crane Incident Update

Multi-agency update and summary of incident:

Yesterday at approximately 10:30AM FDNY, NYPD, DOB, and NYCEM responded to reports of a crane incident at 261 Madison Avenue (a 30-story commercial building). The crane at the site was lifting a 23,000 pound commercial air conditioner unit to the roof of the location. The air conditioner fell to the ground, striking the building as it fell. The cause is still under investigation. The building's façade was damaged, 10 people were injured, and a small water main break was discovered after the air conditioner reached the street.

Current agencies and utilities still on scene: DOB, FDNY, NYPD, DEP, DOT, NYCEM, Con Ed

DOB

- DOB investigation is ongoing
- A full vacate order remains in place for 261 Madison Avenue
- DOB has constructed a sidewalk shed around the property to protect pedestrians from continuing work
- In addition to the ongoing incident investigation, DOB will be examining all open and active crane rigging work performed by the company working at 261 Madison Avenue as a precautionary measure

DEP

- Following the air conditioning unit striking the street, a small break in the 12 inch water main directly in front of 261 Madison was discovered
- DEP is in the process of repairing the break and assessing the cause and scope of the damage

FDNY

- 10 patients (7 actually transported)
  - 5 civilians (3 refused medical attention)
  - 2 NYPD personnel
  - 2 construction workers
  - 1 firefighter

NYPD

- Vehicular traffic is closed on Madison Ave from East 34<sup>th</sup> to East 39<sup>th</sup>
- There is no pedestrian access on Madison Ave from East 38<sup>th</sup> to East 39<sup>th</sup>
- Streets are expected to open to pedestrian and vehicular traffic tomorrow

NYCEM

- Coordination of interagency operations on site
- Debris from the air conditioner and building façade that fell onto the street was removed by a contractor, in coordination with NYCEM
- The crane was removed last night

**From:** [Ozernoy, Ilana](#)  
**To:** "Mike Rabinowitz"  
**Subject:** RE: Congrats!  
**Date:** Wednesday, June 03, 2015 11:59:48 AM

---

Perfecto. Will look forward!

---

**From:** Mike Rabinowitz [mailto:[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)]  
**Sent:** Wednesday, June 03, 2015 11:56 AM  
**To:** Ozernoy, Ilana  
**Subject:** RE: Congrats!

Thursday the 19<sup>th</sup>?

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** Ozernoy, Ilana [mailto:[iozernoy@cityhall.nyc.gov](mailto:iozernoy@cityhall.nyc.gov)]  
**Sent:** Wednesday, June 03, 2015 11:55 AM  
**To:** Mike Rabinowitz  
**Subject:** RE: Congrats!

Week after next? Wide open.

---

**From:** Mike Rabinowitz [mailto:[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)]  
**Sent:** Wednesday, June 03, 2015 11:53 AM  
**To:** Ozernoy, Ilana  
**Subject:** RE: Congrats!

That would be great. When works for you?

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** Ozernoy, Ilana [mailto:[iozernoy@cityhall.nyc.gov](mailto:iozernoy@cityhall.nyc.gov)]  
**Sent:** Tuesday, June 02, 2015 9:23 PM  
**To:** Mike Rabinowitz  
**Subject:** Re: Congrats!

Thank you! Dream job. Also: lunch soon?

Ilana L. Ozernoy | NYC Mayor's Office  
o: (212) 788-6826 | m: (347) 291-4407  
twitter: @ilanaozernoy

---

**From:** Mike Rabinowitz [<mailto:Rabinowitz@berlinrosen.com>]  
**Sent:** Tuesday, June 02, 2015 09:18 PM  
**To:** Ozernoy, Ilana  
**Subject:** Congrats!

Congrats on the new gig! Seems like a fun one.

-mobile-  
Michael Rabinowitz-Gold  
646.200.5308 (o)  
646.342.3469 (c)

**From:** [Emily Walsh](#)  
**To:** [Schnake-Mahl, Gabriel](#); [Darlington, Mandy \(OMB\)](#)  
**Subject:** RE: dinner after planning this week?  
**Date:** Wednesday, June 03, 2015 6:04:44 PM

---

He has a previous dinner he has to make it to and won't be at the meeting this week.

Emily Walsh  
BerlinRosen Public Affairs  
emily@berlinrosen.com  
646-200-5310

---

**From:** Schnake-Mahl, Gabriel [GSchnakeMahl@cityhall.nyc.gov]  
**Sent:** Tuesday, June 02, 2015 10:11 AM  
**To:** Darlington, Mandy (OMB); Emily Walsh  
**Subject:** RE: dinner after planning this week?

[ok here if not too late](#)

---

**From:** Darlington, Mandy (OMB) [mailto:DarlingtonM@omb.nyc.gov]  
**Sent:** Tuesday, June 02, 2015 10:04 AM  
**To:** Emily Walsh (emily@berlinrosen.com); Schnake-Mahl, Gabriel  
**Subject:** dinner after planning this week?

Dean/Jonathan/Emma

**From:** [Walzak, Phil](#)  
**To:** [Hinton, Karen](#); [Hagelgans, Andrea](#); [Wolfe, Emma](#)  
**Cc:** [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [Carrion, Marco A.](#); [Blumm, Kate](#)  
**Subject:** RE: CBS: Protesters: De Blasio Not Doing Enough To Curb City Violence  
**Date:** Wednesday, June 03, 2015 7:07:12 PM

---

Lets talk abt marcia

---

**From:** Hinton, Karen  
**Sent:** Wednesday, June 03, 2015 6:46 PM  
**To:** Walzak, Phil; Hagelgans, Andrea; Wolfe, Emma  
**Cc:** [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); Carrion, Marco A.; Blumm, Kate  
**Subject:** RE: CBS: Protesters: De Blasio Not Doing Enough To Curb City Violence

I need to find something special for Marcia. She is convinced she is being slighted when, in fact, she just doesn't check it voice mail or email on a regular enough basis. But the facts have nothing to do with her perception. Any suggestions?

In a conversation with Mayor, he seemed open to giving her an interview.

---

**From:** Walzak, Phil  
**Sent:** Wednesday, June 03, 2015 4:09 PM  
**To:** Hagelgans, Andrea; Hinton, Karen; Wolfe, Emma  
**Cc:** [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); Carrion, Marco A.; Blumm, Kate  
**Subject:** RE: CBS: Protesters: De Blasio Not Doing Enough To Curb City Violence

We should exclu it NYDN for one of Fermino Sunday spacers, and advance it tv desks for morning news breaks, then drive them to cover event

Tell story

---

**From:** Hagelgans, Andrea  
**Sent:** Wednesday, June 03, 2015 4:06 PM  
**To:** Hinton, Karen; Wolfe, Emma  
**Cc:** Walzak, Phil; [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); Carrion, Marco A.; Blumm, Kate  
**Subject:** RE: CBS: Protesters: De Blasio Not Doing Enough To Curb City Violence

+Kate who had been working on this as well

---

**From:** Hinton, Karen  
**Sent:** Wednesday, June 03, 2015 4:05 PM  
**To:** Wolfe, Emma  
**Cc:** Walzak, Phil; Hagelgans, Andrea; [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); Carrion, Marco A.  
**Subject:** Re: CBS: Protesters: De Blasio Not Doing Enough To Curb City Violence

Minus Mayor

Do we want to give her, Marcia, the clergy council announcement? Know nothing at this point about

Sunday but offer this as an idea.

Karen

Sent from my iPhone

On Jun 3, 2015, at 2:59 PM, Wolfe, Emma <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)> wrote:

Yes correct.

---

**From:** B  
**Sent:** Wednesday, June 03, 2015 2:57 PM  
**To:** Wolfe, Emma; Walzak, Phil; Hagelgans, Andrea; Hinton, Karen  
**Cc:** '[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)'; '[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)'; Carrion, Marco A.  
**Subject:** Re: CBS: Protesters: De Blasio Not Doing Enough To Curb City Violence

Meaning OUR clergy council, correct? Marco, pls get me an updated list of all members of COREL and of our new clergy council. Want to give you feedback on any additions that may be needed to our group. Thanks

---

**From:** Wolfe, Emma  
**Sent:** Wednesday, June 03, 2015 02:54 PM  
**To:** B; Walzak, Phil; Hagelgans, Andrea; Hinton, Karen  
**Cc:** '[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)' <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>; '[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)' <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>; Carrion, Marco A.  
**Subject:** RE: CBS: Protesters: De Blasio Not Doing Enough To Curb City Violence

The Clergy Council is being announced Sunday FYI at Corinthian

---

**From:** B  
**Sent:** Wednesday, June 03, 2015 2:54 PM  
**To:** Walzak, Phil; Hagelgans, Andrea; Hinton, Karen  
**Cc:** '[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)'; '[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)'; Wolfe, Emma; Carrion, Marco A.  
**Subject:** Fw: CBS: Protesters: De Blasio Not Doing Enough To Curb City Violence

We should try something different with Marcia, because whatever we're doing isn't working. And we should figure out how to deal with tony hebert and the "brooklyn clergy coalition" -- need to know who they are. Marco, we need to move our clergy gameplan asap. And does RAS still have any influence over tony herbert??

---

**From:** Clips  
**Sent:** Wednesday, June 03, 2015 01:35 PM  
**Subject:** CBS: Protesters: De Blasio Not Doing Enough To Curb City Violence

## **Protesters: De Blasio Not Doing Enough To Curb City Violence**

CBS - Staff - 12:49 pm

<http://newyork.cbslocal.com/2015/06/03/de-blasio-crime-rate/>

Using a coffin and body bags to make their point, angry demonstrators rallied in City Hall Park on Wednesday to demand that Mayor Bill de Blasio try new tactics to curb the city's soaring murder rate.

As CBS2's Marcia Kramer reported, New York City has seen a nearly 20 percent increase in homicides so far this year.

"There's too many people dying in the city of New York, and I'm under the premise of conversation with a number of leaders in our community who feel that this mayor is not sensitive to those that are dying in our neighborhoods," community activist Tony Herbert said.

Members of the Brooklyn Clergy Coalition and other community leaders have devised a One Family One Community initiative, which calls for tackling the issue of violence by sending more than 10,000 mentors into neighborhoods, schools and housing developments with the highest rate of gang and gun violence.

They say they've tried to talk to de Blasio about it, but he refuses.

"At the end of the day, we have to work as a collective," Herbert said. "The city has to work with the community, not walk around and call people fearmongers, to insult use when we're out here on every day, every aspect of the night — 2 o'clock, 3 o'clock in the morning — in the housing developments to try to stop violence."

Appearing on "The Daily Show" on Tuesday, de Blasio acknowledged the city has seen an alarming spike in shootings this year, but also said it's an issue the Police

Department is handling. As of next week, 330 officers will be pulled from their usual duties for special patrols aimed at the shootings spike.

De Blasio defended curtailing the controversial "stop-and-frisk" policing technique and touted an overall drop in crime.

"We brought down murder to a rate we had not seen since the early '60s," de Blasio said. "We brought down crime across the board. We do have a shooting problem. We had a shooting problem last year; we have a shooting problem this year."

The mayor said that the shootings are centered around gang violence, and the city is rolling out aggressive anti-gang policing and intervention.

"Those strategies need to be applied," de Blasio said. "Going back to an unconstitutional, alienating approach is not only inappropriate and unfair to the

populace, it doesn't work. It ties up a ton of police time and energy into things that aren't actually going after serious crime. So I think we're broadly on the right track."

De Blasio cited police retraining, body cameras and new technology as elements his administration is bringing to bear in the fight against crime.

"I think these pieces are going to add up," de Blasio said. "Because people are not wasting time on unnecessary and unconstitutional stops, and they're not wasting time on low-level marijuana arrests either."

In Brooklyn's Bedford-Stuyvesant neighborhood, there were nine shootings last month. That's more than double the number for the same time last year, 1010 WINS reported. Some residents are calling for the mayor to drop his opposition to a City Council plan to hire an additional 1,000 police officers.

**From:** [Hagelgans, Andrea](#)  
**To:** [Wolfe, Emma](#); [Schwartz, Regina](#); "[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)"; [Walzak, Phil](#); "[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)"; [Williams, Dominic](#)  
**Subject:** Fw: May Breakdown  
**Date:** Thursday, June 04, 2015 2:43:15 PM  
**Attachments:** [May 2015 Events Breakdown.pdf](#)

---

Fyi- breakdown of may events

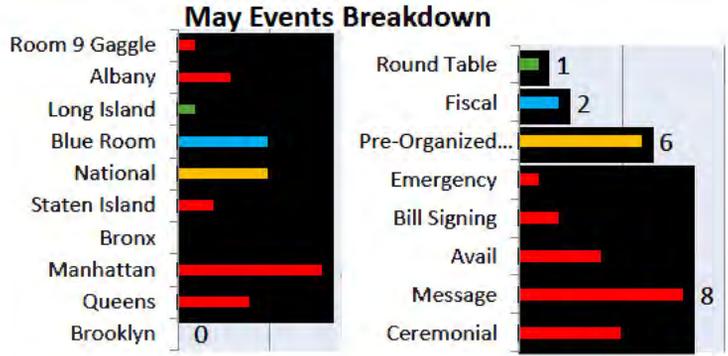
---

**From:** Gross, Dan  
**Sent:** Thursday, June 04, 2015 02:40 PM  
**To:** Adams, Marti; Walzak, Phil; Hinton, Karen; Norvell, Wiley  
**Cc:** Hagelgans, Andrea  
**Subject:** May Breakdown

Attached

## Communications Events in May

Launches Shelter Repair Squad to Address Urgent Health and Safety Conditions in City Shelters	Housing	QN
Unveils 'NextGeneration NYCHA': A Comprehensive Plan to Secure The Future of City Public Housing.	Housing	MN
Holds Press Conference on Investing \$242 Million More in Repaving and Maintaining NYC Roadways	Transportation	SI
Opens First Full Section of New Resilient Rockaway Beach Boardwalk, Kicks off Beach Season	Recovery / Resilience	QN
Announces 64 New Prose Schools Driving Innovation Across System	Education	SI



### Total Number of Events and or Avails in the Month of May = 29

Attends FDNY Open House with Commissioner Nigro [Engine 58/Ladder 26]	5/2	Ceremonial		Manhattan
With Police Commissioner Bratton, Holds Media Availability at Jamaica Hospital Medical Center	5/2	Emergency	Public Safety	Queens
Attends TechCrunch Disrupt and Delivers Remarks [Manhattan Center]	5/4	Pre-Organized	Economic Development	Manhattan
Holds Public Hearings and Signs Intros 261-A, 271-A, 211-A, 597-A, 433-A, 681, and 555-A	5/6	Bill Signing		Manhattan
Delivers Remarks at One Police Plaza Memorial Wall [1PP]	5/7	Ceremonial		Manhattan
Presents Fiscal Year 2016 Executive Budget	5/7	Fiscal	Budget	Manhattan
Attends and Delivers Remarks at Funeral for Police Officer Brian Moore	5/8	Ceremonial		Non-NYC
Launches Shelter Repair Squad to Address Urgent Health and Safety Conditions in City Shelters [Corona Family Residence]	5/11	Message	Housing	Queens
Delivers Remarks at National Press Club	5/12	Message		Non-NYC
Unveils The Progressive Agenda to Combat Income Inequality	5/12	Message		Non-NYC
Hosts Press Conference with Bipartisan Coalition of Mayors to Call for Long-Term Transportation Bill	5/13	Message	Transportation	Non-NYC
Participates in Lecture with Robert Reich	5/14	Pre-Organized		Non-NYC
Delivers Remarks at Santa Clara University	5/14	Pre-Organized		Non-NYC
Holds Press Gaggle in Room 9	5/18	Avail		Manhattan
Holds Public Hearing and Signs Intros. 419-A, 178-A, 51-B, 181-A	5/18	Bill Signing		Manhattan
Delivers Remarks at CUNY Celebration for Herman Badillo [Hunter College]	5/18	Pre-Organized		Manhattan
Announces Tentative Contract Agreement with Uniformed Sanitationmen's Association, Local 831	5/19	Fiscal	Fiscal Responsibility	Manhattan
Unveils 'NextGeneration NYCHA': A Comprehensive Plan to Secure The Future of City Public Housing [James Weldon Johnson Community Center]	5/19	Message	Housing	Manhattan
Delivers Remarks and Holds Photo Spray Before Veterans' Issues Roundtable	5/21	Roundtable		Manhattan
Holds Press Conference on Investing \$242 Million More in Repaving and Maintaining NYC Roadways	5/21	Message	Transportation	Staten Island
Opens First Full Section of New Resilient Rockaway Beach Boardwalk, Kicks off Beach Season [Rockaway Beach]	5/22	Message	Recovery / Resilience	Queens
Delivers Remarks and Participates in Wreath Laying Ceremony [Intrepid Sea, Air, & Space Museum]	5/25	Ceremonial		Manhattan
Marches in The Little Neck Douglaston Memorial Day Parade	5/25	Pre-Organized		Queens
Announces 64 New Prose Schools Driving Innovation Across System [Michael J. Petrides School]	5/26	Message	Education	Staten Island
Mayor de Blasio Holds Impromptu Gaggle in Albany	5/27	Avail		Albany
Mayor de Blasio Holds Media Availability in Albany	5/27	Avail		Albany
Mayor de Blasio Holds Press Gaggle in Albany	5/27	Avail		Albany
Delivers Remarks at Asian Pacific Heritage Month Reception [New York County Surrogate's Courthouse]	5/29	Ceremonial		Manhattan
Delivers Remarks at Carnegie Hall Medal of Excellence Gala [Carnegie Hall]	5/29	Pre-Organized		Manhattan

**From:** [Michael Carey](#)  
**To:** [Jeremy Soffin](#)  
**Cc:** [Blumm, Kate](#)  
**Subject:** Re: Cornell logistics  
**Date:** Wednesday, June 10, 2015 1:51:34 PM

---

kate is out with MBDB  
call me at 2123415396

On Wed, Jun 10, 2015 at 1:50 PM, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

Can you still talk? Where can I reach you?

Jeremy Soffin

BerlinRosen Public Affairs

[646-200-5318](tel:646-200-5318)

[917-860-9076](tel:917-860-9076)

**From:** Michael Carey [mailto:████████████████████████████████████████]  
**Sent:** Wednesday, June 10, 2015 10:48 AM  
**To:** Jeremy Soffin  
**Cc:** Blumm, Kate ([KBlumm@cityhall.nyc.gov](mailto:KBlumm@cityhall.nyc.gov))  
**Subject:** Re: Cornell logistics

lets talk at 130?

On Wed, Jun 10, 2015 at 9:58 AM, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

Can we schedule a time to chat today?

Jeremy Soffin

BerlinRosen Public Affairs

[646-200-5318](tel:646-200-5318)

[917-860-9076](tel:917-860-9076)

---

**From:** Jeremy Soffin

**Sent:** Monday, June 08, 2015 10:51 AM

**To:** Blumm, Kate ([KBlumm@cityhall.nyc.gov](mailto:KBlumm@cityhall.nyc.gov)); Michael Carey ( [REDACTED] )

**Subject:** Cornell logistics

Hey guys, please find a more detailed run of show for the 6/16 Cornell event below.

The basic idea (and I can share detailed maps) is that we're going to do a pre-program VIP photo-op for the speakers on the program:

--The Mayor and detail can pull directly into the campus construction site. (Note 10:30 arrival time below but assumption is everyone's there and ready for Mayor when he arrives at maybe 10:45?)

--Andrew Winters from Cornell will lead the group on a very short walk (50 yards) to a raised portion of the site, where cameras will be waiting for photo op.

--We'll do a few candid and then maybe pose one for the group (MBDB, MRB, Skorton, Cornell Chair Bob Harrison, Dean Huttenlocher and the two developers).

--Mayor and detail can then drive the .2 miles to the program site at Four Freedoms. (We will also have golf carts if preferred).

Questions for you:

--Are there any security clearance issues we need to address for the pre-show photo-op?

--We're going to send out an initial advisory this week. Are we ok to include Mayor's participation?

--Would you expect there to be a room 9 van? We can accommodate at the photo-op and event if so.

**TIME: 10:30 a.m. - 12 p.m.**

**Tuesday, June 16, 2015**

**LOCATION: Roosevelt Island (Four Freedoms)**

**The run of show is as follows:**

**10:30 a.m. VIPs gather at Cornell Tech campus construction site for tour and press photo op**

**11:00 a.m. VIPs are transported from construction site to event site (landing at Four Freedoms Park, approximately .22 miles away)**

**11:10 a.m. Dan Huttenlocher offers welcome remarks and introduces Mayor de Blasio**

**11:13 a.m. Mayor de Blasio delivers remarks**

**11:23 a.m. Bob Harrison approaches the podium and makes remarks and introduces David Skorton**

**11:26 a.m. David Skorton delivers remarks and introduces Mayor Bloomberg**

**11:32 a.m. Mayor Bloomberg delivers remarks**

**11:40 a.m. Dan Huttenlocher returns to the podium, introduces Forest City Ratner Companies President and CEO MaryAnne Gilmartin**

**11:40 a.m. MaryAnne Gilmartin delivers remarks**

**11:42 a.m. Dan Huttenlocher returns to the podium, and invites Principal of the Hudson Companies David Kramer to deliver remarks**

**11:42 a.m. David Kramer delivers remarks**

**11:44 a.m. Dan Huttenlocher returns to the podium and closes the event**

Jeremy Soffin

BerlinRosen Public Affairs

[646-200-5318](tel:646-200-5318)

[917-860-9076](tel:917-860-9076)

**From:** [Carey, Michael](#)  
**To:** ["Jeremy Soffin"](#)  
**Subject:** RE: one more q  
**Date:** Wednesday, June 10, 2015 3:10:37 PM

---

thx

**Michael Paul Carey**  
**Director of Scheduling and Advance**  
**City Hall**  
**New York, New York 10007**  
**212.341.5396**

---

**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Wednesday, June 10, 2015 3:10 PM  
**To:** Carey, Michael  
**Subject:** RE: one more q

And CONGRATULATIONS!

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Carey, Michael [mailto:[MPCarey@cityhall.nyc.gov](mailto:MPCarey@cityhall.nyc.gov)]  
**Sent:** Wednesday, June 10, 2015 2:07 PM  
**To:** Jeremy Soffin  
**Subject:** one more q

What is the technical address of location?

**Michael Paul Carey**  
**Director of Scheduling and Advance**  
**City Hall**  
**New York, New York 10007**  
**212.341.5396**

**From:** [Jonathan Rosen](#)  
**To:** [Schnake-Mahl, Gabriel](#); [Fuleihan, Dean \(OMB\)](#)  
**Cc:** [Emily Walsh](#); [Darlington, Mandy \(OMB\)](#)  
**Subject:** RE: Emma open for dinner after planning meeting if interested  
**Date:** Wednesday, June 10, 2015 5:56:18 PM

---

I am probably not making it to planning because of a breaking news situation for a client that is keeping me in front of my desk – if they are game after and want to text or email me when the close looks like it's coming could call an audible and if I'm out of the woods – would be great to do. Which is a long way of saying yes if the timing works out.

---

**From:** Schnake-Mahl, Gabriel [mailto:GSchnakeMahl@cityhall.nyc.gov]  
**Sent:** Wednesday, June 10, 2015 5:54 PM  
**To:** Jonathan Rosen; Fuleihan, Dean (OMB)  
**Cc:** Emily Walsh; Darlington, Mandy (OMB)  
**Subject:** Emma open for dinner after planning meeting if interested

**From:** [Ozernoy, Ilana](#)  
**To:** "Mike Rabinowitz"  
**Subject:** RE: Quick call  
**Date:** Thursday, June 11, 2015 1:04:13 PM

---

K, will do. Thanks.

---

**From:** Mike Rabinowitz [mailto:[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)]  
**Sent:** Thursday, June 11, 2015 1:01 PM  
**To:** Ozernoy, Ilana  
**Subject:** RE: Quick call

Sure. Call my cell

-mobile-  
Michael Rabinowitz-Gold  
646.200.5308 (o)  
646.342.3469 (c)

----- Original message -----  
From: "Ozernoy, Ilana" <[iozernoy@cityhall.nyc.gov](mailto:iozernoy@cityhall.nyc.gov)>  
Date: 06/11/2015 12:54 PM (GMT-05:00)  
To: Mike Rabinowitz <[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)>  
Subject: RE: Quick call

After 4 would be great. Let's do 4:30, if that works.

---

**From:** Mike Rabinowitz [mailto:[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)]  
**Sent:** Thursday, June 11, 2015 12:54 PM  
**To:** Ozernoy, Ilana  
**Subject:** RE: Quick call

Sure. 2 pm? After 4?

-mobile-  
Michael Rabinowitz-Gold  
646.200.5308 (o)  
646.342.3469 (c)

----- Original message -----  
From: "Ozernoy, Ilana" <[iozernoy@cityhall.nyc.gov](mailto:iozernoy@cityhall.nyc.gov)>  
Date: 06/11/2015 12:52 PM (GMT-05:00)  
To: Mike Rabinowitz <[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)>  
Subject: Quick call

Hey – looking forward to our lunch. Meanwhile, have time for a quick call?

**ILANA L. OZERNOY**

Chief of Staff

Office of the Counsel to the Mayor

o: (212) 788-6826 | m: (347) 291-4407

twitter: @ilanaozernoy

**From:** [Davis, Tanyanika](#)  
**To:** ["jsoffin@berlinrosen.com"](mailto:jsoffin@berlinrosen.com)  
**Subject:** Cornell Tech  
**Date:** Thursday, June 11, 2015 1:45:57 PM

---

Hi again,

We touched bases about a million years ago on this. Seems we're on for next week so I wanted to circle back about finding a story for the Mayor's remarks. Any ideas of someone (student or faculty) with a good background story, who would be a good fit for the spirit of the occasion?

Really appreciate your help,

*Tanyanika Davis*  
*Speechwriter*  
*Office of the Mayor*  
*(212) 341-5383 (o)*  
*(646) 789-2453 (m)*

**From:** [Ozernoy, Ilana](#)  
**To:** "Mike Rabinowitz"  
**Subject:** RE: Quick call  
**Date:** Thursday, June 11, 2015 3:02:27 PM

---

Will do.

---

**From:** Mike Rabinowitz [mailto:[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)]  
**Sent:** Thursday, June 11, 2015 3:02 PM  
**To:** Ozernoy, Ilana  
**Subject:** RE: Quick call

Ok. call my cell.

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** Ozernoy, Ilana [mailto:[iozernoy@cityhall.nyc.gov](mailto:iozernoy@cityhall.nyc.gov)]  
**Sent:** Thursday, June 11, 2015 3:02 PM  
**To:** Mike Rabinowitz  
**Subject:** RE: Quick call

I can do 5:30 😊

---

**From:** Mike Rabinowitz [mailto:[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)]  
**Sent:** Thursday, June 11, 2015 2:19 PM  
**To:** Ozernoy, Ilana  
**Subject:** RE: Quick call

I mis-read my calendar. Can we do 5?

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** Mike Rabinowitz  
**Sent:** Thursday, June 11, 2015 1:01 PM  
**To:** Ozernoy, Ilana  
**Subject:** RE: Quick call

Sure. Call my cell

-mobile-  
Michael Rabinowitz-Gold  
646.200.5308 (o)  
646.342.3469 (c)

----- Original message -----

From: "Ozernoy, Ilana" <[iozernoy@cityhall.nyc.gov](mailto:iozernoy@cityhall.nyc.gov)>  
Date: 06/11/2015 12:54 PM (GMT-05:00)  
To: Mike Rabinowitz <[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)>  
Subject: RE: Quick call

After 4 would be great. Let's do 4:30, if that works.

---

**From:** Mike Rabinowitz [<mailto:Rabinowitz@berlinrosen.com>]  
**Sent:** Thursday, June 11, 2015 12:54 PM  
**To:** Ozernoy, Ilana  
**Subject:** RE: Quick call

Sure. 2 pm? After 4?

-mobile-  
Michael Rabinowitz-Gold  
646.200.5308 (o)  
646.342.3469 (c)

----- Original message -----

From: "Ozernoy, Ilana" <[iozernoy@cityhall.nyc.gov](mailto:iozernoy@cityhall.nyc.gov)>  
Date: 06/11/2015 12:52 PM (GMT-05:00)  
To: Mike Rabinowitz <[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)>  
Subject: Quick call

Hey – looking forward to our lunch. Meanwhile, have time for a quick call?

**ILANA L. OZERNOY**

Chief of Staff  
Office of the Counsel to the Mayor  
o: (212) 788-6826 | m: (347) 291-4407  
twitter: @ilanaozernoy

**From:** [Blumm, Kate](#)  
**To:** ["Jeremy Soffin"; Michael Carey](#) ( [REDACTED] )  
**Subject:** RE: Cornell logistics  
**Date:** Thursday, June 11, 2015 3:12:23 PM

---

Great, thanks

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Thursday, June 11, 2015 3:02 PM  
**To:** Blumm, Kate; Michael Carey ( [REDACTED] )  
**Subject:** RE: Cornell logistics

Ok, we're going to slot her in later, so it will be:

Dan H intro MBDB  
MBDB  
Harrison intros Hochul  
Etc.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Blumm, Kate [<mailto:KBlumm@cityhall.nyc.gov>]  
**Sent:** Thursday, June 11, 2015 1:24 PM  
**To:** Jeremy Soffin; Michael Carey ( [REDACTED] )  
**Subject:** RE: Cornell logistics

Mayor first please, thanks!

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Thursday, June 11, 2015 1:19 PM  
**To:** Blumm, Kate; Michael Carey ( [REDACTED] )  
**Subject:** RE: Cornell logistics

One update...we've just learned that the Lt. Gov. will be coming as well. Thinking is we'd slot her in after Dan and before MBDB, let me know what you think.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Jeremy Soffin  
**Sent:** Wednesday, June 10, 2015 9:58 AM  
**To:** Blumm, Kate ([KBlumm@cityhall.nyc.gov](mailto:KBlumm@cityhall.nyc.gov)); Michael Carey ([REDACTED])  
**Subject:** RE: Cornell logistics

Can we schedule a time to chat today?

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Jeremy Soffin  
**Sent:** Monday, June 08, 2015 10:51 AM  
**To:** Blumm, Kate ([KBlumm@cityhall.nyc.gov](mailto:KBlumm@cityhall.nyc.gov)); Michael Carey ([REDACTED])  
**Subject:** Cornell logistics

Hey guys, please find a more detailed run of show for the 6/16 Cornell event below. The basic idea (and I can share detailed maps) is that we're going to do a pre-program VIP photo-op for the speakers on the program:

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--Andrew Winters from Cornell will lead the group on a very short walk (50 yards) to a raised portion of the site, where cameras will be waiting for photo op.

--We'll do a few candid and then maybe pose one for the group (MBDB, MRB, Skorton, Cornell Chair Bob Harrison, Dean Huttenlocher and the two developers).

--Mayor and detail can then drive the .2 miles to the program site at Four Freedoms. (We will also have golf carts if preferred).

Questions for you:

--Are there any security clearance issues we need to address for the pre-show photo-op?

--We're going to send out an initial advisory this week. Are we ok to include Mayor's participation?

--Would you expect there to be a room 9 van? We can accommodate at the photo-op and event if so.

**TIME: 10:30 a.m. – 12 p.m.**

**Tuesday, June 16, 2015**

**LOCATION: Roosevelt Island (Four Freedoms)**

**The run of show is as follows:**

**10:30 a.m.      VIPs gather at Cornell Tech campus construction site for tour and press photo op**

**11:00 a.m.      VIPs are transported from construction site to event site (landing**

- at Four Freedoms Park, approximately .22 miles away)**
- 11:10 a.m. Dan Huttenlocher offers welcome remarks and introduces Mayor de Blasio**
- 11:13 a.m. Mayor de Blasio delivers remarks**
- 11:23 a.m. Bob Harrison approaches the podium and makes remarks and introduces David Skorton**
- 11:26 a.m. David Skorton delivers remarks and introduces Mayor Bloomberg**
- 11:32 a.m. Mayor Bloomberg delivers remarks**
- 11:40 a.m. Dan Huttenlocher returns to the podium, introduces Forest City Ratner Companies President and CEO MaryAnne Gilmartin**
- 11:40 a.m. MaryAnne Gilmartin delivers remarks**
- 11:42 a.m. Dan Huttenlocher returns to the podium, and invites Principal of the Hudson Companies David Kramer to deliver remarks**
- 11:42 a.m. David Kramer delivers remarks**
- 11:44 a.m. Dan Huttenlocher returns to the podium and closes the event**

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

**From:** [Davis, Tanyanika](#)  
**To:** ["Jeremy Soffin"; Singleton, Jessica](#)  
**Subject:** RE: Quick q  
**Date:** Thursday, June 11, 2015 4:18:15 PM

---

This is great. Thanks!

Tanyanika Davis  
Speechwriter  
Office of the Mayor  
(212) 341-5383 (o)  
(646) 789-2453 (m)

-----Original Message-----

From: Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
Sent: Thursday, June 11, 2015 4:17 PM  
To: Singleton, Jessica  
Cc: Davis, Tanyanika  
Subject: RE: Quick q

10:30 a.m. VIPs gather at Cornell Tech campus construction site for tour and press photo op  
11:00 a.m. VIPs are transported from construction site to event site (landing at Four Freedoms Park, approximately .22 miles away) NOTE: there will be parking for VIPs at Four Freedoms Park, or transportation via golf cart to the site.  
11:05 a.m. VIPs gather for photo op at podium  
11:10 a.m. Dan Huttenlocher offers welcome remarks and introduces Mayor de Blasio  
11:15 a.m. Mayor de Blasio delivers remarks  
11:25 a.m. Bob Harrison approaches the podium and makes remarks and introduces Lieutenant Governor Kathy Hochul  
11:28 a.m. Lieutenant Governor Hochul makes remarks  
11:33 a.m. Bob Harrison returns to podium, introduces David Skorton  
11:35 a.m. David Skorton delivers remarks and introduces Mayor Bloomberg  
11:45 a.m. Mayor Bloomberg delivers remarks  
11:53 a.m. Dan Huttenlocher returns to the podium, introduces Forest City Ratner Companies President and CEO MaryAnne Gilmartin  
11:55 a.m. MaryAnne Gilmartin delivers remarks  
11:57 a.m. Dan Huttenlocher returns to the podium, and invites Principal of the Hudson Companies David Kramer to deliver remarks  
11:59 a.m. David Kramer to delivers remarks  
12:01 p.m. Dan Huttenlocher returns to the podium and closes the event  
12:04 p.m. Formal program ends, guests depart

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

-----Original Message-----

From: Singleton, Jessica [<mailto:JSingleton@cityhall.nyc.gov>]  
Sent: Thursday, June 11, 2015 2:18 PM  
To: Jeremy Soffin  
Cc: Davis, Tanyanika  
Subject: Re: Quick q

Great. Adding tanyanika who will call you then!

> On Jun 11, 2015, at 14:17, Jeremy Soffin <jeremy@berlinrosen.com> wrote:

>

> In a meeting til 3. Could talk then or after 4?

>

>

>

> Jeremy Soffin

> BerlinRosen Public Affairs

> 646-200-5318

> 917-860-9076

>

>

> -----Original Message-----

> From: Singleton, Jessica [<mailto:JSingleton@cityhall.nyc.gov>]

> Sent: Thursday, June 11, 2015 2:16 PM

> To: Jeremy Soffin

> Subject: Quick q

>

> Hey! Working on mayor's Cornell tech remarks. Could I give you a quick ring?

> Thanks!

>

>

**From:** [Mike Rabinowitz](#)  
**To:** [Ozernoy, Ilana](#)  
**Subject:** You still calling?  
**Date:** Thursday, June 11, 2015 5:33:51 PM

---

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)



**From:** [Jeremy Soffin](#)  
**To:** [Seabrook, Margie \(HPD\)](#); ["Kim Stroman"](#); [Bruch, Mary](#)  
**Cc:** [Blumm, Kate](#); [Jovana Rizzo](#); [Nicole Kolinsky](#)  
**Subject:** RE: Greenpoint Landing  
**Date:** Friday, June 12, 2015 8:21:17 AM  
**Attachments:** [Greenpoint Landing Groundbreaking Memo.pdf](#)

---

Hi all, attached please find a memo with our initial thoughts on the groundbreaking for your review. Please let us know if there is a point person we should work with on the details. I'm also cc'ing my colleagues Nicole and Jovana who are leading the event for us. Thanks!

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Seabrook, Margie (HPD) [<mailto:SEABROOM@hpd.nyc.gov>]  
**Sent:** Monday, June 01, 2015 11:36 AM  
**To:** 'Kim Stroman'; 'Bruch, Mary'; Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate  
**Subject:** RE: Greenpoint Landing

Sorry was on vacation this time works.

---

**From:** Kim Stroman [<mailto:kstroman@nychdc.com>]  
**Sent:** Tuesday, May 26, 2015 11:15 AM  
**To:** 'Bruch, Mary'; Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate; Seabrook, Margie (HPD)  
**Subject:** RE: Greenpoint Landing

***HDC President Gary Rodney is available. I have a hold on his calendar.***

---

**From:** Bruch, Mary [<mailto:MBruch@cityhall.nyc.gov>]  
**Sent:** Tuesday, May 26, 2015 10:57 AM  
**To:** Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate; Seabrook, Margie (HPD); Kim Stroman  
**Subject:** RE: Greenpoint Landing

Jeremy,

Hope you had a great long weekend. I am holding 9am-12pm for this on June 26<sup>th</sup>. Margie and Kim, cc'd, can advise on Commissioner Been and President Rodney's availability, respectively.

Thank you,  
Mary

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, May 26, 2015 10:56 AM  
**To:** Bruch, Mary; Ashley Dennis  
**Cc:** Blumm, Kate  
**Subject:** RE: Greenpoint Landing

Mary: The 26<sup>th</sup> looks good with us, just double-checking with one of the partners on the project. If you can please hold the date, I will get final confirmation today.  
What time were you thinking?  
Thanks again.

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Bruch, Mary [<mailto:MBruch@cityhall.nyc.gov>]  
**Sent:** Friday, May 22, 2015 1:46 PM  
**To:** Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate  
**Subject:** RE: Greenpoint Landing

Jeremy,

Would the morning of June 26<sup>th</sup> work for folks? Alicia, Vicki and Gary can all do that day.

Looping Ashley, who also reached out.

Please let us know!

Thanks,  
Mary

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Thursday, April 30, 2015 5:17 PM  
**To:** Blumm, Kate  
**Subject:** Greenpoint Landing

Kate: Good talking to you yesterday. I've reattached the invite letter, which includes details on the project and broad thinking on messaging. In terms of a potential event, here's what we were thinking:

Timing: A May or June groundbreaking would be timely, with two affordable buildings underway and a third ready to break ground.

Location: The affordable building ready to break ground (site F) has remarkable views of the water and skyline, and is adjacent to the park and the first affordable building, which broke ground 10 months ago and is close to topping out.

Speaking program: The more the merrier, but would think speakers would come from among this list:

City

- Mayor
- Deputy Mayor Glen
- Commissioner Been
- Commissioner Rodney
- Commissioner Silver

Developers

- George Klein
- Ron Moelis

Local electeds

- CM Levin
- AM Lentol
- Sen. Dilan
- BP Adams
- Cong. Maloney

Community

- Open Space Alliance
- Others TBD

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

**TO:** Office of the Deputy Mayor for Housing & Economic Development  
**FROM:** Greenpoint Landing Associates and L+M Development Partners  
**DATE:** June 12, 2015  
**RE:** Greenpoint Landing Groundbreaking Celebration

The memo below outlines proposed details of the press conference for the upcoming Greenpoint Landing groundbreaking, key messages and information about the project.

### **About Greenpoint Landing**

Greenpoint Landing is a 22-acre development that will transform a half-mile stretch of Brooklyn waterfront into a mixed-use, mixed-income residential community, including much needed affordable housing, neighborhood retail, substantial public open space and a new public school. When complete, Greenpoint Landing will include approximately 5,500 residential units, of which 1,400 will be affordable.

The project is being developed by Greenpoint Landing Associates, LLC, and they have partnered with L+M Development Partners on the first three affordable housing buildings. James Corner Field Operations is responsible for the open space design and Handel Architects is designing the first phases of development.

### **Press Conference**

**When:** Friday, June 26, 2015 – 11 a.m. (call for 10:30, start at 11)

**Where:** 21 Commercial Street, at the corner of Franklin Street. The site of the press conference will be approximately 200 feet into the property with a breathtaking view of the waterfront and skyline as a backdrop. The press conference location is the site of a 100% permanently affordable housing building, which we will be breaking ground on. This building is the third such affordable housing building all currently under construction at Greenpoint Landing and is situated within one block of the other two 100% permanently affordable buildings that were financed in conjunction with HPD and HDC.

### **Potential Speakers:**

- Deputy Mayor Alicia Glen
- HPD Commissioner Vicki Been
- HDC President Gary Rodney
- Congresswoman Carolyn Maloney
- Parks Commissioner Mitchell Silver
- Councilmember Stephen Levin
- Assembly Member Joe Lentol
- Borough President Eric Adams
- George Klein, Park Tower Group
- Ron Moelis, CEO of L+M Development Partners
- Community representative: Open Space Alliance or Ward Dennis/Dewey Thompson

- We will also invite additional elected officials and will offer speaking roles if they attend: State Senator Martin Dilan, Senator Chuck Schumer, Senator Kirsten Gillibrand, State Senator Daniel Squadron.

**Additional invitations:**

Agencies:

- DOB: Commissioner Rick Chandler
- DOT Commissioner Polly Trottenberg
- SBS: Commissioner Maria Springer Torres
- SCA: Lorraine Grillo
- DCP: Purnima Kapur
- Representatives from State Department of Environmental Conservation

**Press targets:**

- Brooklyn reporters:
  - Brooklyn Daily Eagle
  - Brooklyn Paper
  - Brooklyn Courier Life
  - Brooklyn Reader
  - Greenpoint Gazette
  - Greenpoint Star
  - DNA Info
  - Brownstoner
  - Brokelyn
  - Brooklyn Magazine
  - News 12
  - NY1 – Jeanine Ramirez
  - NY Times – Vivian Yee
- Real estate/housing/open space reporters
  - Architect’s Newspaper
  - Architectural Record
  - Bloomberg – David Levitt
  - Capital NY – Dana Rubenstein
  - Crains – Joe Anuta
  - Curbed
  - Daily News – Kathy Clarke
  - Dezeen – Alan Brake
  - Inhabit
  - Huffington Post – James Gerken
  - NY Observer – Kim Velsey
  - Oculus
  - Next City – Ariella Cohen
  - NY Times – Michelle Higgins
  - NY Post – Steve Cuozzo

- The Real Deal – EB Solomont
- Real Estate Weekly
- 6 Square Feet
- Wall Street Journal – Emily Nonko
- WNYC – Janet Babin
- YIMBY
- TV and radio desks
- City Hall reporters

We would offer news as an exclusive to run on day of event. Target is TBD.

### Key Messages

- **Fulfilling the City’s promise to Greenpoint:** Greenpoint Landing delivers on the longstanding promises of open space and affordable housing to the Greenpoint community, leveraging City investments in infrastructure (parks, streets, and schools) and exemplifying the de Blasio administration’s approach to planning.
  - Additionally, a sludge tank long-hated by the community was removed last year.
- **Affordable housing:** Greenpoint Landing will include approximately 1,400 affordable units, representing 25% of the total number of housing units in the development. By kicking off the project with three 100% permanently affordable buildings and designating 50% of the apartments as two-bedroom units, we are prioritizing affordable housing for low- and moderate-income families in the community for many years to come. Nearly 300 affordable units will become available over the next two years.
  - The first affordable housing building at 21 Commercial Street, with 93 units (40-60% of AMI), is topping out and is expected to open next year.
  - The second affordable building at 33 Eagle Street (98 units – 40%-120% AMI) is in foundation stages.
  - We are breaking ground on the third affordable housing building at 5 Blue Slip, with 103 units (30-60% AMI), which will open in 2017.
- **Resilient open space: When the project is complete,** four acres of new world-class open space designed by James Corner Field Operations will reconnect residents with the waterfront as well as serve as a resilient storm barrier for the Greenpoint community.
  - Open space complements the five acres of public parks the City is building at Newtown Barge Park, Greenpoint Playground, and Box Street Park.
    - Greenpoint Landing Associates has contributed \$5.5 million for the reconstruction of Newtown Barge Park.
  - Waterfront open space was designed as an innovative series of terraces with materials that can sustain tidal surge.

- Strategy puts the development well above the revised FEMA 100-year flood elevation, protecting the buildings and the neighborhood.
- The open space network is also designed to incorporate larger-scale public amenity areas, such as a great lawn, a picnic area, a dog run and the Green Street Pier.
- **Upcoming phases:** It is anticipated that construction of the first two towers and the associated waterfront esplanade and public open space with access to the water will commence before the end of the year.
- **Architecture:** These three affordable buildings as well as the first towers and the overall site master plan are designed by Gary Handel of Handel Architects. The buildings reflect a modern Brooklyn industrial aesthetic – with considerable use of brick, steel, and divided light windows that recall the manufacturing history of the Greenpoint neighborhood.
- **Infrastructure:** Privately-funded infrastructure improvements to improve the street grid will complement DOT’s upcoming reconstruction of West Street as a greenway with bicycle lanes.
- **Neighborhood retail:** The first phase of development will also feature retail space, intended to be dedicated to local retailers.
- **Public school:** GLA has agreed to gift land to the School Construction Authority (SCA) for a 640-seat pre-k through 8<sup>th</sup> District 14 grade public school. Approximately \$45M allocated in its FY2015-2019 capital plan for design and construction
- **Ferry landing:** Permitted for a ferry landing adjacent to Newtown Barge Park.

### **Logistics TBD**

The following items should be considered for the press conference:

- A/V, seating, podium: provided by City?
- Refreshments
- Hardhats
- Boards of renderings
- Rain plan

**From:** [Nicole Kolinsky](#)  
**To:** [Kim Stroman](#); [Jeremy Soffin](#); [Seabrook, Margie \(HPD\)](#); [Bruch, Mary](#); [Elizabeth Rohlfin](#); [Christina Sanchez](#)  
**Cc:** [Blumm, Kate](#); [Jovana Rizzo](#)  
**Subject:** RE: Greenpoint Landing  
**Date:** Friday, June 12, 2015 11:02:07 AM  
**Attachments:** [Greenpoint Landing Groundbreaking Memo.pdf](#)

---

Hi Elizabeth and Christina, here is the briefing memo we sent this morning regarding the 6/26 Greenpoint Landing groundbreaking. Let us know if you have any questions and who the point person will be from the Administration.

Thank you,  
Nicole

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

---

**From:** Kim Stroman [<mailto:kstroman@nychdc.com>]  
**Sent:** Friday, June 12, 2015 10:55 AM  
**To:** Jeremy Soffin; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfin; Christina Sanchez  
**Cc:** Blumm, Kate; Jovana Rizzo; Nicole Kolinsky  
**Subject:** RE: Greenpoint Landing

*Hi Jeremy. Please loop in our Vice President of Communications, Elizabeth Rohlfin, and our Communications Coordinator, Christina Sanchez. Thanks.*

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, June 12, 2015 8:21 AM  
**To:** Seabrook, Margie (HPD); Kim Stroman; 'Bruch, Mary'  
**Cc:** Blumm, Kate; Jovana Rizzo; Nicole Kolinsky  
**Subject:** RE: Greenpoint Landing

Hi all, attached please find a memo with our initial thoughts on the groundbreaking for your review. Please let us know if there is a point person we should work with on the details. I'm also cc'ing my colleagues Nicole and Jovana who are leading the event for us. Thanks!

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

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**From:** Seabrook, Margie (HPD) [<mailto:SEABROOM@hpd.nyc.gov>]  
**Sent:** Monday, June 01, 2015 11:36 AM  
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**Cc:** Blumm, Kate  
**Subject:** RE: Greenpoint Landing

Sorry was on vacation this time works.

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**Cc:** Blumm, Kate; Seabrook, Margie (HPD)  
**Subject:** RE: Greenpoint Landing

***HDC President Gary Rodney is available. I have a hold on his calendar.***

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Jeremy,

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Thank you,  
Mary

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**Subject:** Greenpoint Landing

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--Commissioner Been

--Commissioner Rodney

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Developers

--George Klein

--Ron Moelis

Local electeds

--CM Levin

--AM Lentol

--Sen. Dilan

--BP Adams

--Cong. Maloney

Community

--Open Space Alliance

--Others TBD

Best,

Jeremy Soffin

BerlinRosen Public Affairs

646-200-5318

917-860-9076

**TO:** Office of the Deputy Mayor for Housing & Economic Development  
**FROM:** Greenpoint Landing Associates and L+M Development Partners  
**DATE:** June 12, 2015  
**RE:** Greenpoint Landing Groundbreaking Celebration

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- SBS: Commissioner Maria Springer Torres
- SCA: Lorraine Grillo
- DCP: Purnima Kapur
- Representatives from State Department of Environmental Conservation

**Press targets:**

- Brooklyn reporters:
  - Brooklyn Daily Eagle
  - Brooklyn Paper
  - Brooklyn Courier Life
  - Brooklyn Reader
  - Greenpoint Gazette
  - Greenpoint Star
  - DNA Info
  - Brownstoner
  - Brokelyn
  - Brooklyn Magazine
  - News 12
  - NY1 – Jeanine Ramirez
  - NY Times – Vivian Yee
- Real estate/housing/open space reporters
  - Architect’s Newspaper
  - Architectural Record
  - Bloomberg – David Levitt
  - Capital NY – Dana Rubenstein
  - Crains – Joe Anuta
  - Curbed
  - Daily News – Kathy Clarke
  - Dezeen – Alan Brake
  - Inhabit
  - Huffington Post – James Gerken
  - NY Observer – Kim Velsey
  - Oculus
  - Next City – Ariella Cohen
  - NY Times – Michelle Higgins
  - NY Post – Steve Cuozzo

- The Real Deal – EB Solomont
- Real Estate Weekly
- 6 Square Feet
- Wall Street Journal – Emily Nonko
- WNYC – Janet Babin
- YIMBY
- TV and radio desks
- City Hall reporters

We would offer news as an exclusive to run on day of event. Target is TBD.

### Key Messages

- **Fulfilling the City’s promise to Greenpoint:** Greenpoint Landing delivers on the longstanding promises of open space and affordable housing to the Greenpoint community, leveraging City investments in infrastructure (parks, streets, and schools) and exemplifying the de Blasio administration’s approach to planning.
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- Hardhats
- Boards of renderings
- Rain plan

**From:** [Morris, Juliet \(HPD\)](#)  
**To:** ["Christina Sanchez"](#); ["Nicole Kolinsky"](#); [Bederman, Eric \(HPD\)](#); [Kim Stroman](#); [Jeremy Soffin](#); [Seabrook, Margie \(HPD\)](#); [Bruch, Mary](#); [Elizabeth Rohlfing](#)  
**Cc:** [Blumm, Kate](#); [Jovana Rizzo](#)  
**Subject:** RE: Greenpoint Landing  
**Date:** Friday, June 12, 2015 12:17:48 PM  
**Attachments:** [Greenpoint Landing Groundbreaking Memo.pdf](#)

---

+ Bederman in the interest of open communication

Thanks!

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**From:** Christina Sanchez [mailto:[csanchez@nychdc.com](mailto:csanchez@nychdc.com)]  
**Sent:** Friday, June 12, 2015 12:15 PM  
**To:** 'Nicole Kolinsky'; Kim Stroman; Jeremy Soffin; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing  
**Cc:** Blumm, Kate; Jovana Rizzo; Morris, Juliet (HPD)  
**Subject:** RE: Greenpoint Landing

Thank you, Nicole.

I will forward to HPD Communications.

**Christina Sanchez** | Communications Coordinator  
The New York City Housing Development Corporation  
110 William Street, 10<sup>th</sup> Floor | New York, NY 10038  
☎ 212.227.2644 (main) | 212.815.7313(fax)  
✉ [Csanchez@nychdc.com](mailto:Csanchez@nychdc.com) | [HDCpress@nychdc.com](mailto:HDCpress@nychdc.com)

---

**From:** Nicole Kolinsky [mailto:[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)]  
**Sent:** Friday, June 12, 2015 11:02 AM  
**To:** Kim Stroman; Jeremy Soffin; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing; Christina Sanchez  
**Cc:** Blumm, Kate; Jovana Rizzo  
**Subject:** RE: Greenpoint Landing

Hi Elizabeth and Christina, here is the briefing memo we sent this morning regarding the 6/26 Greenpoint Landing groundbreaking. Let us know if you have any questions and who the point person will be from the Administration.

Thank you,  
Nicole

**Nicole Kolinsky**  
BerlinRosen Public Affairs  
[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

---

**From:** Kim Stroman [<mailto:kstroman@nychdc.com>]  
**Sent:** Friday, June 12, 2015 10:55 AM  
**To:** Jeremy Soffin; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing; Christina Sanchez  
**Cc:** Blumm, Kate; Jovana Rizzo; Nicole Kolinsky  
**Subject:** RE: Greenpoint Landing

*Hi Jeremy. Please loop in our Vice President of Communications, Elizabeth Rohlfing, and our Communications Coordinator, Christina Sanchez. Thanks.*

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, June 12, 2015 8:21 AM  
**To:** Seabrook, Margie (HPD); Kim Stroman; 'Bruch, Mary'  
**Cc:** Blumm, Kate; Jovana Rizzo; Nicole Kolinsky  
**Subject:** RE: Greenpoint Landing

Hi all, attached please find a memo with our initial thoughts on the groundbreaking for your review. Please let us know if there is a point person we should work with on the details. I'm also cc'ing my colleagues Nicole and Jovana who are leading the event for us. Thanks!

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Seabrook, Margie (HPD) [<mailto:SEABROOM@hpd.nyc.gov>]  
**Sent:** Monday, June 01, 2015 11:36 AM  
**To:** 'Kim Stroman'; 'Bruch, Mary'; Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate  
**Subject:** RE: Greenpoint Landing

Sorry was on vacation this time works.

---

**From:** Kim Stroman [<mailto:kstroman@nychdc.com>]  
**Sent:** Tuesday, May 26, 2015 11:15 AM  
**To:** 'Bruch, Mary'; Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate; Seabrook, Margie (HPD)  
**Subject:** RE: Greenpoint Landing

*HDC President Gary Rodney is available. I have a hold on his calendar.*

---

**From:** Bruch, Mary [<mailto:MBruch@cityhall.nyc.gov>]  
**Sent:** Tuesday, May 26, 2015 10:57 AM

**To:** Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate; Seabrook, Margie (HPD); Kim Stroman  
**Subject:** RE: Greenpoint Landing

Jeremy,

Hope you had a great long weekend. I am holding 9am-12pm for this on June 26<sup>th</sup>. Margie and Kim, cc'd, can advise on Commissioner Been and President Rodney's availability, respectively.

Thank you,  
Mary

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, May 26, 2015 10:56 AM  
**To:** Bruch, Mary; Ashley Dennis  
**Cc:** Blumm, Kate  
**Subject:** RE: Greenpoint Landing

Mary: The 26<sup>th</sup> looks good with us, just double-checking with one of the partners on the project. If you can please hold the date, I will get final confirmation today.  
What time were you thinking?  
Thanks again.

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Bruch, Mary [<mailto:MBruch@cityhall.nyc.gov>]  
**Sent:** Friday, May 22, 2015 1:46 PM  
**To:** Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate  
**Subject:** RE: Greenpoint Landing

Jeremy,

Would the morning of June 26<sup>th</sup> work for folks? Alicia, Vicki and Gary can all do that day.

Looping Ashley, who also reached out.

Please let us know!

Thanks,

Mary

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]

**Sent:** Thursday, April 30, 2015 5:17 PM

**To:** Blumm, Kate

**Subject:** Greenpoint Landing

Kate: Good talking to you yesterday. I've reattached the invite letter, which includes details on the project and broad thinking on messaging. In terms of a potential event, here's what we were thinking:

Timing: A May or June groundbreaking would be timely, with two affordable buildings underway and a third ready to break ground.

Location: The affordable building ready to break ground (site F) has remarkable views of the water and skyline, and is adjacent to the park and the first affordable building, which broke ground 10 months ago and is close to topping out.

Speaking program: The more the merrier, but would think speakers would come from among this list:

City

--Mayor

--Deputy Mayor Glen

--Commissioner Been

--Commissioner Rodney

--Commissioner Silver

Developers

--George Klein

--Ron Moelis

Local electeds

--CM Levin

--AM Lentol

--Sen. Dilan

--BP Adams

--Cong. Maloney

Community

--Open Space Alliance

--Others TBD

Best,

Jeremy Soffin

BerlinRosen Public Affairs

646-200-5318  
917-860-9076

**TO:** Office of the Deputy Mayor for Housing & Economic Development  
**FROM:** Greenpoint Landing Associates and L+M Development Partners  
**DATE:** June 12, 2015  
**RE:** Greenpoint Landing Groundbreaking Celebration

The memo below outlines proposed details of the press conference for the upcoming Greenpoint Landing groundbreaking, key messages and information about the project.

### **About Greenpoint Landing**

Greenpoint Landing is a 22-acre development that will transform a half-mile stretch of Brooklyn waterfront into a mixed-use, mixed-income residential community, including much needed affordable housing, neighborhood retail, substantial public open space and a new public school. When complete, Greenpoint Landing will include approximately 5,500 residential units, of which 1,400 will be affordable.

The project is being developed by Greenpoint Landing Associates, LLC, and they have partnered with L+M Development Partners on the first three affordable housing buildings. James Corner Field Operations is responsible for the open space design and Handel Architects is designing the first phases of development.

### **Press Conference**

**When:** Friday, June 26, 2015 – 11 a.m. (call for 10:30, start at 11)

**Where:** 21 Commercial Street, at the corner of Franklin Street. The site of the press conference will be approximately 200 feet into the property with a breathtaking view of the waterfront and skyline as a backdrop. The press conference location is the site of a 100% permanently affordable housing building, which we will be breaking ground on. This building is the third such affordable housing building all currently under construction at Greenpoint Landing and is situated within one block of the other two 100% permanently affordable buildings that were financed in conjunction with HPD and HDC.

### **Potential Speakers:**

- Deputy Mayor Alicia Glen
- HPD Commissioner Vicki Been
- HDC President Gary Rodney
- Congresswoman Carolyn Maloney
- Parks Commissioner Mitchell Silver
- Councilmember Stephen Levin
- Assembly Member Joe Lentol
- Borough President Eric Adams
- George Klein, Park Tower Group
- Ron Moelis, CEO of L+M Development Partners
- Community representative: Open Space Alliance or Ward Dennis/Dewey Thompson

- We will also invite additional elected officials and will offer speaking roles if they attend: State Senator Martin Dilan, Senator Chuck Schumer, Senator Kirsten Gillibrand, State Senator Daniel Squadron.

**Additional invitations:**

Agencies:

- DOB: Commissioner Rick Chandler
- DOT Commissioner Polly Trottenberg
- SBS: Commissioner Maria Springer Torres
- SCA: Lorraine Grillo
- DCP: Purnima Kapur
- Representatives from State Department of Environmental Conservation

**Press targets:**

- Brooklyn reporters:
  - Brooklyn Daily Eagle
  - Brooklyn Paper
  - Brooklyn Courier Life
  - Brooklyn Reader
  - Greenpoint Gazette
  - Greenpoint Star
  - DNA Info
  - Brownstoner
  - Brokelyn
  - Brooklyn Magazine
  - News 12
  - NY1 – Jeanine Ramirez
  - NY Times – Vivian Yee
- Real estate/housing/open space reporters
  - Architect’s Newspaper
  - Architectural Record
  - Bloomberg – David Levitt
  - Capital NY – Dana Rubenstein
  - Crains – Joe Anuta
  - Curbed
  - Daily News – Kathy Clarke
  - Dezeen – Alan Brake
  - Inhabit
  - Huffington Post – James Gerken
  - NY Observer – Kim Velsey
  - Oculus
  - Next City – Ariella Cohen
  - NY Times – Michelle Higgins
  - NY Post – Steve Cuozzo

- The Real Deal – EB Solomont
- Real Estate Weekly
- 6 Square Feet
- Wall Street Journal – Emily Nonko
- WNYC – Janet Babin
- YIMBY
- TV and radio desks
- City Hall reporters

We would offer news as an exclusive to run on day of event. Target is TBD.

### Key Messages

- **Fulfilling the City’s promise to Greenpoint:** Greenpoint Landing delivers on the longstanding promises of open space and affordable housing to the Greenpoint community, leveraging City investments in infrastructure (parks, streets, and schools) and exemplifying the de Blasio administration’s approach to planning.
  - Additionally, a sludge tank long-hated by the community was removed last year.
- **Affordable housing:** Greenpoint Landing will include approximately 1,400 affordable units, representing 25% of the total number of housing units in the development. By kicking off the project with three 100% permanently affordable buildings and designating 50% of the apartments as two-bedroom units, we are prioritizing affordable housing for low- and moderate-income families in the community for many years to come. Nearly 300 affordable units will become available over the next two years.
  - The first affordable housing building at 21 Commercial Street, with 93 units (40-60% of AMI), is topping out and is expected to open next year.
  - The second affordable building at 33 Eagle Street (98 units – 40%-120% AMI) is in foundation stages.
  - We are breaking ground on the third affordable housing building at 5 Blue Slip, with 103 units (30-60% AMI), which will open in 2017.
- **Resilient open space: When the project is complete,** four acres of new world-class open space designed by James Corner Field Operations will reconnect residents with the waterfront as well as serve as a resilient storm barrier for the Greenpoint community.
  - Open space complements the five acres of public parks the City is building at Newtown Barge Park, Greenpoint Playground, and Box Street Park.
    - Greenpoint Landing Associates has contributed \$5.5 million for the reconstruction of Newtown Barge Park.
  - Waterfront open space was designed as an innovative series of terraces with materials that can sustain tidal surge.

- Strategy puts the development well above the revised FEMA 100-year flood elevation, protecting the buildings and the neighborhood.
- The open space network is also designed to incorporate larger-scale public amenity areas, such as a great lawn, a picnic area, a dog run and the Green Street Pier.
- **Upcoming phases:** It is anticipated that construction of the first two towers and the associated waterfront esplanade and public open space with access to the water will commence before the end of the year.
- **Architecture:** These three affordable buildings as well as the first towers and the overall site master plan are designed by Gary Handel of Handel Architects. The buildings reflect a modern Brooklyn industrial aesthetic – with considerable use of brick, steel, and divided light windows that recall the manufacturing history of the Greenpoint neighborhood.
- **Infrastructure:** Privately-funded infrastructure improvements to improve the street grid will complement DOT’s upcoming reconstruction of West Street as a greenway with bicycle lanes.
- **Neighborhood retail:** The first phase of development will also feature retail space, intended to be dedicated to local retailers.
- **Public school:** GLA has agreed to gift land to the School Construction Authority (SCA) for a 640-seat pre-k through 8<sup>th</sup> District 14 grade public school. Approximately \$45M allocated in its FY2015-2019 capital plan for design and construction
- **Ferry landing:** Permitted for a ferry landing adjacent to Newtown Barge Park.

### **Logistics TBD**

The following items should be considered for the press conference:

- A/V, seating, podium: provided by City?
- Refreshments
- Hardhats
- Boards of renderings
- Rain plan

**From:** [Davis, Tanyanika](#)  
**To:** ["Jeremy Soffin"](#)  
**Subject:** RE: Quick q  
**Date:** Friday, June 12, 2015 2:44:26 PM

---

Cool, thanks!

---

**From:** Jeremy Soffin [mailto:jeremy@berlinrosen.com]  
**Sent:** Friday, June 12, 2015 2:43 PM  
**To:** Davis, Tanyanika  
**Subject:** RE: Quick q

Ok will work on that, didn't realize that was a thing. In meantime here's the info:

### **Cornell Tech Presence on Roosevelt Island**

- Cornell Tech's current presence on Gallery RIVAA on Main Street is the start of their entrance to New York City as an institutional neighbor.
- The future campus is filled with open space that will invite visitors from all over the city and world to visit and explore.
- Cornell Tech's committed to becoming a full member of the community and to bringing some of the best and brightest minds in tech to the university not only to benefit their students, but all Roosevelt Islanders.

### **Miwa Takaki/Hack Day**

- For Cornell Tech's "Hack Roosevelt Island" day this past April, Miwa Takaki, MBA '15, led over half of the student body to engage in volunteerism at PS/IS 217 on Roosevelt Island and at the Roosevelt Island Senior Center.
- They taught middle school students coding skills they'll be able to use for a lifetime and helped senior citizens learn basic computer literacy and Internet skills to help them get around on the web.
- Lucky for us, Miwa won't be leaving New York after graduation. While she is originally from the west coast, she will be staying in the city after graduation and continue to pursue her passion volunteering, and introducing people of all ages to tech in the time she is not working as a product manager for eBay.

### **Startup Awards**

- For Cornell Tech's inaugural Startup Awards, five student companies received \$40,000 in pre-seed funding and co-working space from the university
- With generous support from the Blackstone Charitable Foundation and Forest City Ratner Companies, the five student startups recently moved into office space in the New York Times building and have become the newest members of New York's tech community.

### **Mynd**

- Founded by Neil Lakin, MEng '15; Yukti Abrol, MEng '15; and Matt Windt, MBA '15
- Mynd solves every parent and teacher's worst nightmare by making it easier to keep track of kids in public spaces.
- It's a simple Bluetooth wristband that alerts members when a child goes astray – keeping kids from getting lost.
- It doesn't require any infrastructure, any wireless network, cell phone reception, GPS, or data – all things that could potentially lose service in public place.
- It's an affordable, high tech solution that can make a real difference when it comes to keeping kids safe and giving adults peace of mind.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Davis, Tanyanika [<mailto:TDavis2@cityhall.nyc.gov>]  
**Sent:** Friday, June 12, 2015 2:41 PM  
**To:** Jeremy Soffin  
**Subject:** RE: Quick q

Hi again, just reaching back out for names and contact info for the students you mentioned below. We need to have them vetted so the sooner we make, contact the better.

Thanks!

*Tanyanika Davis*  
*Speechwriter*  
*Office of the Mayor*  
*(212) 341-5383 (o)*  
*(646) 789-2453 (m)*

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, June 12, 2015 11:35 AM  
**To:** Davis, Tanyanika  
**Subject:** Re: Quick q

Yes we'll have two for you, one a student staying in city for a big tech job who also organized hackathon for kids on RI and one about a startup

Jeremy Soffin  
BerlinRosen Public Affairs

646-200-5318 (o)  
917-860-9076 (c)

On Jun 12, 2015, at 11:33 AM, Davis, Tanyanika <[TDavis2@cityhall.nyc.gov](mailto:TDavis2@cityhall.nyc.gov)> wrote:

Oh wow. Okay then. Any luck with a story? Everyone liked your angle.

*Tanyanika Davis*  
*Speechwriter*  
*Office of the Mayor*  
*(212) 341-5383 (o)*  
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---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, June 12, 2015 11:32 AM  
**To:** Davis, Tanyanika  
**Subject:** Re: Quick q

Inaugural class in 2013 was only 7 people. I can check on the one in between but not sure.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Jun 12, 2015, at 11:28 AM, Davis, Tanyanika <[TDavis2@cityhall.nyc.gov](mailto:TDavis2@cityhall.nyc.gov)> wrote:

Hey, so I really liked the stat about the impact on NYC (highlighted it below)  
Do they have the same stats (how many stayed, how many startups) going back to inaugural 2012 class?

I'm researching some faculty accomplishments now

Thanks!  
Tanyanika Davis  
Speechwriter  
Office of the Mayor  
(212) 341-5383 (o)  
(646) 789-2453 (m)

-----Original Message-----

From: Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
Sent: Thursday, June 11, 2015 4:24 PM

To: Singleton, Jessica  
Cc: Davis, Tanyanika  
Subject: RE: Quick q

## Cornell Tech FAQ

### About Cornell Tech

Cornell Tech develops pioneering leaders and technologies for the digital age. Cornell Tech brings together faculty, business leaders, tech entrepreneurs, and students in a catalytic environment to produce visionary results grounded in significant needs that will reinvent the way we live in the digital age. Cornell Tech's temporary campus has been up and running at Google's Chelsea building since 2012, with a growing world-class faculty, and about 150 master's and Ph.D. students who collaborate extensively with tech-oriented companies and organizations and pursue their own start-ups.

### About the Roosevelt Island campus

Construction is underway on Cornell Tech's campus on Roosevelt Island, with a first phase due to open in 2017. When fully completed, the campus will include 2 million square feet of state-of-the-art buildings, more than two acres of open space, and will be home to more than 2,000 graduate students and hundreds of faculty and staff. It will be one of the most environmentally-friendly and energy-efficient campuses in the world.

### Phase one includes:

- \* First Academic Building, designed by Thom Mayne of Morphosis
- \* The Bridge, a first-of-its-kind corporate co-location building to fuse academia and industry, developed by Forest City Ratner Companies and designed by Weiss/Manfredi
- \* A residential building for faculty, staff and graduate students that will be the first Passive House high-rise in the world, developed by The Hudson Companies and designed by Handel Architects

In January, Verizon announced a \$50 million gift to develop the Verizon Executive Education Center, a convening place to leverage the impact the campus has on technology beyond its degree programs.

### Are students really staying and making an impact in NY?

More than half of the 73 computer science and business students that just graduated in May are staying in New York City for job opportunities and to pursue their own startups. Almost one-third of the graduates are pursuing their own ventures that were developed on campus.

That includes the winners of Cornell Tech's first ever Startup Awards. Five

companies that students developed during their academic program at Cornell Tech were awarded pre-seed funding from the Blackstone Foundation and one year of free co-working space at the New York Times building in midtown, courtesy of Forest City Ratner Companies. The students are now working on their startups - in the fields of health, childcare, finance and more - full-time. The awards level the startup playing field, ensuring that young but strong startup ideas can get off the ground without a wealthy personal network.

Are you still on track to complete the campus by 2037?

Yes, this is a long-term project and we are on track to finish construction of the full campus by 2037.

How are you supporting K-12?

Cornell has partnered with more than a dozen local schools, including PS/IS 217 on Roosevelt Island, on professional development for teachers and implementing tech education into school and after-school programming. We're also hosting a series of events with Google to bring together stakeholders from City Hall, public schools and the tech industry to talk about how to prepare students for the digital age.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

-----Original Message-----

From: Singleton, Jessica [<mailto:JSingleton@cityhall.nyc.gov>]

Sent: Thursday, June 11, 2015 2:18 PM

To: Jeremy Soffin

Cc: Davis, Tanyanika

Subject: Re: Quick q

Great. Adding tanyanika who will call you then!

> On Jun 11, 2015, at 14:17, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
wrote:

>

> In a meeting til 3. Could talk then or after 4?

>

>

>

> Jeremy Soffin

> BerlinRosen Public Affairs

> 646-200-5318

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>

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> From: Singleton, Jessica [<mailto:JSingleton@cityhall.nyc.gov>]

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> Subject: Quick q

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> Hey! Working on mayor's Cornell tech remarks. Could I give you a quick ring?

> Thanks!

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Jeremy Soffin  
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646-200-5318  
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> To: Jeremy Soffin

> Subject: Quick q

>

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> ring?

> Thanks!

>

>

**From:** [Carey, Michael](#)  
**To:** [jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)  
**Cc:** [Grybauskas, Stefan](#)  
**Subject:** Tuesday  
**Date:** Sunday, June 14, 2015 12:20:29 PM

---

Jeremy,

Stefan who is cc'd will be advancing the Mayor on Tuesday for the Groundbreaking.

Thanks.

**From:** [Blumm, Kate](#)  
**To:** [Jeremy Soffin](#)  
**Subject:** RE: tuesday  
**Date:** Sunday, June 14, 2015 7:30:00 PM

---

If Kramer is speaking, must be Passive House bldg site?

---

**From:** Blumm, Kate  
**Sent:** Sunday, June 14, 2015 7:29 PM  
**To:** Jeremy Soffin  
**Subject:** tuesday

what site is the groundbreaking on? Is it an academic building?

**From:** [Jeremy Soffin](#)  
**To:** [Blumm, Kate](#)  
**Subject:** Re: tuesday  
**Date:** Sunday, June 14, 2015 7:56:31 PM

---

You have time to chat?  
The photo op is on the construction site. The program is at Hillary Clinton park (aka Four Freedoms).

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Jun 14, 2015, at 7:29 PM, Blumm, Kate <[KBlumm@cityhall.nyc.gov](mailto:KBlumm@cityhall.nyc.gov)> wrote:

what site is the groundbreaking on? Is it an academic building?

**From:** [Blumm, Kate](#)  
**To:** [Jeremy Soffin](#)  
**Subject:** RE: tuesday  
**Date:** Sunday, June 14, 2015 8:17:56 PM

---

ready when you are-- [REDACTED]

---

**From:** Jeremy Soffin [[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Sunday, June 14, 2015 7:59 PM  
**To:** Blumm, Kate  
**Subject:** Re: tuesday

Perfect, same.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Jun 14, 2015, at 7:58 PM, Blumm, Kate <[KBlumm@cityhall.nyc.gov](mailto:KBlumm@cityhall.nyc.gov)> wrote:

In 20-30? doing bedtime routine

---

**From:** Jeremy Soffin [[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Sunday, June 14, 2015 7:56 PM  
**To:** Blumm, Kate  
**Subject:** Re: tuesday

Celebrating construction of all three buildings.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Jun 14, 2015, at 7:30 PM, Blumm, Kate <[KBlumm@cityhall.nyc.gov](mailto:KBlumm@cityhall.nyc.gov)> wrote:

If Kramer is speaking, must be Passive House bldg site?

---

**From:** Blumm, Kate  
**Sent:** Sunday, June 14, 2015 7:29 PM  
**To:** Jeremy Soffin  
**Subject:** tuesday

what site is the groundbreaking on? Is it an academic building?

**From:** [Jeremy Soffin](#)  
**To:** [Blumm, Kate](#)  
**Subject:** co-lo release  
**Date:** Sunday, June 14, 2015 8:53:39 PM  
**Attachments:** [Bridge draft release 6.12.15 final.docx](#)

---

This is going out tomorrow morning in case it's helpful for remarks.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

**FOR IMMEDIATE RELEASE: June 15, 2015**

Contact: Jeremy Soffin or Jovana Rizzo, BerlinRosen, 646-452-5637



**Forest City Ratner Companies Unveils The Bridge at Cornell Tech:  
First-Of-Its-Kind Space for Tech Innovation, Connecting Academia & Industry**

*The Bridge at Cornell Tech will accelerate innovation & commercialization with startups, faculty, students, researchers and established companies under one roof*

NEW YORK – Forest City Ratner Companies today launched The Bridge at Cornell Tech, a first-of-its-kind building that will be located at the heart of Cornell Tech’s campus on Roosevelt Island. The Bridge at Cornell Tech, developed by Forest City Ratner Companies and designed by WEISS/MANFREDI, will offer an opportunity for a limited number of start-ups and established companies pushing the edge of digital technology to be on campus. The Bridge will house an ecosystem of companies, researchers and entrepreneurs who are focused on catalyzing innovation and the commercialization of new products and technologies, driving economic growth for New York. The Bridge will be the only building in New York City designed and built to leverage the resources of a cutting edge research university, and to remove all barriers to collaboration and innovation with the world’s most cutting-edge companies. Construction commenced in May on the Bridge, which will be part of phase one of Cornell Tech’s campus, due to open in summer 2017. A video trailer introducing the building is available at [www.thebridgeatcornelltech.com](http://www.thebridgeatcornelltech.com).

“The Bridge at Cornell Tech is a place for companies looking to test and launch products and ideas, a place where research comes to life and technology meets the market,” said MaryAnne Gilmartin, President and CEO of Forest City Ratner Companies. “For the right companies committed to innovation and collaboration, The Bridge will provide a massive competitive advantage at the center of the campus and the heart of New York City.”

“Cornell Tech has already made great strides in fusing academia and industry in our academic and research programs, and The Bridge will be the physical manifestation of that mission on our campus on Roosevelt Island,” said Cornell Tech Dean Dan Huttenlocher. “The Bridge will be the epicenter of this fusion on campus, putting

practitioners, companies, students, faculty, and researchers in close proximity to one another in a design that encourages collaboration.”

From MetroTech in Brooklyn to the 5M project in San Francisco and University Park at MIT, Forest City has been at the forefront of place-making for the innovation economy, bringing together creative industry leaders and higher education to create truly 21<sup>st</sup> century places.

The Bridge will house a mix of cutting-edge companies working alongside groundbreaking Cornell academic teams: from recent Cornell Tech graduates spinning out new company ideas, to startups on the verge of explosive growth, and established companies testing their next product.

Designed with flexible spaces and loft-like common areas, the building will encourage random interactions and deep collaborations that solve problems, build partnerships and accelerate new products to market. The result will be one of the greatest concentrations of talent in the country, and an unparalleled community of entrepreneurs eager to collaborate and test new ideas, launch new products, and start new businesses.

“The Bridge is a crystalline incubator with river-to-river views and creates a three dimensional crossroads, an ecosystem of innovation that catalyzes collaboration between academics and entrepreneurs.” - Marion Weiss and Michael Manfredi, design partners at WEISS/MANFREDI Architecture/Landscape/Urbanism.

From demo days, hackathons, lectures and conferences, to opportunities to collaborate with faculty and students and to participate in special events for the tech and creative community, companies at The Bridge will be part of and will thrive on the entrepreneurial energy at Cornell Tech and the larger NYC tech community. It will serve as a model for future tech sector growth and innovation.

The building is being designed to achieve LEED Silver certification, and, situated on the east side of Roosevelt Island, will feature expansive views of the waterfront, Queens and Manhattan. It will be one of the three main buildings as part of phase one of Cornell Tech’s campus, which also includes the First Academic Building, a residential building that will be the first Passive House high-rise in the world, and substantial open space. The campus will be one of the most environmentally-friendly and energy-efficient campuses in the world.

### **About Forest City Ratner Companies**

FCRC, a wholly owned subsidiary of Forest City Enterprises, Inc., owns and operates 34 properties in the New York metropolitan area. Forest City Enterprises, Inc. is an NYSE-listed national real estate company with \$8.8 billion in total assets. The Company is principally engaged in the ownership, development, management and acquisition of commercial and residential real estate throughout the United States. For more information, visit [www.forestcity.net](http://www.forestcity.net).

**About Cornell Tech**

Cornell Tech develops pioneering leaders and technologies for the digital age. Cornell Tech brings together faculty, business leaders, tech entrepreneurs, and students in a catalytic environment to produce visionary results grounded in significant needs that will reinvent the way we live in the digital age. Cornell Tech is the home of the Jacobs Technion-Cornell Institute, a novel partnership between Cornell and the Technion Israel Institute of Technology, focused on technology innovation in inter-disciplinary areas of Connective Media, Healthier Life and the Built Environment. Cornell Tech's temporary campus has been up and running at Google's Chelsea building since 2012, with a growing world-class faculty, and over 100 master's and Ph.D. students who collaborate extensively with tech-oriented companies and organizations and pursue their own start-ups. Construction is underway on Cornell Tech's campus on Roosevelt Island, with a first phase due to open in 2017. When fully completed, the campus will include 2 million square feet of state-of-the-art buildings, over 2 acres of open space, and will be home to more than 2,000 graduate students and hundreds of faculty and staff.

**About WEISS/MANFREDI**

WEISS/MANFREDI is a multidisciplinary design firm in New York City known for its dynamic integration of architecture, art, infrastructure, and landscape design. Founded by Marion Weiss and Michael A. Manfredi, their projects include the Olympic Sculpture Park in Seattle, the Brooklyn Botanic Garden Visitor Center, and the Women's Memorial at Arlington National Cemetery. They are currently redesigning the United States Embassy campus in New Delhi, India.

###

**From:** [Grybauskas, Stefan](#)  
**To:** [Jeremy Soffin](#)  
**Subject:** RE: Tuesday  
**Date:** Monday, June 15, 2015 11:37:00 AM

---

Great I'll see you then.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, June 15, 2015 11:28 AM  
**To:** Grybauskas, Stefan  
**Subject:** RE: Tuesday

Great. Please meet at the NW corner of the Cornell construction site (basically just south of the bridge on the west side of the island. My cell is 917-860-9076 in case you need it.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Grybauskas, Stefan [<mailto:SGrybauskas@cityhall.nyc.gov>]  
**Sent:** Monday, June 15, 2015 11:26 AM  
**To:** Jeremy Soffin  
**Subject:** Re: Tuesday

Does 2pm work for you?

Stefan Grybauskas  
Associate Director of Advance  
Office of the Mayor  
City of New York  
C: 347-515-5874

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, June 15, 2015 11:21 AM  
**To:** Grybauskas, Stefan  
**Subject:** RE: Tuesday

I'm your guy. Pick a time and I'll meet you out there.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318

917-860-9076

---

**From:** Grybauskas, Stefan [<mailto:SGrybauskas@cityhall.nyc.gov>]  
**Sent:** Monday, June 15, 2015 11:19 AM  
**To:** Jeremy Soffin  
**Subject:** Re: Tuesday

Jeremy,

Who can help me set up a walkthrough today for this event? I am available before 4pm.

Thanks!

Stefan Grybauskas  
Associate Director of Advance  
Office of the Mayor  
City of New York  
C: 347-515-5874

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Sunday, June 14, 2015 08:52 PM  
**To:** Carey, Michael  
**Cc:** Grybauskas, Stefan  
**Subject:** RE: Tuesday

Hi Stefan, please let me know if you want to connect and how I can be helpful.

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Carey, Michael [<mailto:MPCarey@cityhall.nyc.gov>]  
**Sent:** Sunday, June 14, 2015 12:20 PM  
**To:** Jeremy Soffin  
**Cc:** Grybauskas, Stefan  
**Subject:** Tuesday

Jeremy,

Stefan who is cc'd will be advancing the Mayor on Tuesday for the Groundbreaking.

Thanks.

**From:** [Carey, Michael](mailto:Carey.Michael)  
**To:** [Jeremy Soffin](mailto:Jeremy.Soffin)  
**Subject:** Re: Tomorrow  
**Date:** Monday, June 15, 2015 12:28:52 PM

---

Ok

Michael Paul Carey  
City Hall  
New York, New York

> On Jun 15, 2015, at 12:28 PM, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

>

> No, he was talking about the van. Van earlier, MBDB 10:30. All good.

>

>

>

> Jeremy Soffin

> BerlinRosen Public Affairs

> 646-200-5318

> 917-860-9076

>

>

> -----Original Message-----

> From: Carey, Michael [<mailto:MPCarey@cityhall.nyc.gov>]

> Sent: Monday, June 15, 2015 12:27 PM

> To: Jeremy Soffin

> Subject: Re: Tomorrow

>

> Levitan

>

>

> Michael Paul Carey

> City Hall

> New York, New York

>

>> On Jun 15, 2015, at 12:26 PM, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

>>

>> Who is telling you earlier? I wouldn't even WANT him there earlier.

>> Press should be there earlier to get set. MBDB should arrive at 10:30 or whatever close to that counts as on time (at MTA we allowed 5 minutes and 59 seconds).

>>

>>

>>

>> Jeremy Soffin

>> BerlinRosen Public Affairs

>> 646-200-5318

>> 917-860-9076

>>

>>

>> -----Original Message-----

>> From: Carey, Michael [<mailto:MPCarey@cityhall.nyc.gov>]

>> Sent: Monday, June 15, 2015 12:23 PM

>> To: Jeremy Soffin

>> Subject: Tomorrow

>>

>> Hi there. I have him there at 1030 am. Now being told earlier. We had agreed with 1030. This

poses a problem.

>>

>>

>> Michael Paul Carey

>> City Hall

>> New York, New York

**From:** [Adams, Marti](#)  
**To:** [Jeremy Soffin](#); [Singleton, Jessica](#)  
**Subject:** RE: Quick q  
**Date:** Monday, June 15, 2015 12:52:00 PM

---

Got it, thanks

-----Original Message-----

From: Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
Sent: Monday, June 15, 2015 12:52 PM  
To: Adams, Marti; Singleton, Jessica  
Subject: RE: Quick q

Photo op is

MBDB  
Cornell prez Skorton  
Cornell Tech dean Huttenlocher  
Bloomberg  
Cornell Chair Bob Harrison  
David Kramer, Hudson Companies  
MaryAnne Gilmartin, Forest City Ratner Companies (and maybe MMV, not confirmed)

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

-----Original Message-----

From: Adams, Marti [<mailto:MAdams@cityhall.nyc.gov>]  
Sent: Monday, June 15, 2015 12:50 PM  
To: Jeremy Soffin; Singleton, Jessica  
Subject: RE: Quick q

Thank you!

Would be most helpful to get a list of the VIPs who'll be participating in the photo op

-----Original Message-----

From: Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
Sent: Monday, June 15, 2015 12:49 PM  
To: Singleton, Jessica  
Cc: Adams, Marti  
Subject: RE: Quick q

We're expecting around 200 people.

I will try to get you a full rsvp list. I suspect there are some admin people who haven't rsvped but will show.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

-----Original Message-----

From: Singleton, Jessica [<mailto:JSingleton@cityhall.nyc.gov>]

Sent: Monday, June 15, 2015 12:48 PM

To: Jeremy Soffin

Cc: Adams, Marti

Subject: RE: Quick q

Thanks! How many people will be there in total?

Do you have an electeds list?

Do you know who from our admin will be there?

Sorry to bombard you with questions... thank you!!

-----Original Message-----

From: Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]

Sent: Thursday, June 11, 2015 4:44 PM

To: Singleton, Jessica

Subject: RE: Quick q

Also this

- \* Cornell Tech develops pioneering leaders and technologies for the digital age.
- \* In a new approach to graduate education not seen at any other university, engineering and business students learn and work side-by-side at Cornell Tech, spending one-third of their experience together in a co-curriculum. They collaborate with the tech industry and postdoc-level researchers to build start-up companies and new products. By bringing these talents together at the start, there is enormous potential for better, more impactful and ultimately more successful companies and products.
- \* More than half of the 73 computer science and business students that just graduated in May are staying in New York City for job opportunities and to pursue their own startups. Almost one-third of the graduates are pursuing their own ventures that were developed on campus.
- \* This year, Cornell Tech launched the Startup Awards. Five companies that students developed during their academic program at Cornell Tech were awarded pre-seed funding from the Blackstone Foundation and one year of free co-working space at the New York Times building in midtown, courtesy of Forest City Ratner Companies. The students are now working on their startups - in the fields of health, childcare, finance and more - full-time. The awards level the startup playing field, ensuring that young but strong startup ideas can get off the ground without a wealthy personal network.
- \* Construction is underway on the first phase of Cornell Tech's 12-acre campus on Roosevelt Island. With the unique opportunity to build a campus from scratch in the heart of New York City, Cornell has assembled a team of award-winning architects to design an open campus that will facilitate the interaction between academia and industry that's central to Cornell Tech's mission. Established companies and startups, including student ventures, will locate on campus in The Bridge, Cornell Tech's first corporate co-location building.
- \* The campus will be highly sustainable - the residential building will be the world's first passive house high-rise, and the first academic building aspires to be net zero, with all of its energy generated on campus.
- \* We've also begun efforts to meet our commitments to enrich tech education for New York City public school children. Cornell has partnered with more than a dozen local schools, including PS/IS 217 on Roosevelt Island. We're also hosting a series of events with Google to bring together stakeholders from City Hall, public schools and the tech industry to talk about how to prepare students for the digital age.
- \* The Jacobs Institute at Cornell Tech is the academic partnership between Cornell and the Technion. The Institute's first program in Connective Media launched this past year, with a second

program called Healthier Life launching in the fall. Healthier Life will bridge the gap between healthcare and tech, removing the barriers between research and application to reinvent the way all of us experience and manage health. Recent Ph.D. graduates are also building companies at the Jacobs Institute through the Runway program, where postdocs transform their research into new companies and products.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

-----Original Message-----

From: Singleton, Jessica [<mailto:JSingleton@cityhall.nyc.gov>]

Sent: Thursday, June 11, 2015 2:16 PM

To: Jeremy Soffin

Subject: Quick q

Hey! Working on mayor's Cornell tech remarks. Could I give you a quick ring?  
Thanks!

**From:** [Blumm, Kate](#)  
**To:** "[Jeremy Soffin](#)"  
**Subject:** RE: Can I see RSVP list for tomorrow?  
**Date:** Monday, June 15, 2015 1:13:12 PM

---

Thanks.

---

**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Monday, June 15, 2015 1:13 PM  
**To:** Blumm, Kate  
**Subject:** RE: Can I see RSVP list for tomorrow?

Yes, I've requested it and will share with you and other folks at CH who requested soon as I get it.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Blumm, Kate [mailto:[KBlumm@cityhall.nyc.gov](mailto:KBlumm@cityhall.nyc.gov)]  
**Sent:** Monday, June 15, 2015 1:10 PM  
**To:** Jeremy Soffin  
**Subject:** Can I see RSVP list for tomorrow?

Want to show Alicia, thanks.

**From:** [Grybauskas, Natalie](mailto:Grybauskas.Natalie)  
**To:** "[Dan Levitan](mailto:Dan.Levitan)"  
**Subject:** RE: Cornell run of show tomorrow  
**Date:** Monday, June 15, 2015 1:21:31 PM

---

Thx!

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, June 15, 2015 1:21 PM  
**To:** Grybauskas, Natalie  
**Subject:** RE: Cornell run of show tomorrow

This is good.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@levitandan](mailto:@levitandan)

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Monday, June 15, 2015 1:01 PM  
**To:** Dan Levitan  
**Subject:** RE: Cornell run of show tomorrow

Also does the program actually start at 10:30 ? Let me know if this is all fine for advising to press. Are you good with the yellow highlights below?

*On Tuesday, Mayor de Blasio will deliver remarks at the groundbreaking for the Cornell Tech campus on Roosevelt Island.*

**10:30 AM – Attends Groundbreaking Ceremony for Cornell Tech Campus and Delivers Remarks**

527 Main Street

Roosevelt Island, NY

***Media must be preset by 10:00 am.***

---

**From:** Grybauskas, Natalie  
**Sent:** Monday, June 15, 2015 12:58 PM  
**To:** 'Dan Levitan'  
**Subject:** RE: Cornell run of show tomorrow

Thanks.

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, June 15, 2015 12:58 PM  
**To:** Grybauskas, Natalie

**Subject:** RE: Cornell run of show tomorrow

Great, and yes it's the whole campus so what you have is right

--

Dan Levitan

BerlinRosen Public Affairs

O: 646.200.5315

C: 201.674.7475

[@levitandan](#)

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]

**Sent:** Monday, June 15, 2015 12:41 PM

**To:** Dan Levitan

**Subject:** RE: Cornell run of show tomorrow

Hey Dan

I set up the van so the press will arrive by 10 am.

I'm wondering what the actual name of the building is, or if this groundbreaking is for the entire campus? I want to make sure we have it correct on the mayor's public schedule.

Is this all right? "*Mayor de Blasio will deliver remarks at the groundbreaking for the Cornell Tech campus on Roosevelt Island*"

If not, let me know what should be in that sentence instead.

**From:** Stefan Grybauskas [REDACTED]

**Sent:** Monday, June 15, 2015 12:37 PM

**To:** Dan Levitan; Grybauskas, Natalie

**Subject:** Re: Cornell run of show tomorrow

Hey Dan,

I am looping you with Natalie from the press office who helps coordinate the press van etc.

She can work with you on timing and press logistics for the Cornell Tour.

On Mon, Jun 15, 2015 at 11:55 AM Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Hey Stefan –

Are you the right person for this? I work with Cornell and wanted to reach out about what time the Room 9 press van is set to get to Roosevelt Island tomorrow. We would like to have them arrive by 10 AM for the pre-press conference walking tour and photo op.

Does that make sense?

Dan

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@levitandan](mailto:levitandan@berlinrosen.com)

**From:** [Blumm, Kate](#)  
**To:** [Jeremy Soffin \(jeremy@berlinrosen.com\)](mailto:jeremy@berlinrosen.com)  
**Subject:** Can I see Hutternlocher"s remarks?  
**Date:** Monday, June 15, 2015 1:38:23 PM

---

Thanks!

**From:** [Jeremy Soffin](#)  
**To:** [Adams, Marti](#)  
**Subject:** Fwd: rsvp list  
**Date:** Monday, June 15, 2015 1:43:53 PM  
**Attachments:** [RSVPs as of 6.10.15.xlsx](#)  
[ATT00001.htm](#)

---

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

Begin forwarded message:

**From:** Victoria Summers <[vsummers@productionglue.com](mailto:vsummers@productionglue.com)>  
**Date:** June 15, 2015 at 1:27:35 PM EDT  
**To:** Meghan French <[meghan.french@cornell.edu](mailto:meghan.french@cornell.edu)>  
**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** Re: rsvp list

Hi Jeremy,

Please find attached the RSVP list, the most current list will be ready after 5pm this evening.

Thanks,

Victoria

**victoria summers**

c: 646.262.7896 | t: 212.913.9037  
[vsummers@productionglue.com](mailto:vsummers@productionglue.com)  
[facebook](#) | [twitter](#) | [linkedin](#)  
[www.productionglue.com](http://www.productionglue.com)

On Jun 15, 2015, at 12:50 PM, Meghan French  
<[meghan.french@cornell.edu](mailto:meghan.french@cornell.edu)> wrote:

Vic

PLs see Jeremy's request below.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, June 15, 2015 12:50 PM  
**To:** Meghan French  
**Subject:** rsvp list

Can you share the latest RSVP list for passing along to City Hall? Thanks.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

First Name	Last Name	CEL_attendance_option
Jenna	Abbott	able_to_attend
Sarah	Abdelnour	able_to_attend
Aaron	Abraham	able_to_attend
Hardy	Adasko	able_to_attend
Mohammad	Ali	able_to_attend
Diana	Allegretti	able_to_attend
Geri	Amera	able_to_attend
edward	applebome	able_to_attend
Lois	Arena	able_to_attend
Stephen	Ashley	able_to_attend
Andrew	Attara	able_to_attend
Karen	Backus	able_to_attend
Jay	Badame	able_to_attend
David	Baiz	able_to_attend
Irma	Barrera	able_to_attend
Jennifer	Bartolino	able_to_attend
Mandana	Beckman	able_to_attend
David	Berliner	able_to_attend
Jennifer	Berrios	able_to_attend
Akshay	Bhat	able_to_attend
Judy	Bicknell	able_to_attend
Kate	Bicknell	able_to_attend
Neil	Bicknell	able_to_attend
Paul	Birgy	able_to_attend
Haley	Bissegger	able_to_attend
Brad	Bitting	able_to_attend
Helga	Blum	able_to_attend
Thomas	Bonacuso	able_to_attend
Swathi	Bonda	able_to_attend
John	Bonomo	able_to_attend
John	Bowen	able_to_attend
Aine	Brazil	able_to_attend
Bay	Brown	able_to_attend
Lorraine	Brown	able_to_attend
Peter	Burack	able_to_attend
Ric	Campbell	able_to_attend
Elizabeth	Canela	able_to_attend
Ron	Cardillo	able_to_attend
Joseph	Cassissa	able_to_attend

Angela	Cavaluzzi	able_to_attend
Art	Chang	able_to_attend
Jai	Chaudhary	able_to_attend
Frank	Cherena	able_to_attend
Linda	Chiarelli	able_to_attend
Andrew	Ciancia	able_to_attend
Tina	Citron	able_to_attend
Dave	Clarke	able_to_attend
James	Clynes	able_to_attend
Alex	Cohen	able_to_attend
Esther	Cohen	able_to_attend
Joseph	Coletti	able_to_attend
Lance	Collins	able_to_attend
Karah	Conklin	able_to_attend
Darryl	Connelly	able_to_attend
Mark	Connors	able_to_attend
Costa	Constantinides	able_to_attend
Jeffrey	Cook	able_to_attend
Jesse	Cooperman	able_to_attend
Robbie	Copley	able_to_attend
Livi	Corredor	able_to_attend
Richard	Cote	able_to_attend
Fiona	Cousins	able_to_attend
Timothy	Croke	able_to_attend
Devaneke	Crumpler	able_to_attend
William	Cunningham	able_to_attend
marina	dadashev	able_to_attend
Tuyen	Dang	able_to_attend
Jasper	DeFazio	able_to_attend
Julie	Delay	able_to_attend
Julie	Delay	able_to_attend
Joanne	DeStefano	able_to_attend
John	Di Capua	able_to_attend
Ted	Dodds	able_to_attend
Lauren	Du	able_to_attend
Kevin	Duffy	able_to_attend
Jeff	Egan	able_to_attend
David	Ehrenberg	able_to_attend
Kellan	Elliott-McCrea	able_to_attend
Jeffrey	Escobar	able_to_attend
Ali	Esmailzadeh	able_to_attend

David	Esterman	able_to_attend
Deborah	Estrin	able_to_attend
Leecia	Eve	able_to_attend
David	Firestone	able_to_attend
David	Fischell	able_to_attend
Ursula	Fokine	able_to_attend
David	Fowler	able_to_attend
William	Fowler	able_to_attend
Evan	Foxman	able_to_attend
Robert	Franco	able_to_attend
Meghan	French	able_to_attend
Barbara	Friedman	able_to_attend
David	Friedman	able_to_attend
Max	Friedman	able_to_attend
Rachel	Ganin	able_to_attend
Charles	Gans	able_to_attend
Eric	Gertler	able_to_attend
Sally	Gilliland	able_to_attend
MaryAnne	Gilmartin	able_to_attend
Assaf	Glazer	able_to_attend
Ira	Glener	able_to_attend
Cliff	Goldsmith	able_to_attend
Tal	Golomb	able_to_attend
Noah	Goodhart	able_to_attend
Erich	Graham	able_to_attend
Adam	Greene	able_to_attend
Jared	Hand	able_to_attend
Leonard	Harlan	able_to_attend
Miriam	Harris	able_to_attend
Patti	Harris	able_to_attend
Luai	Hassan	able_to_attend
Maxwell	Hatfield-Biondo	able_to_attend
Kevin	Hattori	able_to_attend
Jen	Hensley	able_to_attend
Biyong	Heo	able_to_attend
Aaron	Holiday	able_to_attend
Steven	Hornstock	able_to_attend
Janneke	House	able_to_attend
Jukay	Hsu	able_to_attend
Kent	Hubbell	able_to_attend
Matthew	Huddleston	able_to_attend

John	Hunt	able_to_attend
Dan	Huttenlocher	able_to_attend
Charlene	Indelicato	able_to_attend
Steven	Jacobs	able_to_attend
Allison	Jaffen	able_to_attend
Sophia	James	able_to_attend
Julie	Janiski	able_to_attend
Stephen	Johnson	able_to_attend
Meredith	Jones	able_to_attend
Thomas	Jones	able_to_attend
Habib	Kairouz	able_to_attend
Suri	Kasirer	able_to_attend
John	Katinos	able_to_attend
James	Katz	able_to_attend
Robert	Katz	able_to_attend
George	Keller	able_to_attend
Andrew	Kennedy	able_to_attend
Patrick	Kenny	able_to_attend
Steven	Kenny	able_to_attend
Hanul	Kim	able_to_attend
James	Kizer	able_to_attend
Jennifer	Klein	able_to_attend
Jerry	Kleinman	able_to_attend
Barbara	Knuth	able_to_attend
Aaron	Koffman	able_to_attend
Barbara	Kohn	able_to_attend
Nki	Kokkinos	able_to_attend
Saitejaswi	Kondapalli	able_to_attend
Dmitri	Konon	able_to_attend
CHAD	KONRAD	able_to_attend
Chad	Konrad	able_to_attend
Tarikh	Korula	able_to_attend
David	Kramer	able_to_attend
Joshua	Kraus	able_to_attend
Jeff	Landau	able_to_attend
Annie	Langlois	able_to_attend
Jessica	Lappin	able_to_attend
Chris	Lau	able_to_attend
Rick	Laudisi	able_to_attend
Jessica	Lawrence	able_to_attend
Ung Joo Scott	Lee	able_to_attend

stephen	lefkowitz	able_to_attend
Rick	Leland	able_to_attend
Thomas	LePage	able_to_attend
Yaron	Levinson	able_to_attend
Diane	Levitt	able_to_attend
Paul	Lewis	able_to_attend
Jonathan	Libutti	able_to_attend
Ryan	Lobello	able_to_attend
Gregory	Lowe	able_to_attend
Nicholas	Lundgren	able_to_attend
Elizabeth	Luskin	able_to_attend
Xiao	Ma	able_to_attend
David	Malawer	able_to_attend
Joel	Malina	able_to_attend
Vincent	Maniscalco	able_to_attend
Sharon	Marine	able_to_attend
Emil	Martone	able_to_attend
Thomas	McBryde	able_to_attend
Jeffrey	McCarthy	able_to_attend
Michael	McGough	able_to_attend
Kevin	McGovern	able_to_attend
Tom	McKnight	able_to_attend
J	McLoughlin	able_to_attend
Dawn	McWilliams	able_to_attend
Shira	Meir	able_to_attend
Ronay	Menschel	able_to_attend
Ryan	Merkin	able_to_attend
Anthony	Meyer	able_to_attend
Gregory	Meyer	able_to_attend
Melanie	Meyers	able_to_attend
Blake	Middleton	able_to_attend
Dianne	Miller	able_to_attend
Michael	Milstein	able_to_attend
Sally	Minard	able_to_attend
Jim	Mingle	able_to_attend
Sadie	Mitnick	able_to_attend
Alok	Mody	able_to_attend
Deborah	Moelis	able_to_attend
Tamika	Morales	able_to_attend
Howard	Morgan	able_to_attend
Leslie	Morris	able_to_attend

Jeanne	Mucci	able_to_attend
Aditya	Mukerjee	able_to_attend
Erica	Mulligan	able_to_attend
Seth	Myers	able_to_attend
Emily	Mytkowicz	able_to_attend
Mor	Naaman	able_to_attend
Marissa	Nemirofsky	able_to_attend
Carolyn	Neuman	able_to_attend
Craig	Nevill-Manning	able_to_attend
Alison	Novak	able_to_attend
Beth	Novitsky	able_to_attend
Daniel	O'Brien	able_to_attend
Annie	O'Toole	able_to_attend
Christopher	Oechsli	able_to_attend
Erin	Olavesen	able_to_attend
Robert	Otani	able_to_attend
Oltiana	Pappas	able_to_attend
Minsu	Park	able_to_attend
Robert	Parks	able_to_attend
Larry	Parnes	able_to_attend
Greg	Pass	able_to_attend
Greg	Pass	able_to_attend
ANIBAL	PENA	able_to_attend
Joseph	Pfeiffer	able_to_attend
Charlie	Phlegar	able_to_attend
Seth	Pinsky	able_to_attend
Sarah	Pizer	able_to_attend
Frances	Platzer	able_to_attend
Nancy	Platzer	able_to_attend
Robin	Platzer	able_to_attend
Howard	Polivy	able_to_attend
Michael	Pomposelli	able_to_attend
Will	Porteous	able_to_attend
Faiyam	Rahman	able_to_attend
michael	rapfogel	able_to_attend
Jesse	Ratcliffe	able_to_attend
Bruce	Ratner	able_to_attend
Ron	Reedy	able_to_attend
Gene	Resnick	able_to_attend
Jackie	Retig	able_to_attend
Humberto Luiz	Ribeiro da Silva	able_to_attend

Tom	Rice	able_to_attend
Sondra	Roberts	able_to_attend
Euan	Robertson	able_to_attend
Nolan	Rogers	able_to_attend
David	Rose	able_to_attend
Micah	Rosenbloom	able_to_attend
Sacha	Ross	able_to_attend
James	Rothschild	able_to_attend
Gale	Rothstein	able_to_attend
Kenneth	Rubenstein	able_to_attend
Douglas	Rushkoff	able_to_attend
Bryan	Russett	able_to_attend
Arianna	Sacks Rosenberg	able_to_attend
Paul	Salvatore	able_to_attend
Bob	Sanna	able_to_attend
Gregg	Schenker	able_to_attend
Barry	Schneider	able_to_attend
Erick	Schonfeld	able_to_attend
Dalia	Schwartz	able_to_attend
Craig	Schwitter	able_to_attend
Karn	Seth	able_to_attend
Kevin	Sheeky	able_to_attend
Hara	Sherman	able_to_attend
Lei	Shi	able_to_attend
Lynne	Shinozaki	able_to_attend
Reza	Shokri	able_to_attend
Adam	Shwartz	able_to_attend
Shuli	Shwartz	able_to_attend
David	Siegel	able_to_attend
Sascha	Simon	able_to_attend
Jessica	Singleton	able_to_attend
Lisa	Skeete Tatum	able_to_attend
Christine	Sneva	able_to_attend
Suryavir	Sood	able_to_attend
bill	speleotes	able_to_attend
Judith	Spitz	able_to_attend
Tomasz	Stachowiak	able_to_attend
Douglas	Stayman	able_to_attend
Bob	Steele	able_to_attend
Jeff	Stein	able_to_attend
Dalia	Stiller	able_to_attend

Paul	Streeter	able_to_attend
Mayo	Stuntz	able_to_attend
Tad	Sudol	able_to_attend
Sara	Swisher-Anderson	able_to_attend
Karen	Tamir	able_to_attend
Harold	Tanner	able_to_attend
Minerva	Tantoco	able_to_attend
Andrew	Tisch	able_to_attend
Kristen	Titus	able_to_attend
Greg	Tobkin	able_to_attend
Zach	Tucker	able_to_attend
Kiran	Vajapey	able_to_attend
Jennifer	Vargas	able_to_attend
Adrian	Vatchinsky	able_to_attend
Thomas	Vecchione	able_to_attend
Joe	Vessell	able_to_attend
Tracy	Vosburgh	able_to_attend
saul	wadowski	able_to_attend
Stephen	Wall	able_to_attend
Scott	Walsh	able_to_attend
Frances	Walton	able_to_attend
Chen	Wang	able_to_attend
Eileen	Weingarten	able_to_attend
Catherine	Weiss	able_to_attend
Jeff	Weiss	able_to_attend
Marion	Weiss	able_to_attend
Mark	Weiss	able_to_attend
Peter	Weiss	able_to_attend
Juliet	Weissman	able_to_attend
Ellen	West	able_to_attend
Abby	Westbrook	able_to_attend
Steven	White	able_to_attend
Laura	Wilkinson	able_to_attend
richard	windram	able_to_attend
Matthew	Windt	able_to_attend
Josh	Wolfe	able_to_attend
John	Wolff	able_to_attend
Howard	Wolfson	able_to_attend
Jeremy	Woods	able_to_attend
Kathy	Wylde	able_to_attend
Manda	Yakiwchuk	able_to_attend

YOUNGJIN	YI	able_to_attend
Scott	Yoest	able_to_attend
Eric	Young	able_to_attend
Susi	Yu	able_to_attend
Ramin	Zabih	able_to_attend
Pedro	Zevallos	able_to_attend
Karen	Zimmer	able_to_attend
Jan	Zubrow	able_to_attend

CEL_guest_first_name	CEL_guest_last_name	CEL_guest_attendance
Aaron	Batchelder	
Dustin	Hsu	guest_attend
Scott	O'Donnell	guest_attend guest_attend
Karen	Backus	guest_attend
Alexandra	Estrella	guest_attend
Elyes	Bouchik (Student Grade 3 - AP for the Day)	
Felicia	Einhorn	guest_attend
Rimma	Bespalova	guest_attend
	Bicknell	

Michele Abbene guest\_attend

Mala Ciancia guest\_attend  
Nicole Ferry guest\_attend

Renee Cohen guest\_attend

Lusheena Warner guest\_attend

Molly Murphy guest\_attend

Alfreda Radzicki guest\_attend

guest\_attend

Ache  
Rich

Stokelman  
Windram

guest\_attend

Ariton

Popinara

guest\_attend

Sara  
MaryAnne  
Assaf

Willard  
Gilmartin  
Glazer

guest\_attend  
guest\_attend  
guest\_attend

Fleur

Harlan

guest\_attend

Jonathan

Koop

guest\_attend

Jennifer

Hensley

Christian

Mundigo

guest\_attend

Tim

Christ

guest\_attend

Suri  
James

Kasirer  
Stuckey

guest\_attend  
guest\_attend

Al-Mamun  
MATT  
ROB

Khan  
HUDDLESTON  
FRANCO

guest\_attend  
guest\_attend

Cory

Brugger

guest\_attend

Mookie

Lundgren-Lahav

guest\_attend

George

Damalas

guest\_attend

Martha

Eddy

guest\_attend

Suzy

Brown

guest\_attend

Barbara

Mingle

guest\_attend

Kirsten  
Aaron

Nevill-Manning  
Yowell

guest\_attend  
guest\_attend

Dami

Park

guest\_attend

guest\_attend

Harriet

Parnes

guest\_attend

NORMA

PENA

guest\_attend

Susan

Resnick

guest\_attend

Abigail Stone guest\_attend

Jessica Cran guest\_attend

Judy Schneider guest\_attend

Vera Nisanov guest\_attend  
Robert Franco guest\_attend  
Eric Luu guest\_attend

Jessica Traynor guest\_attend  
Emiliano Miluzzo guest\_attend

Tai Tatum guest\_attend  
Jake Sneva guest\_attend

Duane Stiller guest\_attend

Nicki	Tanner	guest_attend
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Rudy	Bellani	guest_attend
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James	Frankis	guest_attend
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Ira	Glener	guest_attend
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Michael	Manfredi	
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Frank	Wilkinson	guest_attend
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Zack	Schildhorn	guest_attend
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Chen

Wang

Barry

Zubrow

guest\_attend

**From:** [Grybauskas, Stefan](#)  
**To:** "[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)"  
**Subject:** Re: Tuesday  
**Date:** Monday, June 15, 2015 2:12:59 PM

---

I'm by the tram headed your way

Stefan Grybauskas  
Associate Director of Advance  
Office of the Mayor  
City of New York  
C: 347-515-5874

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, June 15, 2015 02:03 PM  
**To:** Grybauskas, Stefan  
**Subject:** Re: Tuesday

Call when you arrive 917-860-9076

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Jun 15, 2015, at 2:03 PM, Grybauskas, Stefan <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)> wrote:

I'm a few stops away

Stefan Grybauskas  
Associate Director of Advance  
Office of the Mayor  
City of New York  
C: 347-515-5874

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, June 15, 2015 01:18 PM  
**To:** Grybauskas, Stefan  
**Subject:** RE: Tuesday

ok

Jeremy Soffin

BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Grybauskas, Stefan [<mailto:SGrybauskas@cityhall.nyc.gov>]  
**Sent:** Monday, June 15, 2015 1:18 PM  
**To:** Jeremy Soffin  
**Subject:** RE: Tuesday

Ok I have to make a quick stop but I'll see you there at 2pm

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, June 15, 2015 1:17 PM  
**To:** Grybauskas, Stefan  
**Subject:** Re: Tuesday

Train. I think 4/5 to F

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Jun 15, 2015, at 1:15 PM, Grybauskas, Stefan  
<[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)> wrote:

Yeah how are you getting there?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, June 15, 2015 1:15 PM  
**To:** Grybauskas, Stefan  
**Subject:** RE: Tuesday

Yes. I'm about to leave from maiden, are you coming from CH?

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Grybauskas, Stefan [<mailto:SGrybauskas@cityhall.nyc.gov>]  
**Sent:** Monday, June 15, 2015 1:14 PM  
**To:** Jeremy Soffin  
**Subject:** RE: Tuesday

South of Queensboro right?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]

**Sent:** Monday, June 15, 2015 11:28 AM  
**To:** Grybauskas, Stefan  
**Subject:** RE: Tuesday

Great. Please meet at the NW corner of the Cornell construction site (basically just south of the bridge on the west side of the island. My cell is 917-860-9076 in case you need it.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Grybauskas, Stefan [<mailto:SGrybauskas@cityhall.nyc.gov>]  
**Sent:** Monday, June 15, 2015 11:26 AM  
**To:** Jeremy Soffin  
**Subject:** Re: Tuesday

Does 2pm work for you?

Stefan Grybauskas  
Associate Director of Advance  
Office of the Mayor  
City of New York  
C: 347-515-5874

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, June 15, 2015 11:21 AM  
**To:** Grybauskas, Stefan  
**Subject:** RE: Tuesday

I'm your guy. Pick a time and I'll meet you out there.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Grybauskas, Stefan [<mailto:SGrybauskas@cityhall.nyc.gov>]  
**Sent:** Monday, June 15, 2015 11:19 AM  
**To:** Jeremy Soffin  
**Subject:** Re: Tuesday

Jeremy,

Who can help me set up a walkthrough today for this event? I am available before 4pm.

Thanks!

Stefan Grybauskas  
Associate Director of Advance  
Office of the Mayor  
City of New York  
C: 347-515-5874

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Sunday, June 14, 2015 08:52 PM  
**To:** Carey, Michael  
**Cc:** Grybauskas, Stefan  
**Subject:** RE: Tuesday

Hi Stefan, please let me know if you want to connect and how I can be helpful.

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Carey, Michael [<mailto:MPCarey@cityhall.nyc.gov>]  
**Sent:** Sunday, June 14, 2015 12:20 PM  
**To:** Jeremy Soffin  
**Cc:** Grybauskas, Stefan  
**Subject:** Tuesday

Jeremy,

Stefan who is cc'd will be advancing the Mayor on Tuesday for the Groundbreaking.

Thanks.

**From:** [Adams, Marti](#)  
**To:** [jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)  
**Subject:** FW: update to Cornell ROS  
**Date:** Monday, June 15, 2015 3:11:00 PM

---

Hi Jeremy: can you send me the most up-to-date ROS for tomorrow?

Many thanks,  
Marti

Marti Adams | Office of Mayor Bill de Blasio  
o: (212) 788-9570 | m: (347) 967-7358  
twitter: [@Marti\\_Adams](#)

---

**From:** Grybauskas, Stefan  
**Sent:** Monday, June 15, 2015 1:13 PM  
**To:** Adams, Marti  
**Subject:** FW: update to Cornell ROS

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**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, June 15, 2015 12:06 PM  
**To:** Blumm, Kate; Grybauskas, Stefan; Michael Carey ( [REDACTED] )  
**Subject:** update to Cornell ROS

MMV will now be speaking for 2 minutes after Kathy Hochul. I'll circ a revised ROS but wanted to let you know.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

**From:** [Jeremy Soffin](#)  
**To:** [Grybauskas, Stefan](#)  
**Subject:** Fwd: Pls send updated ROS  
**Date:** Monday, June 15, 2015 3:15:07 PM  
**Attachments:** [Groundbreaking ROS master copy updated 6.15.15.docx](#)  
[ATT00001.htm](#)

---

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

Begin forwarded message:

**From:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Date:** June 15, 2015 at 2:34:37 PM EDT  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject: Re: Pls send updated ROS**

Attached.

On 6/15/15 2:30 PM, "Jeremy Soffin" <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

Thx

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

**TIME: 10:30 a.m. – 12 p.m.**

**Tuesday, June 16, 2015**

**LOCATION: Roosevelt Island (Four Freedoms)**

**The run of show is as follows:**

- 10:30 a.m.      VIPs gather at Cornell Tech campus construction site for tour and press photo op**
- 11:00 a.m.      VIPs are transported from construction site to event site (landing at Four Freedoms Park, approximately .22 miles away)**
- 11:05 a.m.      VIPs gather for photo op at podium**
- 11:10 a.m.      Dan Huttenlocher offers welcome remarks and introduces Mayor de Blasio**
- 11:15 a.m.      Mayor de Blasio delivers remarks**
- 11:25 a.m.      Bob Harrison approaches the podium and makes remarks and introduces Lieutenant Governor Kathy Hochul**
- 11:28 a.m.      Lieutenant Governor Hochul makes remarks**
- 11:33 a.m.      Dan Huttenlocher returns to podium, introduces City Council Speaker Melissa Mark-Viverito**
- 11:35 a.m.      City Council Speaker Melissa Mark-Viverito makes remarks**
- 11:37 a.m.      Bob Harrison returns to podium, introduces David Skorton**
- 11:39 a.m.      David Skorton delivers remarks and introduces Mayor Bloomberg**
- 11:49 a.m.      Mayor Bloomberg delivers remarks**
- 11:57 a.m.      Dan Huttenlocher returns to the podium, introduces Forest City Ratner Companies President and CEO MaryAnne Gilmartin**
- 11:59 a.m.      MaryAnne Gilmartin delivers remarks**
- 12:01 p.m.      Dan Huttenlocher returns to the podium, and invites Principal of the Hudson Companies David Kramer to deliver remarks**
- 12:03 p.m.      David Kramer to delivers remarks**

**12:05 p.m. Dan Huttenlocher returns to the podium and closes the event**

**12:08 p.m. Formal program ends, guests depart**

**From:** [Danielle Schlanger](#)  
**To:** [Mayor's Press Office](#)  
**Subject:** Danielle Schlanger, thanks!  
**Date:** Monday, June 15, 2015 3:21:09 PM

---

Danielle Schlanger  
BerlinRosen Public Affairs  
[Danielle.schlanger@berlinrosen.com](mailto:Danielle.schlanger@berlinrosen.com)

Danielle Schlanger  
BerlinRosen Public Affairs  
[danielle.schlanger@berlinrosen.com](mailto:danielle.schlanger@berlinrosen.com)  
O: (646) 200-5309  
C: (917) 859-8064

**From:** [Benjamin Branham](#)  
**To:** ["Jeremy Soffin"](#)  
**Cc:** [Blumm, Kate](#); [Jovana Rizzo](#)  
**Subject:** RE: is kyle going tomorrow?  
**Date:** Monday, June 15, 2015 6:17:01 PM

---

Thanks. Confirmed with Kyle he is unable to attend.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, June 15, 2015 6:10 PM  
**To:** Benjamin Branham  
**Cc:** Blumm, Kate; Jovana Rizzo  
**Subject:** Re: is kyle going tomorrow?

It is 4 Freedoms.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Jun 15, 2015, at 6:02 PM, Benjamin Branham <[bbranham@edc.nyc](mailto:bbranham@edc.nyc)> wrote:

Also is start time 10:30 or 11 and is address 527 Main Street (as listed on public schedule) or Four Freedoms Park?  
Have conflicting info on this end.

---

**From:** Blumm, Kate [<mailto:KBlumm@cityhall.nyc.gov>]  
**Sent:** Monday, June 15, 2015 5:56 PM  
**To:** Benjamin Branham  
**Cc:** Jeremy Soffin ([jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com))  
**Subject:** RE: is kyle going tomorrow?

He must have—Jeremy?  
I don't see him on RSVP list.

---

**From:** Benjamin Branham [<mailto:bbranham@edc.nyc>]  
**Sent:** Monday, June 15, 2015 5:53 PM  
**To:** Blumm, Kate  
**Subject:** RE: is kyle going tomorrow?

Did he get an invite?

---

**From:** Blumm, Kate [<mailto:KBlumm@cityhall.nyc.gov>]  
**Sent:** Monday, June 15, 2015 5:53 PM  
**To:** Benjamin Branham  
**Subject:** is kyle going tomorrow?

Do you know?



**From:** [Jeremy Soffin](#)  
**To:** [Mayor's Press Office](#)  
**Subject:** Re: PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR TUESDAY, JUNE 16, 2015  
**Date:** Monday, June 15, 2015 6:30:42 PM  
**Attachments:** [image001.png](#)

---

Where did 527 Main Street come from? It's not right.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Jun 15, 2015, at 5:09 PM, Mayor's Press Office <[pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov)> wrote:

<image001.png>  
THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE**

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR TUESDAY,  
JUNE 16, 2015**

*On Tuesday, Mayor de Blasio will deliver remarks at the groundbreaking for the Cornell Tech campus on Roosevelt Island. This event is open press. After, the Mayor will hold a brief media availability.*

*Later, the Mayor will hold public hearings for and sign Intro. 736-A, in relation to creating an Office of Civil Justice; Intro. 511-A, in relation to requiring the Department of Education to report annually on student demographics; Intro. 440-A, in relation to health services in city correctional facilities; Intro. 198-A, in relation to side guards; Intro 315-A, in relation to a truck route compliance study; and Intro. 641-A, in relation to a comprehensive study regarding pedestrian and bicyclist safety on truck routes. This event is open press, and there will be no Q-and-A.*

**Press Schedule**

**10:30 AM – Attends Groundbreaking Ceremony for Cornell Tech Campus and Delivers Remarks**

527 Main Street  
Roosevelt Island, NY 10044

*Members of the media must be preset by 10:00 am. A press van will depart the east gate of City Hall at 9:10 am. Footage will be provided by NYC TV and will be available shortly following the event on Encompass Port CTY- 4205. Official photos will be available at [flickr.com/nycmayorsoffice](http://flickr.com/nycmayorsoffice) shortly following the*

*event.*

**4:00 PM – Holds Public Hearing and Signs Intros 736-A, 511-A, 440-A, 198-A, 315-A, and 641-A**

Blue Room

City Hall

New York, NY 10007

*The event will be aired live on NYC TV, live-streamed on [NYC.gov](http://nyc.gov), and a live feed will be available on Encompass Port CTY- 4205. Official photos will be available at [flickr.com/nycmayorsoffice](http://flickr.com/nycmayorsoffice) shortly following the event.*

###

**From:** [Blumm, Kate](#)  
**To:** [Amy Spitalnick](#); [Jeremy Soffin](#)  
**Subject:** RE: TOMORROW: Cornell Tech, Mayor de Blasio Celebrate Start of Construction on Roosevelt Island  
**Date:** Monday, June 15, 2015 10:09:52 PM

---

yes stand by

---

**From:** Amy Spitalnick [REDACTED]  
**Sent:** Monday, June 15, 2015 9:35 PM  
**To:** Jeremy Soffin  
**Cc:** Blumm, Kate  
**Subject:** Re: TOMORROW: Cornell Tech, Mayor de Blasio Celebrate Start of Construction on Roosevelt Island

Kate can you send?

On Jun 15, 2015, at 9:35 PM, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

You'll send me a quote? Let me know if you want to talk.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

**From:** Amy Spitalnick [[mailto:\[REDACTED\]](mailto:[REDACTED])]  
**Sent:** Monday, June 15, 2015 7:19 PM  
**To:** Jeremy Soffin  
**Subject:** Re: TOMORROW: Cornell Tech, Mayor de Blasio Celebrate Start of Construction on Roosevelt Island

Ok - here's what we're doing. Cool?

**FOR IMMEDIATE RELEASE**

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**UPDATED PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR  
TUESDAY, JUNE 16, 2015**

**\*\*\* Updated address for groundbreaking \*\*\***

*On Tuesday, Mayor de Blasio will deliver remarks at the groundbreaking for the Cornell Tech campus on Roosevelt Island. This event is open press. After, the Mayor will hold a brief media availability on pending legislation in Albany.*

*Later, the Mayor will hold public hearings for and sign Intro. 736-A, in relation*

*to creating an Office of Civil Justice; Intro. 511-A, in relation to requiring the Department of Education to report annually on student demographics; Intro. 440-A, in relation to health services in city correctional facilities; Intro. 198-A, in relation to side guards; Intro 315-A, in relation to a truck route compliance study; and Intro. 641-A, in relation to a comprehensive study regarding pedestrian and bicyclist safety on truck routes. This event is open press, and there will be no Q-and-A.*

### **Press Schedule**

#### **10:30 AM – Attends Groundbreaking Ceremony for Cornell Tech Campus and Delivers Remarks**

Photo Opportunity: 1 Main Street, Roosevelt Island, NY 10044

Remarks: Four Freedoms Park, Roosevelt Island, NY 10044

*Members of the media must be preset by 10:00 am. A press van will depart the east gate of City Hall at 9:10 am. Footage will be provided by NYC TV and will be available shortly following the event on Encompass Port CTY- 4205. Official photos will be available at [flickr.com/nycmayorsoffice](http://flickr.com/nycmayorsoffice) shortly following the event.*

#### **4:00 PM – Holds Public Hearing and Signs Intros 736-A, 511-A, 440-A, 198-A, 315-A, and 641-A**

Blue Room

City Hall

New York, NY 10007

*The event will be aired live on NYC TV, live-streamed on [NYC.gov](http://NYC.gov), and a live feed will be available on Encompass Port CTY- 4205. Official photos will be available at [flickr.com/nycmayorsoffice](http://flickr.com/nycmayorsoffice) shortly following the event.*

###

On Mon, Jun 15, 2015 at 7:08 PM, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

The addresses are right but instead of groundbreaking ceremony it should be called a photo op.

Jeremy Soffin

BerlinRosen Public Affairs

[646-200-5318](tel:646-200-5318) (o)

[917-860-9076](tel:917-860-9076) (c)

On Jun 15, 2015, at 7:01 PM, Amy Spitalnick <[REDACTED]> wrote:

Can you tripled confirm this is right, before we re-issue?

**10:30 AM – Attends Groundbreaking Ceremony for Cornell**

## **Tech Campus and Delivers Remarks**

Groundbreaking Ceremony: 1 Main Street, Roosevelt Island, NY 10044

Remarks: Four Freedoms Park, Roosevelt Island, NY 10044

*Members of the media must be preset by 10:00 am. A press van will depart the east gate of City Hall at 9:10 am. Footage will be provided by NYC TV and will be available shortly following the event on Encompass Port CTY- 4205. Official photos will be available at [flickr.com/nycmayorsoffice](http://flickr.com/nycmayorsoffice) shortly following the event.*

On Mon, Jun 15, 2015 at 6:52 PM, Jeremy Soffin

<[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

Cool thanks.

Jeremy Soffin

BerlinRosen Public Affairs

[646-200-5318](tel:646-200-5318) (o)

[917-860-9076](tel:917-860-9076) (c)

On Jun 15, 2015, at 6:48 PM, Amy Spitalnick

<[REDACTED]> wrote:

We can re-issue. No clue where our scheduling team got that address!

On Mon, Jun 15, 2015 at 6:38 PM, Jeremy Soffin

<[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

Def wrong. Should be 1 Main Street.

Jeremy Soffin

BerlinRosen Public Affairs

[646-200-5318](tel:646-200-5318) (o)

[917-860-9076](tel:917-860-9076) (c)

On Jun 15, 2015, at 6:35 PM, Amy Spitalnick

<[REDACTED]> wrote:

This is what our scheduling folks had us put on the public sked -- is this wrong? Putting it in Google Maps, this definitely looks wrong....

## **10:30 AM – Attends Groundbreaking Ceremony for Cornell Tech Campus and Delivers Remarks**

527 Main Street

Roosevelt Island, NY 10044

*Members of the media must be preset by 10:00 am. A press van will depart the east gate of City Hall at 9:10 am. Footage will*

*be provided by NYC TV and will be available shortly following the event on Encompass Port CTY- 4205. Official photos will be available at [flickr.com/nycmayorsoffice](http://flickr.com/nycmayorsoffice) shortly following the event.*

On Mon, Jun 15, 2015 at 6:33 PM, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:  
Hey Amy can we fix the address? The photo op is at 1 main st, the program is at 4 Freedoms Park.

Jeremy Soffin  
BerlinRosen Public Affairs  
[646-200-5318](tel:646-200-5318) (o)  
[917-860-9076](tel:917-860-9076) (c)

Begin forwarded message:

**From:** Dan Levitan  
<[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Date:** June 15, 2015 at 5:30:20 PM EDT  
**To:** Jeremy Soffin  
<[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>,  
Jovana Rizzo  
<[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Subject:** FW: FW:  
**TOMORROW: Cornell Tech,  
Mayor de Blasio Celebrate  
Start of Construction on  
Roosevelt Island**

Seems wise?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: [646.200.5315](tel:646.200.5315)  
C: [201.674.7475](tel:201.674.7475)  
[@levitandan](mailto:@levitandan)

**From:** Amy Spitalnick  
[mailto:  
**Sent:** Monday, June 15, 2015 5:29 PM  
**To:** Dan Levitan

**Cc:** Ishanee Parikh; Wiley Norvell  
**Subject:** Re: FW: TOMORROW:  
Cornell Tech, Mayor de Blasio  
Celebrate Start of Construction on  
Roosevelt Island

Thanks. I'm staffing.

FYI - we're going to have him  
do an avail after the event.  
Given that everyone will be  
trying to leave through the main  
exit, our plan is to escort press  
down and around the south tip  
of the park/island and have  
them meet the Mayor behind  
the stage.

On Mon, Jun 15, 2015 at 5:26  
PM, Dan Levitan  
<[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

FYI

--

Dan Levitan  
BerlinRosen Public Affairs  
O: [646.200.5315](tel:646.200.5315)  
C: [201.674.7475](tel:201.674.7475)  
[@levitandan](mailto:@levitandan)

---

**From:** Jovana Rizzo  
**Sent:** Monday, June 15, 2015  
5:20 PM  
**To:** Jovana Rizzo  
**Subject:** TOMORROW: Cornell  
Tech, Mayor de Blasio  
Celebrate Start of Construction  
on Roosevelt Island

**MEDIA ADVISORY FOR  
TUESDAY, JUNE 16, 2015  
FOR PLANNING  
PURPOSES ONLY**

## **Cornell Tech to Celebrate Start of Construction on Roosevelt Island**

*First phase of innovative new  
campus to open summer  
2017, combining academia  
and industry to launch new  
companies and products*

### **ROOSEVELT ISLAND –**

Join **Cornell Tech, Mayor Bill de Blasio, Mayor Michael Bloomberg, Speaker Melissa Mark-Viverito** and partners to celebrate the start of construction of the Roosevelt Island campus. Cornell Tech is a revolutionary model for graduate tech education, developing pioneering leaders and technologies for the digital age. When fully completed, the campus will span 12 acres on Roosevelt Island and house approximately 2,000 students and hundreds of faculty and staff. Cornell Tech has been up and running since 2013 at a temporary campus at the Google building in Chelsea, and now has more than 100 graduates.

**WHEN:** Tuesday, June 16, 2015

- **10:30 a.m. photo op with VIPs at campus**  
**construction site:** All press must RSVP and arrive by 10 a.m. **YOU WILL NOT BE ADMITTED TO THE SITE AFTER 10:15 A.M.**  
Transportation will be

provided from the site to the speaking program at Four Freedoms Park.

- **11:00 a.m. speaking program at Four**

**Freedoms Park:** Open to press.

**WHERE:** Roosevelt Island, south of the Ed Koch Queensboro Bridge. Public transportation: Take the F train to the Roosevelt Island stop, or the tram located at Second Avenue and E 59th Street in Manhattan. Walk south down the west side of the island. There will be Cornell volunteers at both stations and along the way to direct you.

**WHO:**

Mayor Bill de Blasio  
Mayor Michael Bloomberg  
Cornell University President David J. Skorton  
Cornell University Board Chair Bob Harrison  
Cornell Tech Dean Daniel Huttenlocher  
City Council Speaker Melissa Mark-Viverito  
Forest City Ratner Companies President & CEO MaryAnne Gilmartin  
The Hudson Companies Principal David Kramer

**PARKING:** There will be very limited press parking available at the photo op site and Four Freedoms Park, please RSVP for more information.

**PRESS RSVP:** Jovana Rizzo ([jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)) or Tolu Onafowokan ([tolu.o@berlinrosen.com](mailto:tolu.o@berlinrosen.com)),

BerlinRosen, [646-452-5637](tel:646-452-5637)

--

Amy Spitalnick

[REDACTED]

**From:** [Jeremy Soffin](#)  
**To:** [Blumm, Kate](#)  
**Subject:** cornell groundbreaking release 61515 FINAL  
**Date:** Monday, June 15, 2015 10:44:05 PM  
**Attachments:** [cornell groundbreaking release 61515 FINAL.docx](#)

---

**CORNELL  
TECH**

HOME OF THE  
**JACOBS  
INSTITUTE**



**FOR IMMEDIATE RELEASE: June 16, 2015**

Contact: Jovana Rizzo or Tolu Onafowokan, BerlinRosen, 646-452-5637  
Marc La Vorgna, Bloomberg Philanthropies 917-426-5040

For more information, visit [tech.cornell.edu](http://tech.cornell.edu) and follow @cornell\_tech

**Cornell Announces \$100 Million Donation from Bloomberg  
Philanthropies to Fund Construction of the Cornell Tech Campus on  
Roosevelt Island – Commencement of Construction celebrated  
today**

*The first academic building will be named The Bloomberg Center – in  
honor of Emma and Georgina Bloomberg*

*The innovative new campus opens summer 2017, combining academia and  
industry to launch new companies and products. Campus will feature The Bridge,  
industry's home on campus & first Passive House high rise in the world*

NEW YORK CITY – Cornell University President David J. Skorton, Cornell University Board Chair Robert S. Harrison, Cornell Tech Dean Daniel P. Huttenlocher, New York State Lt. Governor Kathleen Hochul, Mayor Bill de Blasio, New York City Council Speaker Melissa Mark-Viverito, former Mayor Michael R. Bloomberg, Forest City Ratner Companies President and CEO MaryAnne Gilmartin, and The Hudson Companies Principal David Kramer today celebrated the groundbreaking of Cornell Tech's campus on Roosevelt Island and announced a \$100 million gift from Bloomberg Philanthropies to fund construction of the campus. The first academic building on the campus will be named The Bloomberg Center – in honor of Emma and Georgina Bloomberg. Cornell Tech is a revolutionary model for graduate tech education, developing pioneering leaders and technologies for the digital age. Three years ago, Cornell and its academic partner, the Technion – Israel Institute of Technology won New York City's competition – led by former Deputy Mayor Robert K. Steel – to build an applied sciences institution in partnership with the City. Today's groundbreaking and the announcement of the generous donation mark a major milestone in this effort, with the first phase of the campus due to open in the summer of 2017.

Cornell Tech began classes in January 2013 at its temporary campus in space donated by Google in their Chelsea building. There are currently approximately 15 world-class faculty members, an additional 15 research and development staff, two dozen Ph.D. students in several disciplines, and four master's programs: the MEng in computer science; the Johnson Cornell Tech MBA; the dual degree Connective Media program at the Jacobs Technion-Cornell Institute, the academic partnership between Cornell and the Technion; and starting this fall at the Jacobs Institute, Healthier Life, which will bridge the gap between healthcare and technology. The

majority of Cornell Tech's nearly 100 alumni are pursuing their own startups and working at companies in New York City.

MAYOR DE BLASIO – quote to come

"We are so grateful for the generosity of Bloomberg Philanthropies. This gift holds special meaning because Mayor Bloomberg first envisioned the Applied Sciences initiative and has seen this project through since its inception in 2011," said Cornell University President David J. Skorton. "At Cornell Tech we are creating a high-tech entrepreneurial hub for the benefit of the city, the state and the world, and I want to thank Governor Cuomo, Mayor Bloomberg, Mayor de Blasio and many others for their trust, vision and partnership as we work to reinvent graduate education for the digital age and build a pipeline of tech talent right here in New York."

"New York became the greatest city in the world because we dared to dream bigger than anyone else, and this project – and the challenge it represents to Silicon Valley – are part of that tradition," said Michael R. Bloomberg. "After talking with leaders from every industry, we launched a competition to bring an applied science campus here, to help lay an economic foundation for the next century -- creating jobs and opportunity for New Yorkers on every rung of the economic ladder. I believe in the importance of this public-private partnership to our city's future, and it's why the contribution is in honor of my daughters, as there is no better gift I can leave them than to help make the world -- and their hometown -- a better place. This is a gift to support a brighter future for our city and for every young person who grows up here or comes here with a dream, like I did."

"Cornell Tech has come so far in just over three years, with new degree programs, faculty, 100 graduates and our developing campus on Roosevelt Island. We are extremely grateful to all of our partners in this effort, including the NYC tech community, the City, Roosevelt Islanders and many more who are helping us bring our vision to life," said Cornell Tech Dean Daniel Huttenlocher.

"This is a historic day for Cornell University and for New York City. Cornell has had an unwavering commitment to innovation over its rich history, and Cornell Tech is a prime example of that. We are achieving something revolutionary here, and this very generous gift from Bloomberg Philanthropies is symbolic of our shared values and dedication to the future," said Robert S. Harrison, Cornell University Board Chair.

"Cornell Tech, which is the home of the Joan and Irwin Jacobs Technion-Cornell Institute, will be one of the most fascinating campuses ever built. It is extremely gratifying to know that the Technion is part of it. It will be one of the most modern and advanced research institutes in the world -- a citadel of innovation. When I visited Roosevelt Island recently, I felt that I was standing on a bridge between the Technion and Cornell University. I think everyone in Israel and New York should be proud of what has been accomplished here. I congratulate Mayor Michael

Bloomberg for his vision and for his extraordinary gift that will help make this vision a reality," said **Technion President Peretz Lavie**.

"New York City is a global hub for innovation and there is no better home for Cornell Tech's new state-of-the-art campus than right here in the tech capital of the world. From its unique fusion of technology, art, open space and community to its commitment to sustainability and energy conservation, the Cornell Tech Roosevelt Island Campus represents the new frontier in education for the next generation of leaders and problem-solvers. The New York City Council is proud to welcome Cornell Tech to New York City and looks forward to its great success," said **New York City Council Speaker Melissa Mark-Viverito**.

To commemorate the groundbreaking, Cornell Tech commissioned Cornell University alumnus Peter Gerakaris to create a site-specific installation at the RIVAA Gallery on Roosevelt Island. The exhibition opens today and represents the university's presence by fusing art, technology, place and community. The sprawling 1,000-square-foot installation of kaleidoscopic imagery engages the public in visual play as new layers, patterns, and connections are revealed with each viewing. The exhibit is supported by a generous gift from the Eisenberg Family.

#### **The first phase of Cornell Tech's campus includes:**

**The Bloomberg Center**, designed by Pritzker Prize-winning architect Thom Mayne of Morphosis Architects. The building is a departure from traditional academic facilities with an open plan and extensive collaborative as well as private work spaces, adapting open plan offices from the tech world to the academic arena. Cornell is aspiring for the building to be among the largest net-zero energy buildings in the United States, with all of its power generated on campus.

**The Bridge at Cornell Tech**, designed by WEISS/MANFREDI and developed by Forest City Ratner Companies, will be a first-of-its-kind building that will house an ecosystem of companies, researchers and entrepreneurs who are focused on catalyzing innovation and the commercialization of new products and technologies, driving economic growth for New York.

**A residential building**, designed by Handel Architects and developed by Hudson and Related Companies, that will be the first Passive House high-rise in the world. Passive House is the strict international building standard that drastically reduces energy consumption while creating a healthier and more comfortable living environment for a fraction of residents' usual energy costs. The residential building will be for faculty, staff and students to ensure the campus is active 24/7.

The first phase of the campus will open summer 2017. When fully completed, the campus will span 12 acres on Roosevelt Island and house approximately 2,000 students and hundreds of faculty and staff. The campus master plan was designed by Skidmore, Owings & Merrill with James Corner Field Operations, and includes a

number of innovative features and facilities across a river-to-river campus with expansive views, a series of green, public spaces, and a seamless integration of indoor and outdoor areas. The campus will be one of the most environmentally friendly and energy-efficient campuses in the world.

In May, 73 master's students in computer science and business and 2 PhD students graduated from Cornell Tech, and more than half stayed in New York for job opportunities and to pursue their own startups. Almost one-third of the graduates are pursuing their own ventures that were developed on campus, including the winners of Cornell Tech's first-ever Startup Awards. Through the awards, five groups of students are now working full-time on the companies they built during their academic program with pre-seed funding from the Blackstone Foundation and free co-working space at Forest City Ratner's New York Times building.

Cornell Tech was founded when it was selected in December of 2011 as the winner of the New York City Economic Development Corporation's Applied Sciences NYC initiative. The Economic Development Corporation, then led by Executive Director Seth Pinsky, sought proposals for a university to develop and operate a new or expanded campus in the City in exchange for City capital, access to City-owned land – and the full support and partnership of City government. Cornell's proposal was selected ahead of submissions from 17 world-class institutions from around the globe. The Cornell and Technion partnership was selected by the City as the first winner of the competition and was provided with land on Roosevelt Island and \$100 million in City capital to build the \$2 billion, 2 million square foot tech campus.

Cornell Tech is already fulfilling its promise to New York City to spur tech education in New York City public schools. Cornell Tech has partnered with more than a dozen local schools, including PS/IS 217 on Roosevelt Island, and is coordinating professional development opportunities for teachers to gain experience in incorporating tech thinking into their teaching.

### **Cornell Tech**

Cornell Tech develops pioneering leaders and technologies for the digital age. Cornell Tech brings together faculty, business leaders, tech entrepreneurs, and students in a catalytic environment to produce visionary results grounded in significant needs that will reinvent the way we live in the digital age. Cornell Tech's temporary campus has been up and running at Google's Chelsea building since 2012, with a growing world-class faculty, and about 150 master's and Ph.D. students who collaborate extensively with tech-oriented companies and organizations and pursue their own startups. Construction is underway on Cornell Tech's campus on Roosevelt Island, with a first phase due to open in 2017. When fully completed, the campus will include 2 million square feet of state-of-the-art buildings, over 2 acres of open space, and will be home to more than 2,000 graduate students and hundreds of faculty and staff.

**From:** [Blumm, Kate](#)  
**To:** [Jeremy Soffin](#)  
**Subject:** RE: cornell groundbreaking release 61515 FINAL  
**Date:** Monday, June 15, 2015 10:57:35 PM

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Thanks.

We will send out something separate.

Quote:

“Cornell Tech isn’t just one of the world’s leading research institutions – it’s a pioneering model for using tech to solve real-world problems, and an economic game-changer that will drive smart, powerful, and equitable growth in New York City for generations,” said Mayor Bill de Blasio. “The new Roosevelt Island campus will bring together academia and industry in the service of invention and innovation-- and the result will be hundreds of homegrown companies that provide a pathway to opportunity for thousands of New Yorkers. We look forward to continued partnership with Cornell Tech, and commend Mayor Bloomberg’s commitment to this effort, and to this groundbreaking institution.”

---

**From:** Jeremy Soffin [jeremy@berlinrosen.com]  
**Sent:** Monday, June 15, 2015 10:44 PM  
**To:** Blumm, Kate  
**Subject:** cornell groundbreaking release 61515 FINAL

**From:** [Grybauskas, Stefan](mailto:Stefan.Grybauskas@cityhall.nyc.gov)  
**To:** "[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)"  
**Subject:** Re: I'm here at Roosevelt. What time are you getting here?  
**Date:** Tuesday, June 16, 2015 8:49:17 AM

---

The photo op road is still pretty dirty but hopefully they pack it down enough. I didn't tell him to bring work boots

Stefan Grybauskas  
Associate Director of Advance  
Office of the Mayor  
City of New York  
C: 347-515-5874

----- Original Message -----

From: Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
Sent: Tuesday, June 16, 2015 08:20 AM  
To: Grybauskas, Stefan  
Subject: Re: I'm here at Roosevelt. What time are you getting here?

The union forever.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

> On Jun 16, 2015, at 8:20 AM, Grybauskas, Stefan <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)> wrote:

>  
> Yea so far the construction site isn't open until 9am  
>  
>

> Stefan Grybauskas  
> Associate Director of Advance  
> Office of the Mayor  
> City of New York  
> C: 347-515-5874

>  
> ----- Original Message -----  
> From: Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
> Sent: Tuesday, June 16, 2015 08:18 AM  
> To: Grybauskas, Stefan  
> Subject: Re: I'm here at Roosevelt. What time are you getting here?

>  
> Around 9. All look ok?

>  
> Jeremy Soffin  
> BerlinRosen Public Affairs  
> 646-200-5318 (o)  
> 917-860-9076 (c)

>  
>> On Jun 16, 2015, at 8:14 AM, Grybauskas, Stefan <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)> wrote:

>>  
>>  
>>  
>>

>> Stefan Grybauskas

>> Associate Director of Advance  
>> Office of the Mayor  
>> City of New York  
>> C: 347-515-5874

**From:** [Davis, Tanyanika](#)  
**To:** [Blumm, Kate](#); [Jeremy Soffin](#)  
**Subject:** RE: Thank you  
**Date:** Tuesday, June 16, 2015 2:02:39 PM

---

Ditto. Thanks for all your help Jeremy.

---

**From:** Blumm, Kate  
**Sent:** Tuesday, June 16, 2015 1:49 PM  
**To:** 'Amy Spitalnick'; Jeremy Soffin  
**Cc:** Davis, Tanyanika  
**Subject:** RE: Thank you

Sorry to miss it! Glad to hear all was well.

**From:** Amy Spitalnick [<mailto:>   
**Sent:** Tuesday, June 16, 2015 1:48 PM  
**To:** Jeremy Soffin  
**Cc:** Blumm, Kate; Davis, Tanyanika  
**Subject:** Re: Thank you

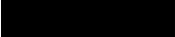
Agreed! Thanks for all your help and patience.

On Tue, Jun 16, 2015 at 1:36 PM, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:  
Thanks for your help on the event today. I thought it went very well despite the last minute surprise from our Bloomberg friends.

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
[646-200-5318](tel:646-200-5318)  
[917-860-9076](tel:917-860-9076)

--

Amy Spitalnick  


**From:** [Grybauskas, Stefan](#)  
**To:** [Jeremy Soffin](#)  
**Subject:** RE: Thank you  
**Date:** Tuesday, June 16, 2015 2:18:00 PM

---

Thanks for all of your help Jeremy! It went well. Looks like it got a lot of good coverage.

---

**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Tuesday, June 16, 2015 1:36 PM  
**To:** Grybauskas, Stefan  
**Subject:** Thank you

Thanks for all of your help with the event. My folks were very pleased, hope same on your end.

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

**From:** [Ozernoy, Ilana](#)  
**To:** "[Mike Rabinowitz](#)"  
**Subject:** RE: Mike and Ilana lunch  
**Date:** Thursday, June 18, 2015 1:52:55 PM

---

You got it. Looking forward!

---

**From:** Mike Rabinowitz [mailto:[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)]  
**Sent:** Thursday, June 18, 2015 1:52 PM  
**To:** Ozernoy, Ilana  
**Subject:** RE: Mike and Ilana lunch

Cool. I think you own the invite. Mind updating it?

Can't wait.

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** Ozernoy, Ilana [mailto:[iozernoy@cityhall.nyc.gov](mailto:iozernoy@cityhall.nyc.gov)]  
**Sent:** Thursday, June 18, 2015 1:50 PM  
**To:** Mike Rabinowitz  
**Subject:** RE: Mike and Ilana lunch

145 Duane St  
Bet church and W bwy

---

**From:** Mike Rabinowitz [mailto:[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)]  
**Sent:** Thursday, June 18, 2015 1:49 PM  
**To:** Ozernoy, Ilana  
**Subject:** RE: Mike and Ilana lunch

Sounds great. Where is it?

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** Ozernoy, Ilana [mailto:[iozernoy@cityhall.nyc.gov](mailto:iozernoy@cityhall.nyc.gov)]  
**Sent:** Thursday, June 18, 2015 1:48 PM  
**To:** Mike Rabinowitz  
**Subject:** RE: Mike and Ilana lunch

Definitely. And ... hmm. What about Takahachi sushi?

---

**From:** Mike Rabinowitz [<mailto:Rabinowitz@berlinrosen.com>]  
**Sent:** Thursday, June 18, 2015 1:46 PM  
**To:** Ozernoy, Ilana  
**Subject:** RE: Mike and Ilana lunch

We're still on for tomorrow, right?

Where should we go?

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

-----Original Appointment-----

**From:** Ozernoy, Ilana [<mailto:iozernoy@cityhall.nyc.gov>]  
**Sent:** Wednesday, June 03, 2015 12:00 PM  
**To:** Ozernoy, Ilana; Mike Rabinowitz  
**Subject:** Mike and Ilana lunch  
**When:** Friday, June 19, 2015 12:30 PM-2:00 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** TBD

**From:** [Ozernoy, Ilana](#)  
**To:** ["Mike Rabinowitz"](#)  
**Subject:** RE: Mike and Ilana lunch  
**Date:** Friday, June 19, 2015 12:12:14 PM

---

No worries. See you there at 12:45.

---

**From:** Mike Rabinowitz [mailto:[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)]  
**Sent:** Friday, June 19, 2015 12:12 PM  
**To:** Mike Rabinowitz; Ozernoy, Ilana  
**Subject:** RE: Mike and Ilana lunch

I will be 15 minutes late or so.

-mobile-  
Michael Rabinowitz-Gold  
646.200.5308 (o)  
646.342.3469 (c)

**From:** [Ozernoy, Ilana](#)  
**To:** ["Rabinowitz@berlinrosen.com"](mailto:Rabinowitz@berlinrosen.com)  
**Subject:** Re: Mike and Ilana lunch  
**Date:** Friday, June 19, 2015 12:54:03 PM

---

Hey, just checking in. You en route?

---

**From:** Mike Rabinowitz [mailto:[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)]  
**Sent:** Friday, June 19, 2015 12:11 PM  
**To:** Mike Rabinowitz <[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)>; Ozernoy, Ilana  
**Subject:** RE: Mike and Ilana lunch

I will be 15 minutes late or so.

-mobile-  
Michael Rabinowitz-Gold  
646.200.5308 (o)  
646.342.3469 (c)

**From:** [Nicole Kolinsky](#)  
**To:** [Morris, Juliet \(HPD\)](#); [Norvell, Wiley](#); [Bruch, Mary](#); "Christina Sanchez"; [Bederman, Eric \(HPD\)](#); [Kim Stroman](#); [Seabrook, Margie \(HPD\)](#); [Elizabeth Rohlfing](#)  
**Cc:** [Jovana Rizzo](#); [Danielle Schlanger](#); [Johanna Greenbaum](#)  
**Subject:** RE: Greenpoint Landing  
**Date:** Tuesday, June 23, 2015 6:58:49 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[Run of Show Greenpoint Landing draft 6.23.15.docx](#)  
[DraftofGreenpointLandingGroundbreakingRelease 62315.docx](#)

---

Hi everyone, please find a draft press release attached as well as proposed run of show with speakers. Please note we are proposing not to hold a formal Q+A following the groundbreaking. Looking forward to your feedback.

Thanks!

Nicole

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]  
**Sent:** Tuesday, June 23, 2015 11:58 AM  
**To:** Nicole Kolinsky; Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

Hello,

We just wanted to be completely clear - HPD President Gary Rodney and HPD Commissioner Vicki Been will be attending the event but Deputy Mayor Alicia Glen will be the only person making remarks in the agenda on behalf of the City.

Could you send us your complete speaking order/agenda and run of show for the event when you get a chance?

Thanks!

Juliet

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Monday, June 22, 2015 3:36 PM

**To:** Morris, Juliet (HPD); Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

Hi everyone, wanted to let you know that Joe Anuta @ Crains will write the preview story for Friday. We'll be sure to refer him to you. We also circulated the media advisory this morning and hope to have a draft release to share with you by the end of the day or tomorrow morning. Thanks!

---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]  
**Sent:** Friday, June 19, 2015 12:17 PM  
**To:** Nicole Kolinsky; Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

Hi Nicole,

Unfortunately, HPD cannot supply staging equipment and the City seal is only used for Mayoral level events. We recommend that the developer make arrangements for all equipment needed for event staging.

Thanks,

Juliet

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Friday, June 19, 2015 11:49 AM  
**To:** Norvell, Wiley; Bruch, Mary; Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

Thanks Wiley. We will definitely refer reporter to you once we have her locked in (she is in a cabin in the Berkshires with no service but has expressed interest in running it). Hoping to have draft release to you on Monday for review. We'll send advisory out on Monday morning.

If someone could let me know about staging questions below (flags+podium), that would be great.

Also, heads up that Jeremy and I are unable to attend the actual event next Friday. Jovana and Danielle from our team will be on site to coordinate and answer and questions. We also have folks from Rubenstein and folks from Marathon Strategies, who work for L+M, on site as well.

Thx everyone!

**Nicole Kolinsky**  
BerlinRosen Public Affairs  
[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)  
646.200.5296 (o)

646.263.1527 (c)

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, June 19, 2015 11:41 AM  
**To:** Nicole Kolinsky; Bruch, Mary; Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

Yes to listing DM Glen as attending on Advisory.

We'd love to be a part of the WSJ story. Keep us looped!

We'd like to give quotes for your press release, and review language. We'll circulate to housing reporters, but you should issue it.

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Friday, June 19, 2015 11:34 AM  
**To:** Bruch, Mary; Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum; Norvell, Wiley  
**Subject:** RE: Greenpoint Landing

Hi everyone, some additional logistical questions to add to the outstanding questions below:

- Should we arrange appropriate flags or can the city provide?
- Is there a podium with the City seal you'd like to use?

If you could advise on these and the below by the end of the day that would be terrific. We are still talking through the exclusive story with Emily Nonko at the WSJ and hope to have her committed ASAP.

Thanks.  
Nicole

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

---

**From:** Nicole Kolinsky  
**Sent:** Thursday, June 18, 2015 4:11 PM  
**To:** 'Bruch, Mary'; Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum; Norvell, Wiley  
**Subject:** RE: Greenpoint Landing

Thanks Mary. Wiley, please let me know if you have any feedback on the below (repasted from previous email):

- we'd like to put out a very barebones media advisory Monday (e.g. *Greenpoint Landing Associates, L+M Development Partners, and City Leaders to Make Announcement at Greenpoint Landing Site*). Please let me know if I should list DM Glen as attending. I understand Commissioner Been and President Rodney are both confirmed.
- Additionally, we've targeted Emily Nonko a freelancer at the WSJ to run a same day exclusive next Friday. She has our pitch now. We'll let you know if she decides to write.
- Lastly, we are drafting a press release to be jointly issued by Greenpoint Landing Associates and L+M Dev. Partners but wanted to see if any of your offices were planning on issuing something? If so we can share our draft to be repurposed once it's in good shape. Let me know what route you all prefer and we'll take it from there.

Thx!

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

---

**From:** Bruch, Mary [<mailto:MBruch@cityhall.nyc.gov>]

**Sent:** Thursday, June 18, 2015 3:55 PM

**To:** Nicole Kolinsky; Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing

**Cc:** Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum; Norvell, Wiley

**Subject:** RE: Greenpoint Landing

Thank you for the updates, Nicole.

I am adding Wiley Norvell, and removing Kate Blumm, to handle City Hall Press.

Best,

Mary

Mary Bruch

Special Assistant

Deputy Mayor Alicia Glen

(212) 341-5013

[mbruch@cityhall.nyc.gov](mailto:mbruch@cityhall.nyc.gov)

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Thursday, June 18, 2015 3:52 PM  
**To:** Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Bruch, Mary; Elizabeth Rohlfing  
**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

These are the confirmations we have so far:

Park Tower Group  
L+M  
CM Levin  
AM Lentol said he would if Albany session is over.  
Brooklyn Chamber

No other electeds confirmed at this time. Will let you know if we receive further updates.

Thanks!

**Nicole Kolinsky**

BerlinRosen Public Affairs  
[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)  
646.200.5296 (o)  
646.263.1527 (c)

---

**From:** Nicole Kolinsky  
**Sent:** Thursday, June 18, 2015 3:29 PM  
**To:** 'Morris, Juliet (HPD)'; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing  
**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin; Danielle Schlanger  
**Subject:** RE: Greenpoint Landing

H Juliet, I will check in with the developer who sent the invite earlier this week and get back to you as soon as I hear. In the mean time we'd like to put out a very barebones media advisory Monday (e.g. *Greenpoint Landing Associates, L+M Development Partners, and City Leaders to Make Announcement at Greenpoint Landing Site*). Please let me know if I should list DM Glen, Commissioner Been and/or President Rodney as attending.

Additionally, we've targeted Emily Nonko a freelancer at the WSJ to run a same day exclusive next Friday. She has our pitch now. We'll let you know if she decides to write.

Lastly, we are drafting a press release to be jointly issued by Greenpoint Landing Associates and L+M Dev. Partners but wanted to see if any of your offices were planning on issuing something? If so we can share our draft to be repurposed once it's in good shape. Let me know what route you all prefer and we'll take it from there.

Thanks!

Nicole

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]

**Sent:** Thursday, June 18, 2015 3:14 PM

**To:** Nicole Kolinsky; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing

**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin

**Subject:** RE: Greenpoint Landing

Hi Nicole,

Thanks again for the information.

Just wanted to follow-up to see if you had any other hard confirmations from the list of potential speakers?

Thanks,

Juliet

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]

**Sent:** Monday, June 15, 2015 2:15 PM

**To:** Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing

**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin

**Subject:** RE: Greenpoint Landing

Since the site is hard to get to for those who are unfamiliar, we are calling it for 10:30 AM with an 11AM actual start time.

---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]

**Sent:** Monday, June 15, 2015 2:12 PM

**To:** Nicole Kolinsky; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing

**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin

**Subject:** RE: Greenpoint Landing

Thanks, Nicole. Your official start time is 11am, yes?

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Monday, June 15, 2015 1:28 PM  
**To:** Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing  
**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin  
**Subject:** RE: Greenpoint Landing

Hi Juliet, currently we have George Klein of Greenpoint Landing Associates and Ron Moelis, CEO of L+M Development Partners confirmed.

We are working to nail down precise staging details but right now we have a podium and possible riser with audience seating that would be angled toward the waterfront, primarily on the F2 site (the groundbreaking site). The skyline and East River would be the backdrop of the speakers and the topped out G2 affordable building would be behind the audience.

Please let me know if you have further questions. We'll look out for your prep materials.

Thanks,  
Nicole

**Nicole Kolinsky**

BerlinRosen Public Affairs  
[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)  
646.200.5296 (o)  
646.263.1527 (c)

---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]  
**Sent:** Monday, June 15, 2015 11:50 AM  
**To:** Nicole Kolinsky; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing  
**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin  
**Subject:** RE: Greenpoint Landing

Hi Nicole,

Thanks for checking in. We are working on internal prep documents for this event and will follow-up with you very soon with questions.

One question I do have – I noticed you had a list of potential speakers in your memo. Do you have a list of confirmed speakers prepared yet? If so, could you share it?

Also, are there any other updates on what the event will look like or are we still pretty close to

what's outlined in the memo?

Thanks,

Juliet

---

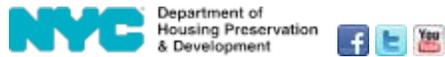
**Juliet Morris**

Deputy Press Secretary

NYC Department of Housing Preservation and Development (HPD)

Phone: 212-863-5682

Email: [morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)



---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]

**Sent:** Monday, June 15, 2015 11:44 AM

**To:** Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing

**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin

**Subject:** RE: Greenpoint Landing

Hi everyone, wanted to check in to see if you had any feedback or questions regarding this announcement. Who is the best person on your end to be in touch with? Thx

Nicole

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]

**Sent:** Friday, June 12, 2015 12:18 PM

**To:** 'Christina Sanchez'; Nicole Kolinsky; Bederman, Eric (HPD); Kim Stroman; Jeremy Soffin; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing

**Cc:** Blumm, Kate; Jovana Rizzo

**Subject:** RE: Greenpoint Landing

+ Bederman in the interest of open communication

Thanks!

---

**From:** Christina Sanchez [<mailto:csanchez@nychdc.com>]  
**Sent:** Friday, June 12, 2015 12:15 PM  
**To:** 'Nicole Kolinsky'; Kim Stroman; Jeremy Soffin; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfiing  
**Cc:** Blumm, Kate; Jovana Rizzo; Morris, Juliet (HPD)  
**Subject:** RE: Greenpoint Landing

Thank you, Nicole.

I will forward to HPD Communications.

**Christina Sanchez** | Communications Coordinator  
The New York City Housing Development Corporation  
110 William Street, 10<sup>th</sup> Floor | New York, NY 10038  
☎ 212.227.2644 (main) | 212.815.7313(fax)  
✉ [Csanchez@nychdc.com](mailto:Csanchez@nychdc.com) | [HDCpress@nychdc.com](mailto:HDCpress@nychdc.com)

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Friday, June 12, 2015 11:02 AM  
**To:** Kim Stroman; Jeremy Soffin; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfiing; Christina Sanchez  
**Cc:** Blumm, Kate; Jovana Rizzo  
**Subject:** RE: Greenpoint Landing

Hi Elizabeth and Christina, here is the briefing memo we sent this morning regarding the 6/26 Greenpoint Landing groundbreaking. Let us know if you have any questions and who the point person will be from the Administration.

Thank you,  
Nicole

**Nicole Kolinsky**  
BerlinRosen Public Affairs  
[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)  
646.200.5296 (o)  
646.263.1527 (c)

---

**From:** Kim Stroman [<mailto:kstroman@nychdc.com>]  
**Sent:** Friday, June 12, 2015 10:55 AM  
**To:** Jeremy Soffin; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfiing; Christina Sanchez  
**Cc:** Blumm, Kate; Jovana Rizzo; Nicole Kolinsky  
**Subject:** RE: Greenpoint Landing

*Hi Jeremy. Please loop in our Vice President of Communications, Elizabeth Rohlfiing, and our*

**Communications Coordinator, Christina Sanchez. Thanks.**

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, June 12, 2015 8:21 AM  
**To:** Seabrook, Margie (HPD); Kim Stroman; 'Bruch, Mary'  
**Cc:** Blumm, Kate; Jovana Rizzo; Nicole Kolinsky  
**Subject:** RE: Greenpoint Landing

Hi all, attached please find a memo with our initial thoughts on the groundbreaking for your review. Please let us know if there is a point person we should work with on the details. I'm also cc'ing my colleagues Nicole and Jovana who are leading the event for us. Thanks!

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Seabrook, Margie (HPD) [<mailto:SEABROOM@hpd.nyc.gov>]  
**Sent:** Monday, June 01, 2015 11:36 AM  
**To:** 'Kim Stroman'; 'Bruch, Mary'; Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate  
**Subject:** RE: Greenpoint Landing

Sorry was on vacation this time works.

---

**From:** Kim Stroman [<mailto:kstroman@nychdc.com>]  
**Sent:** Tuesday, May 26, 2015 11:15 AM  
**To:** 'Bruch, Mary'; Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate; Seabrook, Margie (HPD)  
**Subject:** RE: Greenpoint Landing

**HDC President Gary Rodney is available. I have a hold on his calendar.**

---

**From:** Bruch, Mary [<mailto:MBruch@cityhall.nyc.gov>]  
**Sent:** Tuesday, May 26, 2015 10:57 AM  
**To:** Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate; Seabrook, Margie (HPD); Kim Stroman  
**Subject:** RE: Greenpoint Landing

Jeremy,

Hope you had a great long weekend. I am holding 9am-12pm for this on June 26<sup>th</sup>. Margie and Kim, cc'd, can advise on Commissioner Been and President Rodney's availability, respectively.

Thank you,  
Mary

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, May 26, 2015 10:56 AM  
**To:** Bruch, Mary; Ashley Dennis  
**Cc:** Blumm, Kate  
**Subject:** RE: Greenpoint Landing

Mary: The 26<sup>th</sup> looks good with us, just double-checking with one of the partners on the project. If you can please hold the date, I will get final confirmation today.

What time were you thinking?

Thanks again.

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Bruch, Mary [<mailto:MBruch@cityhall.nyc.gov>]  
**Sent:** Friday, May 22, 2015 1:46 PM  
**To:** Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate  
**Subject:** RE: Greenpoint Landing

Jeremy,

Would the morning of June 26<sup>th</sup> work for folks? Alicia, Vicki and Gary can all do that day.

Looping Ashley, who also reached out.

Please let us know!

Thanks,  
Mary

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Thursday, April 30, 2015 5:17 PM  
**To:** Blumm, Kate  
**Subject:** Greenpoint Landing

Kate: Good talking to you yesterday. I've reattached the invite letter, which includes details on the project and broad thinking on messaging. In terms of a potential event, here's what we were thinking:

Timing: A May or June groundbreaking would be timely, with two affordable buildings underway and a third ready to break ground.

Location: The affordable building ready to break ground (site F) has remarkable views of the water and skyline, and is adjacent to the park and the first affordable building, which broke ground 10 months ago and is close to topping out.

Speaking program: The more the merrier, but would think speakers would come from among this list:

City

- Mayor
- Deputy Mayor Glen
- Commissioner Been
- Commissioner Rodney
- Commissioner Silver

Developers

- George Klein
- Ron Moelis

Local electeds

- CM Levin
- AM Lentol
- Sen. Dilan
- BP Adams
- Cong. Maloney

Community

- Open Space Alliance
- Others TBD

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

**EVENT: GREENPOINT LANDING ASSOCIATES/L+M PRESS CONFERENCE**

**TIME: 10:30 A.M – 12:00 P.M.**

**DATE: FRIDAY, JUNE 26, 2015**

**LOCATION: GREENPOINT LANDING, 21 COMMERCIAL STREET, GREENPOINT,  
BROOKLYN (CORNER OF COMMERCIAL AND FRANKLIN STREETS)**

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**Run-Of-Show:**

- 10:30 a.m.** Reporters, electeds, community members and others start to arrive to the groundbreaking site. This is the unofficial start time of the event.
- 11:00 a.m.** The official start time of the event. A representative from Greenpoint Landing Associates makes opening remarks, introduces D.M. Alicia Glen.
- 11:03 a.m.** D.M. Alicia Glen delivers remarks.
- 11:11 a.m.** *Emcee then introduces George Klein of Greenpoint Landing Associates*
- 11:12 a.m.** *George Klein delivers remarks.*
- 11:15 a.m.** Emcee then introduces L&M.
- 11:16 a.m.** L&M delivers remarks.
- 11:21 a.m.** Emcee then introduces Congresswoman Carolyn Maloney.
- 11:22 a.m.** Congresswoman Maloney delivers remarks.
- 11:27 a.m.** Emcee then introduces Emcee then introduces New York State Assembly Member Joe Lentol.
- 11:28 a.m.** Assembly Member Lentol delivers remarks.
- 11:32 a.m.** Emcee then introduces Council Member Steve Levin.
- 11:35 a.m.** Council Member Levin delivers remarks.
- 11:40 a.m.** Emcee then introduces Carol Scissura from Brooklyn Chamber of Commerce
- 11:41 a.m.** Mr. Scissura delivers remarks.
- 11:45 a.m.** Emcee delivers closing remarks, directs electeds and developers to gather for a photo op.
- 11:48 a.m.** Photo op with electeds, developers and stakeholders.
- 11:51 a.m.** End of program.

**Contacts:** Jovana Rizzo ([Jovana@berlinrosen.com](mailto:Jovana@berlinrosen.com)) or Danielle Schlanger ([Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)) (646) 452-5637 (**Greenpoint Landing Associates**)  
Delaney Kempner, [Delaney@marathonstrategies.com](mailto:Delaney@marathonstrategies.com), (202) 277-0292 (**L+M Development Partners**)

**Renderings available on request.**  
FOR IMMEDIATE RELEASE

## **Greenpoint Landing Associates, L+M Development Partners and City Officials Break Ground on Affordable Housing at Greenpoint Landing**

*Greenpoint Landing celebrates groundbreaking of three 100 percent affordable housing buildings on site*

*Half-mile, 22-acre stretch along the East River to include approximately 1,400 affordable housing units, a new 640-seat public school, four acres of resilient public green space along the waterfront*

**June 26, 2015 (BROOKLYN)** – Greenpoint Landing Associates and L+M Development Partners, together with New York City’s Deputy Mayor for Housing and Economic Development Alicia Glen, Housing, Preservation & Development Commissioner Vicki Been, Housing Development Corporation President Gary Rodney, and **OTHER VIPS (Levin, Lentol, Maloney, Carlo)**, today marked the progress of Greenpoint Landing, the mixed-income 22-acre development along the East River set to transform a section of long-underutilized Greenpoint waterfront. Of the 5,500 units expected to be built at Greenpoint Landing, approximately 1,400 will be affordable and the first 300 affordable units will be delivered to the community over the next two years.

“For the last decade, we have been a part of the wonderful Greenpoint community and we are so proud to be delivering quality affordable housing to the neighborhood as part of this transformative project. L&M Development Partners has been an excellent joint-venture partner on these first three affordable housing sites and we are truly grateful to the City, HPD and HDC for their partnership as well.” said **Marian Klein, Senior Vice President of Greenpoint Landing Associates.**

“Our work on the affordable housing sites, in partnership with Greenpoint Landing Associates, is the epitome of our efforts to create dynamic affordable housing and amenities that drive neighborhood growth in New York City,” said **Ron Moelis, CEO of L+M Development Partners.** “With a wide array of low-, moderate- and middle-income units, larger units for families and 13,000 square feet of open space for residents, our affordable buildings will help establish a vibrant community on the Greenpoint waterfront. This development would not have been possible without the help of the de Blasio administration and the local community, who partnered with us to bring this exciting project to fruition.”

**Alicia Quote**

**Been Quote**

“Ensuring that housing development is guided by meaningful community engagement and coordinated with public investments in infrastructure and services is a prime commitment of Housing New York,” said **Gary Rodney, President of HDC**. “This large-scale development, Greenpoint Landing, sets a precedent for how we as a City can both invest in affordable housing and meet the critical housing needs of our residents, as well as how to make strategic investments that support new housing while revitalizing communities, and promotes economic diversity. I would like to thank all of our partners in the public and private sector and elected officials for their hard work and continuous efforts that enable a wider range of New Yorkers to benefit from the City’s ongoing affordable housing efforts.”

Greenpoint Landing Associates has collaborated with L+M Development Partners to construct the first three 100 percent affordable housing buildings, totaling nearly 300 units:

- 5 Blue Slip: Scheduled to open in 2017, 5 Blue Slip will have 103 deeply affordable units available to residents who earn between 30 percent and 60 percent of the area median income.
- 21 Commercial Street: Scheduled to open in one year, 21 Commercial Street will have 93 units available to residents who earn between 40 percent and 60 percent of the area median income.
- 33 Eagle Street: Slated to open in late 2016, 33 Eagle Street will include 98 units available to residents who earn between 40 percent and 120 percent of the area median income.

Fifty percent of the affordable housing units are two-bedroom apartments, providing more affordable options for families in the community. The units will be marketed and leased as per New York City Department of Housing Preservation & Development (HPD) and Housing Development Corporation (HDC) guidelines, which have traditionally provided a 50 percent preference for local community residents. These permanently-affordable units will contribute to Mayor Bill de Blasio’s goal to preserve and create 200,000 units of affordable housing over the next 10 years.

Gary Handel of Handel Architects designed all three affordable buildings in a style that incorporates Greenpoint’s industrial and historic past. Handel Architects is known for its innovative residential developments such as the Cornell University Residences underway on Roosevelt Island. Greenpoint Landing has hired James Corner Field Operations, designer of The High Line and Cornell Tech, to design the four acres of publicly accessible open space across the entire site. For the first time in generations, this portion of Greenpoint will have unencumbered access to the waterfront, including a great lawn, picnic area and the Green Street Pier, providing vantage points for the community and residents to enjoy an unobstructed view of the Manhattan skyline.

The new green space will also serve as a resilient storm barrier for the Greenpoint community. Greenpoint Landing was one of the first waterfront sites in New York to integrate new FEMA flood regulations and has incorporated innovative resiliency into its design. The flood barrier to protect the community against a potential flood is concealed within the terraced topography of the public esplanade. Plantings in the area will be salt-tolerant and materials will be used that are able to withstand tidal surge.

Greenpoint Landing’s four acres of new park space will complement the five acres of public park land the City is redesigning at neighboring Newtown Barge Park (for which Greenpoint Landing Associates has contributed \$5.5 million for immediate park enhancements) as well as Greenpoint Playground and Box Street Park. A new ferry landing is contemplated at Greenpoint Landing, which will be constructed adjacent to Newtown Barge Park.

Each of the first three affordable housing buildings will feature retail spaces on the ground floor, smaller spaces geared towards local retailers. There will be approximately 9,000 square feet of retail space in the first three buildings.

Greenpoint Landing Associates has gifted land to the School Construction Authority (SCA) to build a 640-seat District 14 public school serving pre-kindergarten through eighth grade students within the community. Approximately \$45 million has been allocated for the design and construction of this school.

In 2014, the City of New York demolished the East River Sludge Storage Tank – a concrete structure on the corner of Commercial and Dupont Streets previously used to store sludge from the Newtown Creek Wastewater Treatment Plant. The demolition of the tank fulfilled a longstanding promise to the Greenpoint community.

###

**From:** [Nicole Kolinsky](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [press@cityhall.nyc.gov](mailto:press@cityhall.nyc.gov)  
**Subject:** Crains/Greenpoint Landing  
**Date:** Wednesday, June 24, 2015 4:16:59 PM

---

We had a great walk through with Joe Anuta @ Greenpoint Landing this morning. He said he would definitely be in touch with you to talk to Alicia.

Any idea when you will have edits to the release + quote back to us?

Thx

**Nicole Kolinsky**  
BerlinRosen Public Affairs  
[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)  
[646.200.5296](tel:646.200.5296) (o)  
[646.263.1527](tel:646.263.1527) (c)

**From:** [Norvell, Wiley](#)  
**To:** ["Paul Parkhill"](#)  
**Cc:** [Tamara Greenfield](#); [Braithwaite, Elaine](#); [Emma Woods](#)  
**Subject:** RE: Release + Q&A  
**Date:** Thursday, June 25, 2015 10:04:13 AM

---

Yes, we'll get you quote today.

---

**From:** Paul Parkhill [<mailto:parkhill@spaceworksny.org>]  
**Sent:** Thursday, June 25, 2015 9:59 AM  
**To:** Norvell, Wiley  
**Cc:** Tamara Greenfield; Braithwaite, Elaine; Emma Woods  
**Subject:** RE: Release + Q&A

Hi Wiley.

The Journal article seems to have been delayed – we're looking at next week we believe. Do you think we might still be able to get us a quote from Alicia? Let us know if you have questions or need more information.

Thanks,  
Paul

Paul Parkhill  
Executive Director | Spaceworks  
540 President Street, Unit 2E  
Brooklyn, NY 11215  
Phone 718-408-8755 ext. 101 | Fax 718-414-2197

---

**From:** Braithwaite, Elaine [<mailto:EBraithwaite@cityhall.nyc.gov>]  
**Sent:** Tuesday, June 23, 2015 3:33 PM  
**To:** Paul Parkhill; Ryan Max  
**Cc:** Tamara Greenfield; Norvell, Wiley; Bruch, Mary  
**Subject:** RE: Release + Q&A

Hi Paul,  
CC-ing Wiley from City Hall's press office who can help with a quote from Alicia.

---

**From:** Paul Parkhill [<mailto:parkhill@spaceworksny.org>]  
**Sent:** Tuesday, June 23, 2015 2:11 PM  
**To:** Ryan Max; Braithwaite, Elaine  
**Cc:** Tamara Greenfield

**Subject:** FW: Release + Q&A

Hi Ryan and Elaine.

Here's the draft press release. The BPL is still working on Linda's quote. Do you think we might be able to get something from Tom and Alicia before tomorrow?

Thanks so much.

Paul

Paul Parkhill  
Executive Director | Spaceworks  
540 President Street, Unit 2E  
Brooklyn, NY 11215  
Phone 718-408-8755 ext. 101 | Fax 718-414-2197

---

**From:** Emma Woods [<mailto:emma@berlinrosen.com>]  
**Sent:** Tuesday, June 23, 2015 1:03 PM  
**To:** Paul Parkhill; Tamara Greenfield; Woloch, David; Leddy, Adam  
**Cc:** Madeline Kaye  
**Subject:** Release + Q&A

Hi all —

Attached is the latest version of the press release. We're still locking down Linda's quote, and perhaps more are coming from your end, Spaceworks.

We should send this out late morning tomorrow, since the WSJ story will be out and the news will have been broken (I tweaked the opening to reflect this). We'll field requests for tours and work with you all to figure out how to schedule those.

Also attached is a Q&A with some of the tough questions we anticipate. [Can BPL and Spaceworks both review for accuracy?](#) We'll be able to answer these questions on background should we be asked, and can set up on the record interviews as they are requested.

Thanks,

Emma

—

Emma Woods

BerlinRosen Public Affairs

O: 646-200-5303

C: 203-568-4780

[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

**From:** [Jovana Rizzo](#)  
**To:** [Bruch, Mary](#)  
**Subject:** Re: Greenpoint Landing  
**Date:** Thursday, June 25, 2015 7:08:00 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)

---

Hi Mary, on your questions--

Ron Moelis will be there from L&M

Financing: Wells Fargo

(More info if you need: Projects received bond financing via HDC, who also provided subsidy. One building (E3) also received HPD subsidy. Wells Fargo provided credit enhancement on the bonds and was the low income housing tax credit investor. There was also a sponsor loan on G2 and F2.)

One MWBE: Landscape architect for two of the buildings - Starr Whitehouse Landscape Architects and Planners PLLC

---

**From:** <Bruch>, Mary <[MBruch@cityhall.nyc.gov](mailto:MBruch@cityhall.nyc.gov)>  
**Date:** Thursday, June 25, 2015 5:02 PM  
**To:** Jovana <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Subject:** RE: Greenpoint Landing

Thank you!

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Thursday, June 25, 2015 5:01 PM  
**To:** Bruch, Mary; Morris, Juliet (HPD); Bederman, Eric (HPD); Nicole Kolinsky; Norvell, Wiley; 'Christina Sanchez'; Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Danielle Schlanger; Johanna Greenbaum  
**Subject:** Re: Greenpoint Landing

It will be Marian Klein Feldt.

Thanks!

Jovana

--

Jovana Rizzo  
BerlinRosen Public Affairs  
O: 646-200-5329  
C: 917-836-0618  
[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)

---

**From:** <Bruch>, Mary <[MBruch@cityhall.nyc.gov](mailto:MBruch@cityhall.nyc.gov)>  
**Date:** Thursday, June 25, 2015 4:48 PM

**To:** "Morris, Juliet (HPD)" <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>, "Bederman, Eric (HPD)" <[bedermae@hpd.nyc.gov](mailto:bedermae@hpd.nyc.gov)>, Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>, "Norvell, Wiley" <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>, 'Christina Sanchez' <[csanchez@nychdc.com](mailto:csanchez@nychdc.com)>, Kim Stroman <[kstroman@nychdc.com](mailto:kstroman@nychdc.com)>, "Seabrook, Margie (HPD)" <[seabroom@hpd.nyc.gov](mailto:seabroom@hpd.nyc.gov)>, Elizabeth Rohlfing <[erohlfing@nychdc.com](mailto:erohlfing@nychdc.com)>  
**Cc:** Jovana <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>, Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>, Johanna Greenbaum <[jgreenbaum@parktowergroup.com](mailto:jgreenbaum@parktowergroup.com)>  
**Subject:** RE: Greenpoint Landing

Hi All,

Who is the "representative from Greenpoint Landing Associates" that will be introducing DM Glen tomorrow?

Thank you,  
Mary

---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]  
**Sent:** Thursday, June 25, 2015 4:42 PM  
**To:** Bederman, Eric (HPD); Nicole Kolinsky; Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing  
**Importance:** High

Hi Nicole,

We'll have some edits to HDC President Gary Rodney's quote coming your way very soon. We'll also have a quote for HPD Commissioner Vicki Been as well.

Thanks,

Juliet

---

**From:** Bederman, Eric (HPD)  
**Sent:** Thursday, June 25, 2015 4:02 PM  
**To:** Nicole Kolinsky; Morris, Juliet (HPD); Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

I don't know that it will come up tomorrow, but I think it's fine to remove that sentence from the release as a precaution. Thanks for checking.

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Thursday, June 25, 2015 11:34 AM  
**To:** Morris, Juliet (HPD); Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

Hi everyone, you have probably seen the SCOTUS news around the Fair Housing Act and impacts on local-resident preferences. Just wanted to flag for your team and see if there was a response you will have in case it comes up (we saw that Daily News' Alyssa Katz was already opining). We will follow your lead. We would also be ok with taking the reference to local affordable out of the release: *The units will be marketed and leased as per New York City Department of Housing Preservation & Development (HPD) and Housing Development Corporation (HDC) guidelines, which have traditionally provided a 50 percent preference for local community residents.*

---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]  
**Sent:** Wednesday, June 24, 2015 11:31 AM  
**To:** Nicole Kolinsky; Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

Thank you, Nicole!

One quick question – what's the Brooklyn Chamber of Commerce's involvement in this site? Just asking in case I'm missing something specific.

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Tuesday, June 23, 2015 6:58 PM  
**To:** Morris, Juliet (HPD); Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

Hi everyone, please find a draft press release attached as well as proposed run of show with speakers. Please note we are proposing not to hold a formal Q+A following the groundbreaking. Looking forward to your feedback.

Thanks!

Nicole

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]  
**Sent:** Tuesday, June 23, 2015 11:58 AM  
**To:** Nicole Kolinsky; Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing

**Cc:** Jovana Rizzo; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

Hello,

We just wanted to be completely clear - HPD President Gary Rodney and HPD Commissioner Vicki Been will be attending the event but Deputy Mayor Alicia Glen will be the only person making remarks in the agenda on behalf of the City.

Could you send us your complete speaking order/agenda and run of show for the event when you get a chance?

Thanks!

Juliet

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Monday, June 22, 2015 3:36 PM  
**To:** Morris, Juliet (HPD); Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

Hi everyone, wanted to let you know that Joe Anuta @ Crains will write the preview story for Friday. We'll be sure to refer him to you. We also circulated the media advisory this morning and hope to have a draft release to share with you by the end of the day or tomorrow morning. Thanks!

---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]  
**Sent:** Friday, June 19, 2015 12:17 PM  
**To:** Nicole Kolinsky; Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

Hi Nicole,

Unfortunately, HPD cannot supply staging equipment and the City seal is only used for Mayoral level events. We recommend that the developer make arrangements for all equipment needed for event staging.

Thanks,

Juliet

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Friday, June 19, 2015 11:49 AM  
**To:** Norvell, Wiley; Bruch, Mary; Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum

**Subject:** RE: Greenpoint Landing

Thanks Wiley. We will definitely refer reporter to you once we have her locked in (she is in a cabin in the Berkshires with no service but has expressed interest in running it). Hoping to have draft release to you on Monday for review. We'll send advisory out on Monday morning.

If someone could let me know about staging questions below (flags+podium), that would be great.

Also, heads up that Jeremy and I are unable to attend the actual event next Friday. Jovana and Danielle from our team will be on site to coordinate and answer and questions. We also have folks from Rubenstein and folks from Marathon Strategies, who work for L+M, on site as well.

Thx everyone!

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]

**Sent:** Friday, June 19, 2015 11:41 AM

**To:** Nicole Kolinsky; Bruch, Mary; Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing

**Cc:** Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum

**Subject:** RE: Greenpoint Landing

Yes to listing DM Glen as attending on Advisory.

We'd love to be a part of the WSJ story. Keep us looped!

We'd like to give quotes for your press release, and review language. We'll circulate to housing reporters, but you should issue it.

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]

**Sent:** Friday, June 19, 2015 11:34 AM

**To:** Bruch, Mary; Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing

**Cc:** Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum; Norvell, Wiley

**Subject:** RE: Greenpoint Landing

Hi everyone, some additional logistical questions to add to the outstanding questions below:

<!--[if !supportLists]--> • <!--[endif]-->Should we arrange appropriate flags or can the city provide?

<!--[if !supportLists]--> • <!--[endif]-->Is there a podium with the City seal you'd like to use?

If you could advise on these and the below by the end of the day that would be terrific. We are still talking through the exclusive story with Emily Nonko at the WSJ and hope to have her committed

ASAP.

Thanks.  
Nicole

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

---

**From:** Nicole Kolinsky

**Sent:** Thursday, June 18, 2015 4:11 PM

**To:** 'Bruch, Mary'; Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing

**Cc:** Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum; Norvell, Wiley

**Subject:** RE: Greenpoint Landing

Thanks Mary. Wiley, please let me know if you have any feedback on the below (repasted from previous email):

<!--[if !supportLists]--> • <!--[endif]-->we'd like to put out a very barebones media advisory Monday (e.g. *Greenpoint Landing Associates, L+M Development Partners, and City Leaders to Make Announcement at Greenpoint Landing Site*). Please let me know if I should list DM Glen as attending. I understand Commissioner Been and President Rodney are both confirmed.

<!--[if !supportLists]--> • <!--[endif]-->Additionally, we've targeted Emily Nonko a freelancer at the WSJ to run a same day exclusive next Friday. She has our pitch now. We'll let you know if she decides to write.

<!--[if !supportLists]--> • <!--[endif]-->Lastly, we are drafting a press release to be jointly issued by Greenpoint Landing Associates and L+M Dev. Partners but wanted to see if any of your offices were planning on issuing something? If so we can share our draft to be repurposed once it's in good shape. Let me know what route you all prefer and we'll take it from there.

Thx!

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

---

**From:** Bruch, Mary [<mailto:MBruch@cityhall.nyc.gov>]  
**Sent:** Thursday, June 18, 2015 3:55 PM  
**To:** Nicole Kolinsky; Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum; Norvell, Wiley  
**Subject:** RE: Greenpoint Landing

Thank you for the updates, Nicole.

I am adding Wiley Norvell, and removing Kate Blumm, to handle City Hall Press.

Best,  
Mary

Mary Bruch  
Special Assistant  
Deputy Mayor Alicia Glen  
(212) 341-5013  
[mbruch@cityhall.nyc.gov](mailto:mbruch@cityhall.nyc.gov)

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Thursday, June 18, 2015 3:52 PM  
**To:** Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Bruch, Mary; Elizabeth Rohlfing  
**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

These are the confirmations we have so far:

Park Tower Group  
L+M  
CM Levin  
AM Lentol said he would if Albany session is over.  
Brooklyn Chamber

No other electeds confirmed at this time. Will let you know if we receive further updates.

Thanks!

**Nicole Kolinsky**  
BerlinRosen Public Affairs  
[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)  
646.200.5296 (o)  
646.263.1527 (c)

---

**From:** Nicole Kolinsky  
**Sent:** Thursday, June 18, 2015 3:29 PM  
**To:** 'Morris, Juliet (HPD)'; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing  
**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin; Danielle Schlanger  
**Subject:** RE: Greenpoint Landing

Hi Juliet, I will check in with the developer who sent the invite earlier this week and get back to you as soon as I hear. In the mean time we'd like to put out a very barebones media advisory Monday (e.g. *Greenpoint Landing Associates, L+M Development Partners, and City Leaders to Make Announcement at Greenpoint Landing Site*). Please let me know if I should list DM Glen, Commissioner Been and/or President Rodney as attending.

Additionally, we've targeted Emily Nonko a freelancer at the WSJ to run a same day exclusive next Friday. She has our pitch now. We'll let you know if she decides to write.

Lastly, we are drafting a press release to be jointly issued by Greenpoint Landing Associates and L+M Dev. Partners but wanted to see if any of your offices were planning on issuing something? If so we can share our draft to be repurposed once it's in good shape. Let me know what route you all prefer and we'll take it from there.

Thanks!

Nicole

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

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---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]  
**Sent:** Thursday, June 18, 2015 3:14 PM  
**To:** Nicole Kolinsky; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing  
**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin  
**Subject:** RE: Greenpoint Landing

Hi Nicole,

Thanks again for the information.

Just wanted to follow-up to see if you had any other hard confirmations from the list of potential speakers?

Thanks,

Juliet

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Monday, June 15, 2015 2:15 PM  
**To:** Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing  
**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin  
**Subject:** RE: Greenpoint Landing

Since the site is hard to get to for those who are unfamiliar, we are calling it for 10:30 AM with an 11AM actual start time.

---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]  
**Sent:** Monday, June 15, 2015 2:12 PM  
**To:** Nicole Kolinsky; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing  
**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin  
**Subject:** RE: Greenpoint Landing

Thanks, Nicole. Your official start time is 11am, yes?

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Monday, June 15, 2015 1:28 PM  
**To:** Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing  
**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin  
**Subject:** RE: Greenpoint Landing

Hi Juliet, currently we have George Klein of Greenpoint Landing Associates and Ron Moelis, CEO of L+M Development Partners confirmed.

We are working to nail down precise staging details but right now we have a podium and possible riser with audience seating that would be angled toward the waterfront, primarily on the F2 site (the groundbreaking site). The skyline and East River would be the backdrop of the speakers and the topped out G2 affordable building would be behind the audience.

Please let me know if you have further questions. We'll look out for your prep materials.

Thanks,  
Nicole

**Nicole Kolinsky**

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[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)  
646.200.5296 (o)

646.263.1527 (c)

---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]  
**Sent:** Monday, June 15, 2015 11:50 AM  
**To:** Nicole Kolinsky; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing  
**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin  
**Subject:** RE: Greenpoint Landing

Hi Nicole,

Thanks for checking in. We are working on internal prep documents for this event and will follow-up with you very soon with questions.

One question I do have – I noticed you had a list of potential speakers in your memo. Do you have a list of confirmed speakers prepared yet? If so, could you share it?

Also, are there any other updates on what the event will look like or are we still pretty close to what's outlined in the memo?

Thanks,

Juliet

---

**Juliet Morris**  
Deputy Press Secretary  
NYC Department of Housing Preservation and Development (HPD)  
Phone: 212-863-5682  
Email: [morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)



---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Monday, June 15, 2015 11:44 AM  
**To:** Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing  
**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin  
**Subject:** RE: Greenpoint Landing

Hi everyone, wanted to check in to see if you had any feedback or questions regarding this announcement. Who is the best person on your end to be in touch with? Thx

Nicole

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]  
**Sent:** Friday, June 12, 2015 12:18 PM  
**To:** 'Christina Sanchez'; Nicole Kolinsky; Bederman, Eric (HPD); Kim Stroman; Jeremy Soffin; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing  
**Cc:** Blumm, Kate; Jovana Rizzo  
**Subject:** RE: Greenpoint Landing

+ Bederman in the interest of open communication

Thanks!

---

**From:** Christina Sanchez [<mailto:csanchez@nychdc.com>]  
**Sent:** Friday, June 12, 2015 12:15 PM  
**To:** 'Nicole Kolinsky'; Kim Stroman; Jeremy Soffin; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing  
**Cc:** Blumm, Kate; Jovana Rizzo; Morris, Juliet (HPD)  
**Subject:** RE: Greenpoint Landing

Thank you, Nicole.

I will forward to HPD Communications.

**Christina Sanchez** | Communications Coordinator  
The New York City Housing Development Corporation  
110 William Street, 10<sup>th</sup> Floor | New York, NY 10038  
☎ 212.227.2644 (main) | 212.815.7313(fax)  
✉ [Csanchez@nychdc.com](mailto:Csanchez@nychdc.com) | [HDCpress@nychdc.com](mailto:HDCpress@nychdc.com)

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Friday, June 12, 2015 11:02 AM  
**To:** Kim Stroman; Jeremy Soffin; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing; Christina Sanchez  
**Cc:** Blumm, Kate; Jovana Rizzo  
**Subject:** RE: Greenpoint Landing

Hi Elizabeth and Christina, here is the briefing memo we sent this morning regarding the 6/26 Greenpoint Landing groundbreaking. Let us know if you have any questions and who the point

person will be from the Administration.

Thank you,  
Nicole

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

---

**From:** Kim Stroman [<mailto:kstroman@nychdc.com>]  
**Sent:** Friday, June 12, 2015 10:55 AM  
**To:** Jeremy Soffin; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing; Christina Sanchez  
**Cc:** Blumm, Kate; Jovana Rizzo; Nicole Kolinsky  
**Subject:** RE: Greenpoint Landing

*Hi Jeremy. Please loop in our Vice President of Communications, Elizabeth Rohlfing, and our Communications Coordinator, Christina Sanchez. Thanks.*

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, June 12, 2015 8:21 AM  
**To:** Seabrook, Margie (HPD); Kim Stroman; 'Bruch, Mary'  
**Cc:** Blumm, Kate; Jovana Rizzo; Nicole Kolinsky  
**Subject:** RE: Greenpoint Landing

Hi all, attached please find a memo with our initial thoughts on the groundbreaking for your review. Please let us know if there is a point person we should work with on the details. I'm also cc'ing my colleagues Nicole and Jovana who are leading the event for us. Thanks!

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Seabrook, Margie (HPD) [<mailto:SEABROOM@hpd.nyc.gov>]  
**Sent:** Monday, June 01, 2015 11:36 AM  
**To:** 'Kim Stroman'; 'Bruch, Mary'; Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate  
**Subject:** RE: Greenpoint Landing

Sorry was on vacation this time works.

---

**From:** Kim Stroman [<mailto:kstroman@nychdc.com>]

**Sent:** Tuesday, May 26, 2015 11:15 AM  
**To:** 'Bruch, Mary'; Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate; Seabrook, Margie (HPD)  
**Subject:** RE: Greenpoint Landing

*HDC President Gary Rodney is available. I have a hold on his calendar.*

---

**From:** Bruch, Mary [<mailto:MBruch@cityhall.nyc.gov>]  
**Sent:** Tuesday, May 26, 2015 10:57 AM  
**To:** Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate; Seabrook, Margie (HPD); Kim Stroman  
**Subject:** RE: Greenpoint Landing

Jeremy,

Hope you had a great long weekend. I am holding 9am-12pm for this on June 26<sup>th</sup>. Margie and Kim, cc'd, can advise on Commissioner Been and President Rodney's availability, respectively.

Thank you,  
Mary

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, May 26, 2015 10:56 AM  
**To:** Bruch, Mary; Ashley Dennis  
**Cc:** Blumm, Kate  
**Subject:** RE: Greenpoint Landing

Mary: The 26<sup>th</sup> looks good with us, just double-checking with one of the partners on the project. If you can please hold the date, I will get final confirmation today.

What time were you thinking?

Thanks again.

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Bruch, Mary [<mailto:MBruch@cityhall.nyc.gov>]  
**Sent:** Friday, May 22, 2015 1:46 PM  
**To:** Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate  
**Subject:** RE: Greenpoint Landing

Jeremy,

Would the morning of June 26<sup>th</sup> work for folks? Alicia, Vicki and Gary can all do that day.

Looping Ashley, who also reached out.

Please let us know!

Thanks,  
Mary

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Thursday, April 30, 2015 5:17 PM  
**To:** Blumm, Kate  
**Subject:** Greenpoint Landing

Kate: Good talking to you yesterday. I've reattached the invite letter, which includes details on the project and broad thinking on messaging. In terms of a potential event, here's what we were thinking:

Timing: A May or June groundbreaking would be timely, with two affordable buildings underway and a third ready to break ground.

Location: The affordable building ready to break ground (site F) has remarkable views of the water and skyline, and is adjacent to the park and the first affordable building, which broke ground 10 months ago and is close to topping out.

Speaking program: The more the merrier, but would think speakers would come from among this list:

City

- Mayor
- Deputy Mayor Glen
- Commissioner Been
- Commissioner Rodney
- Commissioner Silver

Developers

- George Klein
- Ron Moelis

Local electeds

- CM Levin
- AM Lentol
- Sen. Dilan
- BP Adams
- Cong. Maloney

Community

--Open Space Alliance

--Others TBD

Best,

Jeremy Soffin

BerlinRosen Public Affairs

646-200-5318

917-860-9076

**From:** [Jovana Rizzo](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** RE: Greenpoint Landing  
**Date:** Thursday, June 25, 2015 9:52:02 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)

---

Thanks -- if you have two minutes to talk, can I give you an update on the Crain's story? I'm at [REDACTED]

---

**From:** Norvell, Wiley [WNorvell@cityhall.nyc.gov]  
**Sent:** Thursday, June 25, 2015 9:00 PM  
**To:** Jovana Rizzo; Bruch, Mary; Morris, Juliet (HPD); Bederman, Eric (HPD); Nicole Kolinsky; 'Christina Sanchez'; Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

Jovana,

Quotes and one addition to the press release below:

Quote from Deputy Mayor Alicia Glen:

“We have worked hard to make this the best project it can be. It will ultimately mean more than a thousand affordable apartments in a neighborhood where fast-rising rents are putting pressures on working families. And what’s remarkable—and a sign of our commitment to getting the most affordable housing for our dollars—is that the City succeeding in reducing the projected subsidy per unit by half. This is a good deal for taxpayers and a great project for this community.”

Quote from our DOB Commissioner:

“The innovative Greenpoint Landing project will promote housing equity in this community and bring the City closer to reaching the Mayor’s 200,000 unit affordable housing goal, while incorporating necessary resiliency design enhancements into the waterfront space,” said Building Commissioner Rick Chandler. “I want to thank Deputy Mayor Glen and her team for their efforts on this project. As the Department of Buildings assembles our Affordable Housing Acceleration Team, we look forward to enhanced collaboration with HPD and other city agencies that will ensure timely review of applications in order to achieve the Administration’s Housing New York goals.”

And we’d like to add the highlighted sentence to this paragraph:

Fifty percent of the affordable housing units are two-bedroom apartments, providing more affordable options for families in the community. The units will be marketed and leased as per New York City Department of Housing Preservation & Development (HPD) and Housing Development Corporation (HDC) guidelines, which have traditionally provided a 50 percent preference for local community residents. These permanently-affordable units will contribute to Mayor Bill de Blasio’s goal to preserve and create 200,000 units of affordable housing over the next 10 years. **Consistent with the de Blasio administration’s commitment to stretching every dollar to produce more affordable housing, the administration worked with the developer to**

reduce the projected per-unit subsidy by half, from a projected \$136,000 per unit to \$65,000 per unit.

---

**From:** Jovana Rizzo [mailto:jovana@berlinrosen.com]  
**Sent:** Thursday, June 25, 2015 5:01 PM  
**To:** Bruch, Mary; Morris, Juliet (HPD); Bederman, Eric (HPD); Nicole Kolinsky; Norvell, Wiley; 'Christina Sanchez'; Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Danielle Schlanger; Johanna Greenbaum  
**Subject:** Re: Greenpoint Landing

It will be Marian Klein Feldt.

Thanks!

Jovana

--

Jovana Rizzo  
BerlinRosen Public Affairs  
O: 646-200-5329  
C: 917-836-0618  
[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)

---

**From:** <Bruch>, Mary <[MBruch@cityhall.nyc.gov](mailto:MBruch@cityhall.nyc.gov)>  
**Date:** Thursday, June 25, 2015 4:48 PM  
**To:** "Morris, Juliet (HPD)" <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>, "Bederman, Eric (HPD)" <[bedermae@hpd.nyc.gov](mailto:bedermae@hpd.nyc.gov)>, Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>, "Norvell, Wiley" <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>, 'Christina Sanchez' <[csanchez@nychdc.com](mailto:csanchez@nychdc.com)>, Kim Stroman <[kstroman@nychdc.com](mailto:kstroman@nychdc.com)>, "Seabrook, Margie (HPD)" <[seabroom@hpd.nyc.gov](mailto:seabroom@hpd.nyc.gov)>, Elizabeth Rohlfing <[erohlfing@nychdc.com](mailto:erohlfing@nychdc.com)>  
**Cc:** Jovana <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>, Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>, Johanna Greenbaum <[jgreenbaum@parktowergroup.com](mailto:jgreenbaum@parktowergroup.com)>  
**Subject:** RE: Greenpoint Landing

Hi All,

Who is the "representative from Greenpoint Landing Associates" that will be introducing DM Glen tomorrow?

Thank you,  
Mary

---

**From:** Morris, Juliet (HPD) [mailto:[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)]  
**Sent:** Thursday, June 25, 2015 4:42 PM  
**To:** Bederman, Eric (HPD); Nicole Kolinsky; Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

**Importance:** High

Hi Nicole,

We'll have some edits to HDC President Gary Rodney's quote coming your way very soon. We'll also have a quote for HPD Commissioner Vicki Been as well.

Thanks,

Juliet

---

**From:** Bederman, Eric (HPD)  
**Sent:** Thursday, June 25, 2015 4:02 PM  
**To:** Nicole Kolinsky; Morris, Juliet (HPD); Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

I don't know that it will come up tomorrow, but I think it's fine to remove that sentence from the release as a precaution. Thanks for checking.

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Thursday, June 25, 2015 11:34 AM  
**To:** Morris, Juliet (HPD); Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

Hi everyone, you have probably seen the SCOTUS news around the Fair Housing Act and impacts on local-resident preferences. Just wanted to flag for your team and see if there was a response you will have in case it comes up (we saw that Daily News' Alyssa Katz was already opining). We will follow your lead. We would also be ok with taking the reference to local affordable out of the release: *The units will be marketed and leased as per New York City Department of Housing Preservation & Development (HPD) and Housing Development Corporation (HDC) guidelines, which have traditionally provided a 50 percent preference for local community residents.*

---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]  
**Sent:** Wednesday, June 24, 2015 11:31 AM  
**To:** Nicole Kolinsky; Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

Thank you, Nicole!

One quick question – what's the Brooklyn Chamber of Commerce's involvement in this site? Just asking in case I'm missing something specific.

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]

**Sent:** Tuesday, June 23, 2015 6:58 PM

**To:** Morris, Juliet (HPD); Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing

**Cc:** Jovana Rizzo; Danielle Schlanger; Johanna Greenbaum

**Subject:** RE: Greenpoint Landing

Hi everyone, please find a draft press release attached as well as proposed run of show with speakers. Please note we are proposing not to hold a formal Q+A following the groundbreaking. Looking forward to your feedback.

Thanks!

Nicole

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]

**Sent:** Tuesday, June 23, 2015 11:58 AM

**To:** Nicole Kolinsky; Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing

**Cc:** Jovana Rizzo; Danielle Schlanger; Johanna Greenbaum

**Subject:** RE: Greenpoint Landing

Hello,

We just wanted to be completely clear - HPD President Gary Rodney and HPD Commissioner Vicki Been will be attending the event but Deputy Mayor Alicia Glen will be the only person making remarks in the agenda on behalf of the City.

Could you send us your complete speaking order/agenda and run of show for the event when you get a chance?

Thanks!

Juliet

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]

**Sent:** Monday, June 22, 2015 3:36 PM

**To:** Morris, Juliet (HPD); Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing

**Cc:** Jovana Rizzo; Danielle Schlanger; Johanna Greenbaum

**Subject:** RE: Greenpoint Landing

Hi everyone, wanted to let you know that Joe Anuta @ Crains will write the preview story for Friday. We'll be sure to refer him to you. We also circulated the media advisory this morning and hope to have a draft release to share with you by the end of the day or tomorrow morning. Thanks!

---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]  
**Sent:** Friday, June 19, 2015 12:17 PM  
**To:** Nicole Kolinsky; Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

Hi Nicole,

Unfortunately, HPD cannot supply staging equipment and the City seal is only used for Mayoral level events. We recommend that the developer make arrangements for all equipment needed for event staging.

Thanks,

Juliet

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Friday, June 19, 2015 11:49 AM  
**To:** Norvell, Wiley; Bruch, Mary; Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

Thanks Wiley. We will definitely refer reporter to you once we have her locked in (she is in a cabin in the Berkshires with no service but has expressed interest in running it). Hoping to have draft release to you on Monday for review. We'll send advisory out on Monday morning.

If someone could let me know about staging questions below (flags+podium), that would be great.

Also, heads up that Jeremy and I are unable to attend the actual event next Friday. Jovana and Danielle from our team will be on site to coordinate and answer and questions. We also have folks from Rubenstein and folks from Marathon Strategies, who work for L+M, on site as well.

Thx everyone!

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]

**Sent:** Friday, June 19, 2015 11:41 AM

**To:** Nicole Kolinsky; Bruch, Mary; Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing

**Cc:** Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum

**Subject:** RE: Greenpoint Landing

Yes to listing DM Glen as attending on Advisory.

We'd love to be a part of the WSJ story. Keep us looped!

We'd like to give quotes for your press release, and review language. We'll circulate to housing reporters, but you should issue it.

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]

**Sent:** Friday, June 19, 2015 11:34 AM

**To:** Bruch, Mary; Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing

**Cc:** Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum; Norvell, Wiley

**Subject:** RE: Greenpoint Landing

Hi everyone, some additional logistical questions to add to the outstanding questions below:

- Should we arrange appropriate flags or can the city provide?
- Is there a podium with the City seal you'd like to use?

If you could advise on these and the below by the end of the day that would be terrific. We are still talking through the exclusive story with Emily Nonko at the WSJ and hope to have her committed ASAP.

Thanks.

Nicole

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

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**From:** Nicole Kolinsky

**Sent:** Thursday, June 18, 2015 4:11 PM

**To:** 'Bruch, Mary'; Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing

**Cc:** Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum; Norvell, Wiley

**Subject:** RE: Greenpoint Landing

Thanks Mary. Wiley, please let me know if you have any feedback on the below (repasted from previous email):

- we'd like to put out a very barebones media advisory Monday (e.g. *Greenpoint Landing*)

*Associates, L+M Development Partners, and City Leaders to Make Announcement at Greenpoint Landing Site*). Please let me know if I should list DM Glen as attending. I understand Commissioner Been and President Rodney are both confirmed.

- Additionally, we've targeted Emily Nonko a freelancer at the WSJ to run a same day exclusive next Friday. She has our pitch now. We'll let you know if she decides to write.
- Lastly, we are drafting a press release to be jointly issued by Greenpoint Landing Associates and L+M Dev. Partners but wanted to see if any of your offices were planning on issuing something? If so we can share our draft to be repurposed once it's in good shape. Let me know what route you all prefer and we'll take it from there.

Thx!

**Nicole Kolinsky**

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[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

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**From:** Bruch, Mary [<mailto:MBruch@cityhall.nyc.gov>]

**Sent:** Thursday, June 18, 2015 3:55 PM

**To:** Nicole Kolinsky; Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing

**Cc:** Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum; Norvell, Wiley

**Subject:** RE: Greenpoint Landing

Thank you for the updates, Nicole.

I am adding Wiley Norvell, and removing Kate Blumm, to handle City Hall Press.

Best,

Mary

Mary Bruch

Special Assistant

Deputy Mayor Alicia Glen

(212) 341-5013

[mbruch@cityhall.nyc.gov](mailto:mbruch@cityhall.nyc.gov)

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]

**Sent:** Thursday, June 18, 2015 3:52 PM

**To:** Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Bruch, Mary; Elizabeth Rohlfing

**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum

**Subject:** RE: Greenpoint Landing

These are the confirmations we have so far:

Park Tower Group

L+M

CM Levin

AM Lentol said he would if Albany session is over.

Brooklyn Chamber

No other electeds confirmed at this time. Will let you know if we receive further updates.

Thanks!

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

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**From:** Nicole Kolinsky

**Sent:** Thursday, June 18, 2015 3:29 PM

**To:** 'Morris, Juliet (HPD)'; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing

**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin; Danielle Schlanger

**Subject:** RE: Greenpoint Landing

H Juliet, I will check in with the developer who sent the invite earlier this week and get back to you as soon as I hear. In the mean time we'd like to put out a very barebones media advisory Monday (e.g. *Greenpoint Landing Associates, L+M Development Partners, and City Leaders to Make Announcement at Greenpoint Landing Site*). Please let me know if I should list DM Glen, Commissioner Been and/or President Rodney as attending.

Additionally, we've targeted Emily Nonko a freelancer at the WSJ to run a same day exclusive next Friday. She has our pitch now. We'll let you know if she decides to write.

Lastly, we are drafting a press release to be jointly issued by Greenpoint Landing Associates and L+M Dev. Partners but wanted to see if any of your offices were planning on issuing something? If so we can share our draft to be repurposed once it's in good shape. Let me know what route you all prefer and we'll take it from there.

Thanks!

Nicole

**Nicole Kolinsky**

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[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

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**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]

**Sent:** Thursday, June 18, 2015 3:14 PM

**To:** Nicole Kolinsky; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing

**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin

**Subject:** RE: Greenpoint Landing

Hi Nicole,

Thanks again for the information.

Just wanted to follow-up to see if you had any other hard confirmations from the list of potential speakers?

Thanks,

Juliet

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]

**Sent:** Monday, June 15, 2015 2:15 PM

**To:** Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing

**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin

**Subject:** RE: Greenpoint Landing

Since the site is hard to get to for those who are unfamiliar, we are calling it for 10:30 AM with an 11AM actual start time.

---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]

**Sent:** Monday, June 15, 2015 2:12 PM

**To:** Nicole Kolinsky; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing

**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin

**Subject:** RE: Greenpoint Landing

Thanks, Nicole. Your official start time is 11am, yes?

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]

**Sent:** Monday, June 15, 2015 1:28 PM

**To:** Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie

(HPD); 'Bruch, Mary'; Elizabeth Rohlfing  
**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin  
**Subject:** RE: Greenpoint Landing

Hi Juliet, currently we have George Klein of Greenpoint Landing Associates and Ron Moelis, CEO of L+M Development Partners confirmed.

We are working to nail down precise staging details but right now we have a podium and possible riser with audience seating that would be angled toward the waterfront, primarily on the F2 site (the groundbreaking site). The skyline and East River would be the backdrop of the speakers and the topped out G2 affordable building would be behind the audience.

Please let me know if you have further questions. We'll look out for your prep materials.

Thanks,  
Nicole

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]

**Sent:** Monday, June 15, 2015 11:50 AM

**To:** Nicole Kolinsky; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing

**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin

**Subject:** RE: Greenpoint Landing

Hi Nicole,

Thanks for checking in. We are working on internal prep documents for this event and will follow-up with you very soon with questions.

One question I do have – I noticed you had a list of potential speakers in your memo. Do you have a list of confirmed speakers prepared yet? If so, could you share it?

Also, are there any other updates on what the event will look like or are we still pretty close to what's outlined in the memo?

Thanks,

Juliet

---

**Juliet Morris**

Deputy Press Secretary

NYC Department of Housing Preservation and Development (HPD)

Phone: 212-863-5682

Email: [morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]**Sent:** Monday, June 15, 2015 11:44 AM**To:** Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfig**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin**Subject:** RE: Greenpoint Landing

Hi everyone, wanted to check in to see if you had any feedback or questions regarding this announcement. Who is the best person on your end to be in touch with? Thx

Nicole

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]**Sent:** Friday, June 12, 2015 12:18 PM**To:** 'Christina Sanchez'; Nicole Kolinsky; Bederman, Eric (HPD); Kim Stroman; Jeremy Soffin; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfig**Cc:** Blumm, Kate; Jovana Rizzo**Subject:** RE: Greenpoint Landing

+ Bederman in the interest of open communication

Thanks!

---

**From:** Christina Sanchez [<mailto:csanchez@nychdc.com>]**Sent:** Friday, June 12, 2015 12:15 PM**To:** 'Nicole Kolinsky'; Kim Stroman; Jeremy Soffin; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfig**Cc:** Blumm, Kate; Jovana Rizzo; Morris, Juliet (HPD)**Subject:** RE: Greenpoint Landing

Thank you, Nicole.

I will forward to HPD Communications.

**Christina Sanchez** | Communications Coordinator  
The New York City Housing Development Corporation  
110 William Street, 10<sup>th</sup> Floor | New York, NY 10038  
☎ 212.227.2644 (main) | 212.815.7313(fax)  
✉ [csanchez@nychdc.com](mailto:csanchez@nychdc.com) | [HDCpress@nychdc.com](mailto:HDCpress@nychdc.com)

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Friday, June 12, 2015 11:02 AM  
**To:** Kim Stroman; Jeremy Soffin; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing; Christina Sanchez  
**Cc:** Blumm, Kate; Jovana Rizzo  
**Subject:** RE: Greenpoint Landing

Hi Elizabeth and Christina, here is the briefing memo we sent this morning regarding the 6/26 Greenpoint Landing groundbreaking. Let us know if you have any questions and who the point person will be from the Administration.

Thank you,  
Nicole

**Nicole Kolinsky**  
BerlinRosen Public Affairs  
[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)  
646.200.5296 (o)  
646.263.1527 (c)

---

**From:** Kim Stroman [<mailto:kstroman@nychdc.com>]  
**Sent:** Friday, June 12, 2015 10:55 AM  
**To:** Jeremy Soffin; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing; Christina Sanchez  
**Cc:** Blumm, Kate; Jovana Rizzo; Nicole Kolinsky  
**Subject:** RE: Greenpoint Landing

***Hi Jeremy. Please loop in our Vice President of Communications, Elizabeth Rohlfing, and our Communications Coordinator, Christina Sanchez. Thanks.***

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, June 12, 2015 8:21 AM  
**To:** Seabrook, Margie (HPD); Kim Stroman; 'Bruch, Mary'

**Cc:** Blumm, Kate; Jovana Rizzo; Nicole Kolinsky  
**Subject:** RE: Greenpoint Landing

Hi all, attached please find a memo with our initial thoughts on the groundbreaking for your review. Please let us know if there is a point person we should work with on the details. I'm also cc'ing my colleagues Nicole and Jovana who are leading the event for us. Thanks!

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Seabrook, Margie (HPD) [<mailto:SEABROOM@hpd.nyc.gov>]  
**Sent:** Monday, June 01, 2015 11:36 AM  
**To:** 'Kim Stroman'; 'Bruch, Mary'; Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate  
**Subject:** RE: Greenpoint Landing

Sorry was on vacation this time works.

---

**From:** Kim Stroman [<mailto:kstroman@nychdc.com>]  
**Sent:** Tuesday, May 26, 2015 11:15 AM  
**To:** 'Bruch, Mary'; Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate; Seabrook, Margie (HPD)  
**Subject:** RE: Greenpoint Landing

***HDC President Gary Rodney is available. I have a hold on his calendar.***

---

**From:** Bruch, Mary [<mailto:MBruch@cityhall.nyc.gov>]  
**Sent:** Tuesday, May 26, 2015 10:57 AM  
**To:** Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate; Seabrook, Margie (HPD); Kim Stroman  
**Subject:** RE: Greenpoint Landing

Jeremy,

Hope you had a great long weekend. I am holding 9am-12pm for this on June 26<sup>th</sup>. Margie and Kim, cc'd, can advise on Commissioner Been and President Rodney's availability, respectively.

Thank you,  
Mary

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, May 26, 2015 10:56 AM  
**To:** Bruch, Mary; Ashley Dennis  
**Cc:** Blumm, Kate

**Subject:** RE: Greenpoint Landing

Mary: The 26<sup>th</sup> looks good with us, just double-checking with one of the partners on the project. If you can please hold the date, I will get final confirmation today.

What time were you thinking?

Thanks again.

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Bruch, Mary [<mailto:MBruch@cityhall.nyc.gov>]  
**Sent:** Friday, May 22, 2015 1:46 PM  
**To:** Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate  
**Subject:** RE: Greenpoint Landing

Jeremy,

Would the morning of June 26<sup>th</sup> work for folks? Alicia, Vicki and Gary can all do that day.

Looping Ashley, who also reached out.

Please let us know!

Thanks,  
Mary

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Thursday, April 30, 2015 5:17 PM  
**To:** Blumm, Kate  
**Subject:** Greenpoint Landing

Kate: Good talking to you yesterday. I've reattached the invite letter, which includes details on the project and broad thinking on messaging. In terms of a potential event, here's what we were thinking:

Timing: A May or June groundbreaking would be timely, with two affordable buildings underway and a third ready to break ground.

Location: The affordable building ready to break ground (site F) has remarkable views of the water and skyline, and is adjacent to the park and the first affordable building, which broke ground 10 months ago and is close to topping out.

Speaking program: The more the merrier, but would think speakers would come from among this list:

City

- Mayor
- Deputy Mayor Glen
- Commissioner Been
- Commissioner Rodney
- Commissioner Silver

Developers

- George Klein
- Ron Moelis

Local electeds

- CM Levin
- AM Lentol
- Sen. Dilan
- BP Adams
- Cong. Maloney

Community

- Open Space Alliance
- Others TBD

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

**From:** [Norvell, Wiley](#)  
**To:** ["jovana@berlinrosen.com"](#); [Bruch, Mary](#); ["morrisj@hpd.nyc.gov"](#); ["bedermoe@hpd.nyc.gov"](#); ["Nicole.Kolinsky@berlinrosen.com"](#); ["csanchez@nychdc.com"](#); ["kstroman@nychdc.com"](#); [Seabrook, Margie \(HPD\)](#); ["erohlfing@nychdc.com"](#)  
**Cc:** ["Danielle.Schlanger@berlinrosen.com"](#); ["jgreenbaum@parktowergroup.com"](#)  
**Subject:** Re: Greenpoint Landing  
**Date:** Friday, June 26, 2015 9:12:34 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)

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Jovana et al,

I am so sorry but after weeks of running ragged on the Albany front, DM Glen woke up very under the weather and cannot make today's groundbreaking. We are truly, truly sorry! Commissioner Vicki Been will speak in her stead. I'm reachable at [REDACTED] if we can be any help with reporters today. Again, we really do apologize for being unable to make this great event!

WN

---

**From:** Norvell, Wiley  
**Sent:** Thursday, June 25, 2015 09:00 PM  
**To:** 'Jovana Rizzo' <jovana@berlinrosen.com>; Bruch, Mary; Morris, Juliet (HPD) <morrisj@hpd.nyc.gov>; Bederman, Eric (HPD) <bedermoe@hpd.nyc.gov>; Nicole Kolinsky <Nicole.Kolinsky@berlinrosen.com>; 'Christina Sanchez' <csanchez@nychdc.com>; Kim Stroman <kstroman@nychdc.com>; Seabrook, Margie (HPD); Elizabeth Rohlfing <erohlfing@nychdc.com>  
**Cc:** Danielle Schlanger <Danielle.Schlanger@berlinrosen.com>; Johanna Greenbaum <jgreenbaum@parktowergroup.com>  
**Subject:** RE: Greenpoint Landing

Jovana,

Quotes and one addition to the press release below:

Quote from Deputy Mayor Alicia Glen:

"We have worked hard to make this the best project it can be. It will ultimately mean more than a thousand affordable apartments in a neighborhood where fast-rising rents are putting pressures on working families. And what's remarkable—and a sign of our commitment to getting the most affordable housing for our dollars—is that the City succeeding in reducing the projected subsidy per unit by half. This is a good deal for taxpayers and a great project for this community."

Quote from our DOB Commissioner:

"The innovative Greenpoint Landing project will promote housing equity in this community and bring the City closer to reaching the Mayor's 200,000 unit affordable housing goal, while incorporating necessary resiliency design enhancements into the waterfront space," said Building Commissioner Rick Chandler. "I want to thank Deputy Mayor Glen and her team for their efforts on this project. As the Department of Buildings assembles our Affordable Housing Acceleration Team, we look forward to enhanced collaboration with HPD and other city agencies that will ensure timely review of applications in order to achieve the Administration's Housing New York goals."

And we'd like to add the highlighted sentence to this paragraph:

Fifty percent of the affordable housing units are two-bedroom apartments, providing more affordable options for families in the community. The units will be marketed and leased as per New York City Department of Housing Preservation & Development (HPD) and Housing Development Corporation (HDC) guidelines, which have traditionally provided a 50 percent preference for local community residents. These permanently-affordable units will contribute to Mayor Bill de Blasio's goal to preserve and create 200,000 units of affordable housing over the next 10 years. Consistent with the de Blasio administration's commitment to stretching every dollar to produce more affordable housing, the administration worked with the developer to reduce the projected per-unit subsidy by half, from a projected \$136,000 per unit to \$65,000 per unit.

---

**From:** Jovana Rizzo [mailto:jovana@berlinrosen.com]

**Sent:** Thursday, June 25, 2015 5:01 PM

**To:** Bruch, Mary; Morris, Juliet (HPD); Bederman, Eric (HPD); Nicole Kolinsky; Norvell, Wiley; 'Christina Sanchez'; Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing

**Cc:** Danielle Schlanger; Johanna Greenbaum

**Subject:** Re: Greenpoint Landing

It will be Marian Klein Feldt.

Thanks!

Jovana

--

Jovana Rizzo

BerlinRosen Public Affairs

O: 646-200-5329

C: 917-836-0618

[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)

---

**From:** <Bruch>, Mary <[MBruch@cityhall.nyc.gov](mailto:MBruch@cityhall.nyc.gov)>

**Date:** Thursday, June 25, 2015 4:48 PM

**To:** "Morris, Juliet (HPD)" <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>, "Bederman, Eric (HPD)" <[bedermae@hpd.nyc.gov](mailto:bedermae@hpd.nyc.gov)>, Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>, "Norvell, Wiley" <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>, 'Christina Sanchez' <[csanchez@nychdc.com](mailto:csanchez@nychdc.com)>, Kim Stroman <[kstroman@nychdc.com](mailto:kstroman@nychdc.com)>, "Seabrook, Margie (HPD)" <[seabroom@hpd.nyc.gov](mailto:seabroom@hpd.nyc.gov)>, Elizabeth Rohlfing <[erohlfing@nychdc.com](mailto:erohlfing@nychdc.com)>

**Cc:** Jovana <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>, Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>, Johanna Greenbaum <[jgreenbaum@parktowergroup.com](mailto:jgreenbaum@parktowergroup.com)>

**Subject:** RE: Greenpoint Landing

Hi All,

Who is the "representative from Greenpoint Landing Associates" that will be introducing DM Glen tomorrow?

Thank you,  
Mary

---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]  
**Sent:** Thursday, June 25, 2015 4:42 PM  
**To:** Bederman, Eric (HPD); Nicole Kolinsky; Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing  
**Importance:** High

Hi Nicole,

We'll have some edits to HDC President Gary Rodney's quote coming your way very soon. We'll also have a quote for HPD Commissioner Vicki Been as well.

Thanks,

Juliet

---

**From:** Bederman, Eric (HPD)  
**Sent:** Thursday, June 25, 2015 4:02 PM  
**To:** Nicole Kolinsky; Morris, Juliet (HPD); Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

I don't know that it will come up tomorrow, but I think it's fine to remove that sentence from the release as a precaution. Thanks for checking.

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Thursday, June 25, 2015 11:34 AM  
**To:** Morris, Juliet (HPD); Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

Hi everyone, you have probably seen the SCOTUS news around the Fair Housing Act and impacts on local-resident preferences. Just wanted to flag for your team and see if there was a response you will have in case it comes up (we saw that Daily News' Alyssa Katz was already opining). We will follow your lead. We would also be ok with taking the reference to local affordable out of the release: *The units will be marketed and leased as per New York City Department of Housing Preservation & Development (HPD) and Housing Development Corporation (HDC) guidelines, which have traditionally provided a 50 percent preference for local community residents.*

---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]  
**Sent:** Wednesday, June 24, 2015 11:31 AM  
**To:** Nicole Kolinsky; Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing

**Cc:** Jovana Rizzo; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

Thank you, Nicole!

One quick question – what’s the Brooklyn Chamber of Commerce’s involvement in this site? Just asking in case I’m missing something specific.

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Tuesday, June 23, 2015 6:58 PM  
**To:** Morris, Juliet (HPD); Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

Hi everyone, please find a draft press release attached as well as proposed run of show with speakers. Please note we are proposing not to hold a formal Q+A following the groundbreaking. Looking forward to your feedback.

Thanks!

Nicole

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]  
**Sent:** Tuesday, June 23, 2015 11:58 AM  
**To:** Nicole Kolinsky; Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

Hello,

We just wanted to be completely clear - HPD President Gary Rodney and HPD Commissioner Vicki Been will be attending the event but Deputy Mayor Alicia Glen will be the only person making remarks in the agenda on behalf of the City.

Could you send us your complete speaking order/agenda and run of show for the event when you get a chance?

Thanks!

Juliet

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Monday, June 22, 2015 3:36 PM  
**To:** Morris, Juliet (HPD); Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

Hi everyone, wanted to let you know that Joe Anuta @ Crains will write the preview story for Friday. We'll be sure to refer him to you. We also circulated the media advisory this morning and hope to have a draft release to share with you by the end of the day or tomorrow morning. Thanks!

---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]  
**Sent:** Friday, June 19, 2015 12:17 PM  
**To:** Nicole Kolinsky; Norvell, Wiley; Bruch, Mary; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

Hi Nicole,

Unfortunately, HPD cannot supply staging equipment and the City seal is only used for Mayoral level events. We recommend that the developer make arrangements for all equipment needed for event staging.

Thanks,

Juliet

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Friday, June 19, 2015 11:49 AM  
**To:** Norvell, Wiley; Bruch, Mary; Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

Thanks Wiley. We will definitely refer reporter to you once we have her locked in (she is in a cabin in the Berkshires with no service but has expressed interest in running it). Hoping to have draft release to you on Monday for review. We'll send advisory out on Monday morning.

If someone could let me know about staging questions below (flags+podium), that would be great.

Also, heads up that Jeremy and I are unable to attend the actual event next Friday. Jovana and Danielle from our team will be on site to coordinate and answer questions. We also have folks from Rubenstein and folks from Marathon Strategies, who work for L+M, on site as well.

Thx everyone!

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]

**Sent:** Friday, June 19, 2015 11:41 AM

**To:** Nicole Kolinsky; Bruch, Mary; Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing

**Cc:** Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum

**Subject:** RE: Greenpoint Landing

Yes to listing DM Glen as attending on Advisory.

We'd love to be a part of the WSJ story. Keep us looped!

We'd like to give quotes for your press release, and review language. We'll circulate to housing reporters, but you should issue it.

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]

**Sent:** Friday, June 19, 2015 11:34 AM

**To:** Bruch, Mary; Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing

**Cc:** Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum; Norvell, Wiley

**Subject:** RE: Greenpoint Landing

Hi everyone, some additional logistical questions to add to the outstanding questions below:

- Should we arrange appropriate flags or can the city provide?
- Is there a podium with the City seal you'd like to use?

If you could advise on these and the below by the end of the day that would be terrific. We are still talking through the exclusive story with Emily Nonko at the WSJ and hope to have her committed ASAP.

Thanks.

Nicole

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

---

**From:** Nicole Kolinsky

**Sent:** Thursday, June 18, 2015 4:11 PM

**To:** 'Bruch, Mary'; Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing  
**Cc:** Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum; Norvell, Wiley  
**Subject:** RE: Greenpoint Landing

Thanks Mary. Wiley, please let me know if you have any feedback on the below (repasted from previous email):

- we'd like to put out a very barebones media advisory Monday (e.g. *Greenpoint Landing Associates, L+M Development Partners, and City Leaders to Make Announcement at Greenpoint Landing Site*). Please let me know if I should list DM Glen as attending. I understand Commissioner Been and President Rodney are both confirmed.
- Additionally, we've targeted Emily Nonko a freelancer at the WSJ to run a same day exclusive next Friday. She has our pitch now. We'll let you know if she decides to write.
- Lastly, we are drafting a press release to be jointly issued by Greenpoint Landing Associates and L+M Dev. Partners but wanted to see if any of your offices were planning on issuing something? If so we can share our draft to be repurposed once it's in good shape. Let me know what route you all prefer and we'll take it from there.

Thx!

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

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**From:** Bruch, Mary [<mailto:MBruch@cityhall.nyc.gov>]

**Sent:** Thursday, June 18, 2015 3:55 PM

**To:** Nicole Kolinsky; Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Elizabeth Rohlfing

**Cc:** Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum; Norvell, Wiley

**Subject:** RE: Greenpoint Landing

Thank you for the updates, Nicole.

I am adding Wiley Norvell, and removing Kate Blumm, to handle City Hall Press.

Best,  
Mary

Mary Bruch  
Special Assistant  
Deputy Mayor Alicia Glen

(212) 341-5013  
[mbruch@cityhall.nyc.gov](mailto:mbruch@cityhall.nyc.gov)

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**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Thursday, June 18, 2015 3:52 PM  
**To:** Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); Bruch, Mary; Elizabeth Rohlfing  
**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin; Danielle Schlanger; Johanna Greenbaum  
**Subject:** RE: Greenpoint Landing

These are the confirmations we have so far:

Park Tower Group  
L+M  
CM Levin  
AM Lentol said he would if Albany session is over.  
Brooklyn Chamber

No other electeds confirmed at this time. Will let you know if we receive further updates.

Thanks!

**Nicole Kolinsky**  
BerlinRosen Public Affairs  
[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)  
646.200.5296 (o)  
646.263.1527 (c)

---

**From:** Nicole Kolinsky  
**Sent:** Thursday, June 18, 2015 3:29 PM  
**To:** 'Morris, Juliet (HPD)'; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing  
**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin; Danielle Schlanger  
**Subject:** RE: Greenpoint Landing

H Juliet, I will check in with the developer who sent the invite earlier this week and get back to you as soon as I hear. In the mean time we'd like to put out a very barebones media advisory Monday (e.g. *Greenpoint Landing Associates, L+M Development Partners, and City Leaders to Make Announcement at Greenpoint Landing Site*). Please let me know if I should list DM Glen, Commissioner Been and/or President Rodney as attending.

Additionally, we've targeted Emily Nonko a freelancer at the WSJ to run a same day exclusive next Friday. She has our pitch now. We'll let you know if she decides to write.

Lastly, we are drafting a press release to be jointly issued by Greenpoint Landing Associates and L+M

Dev. Partners but wanted to see if any of your offices were planning on issuing something? If so we can share our draft to be repurposed once it's in good shape. Let me know what route you all prefer and we'll take it from there.

Thanks!

Nicole

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]

**Sent:** Thursday, June 18, 2015 3:14 PM

**To:** Nicole Kolinsky; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing

**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin

**Subject:** RE: Greenpoint Landing

Hi Nicole,

Thanks again for the information.

Just wanted to follow-up to see if you had any other hard confirmations from the list of potential speakers?

Thanks,

Juliet

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]

**Sent:** Monday, June 15, 2015 2:15 PM

**To:** Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing

**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin

**Subject:** RE: Greenpoint Landing

Since the site is hard to get to for those who are unfamiliar, we are calling it for 10:30 AM with an 11AM actual start time.

---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]

**Sent:** Monday, June 15, 2015 2:12 PM

**To:** Nicole Kolinsky; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing

**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin

**Subject:** RE: Greenpoint Landing

Thanks, Nicole. Your official start time is 11am, yes?

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]

**Sent:** Monday, June 15, 2015 1:28 PM

**To:** Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing

**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin

**Subject:** RE: Greenpoint Landing

Hi Juliet, currently we have George Klein of Greenpoint Landing Associates and Ron Moelis, CEO of L+M Development Partners confirmed.

We are working to nail down precise staging details but right now we have a podium and possible riser with audience seating that would be angled toward the waterfront, primarily on the F2 site (the groundbreaking site). The skyline and East River would be the backdrop of the speakers and the topped out G2 affordable building would be behind the audience.

Please let me know if you have further questions. We'll look out for your prep materials.

Thanks,  
Nicole

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

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**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]

**Sent:** Monday, June 15, 2015 11:50 AM

**To:** Nicole Kolinsky; 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing

**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin

**Subject:** RE: Greenpoint Landing

Hi Nicole,

Thanks for checking in. We are working on internal prep documents for this event and will follow-up with you very soon with questions.

One question I do have – I noticed you had a list of potential speakers in your memo. Do you have a

list of confirmed speakers prepared yet? If so, could you share it?

Also, are there any other updates on what the event will look like or are we still pretty close to what's outlined in the memo?

Thanks,

Juliet

---

**Juliet Morris**

Deputy Press Secretary

NYC Department of Housing Preservation and Development (HPD)

Phone: 212-863-5682

Email: [morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)



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**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]

**Sent:** Monday, June 15, 2015 11:44 AM

**To:** Morris, Juliet (HPD); 'Christina Sanchez'; Bederman, Eric (HPD); Kim Stroman; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing

**Cc:** Blumm, Kate; Jovana Rizzo; Jeremy Soffin

**Subject:** RE: Greenpoint Landing

Hi everyone, wanted to check in to see if you had any feedback or questions regarding this announcement. Who is the best person on your end to be in touch with? Thx

Nicole

**Nicole Kolinsky**

BerlinRosen Public Affairs

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

646.200.5296 (o)

646.263.1527 (c)

---

**From:** Morris, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]

**Sent:** Friday, June 12, 2015 12:18 PM

**To:** 'Christina Sanchez'; Nicole Kolinsky; Bederman, Eric (HPD); Kim Stroman; Jeremy Soffin; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfing

**Cc:** Blumm, Kate; Jovana Rizzo

**Subject:** RE: Greenpoint Landing

+ Bederman in the interest of open communication

Thanks!

---

**From:** Christina Sanchez [<mailto:csanchez@nychdc.com>]  
**Sent:** Friday, June 12, 2015 12:15 PM  
**To:** 'Nicole Kolinsky'; Kim Stroman; Jeremy Soffin; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfiing  
**Cc:** Blumm, Kate; Jovana Rizzo; Morris, Juliet (HPD)  
**Subject:** RE: Greenpoint Landing

Thank you, Nicole.

I will forward to HPD Communications.

**Christina Sanchez** | Communications Coordinator  
The New York City Housing Development Corporation  
110 William Street, 10<sup>th</sup> Floor | New York, NY 10038  
☎ 212.227.2644 (main) | 212.815.7313(fax)  
✉ [Csanchez@nychdc.com](mailto:Csanchez@nychdc.com) | [HDCpress@nychdc.com](mailto:HDCpress@nychdc.com)

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Friday, June 12, 2015 11:02 AM  
**To:** Kim Stroman; Jeremy Soffin; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfiing; Christina Sanchez  
**Cc:** Blumm, Kate; Jovana Rizzo  
**Subject:** RE: Greenpoint Landing

Hi Elizabeth and Christina, here is the briefing memo we sent this morning regarding the 6/26 Greenpoint Landing groundbreaking. Let us know if you have any questions and who the point person will be from the Administration.

Thank you,  
Nicole

**Nicole Kolinsky**  
BerlinRosen Public Affairs  
[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)  
646.200.5296 (o)  
646.263.1527 (c)

---

**From:** Kim Stroman [<mailto:kstroman@nychdc.com>]  
**Sent:** Friday, June 12, 2015 10:55 AM  
**To:** Jeremy Soffin; Seabrook, Margie (HPD); 'Bruch, Mary'; Elizabeth Rohlfiing; Christina Sanchez

**Cc:** Blumm, Kate; Jovana Rizzo; Nicole Kolinsky  
**Subject:** RE: Greenpoint Landing

***Hi Jeremy. Please loop in our Vice President of Communications, Elizabeth Rohlfing, and our Communications Coordinator, Christina Sanchez. Thanks.***

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, June 12, 2015 8:21 AM  
**To:** Seabrook, Margie (HPD); Kim Stroman; 'Bruch, Mary'  
**Cc:** Blumm, Kate; Jovana Rizzo; Nicole Kolinsky  
**Subject:** RE: Greenpoint Landing

Hi all, attached please find a memo with our initial thoughts on the groundbreaking for your review. Please let us know if there is a point person we should work with on the details. I'm also cc'ing my colleagues Nicole and Jovana who are leading the event for us. Thanks!

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Seabrook, Margie (HPD) [<mailto:SEABROOM@hpd.nyc.gov>]  
**Sent:** Monday, June 01, 2015 11:36 AM  
**To:** 'Kim Stroman'; 'Bruch, Mary'; Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate  
**Subject:** RE: Greenpoint Landing

Sorry was on vacation this time works.

---

**From:** Kim Stroman [<mailto:kstroman@nychdc.com>]  
**Sent:** Tuesday, May 26, 2015 11:15 AM  
**To:** 'Bruch, Mary'; Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate; Seabrook, Margie (HPD)  
**Subject:** RE: Greenpoint Landing

***HDC President Gary Rodney is available. I have a hold on his calendar.***

---

**From:** Bruch, Mary [<mailto:MBruch@cityhall.nyc.gov>]  
**Sent:** Tuesday, May 26, 2015 10:57 AM  
**To:** Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate; Seabrook, Margie (HPD); Kim Stroman  
**Subject:** RE: Greenpoint Landing

Jeremy,

Hope you had a great long weekend. I am holding 9am-12pm for this on June 26<sup>th</sup>. Margie and Kim,

cc'd, can advise on Commissioner Been and President Rodney's availability, respectively.

Thank you,  
Mary

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, May 26, 2015 10:56 AM  
**To:** Bruch, Mary; Ashley Dennis  
**Cc:** Blumm, Kate  
**Subject:** RE: Greenpoint Landing

Mary: The 26<sup>th</sup> looks good with us, just double-checking with one of the partners on the project. If you can please hold the date, I will get final confirmation today.  
What time were you thinking?  
Thanks again.

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Bruch, Mary [<mailto:MBruch@cityhall.nyc.gov>]  
**Sent:** Friday, May 22, 2015 1:46 PM  
**To:** Jeremy Soffin; Ashley Dennis  
**Cc:** Blumm, Kate  
**Subject:** RE: Greenpoint Landing

Jeremy,

Would the morning of June 26<sup>th</sup> work for folks? Alicia, Vicki and Gary can all do that day.

Looping Ashley, who also reached out.

Please let us know!

Thanks,  
Mary

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Thursday, April 30, 2015 5:17 PM  
**To:** Blumm, Kate  
**Subject:** Greenpoint Landing

Kate: Good talking to you yesterday. I've reattached the invite letter, which includes details on the project and broad thinking on messaging. In terms of a potential event, here's what we were

thinking:

Timing: A May or June groundbreaking would be timely, with two affordable buildings underway and a third ready to break ground.

Location: The affordable building ready to break ground (site F) has remarkable views of the water and skyline, and is adjacent to the park and the first affordable building, which broke ground 10 months ago and is close to topping out.

Speaking program: The more the merrier, but would think speakers would come from among this list:

City

- Mayor
- Deputy Mayor Glen
- Commissioner Been
- Commissioner Rodney
- Commissioner Silver

Developers

- George Klein
- Ron Moelis

Local electeds

- CM Levin
- AM Lentol
- Sen. Dilan
- BP Adams
- Cong. Maloney

Community

- Open Space Alliance
- Others TBD

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

**From:** [Emily Walsh](#)  
**To:** [Jonathan Rosen](#); [Da Costa, Ricky](#)  
**Cc:** [Barbagallo Joy](#); [Griffith, Chantell](#); [Schaeffer Molly](#); [Seignious, Sandy](#); [Goldmark, Karin](#)  
**Subject:** RE: Education Speech  
**Date:** Tuesday, June 30, 2015 10:51:27 AM

---

Works for Jonathan.

Emily Walsh  
BerlinRosen Public Affairs  
emily@berlinrosen.com  
646-200-5310

---

**From:** Jonathan Rosen  
**Sent:** Tuesday, June 30, 2015 10:48 AM  
**To:** Da Costa, Ricky  
**Cc:** Barbagallo Joy; Griffith, Chantell; Schaeffer Molly; Seignious, Sandy; Goldmark, Karin; Emily Walsh  
**Subject:** Re: Education Speech

Looping emily Walsh who keeps my schedule

Sent from my iPhone

On Jun 30, 2015, at 10:42 AM, Da Costa, Ricky <[RDaCosta@cityhall.nyc.gov](mailto:RDaCosta@cityhall.nyc.gov)> wrote:

That should work for Tom

---

**From:** Barbagallo Joy [<mailto:JBarbag@schools.nyc.gov>]  
**Sent:** Tuesday, June 30, 2015 10:41 AM  
**To:** Griffith, Chantell; Da Costa, Ricky; Schaeffer Molly; '[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)'; Seignious, Sandy  
**Cc:** Goldmark, Karin  
**Subject:** RE: Education Speech

Josh can do the 15<sup>th</sup> anytime between 9:30am-11:00am.  
Thanks,

---

**From:** Griffith, Chantell [<mailto:CGriffith@cityhall.nyc.gov>]  
**Sent:** Tuesday, June 30, 2015 10:40 AM  
**To:** Da Costa, Ricky; Schaeffer Molly; '[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)'; Seignious, Sandy; Barbagallo Joy  
**Cc:** [KGoldmark@cityhall.nyc.gov](mailto:KGoldmark@cityhall.nyc.gov)  
**Subject:** RE: Education Speech

Next week is bad for a few folks so going into the following week. Tony is available on the 15<sup>th</sup> 9-11.

---

**From:** Da Costa, Ricky  
**Sent:** Tuesday, June 30, 2015 10:31 AM  
**To:** Griffith, Chantell; 'Schaeffer Molly'; '[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)'; Seignious, Sandy; Barbagallo Joy ([JBarbag@schools.nyc.gov](mailto:JBarbag@schools.nyc.gov))  
**Cc:** Goldmark, Karin

**Subject:** RE: Education Speech

Tom can do Monday 2-4 but not available Tuesday AM.

---

**From:** Griffith, Chantell

**Sent:** Tuesday, June 30, 2015 10:28 AM

**To:** 'Schaeffer Molly'; '[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)'; Seignious, Sandy; Da Costa, Ricky; Barbagallo Joy ([JBarbag@schools.nyc.gov](mailto:JBarbag@schools.nyc.gov))

**Cc:** Goldmark, Karin

**Subject:** Education Speech

Good morning,

Tony would like to meet early next week regarding Mayor's Education Speech. He is currently available on Monday 2-4 and Tuesday 9-11.

Thanks,

*Chantell Griffith*

*Special Assistant to the First Deputy Mayor*

*Office of the Mayor*

*(212) 788-3191*

*[CGriffith@cityhall.nyc.gov](mailto:CGriffith@cityhall.nyc.gov)*

**From:** [Snyder, Thomas](#)  
**To:** [B](#)  
**Cc:** [Hagelgans, Andrea](#); [Hinton, Karen](#); [Walzak, Phil](#); [Wolfe, Emma](#); [Fuleihan, Dean \(OMB\)](#); [FLONYC](#); [jfdc@akpdmedia.com](#); [Jonathan@berlinrosen.com](#)  
**Subject:** Re: NY OBSERVER: What Does Bill de Blasio Gain by Openly Blasting Andrew Cuomo?  
**Date:** Tuesday, June 30, 2015 7:43:36 PM

---

Digging foxholes now.

Sent from my iPhone

On Jun 30, 2015, at 7:42 PM, B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

Timing is everything, my friends. We half-planned, half-stumbled upon the perfect timing. Got the freeze it's moment of glory, then hurt with this. Now brace for the counter-attack

---

**From:** Snyder, Thomas  
**Sent:** Tuesday, June 30, 2015 07:37 PM  
**To:** B  
**Cc:** [Hagelgans, Andrea](#); [Hinton, Karen](#); [Walzak, Phil](#); [Wolfe, Emma](#); [Fuleihan, Dean \(OMB\)](#); [FLONYC](#); [jfdc@akpdmedia.com](#) <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>; [Jonathan@berlinrosen.com](#) <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>  
**Subject:** Re: NY OBSERVER: What Does Bill de Blasio Gain by Openly Blasting Andrew Cuomo?

That analysis is almost more than we could hope for. Positions Mayor as voice of the dems and eviscerates the gov. Grand slam

Sent from my iPhone

On Jun 30, 2015, at 7:10 PM, B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

First of all, when did Ross Barkan get smart and insightful???? And Andrea, I appreciate and agree with your analysis. A great team effort, everyone. Good thinking and good coaching to get me ready. Well done

---

**From:** [Hagelgans, Andrea](#)  
**Sent:** Tuesday, June 30, 2015 05:31 PM  
**To:** B  
**Cc:** [Hinton, Karen](#); [Walzak, Phil](#); [Wolfe, Emma](#); [Snyder, Thomas](#)  
**Subject:** Fw: NY OBSERVER: What Does Bill de Blasio Gain by Openly Blasting Andrew Cuomo?

Given all the clips, I would say this interview achieved the goal we discussed of being "foundational".

Range of articles noting your "measured" tone, "calm and deliberate".

---

**From:** Clips

**Sent:** Tuesday, June 30, 2015 05:26 PM

**Subject:** NY OBSERVER: What Does Bill de Blasio Gain by Openly Blasting Andrew Cuomo?

**What Does Bill de Blasio Gain by Openly Blasting Andrew Cuomo?**

NY OBSERVER - Ross Barkan

<http://observer.com/2015/06/what-does-bill-de-blasio-gain-by-openly-blasting-andrew-cuomo/#.VZMGti2z8wU.twitter>

When Mayor Bill de Blasio eviscerated Gov. Andrew Cuomo, a fellow Democrat, in an unusually candid press conference earlier today, there was the usual chatter about a vindictive governor readying to punish an unruly mayor who didn't know his place.

But among progressive Democrats frustrated at an executive who they see as antithetical to their values, there was elation. For Democrats in New York City and Albany, Mr. de Blasio's sudden decision to publicly air his grievances at Mr. Cuomo was long-awaited, the equivalent of a come-to-Jesus moment.

"The only way to make progress with Andrew is to attack him. If you attack him effectively, he'll cave. He's a bully," said Bill Samuels, a prominent liberal activist and fundraiser. "The verdict for Cuomo for many of us was decided long ago."

When Mr. de Blasio fumed that he had been "disappointed at every turn" with Mr. Cuomo and admitted he couldn't "tell you that I can place his philosophy at this point," liberals found their conscience given voice in the mayor of New York City.

For Mr. de Blasio and the left, the indignities are stacked high. Last year, Mr. Cuomo denied Mr. de Blasio the tax hike he sought to fund his universal prekindergarten initiative and later rammed through a law that guaranteed new charter schools free space in New York City, punishing the anti-charter teachers' union and the mayor, who was always a charter critic.

"It keeps playing out in ways that I think sometimes are about dealmaking, sometimes about revenge," Mr. de Blasio said today. "I think each situation obviously is different. But it's not about policy. It's not about substance. It's certainly not about the millions of people affected."

Despite Mr. de Blasio's enthusiastic endorsement of Mr. Cuomo's re-election bid in 2014, including a behind-the-scenes push to win him the Working Families Party endorsement, he found only roadblocks and

inexplicable slights. There was the time Mr. Cuomo announced a new, controversial Ebola policy with Republican Gov. Chris Christie—and didn't tell the mayor. There was the time, early this year, when Mr. Cuomo ordered the shuttering of the subways to prepare for a snowstorm—and didn't tell the mayor. There was the time, less than a month later, when Mr. de Blasio, as a centerpiece of his State of the City address, announced a plan to build an affordable housing complex on a Queens rail yard—and Mr. Cuomo, within hours, shot it down. There was the time last week when Mr. Cuomo all but admitted he was trashing the mayor anonymously to reporters.

Mr. de Blasio and his Albany team had hoped incremental, tactful negotiation, combined with an appeal to logic and a degree of righteousness would win the day with Mr. Cuomo. But 2015, when mayoral control was extended for a single year and rent laws were barely strengthened, proved Mr. de Blasio's more honeyed approach to handling Mr. Cuomo failed. Mr. Cuomo's reflexive dismissal of almost everything the mayor advocated—from a reform of the 421a tax break to a decision to allow more charter schools in the city—baffled City Hall.

So today, Mr. de Blasio tried something new.

“Enough is enough. This isn't about personalities. It's about one personality playing politics and using 8.5 million people as pawns,” crowed one de Blasio loyalist.

An Albany Democrat was similarly blunt.

“I think what you are seeing is that the governor has no friends and that is because he has no actual beliefs and vision,” the Democrat said. “He just wants to win.”

Mr. de Blasio's new posture—far more pugilistic than passive aggressive—represents a realization that he has more leverage in this fight than many, including himself, might have believed. Yes, Albany wields inordinate power over New York City, determining whether it can raise its minimum wage, control its public schools, or alter the web of its rent regulations. Yes, an irate Mr. Cuomo can continue to thwart much of what Mr. de Blasio hopes to accomplish.

Yet Mr. de Blasio, for all his scuffles at home, is the more popular man, at least with progressive Democrats who make up a primary electorate. Mr. Cuomo's overall popularity continues to plummet, too: just 44 percent of voters gave him a thumbs up earlier this month, and 42 percent didn't.

Among top Democrats in New York, Mr. Cuomo is virtually friendless. He has burned bridges with Sen. Charles Schumer, Attorney General Eric Schneiderman and State Comptroller Thomas DiNapoli. Ditto the rank-and-file party activists motivated more by ideology than Mr. Cuomo's centrist pragmatism.

If Mr. Cuomo enacts payback on Mr. de Blasio, a city of eight million

people could suffer, and Mr. de Blasio can point to a scapegoat in the governor. He has the advantage of the largest media market in the world to disseminate his message; Mr. Cuomo, never one for cameras or microphones, has Albany.

Viewed as feckless by at least some politicians, Mr. de Blasio is still a relatively deft campaigner and messenger, a veteran of several tough elections. Mr. Cuomo has mixed it up with the State Legislature, but how adept he can become at a full-scale public relations war with a mayor of his own party remains an open question.

And Assembly and State Senate Democrats, long cowed by the governor, are feeling emboldened to speak out as Mr. de Blasio has done. If Republicans lose their slim majority in 2016—Mr. de Blasio implied today Mr. Cuomo leaned on them to foil him—Mr. de Blasio will only have more weapons in his arsenal.

In Albany, where strength often matters more than reason, Mr. de Blasio could conceivably hold leverage over Mr. Cuomo if he seeks re-election in 2018. An underfunded challenger, law professor Zephyr Teachout, garnered a surprising 34 percent of the vote against Mr. Cuomo last year. Activists are hoping to coax a bigger name, like Mr. Schneiderman, to take on Mr. Cuomo—if Mr. de Blasio lends his clout and fundraising prowess to an influential challenger, or even feints at doing so, Mr. Cuomo could find himself in a very uncomfortable position.

“We’ve seen Cuomo’s standing plummet as more and more people realize he’s not his father and really has a Republican austerity agenda,” Ms. Teachout said. “Increasingly, what the base cares about really matters.”

**From:** [Emily Walsh](#)  
**To:** [Griffith, Chantell](#)  
**Subject:** RE: edu speech  
**Date:** Tuesday, July 07, 2015 10:45:27 AM

---

Sounds great, thank you

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Griffith, Chantell [[CGriffith@cityhall.nyc.gov](mailto:CGriffith@cityhall.nyc.gov)]  
**Sent:** Tuesday, July 07, 2015 10:44 AM  
**To:** Emily Walsh  
**Subject:** RE: edu speech

Hi Emily,

I will have Tony meet with Josh and Emmy Liss and let you know if I need to set something else up next week.

Thanks,  
Chantell

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Tuesday, July 07, 2015 10:43 AM  
**To:** Barbagallo Joy; Griffith, Chantell  
**Subject:** RE: edu speech

Hi Chantell,

Unfortunately Jonathan is in Dallas tomorrow and Thursday on business.

Let me know how else I can help here.  
Thanks,  
Emily

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Barbagallo Joy [[JBarbag@schoools.nyc.gov](mailto:JBarbag@schoools.nyc.gov)]  
**Sent:** Tuesday, July 07, 2015 10:42 AM  
**To:** Griffith, Chantell; Emily Walsh  
**Subject:** RE: edu speech

Hi Chantell, it works for Josh. Please send out an invite.

Thanks, Joy

---

**From:** Griffith, Chantell [<mailto:CGriffith@cityhall.nyc.gov>]  
**Sent:** Tuesday, July 07, 2015 10:40 AM  
**To:** Barbagallo Joy; 'Emily@berlinrosen.com'  
**Subject:** FW: edu speech

Hi Ladies,

Can Josh and Jonathan meet with Tony tomorrow @ 5pm? He would like to have this meeting before the Mayor returns.

Thanks,  
Chantell

---

**From:** Goldmark, Karin  
**Sent:** Tuesday, July 07, 2015 10:31 AM  
**To:** Griffith, Chantell  
**Subject:** edu speech

So Tony wanted to meet Jonathan Rosen and Josh Wallack this week, before MBdB came back. Maybe he can just meet with Wallack and Emmy Liss and go over the metrics Wallack sent him. Tony needs to have something he can say to MBdB to point to progress on edu speech prep. Can you please work with Joy B to get Wallack in before Weds even if only for 30 mins? I am so sorry I didn't email this to you before I left.

Karin Goldmark  
Senior Education Advisor  
Office of the First Deputy Mayor  
O: 212.341.5390  
M: 347.453.6159  
[kgoldmark@cityhall.nyc.gov](mailto:kgoldmark@cityhall.nyc.gov)

**From:** [Goldmark, Karin](#)  
**To:** ["jrosen@berlinrosen.com"](mailto:jrosen@berlinrosen.com)  
**Subject:** FW: Excellence and Equity  
**Date:** Tuesday, July 14, 2015 5:37:18 PM  
**Attachments:** [Outline\\_07\\_10\\_15.docx](#)

---

Keeping you off the other email chain since you're ext. this outline from Josh W, comes out of your meeting on this last week.

## Education goals - speech outline

- All children have the right to an excellent public education. We believe in and strive for a system that delivers **high quality education to all of our students**. We will not settle for less.
- Many have said a system cannot effectively close the gap and raise the bar at the same time; we disagree. We are committed to doing both, and believe the goals of **excellence and equity** can be mutually reinforcing
- Our theory of action relies on the expertise of educators who know what works:
  1. Set a **high standard for all our schools**, which starts with rich instruction in the skills that will enable children to succeed, by the most effective and well-trained teachers, with strong principals to lead their school communities and select and support the most effective educators
  2. Address the **barriers that keep kids from learning** without allowing those barriers to become an excuse for why they cannot succeed
  3. Get kids an **earlier start** to even the playing field, and reinforce the impact of those early interventions with a system of academic and community supports for kids at all grade levels (Never saying 'it's too late' to provide an excellent education.)
- What does this mean in practice?
  1. Starting early, we set an ambitious goal to enroll every four-year-old in New York City in free, full day pre-k. Today, we have over 70,000 children in these programs. We will continue to make seats available until every family has access to a program that is best suited to their needs, and we are dedicated to ensuring the highest quality pre-kindergarten education for all of our students
  2. We are implementing a community schools model to provide the supports that enable children to enter the classroom ready to learn, including health services, like free vision screenings, and social-emotional supports. This year, XXX children will receive free physical and mental health services and additional instructional support with the help of our community partners.
    - And especially in our Renewal Schools, we are working to address the effects of deep poverty while raising our expectations for academic achievement. The two strategies go hand-in-hand
  3. Across the system, we are raising the bar for quality in all our classrooms and ensuring all our students are learning the material that will prepare them for their future, taught by effective teachers, who are supported by strong principals
    - The implementation of Common Core is raising the standard for all of our students. Common Core is not a curriculum but an approach; designed to teach higher-order and creative thinking
    - Paired with the implementation of rich classroom content for our students is rigorous training for our teachers to continuously improve their practice
    - And we are supporting our principals to lead strong, healthy school communities and continue striving for academic excellence in **all** 1800 of our schools

- We have bold aspirations for our system, which are grounded in the notion that every child has the right to an excellent education. We hold this unwavering belief to be true for the thousands of four-year-olds who joined the inaugural class of universal pre-k, and for the thousands of students who enter our system for the first time from near and far in high school. We will work until:
  1. Every high school student is on track to graduate, ready for college, career, and independent living
  2. Every middle school student is socially, emotionally, and academically ready for high school
  3. Every elementary school student has the academic foundation to succeed
  4. Every child in NYC enters kindergarten ready to learn
- At every level of education, we are preparing students for the next set of hurdles – academically, socially, and emotionally – and are striving for all our students to become inquisitive, thoughtful, productive members of society
- But setting aspirations is not enough to drive excellence. And progress toward our goals is more than just a test score. We have identified key moments in students’ academic and social-emotional growth that will set them up to succeed in the long-term, and we will focus on making progress against these indicators at a system level
- These key moments in our students’ education include:
  1. Are our second graders reading at grade level?
  2. Are our seventh-graders socially and emotionally prepared for the rigors of high school?
  3. Are our tenth-graders earning enough credits to be on-track for graduation and college and career readiness?
- We plan to measure not just the outcomes, but also the immediate effect of the strategies we put into place across the system as **we hold ourselves accountable for ensuring both the excellence and the equity of our schools**

**From:** [Andrew Fitzgerald](#)  
**To:** [Merritt, Jeff](#)  
**Cc:** [Jonathan Lipman](#); [Mark Ro Beyersdorf](#); [Jordan Smith](#)  
**Subject:** Scheduling call with BerlinRosen on Citymart  
**Date:** Wednesday, July 15, 2015 10:40:45 AM

---

Hi Jeff,

I'm Andy Fitzgerald, I work on the Citymart team over at BerlinRosen. I wanted to follow-up with you on scheduling a call to coordinate our press outreach with your plans around the kick off the NYC partnership. I'll be handling the logistics while my colleague Jordan Smith is on vacation – are there times over the next few days that could work for you?

Thanks!

Andy

--

Andy Fitzgerald

BerlinRosen

[andrew.fitzgerald@berlinrosen.com](mailto:andrew.fitzgerald@berlinrosen.com)

Office: 646-517-1823

Cell: 774-218-6664

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**From:** Kadushin, Peter  
**Sent:** Monday, July 20, 2015 6:55 PM  
**To:** Kadushin, Peter  
**Subject:** Staten Island Power Outage Updates

### **Staten Island Power Outage Fact Sheet**

“This afternoon about 19,000 Con Edison customers in two networks on Staten Island lost power. The City is working closely with Con Edison as the company restores services. All City agencies are coordinating to ensure Staten Island and its residents get the support they need. As always, in the event of an emergency, affected residents should call 911.”

- First Deputy Mayor Anthony Shorris

#### **Con Edison**

- 19K customers now out of service
- Two Con Edison networks impacted (Fox Hills and Fresh Kill)
- Three feeders went out at approximately 2PM causing the initial outage
- Five feeders were down at one point
- Currently, two feeders remain out and they are undergoing repairs
- Transporting 8 generators to support the two impacted networks – 3 are currently on site
- Richmond Hills under an 8% voltage reduction
- Midtown West network in Manhattan under an 8% voltage reduction
- Residents should report a loss of electric service to Con Edison at 1-800-75-CONED (26633)
- Con Edison has asked customers in impacted areas who have power not to use appliances such as washers, dryers, air conditioners, and other energy-intensive equipment until the equipment problems are resolved

#### **NYPD**

- Task Force resources currently being deployed to Staten Island
- Traffic assistance: 32 traffic agents and 4 supervisors to manage main thoroughfares
- Transporting light towers – 24 light towers to provide lighting at critical intersections and locations including Hylan Blvd. and Father Capodanno Blvd.
- Visiting critical care patients to get them necessary attention and care

#### **OEM**

- Coordinating citywide response
- Setting up field command post near Staten Island University Hospital
- Extending hours of operation for select cooling centers on Staten Island until 11PM: Todt Hill Community Center at 255 Westwood Avenue, Richmond Terrace Community Center at 71 Jersey Street, and West Brighton Community Center at 230 Broadway
- Facilitating deployment of MTA busses to help provide air conditioning at critical locations
- Contacting nursing homes in impacted areas
- Transporting 8 light towers to the area
- Managing the deployment of Community Emergency Response Team (CERT) volunteers (currently 19 volunteers are assisting NYPD with traffic control)

#### **EMS**

- Adding units to impacted areas

-South Brooklyn EMS units being prepped to support potential increase in call volume

**NYCHA**

-Stair climbers to check on elderly and critical NYCHA residents

-Deployed high-voltage electrician teams to hook up generators when deployed

**Neighborhoods Seeing Partial Outages**

St. George

Grymes Hill

Dongan Hills

New Dorp

Todt Hill

Richmond Hills

Old Place

Mariners Harbor

Tottenville

Eltingville

Tompkinsville

Ward Hill

New Brighton

South Beach

Stapleton

Ocean Breeze

Fort Wadsworth

Concord

Grant City

Great Kills

Rosebank

Oakwood

Silver Lake

Peter Kadushin

Communications Advisor to the Mayor's Office

212-341-5371

917-453-8684

Twitter: @peterkadushin

**From:** [Jonathan Lipman](#)  
**To:** [Brack, Ryan \(CTO\)](#)  
**Cc:** [Andrew Fitzgerald](#); [Jordan Smith](#); [Merritt, Jeff](#)  
**Subject:** RE: event on innovative procurement  
**Date:** Monday, July 20, 2015 7:34:41 PM

---

Thanks! We'll follow up tomorrow with calendar invite.

---

**From:** Brack, Ryan (CTO) [mailto:[RBrack@cto.nyc.gov](mailto:RBrack@cto.nyc.gov)]  
**Sent:** Monday, July 20, 2015 7:33 PM  
**To:** Jonathan Lipman  
**Cc:** Andrew Fitzgerald; Jordan Smith; Jeff Merritt  
**Subject:** Re: event on innovative procurement

Perfect!

Sent from my iPhone

On Jul 20, 2015, at 7:32 PM, Jonathan Lipman <[lipman@berlinrosen.com](mailto:lipman@berlinrosen.com)> wrote:

Hi Ryan, this is Jonathan. Thanks for the fast reply! Yes, tomorrow at 4:30 would work for us if that exact time works for you, we'll hold the time and follow up with you in the morning with a conference call tomorrow. Does that work?

---

**From:** Brack, Ryan (CTO) [mailto:[RBrack@cto.nyc.gov](mailto:RBrack@cto.nyc.gov)]  
**Sent:** Monday, July 20, 2015 7:30 PM  
**To:** Andrew Fitzgerald  
**Cc:** Jonathan Lipman; Jordan Smith  
**Subject:** Re: event on innovative procurement

Nice to meet you all! Could you connect tomorrow anytime after 4:30? I leave for vacation on Wednesday and would rather connect tomorrow than after my return, 7/28. Thanks! [REDACTED]

Sent from my iPhone

On Jul 20, 2015, at 4:57 PM, Andrew Fitzgerald <[Andrew.Fitzgerald@berlinrosen.com](mailto:Andrew.Fitzgerald@berlinrosen.com)> wrote:

Hi Ryan,

It's a pleasure to get connected with you. My colleagues Jonathan and Jordan and I are working with Citymart to help with media outreach around their partnerships with various cities, and we're really excited to get to work on the partnership between NYC and Citymart.

Would you have some time over the next few days to speak with us over the phone about the partnership, and to coordinate messaging and

outreach?

Thanks!

Andy

--

Andy Fitzgerald

BerlinRosen

[andrew.fitzgerald@berlinrosen.com](mailto:andrew.fitzgerald@berlinrosen.com)

Office: 646-517-1823

Cell: 774-218-6664

---

**From:** Julia Haselmayer <[jh@citymart.com](mailto:jh@citymart.com)>

**Date:** Monday, July 20, 2015 at 2:36 PM

**To:** Jordan Smith <[jordan.smith@berlinrosen.com](mailto:jordan.smith@berlinrosen.com)>, Andrew Fitzgerald <[andrew.fitzgerald@berlinrosen.com](mailto:andrew.fitzgerald@berlinrosen.com)>

**Cc:** "Brack, Ryan" <[rbrack@cto.nyc.gov](mailto:rbrack@cto.nyc.gov)>, Jonathan Lipman <[lipman@berlinrosen.com](mailto:lipman@berlinrosen.com)>

**Subject:** FW: event on innovative procurement

Hi Ryan,

Nice to e-meet you. I would like to introduce you to Jordan Smith and Andrew Fitzgerald from BerlinRosen. They will reach out to you in the coming days to align the messaging and discuss next steps.

Best

Julia

-----  
**Julia Haselmayer**, Principal  
c: +1 (917) 601 9474

**Citymart - Inspiring solutions to transform cities**

---

**From:** Julia Haselmayer [[jh@citymart.com](mailto:jh@citymart.com)]

**Sent:** Friday, July 17, 2015 3:25 PM

**To:** Merritt, Jeff

**Subject:** event on innovative procurement

Hi Jeff,

I hope all is well. I would like to follow up our conversation regarding the

event next Tuesday. In our last call said you wanted to use this opportunity to start talking about our partnership. Is this still the plan? As we are presenting an ignite talk directly after your presentation I would like to briefly align the messaging. Would you have a minute for a call this afternoon or Monday morning?

Also Berlin Rosen have a few questions for you as they are preparing the announcement of our partnership (whenever appropriate). I have listed them below to give you an idea where they are going with this. They want to naturally leverage this announcement as much as possible and are therefore keen on aligning with you.

### **Questions from Berlin Rosen for Jeff Merritt in NYC**

- Are you planning to mention Citymart-NYC partnership at event on Tuesday?
- If not, what would be a good timeline for going public?
- How locked in are challenge topics?
  - What challenges can we specifically name in our release and initial outreach effort? (Process for employees to raise problems, get feedback?)
    - How much detail can we go into on these?
- Can we talk about the focus on underused or outmoded assets?
- We'll probably have a couple of quotes from Citymart, would it be possible to get a quote from the Mayor or a city official to include?
- Other partners we should mention in release?

Thanks

Julia

-----  
**Julia Haselmayer**, Principal  
c: +1 (917) 601 9474

### **Citymart - Inspiring solutions to transform cities**

Citymart US Inc.  
c/o Civic Hall  
156 5<sup>th</sup> Avenue, 2<sup>nd</sup> Floor  
New York City, NY 10010

Balmes 114 - ático  
08008 Barcelona, Spain  
t: +34 931 855 110

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** ["Jonathan Rosen"](#)  
**Subject:** RE: MBDB: Education Speech Briefing  
**Date:** Tuesday, July 21, 2015 2:06:20 PM

---

Let me know if call in number appears on your sched.

-----Original Message-----

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
Sent: Monday, July 20, 2015 8:13 PM  
To: Salazar-Rodriguez, Prisca  
Subject: Re: MBDB: Education Speech Briefing

Hey Prisca,

I am away out of town all week so unfortunately can't make this. Can try to dial in to planning if there is a dial in or if you guys want to just call my cell.

Thanks!

Jonathan

Sent from my iPad

> On Jul 20, 2015, at 5:15 PM, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>  
> wrote:

>

>

>

> <[meeting.ics](#)>

**From:** [Jonathan Rosen](#)  
**To:** [Salazar-Rodriguez, Prisca](#)  
**Subject:** Re: MBDB: Education Speech Briefing  
**Date:** Tuesday, July 21, 2015 8:06:02 PM

---

Thanks. Got it.

Sent from my iPad

> On Jul 21, 2015, at 2:04 PM, "Salazar-Rodriguez, Prisca" <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

>

> Hi!

> I will send a call in # for you. Delcacato has to call in as well.

>

>

> -----Original Message-----

> From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]

> Sent: Monday, July 20, 2015 8:13 PM

> To: Salazar-Rodriguez, Prisca

> Subject: Re: MBDB: Education Speech Briefing

>

> Hey Prisca,

>

> I am away out of town all week so unfortunately can't make this. Can try to dial in to planning if there is a dial in or if you guys want to just call my cell.

>

> Thanks!

>

> Jonathan

>

> Sent from my iPad

>

>> On Jul 20, 2015, at 5:15 PM, "Salazar-Rodriguez, Prisca" <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

>>

>>

>>

>> <meeting.ics>

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** ["Jonathan Rosen"](#)  
**Subject:** RE: MBDB: Education Speech Briefing  
**Date:** Friday, July 24, 2015 8:47:09 AM

---

ok

-----Original Message-----

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
Sent: Thursday, July 23, 2015 9:07 PM  
To: Salazar-Rodriguez, Prisca  
Subject: Re: MBDB: Education Speech Briefing

I actually am not sure if I can. I only have cell service near my house out here. If I miss it I will follow up with Dom and DOE to get notes.

Sent from my iPad

> On Jul 23, 2015, at 2:21 PM, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

>

> Just want to confirm that you are ok to dial in for the speech prep

>

>

> -----Original Message-----

> From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]

> Sent: Monday, July 20, 2015 8:13 PM

> To: Salazar-Rodriguez, Prisca

> Subject: Re: MBDB: Education Speech Briefing

>

> Hey Prisca,

>

> I am away out of town all week so unfortunately can't make this. Can try to dial in to planning if there is a dial in or if you guys want to just call my cell.

>

> Thanks!

>

> Jonathan

>

> Sent from my iPad

>

>> On Jul 20, 2015, at 5:15 PM, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

>>

>>

>>

>> <[meeting.ics](#)>

**From:** [Leopold, Elana](#)  
**To:** [Salazar-Rodriguez, Prisca; ifdc@akodmedia.com; Thornton, Demetrius; Shorris, Anthony; Chao, Raymond; Walzak, Phil; Goldmark, Karin; jonathan@berlinrosen.com; URamirez@schools.nyc.gov; JWallack@schools.nyc.gov; Wolfe, Emma; Williams, Dominic; Schnake Mahl, Gabriel; Griffith, Chantell; Blumm, Kate; Hagelqans, Andrea](#)  
**Subject:** MBDB: Education Speech Briefing  
**Date:** Friday, July 24, 2015 4:03:52 PM

---

Waiting for the rest of the team to arrive

Will let you know when to dial in

**MBDB: Education Speech Briefing**

Scheduled: Friday, Jul 24, 2015 from 4:00 PM to 5:00 PM

Location: Gracie Mansion, The Parlor Room - Call in # [REDACTED] code [REDACTED]

Invitees: Salazar-Rodriguez, Prisca , John Del Cecato , Thornton, Demetrius , Shorris, Anthony , Chao, Raymond , Walzak, Phil , Goldmark, Karin ,  
'[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)', '[URamirez@schools.nyc.gov](mailto:URamirez@schools.nyc.gov)', 'Wallack Josh  
([JWallack@schools.nyc.gov](mailto:JWallack@schools.nyc.gov))', Wolfe, Emma , Williams, Dominic , Schnake Mahl,  
Gabriel , Griffith, Chantell , Blumm, Kate , Hagelqans, Andrea

Sent from my iPhone

**From:** [Lauter, Rachel](#)  
**To:** ["Jonathan Rosen"](#)  
**Subject:** RE: Connecting  
**Date:** Friday, July 24, 2015 5:32:35 PM

---

Sounds good! Have a good weekend.

---

**From:** Jonathan Rosen [mailto:Jonathan@berlinrosen.com]  
**Sent:** Friday, July 24, 2015 8:48 AM  
**To:** Lauter, Rachel  
**Subject:** Re: Connecting

Hey Rachel,

Sounds good. I am away until Sunday with my family, but will reach out to you on Monday to set something up.

Best,

Jonathan

Sent from my iPad

On Jul 22, 2015, at 11:58 AM, "Lauter, Rachel" <[rlauter@cityhall.nyc.gov](mailto:rlauter@cityhall.nyc.gov)> wrote:

Jonathan-

Hope you are well. Would love to set up a time to chat when you have a moment. Let me know what works.

All the best,  
Rachel

Rachel Lauter  
Director, Mayor's Office of Appointments  
[rlauter@cityhall.nyc.gov](mailto:rlauter@cityhall.nyc.gov)  
Office: 212-788-9498  
Cell: 347-419-4364

**From:** [Khanyile-Lynch, Celi](#)  
**To:** ["Emily Walsh"](#)  
**Cc:** [Lauter, Rachel](#)  
**Subject:** RE: Connecting  
**Date:** Monday, July 27, 2015 5:27:11 PM

---

Great, look forward to receiving a location. I can follow-up with an outlook invite thereafter. Thank you!

Celi Khanyile-Lynch  
Special Assistant to the Director of Appointments  
Mayor's Office of Appointments  
[clynch@cityhall.nyc.gov](mailto:clynch@cityhall.nyc.gov)  
o: (212) 676-3295 | c: (917) 327-1547

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**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Monday, July 27, 2015 5:16 PM  
**To:** Khanyile-Lynch, Celi  
**Cc:** Lauter, Rachel  
**Subject:** RE: Connecting

Let's do lunch on the 7th. 12:30 ok? I'll circle back with a location shortly.

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Khanyile-Lynch, Celi [[CLynch@cityhall.nyc.gov](mailto:CLynch@cityhall.nyc.gov)]  
**Sent:** Monday, July 27, 2015 5:10 PM  
**To:** Emily Walsh  
**Cc:** Lauter, Rachel  
**Subject:** RE: Connecting

Rachel could do 12pm lunch with a hard stop; she has a call at 1pm. Otherwise, we could arrange for coffee or lunch the 7<sup>th</sup> – both work for her. Let me know what is best for Jonathan.

Thank you,

Celi Khanyile-Lynch  
Special Assistant to the Director of Appointments  
Mayor's Office of Appointments  
[clynch@cityhall.nyc.gov](mailto:clynch@cityhall.nyc.gov)  
o: (212) 676-3295 | c: (917) 327-1547

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Monday, July 27, 2015 5:06 PM  
**To:** Khanyile-Lynch, Celi  
**Cc:** Lauter, Rachel  
**Subject:** RE: Connecting

Hi Celi,

We would need to do a bit earlier that day. Any chance for 12:30 or 1?

Jonathan could also do coffee from 10:30-12:30 if easier.

Let me know what's best or if we should look at another day.

Thanks,  
Emily

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Khanyile-Lynch, Celi [CLynch@cityhall.nyc.gov]  
**Sent:** Monday, July 27, 2015 4:12 PM  
**To:** Emily Walsh; 'Jonathan@berlinrosen.com'  
**Cc:** Lauter, Rachel  
**Subject:** RE: Connecting

Good afternoon,

Would 1:45pm for lunch on the 5<sup>th</sup> work? Please let me know what works best on your end, and if there is a preferable location to meet.

Thank you,

Celi Khanyile-Lynch  
Special Assistant to the Director of Appointments  
Mayor's Office of Appointments  
[clynch@cityhall.nyc.gov](mailto:clynch@cityhall.nyc.gov)  
o: (212) 676-3295 | c: (917) 327-1547

---

**From:** Lauter, Rachel  
**Sent:** Monday, July 27, 2015 4:02 PM  
**To:** 'Jonathan@berlinrosen.com'  
**Cc:** 'Emily@berlinrosen.com'; Khanyile-Lynch, Celi  
**Subject:** Re: Connecting

Adding Celi. I think lunch on the 5th should work.

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Monday, July 27, 2015 01:50 PM  
**To:** Lauter, Rachel  
**Cc:** Emily Walsh <[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)>  
**Subject:** RE: Connecting

How about:

Coffee Wednesday the 5<sup>th</sup> at 10:30 or lunch same day?

Could also do coffee later that same afternoon and currently pretty open Friday, 7th after 9:30

LMK if any/either of those work for you.

-jr

---

**From:** Lauter, Rachel [<mailto:rlauter@cityhall.nyc.gov>]

**Sent:** Wednesday, July 22, 2015 11:59 AM

**To:** Jonathan Rosen

**Subject:** Connecting

Jonathan-

Hope you are well. Would love to set up a time to chat when you have a moment. Let me know what works.

All the best,  
Rachel

Rachel Lauter  
Director, Mayor's Office of Appointments  
[rlauter@cityhall.nyc.gov](mailto:rlauter@cityhall.nyc.gov)  
Office: 212-788-9498  
Cell: 347-419-4364

**From:** [Emily Walsh](#)  
**To:** [Khanyile-Lynch, Celi](#)  
**Subject:** RE: Connecting  
**Date:** Tuesday, July 28, 2015 2:12:31 PM

---

Let's do Felice on Gold St. Thanks

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Khanyile-Lynch, Celi [[CLynch@cityhall.nyc.gov](mailto:CLynch@cityhall.nyc.gov)]  
**Sent:** Tuesday, July 28, 2015 1:59 PM  
**To:** Emily Walsh  
**Subject:** RE: Connecting

Good afternoon Emily,

Any updates on a location for lunch? Let me know at your earliest convenience so that I can update the invite. Thanks!

Celi Khanyile-Lynch  
Special Assistant to the Director of Appointments  
Mayor's Office of Appointments  
[clynch@cityhall.nyc.gov](mailto:clynch@cityhall.nyc.gov)  
o: (212) 676-3295 | c: (917) 327-1547

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Monday, July 27, 2015 5:16 PM  
**To:** Khanyile-Lynch, Celi  
**Cc:** Lauter, Rachel  
**Subject:** RE: Connecting

Let's do lunch on the 7th. 12:30 ok? I'll circle back with a location shortly.

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Khanyile-Lynch, Celi [[CLynch@cityhall.nyc.gov](mailto:CLynch@cityhall.nyc.gov)]  
**Sent:** Monday, July 27, 2015 5:10 PM  
**To:** Emily Walsh  
**Cc:** Lauter, Rachel  
**Subject:** RE: Connecting

Rachel could do 12pm lunch with a hard stop; she has a call at 1pm. Otherwise, we could arrange for coffee or lunch the 7<sup>th</sup> – both work for her. Let me know what is best for Jonathan.

Thank you,

Celi Khanyile-Lynch  
Special Assistant to the Director of Appointments  
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---

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**To:** Khanyile-Lynch, Celi  
**Cc:** Lauter, Rachel  
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Emily

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Khanyile-Lynch, Celi [[CLynch@cityhall.nyc.gov](mailto:CLynch@cityhall.nyc.gov)]  
**Sent:** Monday, July 27, 2015 4:12 PM  
**To:** Emily Walsh; 'Jonathan@berlinrosen.com'  
**Cc:** Lauter, Rachel  
**Subject:** RE: Connecting

Good afternoon,

Would 1:45pm for lunch on the 5<sup>th</sup> work? Please let me know what works best on your end, and if there is a preferable location to meet.

Thank you,

Celi Khanyile-Lynch  
Special Assistant to the Director of Appointments  
Mayor's Office of Appointments  
[clynch@cityhall.nyc.gov](mailto:clynch@cityhall.nyc.gov)  
o: (212) 676-3295 | c: (917) 327-1547

---

**From:** Lauter, Rachel  
**Sent:** Monday, July 27, 2015 4:02 PM  
**To:** 'Jonathan@berlinrosen.com'  
**Cc:** 'Emily@berlinrosen.com'; Khanyile-Lynch, Celi  
**Subject:** Re: Connecting

Adding Celi. I think lunch on the 5th should work.

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Monday, July 27, 2015 01:50 PM  
**To:** Lauter, Rachel  
**Cc:** Emily Walsh <[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)>  
**Subject:** RE: Connecting

How about:

Coffee Wednesday the 5<sup>th</sup> at 10:30 or lunch same day?

Could also do coffee later that same afternoon and currently pretty open Friday, 7th after 9:30

LMK if any/either of those work for you.

-jr

---

**From:** Lauter, Rachel [<mailto:rlauter@cityhall.nyc.gov>]  
**Sent:** Wednesday, July 22, 2015 11:59 AM  
**To:** Jonathan Rosen  
**Subject:** Connecting

Jonathan-

Hope you are well. Would love to set up a time to chat when you have a moment. Let me know what works.

All the best,  
Rachel

Rachel Lauter  
Director, Mayor's Office of Appointments  
[rlauter@cityhall.nyc.gov](mailto:rlauter@cityhall.nyc.gov)  
Office: 212-788-9498  
Cell: 347-419-4364

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** ["Jonathan Rosen"](#)  
**Subject:** RE: MBDB: Education Speech Briefing  
**Date:** Thursday, July 30, 2015 3:43:17 PM

---

With this luck I should not be part of the \$100 bet!

-----Original Appointment-----

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Thursday, July 30, 2015 3:31 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** Declined: MBDB: Education Speech Briefing  
**When:** Monday, August 03, 2015 5:30 PM-6:30 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** Gracie Mansion

We are star-crossed on this. I am in California for work on Monday and Tuesday.

**From:** [Jovana Rizzo](#)  
**To:** [Parikh, Ishanee](#)  
**Subject:** RE: homeless street outreach Monday  
**Date:** Sunday, August 02, 2015 7:22:14 PM

---

Thanks!

---

**From:** Parikh, Ishanee [iparikh@cityhall.nyc.gov]  
**Sent:** Saturday, August 01, 2015 4:55 PM  
**To:** Jovana Rizzo  
**Subject:** Re: homeless street outreach Monday

He is not going, but thank you for checking!

---

**From:** Jovana Rizzo [mailto:jovana@berlinrosen.com]  
**Sent:** Saturday, August 01, 2015 03:02 PM  
**To:** Parikh, Ishanee  
**Subject:** homeless street outreach Monday

Hi Ishanee,

I work with Common Ground and they let me know about the Mayor's street outreach plans Monday and that they may come to Common Ground's Andrews building on the Bowery if someone agrees to come into housing. Do you know if the Mayor will want to come to the Andrews with those individuals? We just want to make sure we are prepared.

Thanks so much!  
Jovana Rizzo

BerlinRosen Public Affairs  
917-836-0618

**From:** [Jonathan Rosen](#)  
**To:** [Salazar-Rodriguez, Prisca](#)  
**Subject:** Re: Planning meeting this week?  
**Date:** Monday, August 03, 2015 10:47:57 AM

---

Cool. Thanks.

Sent from my iPad

> On Aug 3, 2015, at 7:46 AM, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

>

> Yes sending it out now-

>

>

> -----Original Message-----

> From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]

> Sent: Monday, August 03, 2015 10:44 AM

> To: Salazar-Rodriguez, Prisca

> Subject: Planning meeting this week?

>

> Is there one?

>

> Sent from my iPad

**From:** [John Del Cecato](#)  
**To:** [Bennett, Rob](#); [Walzak, Phil](#); [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com); [Wolfe, Emma](#); [Hagelgans, Andrea](#); [P RAGONE](#); [Leopold, Elana](#); [Carey, Michael](#)  
**Cc:** [Gindler, Maria \(Media\)](#)  
**Subject:** Re: NON STRESS ACTIVITY - only read this when you need to get away from "it all" - VIP Crowdsourcing  
**Date:** Thursday, August 06, 2015 3:10:41 PM

---

One thing - his first or second date with Chirlane was at Cafe Mogodor in the East Village

---

**From:** "Bennett, Rob" <[RobBennett@cityhall.nyc.gov](mailto:RobBennett@cityhall.nyc.gov)>  
**Date:** Wednesday, August 5, 2015 at 8:03 PM  
**To:** "Walzak, Phil" <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>, Jonathan Rosen <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>, "Wolfe, Emma" <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>, "Hagelgans, Andrea" <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>, John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>, Rebecca Katz <[rkatz@cityhall.nyc.gov](mailto:rkatz@cityhall.nyc.gov)>, Peter Ragone <[pragone@cityhall.nyc.gov](mailto:pragone@cityhall.nyc.gov)>, "Leopold, Elana" <[LEopold@cityhall.nyc.gov](mailto:LEopold@cityhall.nyc.gov)>, "Carey, Michael" <[MPCarey@cityhall.nyc.gov](mailto:MPCarey@cityhall.nyc.gov)>  
**Cc:** "Gindler, Maria (Media)" <[mgindler@digital.nyc.gov](mailto:mgindler@digital.nyc.gov)>  
**Subject:** NON STRESS ACTIVITY - only read this when you need to get away from "it all" - VIP Crowdsourcing

Need off-the-top-of-your-head BdB favorite dining/drinking spot intel.

We're cooking up a post for the Mayor/Fam (TBD) on [The Infatuation](#), a food app with a sizable audience. All part of our quest to make Mayor "real" in the digital realm.

I've included you BdB-world VIPs/Park Slope Mafia types b/c you're the most likely to know where the Mayor (& fam) most likes to eat and drink.

I know places like: **Bar Toto, Di Fara's, Colson's**

Please share whatever places come to mind for you folks. Would be great to get outside of Park Slope too.

We have a wide berth here. Some categories to trigger ideas...

- Authentic Ethnic Eats
- Best Burger Ever
- Date Night
- Impressing Out of Towners
- Late Night Eats
- Quick Eats
- Special Occasions
- Sports on TV
- Unique Dining Experience
- Vegetarians

I am certain you have more important cases on your docket than this one. Please feel free to disregard.

Peace.

R

—

Rob Bennett  
Chief Photographer  
Director, Mayoral Photography Office  
The City of New York  
M: (347) 583-9470  
O: (212) 341-5095

See our latest work here: [NYC.gov/photo](http://NYC.gov/photo)

**From:** [Andrew Fitzgerald](#)  
**To:** [Merritt, Jeff](#); [Brack, Ryan \(CTO\)](#)  
**Cc:** [Jonathan Lipman](#); [Jordan Smith](#)  
**Subject:** CitymartNYC partnership release for review  
**Date:** Thursday, August 06, 2015 3:20:48 PM  
**Attachments:** [Citymart NYC Release FINAL for city review.docx](#)

---

Hi Jeff and Ryan,

Attached for your review and feedback is Citymart's release announcing their partnership with NYC.

Looking forward to your thoughts,

Andy

--

Andy Fitzgerald

BerlinRosen

[andrew.fitzgerald@berlinrosen.com](mailto:andrew.fitzgerald@berlinrosen.com)

Office: 646-517-1823

Cell: 774-218-6664



TRANSFORMING  
THE WAY CITIES  
SOLVE PROBLEMS

**For Immediate Release:**

**DATE**

**Contact:**

Andy Fitzgerald, 646-517-1823, [Andrew.fitzgerald@berlinrosen.com](mailto:Andrew.fitzgerald@berlinrosen.com)

## **New York City Will Transform the Way it Solves Problems in New Partnership with Citymart**

*Mayor's Office of Technology and Innovation and Citymart will focus first on how to best use city's obsolete assets*

**New York, N.Y.** –In the largest implementation yet of its innovative approach, Citymart will partner with the New York City Mayor's office to pilot a new method that could transform the way the city's government solves problems by connecting city planners with innovative new ideas through open challenges to entrepreneurs and citizens.

The Mayor's Office of Technology and Innovation will work with Manhattan-based Citymart on launching up to five challenges, starting with a focus on how the city can best take advantage of obsolete or underused assets that are spread throughout the city but no longer serve their original purposes. Postal service boxes, emergency phones, and fire hydrants are among the possible dormant assets to be repurposed and revitalized.

"Anything done in New York City has ramifications around the world – we're absolutely thrilled to be partnering with the city in this effort," said Citymart CEO Sascha Haselmayer. "Mayor Bill de Blasio proved he's committed to transforming the way the city approaches some of the most daunting urban problems that any city in the world can face by establishing the Mayor's Office of Technology and Innovation to seek out inventive, effective, and affordable solutions. This process will help the city further that goal by leveraging existing resources to bring new players into the process and open up new possibilities for innovation."

*[Quote from city official?]*

Citymart helps cities learn how to use the open market to find proven, innovative solutions addressing the pressing needs of urban areas, helping them rethink their spending habits so they focus on not just buying goods and services, but on solving problems. Citymart starts by working with a city to help them define their problems and capabilities. Then the firm conducts intensive research and outreach to identify the market leaders and proven innovators with possible solutions and issues a challenge to those leaders, to local businesses and citizens, and to a global network of businesses, entrepreneurs, and universities in a search for the most effective and affordable solution.

The Citymart-New York City partnership will apply Citymart's unique problem-solving methodology to address the problem of obsolete assets and other city needs. "We will issue an open challenge to market leaders and proven innovators for possible solutions to each particular problem," Haselmayer said. "This challenge asks three simple questions: 'What is your idea for solving the problem, how ready is your solution, and how can we measure its success?' We'll be training New York City staff how to run these challenges and evaluate proposed solutions in a transparent and efficient manner."

Citymart is also partnering with Philadelphia, Miami, Long Beach, and other major American cities to help them transform the way they solve city problems.

"Cities in the United States collectively spend more than one trillion dollars that we know could be spent in better solutions. If we put even a small fraction of that to use in creating cities that are more responsive, more efficient and more nimble at solving problems for citizens, we'll make an enormous impact on thousands of people's lives" said Citymart Principal Julia Haselmayer.

####

*Citymart is a New York-based company that transforms the way cities solve problems, connecting them with new ideas through open challenges to entrepreneurs and citizens. The company has helped cities around the world from San Francisco to London find proven, innovative solutions addressing the pressing needs of urban areas, such as efficient transportation, quality public spaces, sustainability, effective social services, and robust commerce and tourism.*

**From:** [Wiley, Maya](#)  
**To:** [Gopal, Kiren](#); "[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)" ([Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com))  
**Subject:** Contact  
**Date:** Thursday, August 06, 2015 5:27:17 PM

---

Jonathan [REDACTED]

Maya

Sent from my iPhone

**From:** [Lauter, Rachel](#)  
**To:** ["Jonathan@berlinrosen.com"](mailto:Jonathan@berlinrosen.com)  
**Subject:** Re: venue change?  
**Date:** Friday, August 07, 2015 12:36:01 PM

---

I'm here-- got a table outside

---

**From:** Lauter, Rachel  
**Sent:** Friday, August 07, 2015 12:03 PM  
**To:** 'Jonathan Rosen' <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>  
**Subject:** RE: venue change?

Sure.

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Friday, August 07, 2015 11:56 AM  
**To:** Lauter, Rachel  
**Subject:** venue change?

Such a beautiful day – want to go to Fresh Salt down by the Seaport so we can sit outside? If not can stick with original plan. LMK.

Jonathan Rosen  
BerlinRosen Public Affairs, Ltd.  
15 Maiden Lane, Suite 1600  
New York, NY 10038  
t. 646.200.5300  
e. [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)

**From:** [Goldmark, Karin](#)  
**To:** ["John Del Cecato"](#); [Wallack Josh](#); [Jonathan Rosen](#)  
**Subject:** RE: policies to test  
**Date:** Monday, August 10, 2015 10:32:05 AM

---

Sorry for v slow response.

I changed some of these dates because the 2025 date is sooner than it seems—ppl who would graduate college then are already halfway through their journey (7<sup>th</sup> grade) .

I think for today we need to just have a placeholder and not get into the specifics bc (a) we are still crafting the options here and (b) it would help a lot if we could get aligned on direction and then go hammer this part out.

---

**From:** John Del Cecato [<mailto:jfdc@akpdmedia.com>]  
**Sent:** Wednesday, August 05, 2015 3:06 PM  
**To:** [KGoldmark@cityhall.nyc.gov](mailto:KGoldmark@cityhall.nyc.gov); Jonathan Rosen <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>; Wallack Josh <[JWallack@schools.nyc.gov](mailto:JWallack@schools.nyc.gov)>  
**Subject:** policies to test

What do you think of this list - which I took from menu you gave plus some stuff we discussed in mtg last week? I made up some of the dates/stats - just looking for broad strokes to test...

1. Doubling the number of NYC students who graduate from college by 2030
2. Cutting the high school dropout rate in half.
3. Doubling the percentage of students who graduate from NYC public schools who are deemed college-ready.
4. NYC signs a pledge with public school families that says every child who is capable of going to college will get the instruction/resources they need to get to college.
5. Every Second Grader will read on grade level.
6. Double the number of students who are reading successfully within 10 years.
7. 200,000 more NYC students entering college by 2025.
  - [Double # of college graduates by 2030](#)
  - [50,000 more college graduates by 2030](#)
8. Add XX community schools, offering mental health services, career counseling, eye exams, and nutrition assistance to all students, by 2020.
9. All 8th Graders will have the math skills they need to succeed in high school.
10. Every student who graduates from NYC public school with a B average will get City support to cut their rate of student loan repayment in half.
11. (ALT) Every student who graduates from NYC public school with a B average will get City support to cut their rate of student loan repayment in half - at whatever New York State college they choose - public, private, or community college.
12. Double funding for 0 to 3 learning by 2020.

13. Double the size of Tuition Assistance Program grants from \$5K to \$10K.
14. (ALT) Double the size of Tuition Assistance Program grants from \$5K to \$10K, paid for by putting a 1% tax on currently tax-free university endowments larger than \$100 million.
15. New York Promise: up to \$5K towards college for every NYC kid.
16. Every kid who graduates college ready will get up to \$5K towards college.
17. 529NYC—a college fund for every New York City student, funded by every New Yorker, up to \$2500 per student
18. 529NYC—a college fund for every New York City student, funded by every New Yorker, up to \$5K per student

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [Emily Walsh](#); [Anna Robinson-Sweet](#)  
**Subject:** RE:  
**Date:** Monday, August 10, 2015 11:09:59 AM

---

Hi,

The Mayor would like to have a meeting tomorrow at your office –  
Can we reserve a conference room?  
The meeting is at 10am with Mr. John Podesta.  
Please let me know what is possible.  
Many thanks!

Prisca Salazar-Rodriguez  
Office of The Mayor  
212-341-5016  
917-853-3421

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Monday, August 10, 2015 11:08 AM  
**To:** Salazar-Rodriguez, Prisca  
**Cc:** Emily Walsh; Anna Robinson-Sweet  
**Subject:** RE:

Emily and/or Anna cc'd here.

---

**From:** Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]  
**Sent:** Monday, August 10, 2015 11:08 AM  
**To:** Jonathan Rosen  
**Subject:**

Mornin!  
Would like to have Podesta meeting at your place tomorrow at 10am  
Who can I talk to – to reserve a conf. room?  
Thanks!

Prisca Salazar-Rodriguez  
Office of The Mayor  
212-341-5016  
917-853-3421

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** ["Anna Robinson-Sweet"](#); [Jonathan Rosen](#)  
**Cc:** [Emily Walsh](#)  
**Subject:** RE:  
**Date:** Monday, August 10, 2015 11:51:41 AM

---

Thanks again.

---

**From:** Anna Robinson-Sweet [<mailto:anna.robinsonsweet@berlinrosen.com>]  
**Sent:** Monday, August 10, 2015 11:49 AM  
**To:** Salazar-Rodriguez, Prisca; Jonathan Rosen  
**Cc:** Emily Walsh  
**Subject:** RE:

Yes, they will be in our main conference room.

Anna Robinson-Sweet  
BerlinRosen Public Affairs  
(646) 452-5637

---

**From:** Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]  
**Sent:** Monday, August 10, 2015 11:45 AM  
**To:** Anna Robinson-Sweet; Jonathan Rosen  
**Cc:** Emily Walsh  
**Subject:** RE:

Thanks!  
16<sup>th</sup> floor, correct?

---

**From:** Anna Robinson-Sweet [<mailto:anna.robinsonsweet@berlinrosen.com>]  
**Sent:** Monday, August 10, 2015 11:41 AM  
**To:** Salazar-Rodriguez, Prisca; Jonathan Rosen  
**Cc:** Emily Walsh  
**Subject:** RE:

They are all set with a room at 10am tomorrow.

Anna Robinson-Sweet  
BerlinRosen Public Affairs  
(646) 452-5637

---

**From:** Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]  
**Sent:** Monday, August 10, 2015 11:12 AM  
**To:** Anna Robinson-Sweet; Jonathan Rosen  
**Cc:** Emily Walsh  
**Subject:** RE:

Just the Mayor and Mr. Podesta.

---

**From:** Anna Robinson-Sweet [<mailto:anna.robinsonsweet@berlinrosen.com>]  
**Sent:** Monday, August 10, 2015 11:11 AM  
**To:** Salazar-Rodriguez, Prisca; Jonathan Rosen  
**Cc:** Emily Walsh  
**Subject:** RE:

Hi Prisca, how many people will be attending the meeting?

Anna Robinson-Sweet  
BerlinRosen Public Affairs  
(646) 452-5637

---

**From:** Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]  
**Sent:** Monday, August 10, 2015 11:09 AM  
**To:** Jonathan Rosen  
**Cc:** Emily Walsh; Anna Robinson-Sweet  
**Subject:** RE:

Great thanks!

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Monday, August 10, 2015 11:08 AM  
**To:** Salazar-Rodriguez, Prisca  
**Cc:** Emily Walsh; Anna Robinson-Sweet  
**Subject:** RE:

Emily and/or Anna cc'd here.

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**To:** Jonathan Rosen  
**Subject:**

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Thanks!

Prisca Salazar-Rodriguez  
Office of The Mayor  
212-341-5016  
917-853-3421

**From:** [Emily Walsh](#)  
**To:** [Darlington, Mandy \(OMB\)](#); [Schnake Mahl, Gabriel](#)  
**Subject:** RE: Dinner  
**Date:** Monday, August 10, 2015 11:52:09 AM

---

I think he's a no. Checking in to make sure that's true and will loop back with you.

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Darlington, Mandy (OMB) [[DarlingtonM@omb.nyc.gov](mailto:DarlingtonM@omb.nyc.gov)]  
**Sent:** Monday, August 10, 2015 11:50 AM  
**To:** Schnake Mahl, Gabriel; Emily Walsh  
**Subject:** RE: Dinner

Sure, if Jonathan can do it. Dean goes to Spasso on Hudson St. a lot, which would be goot....but he goes there a lot. ☺ Let me know if Emma has any spots in mind.

---

**From:** Schnake Mahl, Gabriel [<mailto:GSchnakeMahl@cityhall.nyc.gov>]  
**Sent:** Monday, August 10, 2015 11:45 AM  
**To:** Darlington, Mandy (OMB); Emily Walsh ([Emily@berlinrosen.com](mailto:Emily@berlinrosen.com))  
**Subject:** RE: Dinner

7:30PM?

Any preference of location?

---

**From:** Darlington, Mandy (OMB) [<mailto:DarlingtonM@omb.nyc.gov>]  
**Sent:** Monday, August 10, 2015 11:22 AM  
**To:** Schnake Mahl, Gabriel; Emily Walsh ([Emily@berlinrosen.com](mailto:Emily@berlinrosen.com))  
**Subject:** RE: Dinner

Yes for Dean, what time tonight?

---

**From:** Schnake Mahl, Gabriel [<mailto:GSchnakeMahl@cityhall.nyc.gov>]  
**Sent:** Monday, August 10, 2015 11:18 AM  
**To:** Emily Walsh ([Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)); Darlington, Mandy (OMB)  
**Subject:** Dinner

Any chance Dean and JR can do tonight?

Could also try for after Planning meeting but prob ends up too late

**From:** [Darlington, Mandy \(OMB\)](#)  
**To:** [Emily Walsh](#); [Schnake Mahl, Gabriel](#)  
**Subject:** RE: Dinner  
**Date:** Monday, August 10, 2015 12:38:03 PM

---

No problem, Dean and Emma will probably do dinner then. Thank you!

---

**From:** Emily Walsh [mailto:Emily@berlinrosen.com]  
**Sent:** Monday, August 10, 2015 12:37 PM  
**To:** Darlington, Mandy (OMB); Schnake Mahl, Gabriel  
**Subject:** RE: Dinner

Sorry, he's a no :(

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Darlington, Mandy (OMB) [DarlingtonM@omb.nyc.gov]  
**Sent:** Monday, August 10, 2015 11:50 AM  
**To:** Schnake Mahl, Gabriel; Emily Walsh  
**Subject:** RE: Dinner

Sure, if Jonathan can do it. Dean goes to Spasso on Hudson St. a lot, which would be goot....but he goes there a lot. ☺ Let me know if Emma has any spots in mind.

---

**From:** Schnake Mahl, Gabriel [mailto:GSchnakeMahl@cityhall.nyc.gov]  
**Sent:** Monday, August 10, 2015 11:45 AM  
**To:** Darlington, Mandy (OMB); Emily Walsh ([Emily@berlinrosen.com](mailto:Emily@berlinrosen.com))  
**Subject:** RE: Dinner

7:30PM?

Any preference of location?

---

**From:** Darlington, Mandy (OMB) [mailto:DarlingtonM@omb.nyc.gov]  
**Sent:** Monday, August 10, 2015 11:22 AM  
**To:** Schnake Mahl, Gabriel; Emily Walsh ([Emily@berlinrosen.com](mailto:Emily@berlinrosen.com))  
**Subject:** RE: Dinner

Yes for Dean, what time tonight?

---

**From:** Schnake Mahl, Gabriel [mailto:GSchnakeMahl@cityhall.nyc.gov]  
**Sent:** Monday, August 10, 2015 11:18 AM  
**To:** Emily Walsh ([Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)); Darlington, Mandy (OMB)  
**Subject:** Dinner

Any chance Dean and JR can do tonight?

Could also try for after Planning meeting but prob ends up too late

**From:** [Ramirez Ursulina](#)  
**To:** [Blumm, Kate](#)  
**Cc:** [Salazar-Rodriguez, Prisca](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Shorris, Anthony](#); [Griffith, Chantell](#); [Goldmark, Karin](#); [Williams, Dominic](#); [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com); [John Del Cecato](#); [Leopold, Elana](#); [Chao, Raymond](#); [Devora Kaye](#); [Wallack Josh](#); [Thornton, Demetrius](#); [Wolfe, Emma](#); [Schnake Mahl, Gabriel](#); [Cutler, Dorothy](#); [Buery, Richard](#); [Confer, Alexis](#)  
**Subject:** Re: MBDB: Education Speech Prep  
**Date:** Monday, August 10, 2015 3:42:55 PM

---

Yes. We are here outside press office.

Sent from my iPhone

On Aug 10, 2015, at 3:40 PM, "Blumm, Kate"  
<KBlumm@cityhall.nyc.gov <<mailto:KBlumm@cityhall.nyc.gov>>> wrote:

OK

Team DOE – if you are here, can we huddle?

---

From: Salazar-Rodriguez, Prisca  
Sent: Monday, August 10, 2015 3:40 PM  
To: Hagelgans, Andrea; Blumm, Kate; Walzak, Phil; Shorris, Anthony; Griffith, Chantell; 'URamirez@schools.nyc.gov <<mailto:URamirez@schools.nyc.gov>>'; Goldmark, Karin; Williams, Dominic; 'jonathan@berlinrosen.com <<mailto:jonathan@berlinrosen.com>>'; John Del Cecato; Leopold, Elana; Chao, Raymond; Devora Kaye; 'Wallack Josh (JWallack@schools.nyc.gov <<mailto:JWallack@schools.nyc.gov>>'); Thornton, Demetrius; Wolfe, Emma; Schnake Mahl, Gabriel  
Cc: Cutler, Dorothy; Buery, Richard; Confer, Alexis  
Subject: RE: MBDB: Education Speech Prep

We are delayed

-----Original Appointment-----

From: Salazar-Rodriguez, Prisca  
Sent: Thursday, August 06, 2015 11:59 AM  
To: Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Blumm, Kate; Walzak, Phil; Shorris, Anthony; Griffith, Chantell; 'URamirez@schools.nyc.gov <<mailto:URamirez@schools.nyc.gov>>'; Goldmark, Karin; Williams, Dominic; 'jonathan@berlinrosen.com <<mailto:jonathan@berlinrosen.com>>'; John Del Cecato; Leopold, Elana; Chao, Raymond; Devora Kaye; 'Wallack Josh (JWallack@schools.nyc.gov <<mailto:JWallack@schools.nyc.gov>>'); Thornton, Demetrius; Wolfe, Emma; Schnake Mahl, Gabriel  
Cc: Cutler, Dorothy; Buery, Richard; Confer, Alexis  
Subject: MBDB: Education Speech Prep  
When: Monday, August 10, 2015 3:30 PM-4:30 PM (UTC-05:00) Eastern Time (US & Canada).  
Where: City Hall, The Blue Room

**From:** [Emily Walsh](#)  
**To:** [Salazar-Rodriguez, Prisca](#); [Anna Robinson-Sweet](#); [Jonathan Rosen](#)  
**Subject:** RE:  
**Date:** Monday, August 10, 2015 6:05:24 PM

---

Will do, thank you.

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)]  
**Sent:** Monday, August 10, 2015 5:48 PM  
**To:** Emily Walsh; Anna Robinson-Sweet; Jonathan Rosen  
**Subject:** RE:

Mayor drinks Earl Grey Tea-

Don't know about Podesta. Maybe to be on the safe side, have tea, coffee, water.

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Monday, August 10, 2015 5:39 PM  
**To:** Anna Robinson-Sweet; Salazar-Rodriguez, Prisca; Jonathan Rosen  
**Subject:** RE:

Does the Mayor or Mr. Podesta need anything for breakfast tomorrow? Please let us know and we're happy to provide.

Thanks,  
Emily

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Anna Robinson-Sweet  
**Sent:** Monday, August 10, 2015 11:40 AM  
**To:** Salazar-Rodriguez, Prisca; Jonathan Rosen  
**Cc:** Emily Walsh  
**Subject:** RE:

They are all set with a room at 10am tomorrow.

Anna Robinson-Sweet  
BerlinRosen Public Affairs  
(646) 452-5637

---

**From:** Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]  
**Sent:** Monday, August 10, 2015 11:12 AM  
**To:** Anna Robinson-Sweet; Jonathan Rosen  
**Cc:** Emily Walsh  
**Subject:** RE:

Just the Mayor and Mr. Podesta.

---

**From:** Anna Robinson-Sweet [<mailto:anna.robinsonsweet@berlinrosen.com>]  
**Sent:** Monday, August 10, 2015 11:11 AM  
**To:** Salazar-Rodriguez, Prisca; Jonathan Rosen  
**Cc:** Emily Walsh  
**Subject:** RE:

Hi Prisca, how many people will be attending the meeting?

Anna Robinson-Sweet  
BerlinRosen Public Affairs  
(646) 452-5637

---

**From:** Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]  
**Sent:** Monday, August 10, 2015 11:09 AM  
**To:** Jonathan Rosen  
**Cc:** Emily Walsh; Anna Robinson-Sweet  
**Subject:** RE:

Great thanks!

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Monday, August 10, 2015 11:08 AM  
**To:** Salazar-Rodriguez, Prisca  
**Cc:** Emily Walsh; Anna Robinson-Sweet  
**Subject:** RE:

Emily and/or Anna cc'd here.

---

**From:** Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]  
**Sent:** Monday, August 10, 2015 11:08 AM  
**To:** Jonathan Rosen  
**Subject:**

Mornin!

Would like to have Podesta meeting at your place tomorrow at 10am

Who can I talk to – to reserve a conf. room?

Thanks!

Prisca Salazar-Rodriguez  
Office of The Mayor  
212-341-5016  
917-853-3421

**From:** [Everett, Matt](#)  
**To:** [Emily Walsh](#)  
**Subject:** Re: Coffee with Gabrielle Fialkoff  
**Date:** Thursday, August 13, 2015 4:55:41 PM

---

Hm, there isn't really anything too close by. Maybe Mansion restaurant on 86 and York? But that's not ideal.

---

**From:** Emily Walsh  
**Sent:** Thursday, August 13, 2015 4:45 PM  
**To:** Everett, Matt  
**Subject:** RE: Coffee with Gabrielle Fialkoff

---

Is there a better place to meet than Gracie?

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Emily Walsh  
**Sent:** Thursday, August 13, 2015 2:04 PM  
**To:** Everett, Matt  
**Subject:** RE: Coffee with Gabrielle Fialkoff

He'll see her at Gracie then! Thanks.

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Everett, Matt [[MEverett@cityhall.nyc.gov](mailto:MEverett@cityhall.nyc.gov)]  
**Sent:** Thursday, August 13, 2015 1:19 PM  
**To:** Emily Walsh  
**Subject:** RE: Coffee with Gabrielle Fialkoff

We are all good for 6:30. Thanks!

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Thursday, August 13, 2015 11:34 AM  
**To:** Everett, Matt  
**Subject:** RE: Coffee with Gabrielle Fialkoff

OK, I'll have him there around 6:30. Let me know if anything comes up. Thanks!

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Everett, Matt [[MEverett@cityhall.nyc.gov](mailto:MEverett@cityhall.nyc.gov)]  
**Sent:** Thursday, August 13, 2015 11:29 AM

**To:** Emily Walsh  
**Subject:** RE: Coffee with Gabrielle Fialkoff

Yes, and I will have Gab head up a bit early as well.

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Thursday, August 13, 2015 11:28 AM  
**To:** Everett, Matt  
**Subject:** RE: Coffee with Gabrielle Fialkoff

Sounds good. Should Jonathan go to the UES early?

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Everett, Matt [MEverett@cityhall.nyc.gov]  
**Sent:** Thursday, August 13, 2015 11:26 AM  
**To:** Emily Walsh  
**Subject:** RE: Coffee with Gabrielle Fialkoff

Hi Emily,

Gab now has to go to a Senior Staff meeting with the Mayor from 4-5. Can we just see if they can grab each other for a few minutes before the planning meeting tonight?

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Tuesday, August 11, 2015 2:18 PM  
**To:** Everett, Matt  
**Subject:** RE: Coffee with Gabrielle Fialkoff

Great, 15 Maiden Lane, suite 1600. Thanks for your hhelp!

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Everett, Matt [MEverett@cityhall.nyc.gov]  
**Sent:** Tuesday, August 11, 2015 2:17 PM  
**To:** Emily Walsh  
**Subject:** RE: Coffee with Gabrielle Fialkoff

Thanks Emily, Gab can come down to Maiden Lane. 4:30 Thursday it is.

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Tuesday, August 11, 2015 11:39 AM  
**To:** Everett, Matt  
**Subject:** RE: Coffee with Gabrielle Fialkoff

That's great. Happy to do our office on Maiden Lane or her favorite coffee place.

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Everett, Matt [MEverett@cityhall.nyc.gov]  
**Sent:** Tuesday, August 11, 2015 11:27 AM  
**To:** Emily Walsh  
**Subject:** RE: Coffee with Gabrielle Fialkoff

Great, could we say 4:30 downtown?

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Tuesday, August 11, 2015 10:21 AM  
**To:** Everett, Matt  
**Subject:** RE: Coffee with Gabrielle Fialkoff

Hi Matt,

He's free from 4:30 until the planning meeting. Do you want to have them meet before hand? We can do either down here or UES. Let me know what's easiest.

Thanks!  
Emily

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Everett, Matt [MEverett@cityhall.nyc.gov]  
**Sent:** Tuesday, August 11, 2015 9:38 AM  
**To:** Emily Walsh  
**Subject:** Coffee with Gabrielle Fialkoff

Hi Emily,

I think that Gabrielle and Jonathan have been trading texts about finding a time to get together this week. He had offered tomorrow or Thursday at 9am but she has meetings that she cannot change.

Would he be able to do 30 mins in the following windows?

Thursday: 10:30-12, 2:30-6

Thanks!  
Matt

---

Matt Everett  
Mayor's Office of Strategic Partnerships

Office: 212-341-5382

Mobile: 347-453-5585

[meverett@cityhall.nyc.gov](mailto:meverett@cityhall.nyc.gov)

**From:** [John Del Cecato](mailto:John.Del.Cecato)  
**To:** [Walzak, Phil](mailto:Walzak.Phil)  
**Cc:** [Hinton, Karen](mailto:Hinton.Karen); [Wolfe, Emma](mailto:Wolfe.Emma); [Hagelgans, Andrea](mailto:Hagelgans.Andrea); [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)  
**Subject:** Re: WSJ  
**Date:** Thursday, August 13, 2015 10:28:37 PM

---

Happy to do it. Just let me know when I start

> On Aug 13, 2015, at 10:23 PM, Walzak, Phil <PWalzak@cityhall.nyc.gov> wrote:

>

> Yeah I like that

> You can be outside ratfucker on twitter

>

> ----- Original Message -----

> From: John Del Cecato [<mailto:jfdc@akpdmedia.com>]

> Sent: Thursday, August 13, 2015 10:19 PM

> To: Walzak, Phil

> Cc: Hinton, Karen; Wolfe, Emma; Hagelgans, Andrea; jonathan@berlinrosen.com

<jonathan@berlinrosen.com>

> Subject: Re: WSJ

>

> Yes. Lots of "it wasn't a bad story" and "I treated you fairly" and "when can we get coffee".

>

> I told him I guess I wasn't that interesting to him, since I gave him a minimum wage story and he didn't do it - and that I had seen story after story that I didn't like. I said I just didn't have time for reporters when it's not my skill set, and was gonna leave the reporter contacts to the professionals.

>

> That said, I think his colleague also worked Ragone over - and while Peter thought he was helping, his comments weren't helping I this context.

>

> Maybe I'm channeling Louis CK here, but I feel like people on the outside (like me) should be assigned a duty - like going after our opponents - and just delivering that via Twitter. That way, reporters don't get to pick and choose how they use information.

>

>

>

>

>> On Aug 13, 2015, at 10:12 PM, Walzak, Phil <PWalzak@cityhall.nyc.gov> wrote:

>>

>> He respond to u?

>>

>> ----- Original Message -----

>> From: John Del Cecato [<mailto:jfdc@akpdmedia.com>]

>> Sent: Thursday, August 13, 2015 09:58 PM

>> To: Walzak, Phil

>> Cc: Hinton, Karen; Wolfe, Emma; Hagelgans, Andrea; jonathan@berlinrosen.com

<jonathan@berlinrosen.com>

>> Subject: Re: WSJ

>>

>> I bitches to him already and told him I was done talking to him. But probably means more coming from Karen.

>>

>>

>>

>>

>>

>>> On Aug 13, 2015, at 9:54 PM, Walzak, Phil <PWalzak@cityhall.nyc.gov> wrote:

>>>

>>> KH want to shoot him a note?

>>>

>>> ----- Original Message -----

>>> From: John Del Cecato [<mailto:jfdc@akpdmedia.com>]

>>> Sent: Thursday, August 13, 2015 09:50 PM

>>> To: Walzak, Phil; Hinton, Karen; Wolfe, Emma; Hagelgans, Andrea; Jonathan Rosen  
<[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>

>>> Subject: WSJ

>>>

>>> I gave Dawsey the prez forum piece - and reminded him that it had been said dozens of times since 4/2/15. He made it sound like it was a new thing. Also, Bdb obviously didn't "take to TV" on HRC announcement video day. We had that planned for days before she leaked that she'd be releasing video.

>>>

>>>

**From:** [John Del Cecato](#)  
**To:** [Walzak, Phil](#); [Wolfe, Emma](#); [Hinton, Karen](#)  
**Cc:** [Hagelgans, Andrea](#); "[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)"  
**Subject:** Re: WSJ  
**Date:** Friday, August 14, 2015 8:37:19 AM

---

For my part, though - it was sloppy... I shouldn't have gotten pressured into giving Josh the presidential forum piece without thinking through the strategy... I screwed up

On 8/13/15, 11:09 PM, "Walzak, Phil" <PWalzak@cityhall.nyc.gov> wrote:

>Won't make an impact

>

>

>----- Original Message -----

>From: Wolfe, Emma

>Sent: Thursday, August 13, 2015 11:06 PM

>To: Hinton, Karen

>Cc: John Del Cecato <jfdc@akpdmedia.com>; Walzak, Phil; Hagelgans,

>Andrea; jonathan@berlinrosen.com <jonathan@berlinrosen.com>

>Subject: Re: WSJ

>

>True

>

>

>

>> On Aug 13, 2015, at 11:05 PM, Hinton, Karen <KHinton@cityhall.nyc.gov>

>>wrote:

>>

>> It was a nothing story.

>>

>> Sent from my iPhone

>>

>>> On Aug 13, 2015, at 10:28 PM, Wolfe, Emma <EWolfe@cityhall.nyc.gov>

>>>wrote:

>>>

>>> That was a bad story

>>>

>>>

>>>

>>>> On Aug 13, 2015, at 10:25 PM, Hinton, Karen

>>>><KHinton@cityhall.nyc.gov> wrote:

>>>>

>>>> Let me read the story.

>>>> Sent from my iPhone

>>>>

>>>>> On Aug 13, 2015, at 10:19 PM, John Del Cecato <jfdc@akpdmedia.com>

>>>>>wrote:

>>>>>

>>>>> Yes. Lots of "it wasn't a bad story" and "I treated you fairly" and

>>>>>"when can we get coffee".

>>>>>

>>>>> I told him I guess I wasn't that interesting to him, since I gave

>>>>>him a minimum wage story and he didn't do it - and that I had seen

>>>>>story after story that I didn't like. I said I just didn't have time

>>>>>for reporters when it's not my skill set, and was gonna leave the

>>>>>reporter contacts to the professionals.

>>>>  
>>>> That said, I think his colleague also worked Ragone over - and while  
>>>>>Peter thought he was helping, his comments weren't helping I this  
>>>>>context.

>>>>  
>>>> Maybe I'm channeling Louis CK here, but I feel like people on the  
>>>>>outside (like me) should be assigned a duty - like going after our  
>>>>>opponents - and just delivering that via Twitter. That way,  
>>>>>reporters don't get to pick and choose how they use information.

>>>>  
>>>>  
>>>>  
>>>>

>>>>> On Aug 13, 2015, at 10:12 PM, Walzak, Phil  
>>>>><PWalzak@cityhall.nyc.gov> wrote:

>>>>>  
>>>>> He respond to u?

>>>>>  
>>>>> ----- Original Message -----  
>>>>> From: John Del Cecato [<mailto:jfdc@akpdmedia.com>]  
>>>>> Sent: Thursday, August 13, 2015 09:58 PM  
>>>>> To: Walzak, Phil  
>>>>> Cc: Hinton, Karen; Wolfe, Emma; Hagelgans, Andrea;  
>>>>>jonathan@berlinrosen.com <jonathan@berlinrosen.com>  
>>>>> Subject: Re: WSJ

>>>>>  
>>>>> I bitches to him already and told him I was done talking to him.  
>>>>>>But probably means more coming from Karen.

>>>>>  
>>>>>  
>>>>>  
>>>>>  
>>>>>

>>>>>> On Aug 13, 2015, at 9:54 PM, Walzak, Phil  
>>>>>><PWalzak@cityhall.nyc.gov> wrote:

>>>>>>  
>>>>>> KH want to shoot him a note?

>>>>>>  
>>>>>> ----- Original Message -----  
>>>>>> From: John Del Cecato [<mailto:jfdc@akpdmedia.com>]  
>>>>>> Sent: Thursday, August 13, 2015 09:50 PM  
>>>>>> To: Walzak, Phil; Hinton, Karen; Wolfe, Emma; Hagelgans, Andrea;  
>>>>>>Jonathan Rosen <jonathan@berlinrosen.com>  
>>>>>> Subject: WSJ

>>>>>>  
>>>>>> I gave Dawsey the prez forum piece - and reminded him that it had  
>>>>>>>been said dozens of times since 4/2/15. He made it sound like it  
>>>>>>>was a new thing. Also, Bdb obviously didn't "take to TV" on HRC  
>>>>>>>announcement video day. We had that planned for days before she  
>>>>>>>leaked that she'd be releasing video.

>>>>>>  
>>>>>>

**From:** [Jonathan Rosen](mailto:Jonathan.Rosen)  
**To:** [B](#)  
**Subject:** RE: Smart man  
**Date:** Friday, August 14, 2015 4:18:05 PM

---

See you there, then.

-----Original Message-----

From: B [<mailto:BCCD@cityhall.nyc.gov>]  
Sent: Friday, August 14, 2015 4:17 PM  
To: Jonathan Rosen  
Subject: Re: Smart man

How about 5:15pm at Bar Toto and you get out before 6pm?

----- Original Message -----

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
Sent: Friday, August 14, 2015 04:09 PM  
To: B  
Subject: RE: Smart man

Alternatively could make it to Park Slope in 30 mins now and free until 6 until I have to pick up my kids. Either good.

-----Original Message-----

From: B [<mailto:BCCD@cityhall.nyc.gov>]  
Sent: Friday, August 14, 2015 3:34 PM  
To: Jonathan Rosen  
Subject: Smart man

You were wise last night. I need to talk more to you about what the group discussed last night. Want to see you in person. If you have a little time, I'll be in the Slope later. If not, whenever works for you in the next few days. Thanks

**From:** B  
**To:** [Hagelgans, Andrea](#); [Williams, Dominic](#); [Walzak, Phil](#); [Hinton, Karen](#); [Snyder, Thomas](#); [Salazar-Rodriguez, Prisca](#); [Leopold, Elana](#); [Wolfe, Emma](#)  
**Cc:** [FLONYC](#); ["jfdc@akpdmedia.com"](#); ["Jonathan@berlinrosen.com"](#); [Klein, Monica](#)  
**Subject:** Re: SI ADVANCE: Firefighter shot responding to house fire on Staten Island  
**Date:** Friday, August 14, 2015 4:32:57 PM

---

Sometimes miracles do occur...

---

**From:** Hagelgans, Andrea  
**Sent:** Friday, August 14, 2015 04:31 PM  
**To:** B; [Williams, Dominic](#); [Walzak, Phil](#); [Hinton, Karen](#); [Snyder, Thomas](#); [Salazar-Rodriguez, Prisca](#); [Leopold, Elana](#); [Wolfe, Emma](#)  
**Cc:** FLONYC; ["jfdc@akpdmedia.com"](#) <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>; ["Jonathan@berlinrosen.com"](#) <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>; [Klein, Monica](#)  
**Subject:** RE: SI ADVANCE: Firefighter shot responding to house fire on Staten Island

Politico/Cap reported this:

State Senator Diane Savino, who also attended the press conference, told POLITICO New York that the mayor's whereabouts during the morning was a non-issue. "Elected officials don't belong at a crime scene," she said.

---

**From:** B  
**Sent:** Friday, August 14, 2015 3:59 PM  
**To:** [Williams, Dominic](#); [Walzak, Phil](#); [Hinton, Karen](#); [Snyder, Thomas](#); [Salazar-Rodriguez, Prisca](#); [Leopold, Elana](#); [Wolfe, Emma](#); [Hagelgans, Andrea](#)  
**Cc:** FLONYC; ["jfdc@akpdmedia.com"](#); ["Jonathan@berlinrosen.com"](#); [Klein, Monica](#)  
**Subject:** Re: SI ADVANCE: Firefighter shot responding to house fire on Staten Island

I just spoke to Jake Lemonda [REDACTED] president of the UFOA which represents to fire officers -- including lieutenants. He says he has already issued a positive statement re: being present at my visit with Hayes and how much it was appreciated. He also says (I can't verify) that he's spoken to Cassidy (not his member, keep in mind) and Steve says he will not comment -- fwiw. Make sure Lemonda's statement gets out there -- I told him I needed him to stand up here and speak the positive truth, and he agreed. He says other union leaders will attack me -- I assume he means mullins and lynch. I need a scorecard tmrw re: who was a friend and who was cheap. Fwiw, the electeds at the presser (Savino, Cusick and Rose) all told me they thought the attack was outrageous -- see if you can get them on record. Rose was in the hospital room with me. Ironically, the firefighters and officers I encountered were overwhelmingly warm and appreciative, including the members of Engine 158 who I spoke with at the hospital. I know this too shall pass, but let's deal with these bastards.

---

**From:** B  
**Sent:** Friday, August 14, 2015 03:18 PM  
**To:** [Williams, Dominic](#); [Walzak, Phil](#); [Hinton, Karen](#); [Snyder, Thomas](#); [Salazar-Rodriguez, Prisca](#); [Leopold, Elana](#); [Wolfe, Emma](#); [Hagelgans, Andrea](#)  
**Cc:** FLONYC; ["jfdc@akpdmedia.com"](#) <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>; ["Jonathan@berlinrosen.com"](#) <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>

**Subject:** Re: SI ADVANCE: Firefighter shot responding to house fire on Staten Island

First of all, the news media is pitiful and it's sad for our city and nation.

Second, we keep getting new scenarios to add to our database. Here's what we know: the media wants to focus on death in all its forms and wants me to be present wherever death or grievous injury is involved. Today's controversy about when exactly I should be at the hospital or an active shooter situation and what I'm "allowed" to do if I'm not there is a case in point.

We can make a conscience decision to surrender to them and just go to fires, crime scenes and memorials all day every day -- or we can govern. Now, that being said, it is worth having a team discussion re: whether we no longer believe we have the firepower to fight back in these situations. If we instead believe the media environment has metastasized, we can then institute a protocol that says that I will go immediately to whatever crisis location exists as the default position. Granted, this attack line today would have been harder to promote if I was at CH -- but then the line could have been I took too long to go visit the hospital. If by now you're thinking this is a lose-lose equation and a trap, you may be right.

Third, this is always an attack on us and what we represent. Only we can decide the template we believe in. Only we can choose to either give in (which might be a logical choice) to this part of the tabloid culture, or to blow by it. But we need a template that is sharper. We've had a basic one before but there's still a long pause and lots of internal discussion typically before we act. We need to have a clearer playbook and faster execution.

Fourth, one person in charge -- the only thing that ever works. From now on, Tom will be responsible for immediately convening all key personnel to decide how and when I go to the scene of a crisis. It must start immediately upon info coming in. And I expect the fastest possible decision. Until we decide otherwise, when Tom is not available, Phil will run this process. And when Phil is not available, Dom will run this process.

They will never defeat us. Only we can do that. Let's get tighter, clearer, faster, better.

---

**From:** B

**Sent:** Friday, August 14, 2015 09:11 AM

**To:** Williams, Dominic; Walzak, Phil; Hinton, Karen; Snyder, Thomas; Salazar-Rodriguez, Prisca; Leopold, Elana; Wolfe, Emma; Hagelgans, Andrea

**Subject:** Re: SI ADVANCE: Firefighter shot responding to house fire on Staten Island

Just spoke with Nigro again. He says the lieutenant will be held overnight at the hospital as a precaution. So I can visit whenever we think makes sense

---

**From:** B

**Sent:** Friday, August 14, 2015 09:08 AM

**To:** Williams, Dominic; Walzak, Phil; Hinton, Karen; Snyder, Thomas; Salazar-Rodriguez, Prisca; Leopold, Elana; Wolfe, Emma; Hagelgans, Andrea

**Subject:** Re: SI ADVANCE: Firefighter shot responding to house fire on Staten Island

Just spoke with BB. Situation is not over but is contained. Suspect holed up in a basement apt -- surrounding area evacuated. PD is flying the suspect's mom up from DE by helicopter -- suspect has asked to speak with her, hopefully as part of surrender. BB will brief the media now. He suggests I go out after the situation is resolved to be part of the post-incident presser and to thank first responders. Then could visit the wounded lieutenant in hospital or at home if he's been released.

---

**From:** Williams, Dominic  
**Sent:** Friday, August 14, 2015 08:35 AM  
**To:** B; Walzak, Phil; Hinton, Karen; Snyder, Thomas; Salazar-Rodriguez, Prisca; Leopold, Elana; Wolfe, Emma; Hagelgans, Andrea  
**Subject:** Re: SI ADVANCE: Firefighter shot responding to house fire on Staten Island

Re: Going — Think we need to let this play out more, but plan on having to make a SI trip later today.

---

Think should read visiting the firefighter after Nigro connects you.

Think we shouldn't be anywhere near the scene now or any time soon. Think we call that once the scene is no longer active, and would underline that that could be a different trip to hospital, not necessarily to scene.

Emma is talking to electeds and Cassidy and that readout will be helpful as well.

---

**From:** Bill De Blasio <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)>  
**Date:** Friday, August 14, 2015 at 8:30 AM  
**To:** "Walzak, Phil" <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>, "Hinton, Karen" <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)>, Dominic Williams <[dwilliams@cityhall.nyc.gov](mailto:dwilliams@cityhall.nyc.gov)>, "Snyder, Thomas" <[TSnyder@cityhall.nyc.gov](mailto:TSnyder@cityhall.nyc.gov)>, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>, "Leopold, Elana" <[ELeopold@cityhall.nyc.gov](mailto:ELeopold@cityhall.nyc.gov)>  
**Subject:** Re: SI ADVANCE: Firefighter shot responding to house fire on Staten Island

Pls advise what you guys think next steps should be

---

**From:** B  
**Sent:** Friday, August 14, 2015 08:16 AM  
**To:** Walzak, Phil; Hinton, Karen; Williams, Dominic; Snyder, Thomas; Salazar-Rodriguez, Prisca; Leopold, Elana  
**Subject:** Fw: SI ADVANCE: Firefighter shot responding to house fire on Staten Island

Just spoke with Nigro and Bratton. Nigro's at the hospital with the lieutenant -- thankfully he's in good condition. BB's going to the site where the shooter is, and says this could be a prolonged stand-off. Shooter is well-armed. BB will update me when he's out there. Nigro will put me on the phone with the lieutenant shortly most likely. BB held open the possibility that I should go to the site of the standoff. Need you guys to evaluate next steps and prepare to make schedule changes. I would put the guy I'm seeing for my first mtg on alert that we may need to re-sched

---

**From:** Clips

**Sent:** Friday, August 14, 2015 07:42 AM

**Subject:** SI ADVANCE: Firefighter shot responding to house fire on Staten Island

**Firefighter shot responding to house fire on Staten Island**

SI ADVANCE - Maura Grunlund

[http://www.silive.com/northshore/index.ssf/2015/08/firefighter\\_shot\\_as\\_suspect\\_se.html#incart\\_river](http://www.silive.com/northshore/index.ssf/2015/08/firefighter_shot_as_suspect_se.html#incart_river)

An explosive situation unfolded early Friday morning in Mariners Harbor when U.S. Marshal's attempted to serve a warrant to an individual and the person set fire to his home and began shooting, according to police and a law enforcement source at the scene.

One of the bullets struck a firefighter in the ankle, according to a spokesman for the NYPD. The shooter is still believed to be inside the home and the situation active.

Firefighters responded to the blaze at 5:58 a.m. at 15 Destiny Court, just around the corner from St. Clement and St. Michael R.C. Church.

An enormous number of emergency officials are on the scene -- including heavily-armed Emergency Service Unit cops, Haz-Mat officers and about 60 firefighters.

At least three helicopters are flying over the area and there is a heavy smell of smoke in the air.

**From:** [Goldmark, Karin](#)  
**To:** "[JWallack@schools.nyc.gov](mailto:JWallack@schools.nyc.gov)"; "[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)"; "[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)"  
**Subject:** Re: education policies  
**Date:** Saturday, August 15, 2015 1:25:54 PM

---

So it turns out NYC already has a college grad goal--to double # of grads coming out of CUNY by 2020 (from 2010).

Would like to broaden so I propose adding following:  
Beat the national college completion rate (it's 46%) by 2030  
NY produces 75,000 additional college grads by 2030 (cumulative)

Requires adding, on average, 5K grads per year--obviously targets would be lower initially.

Josh's #s will be based on a better spreadsheet so we should use his.

Also I think we can take off the \$10K for college that's outside realm of possibility.  
That's 500M/yr just at today's grad rates for something state should pay for.

---

**From:** Wallack Josh [mailto:[JWallack@schools.nyc.gov](mailto:JWallack@schools.nyc.gov)]  
**Sent:** Friday, August 14, 2015 12:19 PM  
**To:** John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>; Goldmark, Karin; Jonathan Rosen <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>  
**Subject:** RE: education policies

I'll get back to you later today – sorry for delay.

---

**From:** John Del Cecato [mailto:[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)]  
**Sent:** Friday, August 14, 2015 11:29 AM  
**To:** Wallack Josh <[JWallack@schools.nyc.gov](mailto:JWallack@schools.nyc.gov)>; [KGoldmark@cityhall.nyc.gov](mailto:KGoldmark@cityhall.nyc.gov); Jonathan Rosen <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>  
**Subject:** Re: education policies

Just following up on whether I've got my facts right here

---

**From:** John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>  
**Date:** Thursday, August 13, 2015 at 1:55 PM  
**To:** Wallack Josh <[JWallack@schools.nyc.gov](mailto:JWallack@schools.nyc.gov)>, "[KGoldmark@cityhall.nyc.gov](mailto:KGoldmark@cityhall.nyc.gov)" <[KGoldmark@cityhall.nyc.gov](mailto:KGoldmark@cityhall.nyc.gov)>, Jonathan Rosen <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>  
**Subject:** education policies

Wanted to check in & see if this is the best/most accurate/most up-to-date list of items that we're thinking of doing in the education speech... Feel free to edit at will - or add/subtract

Doubling the number of New York City public school students who graduate from college  
Helping 50 thousand more New York City students graduate from college  
Making sure every second grader can read on grade level  
Doubling the number of elementary school students who can read on grade level  
Cutting the high school dropout rate in half  
Adding more community schools which offering mental health services, career counseling,  
eye exams, and nutrition assistance  
Doubling the funding for pre-kindergarten programs  
Providing up to five thousand dollars to all high school graduates for college tuition.  
Providing up to ten thousand dollars to all high school graduates for college tuition.  
Doubling the percentage of students who graduate from New York City public schools who  
are college-ready

**From:** [Blumm, Kate](#)  
**To:** [Goldmark, Karin](#)  
**Cc:** [Hagelgans, Andrea](#); [JWallack@schools.nyc.gov](mailto:JWallack@schools.nyc.gov); [URamirez@schools.nyc.gov](mailto:URamirez@schools.nyc.gov); [Williams, Dominic](#); [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com); [Walzak, Phil](#); [Snyder, Thomas](#); [Bury, Richard](#); [Wolfe, Emma](#); [Fuleihan, Dean \(OMB\)](#); [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)  
**Subject:** Re: Speech--next steps  
**Date:** Sunday, August 16, 2015 11:35:01 AM

---

Karin-- sent around some thoughts/updates and realize I forgot to cc you and several others on this chain. Looping you all now. Captures much of what's here and but open questions below would be very good to resolve.

FROM MOBILE KATE

- > On Aug 16, 2015, at 10:58 AM, Goldmark, Karin <KGoldmark@cityhall.nyc.gov> wrote:
- >
- > Checking in on where we are with speech and putting us all on a thread so we can get coordinated for Weds meeting:
- >
- >
- > 1. Email from B last week:
- >
- > I'm starting to feel this educ speech. College is the right fulcrum here. I think we go heavy into:
- >
- > EVERY middle and high school having a business partner
- >
- > Huge numbers of kids in internships/mentorships/summer jobs
- >
- > EVERY middle/high school student is taking on college tours in nyc multiple times
- >
- > College savings accounts
- >
- > City's new vision of how to get kids to college and help them succeed there/afford it
- >
- > Then all the things we are doing k-12 are shown to be supporting that
- >
- > 2. On college visits piece--this came out of mtg w new State Ed Commissioner--wants college tours/visits specifically mentioned in speech
- >
- > 3. For us to contend with: in 2010 NYC (CUNY and DOE) announced GradNYC, initiative w goal of doubling number of college grads coming out of CUNY by 2020. Now halfway through, we are on track to meet that goal. The number goal isn't overwhelming--I think it's from 7000 to 14,000.
- > I think we should do three things:
- > A. Push timeline to 2030 and include the GradNYC goal in the bigger goal
- > B. Frame the goal as all New Yorkers, not just CUNY or even DOE grads, with special emphasis on DOE grads for the initiatives that get us there.
- > C. Add equity goals for first generation college students.
- >
- > 4. We need to figure out if we are making a "call on state to \_\_\_\_\_" statement (about increasing TAP or anything else).
- > Any insight on why NYS has not joined Complete College America? (36 states signed up for goals and policy moves on college completion, NY and not among them)
- >
- >

**From:** B  
**To:** "jfdc@akpdmedia.com"  
**Cc:** Hagelgans, Andrea; Hinton, Karen; Walzak, Phil; "Jonathan@berlinrosen.com"; FLONYC  
**Subject:** Re: NY Times: After Friction, Renewed Zen for de Blasio  
**Date:** Wednesday, August 19, 2015 8:23:07 AM

---

Those are often the best ideas, John

---

**From:** John Del Cecato [mailto:jfdc@akpdmedia.com]  
**Sent:** Wednesday, August 19, 2015 08:16 AM  
**To:** B  
**Cc:** Hagelgans, Andrea; Hinton, Karen; Walzak, Phil; Jonathan@berlinrosen.com <Jonathan@berlinrosen.com>  
**Subject:** Re: NY Times: After Friction, Renewed Zen for de Blasio

I have an idea. Prepare to mock it, and I will prepare to defend it tonight

On Aug 19, 2015, at 8:05 AM, B <BCCD@[nyc.gov](mailto:BCCD@nyc.gov)> wrote:

New idea from Chirlane: create our own click-bait. Our own topical, lively, unconventional, sometimes fun, sometimes controversial content. Pls discuss at mtg tonite

---

**From:** Hagelgans, Andrea  
**Sent:** Wednesday, August 19, 2015 07:45 AM  
**To:** B; Hinton, Karen  
**Cc:** Walzak, Phil  
**Subject:** Re: NY Times: After Friction, Renewed Zen for de Blasio

Think we all believe it is idiotic. And a staggering reminder of the sad state of media that this is how they choose to use space that could be better spent covering real problems for nyers. But we keep the high road and push on!

Sent from my BlackBerry 10 smartphone.

---

**From:** B  
**Sent:** Wednesday, August 19, 2015 7:41 AM  
**To:** Hinton, Karen  
**Cc:** Walzak, Phil; Hagelgans, Andrea  
**Subject:** Re: Fwd: NY Times: After Friction, Renewed Zen for de Blasio

---

I agree with you on strategy. I disagree with you on this article, which I think is idiotic

---

**From:** Hinton, Karen  
**Sent:** Wednesday, August 19, 2015 05:19 AM  
**To:** B  
**Cc:** Walzak, Phil; Hagelgans, Andrea  
**Subject:** Fwd: NY Times: After Friction, Renewed Zen for de Blasio

A lot of subjective reflection here, to say the least, but a way to move forward. My advice is to let us play good cop/bad cop with room 9. Yesterday was a top shelf performance that I've seen plenty of times before. Keep doing what you did yesterday. And I promise to not get ahead of the team again.

## ***After Friction, Renewed Zen for de Blasio***

By **MICHAEL M. GRYNBAUM** and **MATT FLEGENHEIMER**AUG.  
18, 2015

He was the mayor of populist messages, pledging to crack down on [toplessness in Times Square](#), a recent pet cause of the New York City tabloids, whose campaigns he typically ignores.

He was the mayor of good deeds, promoting his efforts to [end an outbreak](#) of Legionnaires' disease in the Bronx.

And, notably, [Bill de Blasio](#) was the mayor of magnanimity, demurring when invited to complain about the news media, and calmly fielding a query about his gym habits, which [he had sternly dismissed](#) as “not a serious question” just days ago.

Mr. de Blasio, in a news conference at City Hall on Tuesday, showcased a side of his personality that New Yorkers have seen little of lately: crankiness replaced by comity, defiance replaced by evenhandedness.

When his press secretary, Karen Hinton, signaled that it was time to go, Mr. de Blasio, a former campaign manager who has a habit of overruling aides, collected his papers and walked off.

The appearance was a sign, preliminary to be sure, that Mr. de Blasio may be starting to heed the concerns of allies and advisers who are worried that a pileup of political headaches and public-relations bungles have dimmed views of his administration.

A [Quinnipiac poll this month](#) showed that more New Yorkers disapprove of the mayor's performance than at any other time in his tenure, in the wake of a feud with Gov. Andrew M. Cuomo and scraps over homelessness and taxicabs. The mayor has also faced questions about patronage — a \$150,000-a-year position went to the companion of a top aide — and his populist image, after his wife told court officials that she was too busy to perform jury duty.

After a family trip on Monday to Rhode Island, Mr. de Blasio was back at City Hall on Tuesday. And there were subtle, but perceptible, shifts in his words.

The mayor was frustrated last week by a question about why he had exercised at a gym during a police standoff with a gunman on Staten Island. On Tuesday, he responded, taking pains to underscore his devotion to the job.

“There is no such thing in this job as being off duty,” Mr. de Blasio said. (He also suggested that exercise helped him “be as effective as I can be.”)

Criticized by some on quality-of-life concerns, Mr. de Blasio on Tuesday issued a stern warning when asked about the trend of [topless women in Times Square](#) who wear body paint, a novelty that caught the ire of The

New York Post in April and The Daily News.

“It’s wrong, it’s wrong,” the mayor said, pledging to address the issue “in a very aggressive manner.”

The mayor’s shift in tone came after several days of unflattering headlines, including [an article in The New York Times](#) on Sunday about his difficulties controlling perception of City Hall.

In an interview with The Times for that article on Saturday, Mr. de Blasio expressed deep frustration with how the news media has covered his administration. He began by saying: “Let’s be straightforward here: You’re going to write a piece about how it’s been a bad summer, and you’re not going to talk about our achievements. So I’m really interested in why you’re going to do that.”

The mayor also said that political challenges were a “constant part of the reality of being mayor of New York,” and he asserted that the news media had reported on his predecessor, Michael R. Bloomberg, with “a kid-glove sensibility.”

Privately, some allies of the mayor said this week that they were surprised by the tenor of some of Mr. de Blasio’s comments.

On Tuesday, Mr. de Blasio took a different tack. When a reporter broached the subject of news media coverage, Mr. de Blasio’s reply was calm and unwavering.

“I don’t really have anything to say on that right now,” the mayor said. “Let’s stay on the substance of the day.” He moved on to the next question.

On Wednesday morning, Mr. de Blasio is set to appear on WNYC for an interview. The mayor rarely takes listener call-in questions, but he plans to do so on Wednesday.

On a WNYC show Tuesday, a man identifying himself as “Louis in the Village” called in to defend the mayor, and the station’s producers and

listeners said he was almost certainly [the comedian Louis C.K.](#)

**“I really like this mayor,” Louis in the Village said on air. “And I think he deserves a better chance than he’s getting.”**

A version of this article appears in print on August 19, 2015, on page A19 of the New York edition with the headline: After Friction, Renewed Zen For de Blasio .  
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**From:** [Blumm, Kate](#)  
**To:** [Salazar-Rodriguez, Prisca](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Shorris, Anthony](#); "[URamirez@schools.nyc.gov](#)"; [Goldmark, Karin](#); [Williams, Dominic](#); "[jonathan@berlinrosen.com](#)"; [John Del Cecato](#); [Leopold, Elana](#); [Devora Kaye](#); "[Wallack Josh \(JWallack@schools.nyc.gov\)](#)"; [Wolfe, Emma](#); [Schnake Mahl, Gabriel](#); [Buery, Richard](#); [Confer, Alexis](#); [Fuleihan, Dean \(OMB\)](#)  
**Subject:** the plan for today's Education Speech Prep  
**Date:** Wednesday, August 19, 2015 10:04:00 AM

---

Hi, all—I've connected variously with a bunch of you in the past day for some excellent feedback and updates. Right now I'm in the process of revising three documents to have available at the speech prep later:

- 1- Overall education vision and goals doc (with speech planning/goals too)
- 2- Vignettes doc (the student portraits we're painting in the speech to communicate the vision)
- 3- Pull quotes/soundbites doc

I'll send these around to you all as soon as they're ready for feedback so we're all on the same page heading into 5:30. Thanks very much.

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Tuesday, August 11, 2015 7:11 PM  
**To:** Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Blumm, Kate; Walzak, Phil; Shorris, Anthony; Griffith, Chantell; 'URamirez@schools.nyc.gov'; Goldmark, Karin; Williams, Dominic; 'jonathan@berlinrosen.com'; John Del Cecato; Leopold, Elana; Chao, Raymond; Devora Kaye; 'Wallack Josh (JWallack@schools.nyc.gov)'; Thornton, Demetrius; Wolfe, Emma; Schnake Mahl, Gabriel; Cutler, Dorothy; Buery, Richard; Confer, Alexis; Fuleihan, Dean (OMB)  
**Subject:** MBDB: Education Speech Prep  
**When:** Wednesday, August 19, 2015 5:30 PM-6:30 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** City Hall, The Blue Room

**From:** [Jordan Smith](#)  
**To:** [Brack, Ryan \(CTO\)](#); [Merritt, Jeff \(CTO\)](#)  
**Subject:** RE: citymart sync  
**Date:** Wednesday, August 19, 2015 11:15:13 AM  
**Importance:** High

---

Thanks, Ryan.

Jeff, I can talk anytime between 12-2 and 3 pm on. When is good for you?

Jordan

-----Original Message-----

From: Brack, Ryan (CTO) [<mailto:RBrack@cto.nyc.gov>]  
Sent: Wednesday, August 19, 2015 11:11 AM  
To: Jordan Smith; Merritt, Jeff (CTO)  
Subject: citymart sync

Hey Jeff Jordan is it possible to please sync today on the press release high-level talking points and Miranda? Have time later today? Thanks!

Sent from my iPhone

**From:** [B](#)  
**To:** [Walzak, Phil](#); [Hagelgans, Andrea](#); [Hinton, Karen](#)  
**Cc:** [FLONYC](#); ["jfdc@akpdmedia.com"](mailto:jfdc@akpdmedia.com); ["Jonathan@berlinrosen.com"](mailto:Jonathan@berlinrosen.com)  
**Subject:** Calling the question tonite  
**Date:** Wednesday, August 19, 2015 11:45:39 AM

---

I want to go on brian lehrer every week from now on. Look forward to discussing :)

**From:** [Hinton, Karen](#)  
**To:** [Walzak, Phil](#); [Wolfe, Emma](#); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); "[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)" ([jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com))  
**Subject:** FW: Don Peebles  
**Date:** Wednesday, August 19, 2015 1:22:50 PM

---

FYI>>>>

**From:** Carl Campanile [mailto:[ccampanile@nypost.com](mailto:ccampanile@nypost.com)]  
**Sent:** Wednesday, August 19, 2015 1:22 PM  
**To:** Hinton, Karen  
**Subject:** Re: Don Peebles

Ok.

On Wed, Aug 19, 2015 at 1:17 PM, Hinton, Karen <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)> wrote:  
No.

**From:** Carl Campanile [mailto:[ccampanile@nypost.com](mailto:ccampanile@nypost.com)]  
**Sent:** Wednesday, August 19, 2015 12:09 PM  
**To:** Hinton, Karen  
**Subject:** Don Peebles

Karen:  
Hey there. Carl Campanile of the NY Post here.  
Is the mayor responding to the comments made by Don Peebles in today's Post? His criticisms and talk about running for mayor?  
Thanks. CC

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** ["URamirez@schools.nyc.gov"](#); [Chao, Raymond](#); [Fuleihan, Dean \(OMB\)](#); [Schnake Mahl, Gabriel](#); [Shorris, Anthony](#); [Buery, Richard](#); [Thornton, Demetrius](#); [Hagelgans, Andrea](#); ["Wallack Josh \(JWallack@schools.nyc.gov\)"](#); [Devora Kaye](#); [Goldmark, Karin](#); [Confer, Alexis](#); [Blumm, Kate](#); [Griffith, Chantell](#); ["jonathan@berlinrosen.com"](#); [John Del Cecato](#); [Williams, Dominic](#); [Wolfe, Emma](#); [Leopold, Elana](#); [Cutler, Dorothy](#); [Walzak, Phil](#); [Zuniga, Andrea](#)  
**Subject:** RE: MBDB: Education Speech Prep  
**Date:** Wednesday, August 19, 2015 1:47:35 PM

---

This meeting is cancelled for today – will be re-scheduled for another time this week.

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca

**Sent:** Thursday, August 06, 2015 11:55 AM

**To:** Salazar-Rodriguez, Prisca; 'URamirez@schools.nyc.gov'; Chao, Raymond; Fuleihan, Dean (OMB); Schnake Mahl, Gabriel; Shorris, Anthony; Buery, Richard; Thornton, Demetrius; Hagelgans, Andrea; 'Wallack Josh (JWallack@schools.nyc.gov)'; Devora Kaye; Goldmark, Karin; Confer, Alexis; Blumm, Kate; Griffith, Chantell; 'jonathan@berlinrosen.com'; John Del Cecato; Williams, Dominic; Wolfe, Emma; Leopold, Elana; Cutler, Dorothy; Walzak, Phil; Zuniga, Andrea

**Subject:** MBDB: Education Speech Prep

**When:** Wednesday, August 19, 2015 5:30 PM-6:30 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** City Hall, The Blue Room

**From:** [Blumm, Kate](#)  
**To:** [Salazar-Rodriguez, Prisca](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Shorris, Anthony](#); "URamirez@schools.nyc.gov"; [Goldmark, Karin](#); [Williams, Dominic](#); "jonathan@berlinrosen.com"; [John Del Cecato](#); [Leopold, Elana](#); [Devora Kaye](#); "Wallack Josh (JWallack@schools.nyc.gov)"; [Wolfe, Emma](#); [Schnake Mahl, Gabriel](#); [Buery, Richard](#); [Confer, Alexis](#); [Fuleihan, Dean \(OMB\)](#); [Zuniga, Andrea](#)  
**Subject:** first doc here RE: the plan for today's Education Speech Prep  
**Date:** Wednesday, August 19, 2015 2:45:00 PM  
**Attachments:** [EDUCATION VISION 2015 v3.docx](#)

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**EQUITY AND EXCELLENCE**

*Every Day, Every Step of the Way*

Speech notes:

- College is the fulcrum
  - We cannot fulfill our destiny unless every child who wants to go to college CANcan
  - What is City's new vision of how to get kids to college, how to succeed there, how to afford it, and everything K-12 that supports that?
  
- APPROACH:
  - Anti-bureaucratic: child-centered, not system/government-centered
  - Anti-status quo – willingness to break it down – undercut perceptions we are perpetuating status quo
  - Historic shifts balanced with deliverables people will notice
  -
  
- TONE: Positive, resolute, rallying (call to arms – our kids can do it; it will take us all), expansive: we are battling for the soul of public education

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Why we are driven to action:

- The status quo is unacceptable.
- Education determines economic destiny more now than at any point in human history.
- NYC's success as a 21st century global city depends on the success of our education system.

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Values behind our action:

- Every school can and should deliver an excellent education for every child.
- Every child can grow into a successful adult—ready for college, ready for life—if their education gives them the right tools.

Simple set of ideas that express/execute these values:

- Start educating children earlier so all children begin kindergarten ready to succeed.
- Make parents, the first and last teachers of children, our partners.
  - 40 minutes of parent-teacher time each week
  - Community schools
- No Treat each school and each student individually. No two schools and no two children need the same support in order to excel.

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- To fulfill their potential, each child will travel their own academic, social, and emotional journey
- To become great, each school needs different amounts of support in the six key areas that comprise our Framework for Great Schools
- ~~The majority of our investments are going to schools most in need~~
- ~~Parents, the first and last teachers of children, are our partners.~~
  - ~~40 mins of parent teacher time each week~~
  - ~~Community schools~~
- ~~We will address the needs of the whole child. Break down all barriers to learning so children come to school ready to succeed.~~
  - ~~Mental and physical health matter.~~
  - ~~Mental and physical health: community schools (social services, glasses, etc.)~~
  - ~~Affordability: College savings accounts, testing waivers~~
- 
- Aiming high matters.
  - Don't force kids to dream about college, a living wage job and a career: show them
    - ~~EVERY~~ Every middle and high school will have a business partner
    - Huge numbers of kids in internships/mentorships/summer jobs
    - ~~EVERY~~ Every middle/high school student is taken on NYC college tours multiple times
  - Most rigorous curriculum/toughest tests in the nation
- ~~Accountability matters~~ Be accountable for both the process and the result.
  - ~~We—City leaders, school leaders, teachers, parents—are all accountable to our students. Progress Pact.~~
  - Schools are accountable to us not just for test scores and grad rates, but for the rigorous instruction, collaborative teachers, supportive environments, strong family-community ties, effective school leaders, and trust that improve those scores and rates. This is the Framework for Great Schools. Research shows it works.
  - We (gov't) are accountable to New Yorkers for our schools' successes and difficulties alike.
  - We are giving more information for parents and all NYers on how schools are doing, where they need help, what that help looks like.
  - ~~[need to flesh out]~~
- Spread what works. Connect the whole system.
  - Veteran educators will help fellow teachers and principals improve, spreading success throughout the system.
  - Conduct bold experiments (PROSE) and spread what works.
- Treat tests as an important thing, not THE important thing.
  - They only tell you that you need to improve and where that improvement is needed—not how to get it done.
- Make the change that's necessary.

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- o If schools cannot improve with our tailored and targeted support, we will change the personnel, the leadership, or the school itself. But we believe most schools can and will improve, and in fact that is the only route to true citywide improvement.
- **Don't stop at graduation.**
  - o [academic and personal/mindset interventions to get kids to enroll, persist, and complete]

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Our vision:

We are building people, not systems. A community of teachers, staff, and families grows around every student, supporting them at every turn, academically and personally, to and through college and/or a living wage job.

Our endgame goals:

- 75% four-year graduation rate – an additional 5,000 graduates – by 2020 2020 – an additional 5,000 graduates every year (up from 68%) – no school below X% graduation rate
- Double the number of college- and career-ready graduates to 50,000 a year (66%) by 2025 – can we bring in line with 2020?
- We will increase the number of DOE graduates completing college by 50% by 2020.

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Additional XXXk college graduates by 2030 – measuring graduation rates for the first time

Our goals on the way, and the ways we'll know our progress towards achieving them:

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**1. Every child in NYC enters kindergarten ready to learn**

- Are all eligible 4-year-olds enrolled in full-day, high-quality Pre-K? (Goal: 100%)

**2. Every elementary school student has the academic foundation to succeed**

- How many 2nd graders are reading on grade level? (Goal: 100%)
- How many parents of students K-2 are aware of their child's reading level (Goal: 100%)
- How many 3rd graders are proficient in ELA?
- How many 5<sup>th</sup> graders can control impulses, manage stress, motivate themselves, and set and work towards goals?
- How many 5<sup>th</sup> graders are proficient in math (measured by the State test)?

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**3. Every middle school student is socially, emotionally, and academically ready for high school**

- Are we reducing the number of 6<sup>th</sup> graders who are chronically absent?
- How many 7th graders show resilience in dealing with setbacks and challenges, can manage their emotions, overcome conflict, and successfully manage complex projects?

- Conflict resolution: able to overcome conflicts and have healthy relationships with peers
- How many 8th graders are proficient in math (as measured by the State test and Algebra Regents)?
- Are all our middle schoolers exposed to the arts and performance? (Note: this is an SED requirement)

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**4. Every high school student is on track to graduate, ready for college, career, and independent living**

- Are all our 9th and 10th graders accumulating the right number and nature of credits to be on track to graduate? (Goal: 100%)
- How many high schoolers are taking AP or other college-level coursework? (Goal: ?)
- How many of our graduates do not need remedial coursework in college?
- How many high schoolers are graduating in 4 years? (Goal: 75% by 2020)
- How many graduates enroll in college? (Goal: increase enrollment rates in CUNY2, CUNY 4, non-CUNY by 25% respectively by 2020)
- Persistence

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**Our pledge to get there:**

By 2022~~XX~~, ~~each student~~ every middle and high school student that enters the City's education system will be guided through this journey by a ~~Personalized Student Success Plan~~ Progress Pact

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This will be a living contract between our students, families, teachers, and school leaders that outlines how each student will reach the goal of graduating high school, ~~and succeeding making~~ college, and succeeding all the way ~~and~~ through college.

With this contract, every student will be held accountable for driving their own learning, and every teacher, principal, and parent will be accountable for enabling that success.

**Our vision, come to life:**

*I. ~~Sam: A four year old is intently focused on building a tower of blocks, as her classmates play behind her—singing with a teacher, drawing early masterpieces, gazing at beginner books.~~*

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**{THEMES: EARLY LEARNING, HIGH QUALITY TEACHING}**

~~Goal: Kickstart lifetime of learning by ensuring every four year old is exposed to a high quality early learning environment.~~

~~What we've done towards this (proof we are undercutting status quo):~~

- ~~• Equity: offer a free, high quality pre K seat to the family of every 4 year old that wants one.~~
- ~~• Excellence: Trained teachers in every pre k classroom (prof dev)~~

~~What more we will do:~~

- ~~• Excellence: offer the best pre k program in the country within X years as measured by national program assessment tool~~

~~II. 8:30am: A second grader rides the bus to school with a parent, proudly showing off the book the class has been reading—explaining what it's about and which character she was chosen to play in a class activity yesterday.~~

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~~[THEMES: READING, PARENT ENGAGEMENT, EXCELLENT TEACHERS, RENEWAL SCHOOLS, SPECIAL NEEDS ED (to be added in)]~~

~~Goal: Every second grader will read, giving them tools to excel in every other subject.~~

~~What we've done towards this (proof we are undercutting status quo):~~

- ~~• Equity: Making sure that all of our schools have great teachers and quality curriculum: Reading/writing workshops in Renewal Schools, following the model used at high performing schools~~

~~What more we will do:~~

- ~~• Equity:
  - ~~○ 100% of parents of students in K-2 will be aware of their child's reading level by 2017~~
  - ~~○ [What do we do if a kid is off track, struggling to learn to read? What are the "targeted reading interventions"??]~~~~
- ~~• Excellence:
  - ~~○ Every elementary school child will have access to challenging summer programming because summer learning loss is a serious issue for our students.
    - ~~• Increase summer programming for students by 50% by 2018 — NEED HARD #s~~~~~~

~~III. Noon: An eighth grader hunched over an algebra book in the library finally solves  $A^2 + B^2 = C^2$ , and sits back in wonder. She glances up at the clock to see how many minutes are left till her advisory session, when she can tell her adviser how hard it was—and how it feels to finally get it.~~

[THEMES: COMMUNITY SCHOOL, SOCIAL/EMOTIONAL LEARNING]

**Goal:** Every middle school student is socially, emotionally, and academically ready for high school. In 7<sup>th</sup> grade, show:

- Academic milestones:
  - Reading and writing at grade level
  - Completion of algebra OR proficiency in 8<sup>th</sup> grade math
  - Knowing how to manage a multi-stage assignment
- Personal milestones:
  - Resilience/persistence in dealing with setbacks and challenges
  - Conflict resolution: able to overcome conflicts and have healthy relationships with peers
  - Healthy management of emotions
  - Strong connection to a caring adult

What we've done towards this (proof we are undercutting status quo):

- Equity: Community schools model (color/examples TK from KG) — eye exams
- Excellence: Expand afterschool programs for all middle school students, this provides nurturing and academic focus that middle school students need

What more we will do:

- Equity:
  - Target supports for struggling 8th grade students: improve and increase our 8Plus Programs, which builds an academic bridge for high school — KG to provide data
  - Algebra is often called the gateway to higher level math coursework. We will substantially increase the number of Algebra courses offered to our 8<sup>th</sup> graders — introducing algebra to XX traditionally underserved schools that do not offer it — and maintain a high pass rate for our 8<sup>th</sup> grade students taking the Algebra Regents

Excellence:

- We will eliminate chronic absence and truancy in 6th grade — annual improvement from current XX% until we reach 100%
- Add research-based social-emotional learning programs to all middle schools by X — NEED REAL LIFE DETAILS HERE
- Continue investments to cultivate interests and passions in middle school students with by increasing arts and sports opportunities by XX — IN WHAT SCHOOLS? IS THIS AN EQUITY PLAY? WHAT IS CURRENT INVESTMENT?

IV. 4pm: A tenth grader runs her fingers over the pages of her ELA workbook. As a recent immigrant, she needs to pass the English Regents to graduate — so her school staff have

created this extended learning period for her and the 15 other English Language Learners in the class.

{THEMES: RENEWAL SCHOOLS, ENGLISH LANGUAGE LEARNERS, GREAT PRINCIPALS}

Note: 20,000 students who begin high school don't finish.

Goal:

- Get every high school student on track to graduate ready for college, career, and independent living.
  - Increase # of 10th graders with credits and Regents needed to keep them on track to graduating on time and college/career ready ~~X~~ times the number of students on track within ~~Y~~ years
- 75% four year graduation by 2020— an additional 5,000 graduates every year (up from 68%)
- Double the percent of college and career ready graduates by 2025

*What we've done towards this (proof we are undercutting status quo):*

Equity:

- As part of relentless focus on our most struggling schools at all levels of education: created Renewal Schools
- Ensuring the best instruction for Renewal and other schools by restaffing administrators and teachers who shouldn't be in a learning environment
- Extending the school day
- Tracking every Renewal School student **HOW DOES THIS PLAY AGAINST NEW PERSONAL PLANS**
- Knocking down personal barriers: waiving testing fees, **WHAT ELSE**

*What more we will do:*

- Equity:
  - Ensure access to rigorous coursework necessary for success : increase # of AP and other advanced courses in traditionally underserved schools— **NEED HARD #s HERE**
  - Increase the number of CTE programs, because CTE students are more likely to graduate high school than their non CTE student counterparts —and have better outcomes for young male students of color
- Excellence:
  - Increase access to CUNY College Now and other programs that will expose students to college level material and enable them to begin earning credits
    - In 350 high schools today; grow to ~~X~~ by ~~Y~~
  - **[If a student is off track— what will we do?]**

V. 5pm: A recent graduate comes home from her summer job cleaning hotel rooms to a letter from her [community?] college. It's her fall semester reading list. Total price of textbooks: \$600.

[THEMES: TACKLING "SUMMER MELT," COLLEGE AFFORDABILITY FOR ALL]

- Note: 20,000 students who graduate high school do not enter college.
- Equity: We will not allow finances to be a barrier to education
  - Saving programs—a college savings account for every student to support and encourage family savings for college from a young age
  - Promise Program—a last dollar scholarship to ensure no student faces a gap in scholarship funding that prevents them from pursuing their studies
  - Tackling hidden barriers—identifying the oft forgotten financial challenges that impact many of our students and serve as a major barrier, and implement systemic solutions (e.g., providing all CUNY students with a free MetroCard, like NYC DOE students)

VI. 8:30pm: After a morning spent at a part-time job and classes all afternoon and into the evening, college freshman enters the subway and carefully puts away her Metrocard. At the right stop, she runs up the stairs and greets her study group inside a public library. At stations all over the City, they each swiped a Metrocard provided by CUNY in order to be able to meet in one place and study for the next day's exam.

[THEMES: CUNY ASAP, AFFORDABILITY, PERSONAL SUPPORT FOR COLLEGE GRADUATION]

Note: 17,000 students who begin college do not finish.

- Equity: CUNY ASAP: Students who complete ASAP are more likely to graduate on time and with less debt than their peers. We have committed to expanding ASAP to serve 13,000 students over the next three years, and will continue to support its growth as more and more students graduate
- Excellence: Working to improve college advising at CUNY

VII. It's 8 a.m., the next day: a college senior/recent grad faces her reflection in a mirror, takes a deep breath, and locks the door behind her: on the way out the door for a job interview.

Goal: 20,000 more college degrees by 2025.

See: everything we've just revealed.

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  - How many 5<sup>th</sup> graders can control impulses, manage stress, motivate themselves, and set and work towards goals?
  - How many 5<sup>th</sup> graders are proficient in math (measured by the State test)?
- 3. Every middle school student is socially, emotionally, and academically ready for high school**
  - Are we reducing the number of 6<sup>th</sup> graders who are chronically absent?
  - How many 7th graders show resilience in dealing with setbacks and challenges, can manage their emotions, overcome conflict, and successfully manage complex projects?
  - Conflict resolution: able to overcome conflicts and have healthy relationships with peers
  - How many 8th graders are proficient in math (as measured by the State test and Algebra Regents)?
  - Are all our middle schoolers exposed to the arts and performance? (Note: this is an SED requirement)
- 4. Every high school student is on track to graduate, ready for college, career, and independent living**
  - Are all our 9th and 10th graders accumulating the right number and nature of credits to be on track to graduate? (Goal: 100%)
  - How many high schoolers are taking AP or other college-level coursework? (Goal: ?)
  - How many of our graduates do not need remedial coursework in college?
  - How many high schoolers are graduating in 4 years? (Goal: 75% by 2020)
  - How many graduates enroll in college? (Goal: increase enrollment rates in CUNY2, CUNY 4, non-CUNY by 25% respectively by 2020)

- Persistence

Our pledge to get there:

By 2022, every middle and high school student that enters the City's education system will be guided through this journey by a Progress Pact.

This will be a living contract between our students, families, teachers, and school leaders that outlines how each student will reach the goal of graduating high school, making to college, and succeeding all the way through.

With this contract, every student will be held accountable for driving their own learning, and every teacher, principal, and parent will be accountable for enabling that success.

###

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** ["Jonathan Rosen"](#)  
**Subject:** RE: MBDB: Weekly Planning Meeting  
**Date:** Wednesday, August 19, 2015 4:17:46 PM

---

Lol - I got u

-----Original Message-----

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
Sent: Wednesday, August 19, 2015 4:16 PM  
To: Salazar-Rodriguez, Prisca  
Subject: Re: MBDB: Weekly Planning Meeting

[REDACTED] Feel free to wait until last minute when we are starting :-)

Sent from my iPhone

> On Aug 19, 2015, at 4:15 PM, Salazar-Rodriguez, Prisca <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

>  
> What is your number - I can call you -

>  
> -----Original Message-----

> From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
> Sent: Wednesday, August 19, 2015 4:03 PM  
> To: Salazar-Rodriguez, Prisca  
> Subject: Re: MBDB: Weekly Planning Meeting

>  
> I need to dial in from my family vacation. Is there a number?

>  
> Sent from my iPhone

>  
>> On Aug 19, 2015, at 3:45 PM, Salazar-Rodriguez, Prisca <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

>>  
>>  
>>  
>> <[meeting.ics](#)>

**From:** [Goldmark, Karin](#)  
**To:** [Blumm, Kate](#); [Salazar-Rodriguez, Prisca](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Shorris, Anthony](#); ["URamirez@schools.nyc.gov"](#); [Williams, Dominic](#); ["jonathan@berlinrosen.com"](#); [John Del Cecato](#); [Leopold, Elana](#); [Devora Kaye](#); ["Wallack Josh \(JWallack@schools.nyc.gov\)"](#); [Wolfe, Emma](#); [Schnake Mahl, Gabriel](#); [Bury, Richard](#); [Confer, Alexis](#); [Fuleihan, Dean \(OMB\)](#); [Zuniga, Andrea](#)  
**Subject:** RE: please send thoughts  
**Date:** Wednesday, August 19, 2015 7:35:56 PM  
**Attachments:** [EDUCATION VISION 2015 v3 kg edits.docx](#)

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Kate,

I think this is coming together nicely. A few thoughts, mostly for us to provide more to you...

Changes tracked in this document.

1. Starting from 5<sup>th</sup> grade onward, we make absolutely no mention of literacy. I think this is bad signaling and we should include literacy development past 2<sup>nd</sup> grade.
2. In response to your question, hard to make 2020 the college goal bc (a) that's only 5 years away and we need a longer runway to hit target and (b) City already has a 2020 college completion target—double # of grads coming out of CUNY—a goal I think we should name, embrace, and build on in the college graduation part. Relevant section on goals pasted below with suggested changes.
3. We still need to provide a lot more “how.” We say we will make sure all 2<sup>nd</sup> graders are reading, but no talk of how we will do that. Same for the graduation rate goals. So, either we need to be super clear and committed to our message that every kid is different and every school's needs are different, or we need to have some way of answering this question—professional development, strong curriculum, constant communication with parents, or, even better, more specific. Maybe this all goes in the Phil Walzak Plan of Action companion book, not in the speech—but I think we have to have it somewhere.
4. Where are we on getting to actual numbers for the college attainment part? Are these the actual target numbers in here, vetted by DOE?

---

**From:** Blumm, Kate  
**Sent:** Wednesday, August 19, 2015 6:37 PM  
**To:** Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Walzak, Phil; Shorris, Anthony; 'URamirez@schools.nyc.gov'; Goldmark, Karin; Williams, Dominic; 'jonathan@berlinrosen.com'; John Del

Cecato; Leopold, Elana; Devora Kaye; 'Wallack Josh (JWallack@schools.nyc.gov)'; Wolfe, Emma; Schnake Mahl, Gabriel; Buery, Richard; Confer, Alexis; Fuleihan, Dean (OMB); Zuniga, Andrea  
**Subject:** please send thoughts

I'm using extra time to keep working on vignettes etc., but please send thoughts on the foundational document sent earlier and reattached here. Thanks very much.

<< File: EDUCATION VISION 2015\_v3\_clean.docx >>

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**From:** Blumm, Kate

**Sent:** Wednesday, August 19, 2015 3:20 PM

**To:** Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Walzak, Phil; Shorris, Anthony; 'URamirez@schools.nyc.gov'; Goldmark, Karin; Williams, Dominic; 'jonathan@berlinrosen.com'; 'John Del Cecato'; Leopold, Elana; Devora Kaye; 'Wallack Josh (JWallack@schools.nyc.gov)'; Wolfe, Emma; Schnake Mahl, Gabriel; Buery, Richard; Confer, Alexis; Fuleihan, Dean (OMB); Zuniga, Andrea  
**Subject:** use clean version attached RE: the plan for today's Education Speech Prep

Sent marked-up before, sorry!

<< File: EDUCATION VISION 2015\_v3\_clean.docx >>

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**From:** Blumm, Kate

**Sent:** Wednesday, August 19, 2015 2:45 PM

**To:** Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Walzak, Phil; Shorris, Anthony; 'URamirez@schools.nyc.gov'; Goldmark, Karin; Williams, Dominic; 'jonathan@berlinrosen.com'; 'John Del Cecato'; Leopold, Elana; Devora Kaye; 'Wallack Josh (JWallack@schools.nyc.gov)'; Wolfe, Emma; Schnake Mahl, Gabriel; Buery, Richard; Confer, Alexis; Fuleihan, Dean (OMB); Zuniga, Andrea  
**Subject:** first doc here RE: the plan for today's Education Speech Prep

Adding Andie. Here's the first doc, attached. There's a lot to sift through so this is meant to bring some order to the proceedings. Note that this doesn't really detail the work underway—the HOW—of how our ideas are animated (e.g. we are Aiming High by increasing # of AP classes in underserved schools by X). The vignettes will have more of this sort of HOW.

Please let me know of concerns/thoughts/feelings/edits ASAP. Even though our meeting is canceled, I'd like to ship these docs to the Mayor tonight or ASAP.

<< File: EDUCATION VISION 2015\_v3.docx >>

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**From:** Blumm, Kate

**Sent:** Wednesday, August 19, 2015 10:05 AM

**To:** Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Walzak, Phil; Shorris, Anthony; 'URamirez@schools.nyc.gov'; Goldmark, Karin; Williams, Dominic; 'jonathan@berlinrosen.com'; John Del Cecato; Leopold, Elana; Devora Kaye; 'Wallack Josh (JWallack@schools.nyc.gov)'; Wolfe, Emma; Schnake Mahl, Gabriel; Buery, Richard; Confer, Alexis; Fuleihan, Dean (OMB)  
**Subject:** the plan for today's Education Speech Prep

Hi, all—I've connected variously with a bunch of you in the past day for some excellent feedback and updates. Right now I'm in the process of revising three documents to have available at the speech prep later:

- 1- Overall education vision and goals doc (with speech planning/goals too)
- 2- Vignettes doc (the student portraits we're painting in the speech to communicate the vision)
- 3- Pull quotes/soundbites doc

I'll send these around to you all as soon as they're ready for feedback so we're all on the same page heading into 5:30. Thanks very much.

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca

**Sent:** Tuesday, August 11, 2015 7:11 PM

**To:** Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Blumm, Kate; Walzak, Phil; Shorris, Anthony; Griffith, Chantell; 'URamirez@schools.nyc.gov'; Goldmark, Karin; Williams, Dominic; 'jonathan@berlinrosen.com'; John Del Cecato; Leopold, Elana; Chao, Raymond; Devora Kaye; 'Wallack Josh

([JWallack@schools.nyc.gov](mailto:JWallack@schools.nyc.gov)); Thornton, Demetrius; Wolfe, Emma; Schnake Mahl, Gabriel; Cutler, Dorothy; Buery, Richard; Confer, Alexis; Fuleihan, Dean (OMB)

**Subject:** MBDB: Education Speech Prep

**When:** Wednesday, August 19, 2015 5:30 PM-6:30 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** City Hall, The Blue Room

EDUCATION VISION 2015: Update August 19, 2:35pm

**EQUITY AND EXCELLENCE**

*Every Day, Every Step of the Way*

Speech notes:

- College is the fulcrum
  - We cannot fulfill our destiny unless every child who wants to go to college can
  - What is City's new vision of how to get kids to college, how to succeed there, how to afford it, and everything K-12 that supports that?
- APPROACH:
  - Anti-bureaucratic: child-centered, not system/government-centered
  - Anti-status quo – willingness to break it down – undercut perceptions we are perpetuating status quo
  - Historic shifts balanced with deliverables people will notice
- TONE: Positive, resolute, rallying (call to arms – our kids can do it; it will take us all), expansive: we are battling for the soul of public education

Why we are driven to action:

- The status quo is unacceptable.
- Education determines economic destiny more now than at any point in human history.
- NYC's success as a 21st century global city depends on the success of our education system.

Values behind our action:

- Every school can and should deliver an excellent education for every child.
- Every child can grow into a successful adult—ready for college, ready for life—if their education gives them the right tools.

Simple set of ideas that express/execute these values:

- **Start educating children earlier so all children begin kindergarten ready to succeed.**
- **Make parents, the first and last teachers of children, our partners.**
  - 40 minutes of parent-teacher time each week
  - Community schools
- **Treat each school and each student individually. No two schools and no two children need the same support in order to excel.**
  - To fulfill their potential, each child will travel their own academic, social, and emotional journey

- To become great, each school needs different amounts of support in the six key areas that comprise our Framework for Great Schools
- **Break down all barriers to learning so children come to school ready to succeed.**
  - Mental and physical health: community schools (social services, glasses, etc.)
  - Affordability: college savings accounts, testing waivers
- **Aim high.**
  - Don't force kids to dream about college, a living wage job and a career: show them
    - Every middle and high school will have a business partner
    - Huge numbers of kids in internships/mentorships/summer jobs
    - Every middle/high school student is taken on NYC college tours multiple times
  - Most rigorous curriculum/toughest tests in the nation
- **Be accountable for both the process and the result.**
  - We—City leaders, school leaders, teachers, parents—are all accountable to our students. Progress Pact.
  - Schools are accountable to us not just for test scores and grad rates, but for the rigorous instruction, collaborative teachers, supportive environments, strong family-community ties, effective school leaders, and trust that improve those scores and rates. This is the Framework for Great Schools. Research shows it works.
  - We (gov't) are accountable to New Yorkers for our schools' successes and difficulties alike.
  - We are giving more information for parents and all NYers on how schools are doing, where they need help, what that help looks like.
- **Spread what works. Connect the whole system.**
  - Veteran educators will help fellow teachers and principals improve, spreading success throughout the system.
  - Conduct bold experiments (PROSE) and spread what works.
- **Treat tests as an important thing, not THE important thing.**
  - They only tell you that you need to improve and where that improvement is needed—not how to get it done.
- **Make the change that's necessary.**
  - If schools cannot improve with our tailored and targeted support, we will change the personnel, the leadership, or the school itself. But we believe most schools can and will improve, and in fact that is the only route to true citywide improvement.
- **Don't stop at graduation.**
  - [academic and personal/mindset interventions to get kids to enroll, persist, and complete]
  - College Savings Accounts
  - Scale ASAP to help more students make it through community college

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Our vision:

We are building people, not systems. A community of teachers, staff, and families grows around every student, supporting them at every turn, academically and personally, to and through college and/or a living wage job.

Our endgame goals:

- 75% four-year graduation rate – an additional 5,000 graduates – by 2020 (up from 68%)
- Double the number of college- and career-ready graduates to 50,000 a year (66%) by 2025 ~~—can we bring in line with 2020?~~
- We will increase the number of DOE graduates completing college by 50% by ~~2020~~2030.
- CHANGE TO ONE OF FOLLOWING:
  - Increase college graduation rate by 50% (= if 15K now, will go to 22.5K)
  - Double college graduation rate (from 15K to 30K)
  - Already on track to double the number of college grads coming out of CUNY by 2020—need to do even more—will need to reach XX,000 college graduates per year by 2030.
  - This will represent XX,000 additional college graduates.

Comment [GK1]: Need to give ourselves a runway here, 2020 kids are in 8<sup>th</sup> grade now Doubling college readiness while the standards continue to get higher for HS kids is a big, big lift

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Our goals on the way, and the ways we'll know our progress towards achieving them:

1. **Every child in NYC enters kindergarten ready to learn**
  - Are all eligible 4-year-olds enrolled in full-day, high-quality Pre-K? (Goal: 100%)
2. **Every elementary school student has the academic foundation to succeed**
  - How many 2nd graders are reading on grade level? (Goal: 100%)
  - How many parents of students K-2 are aware of their child's reading level (Goal: 100%)
  - How many 3rd graders are proficient in ELA reading and writing?
  - How many 5<sup>th</sup> graders can control impulses, manage stress, motivate themselves, and set and work towards goals?
  - How many 5<sup>th</sup> graders are proficient in math (measured by the State test)?
3. **Every middle school student is socially, emotionally, and academically ready for high school**
  - Are we reducing the number of 6<sup>th</sup> graders who are chronically absent?
  - How many 7th graders show resilience in dealing with setbacks and challenges, can manage their emotions, overcome conflict, and successfully manage complex projects?
  - Conflict resolution: able to overcome conflicts and have healthy relationships with peers
  - ~~How many 8th graders are proficient in math (as measured by the State test and Algebra Regents)?~~

- Are all our middle schoolers exposed to the arts and performance? (Note: this is an SED requirement)

**4. Every high school student is on track to graduate, ready for college, career, and independent living**

- Are all our 9th and 10th graders accumulating the right number and ~~nature-kind~~ of credits to be on track to graduate? (Goal: 100%)
- Can our students manage and successfully complete a multi-stage assignment such as a research project—assignments they will get in college from day one and that cannot be assessed through a standardized test?
- How many high schoolers are taking AP or other college-level coursework? (Goal: ?)
- How many of our graduates do not need remedial coursework in college?
- How many high schoolers are graduating in 4 years? (Goal: 75% by 2020)
- How many graduates enroll in college? (Goal: increase enrollment rates in CUNY2, CUNY 4, non-CUNY by 25% respectively **by 2020**)
- **Persistence**

Our pledge to get there:

By ~~2022~~2018, every middle and high school student that enters the City’s education system will be guided through this journey by a Progress Pact.

This will be a living contract between our students, families, teachers, and school leaders that outlines how each student will reach the goal of graduating high school, making to college, and succeeding all the way through.

**Comment [GK2]:** Between sounds better but is technically not correct, shld be among Grammar cop in me has to say it but I get it if it has to stay this way

With this contract, every student will be held accountable for driving their own learning, and every teacher, principal, and parent will be accountable for enabling that success.

###

**From:** [Merritt, Jeff](#)  
**To:** [Jordan Smith \(jordan.smith@berlinrosen.com\)](mailto:jordan.smith@berlinrosen.com)  
**Subject:** Rationale  
**Date:** Thursday, August 20, 2015 10:17:00 AM  
**Attachments:** [MOTI Demo Project Rationale 2015-02-04.docx](#)

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# MEMO

Date: February 5, 2015

To: Michael Owh, Mayor's Office of Contract Services  
Jose Jimenez, Mayor's Office of Contract Services

From: Jeff Merritt, Mayor's Office of Tech and Innovation

Subject: Demonstration Project for Innovative Procurement

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## I. Rational for this Demonstration Project

In a keynote address at Internet Week in May 2014, Mayor de Blasio laid out a vision for a more innovative, participatory model for procuring government technology:

“We know the City government has so much it can do more effectively when it comes to technology. And one of the things I've heard, and I've deeply appreciated by so many members of the tech community, is they've said, look at the fact that the way we think about technology in City government is so often outmoded. And they point to, for example, our procurement process, our RFP process – that takes so long that by the time the process is completed the technology has already changed and the outcome of the process is made, to some extent, moot. And people in the community have said, can't we create a more flexible, interactive, communicative process that actually reflects the way the knowledge economy is going, the way innovation is moving? And we're committed to doing that. We know it can be done.”

For years, the standard ethos for beginning a new procurement has been to define detailed product requirements and then solicit bids to determine who can offer the best product at the lowest cost. While this approach can work well if you're buying pens or paper, unfortunately it doesn't always work with technology – where there may be countless different approaches and solutions for solving the same problem. More often than not, technology decisions are made with insufficient market intelligence, inadequate risk management and a narrow vendor-pool.

This demonstration project is the result of research at the Mayor's Office of Technology and Innovation aimed at identifying new models for procuring government technologies – particularly in cases where City government may not know what products or solutions are on the market or are best suited to meet a particular need. Recognizing that these methodologies and techniques for problem-based procurement and challenges are new to most Agency Chief Contracting Officers (ACCOs), the attached project plan places a

strong emphasis on capacity building while also testing the value and benefit of this approach.

## **II. Recommended Vendor & Methodology**

Citymart was identified as the strongest partner for this project based on their unparalleled experience, unique methodology, extensive knowledge, and database of more than 20,000 solution providers in a diverse range of fields including energy, mobility, tourism, climate, waste, utilities, participation, and accessibility. We are not aware of an organization or company that is offering comparable proven methods or services to Citymart.

To date, Citymart has completed contracts on over 100 projects with more than 50 global cities including Paris, London, Barcelona and Mexico City. In the US, Citymart has successfully sourced solutions through challenge programs for Boston, Tacoma, and San Francisco. As a testament to the significant social impact Citymart can deliver in cities, Citymart received a grant from the Knight Foundation in 2014 to establish operations in New York City, thereby making their services become more accessible to US cities

Citymart has developed a unique and proven methodology for problem-based procurement which it delivers through a collaborative and open model. After identifying and refining agency needs to create problem statements, Citymart analysts proactively engage solution providers using established and documented protocols. They also follow-up and support their submission process, assuring that bids represent the best possible vendor pool. Citymart's database of vendors and solutions is unique and contains critical intelligence not available elsewhere - including experts' evaluations, solution track records, and description of projects previously executed, successes, impact assessments, and other relevant information.

Citymart has also established a unique database to provide business intelligence for decision-making and management of innovation in city government, building on their work in more than 50 global cities. This knowledgebase is the result of more than 7 years of research and allows cities to benchmark the outcomes of specific processes supporting innovation, tracking different competences and methods against best-in-class approaches in other cities.

Through this unique model for procuring solutions through open challenges, the Mayor's Office of Technology and Innovation seeks to generate a broader market response, inspire new innovative approaches and open up government procurement to a broader provider-base, including start-ups and social enterprises.

**From:** [Jordan Smith](#)  
**To:** [Merritt, Jeff](#)  
**Subject:** RE: citymart sync  
**Date:** Thursday, August 20, 2015 10:17:38 AM  
**Attachments:** [Citymart NYC Release FINAL for city review.docx](#)

---

-----Original Message-----

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]  
Sent: Thursday, August 20, 2015 10:13 AM  
To: Jordan Smith  
Subject: RE: citymart sync

Hmm, phone didn't ring. Probably bad reception. You can call my desk at 718-724-6498 or let me know the best number to reach you at.

-----Original Message-----

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]  
Sent: Thursday, August 20, 2015 10:03 AM  
To: Merritt, Jeff  
Subject: RE: citymart sync  
Importance: High

Just gave you a ring. When is good to chat?

-----Original Message-----

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]  
Sent: Thursday, August 20, 2015 9:50 AM  
To: Jordan Smith  
Subject: RE: citymart sync

Sure, you can call me on my cell at [REDACTED]

-----Original Message-----

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]  
Sent: Thursday, August 20, 2015 9:49 AM  
To: Brack, Ryan (CTO); Merritt, Jeff (CTO)  
Subject: RE: citymart sync  
Importance: High

Hey Jeff:

Can we jump on the phone today? Citymart is speaking with media all day.

Jordan

-----Original Message-----

From: Brack, Ryan (CTO) [<mailto:RBrack@cto.nyc.gov>]  
Sent: Wednesday, August 19, 2015 11:11 AM  
To: Jordan Smith; Merritt, Jeff (CTO)  
Subject: citymart sync

Hey Jeff Jordan is it possible to please sync today on the press release high-level talking points and Miranda? Have time later today? Thanks!

Sent from my iPhone



TRANSFORMING  
THE WAY CITIES  
SOLVE PROBLEMS

**For Immediate Release:**

**DATE**

**Contact:**

Andy Fitzgerald, 646-517-1823, [Andrew.fitzgerald@berlinrosen.com](mailto:Andrew.fitzgerald@berlinrosen.com)

## **New York City Will Transform the Way it Solves Problems in New Partnership with Citymart**

*Mayor's Office of Technology and Innovation and Citymart will focus first on how to best use city's obsolete assets*

**New York, N.Y.** –In the largest implementation yet of its innovative approach, Citymart will partner with the New York City Mayor's office to pilot a new method that could transform the way the city's government solves problems by connecting city planners with innovative new ideas through open challenges to entrepreneurs and citizens.

The Mayor's Office of Technology and Innovation will work with Manhattan-based Citymart on launching up to five challenges, starting with a focus on how the city can best take advantage of obsolete or underused assets that are spread throughout the city but no longer serve their original purposes. Postal service boxes, emergency phones, and fire hydrants are among the possible dormant assets to be repurposed and revitalized.

"Anything done in New York City has ramifications around the world – we're absolutely thrilled to be partnering with the city in this effort," said Citymart CEO Sascha Haselmayer. "Mayor Bill de Blasio proved he's committed to transforming the way the city approaches some of the most daunting urban problems that any city in the world can face by establishing the Mayor's Office of Technology and Innovation to seek out inventive, effective, and affordable solutions. This process will help the city further that goal by leveraging existing resources to bring new players into the process and open up new possibilities for innovation."

*[Quote from city official?]*

Citymart helps cities learn how to use the open market to find proven, innovative solutions addressing the pressing needs of urban areas, helping them rethink their spending habits so they focus on not just buying goods and services, but on solving problems. Citymart starts by working with a city to help them define their problems and capabilities. Then the firm conducts intensive research and outreach to identify the market leaders and proven innovators with possible solutions and issues a challenge to those leaders, to local businesses and citizens, and to a global network of businesses, entrepreneurs, and universities in a search for the most effective and affordable solution.

The Citymart-New York City partnership will apply Citymart's unique problem-solving methodology to address the problem of obsolete assets and other city needs. "We will issue an open challenge to market leaders and proven innovators for possible solutions to each particular problem," Haselmayer said. "This challenge asks three simple questions: 'What is your idea for solving the problem, how ready is your solution, and how can we measure its success?' We'll be training New York City staff how to run these challenges and evaluate proposed solutions in a transparent and efficient manner."

Citymart is also partnering with Philadelphia, Miami, Long Beach, and other major American cities to help them transform the way they solve city problems.

"Cities in the United States collectively spend more than one trillion dollars that we know could be spent in better solutions. If we put even a small fraction of that to use in creating cities that are more responsive, more efficient and more nimble at solving problems for citizens, we'll make an enormous impact on thousands of people's lives" said Citymart Principal Julia Haselmayer.

####

*Citymart is a New York-based company that transforms the way cities solve problems, connecting them with new ideas through open challenges to entrepreneurs and citizens. The company has helped cities around the world from San Francisco to London find proven, innovative solutions addressing the pressing needs of urban areas, such as efficient transportation, quality public spaces, sustainability, effective social services, and robust commerce and tourism.*

**From:** [Merritt, Jeff](#)  
**To:** [Jordan Smith](#)  
**Subject:** RE: citymart sync  
**Date:** Thursday, August 20, 2015 12:10:00 PM  
**Attachments:** [Citymart NYC Release FINAL for city review.docx](#)

---

FYI, just wanted to give you an update. I've sent the attached document to the Press Office and Mayor's Office of Contract Services for their review. I will let you know as soon as I hear back. I understand you're anxious to get a release out but we need to have City Hall sign off before anything goes out that references the City and its work. Thanks.

-----Original Message-----

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]  
Sent: Thursday, August 20, 2015 10:17 AM  
To: Merritt, Jeff  
Subject: RE: citymart sync

-----Original Message-----

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Subject: RE: citymart sync  
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Hey Jeff:

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-----Original Message-----

From: Brack, Ryan (CTO) [<mailto:RBrack@cto.nyc.gov>]

Sent: Wednesday, August 19, 2015 11:11 AM

To: Jordan Smith; Merritt, Jeff (CTO)

Subject: citymart sync

Hey Jeff Jordan is it possible to please sync today on the press release high-level talking points and Miranda? Have time later today? Thanks!

Sent from my iPhone



TRANSFORMING  
THE WAY CITIES  
SOLVE PROBLEMS

For Immediate Release:

**DATE**

Contact:

Andy Fitzgerald, 646-517-1823, [Andrew.fitzgerald@berlinrosen.com](mailto:Andrew.fitzgerald@berlinrosen.com)

## **New York City ~~Will Transform the Way it Solves~~ ~~Pilots Innovative New Approach to Urban~~ Problem ~~Solvings~~ in ~~New~~ Partnership with Citymart**

***New Initiative Opens Door for Start-ups and Other Innovative Companies to Work with New York City to Tackle the Most Pressing Urban Challenges**  
**Mayor's Office of Technology and Innovation and Citymart will focus first on how to best use city's obsolete assets***

**New York, N.Y.** –In the largest implementation yet of its innovative approach, Citymart will partner with the New York City Mayor's Office of Technology and Innovation to pilot a new method that could transform the way the city's government solves problems by connecting city planners with innovative new ideas through open challenges to entrepreneurs and citizens.

The Mayor's Office of Technology and Innovation will work with ManhattanNew York-based Citymart on launching up to five a series of problem-based challenges over the course of the next two years. Challenges will draw on key themes that were set forth in Mayor de Blasio's Plan for One New York, which was released in April 2015. OneNYC establishes bold goals and specific targets for a strong, sustainable, resilient, and equitable city – 800,000 people out of poverty by 2025, Zero Waste, eliminating long-term displacement after future shock events, and much more. ~~starting with a focus on how the city can best take advantage of obsolete or underused assets that are spread throughout the city but no longer serve their original purposes. Postal service boxes, emergency phones, and fire hydrants are among the possible dormant assets to be repurposed and revitalized.~~

“Anything done in New York City has ramifications around the world – we’re absolutely thrilled to be partnering with the city in this effort,” said Citymart CEO Sascha Haselmayer. “Mayor Bill de Blasio proved he’s committed to transforming the way the city approaches some of the most daunting urban problems that any city in the world can face by establishing the Mayor’s Office of Technology and Innovation to seek out inventive, effective, and affordable solutions. This process will help the city further that goal by leveraging existing resources to bring new players into the process and open up new possibilities for innovation.”

*[Quote from city official?]*

Citymart helps cities learn how to use the open market to find proven, innovative solutions addressing the pressing needs of urban areas, helping them rethink their spending habits so they focus on not just buying goods and services, but on solving problems. Citymart starts by working with a city to help them define their problems and capabilities. Then the firm conducts intensive research and outreach to identify the market leaders and proven innovators with possible solutions and issues a challenge to those leaders, to local businesses and citizens, and to a global network of businesses, entrepreneurs, and universities in a search for the most effective and affordable solution.

“We will issue an open challenge to market leaders and proven innovators for possible solutions to each particular problem,” Haselmayer said. “This challenge asks three simple questions: ‘What is your idea for solving the problem, how ready is your solution, and how can we measure its success?’ We’ll be training New York City staff how to run these challenges and evaluate proposed solutions in a transparent and efficient manner.”

~~The Citymart-New York City partnership will apply Citymart’s unique problem-solving methodology to address the problem of obsolete assets and other city needs. The Citymart-New York City partnership builds on the City’s first Call for Innovations (CFI) launched earlier this year. The CFI, which focused on new approaches for providing Internet access in underserved communities, produced 69 proposals from 52 sources over a period of 11 weeks from April to June. The largest number of submissions came from start-ups and small businesses, most of whom had not previously worked with the City of New York.~~

~~“We will issue an open challenge to market leaders and proven innovators for possible solutions to each particular problem,” Haselmayer said. “This challenge asks three simple questions: ‘What is your idea for solving the problem, how ready is your solution, and how can we measure its success?’ We’ll be training New York City staff how to run these challenges and evaluate proposed solutions in a transparent and efficient manner.”~~

Citymart is also partnering with Philadelphia, Miami, Long Beach, and other major American cities to help them transform the way they solve city problems.

“Cities in the United States collectively spend more than one trillion dollars that we know could be spent in better solutions. If we put even a small fraction of that to use in creating cities that are more responsive, more efficient and more nimble at solving problems for citizens, we’ll make an enormous impact on thousands of people’s lives” said Citymart Principal Julia Haselmayer.

####

*Citymart is a New York-based company that transforms the way cities solve problems, connecting them with new ideas through open challenges to entrepreneurs and citizens. The company has helped cities around the world from San Francisco to London find proven, innovative solutions addressing the pressing needs of urban areas, such as efficient transportation, quality public spaces, sustainability, effective social services, and robust commerce and tourism.*

|

**From:** [Merritt, Jeff](#)  
**To:** [Jordan Smith](#)  
**Subject:** RE: citymart sync  
**Date:** Thursday, August 20, 2015 2:50:00 PM  
**Attachments:** [Citymart NYC Release for city review.docx](#)

---

The document I sent previously was approved. Let me know if that works. The attached is the same version just with track changes accepted. THANKS!

-----Original Message-----

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]  
Sent: Thursday, August 20, 2015 12:24 PM  
To: Merritt, Jeff  
Subject: RE: citymart sync

Thanks, Jeff. Look forward to getting it from City Hall.

-----Original Message-----

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]  
Sent: Thursday, August 20, 2015 12:11 PM  
To: Jordan Smith  
Subject: RE: citymart sync

FYI, just wanted to give you an update. I've sent the attached document to the Press Office and Mayor's Office of Contract Services for their review. I will let you know as soon as I hear back. I understand you're anxious to get a release out but we need to have City Hall sign off before anything goes out that references the City and its work. Thanks.

-----Original Message-----

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]  
Sent: Thursday, August 20, 2015 10:17 AM  
To: Merritt, Jeff  
Subject: RE: citymart sync

-----Original Message-----

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]  
Sent: Thursday, August 20, 2015 10:13 AM  
To: Jordan Smith  
Subject: RE: citymart sync

Hmm, phone didn't ring. Probably bad reception. You can call my desk at 718-724-6498 or let me know the best number to reach you at.

-----Original Message-----

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]  
Sent: Thursday, August 20, 2015 10:03 AM  
To: Merritt, Jeff  
Subject: RE: citymart sync  
Importance: High

Just gave you a ring. When is good to chat?

-----Original Message-----

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]  
Sent: Thursday, August 20, 2015 9:50 AM  
To: Jordan Smith

Subject: RE: citymart sync

Sure, you can call me on my cell at [REDACTED]

-----Original Message-----

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]

Sent: Thursday, August 20, 2015 9:49 AM

To: Brack, Ryan (CTO); Merritt, Jeff (CTO)

Subject: RE: citymart sync

Importance: High

Hey Jeff:

Can we jump on the phone today? Citymart is speaking with media all day.

Jordan

-----Original Message-----

From: Brack, Ryan (CTO) [<mailto:RBrack@cto.nyc.gov>]

Sent: Wednesday, August 19, 2015 11:11 AM

To: Jordan Smith; Merritt, Jeff (CTO)

Subject: citymart sync

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TRANSFORMING  
THE WAY CITIES  
SOLVE PROBLEMS

**For Immediate Release:**

**DATE**

**Contact:**

Andy Fitzgerald, 646-517-1823, [Andrew.fitzgerald@berlinrosen.com](mailto:Andrew.fitzgerald@berlinrosen.com)

## **New York City Pilots Innovative New Approach to Urban Problem Solving in Partnership with Citymart**

***New Initiative Opens Door for Start-ups and Other Innovative Companies to  
Work with New York City to Tackle the Most Pressing Urban Challenges***

**New York, N.Y.** –In the largest implementation yet of its innovative approach, Citymart will partner with the New York City Mayor’s Office of Technology and Innovation to pilot a new method that could transform the way the city’s government solves problems by connecting city planners with innovative new ideas through open challenges to entrepreneurs and citizens.

The Mayor’s Office of Technology and Innovation will work with New York-based Citymart on launching a series of problem-based challenges over the course of the next two years. Challenges will draw on key themes that were set forth in Mayor de Blasio’s Plan for One New York, which was released in April 2015. [OneNYC](#) establishes bold goals and specific targets for a strong, sustainable, resilient, and equitable city – 800,000 people out of poverty by 2025, Zero Waste, eliminating long-term displacement after future shock events, and much more.

“Anything done in New York City has ramifications around the world – we’re absolutely thrilled to be partnering with the city in this effort,” said Citymart CEO Sascha Haselmayer. “Mayor Bill de Blasio proved he’s committed to transforming the way the city approaches some of the most daunting urban problems that any city in the world can face by establishing the Mayor’s Office of Technology and Innovation to seek out inventive, effective, and affordable solutions. This process will help the city further that goal by leveraging existing resources to bring new players into the process and open up new possibilities for innovation.”

Citymart helps cities learn how to use the open market to find proven, innovative solutions addressing the pressing needs of urban areas, helping them rethink their spending habits so they focus on not just buying goods and services, but on solving problems. Citymart starts by working with a city to help them define their problems and capabilities. Then the firm conducts intensive research and outreach to identify the market leaders and proven innovators with possible solutions and issues a challenge to those leaders, to local businesses and citizens, and to a global network of businesses, entrepreneurs, and universities in a search for the most effective and affordable solution.

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The Citymart-New York City partnership builds on the City’s first [Call for Innovations](#) (CFI) launched earlier this year. The CFI, which focused on new approaches for providing Internet access in underserved communities, produced 69 proposals from 52 sources over a period of 11 weeks from April to June. The largest number of submissions came from start-ups and small businesses, most of whom had not previously worked with the City of New York.

Citymart is also partnering with Philadelphia, Miami, Long Beach, and other major American cities to help them transform the way they solve city problems.

“Cities in the United States collectively spend more than one trillion dollars that we know could be spent in better solutions. If we put even a small fraction of that to use in creating cities that are more responsive, more efficient and more nimble at solving problems for citizens, we’ll make an enormous impact on thousands of people’s lives” said Citymart Principal Julia Haselmayer.

####

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**From:** [John Del Cecato](#)  
**To:** [Goldmark, Karin](#)  
**Cc:** [Blumm, Kate](#); [Salazar-Rodriguez, Prisca](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Shorris, Anthony](#); [URamirez@schools.nyc.gov](#); [Williams, Dominic](#); [jonathan@berlinrosen.com](#); [Leopold, Elana](#); [Devora Kaye](#); [JWallack@schools.nyc.gov](#); [Wolfe, Emma](#); [Schnake Mahl, Gabriel](#); [Buery, Richard](#); [Confer, Alexis](#); [Fuleihan, Dean \(OMB\)](#); [Zuniga, Andrea](#)  
**Subject:** Re: please send thoughts  
**Date:** Thursday, August 20, 2015 4:00:32 PM

---

Yes

On Aug 20, 2015, at 3:49 PM, Goldmark, Karin <[KGoldmark@cityhall.nyc.gov](mailto:KGoldmark@cityhall.nyc.gov)> wrote:

Can we keep this out of today's meeting and hold at college savings accounts?  
Then pair this idea with a state push on college affordability.

---

**From:** John Del Cecato [<mailto:jfdc@akpdmedia.com>]  
**Sent:** Thursday, August 20, 2015 1:51 PM  
**To:** Goldmark, Karin; Blumm, Kate; Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Walzak, Phil; Shorris, Anthony; '[URamirez@schools.nyc.gov](mailto:URamirez@schools.nyc.gov)'; Williams, Dominic; '[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)'; Leopold, Elana; Devora Kaye; '[JWallack@schools.nyc.gov](mailto:JWallack@schools.nyc.gov)'; Wolfe, Emma; Schnake Mahl, Gabriel; Buery, Richard; Confer, Alexis; Fuleihan, Dean (OMB); Zuniga, Andrea  
**Subject:** Re: please send thoughts

LOL..

I'm open to that... Just thought that Wall Street had a real interest in seeing the city's schools succeed (and in home-grown talent getting a college education)... Maybe this is out of left field & we're too far down the road for a new policy - but thought I'd throw it out there... (Thanks a LOT, JDC!)

---

**From:** "Goldmark, Karin" <[KGoldmark@cityhall.nyc.gov](mailto:KGoldmark@cityhall.nyc.gov)>  
**Date:** Thursday, August 20, 2015 at 1:45 PM  
**To:** John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>, "Blumm, Kate" <[KBlumm@cityhall.nyc.gov](mailto:KBlumm@cityhall.nyc.gov)>, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>, "Hagelgans, Andrea" <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>, "Walzak, Phil" <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>, Anthony Shorris <[AShorris@cityhall.nyc.gov](mailto:AShorris@cityhall.nyc.gov)>, Ramirez Ursulina <[URamirez@schools.nyc.gov](mailto:URamirez@schools.nyc.gov)>, Dominic Williams <[DWilliams@cityhall.nyc.gov](mailto:DWilliams@cityhall.nyc.gov)>, Jonathan Rosen <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>, "Leopold, Elana" <[LEopold@cityhall.nyc.gov](mailto:LEopold@cityhall.nyc.gov)>, Devora Kaye <[DKaye6@schools.nyc.gov](mailto:DKaye6@schools.nyc.gov)>, Wallack Josh <[JWallack@schools.nyc.gov](mailto:JWallack@schools.nyc.gov)>, "Wolfe, Emma" <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>, "Schnake Mahl, Gabriel" <[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)>, "Buery, Richard" <[RBuery@cityhall.nyc.gov](mailto:RBuery@cityhall.nyc.gov)>, "Confer, Alexis" <[aconfer@cityhall.nyc.gov](mailto:aconfer@cityhall.nyc.gov)>, "Fuleihan, Dean (OMB)" <[fuleihand@omb.nyc.gov](mailto:fuleihand@omb.nyc.gov)>, "Zuniga, Andrea" <[AZuniga@cityhall.nyc.gov](mailto:AZuniga@cityhall.nyc.gov)>

**Subject:** Re: please send thoughts

Would argue this works better as a private "College for all, by all" fund that every NYer is asked to contribute to, according to their means. Ex, up to \$25K annual earnings, put in one dollar; \$25M annual earnings, put in \$500K.

Instead of a tax the rich, it's one NY, rising together....

OK do I get extra points for deB AND Marxz refs in one email?

---

**From:** John Del Cecato [<mailto:jfdc@akpdmedia.com>]

**Sent:** Thursday, August 20, 2015 01:33 PM

**To:** Blumm, Kate; Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Walzak, Phil; Shorris, Anthony; '[URamirez@schools.nyc.gov](mailto:URamirez@schools.nyc.gov)' <[URamirez@schools.nyc.gov](mailto:URamirez@schools.nyc.gov)>; Goldmark, Karin; Williams, Dominic; '[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)' <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>; Leopold, Elana; Devora Kaye; 'Wallack Josh ([JWallack@schools.nyc.gov](mailto:JWallack@schools.nyc.gov))' <[JWallack@schools.nyc.gov](mailto:JWallack@schools.nyc.gov)>; Wolfe, Emma; Schnake Mahl, Gabriel; Buery, Richard; Confer, Alexis; Fuleihan, Dean (OMB); Zuniga, Andrea

**Subject:** Re: please send thoughts

Sorry for the delay - looks good to me...

I did want to float the idea of calling on Wall Street to put up \$100M (or whatever the number is) for a private fund that would help ensure that every kid who gets to college can pay for it... It's a two-step dance... We do our part in K-12 to help get kids ready for college - and Wall Street helps them pay for it...

---

**From:** "Blumm, Kate" <[KBlumm@cityhall.nyc.gov](mailto:KBlumm@cityhall.nyc.gov)>

**Date:** Wednesday, August 19, 2015 at 6:37 PM

**To:** "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>, "Hagelgans, Andrea" <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>, "Walzak, Phil" <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>, Anthony Shorris <[AShorris@cityhall.nyc.gov](mailto:AShorris@cityhall.nyc.gov)>, Ramirez Ursulina <[URamirez@schools.nyc.gov](mailto:URamirez@schools.nyc.gov)>, "Goldmark, Karin" <[KGoldmark@cityhall.nyc.gov](mailto:KGoldmark@cityhall.nyc.gov)>, Dominic Williams <[DWilliams@cityhall.nyc.gov](mailto:DWilliams@cityhall.nyc.gov)>, Jonathan Rosen <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>, John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>, "Leopold, Elana" <[ELeopold@cityhall.nyc.gov](mailto:ELeopold@cityhall.nyc.gov)>, Devora Kaye <[DKaye6@schools.nyc.gov](mailto:DKaye6@schools.nyc.gov)>, Wallack Josh <[JWallack@schools.nyc.gov](mailto:JWallack@schools.nyc.gov)>, "Wolfe, Emma" <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>, "Schnake Mahl, Gabriel" <[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)>, "Buery, Richard" <[RBuery@cityhall.nyc.gov](mailto:RBuery@cityhall.nyc.gov)>, "Confer, Alexis" <[aconfer@cityhall.nyc.gov](mailto:aconfer@cityhall.nyc.gov)>, "Fuleihan, Dean (OMB)" <[fuleihand@omb.nyc.gov](mailto:fuleihand@omb.nyc.gov)>, "Zuniga, Andrea" <[AZuniga@cityhall.nyc.gov](mailto:AZuniga@cityhall.nyc.gov)>

**Subject:** please send thoughts

I'm using extra time to keep working on vignettes etc., but please send thoughts on the foundational document sent earlier and reattached here. Thanks very much.

---

**From:** Blumm, Kate  
**Sent:** Wednesday, August 19, 2015 3:20 PM  
**To:** Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Walzak, Phil; Shorris, Anthony; [URamirez@schools.nyc.gov](mailto:URamirez@schools.nyc.gov); Goldmark, Karin; Williams, Dominic; [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com); 'John Del Cecato'; Leopold, Elana; Devora Kaye; 'Wallack Josh ([JWallack@schools.nyc.gov](mailto:JWallack@schools.nyc.gov))'; Wolfe, Emma; Schnake Mahl, Gabriel; Buery, Richard; Confer, Alexis; Fuleihan, Dean (OMB); Zuniga, Andrea  
**Subject:** use clean version attached RE: the plan for today's Education Speech Prep

Sent marked-up before, sorry!

<< File: EDUCATION VISION 2015\_v3\_clean.docx >>

---

**From:** Blumm, Kate  
**Sent:** Wednesday, August 19, 2015 2:45 PM  
**To:** Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Walzak, Phil; Shorris, Anthony; [URamirez@schools.nyc.gov](mailto:URamirez@schools.nyc.gov); Goldmark, Karin; Williams, Dominic; [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com); 'John Del Cecato'; Leopold, Elana; Devora Kaye; 'Wallack Josh ([JWallack@schools.nyc.gov](mailto:JWallack@schools.nyc.gov))'; Wolfe, Emma; Schnake Mahl, Gabriel; Buery, Richard; Confer, Alexis; Fuleihan, Dean (OMB); Zuniga, Andrea  
**Subject:** first doc here RE: the plan for today's Education Speech Prep

Adding Andie. Here's the first doc, attached. There's a lot to sift through so this is meant to bring some order to the proceedings. Note that this doesn't really detail the work underway—the HOW—of how our ideas are animated (e.g. we are Aiming High [by increasing # of AP classes in underserved schools by X](#)). The vignettes will have more of this sort of HOW.

Please let me know of concerns/thoughts/feelings/edits ASAP. Even though our meeting is canceled, I'd like to ship these docs to the Mayor tonight or ASAP.

<< File: EDUCATION VISION 2015\_v3.docx >>

---

**From:** Blumm, Kate  
**Sent:** Wednesday, August 19, 2015 10:05 AM  
**To:** Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Walzak, Phil; Shorris, Anthony; [URamirez@schools.nyc.gov](mailto:URamirez@schools.nyc.gov); Goldmark, Karin; Williams, Dominic; [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com); John Del Cecato; Leopold, Elana; Devora Kaye; 'Wallack Josh ([JWallack@schools.nyc.gov](mailto:JWallack@schools.nyc.gov))'; Wolfe, Emma; Schnake Mahl, Gabriel; Buery, Richard; Confer, Alexis; Fuleihan, Dean (OMB)  
**Subject:** the plan for today's Education Speech Prep

Hi, all—I've connected variously with a bunch of you in the past day for some excellent feedback and updates. Right now I'm in the process of revising three documents to have available at the speech prep later:

- <!--[if !supportLists]-->1. <!--[endif]-->Overall education vision and goals doc (with speech planning/goals too)
- <!--[if !supportLists]-->2. <!--[endif]-->Vignettes doc (the student portraits we're painting in the speech to communicate the vision)

<!--[if !supportLists]-->3. <!--[endif]-->Pull quotes/soundbites doc

I'll send these around to you all as soon as they're ready for feedback so we're all on the same page heading into 5:30. Thanks very much.

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca

**Sent:** Tuesday, August 11, 2015 7:11 PM

**To:** Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Blumm, Kate; Walzak, Phil; Shorris, Anthony; Griffith, Chantell; '[URamirez@schools.nyc.gov](mailto:URamirez@schools.nyc.gov)'; Goldmark, Karin; Williams, Dominic; '[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)'; John Del Cecato; Leopold, Elana; Chao, Raymond; Devora Kaye; 'Wallack Josh ([JWallack@schools.nyc.gov](mailto:JWallack@schools.nyc.gov))'; Thornton, Demetrius; Wolfe, Emma; Schnake Mahl, Gabriel; Cutler, Dorothy; Buery, Richard; Confer, Alexis; Fuleihan, Dean (OMB)

**Subject:** MBDB: Education Speech Prep

**When:** Wednesday, August 19, 2015 5:30 PM-6:30 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** City Hall, The Blue Room

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [Cutler, Dorothy](#); ["Wallack Josh \(JWallack@schools.nyc.gov\)"](#); [Devora Kaye](#); [Buery, Richard](#); [Williams, Dominic](#); ["jonathan@berlinrosen.com"](#); [Griffith, Chantell](#); [Schnake Mahl, Gabriel](#); [Leopold, Elana](#); [Zuniga, Andrea](#); [Shorris, Anthony](#); [Confer, Alexis](#); [Goldmark, Karin](#); [Caquias, Paula](#); [Chao, Raymond](#); [Blumm, Kate](#); [Wolfe, Emma](#); ["Barbagallo Joy"](#); ["URamirez@schools.nyc.gov"](#); [Walzak, Phil](#); [Hagelgans, Andrea](#); [John Del Cecato](#); [Fuleihan, Dean \(OMB\)](#)  
**Subject:** RE: MBDB: Education Speech Prep  
**Date:** Thursday, August 20, 2015 4:34:41 PM

---

We are delayed.

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca

**Sent:** Thursday, August 06, 2015 11:55 AM

**To:** Salazar-Rodriguez, Prisca; Cutler, Dorothy; 'Wallack Josh (JWallack@schools.nyc.gov)'; Devora Kaye; Buery, Richard; Williams, Dominic; 'jonathan@berlinrosen.com'; Griffith, Chantell; Schnake Mahl, Gabriel; Leopold, Elana; Zuniga, Andrea; Shorris, Anthony; Confer, Alexis; Goldmark, Karin; Caquias, Paula; Chao, Raymond; Blumm, Kate; Wolfe, Emma; 'Barbagallo Joy'; 'URamirez@schools.nyc.gov'; Walzak, Phil; Hagelgans, Andrea; John Del Cecato; Fuleihan, Dean (OMB)

**Subject:** MBDB: Education Speech Prep

**When:** Thursday, August 20, 2015 4:30 PM-5:30 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** City Hall, The Blue Room

**From:** [B](#)  
**To:** [Walzak, Phil](#); [Hagelgans, Andrea](#); [Hinton, Karen](#); "[jfdc@akpdmedia.com](#)"; "[Jonathan@berlinrosen.com](#)"  
**Cc:** [FLONYC](#)  
**Subject:** Fw: GOTHAM GAZETTE: Is It Time For The Mayor To Do Town Halls?  
**Date:** Friday, August 21, 2015 3:25:25 PM

---

I'm so sick of this meme that I'm thinking of just scheduling town hall mtgs so these guys can't write about it anymore... Pls discuss at next planning mtg

---

**From:** Clips  
**Sent:** Friday, August 21, 2015 03:11 PM  
**Subject:** GOTHAM GAZETTE: Is It Time For The Mayor To Do Town Halls?

### **Is It Time For The Mayor To Do Town Halls?**

GOTHAM GAZETTE – Ben Max

<http://www.gothamgazette.com/index.php/government/5858-is-it-time-for-the-mayor-to-do-town-halls>

Scott Stringer has led 16 town hall-style events since becoming Comptroller; Letitia James, the Public Advocate, hosted her 28th on Wednesday night in Brooklyn. As has been well-documented, Mayor Bill de Blasio - along with Stringer and James, one of three popularly-elected citywide officials - has not yet held a town hall event himself.

Is it time for the mayor to host one?

As de Blasio and his team wrestle with how to combat sagging public opinion poll numbers, what they see as unfair press coverage, and a perception gap that many agree leaves New Yorkers thinking de Blasio is performing worse than he actually is, it may be time for de Blasio to take his message directly to the people and hold his first town hall.

"He might want to look at where his criticism is coming from in his base," says Fordham political science professor Dr. Christina Greer. "If you're going to do a town hall, be strategic about it, so that it is effective for you and for New Yorkers," Greer advises.

Greer says that de Blasio should target where he had the deepest support in his 2013 election, with an eye, though, "especially on people feeling neglected," and go communicate with them. She said that these would be "productive places to start, but can't be the end."

Political consultant Evan Thies argues it would be smart for de Blasio to utilize his elected allies to get his message out, possibly at town hall-style events. "If they believe they can get those surrogates to host friendly conversations with real New Yorkers they should do that," Thies said, adding that de Blasio is suffering from a major perception problem and that he and his team need to resume "politicking."

"The perception" among the public, Thies says, "is not just that he's not the doing the job they hired him for, the perception is that he doesn't care about opinions that aren't his. And I just don't think that's true. He's trying to lead on issues of affordability - it's really just a perception problem and he needs to get out there and talk to people."

Doing so in the form of town halls would surely be risky for the mayor, who mostly plays things safe, but public forums are high-risk, high-reward opportunities. De Blasio could show New

Yorkers that he is engaged, that his ear is to the ground, and that he is both tough and humble.

"The risk is not any worse than having the tabloids portray him as they are now," says former Rep. Anthony Weiner, who held many town halls when in office and has urged de Blasio to adopt the practice.

Sure, Weiner says, there can be some tough moments, and the TV cameras will gravitate toward those. But, holding town halls has many advantages: "You become a better representative when you do it...you hear the language real citizens use to describe the problems in their lives," Weiner tells Gotham Gazette.

"It would help him with a lot of the problems that he has," Weiner argues of the mayor. "He develops a little bit more of a fighter identity. If you're standing up in a hostile room, people respect that. There's a sense he's being pushed around too much, town halls gives you the opportunity to change that."

As of now, no one would call de Blasio a hothead or peg him as likely to commit a serious gaffe, but of course a public event with open microphones would leave the mayor prone to all sorts of challenges. (For example, we've seen of late what Black Lives Matter activists have accomplished at several presidential candidate events.) But, these events are always well-staffed with aides and security.

Even if he does a few town halls, there would be inevitable questions about where he's held them, and surely some media latching on to any outrageous moments.

However, nothing says 'I'm listening' like actually listening. And it appears the mayor needs a bit of a correction to perceptions that he's distracted by national politics and not a strong enough chief executive of this very hard to manage city.

In correspondence with City Hall, it does not appear that a de Blasio-led town hall is afoot.

Spokesperson Karen Hinton wrote Gotham Gazette saying, "Mayor de Blasio hears directly from New Yorkers in both formal and informal ways - whether it's through taking calls on public radio, or being stopped on the street - as he often is."

Indeed, in what was a rare formal opportunity for the mayor to engage in unscripted conversation with constituents, de Blasio took calls while on air with radio host Brian Lehrer Wednesday morning. All told, de Blasio's WNYC appearance lasted more than 40 minutes and gave the mayor a chance to speak directly to a wide swath of New Yorkers, and with several who called in.

Doing so, de Blasio again showed he is adept at responding to impromptu gripes about the city and his stewardship of it. Yet, the mayor has made only sporadic appearances on call-in radio.

Hinton's response echoes what the mayor himself has said when asked about holding town halls, something that his predecessors did with varying frequency - but did - and that his current fellow citywide electeds are clearly doing fairly regularly.

Public Advocate James held one town hall in each borough specifically about mayoral control of city schools, releasing a report afterward in which she called for some modifications to the system that would weaken the mayor's power. Among her twenty-plus other open events, James held a public safety town hall Wednesday evening in Brooklyn in response to a recent wave of shootings.

Comptroller Stringer has held at least one town hall in each borough, according to his office.

Stringer held a "Sandy Oversight Hearing" in each borough other than the Bronx, which was the borough least damaged by the superstorm.

A spokesperson for the comptroller, Eric Sumberg, said that Stringer "believes that listening to constituents and meeting with them in their communities is one of the best ways to learn how he can use his office to root out waste and fraud and fight for working families."

Hinton, the de Blasio spokesperson, told Gotham Gazette that representatives of the administration are "out in neighborhoods across the city every single day, working directly with New Yorkers and bringing that feedback to City Hall to further shape our work. We are continually looking for additional opportunities to hear directly from New Yorkers across the five boroughs."

Highlighting efforts by the Community Affairs Unit, Hinton cited "dozens of town halls" organized around informing small business owners, improving city services for LGBTQ New Yorkers, and providing information on the city's handling of the recent Legionnaires' Disease outbreak in the Bronx.

To New Yorkers who feel good, bad, or iffy about the mayor, though, those efforts may not be enough. "Sometimes people want to see the mayor, not his proxy," says Dr. Greer, Fordham political science professor.

This, in part, is why the mayor marches in many parades, speaks at churches, and appears at a variety of other community events. There may be nothing quite like the unfiltered town hall, though, to move the public image of de Blasio, as Weiner points out.

In May, de Blasio was asked about plans to hold town halls on at least two different occasions. On May 11, de Blasio said he hears from New Yorkers all the time. "[I]t's amazing how many conversations I have with people every single day because they're not shy about coming up and starting a conversation, I assure you – every time I'm on the subway, every time I'm walking down the street and whether it's the Upper East Side or Park Slope or anywhere else. But beyond that, I talk to people who represent a whole host of communities all the time."

On May 18, de Blasio said of holding town halls, "I don't have a specific plan, but, you know, what I do all the time is go out around different communities in different settings...people just come up and talk about things, and offer their views, raise concerns...I go around all over the place – and the subways, and walking down the street – talk to everybody."

A spokesperson for Public Advocate James wrote Gotham Gazette that the public advocate has "worked aggressively to bring government to every corner of this city" and that the best way to connect constituents and government "is by reaching the people where they are."

It is certainly not a sentiment de Blasio would disagree with, and the mayor often highlights that he's bringing government to those who need it most, whether or not he is holding the type of open evening events his colleagues are. On Thursday, de Blasio held a ground-breaking in Far Rockaway for what will be 154 affordable housing units for low-income seniors.

At the mid-day press conference, de Blasio said affordable housing is the number one thing brought up to him by New Yorkers "on the subway, on the street - wherever I go."

**From:** [B](#)  
**To:** [Walzak, Phil](#); ["jfdc@akpdmedia.com"](#); ["Jonathan@berlinrosen.com"](#); [Snyder, Thomas](#); [Leopold, Elana](#)  
**Subject:** Town hall mtgs  
**Date:** Monday, August 24, 2015 6:52:28 AM

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Are a double-edged sword to say the least. But I'm open to doing them around the city, but especially around nycha development and in rezoning neighborhoods. Pls discuss at planning mtg

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** "[URamirez@schools.nyc.gov](mailto:URamirez@schools.nyc.gov)"; [Chao, Raymond](#); [Fuleihan, Dean \(OMB\)](#); [Schnake Mahl, Gabriel](#); [Shorris, Anthony](#); [Buery, Richard](#); [Hagelgans, Andrea](#); "[Wallack Josh \(JWallack@schools.nyc.gov\)](mailto:Wallack_Josh (JWallack@schools.nyc.gov))"; [Devora Kaye](#); [Goldmark, Karin](#); [Confer, Alexis](#); [Blumm, Kate](#); "[eliss@schools.nyc.gov](mailto:eliss@schools.nyc.gov)"; [Griffith, Chantell](#); "[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)"; [John Del Cecato](#); [Williams, Dominic](#); [Wolfe, Emma](#); [Leopold, Elana](#); [Cutler, Dorothy](#); [Walzak, Phil](#); [Zuniga, Andrea](#); [Caquias, Paula](#); "[Barbagallo Joy](#)"  
**Subject:** RE: MBDB: Education Speech Prep  
**Date:** Monday, August 24, 2015 3:57:51 PM

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This will be rescheduled-

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca

**Sent:** Wednesday, August 05, 2015 7:30 AM

**To:** Salazar-Rodriguez, Prisca; 'URamirez@schools.nyc.gov'; Chao, Raymond; Fuleihan, Dean (OMB); Schnake Mahl, Gabriel; Shorris, Anthony; Buery, Richard; Hagelgans, Andrea; 'Wallack Josh (JWallack@schools.nyc.gov)'; Devora Kaye; Goldmark, Karin; Confer, Alexis; Blumm, Kate; 'eliss@schools.nyc.gov'; Griffith, Chantell; 'jonathan@berlinrosen.com'; John Del Cecato; Williams, Dominic; Wolfe, Emma; Leopold, Elana; Cutler, Dorothy; Walzak, Phil; Zuniga, Andrea; Caquias, Paula; 'Barbagallo Joy'

**Subject:** MBDB: Education Speech Prep

**When:** Monday, August 24, 2015 4:30 PM-5:30 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** City Hall, The Blue Room

**From:** [Walzak, Phil](#)  
**To:** ["John Del Cecato"](#); [Hinton, Karen](#); [Jonathan Rosen](#)  
**Subject:** RE: Some random ideas  
**Date:** Monday, August 24, 2015 7:18:12 PM

---

Cant do #1  
#2 perhaps we can get away w  
3 and 4 are fine, part of plan of renewal anyway

Doing 2 off Ts a week is pretty sparse - we limit too much we are going to invite ambushes and more

-----Original Message-----

From: John Del Cecato [<mailto:jfdc@akpdmedia.com>]  
Sent: Monday, August 24, 2015 7:05 PM  
To: Walzak, Phil; Hinton, Karen; Jonathan Rosen  
Subject: Some random ideas

On press...

1. Eliminate off-topic altogether? I know we are already talking about limiting.
2. Have PW or KH do on the record gaggles, similar to WH, so reporters can get their off-topic questions in while limiting the "exclusive" questions coming into CH?
3. Tweet photos of MBDB on subway, working late at night?
4. Have MBDB personally tweet late at night (needs to be thought through - but could demonstrate how late our guy works).

**From:** [Jordan Smith](#)  
**To:** [Merritt, Jeff](#)  
**Cc:** [Grybauskas, Natalie](#); [rbrack@cto.nyc.gov](mailto:rbrack@cto.nyc.gov)  
**Subject:** RE: citymart sync  
**Date:** Tuesday, August 25, 2015 11:19:47 AM

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Hi Jeff:

Just spoke with Sascha and Julia—they very much understand your concerns. They made clear to me that when they speak to reporters, they are clear that they are only piloting five projects, and that they don't even know the nature of those projects yet. Obviously they hope that those projects can be scaled up, but they never have told a reporter that they're transforming NYC procurement overnight or anything. They're using talking points from the press release and from the first Politico article, and I've made them aware of your concerns about inflating the scope of the work.

I'll make sure reporters understand that going forward, as well.

Thanks for all your help.

Best,

Jordan

---

**From:** Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]  
**Sent:** Tuesday, August 25, 2015 7:35 AM  
**To:** Jordan Smith  
**Cc:** Grybauskas, Natalie; [rbrack@cto.nyc.gov](mailto:rbrack@cto.nyc.gov)  
**Subject:** Re: citymart sync

Jordan--

Articles like today's Crain's post are not helpful --

<http://www.crainsnewyork.com/article/20150825/BLOGS04/150829991/de-blasio-administration-pays-firm-180000-to-fix-a-17-billion-problem>

Can you make sure your team is not exaggerating the scope of work? This is the second article that seemed to suggest this is a fix to procurement which is just incorrect. This is a pilot to explore ways to crowdsource new ideas to problems. Let us know if you have any questions - thanks.

Jeff

On Aug 24, 2015, at 2:29 PM, Jordan Smith <[jordan.smith@berlinrosen.com](mailto:jordan.smith@berlinrosen.com)> wrote:

Okay, great. Thanks, Jeff.

-----Original Message-----

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Monday, August 24, 2015 2:29 PM

To: Jordan Smith  
Cc: Grybauskas, Natalie; [rbrack@cto.nyc.gov](mailto:rbrack@cto.nyc.gov)  
Subject: Re: citymart sync

Looping in our press team. You can feel free to put the reporter in touch with Natalie who is cc'ed. We'll have to go through the the normal protocols but assuming the press team is good with it, I'm happy to talk with them.

On Aug 24, 2015, at 2:21 PM, Jordan Smith <[jordan.smith@berlinrosen.com](mailto:jordan.smith@berlinrosen.com)> wrote:

Hey Jeff:

Would you be willing to talk tomorrow or Wednesday to a reporter at Metro newspaper about Citymart's importance to NYC? This would give you a chance to hype the city's overall innovation efforts, if you want to take that angle!

Jordan

-----Original Message-----

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]  
Sent: Thursday, August 20, 2015 2:50 PM  
To: Jordan Smith  
Subject: RE: citymart sync

The document I sent previously was approved. Let me know if that works. The attached is the same version just with track changes accepted. THANKS!

-----Original Message-----

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]  
Sent: Thursday, August 20, 2015 12:24 PM  
To: Merritt, Jeff  
Subject: RE: citymart sync

Thanks, Jeff. Look forward to getting it from City Hall.

-----Original Message-----

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]  
Sent: Thursday, August 20, 2015 12:11 PM

To: Jordan Smith  
Subject: RE: citymart sync

FYI, just wanted to give you an update. I've sent the attached document to the Press Office and Mayor's Office of Contract Services for their review. I will let you know as soon as I hear back. I understand you're anxious to get a release out but we need to have City Hall sign off before anything goes out that references the City and its work. Thanks.

-----Original Message-----

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]  
Sent: Thursday, August 20, 2015 10:17 AM  
To: Merritt, Jeff  
Subject: RE: citymart sync

-----Original Message-----

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]  
Sent: Thursday, August 20, 2015 10:13 AM  
To: Jordan Smith  
Subject: RE: citymart sync

Hmm, phone didn't ring. Probably bad reception. You can call my desk at 718-724-6498 or let me know the best number to reach you at.

-----Original Message-----

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]  
Sent: Thursday, August 20, 2015 10:03 AM  
To: Merritt, Jeff  
Subject: RE: citymart sync  
Importance: High

Just gave you a ring. When is good to chat?

-----Original Message-----

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Thursday, August 20, 2015 9:50 AM

To: Jordan Smith

Subject: RE: citymart sync

Sure, you can call me on my cell at [REDACTED]

-----Original Message-----

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]

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To: Brack, Ryan (CTO); Merritt, Jeff (CTO)

Subject: RE: citymart sync

Importance: High

Hey Jeff:

Can we jump on the phone today? Citymart is speaking with media all day.

Jordan

-----Original Message-----

From: Brack, Ryan (CTO) [<mailto:RBrack@cto.nyc.gov>]

Sent: Wednesday, August 19, 2015 11:11 AM

To: Jordan Smith; Merritt, Jeff (CTO)

Subject: citymart sync

Hey Jeff Jordan is it possible to please sync today on the press release high-level talking points and Miranda? Have time later today? Thanks!

Sent from my iPhone

**From:** [Jordan Smith](#)  
**To:** [Grybauskas, Natalie](#); [Merritt, Jeff](#)  
**Cc:** [rbrack@cto.nyc.gov](mailto:rbrack@cto.nyc.gov)  
**Subject:** RE: citymart sync  
**Date:** Tuesday, August 25, 2015 11:51:04 AM

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Thanks, Natalie. In absolutely all our pitching—and in Sascha and Julia’s interviews—we are never critical of New York procurement processes. That’s all the reporter making his own conclusions to make his story more sexy. We certainly never pile on the city at all. I’ll relay that concern to Sascha and Julia directly and reiterate your concerns.

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Tuesday, August 25, 2015 11:47 AM  
**To:** Jordan Smith; Merritt, Jeff  
**Cc:** [rbrack@cto.nyc.gov](mailto:rbrack@cto.nyc.gov)  
**Subject:** RE: citymart sync

Thanks Jordan.

The Politico article was very balanced and I’m glad to hear the team is using it as a resource for talking points. Hawkins’ story was definitely overblown and heavy on the criticism of our current procurement process. Don’t think that’s fair to conflate with the CityMart contract because they are simply not the same thing, and bringing them together piles criticism onto the City unnecessarily.

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**From:** Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]  
**Sent:** Tuesday, August 25, 2015 11:42 AM  
**To:** Merritt, Jeff  
**Cc:** Grybauskas, Natalie; [rbrack@cto.nyc.gov](mailto:rbrack@cto.nyc.gov)  
**Subject:** RE: citymart sync

Hey Jeff,

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Can we continue with the Metro story, or would you rather us call it off completely?

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**Cc:** Grybauskas, Natalie; [rbrack@cto.nyc.gov](mailto:rbrack@cto.nyc.gov)

**Subject:** Re: citymart sync

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Sent from my iPhone

**From:** [Jordan Smith](#)  
**To:** [Grybauskas, Natalie](#)  
**Subject:** RE: citymart sync  
**Date:** Tuesday, August 25, 2015 12:22:44 PM

---

Will do. Thanks, Natalie.

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Tuesday, August 25, 2015 12:21 PM  
**To:** Jordan Smith  
**Subject:** RE: citymart sync

Great. You can give him my email and I'll sync with him. Thanks.

---

**From:** Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]  
**Sent:** Tuesday, August 25, 2015 12:21 PM  
**To:** Grybauskas, Natalie  
**Subject:** RE: citymart sync

Gotcha. He said he's going to talk to his editor this afternoon and get back to me—I'll direct him right to you. I don't think he's begun writing anything.

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Tuesday, August 25, 2015 12:19 PM  
**To:** Jordan Smith; Merritt, Jeff  
**Cc:** 'rbrack@cto.nyc.gov'  
**Subject:** RE: citymart sync

Ok. I'd like to talk to Chester on background and see where the story stands right now. I'd say hold on talking to him until I've got a sense of where he's going. Really want to avoid another story implying the procurement process is being reformed through this contract.

---

**From:** Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]  
**Sent:** Tuesday, August 25, 2015 12:17 PM  
**To:** Grybauskas, Natalie; Merritt, Jeff  
**Cc:** 'rbrack@cto.nyc.gov'  
**Subject:** RE: citymart sync

Well, we can't prohibit him from writing an article, but we can tell him he can't speak with Sascha and Julia and any Citymart validators. We can basically refuse to cooperate with him.

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Tuesday, August 25, 2015 12:14 PM  
**To:** Jordan Smith; Merritt, Jeff  
**Cc:** 'rbrack@cto.nyc.gov'  
**Subject:** RE: citymart sync

Ok so at this point there's not really a way to call off the article if he has the release, right?

---

**From:** Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]  
**Sent:** Tuesday, August 25, 2015 12:13 PM

**To:** Grybauskas, Natalie; Merritt, Jeff  
**Cc:** 'rbrack@cto.nyc.gov'  
**Subject:** RE: citymart sync

We've gone back and forth a few times. We sent him the press release, which he'll use as the basis for his story. And we gave him the names of three people who can talk about Citymart's potential impact, including the NYC press office.

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Tuesday, August 25, 2015 12:10 PM  
**To:** Jordan Smith; Merritt, Jeff  
**Cc:** 'rbrack@cto.nyc.gov'  
**Subject:** RE: citymart sync

How much interaction has your team had with Chester at Metro?

Trying to see where the story is at in order to make the call on whether to go forward or not.

---

**From:** Grybauskas, Natalie  
**Sent:** Tuesday, August 25, 2015 11:47 AM  
**To:** 'Jordan Smith'; Merritt, Jeff  
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**Subject:** Re: citymart sync

Jordan--

Articles like today's Crain's post are not helpful --

<http://www.crainsnewyork.com/article/20150825/BLOGS04/150829991/de-blasio-administration-pays-firm-180000-to-fix-a-17-billion-problem>

Can you make sure your team is not exaggerating the scope of work? This is the second article that seemed to suggest this is a fix to procurement which is just incorrect. This is a pilot to explore ways to crowdsource new ideas to problems. Let us know if you have any questions - thanks.

Jeff

On Aug 24, 2015, at 2:29 PM, Jordan Smith <[jordan.smith@berlinrosen.com](mailto:jordan.smith@berlinrosen.com)> wrote:

Okay, great. Thanks, Jeff.

-----Original Message-----

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]  
Sent: Monday, August 24, 2015 2:29 PM  
To: Jordan Smith  
Cc: Grybauskas, Natalie; [rbrack@cto.nyc.gov](mailto:rbrack@cto.nyc.gov)  
Subject: Re: citymart sync

Looping in our press team. You can feel free to put the reporter in touch with Natalie who is cc'ed. We'll have to go through the the normal protocols but assuming the press team is good with it, I'm happy to talk with them.

On Aug 24, 2015, at 2:21 PM, Jordan Smith <[jordan.smith@berlinrosen.com](mailto:jordan.smith@berlinrosen.com)> wrote:

Hey Jeff:

Would you be willing to talk tomorrow or Wednesday to a reporter at Metro newspaper about Citymart's importance to NYC? This would give you a chance to hype the city's overall innovation efforts, if you want to take that angle!

Jordan

-----Original Message-----

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Thursday, August 20, 2015 2:50 PM

To: Jordan Smith

Subject: RE: citymart sync

The document I sent previously was approved. Let me know if that works. The attached is the same version just with track changes accepted. THANKS!

-----Original Message-----

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]

Sent: Thursday, August 20, 2015 12:24 PM

To: Merritt, Jeff

Subject: RE: citymart sync

Thanks, Jeff. Look forward to getting it from City Hall.

-----Original Message-----

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Thursday, August 20, 2015 12:11 PM

To: Jordan Smith

Subject: RE: citymart sync

FYI, just wanted to give you an update. I've sent the attached document to the Press Office and Mayor's Office of Contract Services for their review. I will let you know as soon as I hear back.

I understand you're anxious to get a release out but we need to have City Hall sign off before anything goes out that references the City and its work. Thanks.

-----Original Message-----

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]

Sent: Thursday, August 20, 2015 10:17 AM

To: Merritt, Jeff

Subject: RE: citymart sync

-----Original Message-----

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Thursday, August 20, 2015 10:13 AM

To: Jordan Smith

Subject: RE: citymart sync

Hmm, phone didn't ring. Probably bad reception. You can call my desk at 718-724-6498 or let me know the best number to reach you at.

-----Original Message-----

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]

Sent: Thursday, August 20, 2015 10:03 AM

To: Merritt, Jeff

Subject: RE: citymart sync

Importance: High

Just gave you a ring. When is good to chat?

-----Original Message-----

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Thursday, August 20, 2015 9:50 AM

To: Jordan Smith

Subject: RE: citymart sync

Sure, you can call me on my cell at [REDACTED]

-----Original Message-----

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]

Sent: Thursday, August 20, 2015 9:49 AM

To: Brack, Ryan (CTO); Merritt, Jeff (CTO)

Subject: RE: citymart sync

Importance: High

Hey Jeff:

Can we jump on the phone today? Citymart is speaking with media all day.

Jordan

-----Original Message-----

From: Brack, Ryan (CTO) [<mailto:RBrack@cto.nyc.gov>]

Sent: Wednesday, August 19, 2015 11:11 AM

To: Jordan Smith; Merritt, Jeff (CTO)

Subject: citymart sync

Hey Jeff Jordan is it possible to please sync today on the press release high-level talking points and Miranda? Have time later today? Thanks!

Sent from my iPhone

**From:** [Hagelgans, Andrea](#)  
**To:** [Wolfe, Emma](#); [Walzak, Phil](#); [Hinton, Karen](#); [Snyder, Thomas](#); [Shorris, Anthony](#); [Williams, Dominic](#); [Fuleihan, Dean \(OMB\)](#)  
**Cc:** ["jfdc@akpdmedia.com"](mailto:jfdc@akpdmedia.com); ["Jonathan@berlinrosen.com"](mailto:Jonathan@berlinrosen.com)  
**Subject:** RE: Homelessness  
**Date:** Tuesday, August 25, 2015 7:38:46 PM  
**Attachments:** [Homeless Communications Strategy.docx](#)

---

Proposed comms plan attached. We'll layer in more housing as well before Thursday

Mayor just came out of meeting with the Cardinal and sounds like we'll have some movement there that we can announce in September in terms of safe havens and housing.

-----Original Message-----

From: Wolfe, Emma  
Sent: Tuesday, August 25, 2015 2:57 PM  
To: Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas; Shorris, Anthony; Williams, Dominic; Fuleihan, Dean (OMB)  
Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'  
Subject: RE: Homelessness

Can you share the comms plan with this thread

-----Original Message-----

From: Hagelgans, Andrea  
Sent: Tuesday, August 25, 2015 2:56 PM  
To: Walzak, Phil; Hinton, Karen; Wolfe, Emma; Snyder, Thomas; Shorris, Anthony; Williams, Dominic; Fuleihan, Dean (OMB)  
Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'  
Subject: RE: Homelessness

- B

We've got a comms plan to present to him tomorrow. However, I do NOT think we want to do a roundtable or speech prior to Mindy's data analysis which will not be ready till October. In addition any nuance will get lost in the noise right now. We have robust push back and can do announcements on stuff and things. But the larger conversation has to wait in my opinion

-----Original Message-----

From: B  
Sent: Tuesday, August 25, 2015 2:53 PM  
To: Walzak, Phil; Hagelgans, Andrea; Hinton, Karen; Wolfe, Emma; Snyder, Thomas; Shorris, Anthony; Williams, Dominic; Fuleihan, Dean (OMB)  
Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'  
Subject: Homelessness

As I've said before, I propose we go the offensive on homelessness. A roundtable, a speech and/or a report asap. Dispel the myths and lay out our larger vision. Show what we're doing with affordable housing plan, safe havens, more nypd enforcement of quality of life, ending encampments, mental health efforts, etc. Need a proposal on this to be discussed thurs night

## Homeless Communications Strategy

Background: As anticipated, the summer has seen a spike in coverage of street homelessness and concerns about so-called “quality of life” as a result.

While the vast majority of homeless are sheltered (averaging 56K), nearly 4000 individuals continue to live on the streets. Summer months are known to have an increased presence of street homeless for a variety of reasons that include warmer temperatures, closed schools and sweeps of the subway system.

We also know New Yorkers are encountering “sheltered” but unoccupied individuals (e.g., those that have a place at night but who hang out on the streets during daytime) and conflating it with street homelessness.

As DHS sites more shelters in neighborhoods we can anticipate more coverage questioning the City’s approach to the homeless epidemic.

Currently we are averaging a minimum of 2-3 stories per week focused on resident concerns about homelessness.

In October/November, the administration will unveil a new data-driven approach to street homelessness, shelters and social service provision to improve the quality-of-life for all New Yorkers. This report will level-set the causes and factors that contribute to homelessness within the income inequality framework.

### Communications Strategy

Given the heightened --- and often sensationalized ---- focus on homelessness, we propose a two-phased approach.

The first phase is designed to push aggressively that the Mayor and City is focused on the challenge and addressing it head on. This is done visually (e.g. “encampment sweeps”) as well as through clear, direct policy and messaging (e.g. “the mental health policy/hubs”). Broaden our housing plan discussion to connect the dots.

The second phase begins once we start to see a decline in the street homelessness, or at least the perception of it. This is anticipated to occur in late September after school has begun and the temperatures begin to cool. During this portion, we can begin to frame a more nuanced conversation about the complexity of homelessness and our multi-faceted, data-driven approach. The current environment is too noisy to allow for this

- **Ongoing (effective immediately):** Increased push back on bogus claims of NYC returning to 80’s, including background briefings, myth vs. facts docs/tweets/video; validator deployment (expanded list of validators with clear asks); pushing of success former-homeless stories; strategic engagement of editorial board meetings.

Simultaneously we will push our housing work. Examples – partnership with Public Advocate and Agencies to take on repeat watchlist offenders; tenant protection programs to prevent evictions; know your rights sessions

- **Calendared (starting next week):** The next two weeks, and until back to school, aggressive engagement with reporters on the work the City is doing to address the homelessness and to demonstrate swift, clear leadership in heated environment; followed by a steady drum-beat of homeless-related announcements that will begin with a major housing-for-the-homeless plan, including the launch of a major NYNY4 campaign. Two-phased approach:

### **Phase 1: Immediate (August – late September):**

Week of 9/1:

- Limited media access to Mayor's visits to sweeping camps, followed by paper announcement of *ongoing* the Homeless Encampment initiative
- Follow up: 1-on-1 interview with Mayor visiting DHS war room (show maps of hot spots and encampments + explain operation)
- AARP teletownhall: Discuss senior housing and housing insecurity seniors feel and our steps to protect
- Housing bill signing in community: Tenant Harassment – connect prevention evictions with tackling homeless problem

Week of 9/7 (before back-to-school):

- Announcement of Safe Havens beds with clergy\* and SEPS – Special Exit and Prevention Supplement (\$10M) Prevention and relocation. Announce new rental assistance for 1,000 single adults with rapid rehousing assistance based on national mode.
- Announcement of new street/subway homeless ads. Possible messages (very rough):
  - Help us address homelessness: Call 311 if someone needs help or exhibits dangerous behavior.
  - Help us address homelessness: Call 311 if you see an encampment.
  - Help us address homelessness: Tell a friend in need about homeless prevention programs.
  - Help us address homelessness: Participate in City-sponsored rental assistance programs.

### **Week of 9/21 (Pope week)**

- Announce housing partnership with the Catholic Church in honor of Pope Francis visit
- Engagement of faith leaders on issues of income inequality--- utilize voices online and in media to shame folks for sensationalizing and dehumanizing while the City looks for real long-term solutions

## **Phase Two (mid-September – December)**

After back to school, major housing-for-the-homeless announcement. Rollout includes salon-style discussion with Freakonomics reporter, or Paul Krugman on income inequality, homelessness and the new way New York is approaching the challenge. Think 92<sup>nd</sup> street Y talk. Ed boards. Online push

Week of 9/28

- Major announcement:
  - support for 30,000 supportive housing units in NYC over 10 years and commit City's traditional share with challenge to the State to join as a partner (implement by half new units and half scattered site rentals)
  - 10% (10K) set-aside for Housing Plan units
  - Converting 2,000 cluster shelter units to permanent housing for families
  - Expansion of shelter and assistance for DV survivors (in single women's system)
  - Expanded rapid rehousing assistance to help access previously allocated rental assistance for families (1000 single adults/ 1000 FWC]
- 30K Unity rally (organized by allies)
- (T) Announce litigation against the State for failure to set a rental allowance supplement that is based on the reasonable cost of housing, which is a major driver of homelessness (mid late sep)

October

- Announcement of Mental Health Road Map
- Salon-style release of Operations analysis and public one-on-one thought leadership sit-down with Mayor.

Week of 11/11 (Veterans Day)

- Launch countdown to end veterans homelessness

December

- Announce end of veteran homelessness
- Visit a family who has been relocated from shelter to permanent housing and announce total number of shelter exits

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** "[URamirez@schools.nyc.gov](mailto:URamirez@schools.nyc.gov)"; [Chao, Raymond](#); [Fuleihan, Dean \(OMB\)](#); [Schnake Mahl, Gabriel](#); [Shorris, Anthony](#); [Buery, Richard](#); [Hagelgans, Andrea](#); "[Wallack Josh \(JWallack@schools.nyc.gov\)](mailto:Wallack_Josh@schools.nyc.gov)"; [Devora Kaye](#); [Goldmark, Karin](#); [Confer, Alexis](#); [Blumm, Kate](#); "[eliss@schools.nyc.gov](mailto:eliss@schools.nyc.gov)"; [Griffith, Chantell](#); "[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)"; [John Del Cecato](#); [Williams, Dominic](#); [Wolfe, Emma](#); [Leopold, Elana](#); [Cutler, Dorothy](#); [Walzak, Phil](#); [Zuniga, Andrea](#); [Caquias, Paula](#); "[Barbagallo Joy](#)"  
**Cc:** [Fuleihan, Dean \(OMB\)](#)  
**Subject:** RE: MBDB: Education Speech Prep  
**Date:** Wednesday, August 26, 2015 9:02:29 AM

---

Good Morning,

This meeting will take place at 11am today-

Thanks!

Prisca

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Tuesday, August 25, 2015 5:11 AM  
**To:** Salazar-Rodriguez, Prisca; 'URamirez@schools.nyc.gov'; Chao, Raymond; Fuleihan, Dean (OMB); Schnake Mahl, Gabriel; Shorris, Anthony; Buery, Richard; Hagelgans, Andrea; 'Wallack Josh (JWallack@schools.nyc.gov)'; Devora Kaye; Goldmark, Karin; Confer, Alexis; Blumm, Kate; 'eliss@schools.nyc.gov'; Griffith, Chantell; 'jonathan@berlinrosen.com'; John Del Cecato; Williams, Dominic; Wolfe, Emma; Leopold, Elana; Cutler, Dorothy; Walzak, Phil; Zuniga, Andrea; Caquias, Paula; 'Barbagallo Joy'  
**Cc:** Fuleihan, Dean (OMB)  
**Subject:** MBDB: Education Speech Prep  
**When:** Wednesday, August 26, 2015 11:00 AM-12:00 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** City Hall, The Blue Room

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** "[URamirez@schools.nyc.gov](mailto:URamirez@schools.nyc.gov)"; [Chao, Raymond](#); [Fuleihan, Dean \(OMB\)](#); [Schnake Mahl, Gabriel](#); [Shorris, Anthony](#); [Buery, Richard](#); [Hagelgans, Andrea](#); "[Wallack Josh \(JWallack@schools.nyc.gov\)](mailto:Wallack_Josh@schools.nyc.gov)"; [Devora Kaye](#); [Goldmark, Karin](#); [Confer, Alexis](#); [Blumm, Kate](#); "[eliss@schools.nyc.gov](mailto:eliss@schools.nyc.gov)"; [Griffith, Chantell](#); "[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)"; [John Del Cecato](#); [Williams, Dominic](#); [Wolfe, Emma](#); [Leopold, Elana](#); [Cutler, Dorothy](#); [Walzak, Phil](#); [Zuniga, Andrea](#); [Caquias, Paula](#); "[Barbagallo Joy](#)"  
**Cc:** [Fuleihan, Dean \(OMB\)](#)  
**Subject:** RE: MBDB: Education Speech Prep  
**Date:** Wednesday, August 26, 2015 11:00:46 AM

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We are delayed by 20 minutes.

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Tuesday, August 25, 2015 5:11 AM  
**To:** Salazar-Rodriguez, Prisca; 'URamirez@schools.nyc.gov'; Chao, Raymond; Fuleihan, Dean (OMB); Schnake Mahl, Gabriel; Shorris, Anthony; Buery, Richard; Hagelgans, Andrea; 'Wallack Josh (JWallack@schools.nyc.gov)'; Devora Kaye; Goldmark, Karin; Confer, Alexis; Blumm, Kate; 'eliss@schools.nyc.gov'; Griffith, Chantell; 'jonathan@berlinrosen.com'; John Del Cecato; Williams, Dominic; Wolfe, Emma; Leopold, Elana; Cutler, Dorothy; Walzak, Phil; Zuniga, Andrea; Caquias, Paula; 'Barbagallo Joy'  
**Cc:** Fuleihan, Dean (OMB)  
**Subject:** MBDB: Education Speech Prep  
**When:** Wednesday, August 26, 2015 11:00 AM-12:00 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** City Hall, The Blue Room

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** "[URamirez@schools.nyc.gov](mailto:URamirez@schools.nyc.gov)"; [Chao, Raymond](#); [Fuleihan, Dean \(OMB\)](#); [Schnake Mahl, Gabriel](#); [Shorris, Anthony](#); [Buery, Richard](#); [Hagelgans, Andrea](#); "[Wallack Josh \(JWallack@schools.nyc.gov\)](mailto:Wallack_Josh@schools.nyc.gov)"; [Devora Kaye](#); [Goldmark, Karin](#); [Confer, Alexis](#); [Blumm, Kate](#); "[eliss@schools.nyc.gov](mailto:eliss@schools.nyc.gov)"; [Griffith, Chantell](#); "[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)"; [John Del Cecato](#); [Williams, Dominic](#); [Wolfe, Emma](#); [Leopold, Elana](#); [Cutler, Dorothy](#); [Walzak, Phil](#); [Zuniga, Andrea](#); [Caquias, Paula](#); "[Barbagallo Joy](#)"  
**Cc:** [Fuleihan, Dean \(OMB\)](#)  
**Subject:** RE: MBDB: Education Speech Prep  
**Date:** Wednesday, August 26, 2015 11:24:29 AM

---

Still delayed-Will notify when to gather.

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Tuesday, August 25, 2015 5:11 AM  
**To:** Salazar-Rodriguez, Prisca; 'URamirez@schools.nyc.gov'; Chao, Raymond; Fuleihan, Dean (OMB); Schnake Mahl, Gabriel; Shorris, Anthony; Buery, Richard; Hagelgans, Andrea; 'Wallack Josh (JWallack@schools.nyc.gov)'; Devora Kaye; Goldmark, Karin; Confer, Alexis; Blumm, Kate; 'eliss@schools.nyc.gov'; Griffith, Chantell; 'jonathan@berlinrosen.com'; John Del Cecato; Williams, Dominic; Wolfe, Emma; Leopold, Elana; Cutler, Dorothy; Walzak, Phil; Zuniga, Andrea; Caquias, Paula; 'Barbagallo Joy'  
**Cc:** Fuleihan, Dean (OMB)  
**Subject:** MBDB: Education Speech Prep  
**When:** Wednesday, August 26, 2015 11:00 AM-12:00 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** City Hall, The Blue Room

**From:** [Anthony Hayes](#)  
**To:** [Soriano, Aaron](#)  
**Cc:** [Dan Levitan](#); [Shruti Sehgal](#)  
**Subject:** FEEDBACK NEEDED: Media Adviosry  
**Date:** Wednesday, August 26, 2015 11:37:27 AM  
**Attachments:** [ID NYC Media Advisory.docx](#)  
**Importance:** High

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Aaron -

GMHC is very excited to become a pop-up location for the ID NYC. We plan to issue the attached media advisory, but wanted to make sure you had a chance to review it before we did.

Can you please look this over and let us know if there are any proposed edits. Additionally, if you have any art work you would like us to include when we issue it, please send along for consideration.

Thanks,  
-AH

---

**Anthony Hayes**  
Managing Director, Public Affairs and Policy  
P. (212) 367-1182 | M. (646) 591-4893 | @AnthonyJHayes

---

***GMHC fights to end the AIDS epidemic and uplift the lives of all affected.***



Gay Men's Health Crisis (GMHC), Main Offices: 446 West 33rd Street, New York, NY 10001  
The David Geffen Center for HIV Prevention and Health Education: 224 West 29th Street, New York, NY 10001

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FOR IMMEDIATE RELEASE

Tuesday, August 25, 2015

Contact: Anthony Hayes | [917-601-0410](tel:917-601-0410) | [AnthonyH@gmhc.org](mailto:AnthonyH@gmhc.org)

**MEDIA ADVISORY**

## **GMHC TO BECOME NEW, POP-UP ENROLLMENT SITE FOR IDNYC THIS SEPTEMBER**

***GMHC is Proud to Support the New, Free Identification Card  
for All New York City Residents***

**New York, NY**-- From Tuesday, September 1<sup>st</sup> to Friday September 18<sup>th</sup>, Gay Men's Health Crisis (GMHC) will transform its Manhattan offices into a pop-up enrollment site for IDNYC—the new, free identification card for all New York City residents. As a government-issued photo identification card, IDNYC secures the peace of mind and access to City services that come from having recognized identification. IDNYC benefits every city resident, including the most vulnerable communities—the homeless, youth, the elderly, undocumented immigrants, the formerly incarcerated, the HIV/AIDS community, and others who may have difficulty obtaining other government-issued ID.

"No one living in New York City should ever have to worry about not having proper identification," said **GMHC CEO Kelsey Louie**. "GMHC thanks Mayor de Blasio, Speaker Melissa Mark Viverito and Council Member Corey Johnson for their leadership in building the IDNYC program, which will make it much easier for our most vulnerable communities to receive government-issued photo identification cards. By not requiring transgender New Yorkers to select their gender assigned at birth, IDNYC goes a long way towards making the very notion of identity as inclusive as possible, uniting us all together as New Yorkers."

IDNYC cardholders can access services and programs offered by the City as well as by businesses. IDNYC helps enhance public safety, by serving as a recognized ID for interacting with NYPD. It also helps New Yorkers gain access to all City buildings that provide services to the public and is accepted as a form of identification for accessing numerous City programs and services. Other benefits include access to many of the city's museums, zoos and botanical gardens. For more information about IDNYC, visit: <http://www1.nyc.gov/site/idnyc/index.page>.

**WHAT:**

GMHC becomes new, pop-up enrollment site for IDNYC this September

**WHEN:**

September 1<sup>st</sup> – September 18<sup>th</sup>

Monday – Thursdays, 10 am – 6 pm; Fridays, 12 – 8 pm

*(Will be closed on Monday, September 7<sup>th</sup> for Labor Day)*

**WHERE:**

GMHC Offices

446 West 33<sup>rd</sup> Street (Between 9<sup>th</sup> and 10<sup>th</sup> Avenues)

Room 6294, Sixth Floor

New York, NY 1001

*(Appointments preferred; walk-ins accepted)*

**About Gay Men's Health Crisis:**

Gay Men's Health Crisis (GMHC) is the nation's leading provider of HIV/AIDS care, prevention services and advocacy, serving nearly 9,000 people living with and affected by HIV/AIDS in New York City, the epidemic's largest U.S. epicenter. As the world's first HIV and AIDS service organization GMHC is an expert in providing services that every person affected by the epidemic deserves. GMHC is on the front lines caring for people who are both HIV negative and positive, including: testing, nutrition, legal, mental health and education services. GMHC also advocates for stronger public policies at the local, state and federal level with the goal of ending AIDS as an epidemic in New York State by 2020. Most recently, GMHC and other HIV/AIDS organizations successfully persuaded the federal government to recommend widespread use of PrEP, a new daily treatment that is over 90% effective in preventing HIV infection. For more information, visit [www.gmhc.org](http://www.gmhc.org).

###

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** "[URamirez@schools.nyc.gov](mailto:URamirez@schools.nyc.gov)"; [Chao, Raymond](#); [Fuleihan, Dean \(OMB\)](#); [Schnake Mahl, Gabriel](#); [Shorris, Anthony](#); [Buery, Richard](#); [Hagelgans, Andrea](#); "[Wallack Josh \(JWallack@schools.nyc.gov\)](mailto:Wallack_Josh@schools.nyc.gov)"; [Devora Kaye](#); [Goldmark, Karin](#); [Confer, Alexis](#); [Blumm, Kate](#); [Schwartz, Regina](#); "[eliss@schools.nyc.gov](mailto:eliss@schools.nyc.gov)"; [Griffith, Chantell](#); "[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)"; [John Del Cecato](#); [Williams, Dominic](#); [Wolfe, Emma](#); [Leopold, Elana](#); [Cutler, Dorothy](#); [Walzak, Phil](#); [Zuniga, Andrea](#); [Caquias, Paula](#); "[Barbagallo Joy](#)"  
**Cc:** [Fuleihan, Dean \(OMB\)](#)  
**Subject:** RE: MBDB: Education Speech Prep  
**Date:** Wednesday, August 26, 2015 12:23:38 PM

---

Please gather in the Blue Room

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Tuesday, August 25, 2015 5:11 AM  
**To:** Salazar-Rodriguez, Prisca; 'URamirez@schools.nyc.gov'; Chao, Raymond; Fuleihan, Dean (OMB); Schnake Mahl, Gabriel; Shorris, Anthony; Buery, Richard; Hagelgans, Andrea; 'Wallack Josh (JWallack@schools.nyc.gov)'; Devora Kaye; Goldmark, Karin; Confer, Alexis; Blumm, Kate; Schwartz, Regina; 'eliss@schools.nyc.gov'; Griffith, Chantell; 'jonathan@berlinrosen.com'; John Del Cecato; Williams, Dominic; Wolfe, Emma; Leopold, Elana; Cutler, Dorothy; Walzak, Phil; Zuniga, Andrea; Caquias, Paula; 'Barbagallo Joy'  
**Cc:** Fuleihan, Dean (OMB)  
**Subject:** MBDB: Education Speech Prep  
**When:** Wednesday, August 26, 2015 11:00 AM-12:00 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** City Hall, The Blue Room

**From:** [Wolfe, Emma](#)  
**To:** [Leopold, Elana](#); [Salazar-Rodriguez, Prisca](#); "[URamirez@schools.nyc.gov](#)"; [Chao, Raymond](#); [Fuleihan, Dean \(OMB\)](#); [Schnake Mahl, Gabriel](#); [Shorris, Anthony](#); [Buery, Richard](#); [Hagelgans, Andrea](#); "[Wallack Josh \(JWallack@schools.nyc.gov\)](#)"; [Devora Kaye](#); [Goldmark, Karin](#); [Confer, Alexis](#); [Blumm, Kate](#); "[eliss@schools.nyc.gov](#)"; [Griffith, Chantell](#); "[jonathan@berlinrosen.com](#)"; [John Del Cecato](#); [Williams, Dominic](#); [Cutler, Dorothy](#); [Walzak, Phil](#); [Zuniga, Andrea](#); [Caquias, Paula](#); "[Barbagallo Joy](#)"  
**Subject:** Re: MBDB: Education Speech Prep  
**Date:** Wednesday, August 26, 2015 12:24:16 PM

---

Apologies will be ten mins late

---

**From:** Leopold, Elana  
**Sent:** Wednesday, August 26, 2015 12:23 PM  
**To:** Salazar-Rodriguez, Prisca; 'URamirez@schools.nyc.gov'; Chao, Raymond; Fuleihan, Dean (OMB); Schnake Mahl, Gabriel; Shorris, Anthony; Buery, Richard; Hagelgans, Andrea; 'Wallack Josh (JWallack@schools.nyc.gov)'; Devora Kaye; Goldmark, Karin; Confer, Alexis; Blumm, Kate; 'eliss@schools.nyc.gov'; Griffith, Chantell; 'jonathan@berlinrosen.com'; John Del Cecato; Williams, Dominic; Wolfe, Emma; Cutler, Dorothy; Walzak, Phil; Zuniga, Andrea; Caquias, Paula; 'Barbagallo Joy'  
**Subject:** RE: MBDB: Education Speech Prep

---

This is starting now in the blue room

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Tuesday, August 25, 2015 9:12 AM  
**To:** Salazar-Rodriguez, Prisca; 'URamirez@schools.nyc.gov'; Chao, Raymond; Fuleihan, Dean (OMB); Schnake Mahl, Gabriel; Shorris, Anthony; Buery, Richard; Hagelgans, Andrea; 'Wallack Josh (JWallack@schools.nyc.gov)'; Devora Kaye; Goldmark, Karin; Confer, Alexis; Blumm, Kate; 'eliss@schools.nyc.gov'; Griffith, Chantell; 'jonathan@berlinrosen.com'; John Del Cecato; Williams, Dominic; Wolfe, Emma; Leopold, Elana; Cutler, Dorothy; Walzak, Phil; Zuniga, Andrea; Caquias, Paula; 'Barbagallo Joy'  
**Subject:** MBDB: Education Speech Prep  
**When:** Wednesday, August 26, 2015 11:00 AM-12:00 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** City Hall, The Blue Room

**From:** [Wolfe, Emma](#)  
**To:** [John Del Cecato](#)  
**Cc:** [Hagelgans, Andrea](#); [B](#); [Walzak, Phil](#); [Hinton, Karen](#); [Snyder, Thomas](#); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)  
**Subject:** Re: Earth-shaking comms disaster in the making...  
**Date:** Thursday, August 27, 2015 2:02:52 PM

---

Logic!

> On Aug 27, 2015, at 1:56 PM, John Del Cecato <jfdc@akpdmedia.com> wrote:  
>  
> Weekends in Bermuda versus Queens - I'll take that one  
>  
>> On 8/27/15, 1:53 PM, "Wolfe, Emma" <EWolfe@cityhall.nyc.gov> wrote:  
>>  
>> Confession: I shared mayor's prediction/worry that it could be an iceberg  
>> to do three games in a row. but as it isn't my lane and our Pros say yes,  
>> so I stand down!  
>>  
>>  
>>  
>>> On Aug 27, 2015, at 11:58 AM, John Del Cecato <jfdc@akpdmedia.com>  
>>> wrote:  
>>>  
>>> I will gladly take that criticism. Going to local sports games are  
>>> part of the job!  
>>>  
>>>  
>>>  
>>>> On Aug 27, 2015, at 11:48 AM, Hagelgans, Andrea  
>>>> <AHagelgans@cityhall.nyc.gov> wrote:  
>>>>  
>>>> I think it shows great work ethic -- rooting for the underdog is  
>>>> something we should be teaching all our kids (says a Phillies fan that  
>>>> is woefully in last place)  
>>>>  
>>>> We'll have you out Monday AM for a great message moment (planning a  
>>>> Vision Zero/school safety presser for your consideration).  
>>>>  
>>>> -----Original Message-----  
>>>> From: B  
>>>> Sent: Thursday, August 27, 2015 11:45 AM  
>>>> To: Walzak, Phil; Hagelgans, Andrea; Hinton, Karen; Wolfe, Emma;  
>>>> Snyder, Thomas  
>>>> Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'  
>>>> Subject: Earth-shaking comms disaster in the making...  
>>>>  
>>>>  
>>>> Guess I got your attention! :) Since I didn't get to go visit family  
>>>> in new england before labor day (my original plan), the remainder of my  
>>>> summer vacation will happen at Citi Field. Chirlane, Chiara will go to  
>>>> the Mets/Red Sox game Friday night -- in very cheap seats. I will go  
>>>> the Sat game with queens bp melinda katz. I will go to the sunday game  
>>>> with queens councilmembers. I'm certain the media will conclude I have  
>>>> no work ethic and don't care about the serious work of being mayor. And  
>>>> I wish I was joking, but I'm not entirely. Oh and I'm a red sox fan. So  
>>>> it may be a comms weekend disaster. And I'm used to it. If anyone wants

>>>> to comment, feel free

>>>>

>

**From:** [Ozernoy, Ilana](#)  
**To:** "Mike Rabinowitz"  
**Subject:** RE: Verizon Walks Away From \$550M+ In Federal Broadband Money  
**Date:** Thursday, August 27, 2015 5:49:35 PM

---

Thank you

---

**From:** Mike Rabinowitz [mailto:[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)]  
**Sent:** Thursday, August 27, 2015 5:41 PM  
**To:** Ozernoy, Ilana  
**Subject:** FW: Verizon Walks Away From \$550M+ In Federal Broadband Money

FYI

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** Mike Rabinowitz  
**Sent:** Thursday, August 27, 2015 5:27 PM  
**To:** Mike Rabinowitz <[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)>  
**Subject:** Verizon Walks Away From \$550M+ In Federal Broadband Money

For Immediate Release: August 27, 2015

Contact: Michael Rabinowitz-Gold, 646-342-3469, [rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

## **Verizon Walks Away From \$550M+ In Federal Broadband Money**

***Verizon Only Telecom Company to Do So, Exacerbating Digital Divide***

***Millions in Eight States and DC to Remain Without Access to High-Speed Broadband***

WASHINGTON- Verizon today became the only major U.S. telecommunications company to turn down federal funding to build broadband in unserved, primarily rural, communities, leaving many residents in eight states and the District of Columbia without access to vital communications options. The company was offered \$568 million over six years by the Federal government to bring broadband to 270,000 locations in Washington, DC, Delaware, Massachusetts, Maryland, New Jersey, New York, Pennsylvania, Rhode Island, and Virginia.

“Verizon’s track record is clear,” said **Bob Master, Assistant to the Vice President of District One of the Communications Workers of America**. “Even while raking in a billion dollars per month in profits, Verizon is turning its back on underserved communities by refusing federal subsidies to expand high-speed internet access. Instead, its top priority is slashing job and retirement security for its employees and eliminating benefits for workers injured on the job.”

In April, the Federal Communications Commission [launched](#) Phase II of the Connect America Fund. The FCC offered major telecommunications companies nearly [\\$1.7 billion](#) a year over six years to provide high-speed internet and voice to unserved, primarily rural, communities. The carriers had until August 27 to decide whether to participate. The program was based on the successful universal service program, which ensured telephone service was available in rural communities.

Verizon accepted funding for two states where it is selling its network to Frontier Communications and rejected funding in the other states it operates.

Verizon’s attitude toward the federal subsidies is sadly consistent with its approach in New York State, where the company refuses to avail itself of Governor Cuomo’s \$500 million New New York Broadband Fund, which offers up to 50% subsidies to companies willing to build high-speed service in underserved areas. For years, Verizon has steadfastly refused to bring its high-speed internet service (or FiOS) to areas like Buffalo, Syracuse, Albany, Rome, Utica and numerous other upstate New York cities, as well as much of Eastern Suffolk. At a series of hearings held by New York State, elected officials from [Buffalo](#), [Syracuse](#), [Albany](#), the North Country, the [Southern Tier](#) and the [Hudson Valley](#) decried the lack of FiOS in their communities.

Campaigns in [Pennsylvania](#) and Massachusetts have also called for FiOS to be built in their communities.

A damning [audit](#) of Verizon’s FiOS rollout in New York City found that Verizon has failed to meet its promise to deliver high-speed fiber optic internet and television to everyone in the city who wanted it. During its negotiations for a city franchise, Verizon promised that the entire city would be wired with fiber optic cables by June 2014 and that after that date, everyone who wanted FiOS would get it within six months to a year. The audit found that despite claiming that it had wired the whole city by November 2014, Verizon systematically continues to refuse orders for service. The audit also found that Verizon stonewalled the audit process.

At the same time, Verizon has been letting its traditional phone network deteriorate. In 2005, New York’s Public Service Commission (PSC) eliminated automatic fines for Verizon’s telephone service quality failures, reasoning that “competition” would improve services. Instead, service quality plunged. In the 3rd quarter of 2010, Verizon

cleared only 1.2% of out of service complaints within 24 hours, almost 79 percentage points lower than the PSC's 80% requirement. Rather than reverse course, the PSC changed its measurements, cutting out 92% of customers from service quality measurements and consolidating 28 repair service bureaus into 5 regions. On paper, terrible service quality was almost miraculously transformed. In reality, service quality continued to decline.

###

**From:** [Mostofi, Bitta](#)  
**To:** ["Anthony Hayes"](#); [Soriano, Aaron](#)  
**Cc:** [Dan Levitan](#); [Shruti Sehgal](#)  
**Subject:** RE: FEEDBACK NEEDED: Media Adviosry  
**Date:** Thursday, August 27, 2015 6:16:36 PM  
**Attachments:** [edit\\_IDNYC Media Advisory.docx](#)  
[image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)

---

Hi Anthony,

Sorry for the delay. Attached with suggested edits and we also added a quote from the Commissioner!

Thanks so much this is going to be great,

Bitta Mostofi  
Director of External Affairs  
Mayor's Office of Immigrant Affairs  
[bmostofi@moia.nyc.gov](mailto:bmostofi@moia.nyc.gov)  
(o) 212-676-3024 |(m) 646-276-4408 | [nyc.gov/immigrants](http://nyc.gov/immigrants)



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---

**From:** Anthony Hayes [mailto:AnthonyH@GMHC.org]  
**Sent:** Thursday, August 27, 2015 1:45 PM  
**To:** Mostofi, Bitta; Soriano, Aaron  
**Cc:** Dan Levitan; Shruti Sehgal  
**Subject:** Re: FEEDBACK NEEDED: Media Adviosry

Circling back.

-AH

---

**Anthony Hayes**  
Managing Director, Public Affairs and Policy  
P. (212) 367-1182 | M. (646) 591-4893 | @AnthonyJHayes

---

**From:** "Mostofi, Bitta" <[bmostofi@moia.nyc.gov](mailto:bmostofi@moia.nyc.gov)>  
**Date:** Wednesday, August 26, 2015 at 2:34 PM

**To:** Anthony Hayes <[AnthonyH@GMHC.org](mailto:AnthonyH@GMHC.org)>, "Soriano, Aaron" <[asoriano@moia.nyc.gov](mailto:asoriano@moia.nyc.gov)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>, Shruti Sehgal <[shruti.sehgal@berlinrosen.com](mailto:shruti.sehgal@berlinrosen.com)>  
**Subject:** RE: FEEDBACK NEEDED: Media Adviosry

Thanks Anthony. We are super excited to be there as well.  
Please hold on sending out until you hear from me! I just need to make the rounds on our end.

Best,

Bitta Mostofi  
Director of External Affairs  
Mayor's Office of Immigrant Affairs  
[bmostofi@moia.nyc.gov](mailto:bmostofi@moia.nyc.gov)  
(o) 212-676-3024 |(m) 646-276-4408 | [nyc.gov/immigrants](http://nyc.gov/immigrants)



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---

**From:** Anthony Hayes [<mailto:AnthonyH@GMHC.org>]  
**Sent:** Wednesday, August 26, 2015 2:33 PM  
**To:** Soriano, Aaron  
**Cc:** Mostofi, Bitta; Dan Levitan; Shruti Sehgal  
**Subject:** Re: FEEDBACK NEEDED: Media Adviosry

Adding back on the team here.

I think we would like to get it out ASAP.

Anthony Hayes | Managing Director, Public Affairs and Policy | P. [\(212\) 367-1182](tel:(212)367-1182) | M. [\(646\) 591-4893](tel:(646)591-4893) | [@AnthonyJHayes](https://twitter.com/AnthonyJHayes)

On Aug 26, 2015, at 2:31 PM, "Soriano, Aaron" <[asoriano@moia.nyc.gov](mailto:asoriano@moia.nyc.gov)> wrote:

Hi Anthony,

Thanks for hosting us! When do you plan on sending this out? I've copied Bitta Mostofi, Director of External Affairs at MOIA, who will be able to give you better feedback.

Best,  
Aaron

On Aug 26, 2015, at 11:37 AM, Anthony Hayes <[AnthonyH@GMHC.org](mailto:AnthonyH@GMHC.org)> wrote:

Aaron -

GMHC is very excited to become a pop-up location for the ID NYC. We plan to issue the attached media advisory, but wanted to make sure you had a chance to review it before we did.

Can you please look this over and let us know if there are any proposed edits. Additionally, if you have any art work you would like us to include when we issue it, please send along for consideration.

Thanks,  
-AH

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Managing Director, Public Affairs and Policy  
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---

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The David Geffen Center for HIV Prevention and Health Education: 224 West 29th Street, New York, NY 10001

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<ID NYC Media Advisory.docx>

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FOR IMMEDIATE RELEASE

Tuesday, August 25, 2015

Contact: Anthony Hayes [917-601-0410](tel:917-601-0410) [AnthonyH@gmhc.org](mailto:AnthonyH@gmhc.org)

**MEDIA ADVISORY**

**GMHC TO BECOME NEW, POP-UP ENROLLMENT SITE FOR IDNYC THIS  
SEPTEMBER**

***GMHC is Proud to Support the New, Free Identification Card  
for All New York City Residents***

**New York, NY**-- From Tuesday, September 1<sup>st</sup> to Friday September 18<sup>th</sup>, Gay Men's Health Crisis (GMHC) will transform its Manhattan offices into a pop-up enrollment site for IDNYC—the new, free identification card for all New York City residents. As a government-issued photo identification card, IDNYC secures the peace of mind and access to City services that come from having recognized identification. IDNYC benefits every city resident, including the most vulnerable communities—the homeless, youth, the elderly, undocumented immigrants, the formerly incarcerated, the HIV/AIDS community, and others who may have difficulty obtaining other government-issued ID.

"No one living in New York City should ever have to worry about not having proper identification," said **GMHC CEO Kelsey Louie**. "GMHC thanks Mayor de Blasio, Speaker Melissa Mark-Viverito and Council Member Corey Johnson for their leadership in building the IDNYC program, which will make it much easier for our most vulnerable communities to receive government-issued photo identification cards. By not requiring transgender New Yorkers to select their gender assigned at birth, IDNYC goes a long way towards making the very notion of identity as inclusive as possible, uniting us all together as New Yorkers."

"The City is committed to ensuring every resident across the five boroughs has valid identification that truly reflects their personhood and their identity as New Yorkers. We are proud to announce this partnership with GMHC, the leading advocate for the HIV/AIDS community in New York City, to encourage every New Yorker – regardless of immigration status, race, gender or sexual orientation – to apply for an IDNYC," said **Nisha Agarwal, Commissioner of the Mayor's Office of Immigrant Affairs**. "IDNYC cardholders have access to the wide breadth of recreation, entertainment, services and benefits the City has to offer through the card – from free, year-long memberships at world renowned cultural institutions like the MET to health benefits like prescription drug discounts and fitness memberships that can improve quality of life. IDNYC is truly a card for all New Yorkers, and we want all New Yorkers to make an appointment today!"

IDNYC cardholders can **access services and programs offered by the City** as well as by businesses. IDNYC helps enhance public safety, by serving as a recognized ID for interacting with NYPD. It also helps New Yorkers gain access to all City buildings that provide services to the public **and is accepted as a form of identification for accessing numerous City programs and services** [redundant with first line]. Other benefits include

access to many of the City's museums, zoos and botanical gardens. For more information about IDNYC, visit: <http://www1.nyc.gov/site/idnyc/index.page>.

**WHAT:**

GMHC becomes new pop-up enrollment site for IDNYC this September

**WHEN:**

September 1<sup>st</sup> – September 18<sup>th</sup>

Monday – Thursdays, 10 am – 6 pm; Fridays, 12 – 8 pm

*(Will be closed on Monday, September 7<sup>th</sup> for Labor Day)*

**WHERE:**

GMHC Offices

446 West 33<sup>rd</sup> Street (Between 9<sup>th</sup> and 10<sup>th</sup> Avenues)

Room 6294, Sixth Floor

New York, NY 1001

*(Appointments preferred; walk-ins accepted)*

**About Gay Men's Health Crisis:**

Gay Men's Health Crisis (GMHC) is the nation's leading provider of HIV/AIDS care, prevention services and advocacy, serving nearly 9,000 people living with and affected by HIV/AIDS in New York City, the epidemic's largest U.S. epicenter. As the world's first HIV and AIDS service organization GMHC is an expert in providing services that every person affected by the epidemic deserves. GMHC is on the front lines caring for people who are both HIV negative and positive, including: testing, nutrition, legal, mental health and education services. GMHC also advocates for stronger public policies at the local, state and federal level with the goal of ending AIDS as an epidemic in New York State by 2020. Most recently, GMHC and other HIV/AIDS organizations successfully persuaded the federal government to recommend widespread use of PrEP, a new daily treatment that is over 90% effective in preventing HIV infection. For more information, visit [www.gmhc.org](http://www.gmhc.org).

###

**From:** [Anthony Hayes](#)  
**To:** [Mostofi, Bitta](#); [Soriano, Aaron](#)  
**Cc:** [Dan Levitan](#); [Shruti Sehgal](#)  
**Subject:** Re: FEEDBACK NEEDED: Media Adviosry  
**Date:** Thursday, August 27, 2015 6:22:30 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)

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Great. Thanks. We will issues this tomorrow AM.

-AH

---

**Anthony Hayes**  
Managing Director, Public Affairs and Policy  
P. (212) 367-1182 | M. (646) 591-4893 | @AnthonyJHayes

---

**From:** "Mostofi, Bitta" <[bmostofi@moia.nyc.gov](mailto:bmostofi@moia.nyc.gov)>  
**Date:** Thursday, August 27, 2015 at 6:16 PM  
**To:** Anthony Hayes <[AnthonyH@GMHC.org](mailto:AnthonyH@GMHC.org)>, "Soriano, Aaron" <[asoriano@moia.nyc.gov](mailto:asoriano@moia.nyc.gov)>  
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-AH

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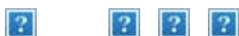
Thanks,  
-AH

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**Anthony Hayes**  
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P. (212) 367-1182 | M. (646) 591-4893 | @AnthonyJHayes

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<ID NYC Media Advisory.docx>

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The David Geffen Center for HIV Prevention and Health Education: 224 West 29th Street, New York, NY 10001

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***GMHC fights to end the AIDS epidemic and uplift the lives of all affected.***



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**From:** [John Del Cecato](#)  
**To:** [B; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Wolfe, Emma; Snyder, Thomas](#)  
**Cc:** ["Jonathan@berlinrosen.com"; Kadushin, Peter](#)  
**Subject:** Re: Earth-shaking comms disaster in the making...  
**Date:** Friday, August 28, 2015 9:09:18 AM

---

Love it

On 8/28/15, 9:08 AM, "B" <BCCD@cityhall.nyc.gov> wrote:

>  
>I'm cool. I'm actually quite current with both the Mets and the Red Sox  
>and their rosters. And I have informed opinions to share... :)  
>  
>  
>  
>----- Original Message -----  
>From: Hagelgans, Andrea  
>Sent: Friday, August 28, 2015 09:05 AM  
>To: B; Walzak, Phil; Hinton, Karen; Wolfe, Emma; Snyder, Thomas  
>Cc: 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com'  
><Jonathan@berlinrosen.com>; Kadushin, Peter  
>Subject: RE: Earth-shaking comms disaster in the making...  
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>Sir,  
>In thinking about the discussion last night about authenticity and  
>relatability, we've kicked around having you do some sports radio if you  
>are "game" for it (nice pun, right!) as we head into the 3 game series.  
>Pulling together recommendations and will send shortly for your review.  
>Of course, if it's a no-go with schedule we understand.  
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>Thanks,  
>Andrea  
>  
>-----Original Message-----  
>From: B  
>Sent: Thursday, August 27, 2015 11:45 AM  
>To: Walzak, Phil; Hagelgans, Andrea; Hinton, Karen; Wolfe, Emma; Snyder,  
>Thomas  
>Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'  
>Subject: Earth-shaking comms disaster in the making...  
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>Guess I got your attention! :) Since I didn't get to go visit family in  
>new england before labor day (my original plan), the remainder of my  
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>was joking, but I'm not entirely. Oh and I'm a red sox fan. So it may be  
>a comms weekend disaster. And I'm used to it. If anyone wants to comment,  
>feel free  
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**From:** [B](#)  
**To:** [Wolfe, Emma](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Hinton, Karen](#); [Snyder, Thomas](#)  
**Cc:** ["jfdc@akpdmedia.com"](#); ["Jonathan@berlinrosen.com"](#); [Kadushin, Peter](#)  
**Subject:** Re: Earth-shaking comms disaster in the making...  
**Date:** Friday, August 28, 2015 12:31:14 PM

---

I agree entirely

----- Original Message -----

**From:** Wolfe, Emma  
**Sent:** Friday, August 28, 2015 12:29 PM  
**To:** B; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas  
**Cc:** 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com' <Jonathan@berlinrosen.com>; Kadushin, Peter  
**Subject:** RE: Earth-shaking comms disaster in the making...

He shouldn't have been in the game. I blame mcnamara.

-----Original Message-----

**From:** B  
**Sent:** Friday, August 28, 2015 12:28 PM  
**To:** Wolfe, Emma; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas  
**Cc:** 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'; Kadushin, Peter  
**Subject:** Re: Earth-shaking comms disaster in the making...

Happy to do it. And Emma, I've been prepared for questions/comments/taunts about 1986 since... 1986. I was in a bar on Prince Street when the ball went thru Buckner's legs... I remember it like it was yesterday

----- Original Message -----

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**Sent:** Friday, August 28, 2015 11:12 AM  
**To:** B; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas  
**Cc:** 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com' <Jonathan@berlinrosen.com>; Kadushin, Peter  
**Subject:** RE: Earth-shaking comms disaster in the making...

And make sure you're prepared for the 1986 questions :)

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**From:** B  
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**Cc:** 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'; Kadushin, Peter  
**Subject:** Re: Earth-shaking comms disaster in the making...

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Cc: 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com' <Jonathan@berlinrosen.com>; Kadushin, Peter

Subject: RE: Earth-shaking comms disaster in the making...

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Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'

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**From:** [Kadushin, Peter](#)  
**To:** [Hagelgans, Andrea](#); [Jonathan Rosen](#); [Walzak, Phil](#); [Wolfe, Emma](#); [Hinton, Karen](#); [Snyder, Thomas](#)  
**Cc:** "[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)"  
**Subject:** RE: Earth-shaking comms disaster in the making...  
**Date:** Friday, August 28, 2015 3:40:56 PM

---

Haven't approached Lemire yet. I can feel it out.

-----Original Message-----

**From:** Hagelgans, Andrea  
**Sent:** Friday, August 28, 2015 3:39 PM  
**To:** Jonathan Rosen; Walzak, Phil; Kadushin, Peter; Wolfe, Emma; Hinton, Karen; Snyder, Thomas  
**Cc:** 'jfdc@akpdmedia.com'  
**Subject:** Re: Earth-shaking comms disaster in the making...

Am sure kadushin can on background

Lemire ready if B says yes?

Sent from my BlackBerry 10 smartphone.

Original Message  
**From:** Jonathan Rosen  
**Sent:** Friday, August 28, 2015 3:35 PM  
**To:** Walzak, Phil; Hagelgans, Andrea; Kadushin, Peter; Wolfe, Emma; Hinton, Karen; Snyder, Thomas  
**Cc:** 'jfdc@akpdmedia.com'  
**Subject:** RE: Earth-shaking comms disaster in the making...

B off. Love this too, one tweak - can we also frame as this is how BdB does his politics. Some pols do dinners and drinks and whatever - but he's working the Queens delegation and the BP over Mets games. It's work - him doing politics well.

-----Original Message-----

**From:** Walzak, Phil [<mailto:PWalzak@cityhall.nyc.gov>]  
**Sent:** Friday, August 28, 2015 3:23 PM  
**To:** Hagelgans, Andrea; Kadushin, Peter; B; Wolfe, Emma; Hinton, Karen; Snyder, Thomas  
**Cc:** 'jfdc@akpdmedia.com'; Jonathan Rosen  
**Subject:** RE: Earth-shaking comms disaster in the making...

Like this, and he would love it too - good stuff

-----Original Message-----

**From:** Hagelgans, Andrea  
**Sent:** Friday, August 28, 2015 3:12 PM  
**To:** Kadushin, Peter; B; Wolfe, Emma; Walzak, Phil; Hinton, Karen; Snyder, Thomas  
**Cc:** 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'  
**Subject:** RE: Earth-shaking comms disaster in the making...

Strategic reasons for recommending this route:

- 1) allows us to showcase your fun side in an outlet that tends to drive coverage both on broadcast and beyond NYC
- 2) will help us nestle the news of 3 games (which you note will cause the world to collapse for some) and position you as a very relatable "sports fanatic" . This is not about reaction to anticipated tabloid fodder, but more about making sure we always have the upper hand
- 3) reporter is low key and will abide by ground rules

-----Original Message-----

From: Kadushin, Peter

Sent: Friday, August 28, 2015 3:07 PM

To: B; Wolfe, Emma; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas

Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'

Subject: RE: Earth-shaking comms disaster in the making...

Sir,

We decided against doing sports radio because Mike Francesa's show is live from a bar with somewhat out of control crowd.

Alternatively, we could invite Jon Lemire and let him sit with you for about 3 innings. It would be a conversation focused on baseball and would get result in wide circulation.

Are you interested in this route?

Peter

-----Original Message-----

From: B

Sent: Friday, August 28, 2015 12:31 PM

To: Wolfe, Emma; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas

Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'; Kadushin, Peter

Subject: Re: Earth-shaking comms disaster in the making...

I agree entirely

----- Original Message -----

From: Wolfe, Emma

Sent: Friday, August 28, 2015 12:29 PM

To: B; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas

Cc: 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com'

<Jonathan@berlinrosen.com>; Kadushin, Peter

Subject: RE: Earth-shaking comms disaster in the making...

He shouldn't have been in the game. I blame mcnamara.

-----Original Message-----

From: B

Sent: Friday, August 28, 2015 12:28 PM

To: Wolfe, Emma; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas

Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'; Kadushin, Peter

Subject: Re: Earth-shaking comms disaster in the making...

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From: Wolfe, Emma

Sent: Friday, August 28, 2015 11:12 AM

To: B; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas

Cc: 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com' <Jonathan@berlinrosen.com>; Kadushin, Peter  
Subject: RE: Earth-shaking comms disaster in the making...

And make sure you're prepared for the 1986 questions :)

-----Original Message-----

From: B  
Sent: Friday, August 28, 2015 9:08 AM  
To: Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Wolfe, Emma; Snyder, Thomas  
Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'; Kadushin, Peter  
Subject: Re: Earth-shaking comms disaster in the making...

I'm cool. I'm actually quite current with both the Mets and the Red Sox and their rosters. And I have informed opinions to share... :)

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Sent: Friday, August 28, 2015 09:05 AM  
To: B; Walzak, Phil; Hinton, Karen; Wolfe, Emma; Snyder, Thomas  
Cc: 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com' <Jonathan@berlinrosen.com>; Kadushin, Peter  
Subject: RE: Earth-shaking comms disaster in the making...

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To: Walzak, Phil; Hagelgans, Andrea; Hinton, Karen; Wolfe, Emma; Snyder, Thomas  
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Subject: Earth-shaking comms disaster in the making...

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**From:** [Kadushin, Peter](#)  
**To:** [Jonathan Rosen](#)  
**Cc:** [Hagelgans, Andrea](#); [Wolfe, Emma](#); [Walzak, Phil](#); [Hinton, Karen](#); [Snyder, Thomas](#); [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)  
**Subject:** Re: Earth-shaking comms disaster in the making...  
**Date:** Friday, August 28, 2015 4:26:32 PM

---

Lemire can go tonight and he is already going to the Sunday game. Will be with family, but he could probably sneak away for a bit.

If it is for one inning tonight, don't think it is worth bringing him out.

> On Aug 28, 2015, at 3:58 PM, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

>

> B off again - can we have Lemire at the non-family one and make it more about dealing with Queens electeds.

>

> -----Original Message-----

> From: B [<mailto:BCCD@cityhall.nyc.gov>]

> Sent: Friday, August 28, 2015 3:56 PM

> To: Hagelgans, Andrea; Kadushin, Peter; Wolfe, Emma; Walzak, Phil; Hinton, Karen; Snyder, Thomas

> Cc: 'jfdc@akpdmedia.com'; Jonathan Rosen

> Subject: Re: Earth-shaking comms disaster in the making...

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> Fine re: Lemire, but since this is a family evening, could we keep it to one inning? Also, I thought you were considering me stopping by the play-by-play booth for a half-inning -- not Francesca's show

>

>

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> ----- Original Message -----

> From: Hagelgans, Andrea

> Sent: Friday, August 28, 2015 03:11 PM

> To: Kadushin, Peter; B; Wolfe, Emma; Walzak, Phil; Hinton, Karen; Snyder, Thomas

> Cc: 'jfdc@akpdmedia.com' <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>; 'Jonathan@berlinrosen.com'

<[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>

> Subject: RE: Earth-shaking comms disaster in the making...

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> Strategic reasons for recommending this route:

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> Sir,

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> We decided against doing sports radio because Mike Francesa's show is live from a bar with somewhat out of control crowd.  
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> Cc: 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com'

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> Subject: Re: Earth-shaking comms disaster in the making...

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>

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [FLONYC](#); [John, Roxanne](#); ["BWinston@gqrr.com"](#); ["ifdc@akpdmedia.com"](#); ["bhyers@hilltoppublicsolutions.com"](#); [Schnake Mahl, Gabriel](#); [Jonathan Rosen](#); [PhilWalzak \(gmail.com\)](#); ["nbaldick@hilltoppublicsolutions.com"](#); ["DWalker@gqrr.com"](#); ["agreenberg@gqrr.com"](#); ["NKlepper@gqrr.com"](#); ["emily@berlinrosen.com"](#); [REDACTED]  
**Subject:** RE: MBDB: Call with the Mayor  
**Date:** Friday, August 28, 2015 4:36:31 PM

---

This call will be rescheduled

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca

**Sent:** Wednesday, August 26, 2015 1:06 PM

**To:** Salazar-Rodriguez, Prisca; FLONYC; John, Roxanne; 'BWinston@gqrr.com'; 'jfdc@akpdmedia.com'; 'bhyers@hilltoppublicsolutions.com'; Schnake Mahl, Gabriel; Jonathan Rosen; PhilWalzak (gmail.com); 'nbaldick@hilltoppublicsolutions.com'; 'DWalker@gqrr.com'; 'agreenberg@gqrr.com'; 'NKlepper@gqrr.com'; 'emily@berlinrosen.com'; [REDACTED] Snyder, Thomas; Leopold, Elana

**Subject:** MBDB: Call with the Mayor

**When:** Friday, August 28, 2015 4:30 PM-5:30 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** Call In # [REDACTED] Code: [REDACTED]

**From:** [B](#)  
**To:** [Kadushin, Peter](#)  
**Cc:** [Hagelgans, Andrea](#); [Wolfe, Emma](#); [Walzak, Phil](#); [Hinton, Karen](#); [Snyder, Thomas](#); "[jfdc@akpdmedia.com](#)"; "[Jonathan@berlinrosen.com](#)"  
**Subject:** Re: Earth-shaking comms disaster in the making...  
**Date:** Friday, August 28, 2015 5:25:39 PM

---

Works for me. Thanks. And if the booth works sat or sun, I'd be happy to do -- with any network

----- Original Message -----

From: Kadushin, Peter  
Sent: Friday, August 28, 2015 05:22 PM  
To: B  
Cc: Hagelgans, Andrea; Wolfe, Emma; Walzak, Phil; Hinton, Karen; Snyder, Thomas; [jfdc@akpdmedia.com](#) <[jfdc@akpdmedia.com](#)>; [Jonathan@berlinrosen.com](#) <[Jonathan@berlinrosen.com](#)>  
Subject: Re: Earth-shaking comms disaster in the making...

Sir,

The booth didn't work and we were considering Francesa as an alternate option in advance of the game.

We discussed and recommend bringing Lemire along Sunday. This gives him the opportunity to talk baseball and experience a game with you, while seeing you interact with other electeds over baseball.

Peter

> On Aug 28, 2015, at 3:56 PM, B <[BCCD@cityhall.nyc.gov](#)> wrote:

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> Fine re: Lemire, but since this is a family evening, could we keep it to one inning? Also, I thought you were considering me stopping by the play-by-play booth for a half-inning -- not Francesca's show

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> Cc: 'jfdc@akpdmedia.com' <[jfdc@akpdmedia.com](#)>; 'Jonathan@berlinrosen.com'

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> Subject: RE: Earth-shaking comms disaster in the making...

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> Sent: Friday, August 28, 2015 3:07 PM  
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> Are you interested in this route?  
>  
> Peter  
>  
>  
> -----Original Message-----  
> From: B  
> Sent: Friday, August 28, 2015 12:31 PM  
> To: Wolfe, Emma; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas  
> Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'; Kadushin, Peter  
> Subject: Re: Earth-shaking comms disaster in the making...  
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> I agree entirely  
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> ----- Original Message -----  
> From: Wolfe, Emma  
> Sent: Friday, August 28, 2015 12:29 PM  
> To: B; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas  
> Cc: 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com' <Jonathan@berlinrosen.com>; Kadushin, Peter  
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> From: B  
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> To: Wolfe, Emma; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas  
> Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'; Kadushin, Peter  
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> From: Wolfe, Emma  
> Sent: Friday, August 28, 2015 11:12 AM

> To: B; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas  
> Cc: 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com'  
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> From: B  
> Sent: Friday, August 28, 2015 9:08 AM  
> To: Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Wolfe, Emma; Snyder, Thomas  
> Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'; Kadushin, Peter  
> Subject: Re: Earth-shaking comms disaster in the making...

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> I'm cool. I'm actually quite current with both the Mets and the Red Sox and their rosters. And I have informed opinions to share... :)

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> ----- Original Message -----  
> From: Hagelgans, Andrea  
> Sent: Friday, August 28, 2015 09:05 AM  
> To: B; Walzak, Phil; Hinton, Karen; Wolfe, Emma; Snyder, Thomas  
> Cc: 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com'  
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> Thanks,  
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> Sent: Thursday, August 27, 2015 11:45 AM  
> To: Walzak, Phil; Hagelgans, Andrea; Hinton, Karen; Wolfe, Emma; Snyder, Thomas  
> Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'  
> Subject: Earth-shaking comms disaster in the making...

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>

**From:** [Wolfe Emma](#)  
**To:** [Hinton Karen](#)  
**Cc:** [B; Hagelgans Andrea; Walzak Phil; jfdc@akpdmedia.com; jonathan@berlinrosen.com; Snyder Thomas](#)  
**Subject:** Re: Ginia column  
**Date:** Saturday, August 29, 2015 10:24:12 AM

---

Agree re celebs

On Aug 29, 2015, at 10:13 AM, Hinton, Karen <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)> wrote:

On target Ginia column; also a project we could recruit celebrities for. Helping homeless instead of chasing them out of city.

***Rudolph Giuliani's Outrage on Homelessness, and Richard Gere's***

[http://www.nytimes.com/2015/08/30/nyregion/rudolph-giulianis-outrage-on-homelessness-and-richard-geres.html?ref=nyregion&\\_r=1](http://www.nytimes.com/2015/08/30/nyregion/rudolph-giulianis-outrage-on-homelessness-and-richard-geres.html?ref=nyregion&_r=1)

---

If the offenses of Donald J. Trump weren't getting played out by the hour at the volume of a jackhammer in competition with a Nascar event, then recent comments by another New Yorker synonymous with unchecked expressiveness, and also touched by the pixie dust of presidential aspiration, might be generating more outrage. In an interview with NBC's local news channel in New York, former Mayor [Rudolph W. Giuliani](#) explained, with both glee and self-regard, that not long ago he had paid a visit to the 19th Precinct station house on the Upper East Side to [complain about a homeless man](#) who had taken up residence on his block.

"Do you know when people lived on the streets and didn't use bathrooms inside?" he said. "It's called the Dark Ages."

Needless to say, Mr. Giuliani did not pause and follow up that remark with, "And how disgraceful that so many centuries later we are still not able to house all of our neediest." He instead went on to remind us how in the 1990s, his "brain" and Police Commissioner William J. Bratton's "people" got rid of the homeless, the panhandlers, the nuisances. "You chase 'em and you chase 'em and you chase 'em and you chase 'em, and they either get the treatment that they need or you chase 'em out of the city." (Clearly we should be enticing the naked ladies of Times Square to head to Atlantic City, maybe with brunch coupons for Trump Taj Mahal.

Advocates for the homeless responded with fury, pointing out that Mr. Giuliani's views were "morally appalling" and ignored the way that his own policies had fueled the crisis of homelessness. Of course, his conception of those with no place to live as essentially a gross inconvenience for the rest of us is hardly singular. In recent weeks, an unsettling narrative has unfolded in New York, promoted in large part but by no means exclusively in the tabloid press, demonizing the homeless as a growing presence and a threat to bourgeois life. "Going to the Park? Don't Trip on a Bum," read a headline in The New York Post.

Over the summer, pictures of people sleeping on the streets have been posted on social media with insinuations that their presence is proof that the city is returning to the mayhem of the 1970s. This would suggest that

we knew something definitive about the propensity of homeless people to commit serious crimes. We don't. Years ago, a researcher at Johns Hopkins University looked at arrest records in Baltimore for 1983 and found that although homeless people were more likely to commit nonviolent offenses like camping without a permit and indecent exposure, they were less likely to commit crimes against people or property. Homeless people themselves are considerably imperiled; last year, [a report from the National Coalition for the Homeless](#) revealed that from 1999 to 2013 there had been 1,437 documented acts of violence in 47 states perpetrated against homeless people by those who were not homeless.

Last year, the number of homeless men, women and children in New York City reached record levels, in large part because of failed or discontinued policies implemented during the Bloomberg years; the issue of affordable housing is obviously one of the most serious and vexing facing the de Blasio administration. At the same time, the number of people spending the night in city shelters, the metric by which the homeless population is measured, has, in fact, been in steady month-to-month decline since December.

This has not stopped the Sergeants Benevolent Association in New York City from implementing an initiative aimed at getting members and their friends and families to photograph homeless people lying on the street or urinating in public and posting those pictures online. (What could be more benevolent?) The association's president has said the campaign — called Peek-a-Boo We See You Too! — was a response to “the diminishing” of the city's reputation as a pre-eminently safe place. “It's outing,” as the actor [Richard Gere](#) remarked to me recently.

We were talking about the new film he has produced and in which he stars, “Time Out of Mind,” due next week. It is one of three movies that will be released in fairly quick succession that deal with homelessness in

New York, including a documentary about a former male model who now works as a photographer and who lives on a fire escape, “Homme Less,” and a feature film, “Shelter,” written and directed by Paul Bettany. Mr. Gere’s film had been in development since the late 1980s. “Unfortunately, it was still relevant,” he said.

Mr. Gere has worked with the Coalition for the Homeless for years; he has spent time in shelters; and as a longtime New Yorker, he has committed himself to thinking about his encounters with homeless people. “I went through a period where I insisted on talking, and then I realized how abusive that was — asking people about their stories and these intimate details of their lives,” he said. Now he gives every homeless person he sees some money — from \$1 to \$5 — and moves on.

Spare and free of melodrama, “Time Out of Mind” examines the immiserating realities of dealing with the bureaucracy around the shelter system and other social services. The film takes great care to render the assault of noise, the difficulties that homeless people have getting any sleep anywhere, and the kind of madness that it produces. It should remind anyone who might have forgotten that homelessness isn’t awful because it degrades the streetscape; it is awful because it degrades lives.

**From:** [Kadushin, Peter](#)  
**To:** [B](#)  
**Cc:** [Hagelgans, Andrea](#); [Wolfe, Emma](#); [Walzak, Phil](#); [Hinton, Karen](#); [Snyder, Thomas](#); [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)  
**Subject:** Re: Earth-shaking comms disaster in the making...  
**Date:** Saturday, August 29, 2015 4:49:29 PM

---

Sir,

We are working to get you on the field for Mets warm ups tomorrow as I was told there is no BP on Sundays.

Peter

> On Aug 29, 2015, at 4:07 PM, B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

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> So here's another example of why I don't get to let go enough of details -- even though I'd REALLY like to. NOT ONE of you has put 2 +2 together: if I visited with the Red Sox during batting practice last night and the Mets didn't take BP, then we're in harm's way. So today after the game or tmrw before, I should visit with the Mets. I am happy to show my support -- can do with a full heart. Otherwise, I'm not doing my job. Pls fix this NOW

>

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> ----- Original Message -----

> From: Kadushin, Peter

> Sent: Friday, August 28, 2015 05:22 PM

> To: B

> Cc: Hagelgans, Andrea; Wolfe, Emma; Walzak, Phil; Hinton, Karen; Snyder, Thomas;

[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com) <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>; [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)

<[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>

> Subject: Re: Earth-shaking comms disaster in the making...

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> Sir,

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> The booth didn't work and we were considering Francesa as an alternate option in advance of the game.

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> We discussed and recommend bringing Lemire along Sunday. This gives him the opportunity to talk baseball and experience a game with you, while seeing you interact with other electeds over baseball.

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> Peter

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>> On Aug 28, 2015, at 3:56 PM, B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

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>> Fine re: Lemire, but since this is a family evening, could we keep it to one inning? Also, I thought you were considering me stopping by the play-by-play booth for a half-inning -- not Francesca's show

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>> From: Hagelgans, Andrea

>> Sent: Friday, August 28, 2015 03:11 PM

>> To: Kadushin, Peter; B; Wolfe, Emma; Walzak, Phil; Hinton, Karen; Snyder, Thomas  
>> Cc: 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com'  
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>> Subject: RE: Earth-shaking comms disaster in the making...  
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>> 1) allows us to showcase your fun side in an outlet that tends to drive coverage both on broadcast  
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>> Sent: Friday, August 28, 2015 3:07 PM  
>> To: B; Wolfe, Emma; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas  
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>> Sir,

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>> We decided against doing sports radio because Mike Francesa's show is live from a bar with  
somewhat out of control crowd.

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>> Alternatively, we could invite Jon Lemire and let him sit with you for about 3 innings. It would be a  
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>> Are you interested in this route?

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>> Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'; Kadushin, Peter  
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>> I agree entirely

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>> Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'; Kadushin, Peter  
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>> To: Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Wolfe, Emma; Snyder, Thomas  
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>> From: Hagelgans, Andrea  
>> Sent: Friday, August 28, 2015 09:05 AM  
>> To: B; Walzak, Phil; Hinton, Karen; Wolfe, Emma; Snyder, Thomas  
>> Cc: 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com'  
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>> From: B  
>> Sent: Thursday, August 27, 2015 11:45 AM  
>> To: Walzak, Phil; Hagelgans, Andrea; Hinton, Karen; Wolfe, Emma; Snyder, Thomas  
>> Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'  
>> Subject: Earth-shaking comms disaster in the making...  
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**From:** [Hinton, Karen](#)  
**To:** [Kadushin, Peter](#)  
**Cc:** [Hagelgans, Andrea](#); [Wolfe, Emma](#); [Walzak, Phil](#); [Snyder, Thomas](#); [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)  
**Subject:** Re: Earth-shaking comms disaster in the making...  
**Date:** Saturday, August 29, 2015 7:42:19 PM

---

Minus mayor

I'm not the expert on baseball moments. But should we be tweeting about mets?! I can.

Sent from my iPhone

> On Aug 29, 2015, at 4:07 PM, B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

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> So here's another example of why I don't get to let go enough of details -- even though I'd REALLY like to. NOT ONE of you has put 2 +2 together: if I visited with the Red Sox during batting practice last night and the Mets didn't take BP, then we're in harm's way. So today after the game or tmrw before, I should visit with the Mets. I am happy to show my support -- can do with a full heart. Otherwise, I'm not doing my job. Pls fix this NOW

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> Cc: Hagelgans, Andrea; Wolfe, Emma; Walzak, Phil; Hinton, Karen; Snyder, Thomas; [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com) <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>; [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com) <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>

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>> Guess I got your attention! :) Since I didn't get to go visit family in new england before labor day  
(my original plan), the remainder of my summer vacation will happen at Citi Field. Chirlane, Chiara will

go to the Mets/Red Sox game Friday night -- in very cheap seats. I will go the Sat game with queens bp melinda katz. I will go to the sunday game with queens councilmembers. I'm certain the media will conclude I have no work ethic and don't care about the serious work of being mayor. And I wish I was joking, but I'm not entirely. Oh and I'm a red sox fan. So it may be a comms weekend disaster. And I'm used to it. If anyone wants to comment, feel free

>>

**From:** [Kadushin, Peter](#)  
**To:** [Hagelgans, Andrea](#); [Walzak, Phil](#); [Wolfe, Emma](#); [Hinton, Karen](#); [Snyder, Thomas](#); [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com); [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)  
**Cc:** [Salazar-Rodriguez, Prisca](#)  
**Subject:** FW: MINI SCHEDULE - Sunday, August 30, 2015  
**Date:** Saturday, August 29, 2015 7:55:37 PM

---

So everyone is in the loop:

We worked out having him go on-field for warm ups. He will arrive at noon, be escorted to home plate, and spend time on the field.

I will handle Lemire and expect to bring him over around the 3rd inning and let them spend 2-3 innings together. This will give the Mayor some time to settle into the game and speak with Queens electeds before bringing Lemire over.

Lemme know if there are any questions.

PK

---

**From:** OOM MIS <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>  
**Date:** Sat, 29 Aug 2015 19:49:22 -0400  
**To:** Mayor <[bccd@cityhall.nyc.gov](mailto:bccd@cityhall.nyc.gov)>, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>, FLONYC <[FLONYC@cityhall.nyc.gov](mailto:FLONYC@cityhall.nyc.gov)>  
**Cc:** "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>  
**Subject:** Re: MINI SCHEDULE - Sunday, August 30, 2015

Sir,

If we get you there at noon, we can have you escorted near home plate and maximize your on-field time.

I agree that this will feel less rushed than 12:30 for a 1 p.m. start.

---

**From:** Mayor <[bccd@cityhall.nyc.gov](mailto:bccd@cityhall.nyc.gov)>  
**Date:** Sat, 29 Aug 2015 19:38:43 -0400  
**To:** OOM MIS <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>, FLONYC <[FLONYC@cityhall.nyc.gov](mailto:FLONYC@cityhall.nyc.gov)>  
**Cc:** "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>  
**Subject:** Re: MINI SCHEDULE - Sunday, August 30, 2015

Excellent. Now is that early enough to connect with the players? It's very important that I just focus on the Mets and have ample time to connect with them. If I need to get their earlier I will

---

**From:** Kadushin, Peter  
**Sent:** Saturday, August 29, 2015 07:34 PM  
**To:** B; Salazar-Rodriguez, Prisca; FLONYC  
**Cc:** Schustek, Andrew  
**Subject:** Re: MINI SCHEDULE - Sunday, August 30, 2015

Sir,

We've arranged for you to have some time on the field during the Mets warm ups tomorrow. Worked with Andrew and Redmond to get it set up and we've got you arriving at 12:30 and being escorted directly to the field.

Will coordinate with Prisca to ensure it is reflected on the schedule.

Peter

---

**From:** Mayor <[bccd@cityhall.nyc.gov](mailto:bccd@cityhall.nyc.gov)>  
**Date:** Sat, 29 Aug 2015 19:18:10 -0400  
**To:** "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>, FLONYC <[FLONYC@cityhall.nyc.gov](mailto:FLONYC@cityhall.nyc.gov)>  
**Cc:** OOM MIS <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>  
**Subject:** Re: MINI SCHEDULE - Sunday, August 30, 2015

Pls note that the comms team is working on getting me to the ballpark early to spend time greeting the Mets during their warm-ups. So pls lock down that timing and send revised sched

---

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Friday, August 28, 2015 07:21 PM  
**To:** B; FLONYC  
**Subject:** MINI SCHEDULE - Sunday, August 30, 2015

SCHEDULE FOR MAYOR BILL DE BLASIO  
CITY OF NEW YORK  
Sunday, August 30, 2015

WEATHER: Hi of 92. Low of 74. Partly Cloudy  
ATTIRE: Casual  
NOTES: -YOU have 30 mins. to change at the gym

10:00 - 10:30 DEPART GRACIE MANSION TO 357 9TH STREET//CALL WITH PRISCA REGARDING MONDAY'S SCHEDULE

Travel Time: 30 mins  
Notes: YOU call Prisca

11:00 - 12:00 WORKOUT

Location: 357 9th Street

12:40 - 1:10 TRAVEL FROM 357 9TH STREET TO CITIFIELD // LEGIONNAIRES CALL WITH TONY SHORRIS

Travel Time: 30 mins.

Notes: YOU Call Tony

1:10 - 4:10 RED SOX vs METS AT CITIFIELD WITH QUEENS COUNCIL MEMBERS

5:15 - 5:45 TRAVEL TIME TO PROSPECT PARK //EVENING COMMS DEBRIEF CALL

Travel Time: 1 Hrs.

Dial In #

[REDACTED]

Code #:

[REDACTED]

5:45 - 7:45 SOFTBALL PRACTICE

Location: Prospect Park/Long Meadow Field #5

8:00 - 10:00

[REDACTED]

CITY HALL STEPS PRESS CONFERENCES



No Scheduled Press Conference

FLONYC SCHEDULE

7:30 - 9:30

[REDACTED]

**From:** [Hagelgans, Andrea](#)  
**To:** [John Del Cecato](#); [Hinton, Karen](#)  
**Cc:** [Jonathan Rosen](#); [Walzak, Phil](#); [Shorris, Anthony](#); [Snyder, Thomas](#); [Marti Adams Baker](#)  
**Subject:** Re: Homeless camp walk through and comms proposals  
**Date:** Saturday, August 29, 2015 10:03:27 PM

---

Umm there are about 20 dsnudas v 3000 street homeless

I do think part of this response is an unsaid concern over many cameras there. We may want to pool or limit to our digital team

Sent from my BlackBerry 10 smartphone.

---

**From:** John Del Cecato  
**Sent:** Saturday, August 29, 2015 9:56 PM  
**To:** Hinton, Karen  
**Cc:** Jonathan Rosen; Walzak, Phil; Hagelgans, Andrea; Shorris, Anthony; Snyder, Thomas; Marti Adams Baker  
**Subject:** Re: Homeless camp walk through and comms proposals

---

If we can rid Times Square of desnudas without having them return, surely we can do the same with people who are not mentally ill and are still refusing shelter.

On Aug 29, 2015, at 9:36 PM, Hinton, Karen <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)> wrote:

What worries me is we have no way of moving the homeless off the streets, except to arrest them and put them through the jail, hospital, shelter, street cycle — which Guliani and Bloomberg used to reduce their visibility.

When it starts to get cold, the problem just moves to the subways. We can arrest them there, but is that the plan?

There may be a humane plan in the making about street homeless, and I don't know about it. If there is, we should start talking about it, a long with busting up encampments.

Talking about real solutions also will help mitigate the Mayor's concern about seeming uncaring.

Karen Hinton  
Press Secretary  
917-246-7692  
Follow Me On Twitter @KarenHinton

---

**From:** "'jfdc@akpdmedia. com'" <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>  
**Date:** Sun, 30 Aug 2015 01:23:27 +0000  
**To:** Jonathan Rosen <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>  
**Cc:** Andrea Hagelgans <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>, Phil Walzak <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>, Thomas Synder <[TSnyder@cityhall.nyc.gov](mailto:TSnyder@cityhall.nyc.gov)>, Marti Adams <[MAAdams@cityhall.nyc.gov](mailto:MAAdams@cityhall.nyc.gov)>, Karen Hinton <[khinton@cityhall.nyc.gov](mailto:khinton@cityhall.nyc.gov)>, Tony Shorris <[AShorris@cityhall.nyc.gov](mailto:AShorris@cityhall.nyc.gov)>  
**Subject:** Re: Homeless camp walk through and comms proposals

Reducing thread and adding Tony. I think we should do it.

I'll irritate everyone by referencing Tompkins Square Park. Tony - this AM - there were 7 people sleeping in the main grassy area at 7am - so a 5-person reduction from Friday at the same time - but still feels out of control.

I know Ginia Belafonte had a thoughtful column this AM - but I don't think it represents the vast majority of New Yorkers, who believe homelessness is a quality of life issue, and is getting way out of hand.

On Aug 29, 2015, at 9:10 PM, B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

An excellent plan for the week! Well done

Two concerns:

1. As you know, Chirlane will continue to "head up" mental health (I've cc'ed her and her team here). She will effectively be the Chair of and chief spokesperson for all we do on this topic for the duration. Richard will head the Mental Health Cabinet, meaning the actual day-to-day coordination amongst all the agencies, which requires a deputy mayor's involvement. Pls make sure this is crystal clear in the roll-out

2. The broad idea of the encampment event makes sense to me, but don't wrong it could really backfire. I've cc'ed Rosen and Del Cecato for this piece. The danger here is that it will be interpreted wrongly as an attack on the homeless -- which I would never be party to.

Our problem is that as a team we have all (led by me) absolutely sucked at laying down the predicate on this issue. If over the last two months we had set the record straight effectively, this effort re: the encampment

would have seemed natural and smooth. In the absence of framing, it could really come across as desperate and over-the-top.

I really want to hear with Jonathan and John think -- especially Jonathan because of his long experience on this issue. And I really don't want to alienate our true friends and allies on this issue. So if we can do this right, contextualize it right, explain it right and inhibit media sensationalism, I'm all in.

If not, we should consider having officials other than me and BB do this, and then I speak to it after. Pls discuss without me on the thread and come back with a rec. Thanks

---

**From:** Hagelgans, Andrea  
**Sent:** Saturday, August 29, 2015 08:06 PM  
**To:** B  
**Cc:** Walzak, Phil; Salazar-Rodriguez, Prisca; Snyder, Thomas; Zuniga, Andrea; Leopold, Elana; Adams Baker, Marti; Kadushin, Peter; Hinton, Karen  
**Subject:** Homeless camp walk through and comms proposals

Sir,  
Wanted to follow up with you directly on communications proposals for Monday and provide a holistic overview of the week. Know that you'll then discuss with Front Office and make determinations. If you hate this format, I apologize and will re-configure.

Monday

**Homeless Encampment Clean Up Operation**

Date: Monday, August 30th at 11am

Location: 150th Street & St. Ann's Avenue (south end)– Rae Street & Hegney Place (north end)

Strategy:

- YOU walk with representatives of DHS, DSNY, MOCJ, NYPD, Boom! Health (community service partner) to assess an encampment that is scheduled to be cleaned out this Thursday. There are approximately 12-15 individuals at this site all day long. Debris, including needles and trash, on the ground with tents built up. We are inviting the PC to join.
- We anticipate inviting tier 1 print and TV photographers to cover your visit and plan to pre-position them along the encampment, pending our walk through of the site, to cover you walking the ground flanked by folks and being briefed.

- YOU then are pulled to the side to provide a brief topper to cameras—what you just witnessed and what we are doing about it. We are also inviting the PC.
- 3-5 on-topic questions only. No off topic
- We issue a press release on the encampment work, framing it as YOU assessing the situation and ordering sites be cleaned and enforced. Media will be told that this site will be cleared on Thursday and we expect they will return to watch.

NOTE: You raised earlier the concern about cameras and the spontaneous atmosphere of these walks. We believe that to maximize this opportunity we should have TV-cameras there, but based on your feedback we can limit to just still photos and no avail. Nothing has been pitched at this time.

Daily News op-ed with homeless focus will run tomorrow

### **Pre-K Education Twitter Chat**

Date: Monday, August 30th, time TBD with scheduling

Location: wherever

Strategy:

- YOU conduct a 10-15 minute twitter chat aimed at parents on the start of school next week.
- Focus is pre-K.
- Could possibly get a question about some of the schools determined not ready to be opened. Answers will be prepped for you. This is our opportunity to have you begin to reach New Yorkers directly rather than through press conferences.

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interview

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Andrea Hagelgans

Office of the Mayor

Direct – 212.341.5372

Cell – 718.679.8965

[ahagelgans@cityhall.nyc.gov](mailto:ahagelgans@cityhall.nyc.gov)

**From:** [Shorris, Anthony](#)  
**To:** [John Del Cecato](#)  
**Cc:** [Jonathan Rosen](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Snyder, Thomas](#); [Adams Baker, Marti](#); [Hinton, Karen](#)  
**Subject:** Re: Homeless camp walk through and comms proposals  
**Date:** Saturday, August 29, 2015 11:17:01 PM

---

If we are planning an event to tell the world about some new tools we have in place to help homeless folks, then I think it's fine. If what we are doing is "cracking down" on groups of poor, mentally-ill people with nowhere else to go, then it's not. And if all we are really planning to do is chase troubled people from one place to another, then we're no better than Giuliani. I have not heard about any new programmatic initiatives here -- until we have them, I don't think we're ready to go.

Anthony E. Shorris  
First Deputy Mayor  
City of New York  
City Hall  
New York, NY 10007  
212-788-3191

On Aug 29, 2015, at 9:23 PM, John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)> wrote:

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**To:** B  
**Cc:** Walzak, Phil; Salazar-Rodriguez, Prisca; Snyder, Thomas; Zuniga, Andrea; Leopold, Elana; Adams Baker, Marti; Kadushin, Peter; Hinton, Karen  
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**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [FLONYC](#); [John, Roxanne](#); ["BWinston@gqrr.com"](#); ["ifdc@akpdmedia.com"](#); ["bhvers@hilltoppublicsolutions.com"](#); [Schnake Mahl, Gabriel](#); ["Jonathan Rosen"](#); [PhilWalzak \(gmail.com\)](#); ["nbaldick@hilltoppublicsolutions.com"](#); ["DWalker@gqrr.com"](#); ["agreenberg@gqrr.com"](#); ["NKlepper@gqrr.com"](#); ["emily@berlinrosen.com"](#); ["██████████ Snyder, Thomas](#); [Leopold, Elana](#); B; [Schnake Mahl, Gabriel](#)  
**Subject:** Call with the Mayor  
**Date:** Sunday, August 30, 2015 12:16:08 PM

---

Want to apologize for the mix up on Friday regarding the scheduled call with the Mayor.  
Am looking to reschedule this call very shorty.

Prisca

**From:** [Walzak, Phil](#)  
**To:** [Hagelgans, Andrea](#); [John Del Cecato](#); [Jonathan Rosen](#)  
**Cc:** [Hinton, Karen](#); [Shorris, Anthony](#); [Snyder, Thomas](#); [Marti Adams Baker](#)  
**Subject:** Re: Homeless camp walk through and comms proposals  
**Date:** Sunday, August 30, 2015 1:42:23 PM

---

Cool

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Hagelgans, Andrea  
**Sent:** Sunday, August 30, 2015 1:41 PM  
**To:** John Del Cecato; Jonathan Rosen  
**Cc:** Walzak, Phil; Hinton, Karen; Shorris, Anthony; Snyder, Thomas; Marti Adams Baker  
**Subject:** Re: Homeless camp walk through and comms proposals

---

Great.

In terms of presence

I kathryn garcia- dsny

Gilbert Taylor I dhs

Oneill or fox and local precinct-nypd

Community provider

I prefer no mocj since PD plays the visible role on enforcement

Sent from my BlackBerry 10 smartphone.

---

**From:** John Del Cecato  
**Sent:** Sunday, August 30, 2015 1:36 PM  
**To:** Jonathan Rosen  
**Cc:** Walzak, Phil; Hagelgans, Andrea; Hinton, Karen; Shorris, Anthony; Snyder, Thomas; Marti Adams Baker  
**Subject:** Re: Homeless camp walk through and comms proposals

---

Me too

On Aug 30, 2015, at 1:36 PM, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

Dig

Sent from my iPhone

On Aug 30, 2015, at 1:34 PM, Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:

Why don't we pitch this as a NYDN Exclu - reporter + fotag

Clear out encampments and DHS and Boom to connect services to people - get a big pg 2 spread and then we can move that around and prep for the inevitable follow up

Comes off of our oped and NYT story and also preempts any qol stuff they have

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Hagelgans, Andrea  
**Sent:** Sunday, August 30, 2015 12:28 PM  
**To:** Jonathan Rosen  
**Cc:** John Del Cecato; Hinton, Karen; Walzak, Phil; Shorris, Anthony; Snyder, Thomas; Marti Adams Baker  
**Subject:** Re: Homeless camp walk through and comms proposals

---

I like jonathan's ideas. That won't be ready for tomorrow, unfortunately.

Should we pull and re-tool to get both pieces? Last time he worried we looked weak on enforcement so i'm just not clear on his desire and our ultimate goal other than to show him in control

Sent from my BlackBerry 10 smartphone.

---

**From:** Hagelgans, Andrea  
**Sent:** Sunday, August 30, 2015 11:37 AM  
**To:** Jonathan Rosen  
**Cc:** John Del Cecato; Hinton, Karen; Walzak, Phil; Shorris, Anthony; Snyder, Thomas; Marti Adams Baker  
**Subject:** Re: Homeless camp walk through and comms proposals

---

Thanks. Boom health- a service provider to assist these folks- is scheduled to be there tomorrow

I'm not getting a clear sense of a recommendation to give him. Others? I have to tell him our reco around 2/3 today

Sent from my BlackBerry 10 smartphone.

---

**From:** Jonathan Rosen  
**Sent:** Sunday, August 30, 2015 7:51 AM  
**To:** Hagelgans, Andrea  
**Cc:** John Del Cecato; Hinton, Karen; Walzak, Phil; Shorris, Anthony; Snyder, Thomas; Marti Adams Baker  
**Subject:** Re: Homeless camp walk through and comms proposals

---

Couple of thoughts / questions:

When he tours is it a big outreach push to get these guys in shelter? I assume we are not going in there and just busting people up hence all the agencies and outreach partners?

Could we also couple it with him going out on an overall outreach tour in same neighborhood with the folks who talk people off the street?

More him spending a night hands on the problem talking people into shelter with this as a piece and less what could be perceived as punitive narrative Tony and I think we all want to avoid?

Still sends a signal against encampments etc. maybe do it just with daily news and no tv to start?

Sent from my iPad

On Aug 29, 2015, at 10:03 PM, "Hagelgans, Andrea" <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)> wrote:

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Karen Hinton  
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**Date:** Sun, 30 Aug 2015 01:23:27 +0000  
**To:** Jonathan Rosen  
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**Cc:** Andrea Hagelgans  
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Miscellaneous that will be news --  
-  
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tickets-- exclusive with follow up  
interviews by senior admin and  
possibly you giving soundbites  
Monday- US Open – remarks and  
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Thursday- Hispanic Federation  
Meeting -- readout or pitched  
piece

Andrea Hagelgans  
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**From:** [Snyder, Thomas](#)  
**To:** [Jonathan Rosen](#)  
**Cc:** [Walzak, Phil](#); [Hagelgans, Andrea](#); [John Del Cecato](#); [Hinton, Karen](#); [Shorris, Anthony](#); [Marti Adams Baker](#)  
**Subject:** Re: Homeless camp walk through and comms proposals  
**Date:** Sunday, August 30, 2015 1:42:53 PM

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Dig (Maynard G Krebs)

Sent from my iPad

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**Subject:** Re: Homeless camp walk through and comms proposals  
**Date:** Sunday, August 30, 2015 1:52:35 PM

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Sorry and Mindy Tarlow since he likes her on these walks

Sent from my BlackBerry 10 smartphone.

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**To:** Hagelgans, Andrea; John Del Cecato; Jonathan Rosen  
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In terms of presence

I kathryn garcia- dsny

Gilbert Taylor I dhs

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Wanted to follow up with you directly on communications proposals for Monday and provide a holistic overview of the week. Know that you'll then discuss with Front Office and make determinations. If you hate this format, I apologize and will re-configure.

Monday

**Homeless Encampment Clean Up Operation**

Date: Monday, August 30th at 11am

Location: 150th Street & St. Ann's Avenue (south end)– Rae Street & Hegney Place (north end)

Strategy:

- YOU walk with representatives of DHS, DSNY, MOCJ, NYPD, Boom! Health (community service partner) to assess an encampment that is scheduled to be cleaned out this Thursday. There are approximately 12-15 individuals at this site all day long. Debris, including needles and trash, on the ground with tents built up. We are inviting the PC to join.
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1 print and TV  
photographers to cover  
your visit and plan to pre-  
position them along the  
encampment, pending our  
walk through of the site,  
to cover you walking the  
ground flanked by folks  
and being briefed.

- YOU then are pulled to the  
side to provide a brief  
topper to cameras—what  
you just witnessed and  
what we are doing about  
it. We are also inviting the  
PC.
- 3-5 on-topic questions  
only. No off topic
- We issue a press release  
on the encampment work,  
framing it as YOU  
assessing the situation  
and ordering sites be  
cleaned and enforced.  
Media will be told that  
this site will be cleared on  
Thursday and we expect  
they will return to watch.

NOTE: You raised earlier the  
concern about cameras and the  
spontaneous atmosphere of these  
walks. We believe that to  
maximize this opportunity we  
should have TV-cameras there,  
but based on your feedback we  
can limit to just still photogs and  
no avail. Nothing has been  
pitched at this time.  
Daily News op-ed with homeless  
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TBD with scheduling

Location: wherever

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- YOU conduct a 10-15 minute twitter chat aimed at parents on the start of school next week.
- Focus is pre-K.
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Encampment walk with agencies;  
(Wed-remarks) bill hearings and  
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Miscellaneous that will be news --

-

Monday – City lottery of Pope  
tickets-- exclusive with follow up  
interviews by senior admin and  
possibly you giving soundbites  
Monday- US Open – remarks and  
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Andrea Hagelgans

Office of the Mayor

Direct – 212.341.5372

Cell – 718.679.8965

[ahagelgans@cityhall.nyc.gov](mailto:ahagelgans@cityhall.nyc.gov)

**From:** [Hagelgans, Andrea](#)  
**To:** [Walzak, Phil](#); [Snyder, Thomas](#); [Jonathan Rosen](#)  
**Cc:** [John Del Cecato](#); [Hinton, Karen](#); [Shorris, Anthony](#); [Adams Baker, Marti](#)  
**Subject:** Re: Homeless camp walk through and comms proposals  
**Date:** Sunday, August 30, 2015 1:56:07 PM

---

Yes- Maibe would pitch. She is offline till 3. I need mayor sign off first

Sent from my BlackBerry 10 smartphone.

---

**From:** Walzak, Phil  
**Sent:** Sunday, August 30, 2015 1:55 PM  
**To:** Snyder, Thomas; Jonathan Rosen  
**Cc:** Hagelgans, Andrea; John Del Cecato; Hinton, Karen; Shorris, Anthony; Marti Adams Baker  
**Subject:** Re: Homeless camp walk through and comms proposals

---

We shud do a full pitch tho to like fermino who I trust wud be fair and give the two of them a little time together after to talk thru what is happenin/why impt

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Snyder, Thomas  
**Sent:** Sunday, August 30, 2015 1:42 PM  
**To:** Jonathan Rosen  
**Cc:** Walzak, Phil; Hagelgans, Andrea; John Del Cecato; Hinton, Karen; Shorris, Anthony; Marti Adams Baker  
**Subject:** Re: Homeless camp walk through and comms proposals

---

Dig (Maynard G Krebs)

Sent from my iPad

On Aug 30, 2015, at 1:36 PM, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

Dig

Sent from my iPhone

On Aug 30, 2015, at 1:34 PM, Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:

Why don't we pitch this as a NYDN Exclu - reporter + fotag

Clear out encampments and DHS and Boom to connect services to people - get a big pg 2 spread and then we can move that around and prep for the inevitable follow up

Comes off of our oped and NYT story and also preempts any qol stuff they have

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Hagelgans, Andrea  
**Sent:** Sunday, August 30, 2015 12:28 PM  
**To:** Jonathan Rosen  
**Cc:** John Del Cecato; Hinton, Karen; Walzak, Phil; Shorris, Anthony; Snyder, Thomas; Marti Adams Baker  
**Subject:** Re: Homeless camp walk through and comms proposals

---

I like jonathan's ideas. That won't be ready for tomorrow, unfortunately.

Should we pull and re-tool to get both pieces? Last time he worried we looked weak on enforcement so i'm just not clear on his desire and our ultimate goal other than to show him in control

Sent from my BlackBerry 10 smartphone.

---

**From:** Hagelgans, Andrea  
**Sent:** Sunday, August 30, 2015 11:37 AM  
**To:** Jonathan Rosen  
**Cc:** John Del Cecato; Hinton, Karen; Walzak, Phil; Shorris, Anthony; Snyder, Thomas; Marti Adams Baker  
**Subject:** Re: Homeless camp walk through and comms proposals

---

Thanks. Boom health- a service provider to assist these folks- is scheduled to be there tomorrow

I'm not getting a clear sense of a recommendation to give him. Others? I have to tell him our reco around 2/3 today

Sent from my BlackBerry 10 smartphone.

---

**From:** Jonathan Rosen  
**Sent:** Sunday, August 30, 2015 7:51 AM  
**To:** Hagelgans, Andrea  
**Cc:** John Del Cecato; Hinton, Karen; Walzak, Phil; Shorris, Anthony; Snyder, Thomas; Marti Adams Baker  
**Subject:** Re: Homeless camp walk through and comms proposals

---

Couple of thoughts / questions:

When he tours is it a big outreach push to get these guys in shelter? I assume we are not going in there and just busting people up hence all the agencies and outreach partners?

Could we also couple if with him going out on an overall outreach tour in same neighborhood with the folks who talk people off the street?

More him spending a night hands on the problem talking

people into shelter with this as a piece and less what could be perceived as punitive narrative Tony and I think we all want to avoid?

Still sends a signal against encampments etc. maybe do it just with daily news and no tv to start?

Sent from my iPad

On Aug 29, 2015, at 10:03 PM, "Hagelgans, Andrea" <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)> wrote:

Umm there are about 20 dsnudas v 3000 street homeless

I do think part of this response is an unsaid concern over many cameras there. We may want to pool or limit to our digital team

Sent from my BlackBerry 10 smartphone.

---

**From:** John Del Cecato  
**Sent:** Saturday, August 29, 2015 9:56 PM  
**To:** Hinton, Karen  
**Cc:** Jonathan Rosen; Walzak, Phil; Hagelgans, Andrea; Shorris, Anthony; Snyder, Thomas; Marti Adams Baker  
**Subject:** Re: Homeless camp walk through and comms proposals

---

If we can rid Times Square of desnudas without having them return, surely we can do the same with people who are not mentally ill and are still refusing shelter.

On Aug 29, 2015, at 9:36 PM, Hinton, Karen <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)> wrote:

What worries me is we have no way of moving the homeless off the streets, except to arrest them and put them through the jail, hospital, shelter, street cycle — which Guliani and Bloomberg used to reduce their visibility.

When it starts to get cold, the problem just moves to the subways. We can arrest them there, but is that the plan?

There may be a humane plan in the making about street homeless, and I don't know about it. If there is, we should start talking about it, along with busting up encampments.

Talking about real solutions also will help mitigate the Mayor's concern about seeming uncaring.

Karen Hinton  
Press Secretary  
917-246-7692  
Follow Me On Twitter @KarenHinton

---

**From:** "jfdc@akpdmedia.com"  
<[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>  
**Date:** Sun, 30 Aug 2015 01:23:27 +0000  
**To:** Jonathan Rosen  
<[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>  
**Cc:** Andrea Hagelgans  
<[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>, Phil Walzak  
<[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>, Thomas Synder  
<[TSnyder@cityhall.nyc.gov](mailto:TSnyder@cityhall.nyc.gov)>, Marti Adams  
<[MAadams@cityhall.nyc.gov](mailto:MAadams@cityhall.nyc.gov)>, Karen Hinton  
<[khinton@cityhall.nyc.gov](mailto:khinton@cityhall.nyc.gov)>, Tony Shorris  
<[AShorris@cityhall.nyc.gov](mailto:AShorris@cityhall.nyc.gov)>  
**Subject:** Re: Homeless camp walk through and comms proposals

Reducing thread and adding Tony. I think we should do it.

I'll irritate everyone by referencing Tompkins Square Park. Tony - this AM - there were 7 people sleeping in the main grassy area at 7am - so a 5-person reduction from Friday at the same time - but still feels out of control.

I know Ginia Belafonte had a thoughtful column this AM - but I don't think it represents the vast majority of New Yorkers, who believe homelessness is a quality of life issue, and is getting way

out of hand.

On Aug 29, 2015, at 9:10 PM, B  
<[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

An excellent plan for the week!  
Well done

Two concerns:

1. As you know, Chirlane will continue to "head up" mental health (I've cc'ed her and her team here). She will effectively be the Chair of and chief spokesperson for all we do on this topic for the duration. Richard will head the Mental Health Cabinet, meaning the actual day-to-day coordination amongst all the agencies, which requires a deputy mayor's involvement. Pls make sure this is crystal clear in the roll-out

2. The broad idea of the encampment event makes sense to me, but don't wrong it could really backfire. I've cc'ed Rosen and Del Cecato for this piece. The danger here is that it will be interpreted wrongly as an attack on the homeless -- which I would never be party to.

Our problem is that as a team we have all (led by me) absolutely sucked at laying down the predicate on this issue. If over the last two months we had set the

record straight effectively, this effort re: the encampment would have seemed natural and smooth. In the absence of framing, it could really come across as desperate and over-the-top.

I really want to hear with Jonathan and John think -- especially Jonathan because of his long experience on this issue. And I really don't want to alienate our true friends and allies on this issue. So if we can do this right, contextualize it right, explain it right and inhibit media sensationalism, I'm all in.

If not, we should consider having officials other than me and BB do this, and then I speak to it after. Pls discuss without me on the thread and come back with a rec. Thanks

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**From:** Hagelgans, Andrea  
**Sent:** Saturday, August 29, 2015 08:06 PM  
**To:** B  
**Cc:** Walzak, Phil; Salazar-Rodriguez, Prisca; Snyder, Thomas; Zuniga, Andrea; Leopold, Elana; Adams Baker, Marti; Kadushin, Peter; Hinton, Karen  
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**From:** [Hagelgans, Andrea](#)  
**To:** [Ponet, Maibe](#); [Walzak, Phil](#); [Adams Baker, Marti](#); [Parikh, Ishanee](#); [Coney, Javon](#)  
**Cc:** [Salazar-Rodriguez, Prisca](#); [Snyder, Thomas](#); [Zuniga, Andrea](#); [Leopold, Elana](#); [Kadushin, Peter](#); [Hinton, Karen](#); [John, Roxanne](#); [Bray, Jackie](#); [White, Erin](#); ["Jonathan@berlinrosen.com"](#); ["jfdc@akpdmedia.com"](#)  
**Subject:** Re: Homeless camp walk through and comms proposals  
**Date:** Sunday, August 30, 2015 6:08:02 PM

---

Let's discuss tomorrow. PD said it wasn't that easy.

Sent from my BlackBerry 10 smartphone.

---

**From:** Ponet, Maibe  
**Sent:** Sunday, August 30, 2015 6:07 PM  
**To:** Walzak, Phil; Hagelgans, Andrea; Adams Baker, Marti; Parikh, Ishanee; Coney, Javon  
**Cc:** Salazar-Rodriguez, Prisca; Snyder, Thomas; Zuniga, Andrea; Leopold, Elana; Kadushin, Peter; Hinton, Karen; John, Roxanne; Bray, Jackie; White, Erin; 'Jonathan@berlinrosen.com'; 'jfdc@akpdmedia.com'  
**Subject:** RE: Homeless camp walk through and comms proposals

---

We can announced new shelter programming. Can we consider Thursday instead of Wed, when encampment will be actually cleaned up?

Sent via the Samsung GALAXY S® 5, an AT&T 4G LTE smartphone

----- Original message -----

**From:** "Walzak, Phil" <PWalzak@cityhall.nyc.gov>  
**Date:** 08/30/2015 17:41 (GMT-05:00)  
**To:** "Hagelgans, Andrea" <AHagelgans@cityhall.nyc.gov>, "Adams Baker, Marti" <MAdams@cityhall.nyc.gov>, "Ponet, Maibe" <MPonet@cityhall.nyc.gov>, "Parikh, Ishanee" <iparikh@cityhall.nyc.gov>, "Coney, Javon" <JConey@cityhall.nyc.gov>  
**Cc:** "Salazar-Rodriguez, Prisca" <PSalazar-Rodriguez@cityhall.nyc.gov>, "Snyder, Thomas" <TSnyder@cityhall.nyc.gov>, "Zuniga, Andrea" <AZuniga@cityhall.nyc.gov>, "Leopold, Elana" <ELeopold@cityhall.nyc.gov>, "Adams Baker, Marti" <MAdams@cityhall.nyc.gov>, "Kadushin, Peter" <pkadushin@cityhall.nyc.gov>, "Hinton, Karen" <KHinton@cityhall.nyc.gov>, "John, Roxanne" <RJohn@cityhall.nyc.gov>, "Bray, Jackie" <JBray@cityhall.nyc.gov>, "White, Erin" <EWhite@cityhall.nyc.gov>, "'Jonathan@berlinrosen.com'" <Jonathan@berlinrosen.com>, "'jfdc@akpdmedia.com'" <jfdc@akpdmedia.com>  
**Subject:** Re: Homeless camp walk through and comms proposals

We just kinda did that

What other one-off homeless hits can we start getting into bloodstream? Is NYT nikita tmrw?

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Hagelgans, Andrea  
**Sent:** Sunday, August 30, 2015 5:34 PM  
**To:** Adams Baker, Marti; Ponet, Maibe; Parikh, Ishanee; Coney, Javon  
**Cc:** Walzak, Phil; Salazar-Rodriguez, Prisca; Snyder, Thomas; Zuniga, Andrea; Leopold, Elana; Adams Baker, Marti; Kadushin, Peter; Hinton, Karen; John, Roxanne; Bray, Jackie; White, Erin; 'Jonathan@berlinrosen.com'; 'jfdc@akpdmedia.com'

**Subject:** Re: Homeless camp walk through and comms proposals

---

- B and flonyc

I just spoke to him on the phone. He much favors this re-worked proposal with smaller media footprint. He would prefer we frame our msg with an oped on homelessness to pop the morning of the encampment visit so it doesn't feel disconnected from larger themes  
Wants us to aim for wed visit.

No homeless thing tomorrow

Prisca- let us know about wed

Sent from my BlackBerry 10 smartphone.

---

**From:** Hagelgans, Andrea

**Sent:** Sunday, August 30, 2015 4:21 PM

**To:** B

**Cc:** Walzak, Phil; Salazar-Rodriguez, Prisca; Snyder, Thomas; Zuniga, Andrea; Leopold, Elana; Adams Baker, Marti; Kadushin, Peter; Hinton, Karen; FLONYC; John, Roxanne; Bray, Jackie; White, Erin; 'Jonathan@berlinrosen.com'; 'jfdc@akpdmedia.com'

**Subject:** Re: Homeless camp walk through and comms proposals

---

Sir,

The group consensus is that since we will have service providers who are doing outreach to these clientele that we show a different approach than the past- enforcement and support to work towards long-term, achievable solutions.

However, we recommend scaling back to just Daily news photog and reporter (Jen fermino) which limits media presence while achieving our goal of amplifying your oped today.

We would have the following with you

- kathryn garcia, dsny
- Mindy tarlow, operations
- Gilbert taylor, dhs
- o'neill or fox, nypd

Representatives of Bronx Works- which has been outspoken in support for your approach- and Harm Reduction programs will be there and can brief you.

Advance has told us that it is only safe to view from an overlook. You will not walk the grounds. But it would give you a view of the camps and opportunity to be briefed.

The camps will be cleared on Thursday and we would make clear to Jen this is a strategic response to a complex problem.

ROS

- YOU are greeted by the agencies and community partners
- YOU are briefed on situation
- Daily News photog covers
- YOU do a brief one-on- one with Jen Fermino on site after.

As you may recall, she was quite thoughtful in her coverage after the mentally ill person approached Chirlane at an event and we believe she will treat this respectfully.

We do anticipate some questions on veterans homelessness potentially and will work up QandA.

Please let us know your thoughts. Nothing has been pitched.

Sent from my BlackBerry 10 smartphone.

---

**From:** B

**Sent:** Saturday, August 29, 2015 9:10 PM

**To:** Hagelgans, Andrea

**Cc:** Walzak, Phil; Salazar-Rodriguez, Prisca; Snyder, Thomas; Zuniga, Andrea; Leopold, Elana; Adams Baker, Marti; Kadushin, Peter; Hinton, Karen; FLONYC; John, Roxanne; Bray, Jackie; White, Erin; 'Jonathan@berlinrosen.com'; 'jfdc@akpdmedia.com'

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Monday- US Open – remarks and photos

Thursday- Hispanic Federation Meeting -- readout or pitched piece

Andrea Hagelgans

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ahagelgans@cityhall.nyc.gov

**From:** [John Del Cecato](#)  
**To:** [Hinton, Karen](#); [Jonathan Rosen](#)  
**Subject:** Re: NYT: Mayor de Blasio Authorizes Emergency Measure to Aid Homeless People  
**Date:** Monday, August 31, 2015 10:45:12 AM

---

I agree... this was a great piece

---

**From:** "Hinton, Karen" <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)>  
**Date:** Monday, August 31, 2015 at 10:09 AM  
**To:** John Del Cecato <[jfdc@akpdmmedia.com](mailto:jfdc@akpdmmedia.com)>, Jonathan Rosen <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>  
**Subject:** Fwd: NYT: Mayor de Blasio Authorizes Emergency Measure to Aid Homeless People

I'm on vacation this week but I think he should be all over this. It's good news to counter the encampment should he decide to do that.

Any push u can provide would be appreciated.

Sent from my iPhone

Begin forwarded message:

**From:** Clips <[Clips@cityhall.nyc.gov](mailto:Clips@cityhall.nyc.gov)>  
**Date:** August 30, 2015 at 8:04:02 PM AST  
**Subject:** NYT: Mayor de Blasio Authorizes Emergency Measure to Aid Homeless People

**Mayor de Blasio Authorizes Emergency Measure to Aid Homeless People**  
NY TIMES - Nikita Stewart  
<http://mobile.nytimes.com/2015/08/31/nyregion/mayor-de-blasio-authorizes-emergency-measure-to-aid-homeless-people.html?referrer=>

With few beds available in New York City's homeless shelters, Mayor Bill de Blasio has authorized another emergency measure to provide rental assistance to people facing homelessness.

The \$10 million initiative is expected to provide aid to as many as 1,000 adults and is modeled on an emergency measure in May to assist families with children, who have been the focus of the administration's recent efforts to reduce homelessness.

While the number of homeless people has fallen since last winter's record of about 60,000, officials concluded that more needed to be done to assist adults without children. In an Aug. 5 count, 16,562 people were living in city homeless shelters. The average vacancy rate at shelters for single adults was 1.1 percent, while the rate at shelters for adult families was 1.29 percent.

The new emergency measure, the Special Exit and Prevention Supplement, will

give subsidies to tenants facing eviction, domestic violence survivors timing out of shelters, recovering addicts discharged from treatment and former residents of so-called three-quarter homes.

Mary Brosnahan, executive director of the Coalition for the Homeless, said the new program was an “important step.”

“The numbers have been going down on families, but we’re seeing growing numbers of single adults,” Ms. Brosnahan said. “It’s going to do a lot for single people in the shelters, many of whom are working.”

Based on household size and other factors, the subsidies will allow recipients to rent private apartments long term. But finding apartments within the program’s cap, \$1,213 for a single adult, will not be easy. The city has been criticized for years for the poor conditions of private buildings in a temporary assistance program for homeless families.

“Yes, it’s going to be difficult, but I don’t think it’s impossible,” Ms. Brosnahan said.

The city has been trying to recruit landlords to participate in the new rental assistance programs, Steven Banks, commissioner of the city’s Human Resources Administration, said. But he added that many landlords remain bitter about a 2011 decision by Mr. de Blasio’s predecessor, Michael R. Bloomberg, to end a similar subsidy program. “It’s a legacy that we had to work very hard with landlords to wipe away.”

Mr. Banks and Gilbert Taylor, commissioner of homeless services, had asked Mr. de Blasio, a Democrat, to set up the new program and to model it on the Family Eviction Prevention Supplement program, started in May.

The initiatives are part of a broader effort to move people out of shelters and into permanent housing.

Since last fall, the city has been rolling out various rental assistance programs through emergency rules, allowing the city to start the programs before the public-comment period ends.

Councilman Stephen T. Levin, a Brooklyn Democrat who is chairman of the general welfare committee, said expediting the programs is justified. “It’s an emergency, particularly when we see the vacancy rate within the shelter system,” he said. “It’s a much wiser course of action to come up with programs. Time is of the essence.”

Matthew Main, a staff attorney at MFY Legal Services Inc., a nonprofit firm focused on poverty issues, said the new program would greatly help people receiving a state shelter allowance of just \$215, an amount that has been unchanged since 1988.

Many of those people end up in three-quarter housing, he said, group homes that

are effectively unregulated and have multiplied over the past decade, driven by a mandate to reduce shelter rolls and a dearth of affordable housing.

“A lot of people in three-quarter housing are folks who are down on their luck,” Mr. Main said. “This is essentially a way for people who are simply poor to procure safe housing.”

More than 200 people were removed from three-quarter houses that were shut down for illegal conditions, such as building code violations and overcrowding. They are currently in temporary housing and would likely benefit from the new program.

**From:** [Jordan Smith](#)  
**To:** [Grybauskas, Natalie](#)  
**Subject:** RE: citymart sync  
**Date:** Monday, August 31, 2015 2:38:33 PM  
**Attachments:** [Citymart NYC Release FINAL.docx](#)

---

Natalie:

Jeff already signed off on this press release but that was before our brouhaha last week. So I want to make sure you're still good with us sending it out?

Jordan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Tuesday, August 25, 2015 11:47 AM  
**To:** Jordan Smith; Merritt, Jeff  
**Cc:** [rbrack@cto.nyc.gov](mailto:rbrack@cto.nyc.gov)  
**Subject:** RE: citymart sync

Thanks Jordan.

The Politico article was very balanced and I'm glad to hear the team is using it as a resource for talking points. Hawkins' story was definitely overblown and heavy on the criticism of our current procurement process. Don't think that's fair to conflate with the CityMart contract because they are simply not the same thing, and bringing them together piles criticism onto the City unnecessarily.

---

**From:** Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]  
**Sent:** Tuesday, August 25, 2015 11:42 AM  
**To:** Merritt, Jeff  
**Cc:** Grybauskas, Natalie; [rbrack@cto.nyc.gov](mailto:rbrack@cto.nyc.gov)  
**Subject:** RE: citymart sync

Hey Jeff,

After talking with my team just now, we're going to tone down our pitching going forward to make sure we're not over-hyping Citymart's significance. There's one story already in the works—with Chester Soria at Metro—but we're going to make very clear to him this is merely a pilot project, an experiment, one that has possibilities but has not at all made major changes to NYC procurement. We'll be much more precise going forward—some of this, I think, is reporters getting carried away, but some of it is on our end in conflating Citymart's ambitions and national work with the actual details of the NYC contract.

Can we continue with the Metro story, or would you rather us call it off completely?

Sorry for all the confusion and any trouble we caused you.

Jordan

---

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**Sent:** Tuesday, August 25, 2015 7:35 AM  
**To:** Jordan Smith  
**Cc:** Grybauskas, Natalie; [rbrack@cto.nyc.gov](mailto:rbrack@cto.nyc.gov)  
**Subject:** Re: citymart sync

Jordan--

Articles like today's Crain's post are not helpful --

<http://www.craigslist.com/article/20150825/BLOGS04/150829991/de-blasio-administration-pays-firm-180000-to-fix-a-17-billion-problem>

Can you make sure your team is not exaggerating the scope of work? This is the second article that seemed to suggest this is a fix to procurement which is just incorrect. This is a pilot to explore ways to crowdsource new ideas to problems. Let us know if you have any questions - thanks.

Jeff

On Aug 24, 2015, at 2:29 PM, Jordan Smith <[jordan.smith@berlinrosen.com](mailto:jordan.smith@berlinrosen.com)> wrote:

Okay, great. Thanks, Jeff.

-----Original Message-----

**From:** Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]  
**Sent:** Monday, August 24, 2015 2:29 PM  
**To:** Jordan Smith  
**Cc:** Grybauskas, Natalie; [rbrack@cto.nyc.gov](mailto:rbrack@cto.nyc.gov)  
**Subject:** Re: citymart sync

Looping in our press team. You can feel free to put the reporter in touch with Natalie who is cc'ed. We'll have to go through the the normal protocols but assuming the press team is good with it, I'm happy to talk with them.

On Aug 24, 2015, at 2:21 PM, Jordan Smith <[jordan.smith@berlinrosen.com](mailto:jordan.smith@berlinrosen.com)> wrote:

Hey Jeff:

Would you be willing to talk tomorrow or Wednesday to a reporter at Metro newspaper about Citymart's importance to NYC? This would give you a chance to hype the city's overall innovation efforts, if you want to take that angle!

Jordan

-----Original Message-----

**From:** Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Thursday, August 20, 2015 2:50 PM

To: Jordan Smith

Subject: RE: citymart sync

The document I sent previously was approved. Let me know if that works. The attached is the same version just with track changes accepted. THANKS!

-----Original Message-----

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]

Sent: Thursday, August 20, 2015 12:24 PM

To: Merritt, Jeff

Subject: RE: citymart sync

Thanks, Jeff. Look forward to getting it from City Hall.

-----Original Message-----

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Thursday, August 20, 2015 12:11 PM

To: Jordan Smith

Subject: RE: citymart sync

FYI, just wanted to give you an update. I've sent the attached document to the Press Office and Mayor's Office of Contract Services for their review. I will let you know as soon as I hear back. I understand you're anxious to get a release out but we need to have City Hall sign off before anything goes out that references the City and its work. Thanks.

-----Original Message-----

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]

Sent: Thursday, August 20, 2015 10:17 AM

To: Merritt, Jeff

Subject: RE: citymart sync

-----Original Message-----

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Thursday, August 20, 2015 10:13 AM

To: Jordan Smith  
Subject: RE: citymart sync

Hmm, phone didn't ring. Probably bad reception. You can call my desk at 718-724-6498 or let me know the best number to reach you at.

-----Original Message-----

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]  
Sent: Thursday, August 20, 2015 10:03 AM  
To: Merritt, Jeff  
Subject: RE: citymart sync  
Importance: High

Just gave you a ring. When is good to chat?

-----Original Message-----

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]  
Sent: Thursday, August 20, 2015 9:50 AM  
To: Jordan Smith  
Subject: RE: citymart sync

Sure, you can call me on my cell at [REDACTED]

-----Original Message-----

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]  
Sent: Thursday, August 20, 2015 9:49 AM  
To: Brack, Ryan (CTO); Merritt, Jeff (CTO)  
Subject: RE: citymart sync  
Importance: High

Hey Jeff:

Can we jump on the phone today? Citymart is speaking with media all day.

Jordan

-----Original Message-----

From: Brack, Ryan (CTO) [<mailto:RBrack@cto.nyc.gov>]

Sent: Wednesday, August 19, 2015 11:11 AM

To: Jordan Smith; Merritt, Jeff (CTO)

Subject: citymart sync

Hey Jeff Jordan is it possible to please sync today on the press release high-level talking points and Miranda? Have time later today? Thanks!

Sent from my iPhone



TRANSFORMING  
THE WAY CITIES  
SOLVE PROBLEMS

**For Immediate Release:**

**DATE**

**Contact:**

Jordan Smith, 646-335-0621

Jordan.smith@berlinrosen.com

## **New York City Pilots Innovative New Approach to Urban Problem-Solving in Partnership with Citymart**

***New Initiative Opens Door for Start-ups and Other Innovative Companies to  
Work with New York City to Tackle the Most Pressing Urban Challenges***

**New York, N.Y.** –In the largest implementation yet of its innovative approach, Citymart will partner with the New York City Mayor’s Office of Technology and Innovation to pilot a new method that could transform the way the city’s government solves problems by connecting city planners with innovative new ideas through open challenges to entrepreneurs and citizens.

The Mayor’s Office of Technology and Innovation will work with New York-based Citymart on launching a series of problem-based challenges over the course of the next two years. Challenges will draw on key themes that were set forth in Mayor de Blasio’s Plan for One New York, which was released in April 2015. [OneNYC](#) establishes bold goals and specific targets for a strong, sustainable, resilient, and equitable city – 800,000 people out of poverty by 2025, Zero Waste, eliminating long-term displacement after future shock events, and much more.

“Anything done in New York City has ramifications around the world – we’re absolutely thrilled to be partnering with the city in this effort,” said Citymart CEO Sascha Haselmayer. “Mayor Bill de Blasio proved he’s committed to transforming the way the city approaches some of the most daunting urban problems that any city in the world can face by establishing the Mayor’s Office of Technology and Innovation to seek out inventive, effective, and affordable solutions. This process will help the city further that goal by leveraging existing resources to bring new players into the process and open up new possibilities for innovation.”

Citymart helps cities learn how to use the open market to find proven, innovative solutions addressing the pressing needs of urban areas, helping them rethink their spending habits so they focus on not just buying goods and services, but on solving problems. Citymart starts by working with a city to help them define their problems and capabilities. Then the firm conducts intensive research and outreach to identify the market leaders and proven innovators with possible solutions and issues a challenge to those leaders, to local businesses and citizens, and to a global network of businesses, entrepreneurs, and universities in a search for the most effective and affordable solution.

“We will issue an open challenge to market leaders and proven innovators for possible solutions to each particular problem,” Haselmayer said. “This challenge asks three simple questions: ‘What is your idea for solving the problem, how ready is your solution, and how can we measure its success?’ We’ll be training New York City staff how to run these challenges and evaluate proposed solutions in a transparent and efficient manner.”

The Citymart-New York City partnership builds on the City’s first [Call for Innovations](#) (CFI) launched earlier this year. The CFI, which focused on new approaches for providing Internet access in underserved communities, produced 69 proposals from 52 sources over a period of 11 weeks from April to June. The largest number of submissions came from start-ups and small businesses, most of whom had not previously worked with the City of New York.

Citymart is also partnering with Philadelphia, Miami, Long Beach, and other major American cities to help them transform the way they solve city problems.

“Cities in the United States collectively spend more than one trillion dollars that we know could be spent in better solutions. If we put even a small fraction of that to use in creating cities that are more responsive, more efficient and more nimble at solving problems for citizens, we’ll make an enormous impact on thousands of people’s lives” said Citymart Principal Julia Haselmayer.

####

*Citymart is a New York-based company that transforms the way cities solve problems, connecting them with new ideas through open challenges to entrepreneurs and citizens. The company has helped cities around the world from San Francisco to London find proven, innovative solutions addressing the pressing needs of urban areas, such as efficient transportation, quality public spaces, sustainability, effective social services, and robust commerce and tourism.*

**From:** [Zuniga, Andrea](#)  
**To:** [Arslanian, Kayla](#)  
**Cc:** [Salazar-Rodriguez, Prisca](#); [Da Costa, Ricky](#); [URamirez@schools.nyc.gov](mailto:URamirez@schools.nyc.gov); [Chao, Raymond](#); [Fuleihan, Dean \(OMB\)](#); [Schnake Mahl, Gabriel](#); [Shorris, Anthony](#); [Buery, Richard](#); [Hagelgans, Andrea](#); [Wallack Josh \(JWallack@schools.nyc.gov\)](#); [Devora Kaye](#); [Goldmark, Karin](#); [Confer, Alexis](#); [Blumm, Kate](#); [Schwartz, Regina](#); [eliss@schools.nyc.gov](mailto:eliss@schools.nyc.gov); [Griffith, Chantell](#); [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com); [John Del Cecato](#); [Williams, Dominic](#); [Wolfe, Emma](#); [Leopold, Elana](#); [Cutler, Dorothy](#); [Walzak, Phil](#); [Caquias, Paula](#); [Barbagallo Joy](#)  
**Subject:** Re: MBDB: Education Speech Prep  
**Date:** Monday, August 31, 2015 5:44:06 PM

---

IGA requested

Please come to blue room

Sent from my iPhone

On Aug 31, 2015, at 5:08 PM, Arslanian, Kayla <[KArslanian@cityhall.nyc.gov](mailto:KArslanian@cityhall.nyc.gov)> wrote:

Pls assemble – will start shortly. Thanks!

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca

**Sent:** Sunday, August 30, 2015 9:14 PM

**To:** Salazar-Rodriguez, Prisca; Da Costa, Ricky; Arslanian, Kayla; [URamirez@schools.nyc.gov](mailto:URamirez@schools.nyc.gov); Chao, Raymond; Fuleihan, Dean (OMB); Schnake Mahl, Gabriel; Shorris, Anthony; Buery, Richard; Hagelgans, Andrea; 'Wallack Josh ([JWallack@schools.nyc.gov](mailto:JWallack@schools.nyc.gov))'; Devora Kaye; Goldmark, Karin; Confer, Alexis; Blumm, Kate; Schwartz, Regina; [eliss@schools.nyc.gov](mailto:eliss@schools.nyc.gov); Griffith, Chantell; [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com); John Del Cecato; Williams, Dominic; Wolfe, Emma; Leopold, Elana; Cutler, Dorothy; Walzak, Phil; Zuniga, Andrea; Caquias, Paula; 'Barbagallo Joy'

**Subject:** MBDB: Education Speech Prep

**When:** Monday, August 31, 2015 4:30 PM-5:30 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** City Hall, The Blue Room

**From:** [Hagelgans, Andrea](#)  
**To:** [Walzak, Phil](#); [Wolfe, Emma](#); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [John Del Cecato \(jfdc@akpdmedia.com\)](mailto:John.Del.Cecato@akpdmedia.com)  
**Cc:** [Adams Baker, Marti](#); [Gross, Dan](#)  
**Subject:** FW: Bike share turnout on UES/Lex Ave  
**Date:** Tuesday, September 01, 2015 9:21:51 AM  
**Attachments:** [ATT00001.txt](#)

---

Example of agencies getting media on their own

-----Original Message-----

From: Gastel, Scott [<mailto:SGastel@dot.nyc.gov>]  
Sent: Tuesday, September 01, 2015 9:16 AM  
To: Norvell, Wiley; Hagelgans, Andrea  
Cc: Tsang, Bonny; Trottenberg, Polly (DOT)  
Subject: Bike share turnout on UES/Lex Ave

Here with Brewer and Kallos. ABC7, Fox 5, 880 AM (Haskell), 1010 (Schuck), 24/7 (Pringle), Daily News (Rivoli), DNA (Weaver) are all here.

Sent from my iPhone

**From:** [Walzak, Phil](#)  
**To:** [Hagelgans, Andrea](#); [John Del Cecato \(jfdc@akpdmedia.com\)](mailto:jfdc@akpdmedia.com); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [Wolfe, Emma](#)  
**Cc:** [Adams Baker, Marti](#); [Ponet, Maibe](#)  
**Subject:** RE: DN: EXCLUSIVE: Summer jobs for city kids surged in 2015  
**Date:** Tuesday, September 01, 2015 1:33:49 PM

---

Nice work!

---

**From:** Hagelgans, Andrea  
**Sent:** Tuesday, September 01, 2015 1:12 PM  
**To:** John Del Cecato (jfdc@akpdmedia.com); Jonathan@berlinrosen.com; Walzak, Phil; Wolfe, Emma  
**Cc:** Adams Baker, Marti; Ponet, Maibe  
**Subject:** DN: EXCLUSIVE: Summer jobs for city kids surged in 2015

## **EXCLUSIVE: Summer jobs for city kids surged in 2015**

LISA L. COLANGELO, BEN CHAPMAN NEW YORK DAILY NEWS 08/31/2015 2:30 AM ET  
AMY SUSSMAN/GETTY IMAGES

More Big Apple youths landed city-funded summer jobs in 2015 than at any other point in the program's 50-year history, Department of Youth and Community Development figures show.

A whopping 54,263 city youths age 14-24 landed paid summer gigs lasting up to 6 weeks through the Summer Youth Employment Program that ended earlier this month, commissioner Bill Chong said. That's up from 47,126 youngsters in 2014.

Chong said a \$12 million boost in city funds for the program -- bringing its budget to nearly \$79 million-- fueled the employment explosion. The program connects youths with minimum wage jobs at private companies, non-profits and city agencies.

But the lessons learned on the job count for more than the spending cash they generate, Chong said.

"Younger youths and those who have never worked before learn the importance of showing up on time and working with other people," Chong said. "For the older youths, it's about lining up the work experience that they're interested in."

More than 130,000 applicants applied for the program this year. Participants were selected through a lottery system.

Khaleel Jones admitted he was a little nervous his first day working the floor at the Modell's Sporting Goods in Fresh Meadows.

"This is my first retail job," said the 18-year-old from Rosedale, who is heading into his senior year at Campus Magnet High School. "I didn't know what to sell and I'm not good at talking to people publicly."

But he credits his co-workers with helping him gain confidence and knowledge. He aced two "mystery shopping" tests by an anonymous Modell's employee and impressed his

bosses enough to earn him a part-time job after the program ended.

“Working here has taught me a lot of things,” said Jones, who is making careful plans to juggle the job with his schoolwork and football practice. He’s an offensive lineman with the Campus Magnet Bulldogs. “I’m confident talking to people now and I know what to do in my workspace.”

Ed Cohen, general manager of the store, said he was impressed with Khaleel and his fellow workers from the summer jobs program.

“He was hungry to learn and he used his knowledge,” said Cohen. “Khaleel was here just three weeks when he was tested by a mystery shopper and received a 100. His customers are well taken care of.”

Andrea Hagelgans

Office of the Mayor

Direct – 212.341.5372

Cell – 718.679.8965

[ahagelgans@cityhall.nyc.gov](mailto:ahagelgans@cityhall.nyc.gov)

**From:** [Jordan Smith](#)  
**To:** [Grybauskas, Natalie](#)  
**Subject:** RE: citymart sync  
**Date:** Tuesday, September 01, 2015 3:22:24 PM

---

██████████ On the phone now and another call at 4, however. Can I call you instead when I have a free moment?

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Tuesday, September 01, 2015 3:21 PM  
**To:** Jordan Smith  
**Subject:** RE: citymart sync

What's the best number to reach you? Would like to chat about this

---

**From:** Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]  
**Sent:** Monday, August 31, 2015 3:05 PM  
**To:** Grybauskas, Natalie  
**Subject:** RE: citymart sync

For sure. Just let me know.

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Monday, August 31, 2015 2:52 PM  
**To:** Jordan Smith  
**Subject:** RE: citymart sync

It was a good word.

I think we definitely want to avoid issues we had w/ Hawkins story. Would like to scale this back a little...Trying to sync with jeff -- really hard given his location. Could we hold for now?

---

**From:** Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]  
**Sent:** Monday, August 31, 2015 2:46 PM  
**To:** Grybauskas, Natalie  
**Subject:** RE: citymart sync

We can wait a day or two.

You just wanted to copy my use of brouhaha 😊

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Monday, August 31, 2015 2:45 PM  
**To:** Jordan Smith  
**Subject:** RE: citymart sync

What's the timeline?

I want to double check with jeff before anything, but he is out of the country....my thoughts are if you guys are still going to send out, I'd want to see a couple choice edits to avoid further brouhaha.

---

**From:** Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]  
**Sent:** Monday, August 31, 2015 2:40 PM  
**To:** Grybauskas, Natalie  
**Subject:** RE: citymart sync

Will do.

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Monday, August 31, 2015 2:39 PM  
**To:** Jordan Smith  
**Subject:** RE: citymart sync

Thanks for checking in -- let me have a couple minutes to review again.

---

**From:** Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]  
**Sent:** Monday, August 31, 2015 2:38 PM  
**To:** Grybauskas, Natalie  
**Subject:** RE: citymart sync

Natalie:

Jeff already signed off on this press release but that was before our brouhaha last week. So I want to make sure you're still good with us sending it out?

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**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Tuesday, August 25, 2015 11:47 AM  
**To:** Jordan Smith; Merritt, Jeff  
**Cc:** [rbrack@cto.nyc.gov](mailto:rbrack@cto.nyc.gov)  
**Subject:** RE: citymart sync

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**Subject:** Re: citymart sync

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<http://www.crainsnewyork.com/article/20150825/BLOGS04/150829991/de-blasio-administration-pays-firm-180000-to-fix-a-17-billion-problem>

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To: Jordan Smith  
Cc: Grybauskas, Natalie; [rbrack@cto.nyc.gov](mailto:rbrack@cto.nyc.gov)  
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Looping in our press team. You can feel free to put the reporter in touch with Natalie who is cc'ed. We'll have to go through the the normal protocols but assuming the press team is good with it, I'm happy to talk with them.

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Jordan

-----Original Message-----

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Thursday, August 20, 2015 2:50 PM

To: Jordan Smith

Subject: RE: citymart sync

The document I sent previously was approved. Let me know if that works. The attached is the same version just with track changes accepted. THANKS!

-----Original Message-----

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]

Sent: Thursday, August 20, 2015 12:24 PM

To: Merritt, Jeff

Subject: RE: citymart sync

Thanks, Jeff. Look forward to getting it from City Hall.

-----Original Message-----

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Thursday, August 20, 2015 12:11 PM

To: Jordan Smith

Subject: RE: citymart sync

FYI, just wanted to give you an update. I've sent the attached document to the Press Office and Mayor's Office of Contract Services for their review. I will let you know as soon as I hear back. I understand you're anxious to get a release out but we need to have City Hall sign off before anything goes out that references the City and its work. Thanks.

-----Original Message-----

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]

Sent: Thursday, August 20, 2015 10:17 AM

To: Merritt, Jeff

Subject: RE: citymart sync

-----Original Message-----

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Thursday, August 20, 2015 10:13 AM

To: Jordan Smith

Subject: RE: citymart sync

Hmm, phone didn't ring. Probably bad reception. You can call my desk at 718-724-6498 or let me know the best number to reach you at.

-----Original Message-----

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]

Sent: Thursday, August 20, 2015 10:03 AM

To: Merritt, Jeff

Subject: RE: citymart sync

Importance: High

Just gave you a ring. When is good to chat?

-----Original Message-----

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Thursday, August 20, 2015 9:50 AM

To: Jordan Smith

Subject: RE: citymart sync

Sure, you can call me on my cell at [REDACTED]

-----Original Message-----

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]

Sent: Thursday, August 20, 2015 9:49 AM

To: Brack, Ryan (CTO); Merritt, Jeff (CTO)

Subject: RE: citymart sync

Importance: High

Hey Jeff:

Can we jump on the phone today? Citymart is speaking with media all day.

Jordan

-----Original Message-----

From: Brack, Ryan (CTO) [<mailto:RBrack@cto.nyc.gov>]

Sent: Wednesday, August 19, 2015 11:11 AM

To: Jordan Smith; Merritt, Jeff (CTO)

Subject: citymart sync

Hey Jeff Jordan is it possible to please sync today on the press release high-level talking points and Miranda? Have time later today? Thanks!

Sent from my iPhone

**From:** [Jordan Smith](#)  
**To:** [Grybauskas, Natalie](#)  
**Subject:** RE: citymart sync  
**Date:** Tuesday, September 01, 2015 3:41:44 PM

---

Have 20 minutes now.

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Tuesday, September 01, 2015 3:21 PM  
**To:** Jordan Smith  
**Subject:** RE: citymart sync

What's the best number to reach you? Would like to chat about this

---

**From:** Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]  
**Sent:** Monday, August 31, 2015 3:05 PM  
**To:** Grybauskas, Natalie  
**Subject:** RE: citymart sync

For sure. Just let me know.

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Monday, August 31, 2015 2:52 PM  
**To:** Jordan Smith  
**Subject:** RE: citymart sync

It was a good word.

I think we definitely want to avoid issues we had w/ Hawkins story. Would like to scale this back a little...Trying to sync with jeff -- really hard given his location. Could we hold for now?

---

**From:** Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]  
**Sent:** Monday, August 31, 2015 2:46 PM  
**To:** Grybauskas, Natalie  
**Subject:** RE: citymart sync

We can wait a day or two.  
You just wanted to copy my use of brouhaha 😊

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Monday, August 31, 2015 2:45 PM  
**To:** Jordan Smith  
**Subject:** RE: citymart sync

What's the timeline?

I want to double check with jeff before anything, but he is out of the country....my thoughts are if you guys are still going to send out, I'd want to see a couple choice edits to avoid further brouhaha.

---

**From:** Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]  
**Sent:** Monday, August 31, 2015 2:40 PM  
**To:** Grybauskas, Natalie  
**Subject:** RE: citymart sync

Will do.

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Monday, August 31, 2015 2:39 PM  
**To:** Jordan Smith  
**Subject:** RE: citymart sync

Thanks for checking in -- let me have a couple minutes to review again.

---

**From:** Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]  
**Sent:** Monday, August 31, 2015 2:38 PM  
**To:** Grybauskas, Natalie  
**Subject:** RE: citymart sync

Natalie:

Jeff already signed off on this press release but that was before our brouhaha last week. So I want to make sure you're still good with us sending it out?

Jordan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Tuesday, August 25, 2015 11:47 AM  
**To:** Jordan Smith; Merritt, Jeff  
**Cc:** [rbrack@cto.nyc.gov](mailto:rbrack@cto.nyc.gov)  
**Subject:** RE: citymart sync

Thanks Jordan.

The Politico article was very balanced and I'm glad to hear the team is using it as a resource for talking points. Hawkins' story was definitely overblown and heavy on the criticism of our current procurement process. Don't think that's fair to conflate with the CityMart contract because they are simply not the same thing, and bringing them together piles criticism onto the City unnecessarily.

---

**From:** Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]  
**Sent:** Tuesday, August 25, 2015 11:42 AM  
**To:** Merritt, Jeff  
**Cc:** Grybauskas, Natalie; [rbrack@cto.nyc.gov](mailto:rbrack@cto.nyc.gov)  
**Subject:** RE: citymart sync

Hey Jeff,

After talking with my team just now, we're going to tone down our pitching going forward to make sure we're not over-hyping Citymart's significance. There's one story already in the works—with Chester Soria at Metro--but we're going to make very clear to him this is merely a pilot project, an

experiment, one that has possibilities but has not at all made major changes to NYC procurement. We'll be much more precise going forward—some of this, I think, is reporters getting carried away, but some of it is on our end in conflating Citymart's ambitions and national work with the actual details of the NYC contact.

Can we continue with the Metro story, or would you rather us call it off completely?

Sorry for all the confusion and any trouble we caused you.

Jordan

---

**From:** Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]  
**Sent:** Tuesday, August 25, 2015 7:35 AM  
**To:** Jordan Smith  
**Cc:** Grybauskas, Natalie; [rbrack@cto.nyc.gov](mailto:rbrack@cto.nyc.gov)  
**Subject:** Re: citymart sync

Jordan--

Articles like today's Crain's post are not helpful --

<http://www.crainsnewyork.com/article/20150825/BLOGS04/150829991/de-blasio-administration-pays-firm-180000-to-fix-a-17-billion-problem>

Can you make sure your team is not exaggerating the scope of work? This is the second article that seemed to suggest this is a fix to procurement which is just incorrect. This is a pilot to explore ways to crowdsource new ideas to problems. Let us know if you have any questions - thanks.

Jeff

On Aug 24, 2015, at 2:29 PM, Jordan Smith <[jordan.smith@berlinrosen.com](mailto:jordan.smith@berlinrosen.com)> wrote:

Okay, great. Thanks, Jeff.

-----Original Message-----

**From:** Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]  
**Sent:** Monday, August 24, 2015 2:29 PM  
**To:** Jordan Smith  
**Cc:** Grybauskas, Natalie; [rbrack@cto.nyc.gov](mailto:rbrack@cto.nyc.gov)  
**Subject:** Re: citymart sync

Looping in our press team. You can feel free to put the reporter in touch with Natalie who is cc'ed. We'll have to go through the the normal protocols but assuming the press team is good with it, I'm happy to talk with them.

On Aug 24, 2015, at 2:21 PM, Jordan Smith <[jordan.smith@berlinrosen.com](mailto:jordan.smith@berlinrosen.com)> wrote:

Hey Jeff:

Would you be willing to talk tomorrow or Wednesday to a reporter at Metro newspaper about Citymart's importance to NYC? This would give you a chance to hype the city's overall innovation efforts, if you want to take that angle!

Jordan

-----Original Message-----

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Thursday, August 20, 2015 2:50 PM

To: Jordan Smith

Subject: RE: citymart sync

The document I sent previously was approved. Let me know if that works. The attached is the same version just with track changes accepted. THANKS!

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Subject: RE: citymart sync

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Can we jump on the phone today? Citymart is speaking with media all day.

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Sent: Wednesday, August 19, 2015 11:11 AM

To: Jordan Smith; Merritt, Jeff (CTO)

Subject: citymart sync

Hey Jeff Jordan is it possible to please sync today on the press release high-level talking points and Miranda? Have time later today? Thanks!

Sent from my iPhone

**From:** [Emily Walsh](#)  
**To:** [Salazar-Rodriguez, Prisca](#); [Jonathan Rosen](#)  
**Cc:** [Anna Robinson-Sweet](#)  
**Subject:** RE:  
**Date:** Tuesday, September 01, 2015 4:11:21 PM

---

Great, thanks

Emily Walsh  
BerlinRosen Public Affairs  
emily@berlinrosen.com  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Tuesday, September 01, 2015 4:10 PM  
**To:** Jonathan Rosen  
**Cc:** Emily Walsh; Anna Robinson-Sweet  
**Subject:**

Mayor is walking over to you now.

**From:** [John Del Cecato](#)  
**To:** [Hagelgans, Andrea](#); [Jonathan Rosen](#)  
**Cc:** [Kadushin, Peter](#); [Walzak, Phil](#)  
**Subject:** Re: Post on our front page  
**Date:** Friday, September 04, 2015 9:09:07 AM

---

Personally, I love PK's U Mad idea - but would do it with Willy Wonka  
<http://vignette4.wikia.nocookie.net/trollpasta/images/d/db/U-mad-bro.jpg/revision/latest?cb=20140610192555>

BUT, in the interest of message discipline, maybe we just retweet our own original tweet & say something like "ICYMI: Here's the fake cover that has @NYPost all worked up this morning."

OR, you could really rub it in, and say "Here's the fake cover that has @NYPost all worked up." Post this:  
<http://www.thesmokinggun.com/sites/default/files/imagecache/750x970/documents/0706041post1.jpg>

And then say: "Whoops. Not that one. This one." And then post the mock-up from Wednesday night.

On 9/4/15, 8:53 AM, "Hagelgans, Andrea" <AHagelgans@cityhall.nyc.gov> wrote:

>  
>Would like your thoughts.  
>Sent from my BlackBerry 10 smartphone.  
> Original Message  
>From: Kadushin, Peter <pkadushin@cityhall.nyc.gov>  
>Sent: Friday, September 4, 2015 8:51 AM  
>To: Singleton, Jessica  
>Cc: Hagelgans, Andrea; Walzak, Phil; Bennett, Rob; Cahan, Aaron (Media)  
>Subject: Re: Post on our front page  
>  
>  
>So how about:  
>  
>What happened to @nypost sense of humor?  
>  
>And a link to the Kyle smith piece of the news item?  
>  
>FYI, Kyle smith who called us unserious, said the vendor selling \$30 hot dogs was a capitalist hero.  
>  
>> On Sep 4, 2015, at 8:39 AM, Singleton, Jessica  
>><JSingleton@cityhall.nyc.gov> wrote:  
>>  
>> Should use the peter k "no sense of humor" tweet from peter k.  
>>  
>> Peter, also see the email I just sent about engagement. People liked it  
>>(look at rt numbers). Many of the Trolls the cited in observed are  
>>conservatives who troll regardless.  
>>  
>> Rob/ac, what else?  
>>  
>>  
>>

>>> On Sep 4, 2015, at 08:36, Hagelgans, Andrea  
>>><AHagelgans@cityhall.nyc.gov> wrote:  
>>>  
>>> + js  
>>>  
>>> Sent from my BlackBerry 10 smartphone.  
>>> Original Message  
>>> From: Kadushin, Peter  
>>> Sent: Friday, September 4, 2015 8:34 AM  
>>> To: Hagelgans, Andrea; Walzak, Phil; Bennett, Rob; Cahan, Aaron (Media)  
>>> Subject: Re: Post on our front page  
>>>  
>>>  
>>> Thoughts on response?  
>>>  
>>> Think we got nice and simple. Hit no sense of humor and maybe a meme  
>>>of some kind?  
>>>  
>>>> On Sep 4, 2015, at 7:01 AM, Kadushin, Peter  
>>>><pkadushin@cityhall.nyc.gov> wrote:  
>>>>  
>>>> Clearly hit a nerve. Let's start thinking through our response.  
>>>>  
>>>> My Rec is that I text something like: so much for having a sense of  
>>>>humor.  
>>>>  
>>>> Maybe we even take the pic of Rupert getting the pie thrown at him  
>>>>and add some block letters "u mad?" And add that image.

**From:** [Walzak, Phil](#)  
**To:** [Jonathan Rosen](#); [Hagelgans, Andrea](#)  
**Cc:** [John Del Cecato](#); [Kadushin, Peter](#)  
**Subject:** Re: Post on our front page  
**Date:** Friday, September 04, 2015 11:46:54 AM

---

Late to this but 100 pc agree

Time to find the NEXT thing

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

Original Message  
From: Jonathan Rosen  
Sent: Friday, September 4, 2015 9:09 AM  
To: Hagelgans, Andrea  
Cc: John Del Cecato; Kadushin, Peter; Walzak, Phil  
Subject: Re: Post on our front page

Would leave it alone at this point. Not sure we want to get into this kind of back and forth. It's not moving our message the way the original post cover did. Too inside baseball.

Sent from my iPhone

> On Sep 4, 2015, at 8:53 AM, Hagelgans, Andrea <AHagelgans@cityhall.nyc.gov> wrote:  
>  
>  
> Would like your thoughts.  
> Sent from my BlackBerry 10 smartphone.  
> Original Message  
> From: Kadushin, Peter <pkadushin@cityhall.nyc.gov>  
> Sent: Friday, September 4, 2015 8:51 AM  
> To: Singleton, Jessica  
> Cc: Hagelgans, Andrea; Walzak, Phil; Bennett, Rob; Cahan, Aaron (Media)  
> Subject: Re: Post on our front page  
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> So how about:  
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> What happened to @nypost sense of humor?  
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> And a link to the Kyle smith piece of the news item?  
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> FYI, Kyle smith who called us unserious, said the vendor selling \$30 hot dogs was a capitalist hero.  
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>>>> Clearly hit a nerve. Let's start thinking through our response.  
>>>>  
>>>> My Rec is that I text something like: so much for having a sense of humor.  
>>>>  
>>>> Maybe we even take the pic of Rupert getting the pie thrown at him and add some block letters "u mad?" And add that image.

**From:** [John Del Cecato](#)  
**To:** [Vanessa Baden](#); [hayley@progressiveagenda.us](mailto:hayley@progressiveagenda.us); [Matero, Carla](#); [Adams Baker, Marti](#); [Beach, Mkada](#); [Boeglin, Rosemary](#); [Hagelgans, Andrea](#); [Salazar-Rodriguez, Prisca](#)  
**Cc:** [Regina Clemente](#); [Jonathan Rosen](#)  
**Subject:** Re: September 10 Event Press Check In  
**Date:** Friday, September 04, 2015 3:26:28 PM

---

Adding Rosen now

---

**From:** John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>  
**Date:** Friday, September 4, 2015 at 3:23 PM  
**To:** Vanessa Baden <[vanessa@bravenewfilms.org](mailto:vanessa@bravenewfilms.org)>, Hayley Prim <[hayley@progressiveagenda.us](mailto:hayley@progressiveagenda.us)>, "Matero, Carla" <[CMatero@cityhall.nyc.gov](mailto:CMatero@cityhall.nyc.gov)>, "Adams Baker, Marti" <[MAadams@cityhall.nyc.gov](mailto:MAadams@cityhall.nyc.gov)>, "Beach, Mkada" <[MBeach@cityhall.nyc.gov](mailto:MBeach@cityhall.nyc.gov)>, "Boeglin, Rosemary" <[RBoeglin@cityhall.nyc.gov](mailto:RBoeglin@cityhall.nyc.gov)>, "Hagelgans, Andrea" <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>, "[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>  
**Cc:** Regina Clemente <[regina@bravenewfilms.org](mailto:regina@bravenewfilms.org)>  
**Subject:** Re: September 10 Event Press Check In

Once approved, our City Hall press shop will send it out, too... And copying Jonathan Rosen, who has a progressive media list that he can hopefully have someone send it to...

I assume we can get it on the AP Daybook as well? Is that still a thing? (It's been a while since I've done press!)

---

**From:** Vanessa Baden <[vanessa@bravenewfilms.org](mailto:vanessa@bravenewfilms.org)>  
**Date:** Friday, September 4, 2015 at 2:24 PM  
**To:** Hayley Prim <[hayley@progressiveagenda.us](mailto:hayley@progressiveagenda.us)>, "Matero, Carla" <[CMatero@cityhall.nyc.gov](mailto:CMatero@cityhall.nyc.gov)>, "Adams Baker, Marti" <[MAadams@cityhall.nyc.gov](mailto:MAadams@cityhall.nyc.gov)>, "Beach, Mkada" <[MBeach@cityhall.nyc.gov](mailto:MBeach@cityhall.nyc.gov)>, John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>, "Boeglin, Rosemary" <[RBoeglin@cityhall.nyc.gov](mailto:RBoeglin@cityhall.nyc.gov)>, "Hagelgans, Andrea" <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>, "[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>  
**Cc:** Regina Clemente <[regina@bravenewfilms.org](mailto:regina@bravenewfilms.org)>  
**Subject:** September 10 Event Press Check In

Hello All

I will be the point person on press for Brave New Films.

The draft press release will be coming shortly for your review/edits. But I did have a few quick questions about press leading to and day of the event:

- We are more than happy to send out the press release and pitch to our contacts. However, we rarely have NY specific releases so that's not really our world. Are there any press lists/contacts you all have and would like to share to ensure full coverage of the event in NY media?

For clarification, both offices will be sending out the press release, correct?

- Will there be an official photographer on site? If so will he/she be roaming or will they just be taking official pictures? Important for us to know.

Thanks everyone! Looking forward to a great event!

Vanessa

Vanessa Baden Kelly  
Brave New Films  
10510 Culver Blvd  
Culver City, CA 90232  
[310.204.0448](tel:310.204.0448) x 226

310.889.4833 - Cell

[310.204.1916](tel:310.204.1916) - fax

[Vanessa@bravenewfilms.org](mailto:Vanessa@bravenewfilms.org)

**From:** [Hagelgans, Andrea](#)  
**To:** ["John Del Cecato"](#); [White, Erin](#)  
**Cc:** [Wolfe, Emma](#); [Jonathan Rosen](#); [Walzak, Phil](#); [Adams Baker, Marti](#); [Kadushin, Peter](#)  
**Subject:** RE: Final Vanity Fair Readout  
**Date:** Friday, September 04, 2015 3:43:24 PM

---

Interesting. He is already interviewing Rich Buery on Tuesday. But maybe we yank for the Mayor

---

**From:** John Del Cecato [mailto:jfdc@akpdmedia.com]  
**Sent:** Friday, September 04, 2015 3:42 PM  
**To:** Hagelgans, Andrea; White, Erin  
**Cc:** Wolfe, Emma; Jonathan Rosen; Walzak, Phil; Adams Baker, Marti; Kadushin, Peter  
**Subject:** Re: Final Vanity Fair Readout

I think this is a good plan.

We \*may\* want to think about giving Dave Evans an exclusive on the Pre-K hit - maybe promise him one Q on Vanity Fair... That way, we'd still guarantee that we have a hit on best-watched news show on Pre-K - if/when the tabloids decide to do their thing & cover only VF...

---

**From:** "Hagelgans, Andrea" <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>  
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**To:** John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>, "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>  
**Cc:** "Wolfe, Emma" <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>, Jonathan Rosen <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>, "Walzak, Phil" <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>, "Adams Baker, Marti" <[MAdams@cityhall.nyc.gov](mailto:MAdams@cityhall.nyc.gov)>, "Kadushin, Peter" <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>  
**Subject:** RE: Final Vanity Fair Readout

Am getting pulled in to discuss other items so I can't.

I'm planning to tell him on Sunday since earliest it appears is Monday.

My recommendations

- Close read and rebut by staffers of any inaccuracies, falsehoods
- Line up validators if it spins out – and look to see if we can harness anything into a positive discussion (a la Chirlane and working motherhood)
- Mayor stays high level --- interesting folks say these things when we just had safest summer in 20 years and upwards of 70K 4 year olds are starting pre-K this week thanks to my pre-k for all program

---

**From:** John Del Cecato [<mailto:jfdc@akpdmedia.com>]  
**Sent:** Friday, September 04, 2015 3:21 PM  
**To:** White, Erin; Hagelgans, Andrea

**Cc:** Wolfe, Emma; Jonathan Rosen; Walzak, Phil; Adams Baker, Marti; Kadushin, Peter  
**Subject:** Re: Final Vanity Fair Readout

Me too - sorry for not responding earlier - is this happening?

---

**From:** "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>  
**Date:** Friday, September 4, 2015 at 1:44 PM  
**To:** "Hagelgans, Andrea" <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>, John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>  
**Cc:** "Wolfe, Emma" <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>, Jonathan Rosen <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>, "Walzak, Phil" <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>, "Adams Baker, Marti" <[MAadams@cityhall.nyc.gov](mailto:MAadams@cityhall.nyc.gov)>, "Kadushin, Peter" <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>  
**Subject:** RE: Final Vanity Fair Readout

I can.

Erin White  
Communications Advisor, Office of the Mayor  
O: 212-341-5030  
C: 347-789-0501  
[ewhite@cityhall.nyc.gov](mailto:ewhite@cityhall.nyc.gov)

---

**From:** Hagelgans, Andrea  
**Sent:** Friday, September 04, 2015 11:37 AM  
**To:** John Del Cecato  
**Cc:** Wolfe, Emma; Jonathan Rosen; Walzak, Phil; White, Erin; Adams Baker, Marti; Kadushin, Peter  
**Subject:** Re: Final Vanity Fair Readout

Could we do 3:30?

Sent from my BlackBerry 10 smartphone.

---

**From:** John Del Cecato  
**Sent:** Thursday, September 3, 2015 9:50 PM  
**To:** Hagelgans, Andrea  
**Cc:** Wolfe, Emma; Jonathan Rosen; Walzak, Phil; White, Erin; Adams Baker, Marti; Kadushin, Peter  
**Subject:** Re: Final Vanity Fair Readout

Yes - let's chat tomorrow

On Sep 3, 2015, at 8:30 PM, Hagelgans, Andrea <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)> wrote:

Can we discuss next steps/rebut strategies tomorrow? Want to game out before monday

Sent from my BlackBerry 10 smartphone.

---

**From:** Hagelgans, Andrea <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>  
**Sent:** Thursday, September 3, 2015 6:21 PM  
**To:** Adams Baker, Marti; Walzak, Phil  
**Subject:** RE: Final Vanity Fair Readout

And the safest summer in 20 years

---

**From:** Adams Baker, Marti  
**Sent:** Thursday, September 03, 2015 6:20 PM  
**To:** Walzak, Phil; Hagelgans, Andrea  
**Subject:** Final Vanity Fair Readout

Bryan characterizes the story as “tough neutral,” says that no one is going to walk away from this piece thinking that the Mayor is doing a great job or a bad job. The story opens with some judgment on tardiness, perception that the Mayor is disengaged from running the city, but he says we come back hard on those critiques. Of note is that Bryan told me that we’re going to be irritated by what’s in quotes, not by what he wrote.

The story will say that an awful lot of unpopularity comes from whites, wealthy and conservative outlets like the Post. Then they’ll ask the question, so which is it? Is Mayor disengaged or should we give him the benefit of the doubt because he’s putting so much emphasis on helping the “have nots,” a population that’s been ignored for 20 years? There is still a good section about what the Mayor is like as a person – to include the Subway ride and color from the shadow day.

It’s still an introduction of the Mayor, but the progressive theme he talked about is no longer a major part of the story. That said, there is still a line in the story that says Mayor is the only progressive worth watching, and there is a small section where he makes the case that it matters how Mayor does and what you think of him because he is a significant national figure.

The Cuomo section is the last 20 percent of the story and will be a “non-issue” for us, per Bryan. Cuomo’s staff will obviously read between the lines when they see the quotes attributed to others, but he told me that he realizes now that the June interview was not as a meaningful moment as he had originally thought, so he didn’t put too much into this section.

Mayor should know that the story was heavily edited – “written by committee” to use Bryan’s exact words – so that helps to explain why the final product isn’t going to look like what he told us and the Mayor the week he spent with us.

Bryan doesn’t know the headline but says we’ll have a double photo of the Mayor on the steps of Gracie and a full page family portrait.

In terms of timing, he said that it could be leaked as early as Monday, but Tuesday or Wednesday is more likely. FWIW, Bryan said he doesn't know what the Post will pick up. Knowing this timeline, we'll have to him to respond to criticism during our FDOS media blitz with something like "For those who think I'm disengaged or tardiness is a problem, today is the day that we have 65k four year olds going to free, full day pre-k. That's more than the entire public school population of the city of Boston (or Detroit, Sacramento, Seattle, El Paso)."

**Marti Adams Baker**

Deputy Communications Director | Office of Mayor Bill de Blasio  
o: (212) 788-9570 | m: (347) 967-7358 | t: [@Marti\\_Adams](https://twitter.com/Marti_Adams)

**From:** [Kadushin, Peter](#)  
**To:** [Walzak, Phil](#); [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com); [Jonathan Rosen](#)  
**Cc:** [Wolfe, Emma](#); [Hagelgans, Andrea](#); [Hinton, Karen](#)  
**Subject:** Re: close?  
**Date:** Sunday, September 06, 2015 9:38:34 PM

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To be clear, this seems like an outsiders view that features the thinking of allies and opposition he has talked with. Not sure who those folks are.

If we want a quote or to weigh in with an official voice, and I don't think we necessarily need to on this one, think it should come from Phil to reflect larger strategic thinking.

---

**From:** OOM MIS <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>  
**Date:** Sun, 6 Sep 2015 21:23:16 -0400  
**To:** Phil Walzak <[pwalzak@cityhall.nyc.gov](mailto:pwalzak@cityhall.nyc.gov)>, "[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)" <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>, Jonathan Rosen <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>  
**Cc:** "Wolfe, Emma" <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>, "Hagelgans, Andrea" <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>, Karen Hinton <[khinton@cityhall.nyc.gov](mailto:khinton@cityhall.nyc.gov)>  
**Subject:** Re: close?

Talked to Matt and this is less about going around media and more about the Mayor as a constituent services kind of guy.

Bloomberg said everyone was wrong but him, Rudy was hated and didn't care, Ed battled with people in the street, but the Mayor seems more prone to course correct based on public/media critiques than previous Mayor's.

Few examples he is working with: adjusted scheduling and is regularly on time now, Times Square response with the DN, and calls to see more interaction with voters resulted in lots more Lehrer and experiment with things like twitter chat.

From what I can tell this will read: Allies say he has a bias towards good ideas no matter the source and opposition says he is reactive to pressure.

New media/adjustments to media strategy portion seems to enter when comparing Peter Ragone's prior statements that he didn't read the tabloids or care about them, to some of the things we have been doing lately. Matt weighs Peter's statements against our use of Twitter to mock the Post front-page.

Sounds like a relatively neutral story with the biggest danger being that saber-rattling (uber) has shaken the administration at times.

---

**From:** Phil Walzak <[pwalzak@cityhall.nyc.gov](mailto:pwalzak@cityhall.nyc.gov)>  
**Date:** Sun, 6 Sep 2015 20:54:07 -0400  
**To:** "[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)" <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>, Jonathan Rosen <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>  
**Cc:** "Wolfe, Emma" <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>, OOM MIS <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>, "Hagelgans, Andrea" <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>, Karen Hinton <[khinton@cityhall.nyc.gov](mailto:khinton@cityhall.nyc.gov)>

**Subject:** Re: close?

PK - what do u think fleg needs

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Walzak, Phil  
**Sent:** Sunday, September 6, 2015 8:22 PM  
**To:** John Del Cecato; Jonathan Rosen  
**Cc:** Wolfe, Emma; Kadushin, Peter; Hagelgans, Andrea; Hinton, Karen  
**Subject:** Re: close?

---

Yes it's good but I'd prefer it have our hand on it

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** John Del Cecato  
**Sent:** Sunday, September 6, 2015 8:13 PM  
**To:** Jonathan Rosen  
**Cc:** Wolfe, Emma; Walzak, Phil; Kadushin, Peter; Hagelgans, Andrea; Hinton, Karen  
**Subject:** Re: close?

---

He hasn't called me - but I don't think this is a bad line for us. In fact, when we first talked about going around media filter/doing new media - we talked about how we should do that a couple of weeks and then the NYT would write about it in a meta way. It looks like they're a week ahead of schedule. And it's all good

On Sep 6, 2015, at 6:35 PM, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

Same.

Sent from my iPhone

On Sep 6, 2015, at 6:28 PM, Wolfe, Emma <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)> wrote:

Nope

If I did wd tell folks

On Sep 6, 2015, at 6:24 PM, Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:

Anyone on this thread talk to him?

Sent from my BlackBerry 10 smartphone on the Verizon  
Wireless 4G LTE network.

---

**From:** Kadushin, Peter  
**Sent:** Sunday, September 6, 2015 6:19 PM  
**To:** Hagelgans, Andrea; Walzak, Phil; Hinton, Karen  
**Subject:** Re: close?

---

I talked to him very briefly on Friday afternoon and then emailed you all.

Haven't talked to him since because he said he would start looking at this story this coming week.

Just emailed me to say it looks like it is moving up.

---

**From:** "Hagelgans, Andrea" <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>  
**Date:** Sun, 6 Sep 2015 18:18:28 -0400  
**To:** Phil Walzak <[pwalzak@cityhall.nyc.gov](mailto:pwalzak@cityhall.nyc.gov)>, OOM MIS <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>, Karen Hinton <[khinton@cityhall.nyc.gov](mailto:khinton@cityhall.nyc.gov)>  
**Subject:** RE: close?

He has not reached out to me.

PK has been primary point

---

**From:** Walzak, Phil  
**Sent:** Sunday, September 06, 2015 6:16 PM  
**To:** Kadushin, Peter; Hagelgans, Andrea; Hinton, Karen  
**Subject:** Re: close?

Who is he talking to? Who is giving him guidance?

Sent from my BlackBerry 10 smartphone on the Verizon  
Wireless 4G LTE network.

---

**From:** Kadushin, Peter  
**Sent:** Sunday, September 6, 2015 6:13 PM  
**To:** Walzak, Phil; Hagelgans, Andrea; Hinton, Karen  
**Subject:** Re: close?

I haven't said anything really.

He talked to me and said he sees the Mayor adjust strategy more than one might have seen from other Mayors. If Bloomberg was late a lot, he probably would have kept doing it. His take generally seemed to be "this Mayor seems willing to take good ideas even if they come from externally." Complaints

about him being on time, so he adjusted. Daily News makes a recommendation about calling Times Square parkland to avoid panhandling and the Mayor said it was an idea worth looking at.

Also sees a change in approach on engagement with public. More radio and more public activity like lehrer and ball games.

---

**From:** Phil Walzak <[pwalzak@cityhall.nyc.gov](mailto:pwalzak@cityhall.nyc.gov)>  
**Date:** Sun, 6 Sep 2015 18:06:44 -0400  
**To:** OOM MIS <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>, "Hagelgans, Andrea" <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>, Karen Hinton <[khinton@cityhall.nyc.gov](mailto:khinton@cityhall.nyc.gov)>  
**Subject:** Re: close?

What have we told him thus far?

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Kadushin, Peter  
**Sent:** Sunday, September 6, 2015 6:00 PM  
**To:** Walzak, Phil; Hagelgans, Andrea; Hinton, Karen  
**Subject:** FW: close?

We want to give them anything on a change in approach?

---

**From:** Matt Flegenheimer  
<[matt.flegenheimer@nytimes.com](mailto:matt.flegenheimer@nytimes.com)>  
**Date:** Sun, 6 Sep 2015 17:59:13 -0400  
**To:** OOM MIS <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>  
**Subject:** Re: close?

Heads up, looking like this might go online tomorrow, for Tuesday print.

On Fri, Sep 4, 2015 at 6:16 PM, Flegenheimer, Matt <[matt.flegenheimer@nytimes.com](mailto:matt.flegenheimer@nytimes.com)> wrote:

I guess the gist of what I'd like to know centers on the tension between staying responsive to constituent concerns and appearing reactive to criticism, bad press, etc. How do you toe the line? Has the mayor made more of an effort in certain areas (punctuality, for instance, or the radio appearances) because he had taken some heat? How have his past jobs informed these instincts?

Will think about whether there's more that might be useful, but I think this should cover it for now.

On Fri, Sep 4, 2015 at 5:29 PM, Flegenheimer, Matt  
<[matt.flegenheimer@nytimes.com](mailto:matt.flegenheimer@nytimes.com)> wrote:  
cool walking to rotunda

On Fri, Sep 4, 2015 at 5:29 PM, Kadushin, Peter  
<[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)> wrote:  
Good now.

**From:** Flegenheimer, Matt  
[mailto:[matt.flegenheimer@nytimes.com](mailto:matt.flegenheimer@nytimes.com)]  
**Sent:** Friday, September 04, 2015 5:16 PM  
**To:** Kadushin, Peter  
**Subject:** close?

**From:** [Dan Levitan](#)  
**To:** [Parikh Ishanee](#)  
**Subject:** RE: City of New York - Correspondence #1-1-1149926238 Press Office  
**Date:** Monday, September 07, 2015 9:31:44 PM

---

I got nothing...

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@levitandan](#)

---

**From:** Parikh, Ishanee [mailto:[iparikh@cityhall.nyc.gov](mailto:iparikh@cityhall.nyc.gov)]  
**Sent:** Monday, September 07, 2015 7:51 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Fw: City of New York - Correspondence #1-1-1149926238 Press Office

Super late notice but would mary be interested in this tmw am?

---

**From:** Ponet, Maibe  
**Sent:** Monday, September 07, 2015 07:45 PM  
**To:** Nicole Cueto (DHS) <[NCueto@dhs.nyc.gov](mailto:NCueto@dhs.nyc.gov)>; Parikh, Ishanee  
**Cc:** Camille Rivera (DHS) <[CAMILLER@dhs.nyc.gov](mailto:CAMILLER@dhs.nyc.gov)>; Jaslee Carayol (DHS) <[JCARAYOL@dhs.nyc.gov](mailto:JCARAYOL@dhs.nyc.gov)>; Hagelgans, Andrea  
**Subject:** RE: City of New York - Correspondence #1-1-1149926238 Press Office

Ishanee, can you check w Dan on whether Coalition is attending? he will need prep for panel discussion, this is not a straight fwd interview

---

**From:** Nicole Cueto (DHS) [[NCueto@dhs.nyc.gov](mailto:NCueto@dhs.nyc.gov)]  
**Sent:** Monday, September 07, 2015 7:35 PM  
**To:** Parikh, Ishanee  
**Cc:** Camille Rivera (DHS); Jaslee Carayol (DHS); Ponet, Maibe; Hagelgans, Andrea  
**Subject:** Re: City of New York - Correspondence #1-1-1149926238 Press Office

Just spoke to producer-

They're looking to have on an advocate (maybe Coalition person), someone who can speak to the legal issues (she mentioned a civil rights attorney), and was hoping for someone from DHS. So far no one has confirmed.

Topics of discussion will include encampment breakdown, Giuliani's piece, shelter v street population, and programs in place to alleviate the issue.

She said the discussion would last no longer than 6 minutes with panel participants and the anchors, Suki Christian and Scott Stanford.

Sent from my iPhone

On Sep 7, 2015, at 6:35 PM, Parikh, Ishanee <[iparikh@cityhall.nyc.gov](mailto:iparikh@cityhall.nyc.gov)> wrote:

Sorry! Do you think hed be interested in doing?

I think the more opps we get to highlight work we are doing, the better. Just re-laying out all the steps we've taken on prevention, shelter exit, etc.

Worried he might not have enough time to prep tho. Thoughts?

---

**From:** Nicole Cueto (DHS) [<mailto:NCueto@dhs.nyc.gov>]  
**Sent:** Monday, September 07, 2015 06:19 PM  
**To:** Parikh, Ishanee  
**Cc:** Camille Rivera (DHS) <[CAMILLER@dhs.nyc.gov](mailto:CAMILLER@dhs.nyc.gov)>; Jaslee Carayol (DHS) <[JCARAYOL@dhs.nyc.gov](mailto:JCARAYOL@dhs.nyc.gov)>  
**Subject:** Re: City of New York - Correspondence #1-1-1149926238 Press Office

Reflagging.

On Sep 7, 2015, at 3:44 PM, Nicole Cueto (DHS) <[NCueto@dhs.nyc.gov](mailto:NCueto@dhs.nyc.gov)> wrote:

Ishanee:

Pix 11 would like to have someone on from DHS for a panel discussion tomorrow AM at 730 AM on overall homelessness. Is this something we want CIR to do. Seems very similar to what ABC wants to do for Sat. Let me know your thoughts and how to proceed.

Sent from my iPhone

Begin forwarded message:

**From:** <[outgoingagency@customerservice.nyc.gov](mailto:outgoingagency@customerservice.nyc.gov)>  
**Date:** September 7, 2015 at 1:20:33 PM EDT  
**To:** <[Press@dhs.nyc.gov](mailto:Press@dhs.nyc.gov)>  
**Subject:** City of New York - Correspondence #1-1-1149926238  
Press Office  
**Reply-To:** <[outgoingagency@customerservice.nyc.gov](mailto:outgoingagency@customerservice.nyc.gov)>

Your City of New York - CRM Correspondence Number is 1-1-1149926238  
DATE RECEIVED: 09/07/2015 13:19:54  
DATE DUE: 09/21/2015 13:20:30  
SOURCE: eSRM

The e-mail message below was submitted to the City of New York via [NYC.gov](http://nyc.gov) or the 311 Call Center. It is forwarded to your agency by the 311 Customer Service Center. In accordance with the Citywide Customer Service standard, your response is due in 14 calendar days.

-----Original Message-----

From: [PortalAdmin@doitt.nyc.gov](mailto:PortalAdmin@doitt.nyc.gov)  
Sent: 09/07/2015 13:19:07  
To: <[sbladmp@customerservice.nyc.gov](mailto:sbladmp@customerservice.nyc.gov)>  
Subject: < No Subject >

From: ()  
Subject: Press Office

Below is the result of your feedback form. It was submitted by () on Monday, September 7, 2015 at 13:19:07

-----  
---  
  
This form resides at  
<http://www1.nyc.gov/site/dhs/about/email-press-office.page>

-----  
---  
  
Message From: Individual

Email: [arjacobs@tribunemedia.com](mailto:arjacobs@tribunemedia.com)

Company/Organization Name: PIX 11 Morning News

Message: To Whom It May Concern,This is Adrienne Jacobs with PIX 11 Morning News. We wanted to have a panel discussion on homelessness in NYC and wanted to know if you had anyone available. The segment would be for tomorrow morning at 730am and we can provide transportation. Please let me know if this is possible. If you have any questions or concerns please feel free to give me a call at [REDACTED] or you can email me at [arjacobs@tribunemedia.com](mailto:arjacobs@tribunemedia.com). Thank you and I look forward to speaking with someone.

-----  
---  
  
REMOTE\_HOST: 38.121.129.4, 63.151.29.12  
HTTP\_ADDR: 38.121.129.4, 63.151.29.12  
HTTP\_USER\_AGENT: Mozilla/5.0 (Macintosh; Intel Mac OS X 10\_10\_3) AppleWebKit/600.6.3 (KHTML, like Gecko) Version/8.0.6 Safari/600.6.3

\*\*\*\*\*

**From:** [Jonathan Rosen](#)  
**To:** [Hagelgans, Andrea](#)  
**Cc:** [Gunaratna, Mahen](#); [Walzak, Phil](#); [Adams Baker, Marti](#)  
**Subject:** Re: Where do we send correction requests  
**Date:** Tuesday, September 08, 2015 6:16:30 AM

---

No

Sent from my iPad

On Sep 7, 2015, at 9:20 PM, "Hagelgans, Andrea" <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)> wrote:

I don't have editor address. Jonathan , do you?

Sent from my Berry 10 smartphone.

---

**From:** Gunaratna, Mahen  
**Sent:** Monday, September 7, 2015 9:19 PM  
**To:** Walzak, Phil; Hagelgans, Andrea  
**Cc:** Adams Baker, Marti  
**Subject:** RE: Where do we send correction requests

---

Good man

---

**From:** Walzak, Phil  
**Sent:** Monday, September 07, 2015 9:15 PM  
**To:** Gunaratna, Mahen; Hagelgans, Andrea  
**Cc:** Adams Baker, Marti  
**Subject:** Re: Where do we send correction requests

Anyone?

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Walzak, Phil  
**Sent:** Monday, September 7, 2015 8:52 PM  
**To:** Gunaratna, Mahen; Hagelgans, Andrea  
**Cc:** Adams Baker, Marti  
**Subject:** Where do we send correction requests

---

Here is what I want to send to reporter tonite -- good on facts?

Bec this thing is riddled w errors...late to an officers wake? Organized an anti-charter rally? Seriously how'd you screw these things up so bad. You didn't event get the town he grew up in correct. Ridiculous.

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

**From:** [Grybauskas, Natalie](#)  
**To:** [jordan.smith@berlinrosen.com](mailto:jordan.smith@berlinrosen.com)  
**Date:** Tuesday, September 08, 2015 11:44:36 AM

---

Hey, saw I missed your call just now. I'm in a meeting but can call back afterward.

Sent from a mobile device

**From:** [Jordan Smith](#)  
**To:** [Grybauskas, Natalie](#)  
**Subject:** RE:  
**Date:** Tuesday, September 08, 2015 11:45:17 AM

---

Oh, that was an accident! Sorry, no worries!

---

**From:** Grybauskas, Natalie [mailto:NGrybauskas@cityhall.nyc.gov]  
**Sent:** Tuesday, September 08, 2015 11:45 AM  
**To:** Jordan Smith  
**Subject:**

Hey, saw I missed your call just now. I'm in a meeting but can call back afterward.

Sent from a mobile device

**From:** [Leopold, Elana](#)  
**To:** [Salazar-Rodriguez, Prisca](#); "[Barbagallo Joy](#)"; [John Del Cecato](#); "[URamirez@schools.nyc.gov](#)"; [Walzak, Phil](#); [Arslanian, Kayla](#); [Blumm, Kate](#); "[jonathan@berlinrosen.com](#)"; "[Wallack Josh \(JWallack@schools.nyc.gov\)](#)"; [Caquias, Paula](#); [Griffith, Chantell](#); [Devora Kaye](#); [Shorris, Anthony](#); [Goldmark, Karin](#); [Zuniga, Andrea](#); [Schnake Mahl, Gabriel](#); [Da Costa, Ricky](#); [Wolfe, Emma](#); [Cutler, Dorothy](#); [Williams, Dominic](#); [Hagelgans, Andrea](#); [Chao, Raymond](#); "[eliss@schools.nyc.gov](#)"; [Schwartz, Regina](#); [Buery, Richard](#); [Fuleihan, Dean \(OMB\)](#); [Confer, Alexis](#)  
**Subject:** RE: MBDB: Education Speech Prep  
**Date:** Tuesday, September 08, 2015 1:38:18 PM

---

Please gather

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca

**Sent:** Thursday, September 03, 2015 5:02 PM

**To:** Salazar-Rodriguez, Prisca; 'Barbagallo Joy'; John Del Cecato; 'URamirez@schools.nyc.gov'; Walzak, Phil; Arslanian, Kayla; Blumm, Kate; 'jonathan@berlinrosen.com'; 'Wallack Josh (JWallack@schools.nyc.gov)'; Caquias, Paula; Leopold, Elana; Griffith, Chantell; Devora Kaye; Shorris, Anthony; Goldmark, Karin; Zuniga, Andrea; Schnake Mahl, Gabriel; Da Costa, Ricky; Wolfe, Emma; Cutler, Dorothy; Williams, Dominic; Hagelgans, Andrea; Chao, Raymond; 'eliss@schools.nyc.gov'; Schwartz, Regina; Buery, Richard; Fuleihan, Dean (OMB); Confer, Alexis

**Subject:** MBDB: Education Speech Prep

**When:** Tuesday, September 08, 2015 1:30 PM-2:30 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** City Hall, The Blue Room

**From:** [Jonathan Rosen](#)  
**To:** [B](#)  
**Subject:** Re: So...  
**Date:** Thursday, September 10, 2015 10:42:42 PM

---

Another good week. On offense. Morning Joe, pushback on Rudy, quick response on Blake. Yesterday was amazing - in community with people on offense all day and broke through. Media mix is working. Daily News play is important - glad you are doing board and Colin. Ed speech coming together. Kate Taylor community schools piece excellent. I didn't say much because agreed with overall point and need to keep applying it. Phil's calendar for next three weeks is right plus moving up K2 and getting in front of that. Staying engaged w team and will speak up. Blake thing is going to have more turns to it but we're in the right place on it.

Sent from my iPhone

> On Sep 10, 2015, at 10:06 PM, B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:  
>  
>  
> Whaddya think?? How are we doing?  
>

**From:** [Kochnowe, Dana](#)  
**To:** [Matthew Hassett](#); [Abe Halpert](#); [Caroline Nagy](#); [Jovana Rizzo](#)  
**Cc:** [Leyla Moore](#); [Sage Henry Erskine](#); [Lauren Suiter](#)  
**Subject:** RE: Latest survey video edit  
**Date:** Friday, September 11, 2015 10:11:00 AM

---

I think it looks good – I have two thoughts: (neither of which are deal breakers at this point)

- For the last still of Mike measuring at the beginning (1:03), can you replace with him looking at the boiler? The VO says “machinery like air conditioners and boilers” but we see him measuring a meter
- I think the FloodHelpNY.org shot (1:06) could be confusing because we don’t explain what it is – also, the VO says “when you get your elevation certificate...” so can we replace that with a shot of the EC or just lose it and go straight to the graphic that explains BFE?
- 

Abe - If these can be done easily while you are replacing the graphic over the weekend, then great – if not, I realize these are very fine points and as a whole, this is a strong video that accomplishes our goal!

Matt – we don’t have a press release at this point and I am still waiting to hear back on the communications plan... I will follow up again today and hopefully have an answer by the end of the day.

Thank you!

Dana

**Dana Kochnowe** | 212-676-0022

**From:** Matthew Hassett [mailto:matthew.hassett@cnycn.org]  
**Sent:** Friday, September 11, 2015 9:59 AM  
**To:** Abe Halpert; Caroline Nagy; Jovana Rizzo  
**Cc:** Kochnowe, Dana; Leyla Moore; Sage Henry Erskine; Lauren Suiter  
**Subject:** Re: Latest survey video edit

+ing Caroline and Jovana.

It looks good to me. Dana, we leave it to you.

Dana -- Is there a press release or an exclusive about the letters going out? (Sorry if I missed that). We'd like to make as big a splash as possible with this.

**Matthew Hassett** | Director of Policy & Communications [T 646-786-0895](tel:646-786-0895)

**Center for NYC Neighborhoods**  
17 Battery Place, Suite 728 | New York, NY 10004  
[cnycn.org](http://cnycn.org)



On Fri, Sep 11, 2015 at 9:55 AM, Matthew Hassett <[matthew.hassett@cnycn.org](mailto:matthew.hassett@cnycn.org)> wrote:  
Speaking of...just got this from the "StopFEMANow" listserv:

<http://www.wgal.com/news/homeowners-forced-to-buy-flood-insurance/35207496>

**Matthew Hassett** | Director of Policy & Communications T [646-786-0895](tel:646-786-0895)

**Center for NYC Neighborhoods**

17 Battery Place, Suite 728 | New York, NY 10004

[cnycn.org](http://cnycn.org)



On Fri, Sep 11, 2015 at 9:42 AM, Abe Halpert [REDACTED] wrote:

<https://www.dropbox.com/s/cibka1znc2ycmno/Elevation%20Survey%20EDIT13.mov?dl=0>

Hi guys,

The link above is (hopefully) the final video. Let me know if it needs tweaks.

I believe I solved the graphics rendering issue but it will take numerous hours to export the file with those settings. The following link is for a video of the first 8 seconds exported with those settings. Please download it, Leyla, to confirm that the graphics are a match. Then I will export the full final video over the weekend once the edit is approved.

<https://www.dropbox.com/s/ww7rs0b1zuctphb/Elevation%20Survey%20EDIT14.mov?dl=0>

Cheers,  
Abe

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [Goldmark, Karin](#); [Zuniga, Andrea](#); [Hagelgans, Andrea](#); [Shorris, Anthony](#); ["jonathan@berlinrosen.com"](#); [Schnake Mahl, Gabriel](#); ["Barbagallo Joy"](#); [Fuleihan, Dean \(OMB\)](#); [Everett, Matt](#); [Cutler, Dorothy](#); ["eliss@schools.nyc.gov"](#); [Blumm, Kate](#); [Simonia Brown \(OMB\)](#); [Devora Kaye](#); [Da Costa, Ricky](#); [Chao, Raymond](#); [Fialkoff, Gabrielle](#); [Leopold, Elana](#); [John Del Cecato](#); [Schwartz, Regina](#); [Buery, Richard](#); [Wolfe, Emma](#); [Arslanian, Kayla](#); [Williams, Dominic](#); ["URamirez@schools.nyc.gov"](#); [Walzak, Phil](#); [Caquias, Paula](#); [Confer, Alexis](#); [Griffith, Chantell](#); ["Wallack Josh \(JWallack@schools.nyc.gov\)"](#)  
**Subject:** RE: MBDB: Education Speech Prep  
**Date:** Friday, September 11, 2015 3:29:06 PM

---

We are delayed

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca

**Sent:** Thursday, September 03, 2015 10:12 AM

**To:** Salazar-Rodriguez, Prisca; Goldmark, Karin; Zuniga, Andrea; Hagelgans, Andrea; Shorris, Anthony; 'jonathan@berlinrosen.com'; Schnake Mahl, Gabriel; 'Barbagallo Joy'; Fuleihan, Dean (OMB); Everett, Matt; Cutler, Dorothy; 'eliss@schools.nyc.gov'; Blumm, Kate; Simonia Brown (OMB); Devora Kaye; Da Costa, Ricky; Chao, Raymond; Fialkoff, Gabrielle; Leopold, Elana; John Del Cecato; Schwartz, Regina; Buery, Richard; Wolfe, Emma; Arslanian, Kayla; Williams, Dominic; 'URamirez@schools.nyc.gov'; Walzak, Phil; Caquias, Paula; Confer, Alexis; Griffith, Chantell; 'Wallack Josh (JWallack@schools.nyc.gov)'

**Subject:** MBDB: Education Speech Prep

**When:** Friday, September 11, 2015 3:30 PM-4:30 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** City Hall, The Mayor's Office

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [Goldmark, Karin](#); [Zuniga, Andrea](#); [Hagelgans, Andrea](#); [Shorris, Anthony](#); ["jonathan@berlinrosen.com"](#); [Schnake Mahl, Gabriel](#); ["Barbagallo Joy"](#); [Fuleihan, Dean \(OMB\)](#); [Everett, Matt](#); [Cutler, Dorothy](#); ["eliss@schools.nyc.gov"](#); [Blumm, Kate](#); [Simonia Brown \(OMB\)](#); [Devora Kaye](#); [Da Costa, Ricky](#); [Chao, Raymond](#); [Fialkoff, Gabrielle](#); [Leopold, Elana](#); [John Del Cecato](#); [Schwartz, Regina](#); [Buery, Richard](#); [Wolfe, Emma](#); [Arslanian, Kayla](#); [Williams, Dominic](#); ["URamirez@schools.nyc.gov"](#); [Walzak, Phil](#); [Caquias, Paula](#); [Confer, Alexis](#); [Griffith, Chantell](#); ["Wallack Josh \(JWallack@schools.nyc.gov\)"](#)  
**Subject:** RE: MBDB: Education Speech Prep  
**Date:** Friday, September 11, 2015 3:48:50 PM

---

Please gather by 4:05

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Thursday, September 03, 2015 10:12 AM  
**To:** Salazar-Rodriguez, Prisca; Goldmark, Karin; Zuniga, Andrea; Hagelgans, Andrea; Shorris, Anthony; 'jonathan@berlinrosen.com'; Schnake Mahl, Gabriel; 'Barbagallo Joy'; Fuleihan, Dean (OMB); Everett, Matt; Cutler, Dorothy; 'eliss@schools.nyc.gov'; Blumm, Kate; Simonia Brown (OMB); Devora Kaye; Da Costa, Ricky; Chao, Raymond; Fialkoff, Gabrielle; Leopold, Elana; John Del Cecato; Schwartz, Regina; Buery, Richard; Wolfe, Emma; Arslanian, Kayla; Williams, Dominic; 'URamirez@schools.nyc.gov'; Walzak, Phil; Caquias, Paula; Confer, Alexis; Griffith, Chantell; 'Wallack Josh (JWallack@schools.nyc.gov)'  
**Subject:** MBDB: Education Speech Prep  
**When:** Friday, September 11, 2015 3:30 PM-4:30 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** City Hall, The Mayor's Office

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [Goldmark, Karin](#); [Zuniga, Andrea](#); [Hagelgans, Andrea](#); [Shorris, Anthony](#); "[jonathan@berlinrosen.com](#)"; [Schnake Mahl, Gabriel](#); "[Barbagallo Joy](#)"; [Fuleihan, Dean \(OMB\)](#); [Everett, Matt](#); [Cutler, Dorothy](#); "[eliss@schools.nyc.gov](#)"; [Blumm, Kate](#); [Simonia Brown \(OMB\)](#); [Devora Kaye](#); [Da Costa, Ricky](#); [Chao, Raymond](#); [Fialkoff, Gabrielle](#); [Leopold, Elana](#); [John Del Cecato](#); [Schwartz, Regina](#); [Buery, Richard](#); [Wolfe, Emma](#); [Arslanian, Kayla](#); [Williams, Dominic](#); "[URamirez@schools.nyc.gov](#)"; [Walzak, Phil](#); [Caquias, Paula](#); [Confer, Alexis](#); [Griffith, Chantell](#); "[Wallack Josh \(JWallack@schools.nyc.gov\)](#)"  
**Subject:** RE: MBDB: Education Speech Prep  
**Date:** Friday, September 11, 2015 4:02:16 PM

---

Sorry guys – this meeting is in the Blue Room.

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca

**Sent:** Thursday, September 03, 2015 10:12 AM

**To:** Salazar-Rodriguez, Prisca; Goldmark, Karin; Zuniga, Andrea; Hagelgans, Andrea; Shorris, Anthony; 'jonathan@berlinrosen.com'; Schnake Mahl, Gabriel; 'Barbagallo Joy'; Fuleihan, Dean (OMB); Everett, Matt; Cutler, Dorothy; 'eliss@schools.nyc.gov'; Blumm, Kate; Simonia Brown (OMB); Devora Kaye; Da Costa, Ricky; Chao, Raymond; Fialkoff, Gabrielle; Leopold, Elana; John Del Cecato; Schwartz, Regina; Buery, Richard; Wolfe, Emma; Arslanian, Kayla; Williams, Dominic; 'URamirez@schools.nyc.gov'; Walzak, Phil; Caquias, Paula; Confer, Alexis; Griffith, Chantell; 'Wallack Josh (JWallack@schools.nyc.gov)'

**Subject:** MBDB: Education Speech Prep

**When:** Friday, September 11, 2015 3:30 PM-4:30 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** City Hall, The Mayor's Office

**From:** [Singleton, Jessica](#)  
**To:** [Jeremy Soffin](#)  
**Subject:** RE: Big announcement -- can Dan and Diane give quotes?  
**Date:** Saturday, September 12, 2015 4:05:01 PM

---

thank you!

---

**From:** Jeremy Soffin [jeremy@berlinrosen.com]  
**Sent:** Saturday, September 12, 2015 4:04 PM  
**To:** Singleton, Jessica  
**Subject:** Re: Big announcement -- can Dan and Diane give quotes?

Cool will connect you.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Sep 12, 2015, at 3:54 PM, Singleton, Jessica <[JSingleton@cityhall.nyc.gov](mailto:JSingleton@cityhall.nyc.gov)> wrote:

Jeremy -- hope you are well! I can't find Dan and Diane's email addresses but I want to pre-brief them on an historic announcement coming on Wednesday. Could you share this with them and loop us together? I'd love to invite them to the speech and ask for supportive quotes.

Dan and Diane --

Wanted to give you a heads up about a major announcement coming this Wednesday: (still confidential) Mayor de Blasio will announce a plan to deliver computer science education to every child in elementary, middle, and high schools by 2025. This will be the largest CS program in the country.

Below is basic information about the program (at least that we are sharing by email right now.... I can brief you on the programmatic details by phone), and opportunities for you and Cornell Tech to partner with us on the initiative (and Diane, I want to formally loop you with the programmatic team at DOE... Debbie Marcus and her team, if you aren't already in touch with them about this).

Let me know what you think and if you'd be up for any of this!

Best,  
Jessie

---

Jessica Singleton  
Chief Digital Officer @nycgov  
@jessay286

*While still confidential, next week on Wednesday, September 16<sup>th</sup>, the Mayor will announce what is the most ambitious computer science education effort in the country to date. As part of an \$81 million public-private partnership, New York City will deliver computer science education to every student in each of the City's elementary, middle, and high schools by 2025—that's 1.1 million students.*

*We couldn't be more thrilled. This has been months in the making, and as you know, something leaders like yourself have long promoted as a critical investment in our students and growing tech ecosystem.*

*We wanted to come to you before going out with the news to give you a chance to partner with us when we announce this initiative. It is the cornerstone of the Mayor's broader agenda for the future of public schools and there are multiple opportunities for engagement.*

- **Quote.** Send us a quote for potential inclusion in broad-based press and digital collateral.
- **Tweet.** Tweet on September 16<sup>th</sup> to commend this historic undertaking by the City of New York in partnership with the DOE.
- **Speak.** Respond to press inquiries on behalf of the community you represent (business, academia, and/or workforce).
- **Attend.** Attend the Mayoral Address on our Schools at 10:30am at Bronx Latin School (800 Home Street, Bronx, NY 10456).
- **Represent.** Attend the Mayoral Address on our Schools and engage with press on-site.

*I would be happy to provide more information on this initiative; please let me know if you would like to discuss live. Pending your response, we will follow-up with suggested messaging and tweets. We need your response no later than **5pm on Monday, September 14<sup>th</sup>**.*

*We heard you and your colleagues in the tech sector, business community, and academia loud and clear on this issue and we look forward to your ongoing partnership over the next few years. Thank you.*

**From:** [Zuniga, Andrea](#)  
**To:** [Hagelgans, Andrea](#)  
**Cc:** [Wolfe, Emma](#); [Fuleihan, Dean \(OMB\)](#); [Shorris, Anthony](#); [Williams, Dominic](#); [Blumm, Kate](#); [Salazar-Rodriguez, Prisca](#); [JWallack@schools.nyc.gov](#); [Schwartz, Regina](#); [Cutler, Dorothy](#); [Caquias, Paula](#); [URamirez@schools.nyc.gov](#); [Da Costa, Ricky](#); [Buery, Richard](#); [eliss@schools.nyc.gov](#); [Chao, Raymond](#); [JBarbag@schools.nyc.gov](#); [jfdc@akpdmedia.com](#); [Schnake Mahl, Gabriel](#); [Griffith, Chantell](#); [Leopold, Elana](#); [Confer, Alexis](#); [jonathan@berlinrosen.com](#); [Goldmark, Karin](#); [Walzak, Phil](#); [Arslanian, Kayla](#); [Devora Kaye](#)  
**Subject:** Re: MBDB: Education Speech Prep  
**Date:** Sunday, September 13, 2015 2:51:51 PM

---

For those dialing in- we are aiming for a 3pm start time

Andrea Zuniga  
Deputy Chief of Staff  
Office of the Mayor  
[azuniga@cityhall.nyc.gov](mailto:azuniga@cityhall.nyc.gov)  
Office: [212-341-9085](tel:212-341-9085)  
Cell: [917-847-6593](tel:917-847-6593)

Sent from my iPhone

On Sep 13, 2015, at 2:11 PM, Zuniga, Andrea <[AZuniga@cityhall.nyc.gov](mailto:AZuniga@cityhall.nyc.gov)> wrote:

Still aiming for 4pm end time to get him to softball in before family dinner

Andrea Zuniga  
Deputy Chief of Staff  
Office of the Mayor  
[azuniga@cityhall.nyc.gov](mailto:azuniga@cityhall.nyc.gov)  
Office: [212-341-9085](tel:212-341-9085)  
Cell: [917-847-6593](tel:917-847-6593)

Sent from my iPhone

On Sep 13, 2015, at 2:09 PM, Hagelgans, Andrea  
<[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)> wrote:

Does that change the end time?

Sent from my BlackBerry 10 smartphone.

---

**From:** Zuniga, Andrea  
**Sent:** Sunday, September 13, 2015 2:04 PM  
**To:** Wolfe, Emma; Fuleihan, Dean (OMB); Shorris, Anthony; Hagelgans, Andrea; Williams, Dominic; Blumm, Kate; Salazar-Rodriguez, Prisca; [JWallack@schools.nyc.gov](mailto:JWallack@schools.nyc.gov); Schwartz, Regina; Cutler, Dorothy; Caquias, Paula; [URamirez@schools.nyc.gov](mailto:URamirez@schools.nyc.gov); Da Costa, Ricky; Buery, Richard; [eliss@schools.nyc.gov](mailto:eliss@schools.nyc.gov); Chao, Raymond; [JBarbag@schools.nyc.gov](mailto:JBarbag@schools.nyc.gov); [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com); Schnake Mahl, Gabriel; Griffith, Chantell; Leopold, Elana; Confer, Alexis; [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com); Goldmark, Karin; Walzak,

Phil; Arslanian, Kayla; Devora Kaye  
**Subject:** MBDB: Education Speech Prep

---

We are delayed by at least 20 mins

Andrea Zuniga  
Deputy Chief of Staff  
Office of the Mayor  
[azuniga@cityhall.nyc.gov](mailto:azuniga@cityhall.nyc.gov)  
Office: [212-341-9085](tel:212-341-9085)  
Cell: [917-847-6593](tel:917-847-6593)

Sent from my iPhone

**From:** [Emily Walsh](#)  
**To:** [Salazar-Rodriguez, Prisca](#); "Jefrey Pollock"  
**Subject:** RE: want to throw out some options"?  
**Date:** Wednesday, September 16, 2015 10:21:12 AM

---

Assume you meant for another EW on this chain?

Let me know if not :)

Emily Walsh  
BerlinRosen Public Affairs  
emily@berlinrosen.com  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)]  
**Sent:** Wednesday, September 16, 2015 10:20 AM  
**To:** 'Jefrey Pollock'; Emily Walsh  
**Subject:** RE: want to throw out some options'?

Ok. will send shortly.

---

**From:** Jefrey Pollock [<mailto:jpollock@globalstrategygroup.com>]  
**Sent:** Wednesday, September 16, 2015 10:20 AM  
**To:** Salazar-Rodriguez, Prisca; Emily Walsh  
**Subject:** RE: want to throw out some options'?

Nope. I can do as late as he wants.

---

**From:** Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]  
**Sent:** Wednesday, September 16, 2015 10:09 AM  
**To:** Jefrey Pollock <[jpollock@globalstrategygroup.com](mailto:jpollock@globalstrategygroup.com)>; Emily Walsh <[emily@berlinrosen.com](mailto:emily@berlinrosen.com)>  
**Subject:** RE: want to throw out some options'?

Hi!

Will be sometime in early October-

Will send 2 dates-

He likes to do drinks/dinner around 8pm

Is that too late?

---

**From:** Jefrey Pollock [<mailto:jpollock@globalstrategygroup.com>]  
**Sent:** Wednesday, September 16, 2015 10:02 AM  
**To:** Salazar-Rodriguez, Prisca; Emily Walsh  
**Subject:** want to throw out some options'?

---

**Jefrey Pollock**

President

Global Strategy Group

215 Park Avenue South, 15<sup>th</sup> Floor

New York, NY 10003

Direct: 212.260.9171 Mobile: 917.545.1290

@jefpollock @GSG

[www.globalstrategygroup.com](http://www.globalstrategygroup.com)

**LEAD THE WAY**

*\*\*Celebrating 20 Years of Leading the Way\*\**

**From:** [Jefrey Pollock](#)  
**To:** [Salazar-Rodriguez, Prisca](#); [Emily Walsh](#)  
**Subject:** RE: want to throw out some options"?  
**Date:** Wednesday, September 16, 2015 10:50:03 AM

---

I'm aware! I think 730 is ideal

---

**From:** Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]  
**Sent:** Wednesday, September 16, 2015 10:23 AM  
**To:** Jefrey Pollock <[jpollock@globalstrategygroup.com](mailto:jpollock@globalstrategygroup.com)>; Emily Walsh <[emily@berlinrosen.com](mailto:emily@berlinrosen.com)>  
**Subject:** RE: want to throw out some options'?

I do  
What would you say would be the best time for him to go-  
You know I have to take out fairy dust for what I do!

---

**From:** Jefrey Pollock [<mailto:jpollock@globalstrategygroup.com>]  
**Sent:** Wednesday, September 16, 2015 10:22 AM  
**To:** Salazar-Rodriguez, Prisca; Emily Walsh  
**Subject:** RE: want to throw out some options'?

Does he still have our event on his calendar for 10/6?

---

**From:** Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]  
**Sent:** Wednesday, September 16, 2015 10:09 AM  
**To:** Jefrey Pollock <[jpollock@globalstrategygroup.com](mailto:jpollock@globalstrategygroup.com)>; Emily Walsh <[emily@berlinrosen.com](mailto:emily@berlinrosen.com)>  
**Subject:** RE: want to throw out some options'?

Hi!  
Will be sometime in early October-  
Will send 2 dates-  
He likes to do drinks/dinner around 8pm  
Is that too late?

---

**From:** Jefrey Pollock [<mailto:jpollock@globalstrategygroup.com>]  
**Sent:** Wednesday, September 16, 2015 10:02 AM  
**To:** Salazar-Rodriguez, Prisca; Emily Walsh  
**Subject:** want to throw out some options'?

---

**Jefrey Pollock**

President  
Global Strategy Group  
215 Park Avenue South, 15<sup>th</sup> Floor  
New York, NY 10003  
Direct: 212.260.9171 Mobile: 917.545.1290  
@jefpollock @GSG  
[www.globalstrategygroup.com](http://www.globalstrategygroup.com)

**LEAD THE WAY**

*\*\*Celebrating 20 Years of Leading the Way\*\**

**From:** [Walzak, Phil](#)  
**To:** [Hagelgans, Andrea](#); [Hinton, Karen](#); [Wolfe, Emma](#); [Jonathan Rosen](#); [John Del Cecato](#); [Snyder, Thomas](#)  
**Subject:** Fw: Quinnipiac NY GOV Advisory  
**Date:** Wednesday, September 16, 2015 2:03:13 PM

---

NYS 57-15 ; NYC 61-21 there is a feud

NYC fav - deb- 37-49

NYS deB - 23-46

Feud is hurting, Cuomo winning, but neither is doing great, Cuomo @ lowest ever fav unfav

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Alyssa Adler <aadler@Rubenstein.com>  
**Sent:** Wednesday, September 16, 2015 12:01 PM  
**Subject:** Quinnipiac NY GOV Advisory

---

Maurice Carroll, Assistant Director,  
Quinnipiac University Poll  
(203)582-5334

Rubenstein Associates, Inc.  
Public Relations  
Contact: Pat Smith (212) 843-8026



## **MEDIA ADVISORY**

### **QUINNIPIAC UNIVERSITY RELEASES RESULTS OF NEW YORK POLL ON GOV. CUOMO, MAYOR DE BLASIO**

Results of a Quinnipiac University Poll of New York State voters, asking their opinions of Gov. Cuomo and Mayor De Blasio, will be sent to the media, **Thursday, September 17<sup>th</sup> at 6:00 A.M.**

Maurice Carroll, assistant director of the Quinnipiac University Poll, will be available **BY PHONE** to discuss the results.

**DATE: THURSDAY, SEPTEMBER 17<sup>TH</sup>**

**TIME: 6:00 A.M.**

#

Follow us on Twitter @QuinnipiacPoll

**From:** [B](#)  
**To:** [Hinton, Karen](#); [Walzak, Phil](#); [Hagelgans, Andrea](#); "[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)"  
**Cc:** [FLONYC](#)  
**Subject:** Re: NYT: De Blasio's Plan to Lift Poor Schools Comes With High Costs and Big Political Risks  
**Date:** Thursday, September 17, 2015 10:05:08 AM

---

I think this is disgusting. She provides no balance whatsoever on the overall plan. Yes, the computer science story was good, but this story is about much more and is entirely biased. We need to figure out a new paradigm with the Times. This level of bias can't be ignored. Either starve them or reason with them or something else -- but this is ridiculous

---

**From:** Hinton, Karen  
**Sent:** Thursday, September 17, 2015 12:04 AM  
**To:** B; Walzak, Phil; Hagelgans, Andrea  
**Cc:** FLONYC  
**Subject:** Re: NYT: De Blasio's Plan to Lift Poor Schools Comes With High Costs and Big Political Risks

Her story in today's paper was very good so I think she felt the need to criticize to balance it out. But, she didn't even bother to include one positive quote, and she had plenty of validators thrown her way today.

Karen Hinton  
Press Secretary  
917-246-7692  
Follow Me On Twitter @KarenHinton

---

**From:** B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)>  
**Date:** Wed, 16 Sep 2015 23:58:46 -0400  
**To:** Phil Walzak <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>, Andrea Hagelgans <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>, Karen Hinton <[khinton@cityhall.nyc.gov](mailto:khinton@cityhall.nyc.gov)>  
**Cc:** FLONYC <[FLONYC@cityhall.nyc.gov](mailto:FLONYC@cityhall.nyc.gov)>  
**Subject:** Fw: NYT: De Blasio's Plan to Lift Poor Schools Comes With High Costs and Big Political Risks

What did I say about how disappointing the nyt has become...?

---

**From:** Clips  
**Sent:** Wednesday, September 16, 2015 11:56 PM  
**Subject:** NYT: De Blasio's Plan to Lift Poor Schools Comes With High Costs and Big Political Risks

**De Blasio's Plan to Lift Poor Schools Comes With High Costs and Big Political Risks**

NY TIMES - Kate Taylor

<http://www.nytimes.com/2015/09/17/nyregion/de-blasios-plan-to-lift-poor-schools-comes-with-high-costs-and-big-political-risks.html>

There was \$75 million a year for second-grade reading specialists. Advanced Placement classes got \$51 million. Every eighth grader can take algebra thanks to \$19 million. And \$15 million was proposed to provide more than 16,000 students with dedicated counselors from sixth through 12th grade.

On Wednesday, Mayor Bill de Blasio made his biggest commitment yet to his education philosophy. He announced a half-dozen programs that focus on New York City's poorest students, in a speech that framed the proposals as a way to address income inequality, a touchstone issue of his administration.

The cost of Mr. de Blasio's programs is high, and the political risks are great. Republicans in the State Legislature are already skeptical of the mayor's approach to education, and the results of his new programs will not be known for years. In June, the Legislature extended the mayor's control of schools by only one year, meaning that he has to go back to Albany next year to request an extension. (The Legislature had given former Mayor Michael R. Bloomberg control for seven years, then a renewal for six.)

In his speech, Mr. de Blasio argued that this investment in the city's struggling schools was a moral imperative.

"There is a tale of two cities in our schools, and we simply don't accept it," he said, reprising the theme of his campaign. "Each and every child, in each and every classroom, deserves a future that isn't limited by their ZIP code."

But many questions remain about how these programs will work and what the impact will be on the school system.

The city is already redirecting \$113.5 million a year in existing education funding to its previously announced effort to add social services and improve results at the city's 94 lowest-performing schools, according to the city's Independent Budget Office.

City Hall said that the funding for the \$186 million commitment laid out on Wednesday, which also includes computer science instruction in every school, will come from new

revenues that they are anticipating based on financial projections.

But if the economy slowed down, the city would have to choose between backing off these programs or making cuts elsewhere. Mr. de Blasio could risk turning off voters if parents saw class sizes grow or extracurricular activities shrink further.

Leonie Haimson, the executive director of Class Size Matters, an organization that advocates smaller classes, was disappointed with the mayor's speech.

"Where is the research that shows that these initiatives would narrow the achievement gap, as class size reduction has been proven to do?" she said. "De Blasio made many promises during his campaign to parents and other voters to lower class size that he now appears to have forgotten completely."

David C. Bloomfield, a professor of education leadership at Brooklyn College and the CUNY Graduate Center, called Mr. de Blasio's speech "a feel-good parade of accomplishments and helpful initiatives" that was meant to bolster his chances for renewal of mayoral control of schools and re-election.

He said it was striking that, in a speech titled "Equity and Excellence," there was no mention of the high degree of racial segregation in New York City schools and ways to combat it.

Mr. de Blasio did try to inoculate himself against critics who adhere to Mr. Bloomberg's education approach. In contrast with the Bloomberg administration, the current mayor opposes closing schools that perform poorly, except as a last resort. While Mr. Bloomberg was on a constant, and largely unsuccessful, mission to fire teachers he considered subpar, Mr. de Blasio has had a more amicable relationship with the city teachers' union.

But he said on Wednesday that his administration had "helped 660 educators find their way out of the New York City school system," from April 2014 to April 2015. Asked to elaborate, the Department of Education said that the number included teachers who had been fired or denied tenure, and who resigned while facing disciplinary action.

"This shows we are willing and able to make the change that's necessary," Mr. de Blasio said. "Where it's needed, we will replace school leadership or staff to transform a school if they cannot improve with our tailored and targeted support."

Mr. de Blasio, who has clashed with charter school supporters, also announced a \$5-million-a-year program under which district and charter schools can share practices.

One prominent pro-charter group, Families for Excellent Schools, was not satisfied, arguing that Mr. de Blasio's aversion to more charter schools was cutting off an avenue of opportunity for poor families.

"At the current rate, all New York City students won't be able to read at grade level until 2051," the group's chief executive, Jeremiah Kittredge, said in a statement. "The incremental change proposed today won't fix New York City's education inequality."

Mr. de Blasio set a number of long-term goals during the speech, including increasing the four-year high school graduation rate to 80 percent from 68 percent by 2026 (by which point he will have been out of office for at least four years).

Some of the goals he set on Wednesday may be even more ambitious.

"Excellence and achievement cannot, should not and will not discriminate in New York City," he said, adding that "we have to make sure success is as common in East New York as it is on the Upper East Side."

**From:** [Hinton, Karen](#)  
**To:** [Walzak, Phil](#); [Wolfe, Emma](#); [Hagelgans, Andrea](#); [Snyder, Thomas](#); [Jonathan Rosen](#)  
**Subject:** Re: Tom Kaplan  
**Date:** Thursday, September 17, 2015 5:51:39 PM

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See below. He's not filing until first part of next week. I am suppose to talk to him late Friday.

Karen Hinton  
Press Secretary  
917-246-7692  
Follow Me On Twitter @KarenHinton

On 9/16/15, 8:57 AM, "KHinton@cityhall.nyc.gov" <KHinton@cityhall.nyc.gov> wrote:

>Kaplan of ny times working on story about who is advising mayor outside  
>city hall. Wants us to give him names and discuss these individuals. He  
>knows del cecato and Rosen of course. I think we expand the list to  
>business types. Can we say Speyers wlyde parsons for example? Try to take  
>it out of political context? Also community people?  
>  
>Let's discuss today.  
>  
>Sent from my iPhone

**From:** B  
**To:** [Shorris, Anthony](#); [Williams, Dominic](#); [Walzak, Phil](#); [Hagelgans, Andrea](#); [Hinton, Karen](#); [Fuleihan, Dean \(OMB\)](#); [Wolfe, Emma](#); "[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)"  
**Cc:** [FLONYC](#)  
**Subject:** Fw: DN: Editorial: Bill's bill comes due for the MTA  
**Date:** Friday, September 18, 2015 8:17:02 AM

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Read this piece carefully, and I think it shows my fears were justified. Yes, it's good that I sound reasonable and am in fact being reasonable. But look at what's already starting to happen with the price tag. Cuomo has laid a trap and we're walking into it. If we we offer \$200m more a year, he will dismiss it as too little and claim we're the problem. We are letting him dictate the terms. We have to correct this before we create a new defeat for ourselves. NO ONE on this team should say anything more on this issue publicly until we sort out our longer term strategy. If we don't get this right, Cuomo will make the \$3B figure the litmus test and we will be huge losers here

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**From:** Clips  
**Sent:** Friday, September 18, 2015 07:06 AM  
**Subject:** DN: Editorial: Bill's bill comes due for the MTA

**Editorial: Bill's bill comes due for the MTA**

DAILY NEWS – Editorial

<http://www.nydailynews.com/opinion/editorial-bill-bill-due-mta-article-1.2365180>

Expressing a willingness to increase New York City support of the state-run subway system if basic conditions are met, Mayor de Blasio Thursday offered a path toward resolving the city-state transit funding war.

Gov. Cuomo, legislative leaders and Metropolitan Transportation Authority Chairman Tom Prendergast should weigh hte terms de Blasio spelled out to the Daily News Editorial Board and say: Mr. Mayor, let's talk more.

As for de Blasio, he needs to prepare to substantially up the city's contribution to the MTA without imposing new taxes.

Cuomo is charged with funding the MTA's \$26.8 billion, 10-year plan for keeping mass transit in working condition, plus pay for mega-projects like the Second Ave. subway. But, after counting federal aid, the governor is more than \$11 billion short.

To break that nut, Cuomo has promised to draw \$8.3 billion from still-unidentified sources and is dunning de Blasio for \$3 billion — five times the \$600 million the mayor had offered up.

The mayor says he may agree to go higher if he is assured that the state's commitment is real and is not set up in a way that could drive up fares. He also wants a voice in how the MTA spends the money.

Prendergast responded that, pending next year's legislative session, where all this will be hashed out, de Blasio could give conditional approval to providing any particular amount of money.

The two positions should be easily reconcilable, with de Blasio markedly boosting city support and

both men agreeing that the mayor would turn over the cash only if Albany meets his terms.

The MTA, a state agency, has two primary sources of revenue: fares and the collection of taxes and fees, such as a levy on real estate transactions and a surcharge on every yellow cab ride.

Riders have been paying more under a deal with Albany: Fares would go up biannually in line with inflation and the state would add however much money the MTA needed to operate.

The arrangement has been great for Albany. With MTA taxes and fees rolling in, it siphoned \$270 million out of the agency over the past four years, a maneuver that de Blasio cites as cause to question what the governor and Legislature would do if he commits \$3 billion.

At the same time, the mayor questions how Cuomo intends to raise his promised \$8.3 billion. If the governor were to have the MTA borrow the money, the authority would all but certainly have to tap the riders to pay it back — which would likely push up fares.

The governor on Thursday evening ruled out MTA borrowing and said his plan called for drawing the \$8.3 billion out of the state general fund over 10 years — a commitment that should relieve de Blasio's worry about a threat to the fare.

The state of play, then, is that de Blasio, Cuomo and Prendergast should easily come into sync on the fundamentals that the state's general budget will fund the capital plan at a set level in partnership with specified contributions from the city.

De Blasio's share will surely be larger than the \$600 million he's offered. In the past two capital plans, the city has footed roughly 11% of the bill, a level that would put de Blasio in Cuomo's \$3 billion ballpark. Soon enough, with his conditions met, the mayor will have to talk money.

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**From:** [B](#)  
**To:** [Wolfe, Emma](#)  
**Cc:** [Shorris, Anthony](#); [Fuleihan, Dean \(OMB\)](#); [Walzak, Phil](#); [Snyder, Thomas](#); [Williams, Dominic](#); ["Jonathan@berlinrosen.com"](#)  
**Subject:** Re: MTA Letter  
**Date:** Friday, September 18, 2015 8:42:51 AM

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I totally want you organizing our allies, but I think we're missing that this could end badly. This could be a much bigger, longer-lasting Uber if we do it wrong. And I GUARANTEE this will be portrayed as a defeat for us if we don't figure out a critical path on the politics and optics here

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**From:** Wolfe, Emma  
**Sent:** Friday, September 18, 2015 08:23 AM  
**To:** B  
**Cc:** Shorris, Anthony; Fuleihan, Dean (OMB); Walzak, Phil; Snyder, Thomas; Williams, Dominic  
**Subject:** Re: MTA Letter

Roger that - a strategy you can believe in - fair and something we shd be able to articulate.

If we can get comfort soon then I just really want to start pounding on the organizing.

On Sep 18, 2015, at 8:20 AM, B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

Emma, that's a fair point. So I say two things:

1. We are playing a long game here. Monday is about tactics. Making sure we don't end up on the hook for \$3B, or become the bad guys for doing less, is about strategy.
2. Show me a written plan for how we intend to gain and keep the high road and not end up footing a huge new bill

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**From:** Wolfe, Emma  
**Sent:** Friday, September 18, 2015 08:10 AM  
**To:** B  
**Cc:** Shorris, Anthony; Fuleihan, Dean (OMB); Walzak, Phil; Snyder, Thomas; Williams, Dominic  
**Subject:** Re: MTA Letter

Understand you're waiting on important facts but fwiw my two cents in meantime --- with MTA further going on offensive this coming Monday - better to have our own offense and high ground and discussed Wednesday.  
The state wants us reacting, dragging this out and making us passive rather than active, and they do not want us proposing sensible solutions

with real conditions; a superior policy, message, and opportunity for coalition.

On Sep 18, 2015, at 8:04 AM, B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

What I need to know before we do that: how much are we actually willing to spend. There is no reason to rush to send this letter before we have any sense of endgame. And you know both cuomo and the editorial boards will expect much more of us than we can afford. So HOLD until I get a sense of what our perimeters are. Answer with a \$ figure whenever you and Dean feel ready

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**From:** Shorris, Anthony  
**Sent:** Friday, September 18, 2015 07:59 AM  
**To:** B  
**Cc:** Fuleihan, Dean (OMB); Wolfe, Emma; Walzak, Phil; Snyder, Thomas; Williams, Dominic  
**Subject:** MTA Letter

*Here is a draft of what I propose sending to Tom Prendergast this morning, following up on your comments at the Daily News. Senior team is comfortable, but let me know if you have any changes you'd like to see. Once you are OK, IGA can begin working with our allies to build a groundswell of support.*

Dear Tom:

As you know, Mayor de Blasio has long recognized the importance of the MTA to the future of New York. Throughout his campaign and his mayoralty, he has made clear his support for the work of the agency and the need for its capital program to receive the support it needs to address to create the platform for the economic growth and opportunity essential to the entire State. He has urged full funding of the MTA capital program again and again, despite that fact that the current plan is modest in its ambition.

New Yorkers recognize the agency's importance. Our riders, toll-payers and taxpayers supply three-quarters of the MTA's revenues, more than their fair share of the burden despite the many other challenges facing our city. Spending nearly \$11 billion a year on the agency's operations is a clear sign of our citizens' commitment to the mission of mass transit.

This City government recognizes the agency's importance too. We have supported the MTA and its capital program in every way. We stood together at the opening of the 7-train expansion, a commitment of \$2.4 billion of City funding. The City recently dedicated another \$200 million to transit improvements at the Vanderbilt Corridor development. And most recently, meeting your full request of us at the time, the Mayor and Council increased the City's capital contribution to the MTA to the highest level in many years.

Yet not every level of government has stepped up to meet its responsibility. Over the past five years, over \$270 million of funds that should have been available to the MTA have been diverted to other State budget needs. Over the past 20 years, the City has contributed more than twice as much to the MTA capital program as New York State, despite the fact that the MTA is a State agency with a clear state and regional mission since its founding in the Sixties. And most recently, despite talk of additional funding, not a single dollar of new funding for the agency has been specified by New York State, let alone allocated to its budget.

It is time to speak honestly about the MTA and its future once and for all. The Mayor will recommend to the City Council that additional capital contributions be made to support the MTA's capital program as soon as three specific conditions are met:

1. The **sources of any additional funds to be committed by New York State are specifically identified**, and those funds are provided in ways that do not reduce any other funding for the MTA or the City or increase the likelihood of fare hikes on already-burdened City residents;
2. **Funds otherwise intended for the MTA that have been previously been diverted by New York State are returned to the MTA**, in addition to any other State funding to be provided, and no further diversions will be permitted; and,
3. The MTA capital budget process will be revised to **give the City of New York approval to allocate funds among projects located in the city** in order to insure the needs of the residents who pay for the vast preponderance of the MTA's operations are addressed.

These are simple and obviously fair conditions to be met before additional City funds are provided. How could any Mayor consider significant new funding without knowing the rest of the Five Year Plan is in fact funded, that City funding will not be simply diverted to other State purposes, and that City funds will be used to address the priorities of City

residents?

I assume the MTA would support each of these requirements. As chief operating officer of the agency, I am sure you do not welcome diversion of funds you had every right to expect would be available to you. As Chair of the Board, I know you could not vote for any financial plan based on funds that have not been specified as new, real and committed. And as someone who cares deeply about New York, I'm sure you would want to insure the MTA capital program reflects the priorities identified by the elected representative of the people of the city.

These are the pre-requisites to insuring this Five Year Capital Plan is funded. And perhaps just as importantly, these are guidelines that should be followed by both State and City for all future capital plans.

As the Mayor laid out in his *OneNYC* plan, we have a broad vision for the City (and the entire region it supports), one that reflects our commitment to being a strong, just, sustainable, and resilient community. Our competitors around the world recognize that strong transit systems are key to their future – and so should we.

The Mayor and our entire team look forward to working with you and rest of the officials who hold the MTA in their trust as we create a transit system that will be the platform for a stronger and more just state and region. Millions of New Yorkers depend on us to get this right.

Sincerely,

Anthony E. Shorris  
First Deputy Mayor  
City of New York  
City Hall  
New York, NY 10007  
212-788-3191

**From:** [Hinton, Karen](#)  
**To:** [B](#)  
**Cc:** [Kadushin, Peter](#); [Walzak, Phil](#); [Hagelgans, Andrea](#); [Norvell, Wiley](#); [Spitalnick, Amy \(OMB\)](#); [Snyder, Thomas](#); [Shorris, Anthony](#); [Williams, Dominic](#); [Wolfe, Emma](#); [Fuleihan, Dean \(OMB\)](#); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [Salazar-Rodriguez, Prisca](#)  
**Subject:** Re: Brian Lehrer Prep  
**Date:** Friday, September 18, 2015 9:47:04 AM

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Yes we all understand.

Sent from my iPhone

On Sep 18, 2015, at 9:43 AM, B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

We are NOT ready to "recommend" further City support for the MTA as the TP's below indicate!! AGAIN, you all keep getting ahead of me re: the MTA. We are now bargaining against ourselves. Everybody, STOP and collect ourselves and come up with a real strategy. Guys, I love you all, but there is a real danger here that you are setting up a lose-lose situation that will make Uber look like child's play. NO ONE say ANYTHING about the MTA publicly without clearing it with me first. This is me being honest with my colleagues. On Uber we were not united enough and we hadn't thought thru the play. That's happening again here. The difference here is there NO objective time deadline forcing our hand. Only Andrew Cuomo is forcing our hand. Don't let him control the playing field. Everything at a time and place of our choosing. We need another strategy call this weekend or soon. Pls include rosen in it. Thanks

---

**From:** Hinton, Karen  
**Sent:** Friday, September 18, 2015 08:53 AM  
**To:** B  
**Cc:** Kadushin, Peter; Walzak, Phil; Hagelgans, Andrea; Norvell, Wiley; Spitalnick, Amy (OMB)  
**Subject:** Brian Lehrer Prep

Mr. Mayor — If you have time and want to review off topic for Brian Lehrer before Peter and I see you:

**MTA**(MTA said City had to contribute more or cuts would be in store. Called on Mayor to provide more funding)

**Q: Are you going to give MTA more funding for capital improvements?**

— New Yorkers rely on the MTA - and fund three-quarters of its operations. Yet the City has no control over this State agency.  
— Still, even after increasing our capital contribution this spring, **we are ready to recommend even further City support** -- but won't blindly hand over a check given the State's track record.

— So we are asking the State to meet 3 simple and fair conditions before even more City taxpayer funds are provided:

- (1) make clear where this promised State funding will come from, so we know it won't be on the backs of riders and City residents;
- (2) return the \$270M the Governor has raided from the MTA and ensure no further diversions; and
- (3) give NYC approval over where capital funds are allocated in the city.

Older Talking Points:

- NYC residents are not getting what they are giving to the MTA and we aren't going to blindly hand money over
- NYC taxpayers don't get back what they put in to the MTA
- We need to know what the Governor and MTA's plans are and assurances that they don't intend to push fare increases that hurt working people
- Past 25 years, the City government put in more than twice as much support for the MTA capital program as the State government.

**TIMES SQUARE TASK FORCE***(Task Force met yesterday and meeting again today -- made clear yesterday that consensus to complete plazas)*

**Q: Why didn't your task force meet sooner? Are you going to tear up Times Square?**

- Past month members of the administration and task force members have had many conversations
  - All working together to advance common goals for Times Square
  - Group will continue to meet and have recommendations by October
- ON PLAZAS
- General consensus among task force to complete construction of the Times Square plaza and then evaluate
  - Strong interest from members in cordoning off the cartoon characters

**MMR HOMELESSNESS***(Post on slight increases in majority of indicators - following trends)*

**Q: Reports yesterday from homeless agency shows increases in homelessness?**

- Homelessness increasing over past 20 yrs -- more than 100%
- Systematically rebuilt programs, showing more results
- Over 15k moved out of shelter; 20k enrolled in prevention programs
- Clergy helping with Safe Haven beds
- NYC Safe/NYPD retraining

**POLL NUMBERS***(Lowest they've been and voters say Cuomo/MBDB feud hurts NY)*

**Q: How do you explain drops in your polling numbers? When are you and Governor going to move beyond this feud?**

- Here's what really matters: safest summer in over 20 years; more affordable housing than at any point in last 40 years; 177K new jobs since I took office; pre-K for all
- If there are ways to productively work with this Gov we will
- But we will continue to speak out if NYC getting short end of stick

**JAMES BLAKE** (*Blake has called for the officer involved in his arrest to no longer be on the force plus calls for investment in appropriate training of officers*)

**Q- Have you talked with James Blake yet? Do you think the officer should still be on the force? Would this have happened to a white man? Would any other black man have gotten an apology?**

- Commissioner Bratton and I have both extended our apologies to Mr. Blake
- Focused now on resolving this issue
- Going to continue to implement reforms to build trust between police and community while keeping NYC one of the safest big cities in the world

**FURTHER POINTS IF NEEDED**

- The incident under investigation & at the end we will determine who can be held accountable & what can be learned to further prevent incidents like this
- Our administration has already invested nearly \$29 million to retrain about 22,000 uniformed service members and thousands more will be training in coming months
- We are focused on neighborhood policing and CCRB complaints are at the lowest levels in nearly 15 years

**UBER TRAFFIC STUDY** (*Uber releasing analysis saying it'll take more than 4 months to do a comprehensive traffic analysis*)

**Q: Are you starting up your fight with Uber again? Do they have a point that 4 months isn't enough time?**

- Administration, City Council, AND Uber all agreed to 4 month study
- Uber SAID it would provide City with new data—like where/when they drop off their riders
- Plenty of time to complete the study and it would be a shame if Uber went back on this agreement

**JOBS** (*New data from Bureau of Labor Statistics showing NYC unemployment dropped to 5.4%*)

**Q. What's behind this?**

- Good news. Unemployment at 5.4%—lowest since June 2008 (pre-Lehman Brothers)
- Dropped 2.7% since we took office with 177,000 new private sector jobs added
- Wages finally going up again, though still below pre-recession peak
- Our focus on good jobs, investing growing sectors like tech with good paying jobs—link to Computer Science in all schools

**HRC**

**Q: When are you endorsing?**

- Excited to see HRC discuss the critical issues facing the country- Progressive priorities like paid family leave
- Have been clear that she has put out a strong platform, but I would like to see a fuller vision laid out

**BIDEN**

**Q- You recently suggested Biden should not run, why do you think he should stay out of the field?**

- Great deal of respect for VP and never said he should not run
- What I have been clear on is that we have enough great candidates in the field

**DN ED BOARD** *(You told the DN ed board you want to spend more time talking with NYers about yourself and what your administration has done)*

**Q-Do you think you haven't successfully communicated your work? Are you essentially campaigning for a second term?**

-Focused on speaking to New Yorkers, answering their questions, and discussing their concerns

-Spent almost two years building an infrastructure and putting programs in place, now I'd like to speak with New York about that work and how it impacts the city

**From:** [Hinton, Karen](#)  
**To:** [Walzak, Phil](#)  
**Cc:** [Kadushin, Peter](#); [Hagelgans, Andrea](#); [Norvell, Wiley](#); [Spitalnick, Amy \(OMB\)](#); [Snyder, Thomas](#); [Shorris, Anthony](#); [Williams, Dominic](#); [Wolfe, Emma](#); [Fuleihan, Dean \(OMB\)](#); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [Salazar-Rodriguez, Prisca](#)  
**Subject:** Re: Brian Lehrer Prep  
**Date:** Friday, September 18, 2015 9:52:44 AM

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I knew this would happen even before I saw the email about the dn editorial. The tpts were not in sync with what he said at dn.

Sent from my iPhone

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-Focused on speaking to New Yorkers, answering their questions, and discussing their concerns

-Spent almost two years building an infrastructure and putting programs in place, now I'd like to speak with New York about that work and how it impacts the city

**From:** [Spitalnick, Amy \(OMB\)](#)  
**To:** [Shorris, Anthony](#); [Fuleihan, Dean \(OMB\)](#)  
**Cc:** [Hinton, Karen](#); [Kadushin, Peter](#); [Walzak, Phil](#); [Hagelgans, Andrea](#); [Norvell, Wiley](#); [Snyder, Thomas](#); [Williams, Dominic](#); [Wolfe, Emma](#); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [Salazar-Rodriguez, Prisca](#)  
**Subject:** RE: Brian Lehrer Prep  
**Date:** Friday, September 18, 2015 9:54:22 AM

---

Maybe this is a silly Q – but won't we quickly lose the battle over needing to know where our money will go when the MTA says Monday (or sooner) that it would go to the projects they now have to cut?

---

**From:** Shorris, Anthony [mailto:[AShorris@cityhall.nyc.gov](mailto:AShorris@cityhall.nyc.gov)]  
**Sent:** Friday, September 18, 2015 9:52 AM  
**To:** Fuleihan, Dean (OMB)  
**Cc:** Hinton, Karen; Kadushin, Peter; Phillip Walzak; Hagelgans, Andrea; Norvell, Wiley; Spitalnick, Amy (OMB); Snyder, Thomas; Williams, Dominic; Wolfe, Emma; [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); Salazar-Rodriguez, Prisca  
**Subject:** Re: Brian Lehrer Prep

I will retire from the field for a while.

Anthony E. Shorris  
First Deputy Mayor  
City of New York  
City Hall  
New York, NY 10007  
212-788-3191

On Sep 18, 2015, at 9:43 AM, B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

We are NOT ready to "recommend" further City support for the MTA as the TP's below indicate!! AGAIN, you all keep getting ahead of me re: the MTA. We are now bargaining against ourselves. Everybody, STOP and collect ourselves and come up with a real strategy. Guys, I love you all, but there is a real danger here that you are setting up a lose-lose situation that will make Uber look like child's play. NO ONE say ANYTHING about the MTA publicly without clearing it with me first. This is me being honest with my colleagues. On Uber we were not united enough and we hadn't thought thru the play. That's happening again here. The difference here is there NO objective time deadline forcing our hand. Only Andrew Cuomo is forcing our hand. Don't let him control the playing field. Everything at a time and place of our choosing. We need another strategy call this weekend or soon. Pls include rosen in it. Thanks

---

**From:** Hinton, Karen

**Sent:** Friday, September 18, 2015 08:53 AM

**To:** B

**Cc:** Kadushin, Peter; Walzak, Phil; Hagelgans, Andrea; Norvell, Wiley; Spitalnick, Amy (OMB)

**Subject:** Brian Lehrer Prep

Mr. Mayor — If you have time and want to review off topic for Brian Lehrer before Peter and I see you:

**MTA**(*MTA said City had to contribute more or cuts would be in store. Called on Mayor to provide more funding*)

**Q: Are you going to give MTA more funding for capital improvements?**

— New Yorkers rely on the MTA - and fund three-quarters of its operations. Yet the City has no control over this State agency.

— Still, even after increasing our capital contribution this spring, **we are ready to recommend even further City support** -- but won't blindly hand over a check given the State's track record.

— So we are asking the State to meet 3 simple and fair conditions before even more City taxpayer funds are provided:

(1) make clear where this promised State funding will come from, so we know it won't be on the backs of riders and City residents;

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(3) give NYC approval over where capital funds are allocated in the city.

Older Talking Points:

-NYC residents are not getting what they are giving to the MTA and we aren't going to blindly hand money over

-NYC taxpayers don't get back what they put in to the MTA

-We need to know what the Governor and MTA's plans are and assurances that they don't intend to push fare increases that hurt working people

-Past 25 years, the City government put in more than twice as much support for the MTA capital program as the State government.

**TIMES SQUARE TASK FORCE**(*Task Force met yesterday and meeting again today -- made clear yesterday that consensus to complete plazas*)

**Q: Why didn't your task force meet sooner? Are you going to tear up Times Square?**

-Past month members of the administration and task force members have had many conversations

-All working together to advance common goals for Times Square

-Group will continue to meet and have recommendations by October

ON PLAZAS

-General consensus among task force to complete construction of the Times Square plaza and then evaluate

-Strong interest from members in cordoning off the cartoon characters

**MMR HOMELESSNESS** *(Post on slight increases in majority of indicators - following trends)*

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**JAMES BLAKE** *(Blake has called for the officer involved in his arrest to no longer be on the force plus calls for investment in appropriate training of officers)*

**Q-Have you talked with James Blake yet? Do you think the officer should still be on the force? Would this have happened to a white man? Would any other black man have gotten an apology?**

- Commissioner Bratton and I have both extended our apologies to Mr. Blake
- Focused now on resolving this issue
- Going to continue to implement reforms to build trust between police and community while keeping NYC one of the safest big cities in the world

**FURTHER POINTS IF NEEDED**

- The incident under investigation & at the end we will determine who can be held accountable & what can be learned to further prevent incidents like this
- Our administration has already invested nearly \$29 million to retrain about 22,000 uniformed service members and thousands more will be training in coming months
- We are focused on neighborhood policing and CCRB complaints are at the lowest levels in nearly 15 years

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**Q: Are you starting up your fight with Uber again? Do they have a point that 4 months isn't enough time?**

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**From:** [Hinton, Karen](#)  
**To:** [Shorris, Anthony](#)  
**Cc:** [Fuleihan, Dean \(OMB\)](#); [Kadushin, Peter](#); [Walzak, Phil](#); [Hagelgans, Andrea](#); [Norvell, Wiley](#); [Spitalnick, Amy \(OMB\)](#); [Snyder, Thomas](#); [Williams, Dominic](#); [Wolfe, Emma](#); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [Salazar-Rodriguez, Prisca](#)  
**Subject:** Re: Brian Lehrer Prep  
**Date:** Friday, September 18, 2015 9:56:08 AM

---

Don't do that!

Sent from my iPhone

On Sep 18, 2015, at 9:51 AM, Shorris, Anthony <[AShorris@cityhall.nyc.gov](mailto:AShorris@cityhall.nyc.gov)> wrote:

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**From:** Hinton, Karen  
**Sent:** Friday, September 18, 2015 08:53 AM  
**To:** B

**Cc:** Kadushin, Peter; Walzak, Phil; Hagelgans, Andrea; Norvell, Wiley; Spitalnick, Amy (OMB)  
**Subject:** Brian Lehrer Prep

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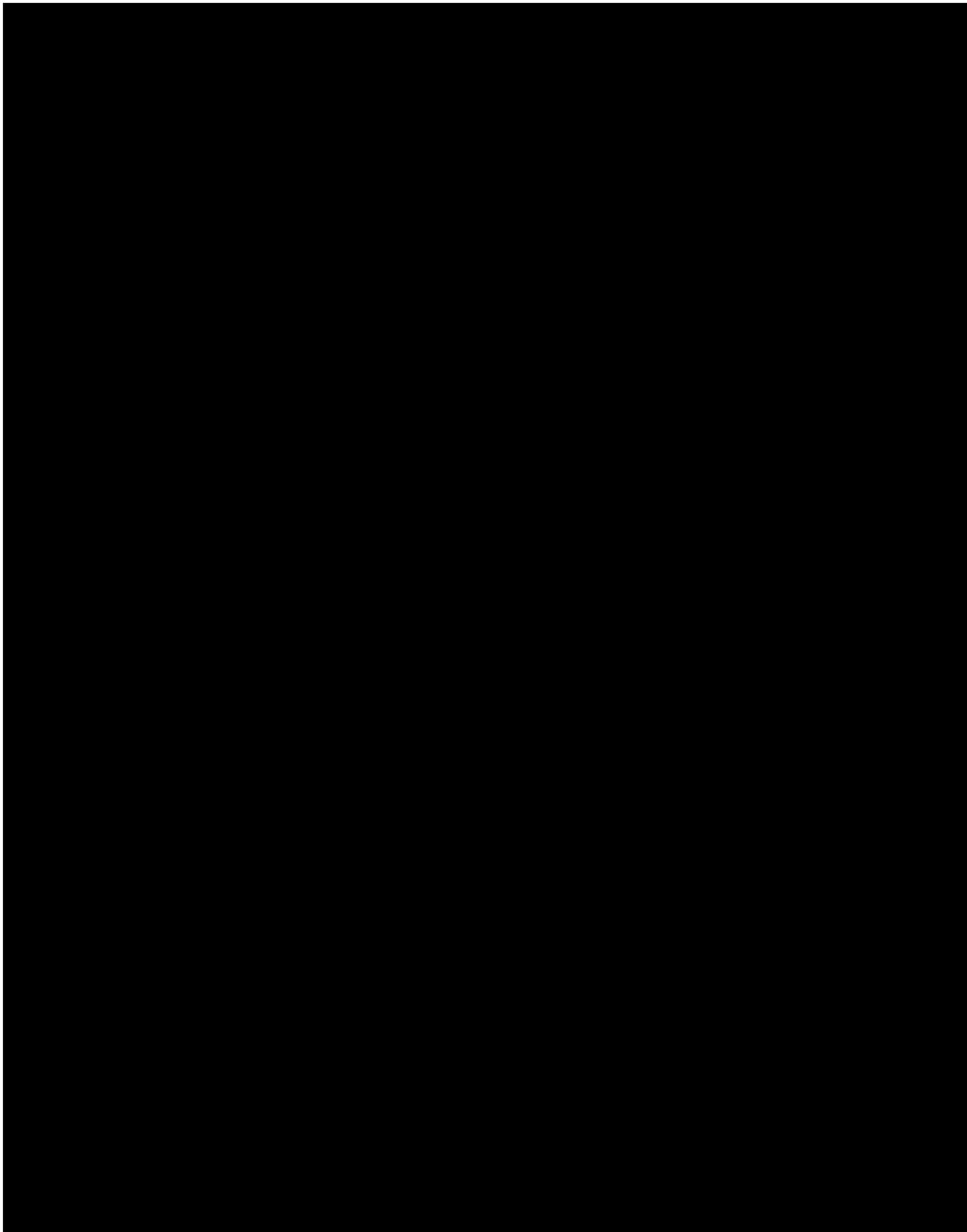
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**From:** [Jonathan Rosen](#)  
**To:** [Lauter, Rachel](#)  
**Subject:** FW: [REDACTED] Resume  
**Date:** Friday, September 18, 2015 10:32:37 AM  
**Attachments:** [REDACTED]

---

Smart resume. Friend of friend of friend. Don't know her so can't rec – but seemed like a strong person. Moving to NYC for family reasons. Interested in NYC govt.



**From:** [Jonathan Rosen](#)  
**To:** [Norvell, Wiley](#); [Walzak, Phil](#)  
**Subject:** RE: Brent Staples  
**Date:** Friday, September 18, 2015 3:20:58 PM

---

Merryl called to tell me it was more positive than that – we're focused on right things / call out was on metrics. We'll see.

---

**From:** Norvell, Wiley [mailto:WNorvell@cityhall.nyc.gov]  
**Sent:** Friday, September 18, 2015 3:20 PM  
**To:** Walzak, Phil  
**Cc:** Jonathan Rosen  
**Subject:** Re: Brent Staples

That would be a pleasant surprise!

---

**From:** <Walzak>, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>  
**Date:** Friday, September 18, 2015 at 3:06 PM  
**To:** Wiley Norvell <[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)>  
**Cc:** "[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)" <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>  
**Subject:** Re: Brent Staples

+JR

Jro said he had heard a more positive diagnosis was coming...

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Norvell, Wiley  
**Sent:** Friday, September 18, 2015 3:03 PM  
**To:** Shorris, Anthony; Hinton, Karen; Hagelgans, Andrea; Walzak, Phil; Devora Kaye  
**Subject:** Brent Staples

Expecting a middling/negative NYT editorial on education speech. Brent's historic view: we should be replicating what Eva Moskowitz is doing because her scores are higher, we didn't announce new steps to fire bad teachers.

I've taken a run at him. We've sent our top-level validators at him, and DK is getting DOE brass (Josh or Carmen) on phone for a quick chat.

Doing our best but Brent is not movable.

**From:** [Walzak, Phil](#)  
**To:** [Hinton, Karen](#); [Hagelgans, Andrea](#); [John Del Cecato \(jfdc@akpdmedia.com\)](#); [Jonathan@berlinrosen.com](#)  
**Subject:** FYI  
**Date:** Friday, September 18, 2015 6:16:31 PM

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@BilldeBlasio lunches w @BernieSanders in #Brooklyn Q: who's courting whom?  
#FeelTheBern

Original Tweet: <https://twitter.com/AndrewMeier1/status/644997089559203841>

Sent via TweetDeck

**From:** [Hinton, Karen](#)  
**To:** [Walzak, Phil](#); [Hagelgans, Andrea](#); [Kadushin, Peter](#); [Klein, Monica](#); [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com); [Jonathan Rosen](#)  
**Subject:** This week  
**Date:** Saturday, September 19, 2015 12:18:43 PM  
**Attachments:** [Q&AThisWeek\\_PKEDITS.docx](#)  
[ATT00001.htm](#)

---

Attached is what Peter Monica and I are emailing to mayor shortly for this week. Just need to plug in home bases for pope.

Send any thoughts soonest if u have. Would like to send to mayor by 130 or 2.

Peter also is going to write a consolidated one page cheat sheet since this is three pages and mayor always wants shorter. We will use the cheat sheet for day of .

**Pope:**

**Home Bases**

- 
- 
- 

**Q+A**

**What does the Pope's visit mean for NYC?**

- Biggest voice on income inequality
- Many of the initiatives we have put in place in NYC highlights the Pope's focus to pull people out of poverty
- Housing, education, services to help individuals exit homelessness

**What do you think about this Pope and his mandate around climate change and poverty?**

- He's in unique position to talk about how these aren't partisan issues – but critical human issues

**Some Republicans have threatened to boycott the Pope's speech, saying that he's gotten too political. You're outspoken on the separation of church and state. Don't they have a legitimate argument on those grounds?**

- Would be a shame if they boycott his speech and I hope everyone plans to listen to his message

**When Israeli PM Benjamin Netanyahu was invited by Congress to speak out on a controversial issue, you called that a "mistake." Is the Pope speaking out on issues that have become so partisan also a mistake?**

- Apples/oranges.
- GOP inviting BN so close to an election was blatantly political.
- The Pope isn't a candidate; he's a global leader and the world's conscious

**HRC:**

**Home Bases**

- Excited to see her discussing critical issues facing the Country
- Focused on many progressive priorities like paid family leave and closing carried interest
- I've been clear that I want to see the full vision of what is a strong platform

**Some would say the Clintons helped your career in the various roles you worked for them. So I have to ask, why not endorse Hillary early on? When will you endorse?**

- Always said she has unequaled experience & great progressive track record
- Wanted to wait until hearing her vision on income inequality in THIS race
- No hard and fast timeline

**Your poll numbers aren't strong now. Do you think your endorsement would actually be helpful to Hillary Clinton or another candidate right now?**

- Don't pretend my endorsement is worth any more or less than other endorsements.

**Do you have a litmus test for HRC to endorse her- what is it and what have those discussions been like?**

- No test. Waiting to see full and bold solutions to income inequality
- Liked what I've heard.
- She is speaking big & tackling important issues

**Cuomo and you took a different tact on endorsements. Why is that?**

- Have to ask him. Only speak for myself.

**How often do you talk to Hillary Clinton? What kinds of things do you ask her?**

- Not going to get into details of private conversations, but I talk with her and her team from time to time.

**I've talked to some Clinton allies, and they say: "Look – she's endorsed almost every issue on de Blasio's agenda." (LISTS ISSUES) How is it that she STILL hasn't earned your endorsement? What are you holding out for?**

- Few more questions about trade & min wage, but she's unveiled

impressive progressive vision from PreK to student debt to progressive taxation.

**A lot of Democrats have argued privately that despite taking these positions, they just don't trust Hillary Clinton on some issues – Wall Street, for one. Is Hillary Clinton too close to Wall Street?**

-No. If she were, she would not have come out on important issues of fairness– like closing carried interest loophole.

**You managed Hillary's Senate race in 2000. You've seen how she's handled issues like the email controversy and such. What kind of advice would campaign manager Bill de Blasio give Hillary right now?**

-I'm out of the campaign manager business.

-As a voter, I just listen to what she's saying on income inequality & big issues of our time.

-When she talks about those things, she's very persuasive.

### **BIDEN**

**Biden is polling better than other candidates in some polls. Why don't you think he should enter the race? Particularly since you haven't formally endorsed a candidate yet?**

-He's been a great VP, but the field has excellent candidates right now.

**Are you saying you don't think Biden should get in because Sanders is a good choice if Hillary doesn't get the nomination?**

-I like what Bernie Sanders has been saying.

-Forceful voice on income inequality.

-I'm not going to read tea leaves, but confident Dems will have strong nominee who will win

### **SANDERS**

**You started an organization dedicated to income inequality. Bernie Sanders couldn't be more in line with you on this. Are you contemplating endorsing him and is that why you haven't endorsed Hillary?**

Still listening for the full vision of the candidates on income inequality

**How can you not endorse Bernie Sanders when he's saying everything you**

**are? Have you talked to him? Can he win?**

-Many Dems talking about income inequality & offering bold solutions – and that’s good for America.

-Don’t get into private conversations.

-All I know is that Dems will win on solutions to income inequality

### **TRUMP**

**You said some nice things about Donald Trump and his pledge to raise taxes on the rich. Does he have what it takes to be President?**

-Agree on closing such unfair practices like the carried interest loophole

-His views on just about everything else show he is not qualified to be our President

### **CUOMO**

**Will you support Cuomo for re-election? Endorse his opponent? Would you ever run against him in a gubernatorial primary?**

-I’m focused on my job as Mayor of the greatest city in the world

### **TPA**

**You’ve been criticized for spending too much time on national issues. You support ending carried interest loophole and paid family leave yet no action locally.**

-We’re doing everything in our power here in NYC on income inequality.

-Need partners in Albany AND Washington

-For regional competitive reasons, you need this to happen at the national level.

**Are you too partisan for a position like mayor?**

-There’s nothing partisan about PreK, affordable housing, bringing crime to record lows.

### **LOW POLLS**

**How do you respond to dipping poll numbers and voters saying your feud with the Governor hurts NY?**

-Here is what matters: NYC just had the safest summer in 20 years, we’ve built more affordable housing than at any point in the last 40 years, added 177,000 new jobs, and provided full day pre-K for more than 60,000 four-

year-olds

-If there is a way to work productively with this Governor, we will. But New Yorkers need to get their fair share from our State and I'll continue to say that

**JAMES BLAKE**

**Have you talked with James Blake yet? Do you think the officer should still be on the force? Would this have happened to a white man? Would any other black man have gotten an apology?**

-Commissioner Bratton and I have both extended our apologies to Mr. Blake

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**From:** [Hagelgans, Andrea](#)  
**To:** [Hinton, Karen](#); [Walzak, Phil](#); [Kadushin, Peter](#); [Klein, Monica](#); [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com); [Jonathan Rosen](#)  
**Subject:** Re: This week  
**Date:** Saturday, September 19, 2015 1:19:33 PM

---

Nice

Sent from my BlackBerry 10 smartphone.

---

**From:** Hinton, Karen  
**Sent:** Saturday, September 19, 2015 12:18 PM  
**To:** Walzak, Phil; Hagelgans, Andrea; Kadushin, Peter; Klein, Monica; [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com); Jonathan Rosen  
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**Cc:** [Walzak, Phil](#); [Hagelgans, Andrea](#); [Fuleihan, Dean \(OMB\)](#); [Hinton, Karen](#); [Salazar-Rodriguez, Prisca](#)  
**Subject:** Re: MBDB: Conference Call regarding MTA -  
**Date:** Saturday, September 19, 2015 3:30:15 PM

---

+prisca

I also have trouble with the timing

Will see what I can do to rework

---

**From:** Jonathan Rosen  
**Sent:** Saturday, September 19, 2015 3:28 PM  
**To:** Shorris, Anthony  
**Cc:** Walzak, Phil; Wolfe, Emma; Hagelgans, Andrea; Fuleihan, Dean (OMB); Hinton, Karen  
**Subject:** Re: MBDB: Conference Call regarding MTA -

---

Agree. I have a hard stop at 630. If this is late I can't do it.

Sent from my iPhone

On Sep 19, 2015, at 2:13 PM, Shorris, Anthony <[AShorris@cityhall.nyc.gov](mailto:AShorris@cityhall.nyc.gov)> wrote:

Stick to the plan we agreed to. We should also run through what is likely to happen Monday when they announce the cancellation of projects due to City unwillingness to commit to a dollar amount. This is pure theater -  
- holding NYC transit riders hostage so Governor can play politics.

Anthony E. Shorris  
First Deputy Mayor  
City of New York  
City Hall  
New York, NY 10007  
212-788-3191

On Sep 19, 2015, at 1:54 PM, Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:

I will be on a bus to NJ during this window....will be on but will hard to talk a lot but will try

Think we stay w the plan articulated and already begun to execute

Don't say we will give money, will dicuss  
And don't discuss figures

But us opening the door has been well rcvd, shudnt back away now

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Salazar-Rodriguez, Prisca <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>  
**Sent:** Saturday, September 19, 2015 1:45 PM  
**To:** Kadushin, Peter; Walzak, Phil; Hagelgans, Andrea; Norvell, Wiley; Spitalnick, Amy (OMB); Snyder, Thomas; Shorris, Anthony; Williams, Dominic; Wolfe, Emma; Fuleihan, Dean (OMB); '[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)'; Hinton, Karen; Arslanian, Kayla; Leopold, Elana; Da Costa, Ricky; Schnake Mahl, Gabriel; Darlington, Mandy (OMB)  
**Subject:** MBDB: Conference Call regarding MTA -

---

**From:** [Hagelgans, Andrea](#)  
**To:** [Wolfe, Emma](#); [Salazar-Rodriguez, Prisca](#)  
**Cc:** [Jonathan Rosen](#); [Shorris, Anthony](#); [Walzak, Phil](#); [Fuleihan, Dean \(OMB\)](#); [Hinton, Karen](#); [Arslanian, Kayla](#)  
**Subject:** Re: MBDB: Conference Call regarding MTA -  
**Date:** Saturday, September 19, 2015 6:07:12 PM

---

We're on. Waiting for mayor to join

Sent from my BlackBerry 10 smartphone.

---

**From:** Wolfe, Emma  
**Sent:** Saturday, September 19, 2015 6:04 PM  
**To:** Salazar-Rodriguez, Prisca  
**Cc:** Hagelgans, Andrea; Jonathan Rosen; Shorris, Anthony; Walzak, Phil; Fuleihan, Dean (OMB); Hinton, Karen; Arslanian, Kayla  
**Subject:** Re: MBDB: Conference Call regarding MTA -

---

Is this happening

On Sep 19, 2015, at 3:33 PM, Salazar-Rodriguez, Prisca <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Will let him know.

Sent from my iPhone

On Sep 19, 2015, at 3:30 PM, Wolfe, Emma <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)> wrote:

+prisca

---

**From:** Hagelgans, Andrea  
**Sent:** Saturday, September 19, 2015 3:29 PM  
**To:** Jonathan Rosen; Shorris, Anthony  
**Cc:** Walzak, Phil; Wolfe, Emma; Fuleihan, Dean (OMB); Hinton, Karen  
**Subject:** Re: MBDB: Conference Call regarding MTA -

---

Same

Sent from my BlackBerry 10 smartphone.

---

**From:** Jonathan Rosen  
**Sent:** Saturday, September 19, 2015 3:28 PM  
**To:** Shorris, Anthony  
**Cc:** Walzak, Phil; Wolfe, Emma; Hagelgans, Andrea; Fuleihan, Dean (OMB); Hinton, Karen  
**Subject:** Re: MBDB: Conference Call regarding MTA -

---

Agree. I have a hard stop at 630. If this is late I can't do it.

Sent from my iPhone

On Sep 19, 2015, at 2:13 PM, Shorris, Anthony <[AShorris@cityhall.nyc.gov](mailto:AShorris@cityhall.nyc.gov)> wrote:

Stick to the plan we agreed to. We should also run through what is likely to happen Monday when they announce the

cancellation of projects due to City unwillingness to commit to a dollar amount. This is pure theater -- holding NYC transit riders hostage so Governor can play politics.

Anthony E. Shorris  
First Deputy Mayor  
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212-788-3191

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<[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:

I will be on a bus to NJ during this window....will be on  
but will hard to talk a lot but will try

Think we stay w the plan articulated and already begun  
to execute

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And don't discuss figures

But us opening the door has been well rcvd, shudnt  
back away now

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Salazar-Rodriguez, Prisca <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>

**Sent:** Saturday, September 19, 2015 1:45 PM

**To:** Kadushin, Peter; Walzak, Phil; Hagelgans, Andrea; Norvell, Wiley; Spitalnick, Amy (OMB); Snyder, Thomas; Shorris, Anthony; Williams, Dominic; Wolfe, Emma; Fuleihan, Dean (OMB); '[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)'; Hinton, Karen; Arslanian, Kayla; Leopold, Elana; Da Costa, Ricky; Schnake Mahl, Gabriel; Darlington, Mandy (OMB)

**Subject:** MBDB: Conference Call regarding MTA -

---

**From:** [Shorris, Anthony](#)  
**To:** [Arslanian, Kayla](#)  
**Cc:** [Da Costa, Ricky](#); [Norvell, Wiley](#); [Kadushin, Peter](#); [Snyder, Thomas](#); [Wolfe, Emma](#); [Salazar-Rodriguez, Prisca](#); [Hinton, Karen](#); [Walzak, Phil](#); [Darlington, Mandy \(OMB\)](#); [Spitalnick, Amy \(OMB\)](#); [Schnake Mahl, Gabriel](#); [Leopold, Elana](#); [Williams, Dominic](#); [Jonathan@berlinrosen.com](#); [Fuleihan, Dean \(OMB\)](#); [Hagelgans, Andrea](#)  
**Subject:** Re: MBDB: Conference Call regarding MTA -  
**Date:** Saturday, September 19, 2015 6:18:46 PM

---

Losing folks at 6:30...

Anthony E. Shorris  
First Deputy Mayor  
City of New York  
City Hall  
New York, NY 10007  
212-788-3191

On Sep 19, 2015, at 6:08 PM, Arslanian, Kayla <[KArslanian@cityhall.nyc.gov](mailto:KArslanian@cityhall.nyc.gov)> wrote:

Mayor in process of wrapping up call - almost ready to start. Pls stand by and I'll give heads up to dial-in

**MBDB: Conference Call regarding MTA - Call in # [REDACTED]**  
Code: [REDACTED]  
Invitees: Da Costa, Ricky , Norvell, Wiley , Kadushin, Peter , Snyder, Thomas , Wolfe, Emma , Shorris, Anthony , Salazar-Rodriguez, Prisca , Hinton, Karen , Walzak, Phil , Darlington, Mandy (OMB) , Spitalnick, Amy (OMB) , Schnake Mahl, Gabriel , Leopold, Elana , Williams, Dominic , '[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)' , Fuleihan, Dean (OMB) , Hagelgans, Andrea

Sent from my iPhone

**From:** [B](#)  
**To:** [Shorris, Anthony](#); [Williams, Dominic](#); [Fuleihan, Dean \(OMB\)](#); [Wolfe, Emma](#); [Walzak, Phil](#); [Hagelgans, Andrea](#); [Hinton, Karen](#); [Snyder, Thomas](#); [Salazar-Rodriguez, Prisca](#); "[Jonathan@berlinrosen.com](#)"  
**Subject:** Apologies  
**Date:** Saturday, September 19, 2015 6:38:57 PM

---

Sorry the MTA call didn't work as planned. We had a lot we tried to cram in this afternoon. Hope we can get all or most folks for tmrw afternoon. Thanks

**From:** [Snyder, Thomas](#)  
**To:** [Arslanian, Kayla](#)  
**Cc:** [Da Costa, Ricky](#); [Norvell, Wiley](#); [Kadushin, Peter](#); [Wolfe, Emma](#); [Shorris, Anthony](#); [Salazar-Rodriguez, Prisca](#); [Hinton, Karen](#); [Walzak, Phil](#); [Darlington, Mandy \(OMB\)](#); [Spitalnick, Amy \(OMB\)](#); [Schnake Mahl, Gabriel](#); [Leopold, Elana](#); [Williams, Dominic](#); [Jonathan@berlinrosen.com](#); [Fuleihan, Dean \(OMB\)](#); [Hagelgans, Andrea](#)  
**Subject:** Re: MBDB: Conference Call regarding MTA -  
**Date:** Saturday, September 19, 2015 6:39:49 PM

---

call postponed. Will reschedule for tomorrow at 4:15pm. Prisca, please send out a meeting invite and call in number for 4:15 tomorrow

Sent from my iPad

On Sep 19, 2015, at 6:08 PM, Arslanian, Kayla <[KArslanian@cityhall.nyc.gov](mailto:KArslanian@cityhall.nyc.gov)> wrote:

Mayor in process of wrapping up call - almost ready to start. Pls stand by and I'll give heads up to dial-in

**MBDB: Conference Call regarding MTA - Call in # [REDACTED]**  
Code: [REDACTED]  
Invitees: Da Costa, Ricky , Norvell, Wiley , Kadushin, Peter , Snyder, Thomas , Wolfe, Emma , Shorris, Anthony , Salazar-Rodriguez, Prisca , Hinton, Karen , Walzak, Phil , Darlington, Mandy (OMB) , Spitalnick, Amy (OMB) , Schnake Mahl, Gabriel , Leopold, Elana , Williams, Dominic , '[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)' , Fuleihan, Dean (OMB) , Hagelgans, Andrea

Sent from my iPhone

**From:** [Wolfe, Emma](#)  
**To:** [Jonathan Rosen](#)  
**Cc:** [Schnake Mahl, Gabriel](#); [Emily Walsh](#)  
**Subject:** Re: Can we do dinner this week you and me?  
**Date:** Sunday, September 20, 2015 8:38:13 AM

---

Gabriel can I do Tuesday later?

> On Sep 20, 2015, at 8:25 AM, Jonathan Rosen <Jonathan@berlinrosen.com> wrote:  
>  
> Sure. Could also do Tuesday night late while deb at synagogue at my house. Otherwise let's say Thursday.  
>  
> Sent from my iPhone  
>  
>> On Sep 20, 2015, at 8:13 AM, Wolfe, Emma <EWolfe@cityhall.nyc.gov> wrote:  
>>  
>> Tonight really tough for me. Could we do Thursday after planning meeting? Thank you! (If dean wants to come I will ask him since we both trust him)  
>>  
>>  
>>  
>>> On Sep 20, 2015, at 7:57 AM, Jonathan Rosen <Jonathan@berlinrosen.com> wrote:  
>>>  
>>> Sure. I could do tonight after my kids go to bed like 8 either dinner or a walk around the park or something.  
>>>  
>>> Could also do Monday or Thursday. Tues night - weds night is Yom Kippur so complicated.  
>>>  
>>> Sent from my iPad  
>>>  
>>>> On Sep 19, 2015, at 7:54 PM, "Schnake Mahl, Gabriel" <GSchnakeMahl@cityhall.nyc.gov> wrote:  
>>>>  
>>>> + Emily  
>>>> Tues or thurs open -- or after planning mtg on wed  
>>>>  
>>>> Sent from my iPhone  
>>>>  
>>>>> On Sep 19, 2015, at 7:47 PM, Wolfe, Emma <EWolfe@cityhall.nyc.gov> wrote:  
>>>>>  
>>>>> Need your brain  
>>>>> A lot  
>>>>> Any chance first half of week?  
>>>>>  
>>>>>

**From:** [Arslanian, Kayla](#)  
**To:** [Da Costa, Ricky](#); [Norvell, Wiley](#); [Kadushin, Peter](#); [Snyder, Thomas](#); [Wolfe, Emma](#); [Shorris, Anthony](#); [Salazar-Rodriguez, Prisca](#); [Hinton, Karen](#); [Walzak, Phil](#); [Darlington, Mandy \(OMB\)](#); [Spitalnick, Amy \(OMB\)](#); [Schnake Mahl, Gabriel](#); [Leopold, Elana](#); [Williams, Dominic](#); [Jonathan@berlinrosen.com](#); [Fuleihan, Dean \(OMB\)](#); [Hagelgans, Andrea](#)  
**Subject:** Re: MBDB: Conference Call regarding MTA -  
**Date:** Sunday, September 20, 2015 4:20:20 PM

---

Line is open and Mayor will join when group is all on the line.

Please advise if you're unable to make the call - thank you!

Sent from my iPhone

On Sep 20, 2015, at 4:06 PM, Arslanian, Kayla <[KArslanian@cityhall.nyc.gov](mailto:KArslanian@cityhall.nyc.gov)> wrote:

All -

Connected with Mayor and this call is being moved to 4:25PM. I will open the line five mins prior and give him a signal to join once everyone is on the line.

Thank you!

**MBDB: Conference Call regarding MTA -**

Scheduled: Sunday, Sep 20, 2015 from 4:15 PM to 5:00 PM

Location: Call in # [REDACTED] Code: [REDACTED]

Invitees: Da Costa, Ricky , Norvell, Wiley , Kadushin, Peter , Snyder, Thomas , Wolfe, Emma , Shorris, Anthony , Salazar-Rodriguez, Prisca , Hinton, Karen , Walzak, Phil , Darlington, Mandy (OMB) , Spitalnick, Amy (OMB) , Schnake Mahl, Gabriel , Leopold, Elana , Williams, Dominic , [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com) , Fuleihan, Dean (OMB) , Hagelgans, Andrea

Sent from my iPhone

**From:** [Walzak, Phil](#)  
**To:** [Jonathan Rosen](#); [Shorris, Anthony](#)  
**Cc:** [Hinton, Karen](#); [Spitalnick, Amy \(OMB\)](#); [Arslanian, Kayla](#); [Da Costa, Ricky](#); [Norvell, Wiley](#); [Kadushin, Peter](#); [Snyder, Thomas](#); [Wolfe, Emma](#); [Salazar-Rodriguez, Prisca](#); [Darlington, Mandy \(OMB\)](#); [Schnake Mahl, Gabriel](#); [Leopold, Elana](#); [Williams, Dominic](#); [Fuleihan, Dean \(OMB\)](#); [Hagelgans, Andrea](#)  
**Subject:** Re: MTA Facts  
**Date:** Sunday, September 20, 2015 8:41:21 PM

---

Wud cbc do a fresh "report" or somethig?

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Jonathan Rosen  
**Sent:** Sunday, September 20, 2015 8:14 PM  
**To:** Shorris, Anthony  
**Cc:** Hinton, Karen; Walzak, Phil; Spitalnick, Amy (OMB); Arslanian, Kayla; Da Costa, Ricky; Norvell, Wiley; Kadushin, Peter; Snyder, Thomas; Wolfe, Emma; Salazar-Rodriguez, Prisca; Darlington, Mandy (OMB); Schnake Mahl, Gabriel; Leopold, Elana; Williams, Dominic; Fuleihan, Dean (OMB); Hagelgans, Andrea  
**Subject:** Re: MTA Facts

---

The Nassau Suffolk Westchester pieces are really compelling - the cost of east side access and metro north capital is huge and they are being asked to contribute nothing. That feels like a piece worth moving as part of an overall plan.

Sent from my iPhone

On Sep 20, 2015, at 7:58 PM, Shorris, Anthony <[AShorris@cityhall.nyc.gov](mailto:AShorris@cityhall.nyc.gov)> wrote:

Just need a tight fact check -- it's the pigs who enjoy the mud.

Anthony E. Shorris  
First Deputy Mayor  
City of New York  
City Hall  
New York, NY 10007  
212-788-3191

On Sep 20, 2015, at 5:32 PM, Hinton, Karen <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)> wrote:

Message with the facts. Pick a few of these. Fix it before we fund it.

Karen Hinton  
Press Secretary  
917-246-7692  
Follow Me On Twitter @KarenHinton

---

**From:** Phil Walzak <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>  
**Date:** Sun, 20 Sep 2015 17:27:37 -0400  
**To:** Karen Hinton <[khinton@cityhall.nyc.gov](mailto:khinton@cityhall.nyc.gov)>, Amy Spitalnick <[SpitalnickA@omb.nyc.gov](mailto:SpitalnickA@omb.nyc.gov)>, "Arslanian, Kayla" <[KArslanian@cityhall.nyc.gov](mailto:KArslanian@cityhall.nyc.gov)>, Ricky DaCosta <[RDaCosta@cityhall.nyc.gov](mailto:RDaCosta@cityhall.nyc.gov)>, Wiley Norvell <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>, Peter Kadushin <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>, Thomas Synder <[TSnyder@cityhall.nyc.gov](mailto:TSnyder@cityhall.nyc.gov)>, Emma Wolfe <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>, Tony Shorris <[AShorris@cityhall.nyc.gov](mailto:AShorris@cityhall.nyc.gov)>, Prisca Salazar-Rodriguez <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>, "Darlington, Mandy (OMB)" <[DarlingtonM@omb.nyc.gov](mailto:DarlingtonM@omb.nyc.gov)>, Gabe Schnake-Mahl <[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)>, Elana Leopold <[ELeopold@cityhall.nyc.gov](mailto:ELeopold@cityhall.nyc.gov)>, Dom Williams <[DWilliams@cityhall.nyc.gov](mailto:DWilliams@cityhall.nyc.gov)>, "[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)" <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>, Dean Fuleihan <[fuleihand@omb.nyc.gov](mailto:fuleihand@omb.nyc.gov)>, Andrea Hagelgans <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>  
**Subject:** Re: MTA Facts

It's great info but alot

Worry abt spending too much time educating not enough msging, u know?

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Hinton, Karen  
**Sent:** Sunday, September 20, 2015 5:26 PM  
**To:** Spitalnick, Amy (OMB); Arslanian, Kayla; Da Costa, Ricky; Norvell, Wiley; Kadushin, Peter; Snyder, Thomas; Wolfe, Emma; Shorris, Anthony; Salazar-Rodriguez, Prisca; Walzak, Phil; Darlington, Mandy (OMB); Schnake Mahl, Gabriel; Leopold, Elana; Williams, Dominic; [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); Fuleihan, Dean (OMB); Hagelgans, Andrea  
**Subject:** Re: MTA Facts

No, but if we select the facts we want to push, I could give to reporter with no fingerprints. Or, with our fingerprints.

Also, we could divide up areas and give them to willing surrogates to push.

Karen Hinton  
Press Secretary  
917-246-7692

Follow Me On Twitter @KarenHinton

---

**From:** Amy Spitalnick <[SpitalnickA@omb.nyc.gov](mailto:SpitalnickA@omb.nyc.gov)>  
**Date:** Sun, 20 Sep 2015 21:21:17 +0000  
**To:** Karen Hinton <[khinton@cityhall.nyc.gov](mailto:khinton@cityhall.nyc.gov)>, "Arslanian, Kayla" <[KArslanian@cityhall.nyc.gov](mailto:KArslanian@cityhall.nyc.gov)>, Ricky DaCosta <[RDaCosta@cityhall.nyc.gov](mailto:RDaCosta@cityhall.nyc.gov)>, Wiley Norvell <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>, Peter Kadushin <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>, Thomas Synder <[TSnyder@cityhall.nyc.gov](mailto:TSnyder@cityhall.nyc.gov)>, Emma Wolfe <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>, Tony Shorris <[AShorris@cityhall.nyc.gov](mailto:AShorris@cityhall.nyc.gov)>, Prisca Salazar-Rodriguez <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>, Phil Walzak <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>, "Darlington, Mandy (OMB)" <[DarlingtonM@omb.nyc.gov](mailto:DarlingtonM@omb.nyc.gov)>, Gabe Schnake-Mahl <[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)>, Elana Leopold <[ELeopold@cityhall.nyc.gov](mailto:ELeopold@cityhall.nyc.gov)>, Dom Williams <[DWilliams@cityhall.nyc.gov](mailto:DWilliams@cityhall.nyc.gov)>, "Jonathan@berlinrosen.com" <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>, Dean Fuleihan <[fuleihand@omb.nyc.gov](mailto:fuleihand@omb.nyc.gov)>, Andrea Hagelgans <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>  
**Subject:** RE: MTA Facts

Would that person - or one of our allies - be willing to put this out?

We'd need to fact check everything ourselves if we want to use, I assume?

---

**From:** Hinton, Karen [[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)]  
**Sent:** Sunday, September 20, 2015 5:19 PM  
**To:** Arslanian, Kayla; Da Costa, Ricky; Norvell, Wiley; Kadushin, Peter; Snyder, Thomas; Wolfe, Emma; Shorris, Anthony; Salazar-Rodriguez, Prisca; Phillip Walzak; Darlington, Mandy (OMB); Spitalnick, Amy (OMB); Schnake Mahl, Gabriel; Leopold, Elana; Williams, Dominic; [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); Fuleihan, Dean (OMB); Hagelgans, Andrea  
**Subject:** MTA Facts

Someone did this for me. There's a lot here for "offensive" facts we could use while we are arguing MTA needs to be "fixed" before city pours money into it.

**City Residents Pay More Than Their Fair Share of MTA Operating Revenues,**

## **While Service Deteriorates And MTA Waste Increases**

### **The State Needs to Focus on Improving Service, Not Just Squeezing More Money Out of NYC Residents for Declining Service**

**Subway riders pay a significantly larger share of the costs of operating the subway than LIRR and Metro North customers pay for their system.**

MTA subway riders pay 60% of operating costs. LIRR customers pay 47% and Metro-North pay 57%. [Source: MTA July Financial Plan 2016-2019 Volume I, pg 7.](#) (“MTA Financial Plan”).

The share paid by subway riders has increased dramatically in recent years. In 2008, riders paid 52% of operating costs. The MTA predicted it would decline to 47%. Instead the share paid by riders has increased to 60%. Source: [2008 MTA Financial Plan, Volume 2.](#) Every percent increase is about \$85 million dollars cost to subway riders.

The financial support by NYC residents extends to the state and regional taxes that support MTA as whole.

According to the Citizens Budget Commission, New York City residents pay over \$4.2 billion of the \$6 billion in dedicated regional MTA taxes. NYC employers pay 73 percent of the MTA’s \$1.3 billion regional payroll tax - supporting LIRR and Metro North, not just the city subways and buses.

Source: [Funding the MTA Capital Plan: Avoiding a False Choice, Carol Kellerman, CBC, July 2015](#)

**NYC subway riders pay -by far- the largest share of operating costs of almost any transit system in the country - 2x the national average; including paying 50 percent more than NJ path commuters.**

Sources: Average national share paid by riders: 33% - [National Transit](#)

[Database 2012, page 34, exhibit 46](#)

NYCT has “the third highest so-called farebox recovery ratio for such US systems, according to the Federal Transit Administration”. [WSJ, Andrew Tangel, Nov. 2014](#)

[NJ Path commuter share of burden: 42.8%](#)

Other cities compared to NYC: 2010 Farebox Recovery Ratio; [Presentation by Federal Transit Administration from 2010 data, page 21](#). Most riders pay 20-40% in big city transit systems. NYC at 70%. Chicago at 55% for comparison.

[Clyde Haberman, NYT, May 25, 2011](#) "the comparable percentages are appreciably lower for suburban rail lines and the authority's other divisions. Not only that, but the burden is also lighter for subway and bus riders in other American cities. Statistics kept by the [Federal Transit Administration](#) put it in the range of 20 to 45 percent in Boston, Chicago, Atlanta, Philadelphia and Washington.”

**Although they already pay among the highest percentage of operating costs in the nation, MTA customers are being asked to pay over a billion dollars in additional fare increases in in the current operating plan - on top of hundreds of millions from the 2015 fare. That's a 12 percent increase in subway fares in a 5 year period.**

Source MTA Financial Plan, Vol. I, page III-I.

**Worse, only a fraction of the fare increase goes to service improvements. The MTA plan contains just \$183 million in service improvements for the subway and bus systems- over five years! Compared with almost \$2 billion in fare increases for 2015 - 2019.**

Source: 183 million for service improvements in 5 year operating budget. MTA Financial Plan, page I-3.

**So where do all those increases go? To MTA Headquarters for one thing. In 2012 MTA headquarters expenses were an already astonishing -and bloated- \$400 million. In 2015, MTA says that number will rise to over \$900 million - more than double in 3 years. Between 2015 and 2019 MTA headquarters will spend almost \$4 billion on itself - over 20 times more for**

**MTA bureaucrats than for service improvements.**

Source: [November 2013 Financial Plan](#); [July 2015 Financial Plan, page I-5](#)

**And the MTA admits it has no real plan to achieve hundreds of millions in targeted savings, without which fares will rise even more. The MTA operating budget relies on almost \$1.5 billion in “phantom savings”.**

For 2015 for example, the MTA targeted 1.3 billion in savings. According to the July Financial Plan, MTA had only identified \$45 million in savings of the \$1.3 billion. For the 2017 plan - when subway riders would get hit with yet another fare hike- MTA says they need \$1.6 billion in savings, but have only come up with \$76 million. Source: [Financial Plan, Vol. 1, page I-3.](#)

**While riders pay billions in fares every year for the subway - with much of it diverted to waste - the contribution from New York State to operating the subways is a just \$158 million a year - by any measure an infinitesimal portion of the \$8.5 billion operating budget.**

Source: July 2015 Financial Plan, Volume II, Page 62.  
State operating assistance.

**To top it off, subway performance has decreased markedly according to the MTA’s own data - while LIRR and MNR have much higher performance rates.**

On time performance in the last year has fallen in the subways from 75% to 70%. Meanwhile, LIRR and Metro North have 91 and 93 percent on time ratings. [Source: MTA Performance Dashboard](#)

**The bottom line: Subway riders shoulder a far larger burden than suburban riders, and one of the largest burdens of any system in the nation. Fare increases are going to MTA mismanagement instead of service improvements. And subway performance continues to deteriorate.**

*The MTA Capital program is important. But lets be clear: 74% of the last capital budget was unspent by the end of 2014 - the last year of the last capital plan. We have plenty of opportunity to discuss how to salvage troubled mega-projects - whose completion is years away. So in the meantime lets focus on improving the service for which New Yorkers are paying record amounts. Lets talk about ensuring that the burden on NYC subway riders is no more than that of suburban commuters. And lets get the basics right - trains that run on time, with equipment and stations that are clean, safe and comfortable. We're not talking about platinum projects like multi-billion dollar bridges and airport halls. Meanwhile, the subways are underfunded and the riders are overpaying compared to their suburban counterparts and other cities. We need a real commitment from the state on operating funds, on reducing waste, and improving service; I look forward to that discussion.*

**Optional Counter-proposal:** Its clear you can't run the subways from Albany. New York City Transit (NYCT) can best be run in New York City by New York City for New York City. . The City proposes to assume *full operational control* of the subways, by returning NYCT to a City authority (as it originally was); In return the City will FULLY FUND not only its current portion but also the states full share of operating assistance attributable to the NYCT.

MTA five year plan assumes \$158 million in state operating assistance annually. The city already matches this amount. July 2015 Financial Plan, Volume II, Page 62.

## **Capital**

**The State has proposed an increase in the City's contribution to the Capital Plan - yet the plan includes billions in spending for LIRR and Metro North commuters and not a cent from Nassau, Suffolk, Westchester,**

**Rockland, Putnam or Connecticut. New York City is the ONLY locality making a direct contribution to the capital plan.**

**Before discussing additional NYC contributions, regional governments need to step up. [All sourcing from MTA 2015-19 Capital Plan.](#)**

By the end of the last capital plan, 73% of funds were UNSPENT. So lets have a deliberative process instead of gamesmanship and false threats about projects being threatened. If anything is threatening MTA capital projects, its MTA's failure -and the states disinterest - to manage projects with are billions over budget and literally decades behind. [Source: IBO, Tracking the Pace of Spending Under MTA Capital Plans, June 2015.](#) "As of December 31, 2014, only \$8.5 billion (27 percent) of the 2010-2014 plan total had been spent".

**MTA's mega capital projects are deeply over budget and behind schedule, with little accountability from the state.**

**The Governor, notoriously intolerant of projects that take too long and cost too much has been notably silent on the billions in cost overruns and decades of delay when it comes to MTA's largest projects.**

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**Any evaluation of capital contributions must include the entire region - not just NYC. NYC is the ONLY locality making contributions to the capital plan.**

**Key projects are billions over budget and years behind**

schedule:

East Side Access - A project primarily of benefit to Long Island Railroad Commuters, ESA is 150% over budget and 14 years late.

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The state says they need \$2.6 billion in the Capital Plan to complete the project - but state estimates have never been accurate.

Source: [More Delays and Rising Costs for Project Connecting LIRR to Grand Central, NYT, Jan 2014.](#)

LIRR: In addition to East Side Access, the capital plan allocates \$3.1 billion for LIRR improvements, for a total of \$6.6 billion for Long Islanders. Neither Nassau nor Suffolk make a capital contribution.

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capital plan for completion of the line.

**NYC is the only locality to contribute to the Capital Plan - even though \$8.3 billion of the plan serves primarily suburban commuters. That is not sustainable.**

Karen Hinton  
Press Secretary  
917-246-7692  
Follow Me On Twitter @KarenHinton

---

**From:** "Arslanian, Kayla" <[KArslanian@cityhall.nyc.gov](mailto:KArslanian@cityhall.nyc.gov)>  
**Date:** Sun, 20 Sep 2015 16:20:19 -0400  
**To:** Ricky DaCosta <[RDaCosta@cityhall.nyc.gov](mailto:RDaCosta@cityhall.nyc.gov)>, Wiley Norvell <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>, Peter Kadushin <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>, Thomas Synder <[TSnyder@cityhall.nyc.gov](mailto:TSnyder@cityhall.nyc.gov)>, Emma Wolfe <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>, Tony Shorris <[AShorris@cityhall.nyc.gov](mailto:AShorris@cityhall.nyc.gov)>, Prisca Salazar-Rodriguez <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>, Karen Hinton <[khinton@cityhall.nyc.gov](mailto:khinton@cityhall.nyc.gov)>, Phil Walzak <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>, "Darlington, Mandy (OMB)" <[DarlingtonM@omb.nyc.gov](mailto:DarlingtonM@omb.nyc.gov)>, Amy Spitalnick <[SpitalnickA@omb.nyc.gov](mailto:SpitalnickA@omb.nyc.gov)>, Gabe Schnake-Mahl <[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)>, Elana Leopold <[ELeopold@cityhall.nyc.gov](mailto:ELeopold@cityhall.nyc.gov)>, Dom Williams <[DWilliams@cityhall.nyc.gov](mailto:DWilliams@cityhall.nyc.gov)>, "Jonathan@berlinrosen.com" <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>, Dean Fuleihan <[fuleihand@omb.nyc.gov](mailto:fuleihand@omb.nyc.gov)>, Andrea Hagelgans <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>  
**Subject:** Re: MBDB: Conference Call regarding MTA -

Line is open and Mayor will join when group is all on the line.

Please advise if you're unable to make the call - thank you!

Sent from my iPhone

On Sep 20, 2015, at 4:06 PM, Arslanian, Kayla <[KArslanian@cityhall.nyc.gov](mailto:KArslanian@cityhall.nyc.gov)> wrote:

All -

Connected with Mayor and this call is being moved to 4:25PM. I will open the line five mins prior and give him a signal to join once everyone is on the line.

Thank you!

**MBDB: Conference Call regarding MTA -**

Scheduled: Sunday, Sep 20, 2015 from 4:15 PM to 5:00 PM

Location: Call in # [REDACTED] Code: [REDACTED]

Invitees: Da Costa, Ricky, Norvell, Wiley, Kadushin, Peter, Snyder, Thomas, Wolfe, Emma, Shorris, Anthony, Salazar-Rodriguez, Prisca, Hinton, Karen, Walzak, Phil, Darlington, Mandy (OMB), Spitalnick, Amy (OMB), Schnake Mahl, Gabriel, Leopold, Elana, Williams, Dominic, '[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)', Fuleihan, Dean (OMB), Hagelgans, Andrea

Sent from my iPhone

**From:** [Hinton, Karen](#)  
**To:** [Jonathan Rosen](#)  
**Subject:** Re: MTA Facts  
**Date:** Sunday, September 20, 2015 9:12:43 PM

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Thank you — a fact that was roundly dismissed at Gracie.

Karen Hinton  
Press Secretary  
917-246-7692  
Follow Me On Twitter @KarenHinton

---

**From:** Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>  
**Date:** Mon, 21 Sep 2015 00:14:04 +0000  
**To:** Tony Shorris <[AShorris@cityhall.nyc.gov](mailto:AShorris@cityhall.nyc.gov)>  
**Cc:** Karen Hinton <[khinton@cityhall.nyc.gov](mailto:khinton@cityhall.nyc.gov)>, Phil Walzak <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>, Amy Spitalnick <[SpitalnickA@omb.nyc.gov](mailto:SpitalnickA@omb.nyc.gov)>, "Arslanian, Kayla" <[KArslanian@cityhall.nyc.gov](mailto:KArslanian@cityhall.nyc.gov)>, Ricky DaCosta <[RDaCosta@cityhall.nyc.gov](mailto:RDaCosta@cityhall.nyc.gov)>, Wiley Norvell <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>, Peter Kadushin <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>, Thomas Synder <[TSnyder@cityhall.nyc.gov](mailto:TSnyder@cityhall.nyc.gov)>, Emma Wolfe <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>, Prisca Salazar-Rodriguez <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>, "Darlington, Mandy (OMB)" <[DarlingtonM@omb.nyc.gov](mailto:DarlingtonM@omb.nyc.gov)>, Gabe Schnake-Mahl <[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)>, Elana Leopold <[ELeopold@cityhall.nyc.gov](mailto:ELeopold@cityhall.nyc.gov)>, Dom Williams <[DWilliams@cityhall.nyc.gov](mailto:DWilliams@cityhall.nyc.gov)>, Dean Fuleihan <[fuleihand@omb.nyc.gov](mailto:fuleihand@omb.nyc.gov)>, Andrea Hagelgans <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>  
**Subject:** Re: MTA Facts

The Nassau Suffolk Westchester pieces are really compelling - the cost of east side access and metro north capital is huge and they are being asked to contribute nothing. That feels like a piece worth moving as part of an overall plan.

Sent from my iPhone

On Sep 20, 2015, at 7:58 PM, Shorris, Anthony <[AShorris@cityhall.nyc.gov](mailto:AShorris@cityhall.nyc.gov)> wrote:

Just need a tight fact check -- it's the pigs who enjoy the mud.

Anthony E. Shorris  
First Deputy Mayor  
City of New York  
City Hall  
New York, NY 10007

212-788-3191

On Sep 20, 2015, at 5:32 PM, Hinton, Karen <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)> wrote:

Message with the facts. Pick a few of these. Fix it before we fund it.

Karen Hinton  
Press Secretary  
917-246-7692  
Follow Me On Twitter @KarenHinton

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**From:** Phil Walzak <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>  
**Date:** Sun, 20 Sep 2015 17:27:37 -0400  
**To:** Karen Hinton <[khinton@cityhall.nyc.gov](mailto:khinton@cityhall.nyc.gov)>, Amy Spitalnick <[SpitalnickA@omb.nyc.gov](mailto:SpitalnickA@omb.nyc.gov)>, "Arslanian, Kayla" <[KArslanian@cityhall.nyc.gov](mailto:KArslanian@cityhall.nyc.gov)>, Ricky DaCosta <[RDaCosta@cityhall.nyc.gov](mailto:RDaCosta@cityhall.nyc.gov)>, Wiley Norvell <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>, Peter Kadushin <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>, Thomas Synder <[TSnyder@cityhall.nyc.gov](mailto:TSnyder@cityhall.nyc.gov)>, Emma Wolfe <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>, Tony Shorris <[AShorris@cityhall.nyc.gov](mailto:AShorris@cityhall.nyc.gov)>, Prisca Salazar-Rodriguez <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>, "Darlington, Mandy (OMB)" <[DarlingtonM@omb.nyc.gov](mailto:DarlingtonM@omb.nyc.gov)>, Gabe Schnake-Mahl <[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)>, Elana Leopold <[ELeopold@cityhall.nyc.gov](mailto:ELeopold@cityhall.nyc.gov)>, Dom Williams <[DWilliams@cityhall.nyc.gov](mailto:DWilliams@cityhall.nyc.gov)>, "Jonathan@berlinrosen.com" <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>, Dean Fuleihan <[fuleihand@omb.nyc.gov](mailto:fuleihand@omb.nyc.gov)>, Andrea Hagelgans <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>  
**Subject:** Re: MTA Facts

It's great info but alot

Worry abt spending too much time educating not enough msging, u know?

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Hinton, Karen  
**Sent:** Sunday, September 20, 2015 5:26 PM  
**To:** Spitalnick, Amy (OMB); Arslanian, Kayla; Da Costa, Ricky; Norvell, Wiley; Kadushin, Peter; Snyder, Thomas; Wolfe, Emma; Shorris, Anthony; Salazar-Rodriguez, Prisca; Walzak, Phil; Darlington, Mandy (OMB); Schnake Mahl, Gabriel; Leopold, Elana; Williams, Dominic;  
[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); Fuleihan, Dean (OMB); Hagelgans, Andrea

**Subject:** Re: MTA Facts

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No, but if we select the facts we want to push, I could give to reporter with no fingerprints. Or, with our fingerprints.

Also, we could divide up areas and give them to willing surrogates to push.

Karen Hinton  
Press Secretary  
917-246-7692  
Follow Me On Twitter @KarenHinton

---

**From:** Amy Spitalnick <[SpitalnickA@omb.nyc.gov](mailto:SpitalnickA@omb.nyc.gov)>  
**Date:** Sun, 20 Sep 2015 21:21:17 +0000  
**To:** Karen Hinton <[khinton@cityhall.nyc.gov](mailto:khinton@cityhall.nyc.gov)>, "Arslanian, Kayla" <[KArslanian@cityhall.nyc.gov](mailto:KArslanian@cityhall.nyc.gov)>, Ricky DaCosta <[RDaCosta@cityhall.nyc.gov](mailto:RDaCosta@cityhall.nyc.gov)>, Wiley Norvell <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>, Peter Kadushin <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>, Thomas Synder <[TSnyder@cityhall.nyc.gov](mailto:TSnyder@cityhall.nyc.gov)>, Emma Wolfe <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>, Tony Shorris <[AShorris@cityhall.nyc.gov](mailto:AShorris@cityhall.nyc.gov)>, Prisca Salazar-Rodriguez <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>, Phil Walzak <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>, "Darlington, Mandy (OMB)" <[DarlingtonM@omb.nyc.gov](mailto:DarlingtonM@omb.nyc.gov)>, Gabe Schnake-Mahl <[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)>, Elana Leopold <[LEopold@cityhall.nyc.gov](mailto:ELeopold@cityhall.nyc.gov)>, Dom Williams <[DWilliams@cityhall.nyc.gov](mailto:DWilliams@cityhall.nyc.gov)>, "Jonathan@berlinrosen.com" <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>, Dean Fuleihan <[fuleihand@omb.nyc.gov](mailto:fuleihand@omb.nyc.gov)>, Andrea Hagelgans <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>  
**Subject:** RE: MTA Facts

Would that person - or one of our allies - be willing to put this out?

We'd need to fact check everything ourselves if we want to use, I assume?

---

**From:** Hinton, Karen [[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)]  
**Sent:** Sunday, September 20, 2015 5:19 PM  
**To:** Arslanian, Kayla; Da Costa, Ricky; Norvell, Wiley; Kadushin, Peter; Snyder, Thomas; Wolfe, Emma; Shorris, Anthony; Salazar-Rodriguez, Prisca; Phillip Walzak; Darlington, Mandy (OMB); Spitalnick, Amy (OMB); Schnake Mahl, Gabriel; Leopold, Elana; Williams, Dominic; [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); Fuleihan, Dean (OMB); Hagelgans, Andrea

**Subject:** MTA Facts

Someone did this for me. There's a lot here for "offensive" facts we could use while we are arguing MTA needs to be "fixed" before city pours money into it.

## **City Residents Pay More Than Their Fair Share of MTA Operating Revenues, While Service Deteriorates And MTA Waste Increases**

### **The State Needs to Focus on Improving Service, Not Just Squeezing More Money Out of NYC Residents for Declining Service**

**Subway riders pay a significantly larger share of the costs of operating the subway than LIRR and Metro North customers pay for their system.**

MTA subway riders pay 60% of operating costs. LIRR customers pay 47% and Metro-North pay 57%. [Source: MTA July Financial Plan 2016-2019 Volume I, pg 7.](#) ("MTA Financial Plan").

The share paid by subway riders has increased dramatically in recent years. In 2008, riders paid 52% of operating costs. The MTA predicted it would decline to 47%. Instead the share paid by riders has increased to 60%. Source: [2008 MTA Financial Plan, Volume 2.](#) Every percent increase is about \$85 million dollars cost to subway riders.

The financial support by NYC residents extends to the state and regional taxes that support MTA as whole. According to the Citizens Budget Commission, New York City residents pay over \$4.2 billion of the \$6 billion in dedicated regional MTA taxes. NYC employers pay 73 percent of the MTA's \$1.3 billion regional payroll tax - supporting LIRR and Metro North, not just the city subways and buses.

Source: [Funding the MTA Capital Plan: Avoiding a False Choice, Carol Kellerman, CBC, July 2015](#)

**NYC subway riders pay -by far- the largest share of operating costs of almost any transit system in the country - 2x the national average; including paying 50 percent more than NJ path commuters.**

Sources: Average national share paid by riders: 33% - [National Transit Database 2012, page 34, exhibit 46](#)

NYCT has “the third highest so-called farebox recovery ratio for such US systems, according to the Federal Transit Administration”. [WSJ, Andrew Tangel, Nov. 2014](#)

[NJ Path commuter share of burden: 42.8%](#)

Other cities compared to NYC: 2010 Farebox Recovery Ratio; [Presentation by Federal Transit Administration from 2010 data, page 21](#). Most riders pay 20-40% in big city transit systems. NYC at 70%. Chicago at 55% for comparison.

[Clyde Haberman, NYT, May 25, 2011](#) "the comparable percentages are appreciably lower for suburban rail lines and the authority's other divisions. Not only that, but the burden is also lighter for subway and bus riders in other American cities. Statistics kept by the [Federal Transit Administration](#) put it in the range of 20 to 45 percent in Boston, Chicago, Atlanta, Philadelphia and Washington.”

**Although they already pay among the highest percentage of operating costs in the nation, MTA customers are being asked to pay over a billion dollars in additional fare increases in in the current operating plan - on top of hundreds of millions from the 2015 fare. Thats a 12 percent increase in subway fares in a 5 year period.**

Source MTA Financial Plan, Vol. I, page III-I.

**Worse, only a fraction of the fare increase goes to service improvements. The MTA plan contains just \$183 million in service improvements for the subway and bus systems- over five years! Compared with almost \$2 billion in fare increases for 2015 - 2019.**

Source: 183 million for service improvements in 5 year operating

budget. MTA Financial Plan, page I-3.

**So where do all those increases go? To MTA Headquarters for one thing. In 2012 MTA headquarters expenses were an already astonishing -and bloated- \$400 million. In 2015, MTA says that number will rise to over \$900 million - more than double in 3 years. Between 2015 and 2019 MTA headquarters will spend almost \$4 billion on itself - over 20 times more for MTA bureaucrats than for service improvements.**

Source: [November 2013 Financial Plan; July 2015 Financial Plan, page I-5](#)

**And the MTA admits it has no real plan to achieve hundreds of millions in targeted savings, without which fares will rise even more. The MTA operating budget relies on almost \$1.5 billion in “phantom savings”.**

For 2015 for example, the MTA targeted 1.3 billion in savings. According to the July Financial Plan, MTA had only identified \$45 million in savings of the \$1.3 billion. For the 2017 plan - when subway riders would get hit with yet another fare hike- MTA says they need \$1.6 billion in savings, but have only come up with \$76 million. Source: [Financial Plan, Vol. 1, page I-3.](#)

**While riders pay billions in fares every year for the subway - with much of it diverted to waste - the contribution from New York State to operating the subways is a just \$158 million a year - by any measure an infinitesimal portion of the \$8.5 billion operating budget.**

Source: July 2015 Financial Plan, Volume II, Page 62.  
State operating assistance.

**To top it off, subway performance has decreased markedly according to the MTA’s own data - while LIRR and MNR have much higher performance rates.**

On time performance in the last year has fallen in the subways from 75% to 70%. Meanwhile, LIRR and Metro North have 91 and 93 percent on time ratings. [Source:](#)

**The bottom line: Subway riders shoulder a far larger burden than suburban riders, and one of the largest burdens of any system in the nation. Fare increases are going to MTA mismanagement instead of service improvements. And subway performance continues to deteriorate.**

*The MTA Capital program is important. But lets be clear: 74% of the last capital budget was unspent by the end of 2014 - the last year of the last capital plan. We have plenty of opportunity to discuss how to salvage troubled mega-projects - whose completion is years away. So in the meantime lets focus on improving the service for which New Yorkers are paying record amounts. Lets talk about ensuring that the burden on NYC subway riders is no more than that of suburban commuters. And lets get the basics right - trains that run on time, with equipment and stations that are clean, safe and comfortable. We're not talking about platinum projects like multi-billion dollar bridges and airport halls. Meanwhile, the subways are underfunded and the riders are overpaying compared to their suburban counterparts and other cities. We need a real commitment from the state on operating funds, on reducing waste, and improving service; I look forward to that discussion.*

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## Capital

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By the end of the last capital plan, 73% of funds were UNSPENT. So lets have a deliberative process instead of gamesmanship and false threats about projects being threatened. If anything is threatening MTA capital projects, its MTA's failure -and the states disinterest - to manage projects with are billions over budget and literally decades behind. [Source: IBO, Tracking the Pace of Spending Under MTA Capital Plans, June 2015.](#) "As of December 31, 2014, only \$8.5 billion (27 percent) of the 2010-2014 plan total had been spent".

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Source: [More Delays and Rising Costs for Project Connecting LIRR to Grand Central, NYT, Jan 2014.](#)

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Karen Hinton  
Press Secretary  
917-246-7692  
Follow Me On Twitter @KarenHinton

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**From:** "Arslanian, Kayla" <[KArslanian@cityhall.nyc.gov](mailto:KArslanian@cityhall.nyc.gov)>  
**Date:** Sun, 20 Sep 2015 16:20:19 -0400  
**To:** Ricky DaCosta <[RDaCosta@cityhall.nyc.gov](mailto:RDaCosta@cityhall.nyc.gov)>, Wiley Norvell <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>, Peter Kadushin <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>, Thomas Synder <[TSnyder@cityhall.nyc.gov](mailto:TSnyder@cityhall.nyc.gov)>, Emma Wolfe <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>, Tony Shorris <[AShorris@cityhall.nyc.gov](mailto:AShorris@cityhall.nyc.gov)>, Prisca Salazar-Rodriguez <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>, Karen Hinton <[khinton@cityhall.nyc.gov](mailto:khinton@cityhall.nyc.gov)>, Phil Walzak <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>, "Darlington, Mandy (OMB)" <[DarlingtonM@omb.nyc.gov](mailto:DarlingtonM@omb.nyc.gov)>, Amy Spitalnick <[SpitalnickA@omb.nyc.gov](mailto:SpitalnickA@omb.nyc.gov)>, Gabe Schnake-Mahl <[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)>, Elana Leopold <[ELeopold@cityhall.nyc.gov](mailto:ELeopold@cityhall.nyc.gov)>, Dom Williams <[DWilliams@cityhall.nyc.gov](mailto:DWilliams@cityhall.nyc.gov)>, "Jonathan@berlinrosen.com" <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>, Dean Fuleihan <[fuleihand@omb.nyc.gov](mailto:fuleihand@omb.nyc.gov)>, Andrea Hagelgans <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>  
**Subject:** Re: MBDB: Conference Call regarding MTA -

Line is open and Mayor will join when group is all on the line.

Please advise if you're unable to make the call - thank you!

Sent from my iPhone

On Sep 20, 2015, at 4:06 PM, Arslanian, Kayla <[KArslanian@cityhall.nyc.gov](mailto:KArslanian@cityhall.nyc.gov)> wrote:

All -

Connected with Mayor and this call is being moved to 4:25PM. I will open the line five mins prior and give him a signal to join once everyone is on the line.

Thank you!

**MBDB: Conference Call regarding MTA -**

Scheduled: Sunday, Sep 20, 2015 from 4:15 PM to 5:00 PM

Location: Call in # [REDACTED] Code: [REDACTED]

Invitees: Da Costa, Ricky, Norvell, Wiley, Kadushin, Peter, Snyder, Thomas, Wolfe, Emma, Shorris, Anthony, Salazar-Rodriguez, Prisca, Hinton, Karen, Walzak, Phil, Darlington, Mandy (OMB), Spitalnick, Amy (OMB), Schnake Mahl, Gabriel, Leopold, Elana, Williams, Dominic, '[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)', Fuleihan, Dean (OMB), Hagelgans, Andrea

Sent from my iPhone

**From:** [Gunaratna, Mahen](#)  
**To:** [Hinton, Karen](#)  
**Cc:** [Shorris, Anthony](#); [Walzak, Phil](#); [Spitalnick, Amy \(OMB\)](#); [Arslanian, Kayla](#); [Da Costa, Ricky](#); [Norvell, Wiley](#); [Kadushin, Peter](#); [Snyder, Thomas](#); [Wolfe, Emma](#); [Salazar-Rodriguez, Prisca](#); [Darlington, Mandy \(OMB\)](#); [Schnake Mahl, Gabriel](#); [Leopold, Elana](#); [Williams, Dominic](#); [Jonathan@berlinrosen.com](#); [Fuleihan, Dean \(OMB\)](#); [Hagelgans, Andrea](#)  
**Subject:** Re: MTA Facts  
**Date:** Sunday, September 20, 2015 9:28:01 PM

---

Will take a look

Sent from my iPhone

On Sep 20, 2015, at 9:01 PM, Hinton, Karen <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)> wrote:

Uh... Ok.

Mahen, could you take a look at the fact sheet below. Most statements sourced. Oink. I mean, thanks.

Karen Hinton  
Press Secretary  
917-246-7692  
Follow Me On Twitter @KarenHinton

---

**From:** Tony Shorris <[AShorris@cityhall.nyc.gov](mailto:AShorris@cityhall.nyc.gov)>  
**Date:** Sun, 20 Sep 2015 19:57:56 -0400  
**To:** Karen Hinton <[khinton@cityhall.nyc.gov](mailto:khinton@cityhall.nyc.gov)>  
**Cc:** Phil Walzak <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>, Amy Spitalnick <[SpitalnickA@omb.nyc.gov](mailto:SpitalnickA@omb.nyc.gov)>, "Arslanian, Kayla" <[KArslanian@cityhall.nyc.gov](mailto:KArslanian@cityhall.nyc.gov)>, Ricky DaCosta <[RDaCosta@cityhall.nyc.gov](mailto:RDaCosta@cityhall.nyc.gov)>, Wiley Norvell <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>, Peter Kadushin <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>, Thomas Synder <[TSnyder@cityhall.nyc.gov](mailto:TSnyder@cityhall.nyc.gov)>, Emma Wolfe <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>, Prisca Salazar-Rodriguez <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>, "Darlington, Mandy (OMB)" <[DarlingtonM@omb.nyc.gov](mailto:DarlingtonM@omb.nyc.gov)>, Gabe Schnake-Mahl <[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)>, Elana Leopold <[ELeopold@cityhall.nyc.gov](mailto:ELeopold@cityhall.nyc.gov)>, Dom Williams <[DWilliams@cityhall.nyc.gov](mailto:DWilliams@cityhall.nyc.gov)>, "[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)" <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>, Dean Fuleihan <[fuleihand@omb.nyc.gov](mailto:fuleihand@omb.nyc.gov)>, Andrea Hagelgans <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>  
**Subject:** Re: MTA Facts

Just need a tight fact check -- it's the pigs who enjoy the mud.

---

**From:** Hinton, Karen [[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)]  
**Sent:** Sunday, September 20, 2015 5:19 PM  
**To:** Arslanian, Kayla; Da Costa, Ricky; Norvell, Wiley; Kadushin, Peter; Snyder, Thomas; Wolfe, Emma; Shorris, Anthony; Salazar-Rodriguez, Prisca; Phillip Walzak; Darlington, Mandy (OMB); Spitalnick, Amy (OMB); Schnake Mahl, Gabriel; Leopold, Elana; Williams, Dominic; [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); Fuleihan, Dean (OMB); Hagelgans, Andrea  
**Subject:** MTA Facts

Someone did this for me. There's a lot here for "offensive" facts we could use while we are arguing MTA needs to be "fixed" before city pours money into it.

## **City Residents Pay More Than Their Fair Share of MTA Operating Revenues, While Service Deteriorates And MTA Waste Increases**

### **The State Needs to Focus on Improving Service, Not Just Squeezing More Money Out of NYC Residents for Declining Service**

**Subway riders pay a significantly larger share of the costs of operating the subway than LIRR and Metro North customers pay for their system.**

MTA subway riders pay 60% of operating costs. LIRR customers pay 47% and Metro-North pay 57%. [Source: MTA July Financial Plan 2016-2019 Volume I, pg 7.](#) ("MTA Financial Plan").

The share paid by subway riders has increased dramatically in recent years. In 2008, riders paid 52% of operating costs. The MTA predicted it would decline to 47%. Instead the share paid by riders has increased to 60%. Source: [2008 MTA Financial Plan, Volume 2.](#) Every percent increase is about \$85 million dollars cost to subway riders.

The financial support by NYC residents extends to the state and regional taxes that support MTA as whole.

According to the Citizens Budget Commission, New York City residents pay over \$4.2 billion of the \$6 billion in dedicated regional MTA taxes. NYC employers pay 73 percent of the MTA's \$1.3 billion regional payroll tax - supporting LIRR and Metro North, not just the city subways and buses.

Source: [Funding the MTA Capital Plan: Avoiding a False Choice, Carol Kellerman, CBC, July 2015](#)

**NYC subway riders pay -by far- the largest share of operating costs of almost any transit system in the country - 2x the national average; including paying 50 percent more than NJ path commuters.**

Sources: Average national share paid by riders: 33% - [National Transit Database 2012, page 34, exhibit 46](#)

NYCT has “the third highest so-called farebox recovery ratio for such US systems, according to the Federal Transit Administration”. [WSJ, Andrew Tangel, Nov. 2014](#)

[NJ Path commuter share of burden: 42.8%](#)

Other cities compared to NYC: 2010 Farebox Recovery Ratio; [Presentation by Federal Transit Administration from 2010 data, page 21](#). Most riders pay 20-40% in big city transit systems. NYC at 70%. Chicago at 55% for comparison.

[Clyde Haberman, NYT, May 25, 2011](#) "the comparable percentages are appreciably lower for suburban rail lines and the authority's other divisions. Not only that, but the burden is also lighter for subway and bus riders in other American cities. Statistics kept by the [Federal Transit Administration](#) put it in the range of 20 to 45 percent in Boston, Chicago, Atlanta, Philadelphia and Washington.”

**Although they already pay among the highest percentage of operating costs in the nation, MTA customers are being asked to pay over a billion dollars in additional fare increases in in the current operating plan - on top of hundreds of millions from the 2015 fare. Thats a 12 percent increase in subway fares in a 5 year period.**

Source MTA Financial Plan, Vol. I, page III-I.

**Worse, only a fraction of the fare increase goes to service improvements. The MTA plan contains just \$183 million in service improvements for the subway and bus systems- over five years! Compared with almost \$2 billion in fare increases for 2015 - 2019.**

Source: 183 million for service improvements in 5 year operating budget. MTA Financial Plan, page I-3.

**So where do all those increases go? To MTA Headquarters for one thing. In 2012 MTA headquarters expenses were an already astonishing -and bloated- \$400 million. In 2015, MTA says that number will rise to over \$900 million - more than double in 3 years. Between 2015 and 2019 MTA headquarters will spend almost \$4 billion on itself - over 20 times more for MTA bureaucrats than for service improvements.**

Source: [November 2013 Financial Plan](#); [July 2015 Financial Plan](#), page I-5

**And the MTA admits it has no real plan to achieve hundreds of millions in targeted savings, without which fares will rise even more. The MTA operating budget relies on almost \$1.5 billion in “phantom savings”.**

For 2015 for example, the MTA targeted 1.3 billion in savings. According to the July Financial Plan, MTA had only identified \$45 million in savings of the \$1.3 billion. For the 2017 plan - when subway riders would get hit with yet another fare hike- MTA says they need \$1.6 billion in savings, but have only come up with \$76 million. Source: [Financial Plan, Vol. 1, page I-3.](#)

**While riders pay billions in fares every year for the subway - with much of it diverted to waste - the contribution from New York State to operating the subways is a just \$158 million a year - by any measure an infinitesimal portion of the \$8.5 billion operating budget.**

Source: July 2015 Financial Plan, Volume II, Page 62.

State operating assistance.

**To top it off, subway performance has decreased markedly according to the MTA's own data - while LIRR and MNR have much higher performance rates.**

On time performance in the last year has fallen in the subways from 75% to 70%. Meanwhile, LIRR and Metro North have 91 and 93 percent on time ratings. [Source: MTA Performance Dashboard](#)

**The bottom line: Subway riders shoulder a far larger burden than suburban riders, and one of the largest burdens of any system in the nation. Fare increases are going to MTA mismanagement instead of service improvements. And subway performance continues to deteriorate.**

*The MTA Capital program is important. But lets be clear: 74% of the last capital budget was unspent by the end of 2014 - the last year of the last capital plan. We have plenty of opportunity to discuss how to salvage troubled mega-projects - whose completion is years away. So in the meantime lets focus on improving the service for which New Yorkers are paying record amounts. Lets talk about ensuring that the burden on NYC subway riders is no more than that of suburban commuters. And lets get the basics right - trains that run on time, with equipment and stations that are clean, safe and comfortable. We're not talking about platinum projects like multi-billion dollar bridges and airport halls. Meanwhile, the subways are underfunded and the riders are overpaying compared to their suburban counterparts and other cities. We need a real commitment from the state on operating funds, on reducing waste, and improving service; I look forward to that discussion.*

**Optional Counter-proposal: Its clear you can't run the subways from Albany. New York City Transit (NYCT) can best be run in New York City by New York City for New York City. . The City proposes to assume *full operational control* of the subways, by returning NYCT to a**

**City authority (as it originally was); In return the City will FULLY FUND not only its current portion but also the states full share of operating assistance attributable to the NYCT.**

MTA five year plan assumes \$158 million in state operating assistance annually. The city already matches this amount. July 2015 Financial Plan, Volume II, Page 62.

## **Capital**

**The State has proposed an increase in the City's contribution to the Capital Plan - yet the plan includes billions in spending for LIRR and Metro North commuters and not a cent from Nassau, Suffolk, Westchester, Rockland, Putnam or Connecticut. New York City is the ONLY locality making a direct contribution to the capital plan.**

**Before discussing additional NYC contributions, regional governments need to step up. [All sourcing from MTA 2015-19 Capital Plan.](#)**

By the end of the last capital plan, 73% of funds were UNSPENT. So lets have a deliberative process instead of gamesmanship and false threats about projects being threatened. If anything is threatening MTA capital projects, its MTA's failure -and the states disinterest - to manage projects with are billions over budget and literally decades behind. [Source: IBO, Tracking the Pace of Spending Under MTA Capital Plans, June 2015.](#) "As of December 31, 2014, only \$8.5 billion (27 percent) of the 2010-2014 plan total had been spent".

**MTA's mega capital projects are deeply over budget and behind schedule, with little accountability from the state.**

**The Governor, notoriously intolerant of projects that**

take too long and cost too much has been notably silent on the billions in cost overruns and decades of delay when it comes to MTA's largest projects.

Nassau and Suffolk commuters see \$5.7 billion in the capital plan for LIRR improvements (including East Side Access). Metro North commuters from Westchester, Rockland, Putnam and the state of Connecticut see \$2.5 billion in improvements. None of these localities make a contribution to the \$8.3 billion in capital spending that benefit areas outside NYC.

Any evaluation of capital contributions must include the entire region - not just NYC. NYC is the ONLY locality making contributions to the capital plan.

Key projects are billions over budget and years behind schedule:

East Side Access - A project primarily of benefit to Long Island Railroad Commuters, ESA is 150% over budget and 14 years late.

Now \$6.4 billion over the initial budget with project completion has been delayed to 2023. Neither Nassau nor Suffolk County contribute any direct support to this project designed as a convenience for Long Island Commuters.

The state says they need \$2.6 billion in the Capital Plan to complete the project - but state estimates have never been accurate.

Source: [More Delays and Rising Costs for Project Connecting LIRR to Grand Central, NYT, Jan 2014.](#)

LIRR: In addition to East Side Access, the capital plan allocates \$3.1 billion for LIRR improvements, for a total of \$6.6 billion for Long Islanders. Neither Nassau nor Suffolk make a capital contribution.

**Metro North:** The capital plan calls for \$2.5 billion for Metro North projects to benefit Westchester, northern suburb and Connecticut commuters. Neither the suburban counties nor the state of Connecticut make a capital contribution.

**Second Avenue Subway:** New Yorkers have been promised a 2nd Ave subway since 1919. Phase one of the project, from 96th to 63rd St, is due for completion in 2017 and is already funded. Phase 2, to 125th street, is estimated by MTA to initially require \$1.5 billion in capital - less funding than The full project is to lower Manhattan could be 2029 or beyond. No funding is allocated in the current MTA capital plan for completion of the line.

**NYC is the only locality to contribute to the Capital Plan - even though \$8.3 billion of the plan serves primarily suburban commuters. That is not sustainable.**

Karen Hinton  
Press Secretary  
917-246-7692  
Follow Me On Twitter @KarenHinton

---

**From:** "Arslanian, Kayla" <[KArslanian@cityhall.nyc.gov](mailto:KArslanian@cityhall.nyc.gov)>  
**Date:** Sun, 20 Sep 2015 16:20:19 -0400  
**To:** Ricky DaCosta <[RDaCosta@cityhall.nyc.gov](mailto:RDaCosta@cityhall.nyc.gov)>, Wiley Norvell <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>, Peter Kadushin <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>, Thomas Synder <[TSnyder@cityhall.nyc.gov](mailto:TSnyder@cityhall.nyc.gov)>, Emma Wolfe <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>, Tony Shorris <[AShorris@cityhall.nyc.gov](mailto:AShorris@cityhall.nyc.gov)>, Prisca Salazar-Rodriguez <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>, Karen Hinton <[khinton@cityhall.nyc.gov](mailto:khinton@cityhall.nyc.gov)>, Phil Walzak <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>,<

"Darlington, Mandy (OMB)" <[DarlingtonM@omb.nyc.gov](mailto:DarlingtonM@omb.nyc.gov)>, Amy Spitalnick <[SpitalnickA@omb.nyc.gov](mailto:SpitalnickA@omb.nyc.gov)>, Gabe Schnake-Mahl <[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)>, Elana Leopold <[ELeopold@cityhall.nyc.gov](mailto:ELeopold@cityhall.nyc.gov)>, Dom Williams <[DWilliams@cityhall.nyc.gov](mailto:DWilliams@cityhall.nyc.gov)>, "[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)" <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>, Dean Fuleihan <[fuleihand@omb.nyc.gov](mailto:fuleihand@omb.nyc.gov)>, Andrea Hagelgans <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>  
**Subject:** Re: MBDB: Conference Call regarding MTA -

Line is open and Mayor will join when group is all on the line.

Please advise if you're unable to make the call - thank you!

Sent from my iPhone

On Sep 20, 2015, at 4:06 PM, Arslanian, Kayla <[KArslanian@cityhall.nyc.gov](mailto:KArslanian@cityhall.nyc.gov)> wrote:

All -

Connected with Mayor and this call is being moved to 4:25PM. I will open the line five mins prior and give him a signal to join once everyone is on the line.

Thank you!

**MBDB: Conference Call regarding MTA -**

Scheduled: Sunday, Sep 20, 2015 from 4:15 PM to 5:00 PM

Location: Call in # [REDACTED] Code: [REDACTED]

Invitees: Da Costa, Ricky, Norvell, Wiley, Kadushin, Peter, Snyder, Thomas, Wolfe, Emma, Shorris, Anthony, Salazar-Rodriguez, Prisca, Hinton, Karen, Walzak, Phil, Darlington, Mandy (OMB), Spitalnick, Amy (OMB), Schnake Mahl, Gabriel, Leopold, Elana, Williams, Dominic, '[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)', Fuleihan, Dean (OMB), Hagelgans, Andrea

Sent from my iPhone

**From:** [Jonathan Rosen](#)  
**To:** [Wolfe, Emma](#)  
**Cc:** [Schnake Mahl, Gabriel](#); [Emily Walsh](#)  
**Subject:** Re: Can we do dinner this week you and me?  
**Date:** Monday, September 21, 2015 8:50:56 AM

---

Yup. 830?

Sent from my iPhone

> On Sep 20, 2015, at 8:26 PM, Wolfe, Emma <EWolfe@cityhall.nyc.gov> wrote:

>

> we good to lock this in?

> thank you!

>

> \_\_\_\_\_  
> From: Schnake Mahl, Gabriel

> Sent: Sunday, September 20, 2015 9:54 AM

> To: Wolfe, Emma; 'jonathan@berlinrosen.com'

> Cc: 'Emily@berlinrosen.com'

> Subject: Re: Can we do dinner this week you and me?

>

> Yep!

>

> ----- Original Message -----

> From: Wolfe, Emma

> Sent: Sunday, September 20, 2015 08:38 AM

> To: Jonathan Rosen <Jonathan@berlinrosen.com>

> Cc: Schnake Mahl, Gabriel; Emily Walsh <Emily@berlinrosen.com>

> Subject: Re: Can we do dinner this week you and me?

>

> Gabriel can I do Tuesday later?

>

>

>

>> On Sep 20, 2015, at 8:25 AM, Jonathan Rosen <Jonathan@berlinrosen.com> wrote:

>>

>> Sure. Could also do Tuesday night late while deb at synagogue at my house. Otherwise let's say Thursday.

>>

>> Sent from my iPhone

>>

>>> On Sep 20, 2015, at 8:13 AM, Wolfe, Emma <EWolfe@cityhall.nyc.gov> wrote:

>>>

>>> Tonight really tough for me. Could we do Thursday after planning meeting? Thank you! (If dean wants to come I will ask him since we both trust him)

>>>

>>>

>>>

>>>> On Sep 20, 2015, at 7:57 AM, Jonathan Rosen <Jonathan@berlinrosen.com> wrote:

>>>>

>>>> Sure. I could do tonight after my kids go to bed like 8 either dinner or a walk around the park or something.

>>>>

>>>> Could also do Monday or Thursday. Tues night - weds night is Yom Kippur so complicated.

>>>>

>>>> Sent from my iPad

>>>>

>>>>> On Sep 19, 2015, at 7:54 PM, "Schnake Mahl, Gabriel" <GSchnakeMahl@cityhall.nyc.gov>

wrote:

>>>>>

>>>>> + Emily

>>>>> Tues or thurs open -- or after planning mtg on wed

>>>>>

>>>>> Sent from my iPhone

>>>>>

>>>>>> On Sep 19, 2015, at 7:47 PM, Wolfe, Emma <EWolfe@cityhall.nyc.gov> wrote:

>>>>>>

>>>>>> Need your brain

>>>>>> A lot

>>>>>> Any chance first half of week?

>>>>>>

>>>>>>

**From:** [Wolfe, Emma](#)  
**To:** [B](#)  
**Cc:** [Walzak, Phil](#); [Hagelgans, Andrea](#); [Hinton, Karen](#); [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [Shorris, Anthony](#); [Williams, Dominic](#); [Fuleihan, Dean \(OMB\)](#); [Snyder, Thomas](#)  
**Subject:** Re: POLITICO: MTA suggests it might apply cuts in city only  
**Date:** Monday, September 21, 2015 6:34:32 PM

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1. Yes -- We are strategizing per your directive yesterday --- want to bring you a solid plan and not more seat of the pants ad hoc tactical plans.
2. We mobilized a lot of voices today to lay out for us. Council transpo committee did letter which will get press soon, other voices from state electeds to advocates out throughout day.
3. Still have elephant in room problem of too many strong potential allies needing to know what we believe is the best play for city and what we are willing to do / not do. Too many potential coalition/allies need this. (Back to #1).
4. Fyi: Getting all these potential validators in to city hall to listen and invest them this week to get to a bigger place. But that's part of the work in #1 as well.
5. Additional research operations in full effect.

On Sep 21, 2015, at 6:18 PM, B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

As with mayoral control of education, Andrew Cuomo is defiling any sense of decent, normal, high-road government left in New York State. We can't take this lying down. This should be a validators' holiday since it violates every notion of regionalism and serious planning. We must fight back and have other voices fight back. I need a proposal from you guys on how to punch back here

---

**From:** Clips  
**Sent:** Monday, September 21, 2015 04:50 PM  
**Subject:** POLITICO: MTA suggests it might apply cuts in city only

**MTA suggests it might apply cuts in city only**  
POLITICO NY – Dana Rubinstein  
<http://www.capitalnewyork.com/article/albany/2015/09/8577423/mta-suggests-it-might-apply-cuts-city-only>

On Monday afternoon, the chairman of the Metropolitan Transportation Authority — an appointee of Gov. Andrew Cuomo — suggested that if Mayor Bill de Blasio failed to meet his demands for more financial support, he might apply cuts to just the city, rather than to services across the entire metropolitan region.

"I've directed the staff in finance and capital programs to incorporate all of the revisions that were part of the discussions with stakeholders, as well as to align with the current commitment of the city, at \$657 million," said Tom Prendergast during the

MTA's monthly finance meeting.

"I just want to clarify Mr. Chairman, a little more detail about what you are asking the staff to do here," interjected Polly Trottenberg, de Blasio's transportation commissioner and an MTA board member.

The overall size of the capital plan "would have to come down in cost and scope to align with the difference between the \$3.2 billion and the \$657 million," said Prendergast, referring to the difference between what the state wants and what the city has offered.

Trottenberg asked for just a little bit more clarity.

"We're looking at the urban portion of it, New York City Transit," said Prendergast, referring to the MTA subdivision that operates New York City subways and buses.

"But only within one jurisdiction?" asked Trottenberg.

"Yes, the urban portion," said Prendergast.

That's "punitive and pretty divisive," said Trottenberg.

She called for Prendergast to adopt a regional approach instead, since the MTA is a regional organization.

Prendergast, apparently backing away, said he'd direct his staff to do that, too.

As if to make sure, several board members sprang to Trottenberg's defense, including Mitchell Pally, who is from Long Island.

"I want to support Commissioner Trottenberg's request," he said. "While many of us represent outlying counties proudly, we also represent all of the riders of the system, regardless of where they came from or where they end up."

Every five years, the MTA formulates a plan to keep the region's mass transit system, including its subways and buses, in a state of good repair and expand it where needed.

Though the MTA board approved its plan last September, the state has yet to approve it.

In the meantime, the rhetoric surrounding the program has grown unusually bitter, and even spilled into normally feel-good events, like the ribbon-cutting for the city's first new subway station in 26 years.

Recent historical precedent had the city contributing about \$100 million a year for five years, but the MTA last year asked the city to up its modest contribution to an also-modest \$125 million.

After a good deal of suspense, de Blasio surprised transit advocates by agreeing to the MTA's demands.

The MTA, which the governor controls, responded by immediately upping the ante, from \$657 million over the five years (\$125 million a year plus some additional

funding) to \$3.2 billion.

The mayor has, so far, declined to meet the state's new request.

The capital program would put money towards things like replacing the Metrocard with a modern fare payment system, launching the second phase of the Second Avenue Subway up to 125th Street, and replacing the system's ancient signaling systems to allow trains to run more reliably and closer together.

But the increasingly nasty funding dispute between de Blasio and Cuomo has thrown the plan's future into question.

"My sense of frustration and concern about not having a program — because it is a year, this is the longest we've ever gone without a capital program — weighs on me very heavily," Prendergast said on Monday. "There are critical projects out there that need to go forward."

The governor's office had no comment.

You can watch a video of the meeting here: <http://bit.ly/1KrbHql>

**From:** [Khanyile-Lynch, Celi](#)  
**To:** [Emily Walsh](#)  
**Subject:** Re: Jonathan's #  
**Date:** Monday, September 21, 2015 10:11:16 PM

---

Thanks! She will try him this week sometime.

Sent from my iPhone. Please excuse any typos.

On Sep 21, 2015, at 7:38 PM, Emily Walsh <[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)> wrote:

Hi Celi,

Jonathan can be reached at [REDACTED] on his cell or during the day at 646-200-5300.

Let me know if you'd like me to set up a call for them tomorrow if they don't connect tonight.

Thank you!  
Emily

On Sep 21, 2015, at 6:29 PM, Khanyile-Lynch, Celi <[CLynch@cityhall.nyc.gov](mailto:CLynch@cityhall.nyc.gov)> wrote:

Good afternoon Emily,

Can you please pass along contact information for Jonathan (preferably a number for Rachel to reach him)? Thank you!

Celi Khanyile-Lynch  
Special Assistant to the Director of Appointments  
Mayor's Office of Appointments  
[clynch@cityhall.nyc.gov](mailto:clynch@cityhall.nyc.gov)  
o: (212) 676-3295 | c: (917) 327-1547

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** ["Jonathan Rosen"](#); [Hagelgans, Andrea](#)  
**Subject:** RE: 1 millionth tree  
**Date:** Tuesday, September 22, 2015 6:06:52 PM

---

I am holding on sched  
Oct 22<sup>nd</sup> at noon

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Tuesday, September 15, 2015 2:16 PM  
**To:** Hagelgans, Andrea; Salazar-Rodriguez, Prisca  
**Subject:** RE: 1 millionth tree

Hi there. Best day for Bette is Oct. 22<sup>nd</sup> but could make 20<sup>th</sup> or 21<sup>st</sup> work too.

---

**From:** Hagelgans, Andrea [<mailto:AHagelgans@cityhall.nyc.gov>]  
**Sent:** Tuesday, September 15, 2015 1:20 PM  
**To:** Jonathan Rosen; Salazar-Rodriguez, Prisca  
**Subject:** 1 millionth tree

Jonathan- can you send us the dates?  
Sent from my BlackBerry 10 smartphone.

**From:** B  
**To:** Klein, Monica; Wolfe, Emma; Walzak, Phil; Hagelgans, Andrea; Hinton, Karen; Snyder, Thomas; "Jonathan@berlinrosen.com"; jfdc  
**Subject:** Re: Fwd: POLITICO NY: Critics call new charter school ad 'racist'  
**Date:** Friday, September 25, 2015 3:08:08 PM

---

This is OUTSTANDING!! THAT's what I'm talking about! Well done, team

---

**From:** Klein, Monica  
**Sent:** Friday, September 25, 2015 02:08 PM  
**To:** B  
**Subject:** Fwd: POLITICO NY: Critics call new charter school ad 'racist'

**From:** Clips <[Clips@cityhall.nyc.gov](mailto:Clips@cityhall.nyc.gov)>  
**Date:** September 25, 2015 at 2:07:45 PM EDT  
**Subject:** POLITICO NY: Critics call new charter school ad 'racist'

**Critics call new charter school ad 'racist'**

POLITICO NY - Eliza Shapiro

<http://www.capitalnewyork.com/article/city-hall/2015/09/8577871/critics-call-new-charter-school-ad-racist>

A coalition of elected officials, community organizations and union-allied groups criticized a new Families for Excellent Schools ad Friday, accusing the pro-charter group of "race-baiting" in order to advance its political agenda.

The ad, first reported by POLITICO New York, is called "Tale of Two Boys" and argues that Mayor Bill de Blasio is forcing minority students into failing schools. It began running Friday, though it was not publicly promoted by FES.

The ad buy will cost FES about half a million dollars this week and will become a multimillion-dollar ad buy over the next few weeks, according to a source.

The ad contrasted the educations of a young white boy and a black boy in New York City, saying the white child would attend a good school and go to college while the black child would be trapped in a struggling school and never make it to college.

Bertha Lewis, the president of the Black Institute, called it "the most racist ad I've seen in my life."

"They found a way to make money and profit off little black boys and girls," she said. "They act as if they are here to save us."

Zakiyah Ansari, the advocacy director of the Alliance for Quality Education, made a similar argument. AQE is partially funded by city and state teachers'

unions.

"They are using a black face to push their political agenda, and they make the assumption that all black people are poor," she said. "They used our children in a race-baiting commercial."

Some called on FES to remove the ad on Friday.

Brooklyn Assemblyman N. Nick Perry called on FES to "do the right thing" and pull the ad. Perry — who is also the chairman of the New York State Black, Puerto Rican, Hispanic and Asian Legislative Caucus — said he was "incensed over the use of blatant race baiting tactics to advance the agenda of FES."

Other elected officials also took issue with the ad.

Manhattan Borough President Gale Brewer accused FES in a statement of helping to "divert money, resources and space from our public schools ... into increasingly unaccountable private empires. The rhetoric of this ad, and the people and money behind it, are part of the problem."

New York City Council education committee chair Danny Dromm called the ad "highly divisive and harmful."

Representatives for three of New York's largest charter networks — KIPP, Uncommon, and Achievement First — did not respond to requests for comment about the ad.

A spokesperson for FES declined to comment.

**From:** [Jonathan Rosen](#)  
**To:** [Geri Prado](#)  
**Cc:** [Dan Levitan](#); [Snyder, Thomas](#); [PhilWalzak \(gmail.com\)](#); [Karen Hinton](#); [Bill Hyers](#)  
**Subject:** Re: mayor in DC  
**Date:** Monday, September 28, 2015 4:41:36 PM

---

Sorry can you tell us what this is exactly. Who is Castro and splitting with who? Dan and I have no idea what this is and want to be precise here.

Sent from my iPad

On Sep 28, 2015, at 4:39 PM, "Geri Prado" [REDACTED] wrote:

Looping Tom as I just got flight info from Prisca.

We hadn't discussed but I'm good splitting. Castro led the trip but with someone leaking it that got out before

Phil and Tom let me know and we can vet w lawyers.

On Sep 28, 2015, at 4:31 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Please advise.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@levitandan](#)

**From:** Yoav Gonen [<mailto:ygonen@nypost.com>]  
**Sent:** Monday, September 28, 2015 4:29 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** mayor in DC

hey man, we're doing a brief on mayor in DC. you want to say anything about his appearance there? Are you guys funding his travels?

--

Yoav Gonen  
City Hall Bureau Chief  
New York Post  
(646) 229-8322  
[@yoavgonen](#)

**From:** [Darlington, Mandy \(OMB\)](#)  
**To:** [Schnake Mahl, Gabriel](#); [Emily Walsh](#)  
**Subject:** RE: dinner on thurs after planning?  
**Date:** Wednesday, September 30, 2015 3:53:28 PM

---

Update: Dean might be scheduled to meet with the Mayor after.

---

**From:** Schnake Mahl, Gabriel [<mailto:GSchnakeMahl@cityhall.nyc.gov>]  
**Sent:** Wednesday, September 30, 2015 11:06 AM  
**To:** Darlington, Mandy (OMB); Emily Walsh  
**Subject:** RE: dinner on thurs after planning?

ok cool!

---

**From:** Darlington, Mandy (OMB) [<mailto:DarlingtonM@omb.nyc.gov>]  
**Sent:** Wednesday, September 30, 2015 11:05 AM  
**To:** Emily Walsh; Schnake Mahl, Gabriel  
**Subject:** RE: dinner on thurs after planning?

Dean may be able to now. I'll check and let you know.

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Wednesday, September 30, 2015 8:56 AM  
**To:** Darlington, Mandy (OMB); Schnake Mahl, Gabriel  
**Subject:** RE: dinner on thurs after planning?

JR a maybe if it's not too late.

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Darlington, Mandy (OMB) [[DarlingtonM@omb.nyc.gov](mailto:DarlingtonM@omb.nyc.gov)]  
**Sent:** Monday, September 28, 2015 7:06 PM  
**To:** Schnake Mahl, Gabriel; Emily Walsh  
**Subject:** RE: dinner on thurs after planning?

Sorry Dean already has plans

---

**From:** Schnake Mahl, Gabriel [<mailto:GSchnakeMahl@cityhall.nyc.gov>]  
**Sent:** Monday, September 28, 2015 7:05 PM  
**To:** Emily Walsh ([Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)); Darlington, Mandy (OMB)  
**Subject:** dinner on thurs after planning?

**From:** [Mike Rabinowitz](#)  
**To:** [Spitalnick, Amy \(OMB\)](#); "Robert Master"  
**Cc:** [Sevillia, Max](#); [Ozernoy, Ilana](#)  
**Subject:** RE: Press Release  
**Date:** Thursday, October 01, 2015 11:35:36 AM  
**Attachments:** [Big City Mayors September letter release v3.docx](#)

---

Attached.

- mobile -

Michael Rabinowitz-Gold  
646.200.5308 (o)  
646.342.3469 (c)

----- Original message -----

**From:** "Spitalnick, Amy (OMB)" <[SpitalnickA@omb.nyc.gov](mailto:SpitalnickA@omb.nyc.gov)>  
**Date:** 10/1/2015 11:32 AM (GMT-05:00)  
**To:** 'Robert Master' <[rmaster@cwa-union.org](mailto:rmaster@cwa-union.org)>  
**Cc:** "Sevillia, Max" <[msevillia@cityhall.nyc.gov](mailto:msevillia@cityhall.nyc.gov)>, "Ozernoy, Ilana" <[iozernoy@cityhall.nyc.gov](mailto:iozernoy@cityhall.nyc.gov)>, Mike Rabinowitz <[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)>  
**Subject:** RE: Press Release

Thanks. Will call in a minute. Can you please also send the draft release here?

**From:** Robert Master [<mailto:rmaster@cwa-union.org>]  
**Sent:** Thursday, October 01, 2015 11:30 AM  
**To:** Spitalnick, Amy (OMB)  
**Cc:** Sevillia, Max; Ozernoy, Ilana  
**Subject:** Re: Press Release

Hi Amy--just tried you with Mike Rabinowitz of BerlinRosen on the line.

Please call back ASAP. We are desperately trying to push this out by 12 Noon.

On Thu, Oct 1, 2015 at 11:17 AM, Spitalnick, Amy (OMB) <[SpitalnickA@omb.nyc.gov](mailto:SpitalnickA@omb.nyc.gov)> wrote:  
[212-788-2958](tel:212-788-2958).

Thanks.

---

**From:** Sevillia, Max [<mailto:msevillia@cityhall.nyc.gov>]  
**Sent:** Thursday, October 01, 2015 11:17 AM  
**To:** 'rmaster@cwa-union.org'  
**Cc:** Spitalnick, Amy (OMB); Ozernoy, Ilana  
**Subject:** Press Release

Can you please have your comms folks connect with Amy, cc'ed here?

Amy, what's the best number for them to reach you now?

Thanks,

Max Sevilla, Esq.  
Director  
New York City Office of Federal Affairs  
1301 Pennsylvania Ave, N.W.  
Suite 350  
Washington, D.C. 20004  
Tel. [\(202\) 624-5906](tel:(202)624-5906)  
Cell. [\(347\) 276-6572](tel:(347)276-6572)  
[msevilla@cityhall.nyc.gov](mailto:msevilla@cityhall.nyc.gov)

--

*Follow me on Twitter @cwabobmaster. Occasionally, I try to say something interesting.*

*"Labor, like Israel, has many sorrows. Its women weep for their fallen and they lament for the future of the children of the race. It ill behooves one who has supped at labor's table and who has been sheltered in labor's house to curse with equal fervor and fine impartiality both labor and its adversaries when they become locked in deadly embrace."*

*John L. Lewis, September 3, 1937, after FDR proclaimed "a plague on both your houses" during the Little Steel Strike. In all, 18 strikers were killed in the defeated strike against Republic, Inland, and Youngstown Sheet and Tube.*

For Immediate Release: October 1, 2015

Contact: Michael Rabinowitz-Gold, 646-342-3469, rabinowitz@berlinrosen.com

## **East Coast Mayors Representing Over 12 Million People Blast Verizon: Stop Stalling, Start Building, High-Speed Internet – and Guarantee Good Phone Service to All Consumers**

***In Some Cities, Verizon Ignores Legislative and Contractual Buildout Requirements, In Others, Refuses to Build FiOS at all, While Letting Traditional Landline Network Deteriorate Everywhere***

WASHINGTON- Mayors of 14 cities with over 12 million residents are fed up with Verizon. The Mayors expressed anger at Verizon's refusal to build its high-speed FiOS network at all in some cities while in others the company fails, to meet contractual and legal requirements to complete universal build-outs. The Mayors also expressed concern about Verizon's treatment of its workforce in ongoing contract negotiations.

In a [letter](#) to Verizon CEO Lowell McAdam, the Mayors called on the company to sit down to discuss ways the company can better serve customers and resolve disputes with the Verizon workers who are in the midst of a contract negotiation.

"As Mayors, we understand firsthand how vital Broadband is to the growth of our local economies and to nurturing a healthy, competitive marketplace in our state. Our residents use the Internet to search for jobs, build home-based businesses, educate their children and engage in the civic life of our cities.

"But consistently and increasingly, our consumers have complained that FiOS service is not available to them. These are not isolated complaints – there are millions of residents in communities throughout the Northeast who have been left without service, and with no plan or promise for future resolution," **wrote the Mayors.**

"At the same time, we are beginning to hear concerns that both in cities covered by a FiOS franchise or in which FiOS is still completely unavailable, Verizon has been abandoning the copper network and traditional landline customers are experiencing frequent service outages, delays in repairs and installations, and forced migration to the inferior VoiceLink product. As you know, the New York Public Service Commission stated in its recent Staff Assessment of Telecommunications in NY: 'In many areas of New York City, the legacy copper infrastructure is in such poor condition that copper failures due to weather conditions can cause long delays for service restoration and Commission service quality standards are missed,'" **the letter continued.**

In a sign of the growing frustration with Verizon's refusal to invest in its wired network, the letter was signed by the Mayors of New York, Pittsburgh, Newark, Jersey City, Buffalo, Worcester, Paterson, Syracuse, Lowell, Albany, Brockton, Trenton and Revere and the Democratic candidate for Mayor in Philadelphia.

The anger has been growing across the East Coast as Verizon systematically refuses to invest in

its infrastructure. In August, it was the only major U.S. telecommunications company to turn down federal funding to build broadband in unserved, primarily rural, communities, leaving many residents in eight states and the District of Columbia without access to vital communications options. The company was offered \$568 million over six years by the Federal government to bring broadband to 270,000 locations in Washington, DC, Delaware, Massachusetts, Maryland, New Jersey, New York, Pennsylvania, Rhode Island, and Virginia.

In New York State, the company refuses to avail itself of Governor Cuomo's \$500 million New New York Broadband Fund, which offers up to 50% subsidies to companies willing to build high-speed service in underserved areas. For years, Verizon has steadfastly refused to bring its high-speed internet service (or FiOS) to areas like Buffalo, Syracuse, Albany, Rome, Utica and numerous other upstate New York cities, as well as much of Eastern Suffolk. At a series of hearings held by New York State, elected officials from [Buffalo](#), [Syracuse](#), [Albany](#), the North Country, the [Southern Tier](#) and the [Hudson Valley](#) decried the lack of FiOS in their communities.

Campaigns in [Pennsylvania](#) and Massachusetts have also called for FiOS to be built in their communities.

A damning [audit](#) of Verizon's FiOS rollout in New York City found that Verizon has failed to meet its promise to deliver high-speed fiber optic internet and television to everyone in the city who wanted it. During its negotiations for a city franchise, Verizon promised that the entire city would be wired with fiber optic cables by June 2014 and that after that date, everyone who wanted FiOS would get it within six months to a year. The audit found that despite claiming that it had wired the whole city by November 2014, Verizon systematically continues to refuse orders for service. The audit also found that Verizon stonewalled the audit process.

At the same time, Verizon has been letting its traditional phone network deteriorate. In a letter to the FCC it admitted that it had only spent \$200 million or \$3.50 per customer over the last seven years to maintain its copper landline network in eleven states and the District of Columbia. The Communications Workers of America [filed](#) letters in six states and Washington, DC calling on them to investigate whether Verizon was neglecting its responsibility.

###

**From:** [Mike Rabinowitz](#)  
**To:** [Robert Master](#); [Spitalnick, Amy \(OMB\)](#)  
**Cc:** [Sevillia, Max](#); [Ozernoy, Ilana](#); [CJ Macklin](#)  
**Subject:** RE: Press Release  
**Date:** Thursday, October 01, 2015 12:01:53 PM  
**Attachments:** [Big City Mayors September letter release v4.docx](#)

---

I spoke to Amy. She is waiting for final approval.

Attached is the release. If it is approved by 1215 I think we should go today. If not, I think we hold for tomorrow.

The letter should go to McAdam asap because Ryan Knutson is calling the Verizon PR folks.

Amy - please reply all as CJ is actually sending it

- mobile -

Michael Rabinowitz-Gold  
646.200.5308 (o)  
646.342.3469 (c)

----- Original message -----

**From:** Robert Master <[rmaster@cwa-union.org](mailto:rmaster@cwa-union.org)>  
**Date:** 10/1/2015 11:59 AM (GMT-05:00)  
**To:** "Spitalnick, Amy (OMB)" <[SpitalnickA@omb.nyc.gov](mailto:SpitalnickA@omb.nyc.gov)>  
**Cc:** Mike Rabinowitz <[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)>, "Sevillia, Max" <[msevillia@cityhall.nyc.gov](mailto:msevillia@cityhall.nyc.gov)>, "Ozernoy, Ilana" <[iozernoy@cityhall.nyc.gov](mailto:iozernoy@cityhall.nyc.gov)>  
**Subject:** Re: Press Release

I have a conference call at 12 noon.

On Thu, Oct 1, 2015 at 11:48 AM, Spitalnick, Amy (OMB) <[SpitalnickA@omb.nyc.gov](mailto:SpitalnickA@omb.nyc.gov)> wrote:

Sorry, give me a few more minutes.

---

**From:** Mike Rabinowitz [mailto:[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)]  
**Sent:** Thursday, October 01, 2015 11:43 AM  
**To:** Spitalnick, Amy (OMB); 'Robert Master'  
**Cc:** Sevillia, Max; Ozernoy, Ilana  
**Subject:** RE: Press Release

Are we doing this soon? I have a meeting starting soon. Sorry to jam everyone.

- mobile -

Michael Rabinowitz-Gold

[646.200.5308](tel:646.200.5308) (o)

[646.342.3469](tel:646.342.3469) (c)

----- Original message -----

From: Mike Rabinowitz <[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)>

Date: 10/1/2015 11:35 AM (GMT-05:00)

To: "Spitalnick, Amy (OMB)" <[SpitalnickA@omb.nyc.gov](mailto:SpitalnickA@omb.nyc.gov)>, 'Robert Master' <[rmaster@cwa-union.org](mailto:rmaster@cwa-union.org)>

Cc: "Sevillia, Max" <[msevillia@cityhall.nyc.gov](mailto:msevillia@cityhall.nyc.gov)>, "Ozernoy, Ilana" <[iozernoy@cityhall.nyc.gov](mailto:iozernoy@cityhall.nyc.gov)>

Subject: RE: Press Release

Attached.

- mobile -

Michael Rabinowitz-Gold

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[646.342.3469](tel:646.342.3469) (c)

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Date: 10/1/2015 11:32 AM (GMT-05:00)

To: 'Robert Master' <[rmaster@cwa-union.org](mailto:rmaster@cwa-union.org)>

Cc: "Sevillia, Max" <[msevillia@cityhall.nyc.gov](mailto:msevillia@cityhall.nyc.gov)>, "Ozernoy, Ilana" <[iozernoy@cityhall.nyc.gov](mailto:iozernoy@cityhall.nyc.gov)>, Mike Rabinowitz <[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)>

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---

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**Sent:** Thursday, October 01, 2015 11:17 AM

**To:** '[rmaster@cwa-union.org](mailto:rmaster@cwa-union.org)'

**Cc:** Spitalnick, Amy (OMB); Ozernoy, Ilana

**Subject:** Press Release

Can you please have your comms folks connect with Amy, cc'ed here?

Amy, what's the best number for them to reach you now?

Thanks,

Max Sevilla, Esq.

Director

New York City Office of Federal Affairs

1301 Pennsylvania Ave, N.W.

Suite 350

Washington, D.C. 20004

Tel. [\(202\) 624-5906](tel:(202)624-5906)

**Cell. [\(347\) 276-6572](tel:(347)276-6572)**

[msevillia@cityhall.nyc.gov](mailto:msevillia@cityhall.nyc.gov)

--

*Follow me on Twitter @cwabobmaster. Occasionally, I try to say something interesting.*

*"Labor, like Israel, has many sorrows. Its women weep for their fallen and they lament for the future of the children of the race. It ill behooves one who has supped at labor's table and who has been sheltered in labor's house to curse with equal fervor and fine impartiality both labor and its adversaries when they become locked in deadly embrace."*

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--

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Contact: Michael Rabinowitz-Gold, 646-342-3469, rabinowitz@berlinrosen.com

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"At the same time, we are hearing concerns that both in cities covered by a FiOS franchise or in which FiOS is still completely unavailable, Verizon has been abandoning the copper network and traditional landline customers are experiencing frequent service outages, delays in repairs and installations, and forced migration to the inferior VoiceLink product. As you know, the New York Public Service Commission stated in its recent Staff Assessment of Telecommunications in NY: 'In many areas of New York City, the legacy copper infrastructure is in such poor condition that copper failures due to weather conditions can cause long delays for service restoration and Commission service quality standards are missed,'" **the letter continued.**

In a sign of the growing frustration with Verizon's refusal to invest in its wired network, the letter was signed by the Mayors of New York, Pittsburgh, Newark, Jersey City, Buffalo, Worcester, Paterson, Syracuse, Lowell, Albany, Brockton, Trenton and Revere and the Democratic candidate for Mayor in Philadelphia.

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###

**From:** [Dan Levitan](#)  
**To:** [Walzak, Phil](#)  
**Cc:** [Hinton, Karen](#); [Wolfe, Emma](#); [Jonathan Rosen](#)  
**Subject:** Re: INCOMING: Daily News re: citizens united - Jennifer Fermino , [jfermino@nydailynews.com](mailto:jfermino@nydailynews.com)  
**Date:** Thursday, October 01, 2015 1:46:00 PM

---

It would do nothing to Campaign's work. We don't do any electioneering

- Sent from my Galaxy S6 -

On Oct 1, 2015, at 1:27 PM, Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:

+JRo, DL

Citizens United is unreportedd \$\$  
CF1NY is a nonprofit advocacy that discloses

Huge differende in transparency

---

**From:** Hinton, Karen  
**Sent:** Thursday, October 01, 2015 1:22 PM  
**To:** Walzak, Phil; Wolfe, Emma  
**Subject:** FW: INCOMING: Daily News re: citizens united - Jennifer Fermino , [jfermino@nydailynews.com](mailto:jfermino@nydailynews.com)

You guys got any direction here?

Karen Hinton  
Press Secretary  
917-246-7692  
Follow Me On Twitter @KarenHinton

---

**From:** Fermino, Jennifer [<mailto:jfermino@nydailynews.com>]  
**Sent:** Thursday, October 01, 2015 11:22 AM  
**To:** Mayor's Press Office  
**Subject:** citizens united

De Blasio wants a constitutional amendment to overturn Citizens United? That's what they said on CNN. Seems ironic since he has a big non-profit to tout his agenda. Is that accurate? What would it do to his Campaign for One New York?

Jennifer Fermino  
City Hall Bureau Chief



**From:** [Walzak, Phil](#)  
**To:** [Dan Levitan](#); [Hinton, Karen](#)  
**Cc:** [Wolfe, Emma](#); [Jonathan Rosen](#)  
**Subject:** Re: INCOMING: Daily News re: citizens united - Jennifer Fermino , [jfermino@nydailynews.com](mailto:jfermino@nydailynews.com)  
**Date:** Thursday, October 01, 2015 3:52:10 PM

---

Nice

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Dan Levitan  
**Sent:** Thursday, October 1, 2015 3:47 PM  
**To:** Hinton, Karen  
**Cc:** Walzak, Phil; Wolfe, Emma; Jonathan Rosen  
**Subject:** Re: INCOMING: Daily News re: citizens united - Jennifer Fermino , [jfermino@nydailynews.com](mailto:jfermino@nydailynews.com)

Spoke to her. As of right now this is dead.

- Sent from my Galaxy S6 -

On Oct 1, 2015, at 2:20 PM, Hinton, Karen <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)> wrote:

Citizens United does not report contributions. Campaign for One New York is a nonprofit, advocacy group that discloses its contributions. This represents a huge difference in transparency. Also, if Citizens United ruling were overturned, it would not impact Campaign for One New York, which does not participate in elections.

Karen Hinton  
Press Secretary  
917-246-7692  
Follow Me On Twitter @KarenHinton

---

**From:** Phil Walzak <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>  
**Date:** Thu, 1 Oct 2015 14:16:42 -0400  
**To:** 'Dan Levitan' <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** Karen Hinton <[khinton@cityhall.nyc.gov](mailto:khinton@cityhall.nyc.gov)>, Emma Wolfe <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>  
**Subject:** RE: INCOMING: Daily News re: citizens united - Jennifer Fermino , [jfermino@nydailynews.com](mailto:jfermino@nydailynews.com)

I think we should be synced, let us know what you thkn

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Thursday, October 01, 2015 2:08 PM  
**To:** Walzak, Phil  
**Cc:** Hinton, Karen; Wolfe, Emma; Jonathan Rosen

**Subject:** Re: INCOMING: Daily News re: citizens united - Jennifer Fermino , [jfermino@nydailynews.com](mailto:jfermino@nydailynews.com)

She reached out to us too. I am going over differences on background shortly. Are you giving on rec statement?

- Sent from my Galaxy S6 -

On Oct 1, 2015, at 1:27 PM, Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:

+JRo, DL

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Huge differende in transparency

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**From:** Hinton, Karen  
**Sent:** Thursday, October 01, 2015 1:22 PM  
**To:** Walzak, Phil; Wolfe, Emma  
**Subject:** FW: INCOMING: Daily News re: citizens united - Jennifer Fermino , [jfermino@nydailynews.com](mailto:jfermino@nydailynews.com)

You guys got any direction here?

Karen Hinton  
Press Secretary  
917-246-7692  
Follow Me On Twitter @KarenHinton

---

**From:** Fermino, Jennifer [<mailto:jfermino@nydailynews.com>]  
**Sent:** Thursday, October 01, 2015 11:22 AM  
**To:** Mayor's Press Office  
**Subject:** citizens united

De Blasio wants a constitutional amendment to overturn Citizens United?  
That's what they said on CNN. Seems ironic since he has a big non-profit  
to tout his agenda. Is that accurate? What would it do to his Campaign for  
One New York?

Jennifer Fermino  
City Hall Bureau Chief  
New York Daily News

(o) 212 210 1887

(c) 646 734 0320

-----

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\*\*\*\*\* (NJ)

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [Thornton, Demetrius](#); [Everett, Matt](#); [Griffith, Chantell](#); [Da Costa, Ricky](#); [Walzak, Phil](#); [Fuleihan, Dean \(OMB\)](#); [John, Roxanne](#); [Reisman, Lisette](#); [Leopold, Elana](#); [Louis Espiritusanto, Jose](#); [Darlington, Mandy \(OMB\)](#); [Zuniga, Andrea](#); [Shorris, Anthony](#); [Schnake Mahl, Gabriel](#); [John Del Cecato](#); [Snyder, Thomas](#); [Williams, Dominic](#); [Hagelgans, Andrea](#); [Arslanian, Kayla](#); [Hinton, Karen](#); [Ko, Eunice](#); [Wiley, Maya](#); [Wolfe, Emma](#); [Caquias, Paula](#); ["jonathan@berlinrosen.com"](#); ["nbaldick@hilltoppublicsolutions.com"](#); [Fialkoff, Gabrielle](#)  
**Subject:** RE: MBDB: Weekly Planning Meeting  
**Date:** Thursday, October 01, 2015 4:06:01 PM

---

This is back on for 730pm

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca

**Sent:** Friday, September 25, 2015 7:55 AM

**To:** Salazar-Rodriguez, Prisca; Thornton, Demetrius; Everett, Matt; Griffith, Chantell; Da Costa, Ricky; Walzak, Phil; Fuleihan, Dean (OMB); John, Roxanne; Reisman, Lisette; Leopold, Elana; Louis Espiritusanto, Jose; Darlington, Mandy (OMB); Zuniga, Andrea; Shorris, Anthony; Schnake Mahl, Gabriel; John Del Cecato; Snyder, Thomas; Williams, Dominic; Hagelgans, Andrea; Arslanian, Kayla; Hinton, Karen; Ko, Eunice; Wiley, Maya; Wolfe, Emma; Caquias, Paula; 'jonathan@berlinrosen.com'; 'nbaldick@hilltoppublicsolutions.com'; Fialkoff, Gabrielle

**Subject:** MBDB: Weekly Planning Meeting

**When:** Thursday, October 01, 2015 7:30 PM-9:00 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** Gracie Mansion

**From:** [Hinton, Karen](#)  
**To:** "[Dan Levitan](#)"; [Banks, Angela](#); [Walzak, Phil](#)  
**Subject:** RE: INCO: Epoch Times - Fundraising event in Sheraton  
**Date:** Tuesday, October 06, 2015 12:24:40 PM

---

Thanks.

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Tuesday, October 06, 2015 12:16 PM  
**To:** Hinton, Karen; Banks, Angela; Walzak, Phil  
**Subject:** RE: INCO: Epoch Times - Fundraising event in Sheraton

Y. Please send folks my way

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@levitandan](#)

---

**From:** Hinton, Karen [mailto:[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)]  
**Sent:** Tuesday, October 06, 2015 12:15 PM  
**To:** Banks, Angela <[abanks@cityhall.nyc.gov](mailto:abanks@cityhall.nyc.gov)>; Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** RE: INCO: Epoch Times - Fundraising event in Sheraton

Dan – Can you handle?

**From:** Mayor's Press Office  
**Sent:** Tuesday, October 06, 2015 9:25 AM  
**To:** @Incoming  
**Subject:** INCO: Epoch Times - Fundraising event in Sheraton

Sent from my iPhone

Begin forwarded message:

**From:** ming zhong <[ming.zhong@epochtimes.com](mailto:ming.zhong@epochtimes.com)>  
**Date:** October 6, 2015 at 9:23:12 AM EDT  
**To:** <[pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov)>  
**Subject: Re: Fundraising event in Sheraton**

Hi, there,  
This is Allen from Epoch Times.

Is the fundraising event at Sheraton scheduled in Oct. 29 open for press?

Thanks  
Allen

**From:** [Singleton, Jessica](#)  
**To:** "[Shruti Sehgal](#)"  
**Subject:** RE: Hi, Jessica - Invitation to be guest speaker at "Cocktails & Convos: Tech's Influence on Politics"  
**Date:** Tuesday, October 06, 2015 12:30:21 PM

---

Thanks for following up. That week is just a bad week for me. Hopefully in the future!

---

**From:** Shruti Sehgal [<mailto:shruti.sehgal@berlinrosen.com>]  
**Sent:** Monday, October 05, 2015 10:48 PM  
**To:** Singleton, Jessica  
**Subject:** Re: Hi, Jessica - Invitation to be guest speaker at "Cocktails & Convos: Tech's Influence on Politics"

Hi Jessie,

Thanks much for your email -- appreciate it! A slight update to the evening plans, it's now taking place on Oct 20th evening (not sure if that frees you up in anyway, but let me know). Regardless, hope to have you as a guest speaker soon!

Shruti

Sent from my iPhone

On Oct 2, 2015, at 6:29 PM, Singleton, Jessica <[JSingleton@cityhall.nyc.gov](mailto:JSingleton@cityhall.nyc.gov)> wrote:

Hi Shrut! Thank you so much for the invitation. I can't make it on the 21<sup>st</sup> but would be happy to join you at another event in the future.

Best,  
Jessie

---

**From:** Shruti Sehgal [<mailto:shruti.sehgal@berlinrosen.com>]  
**Sent:** Tuesday, September 29, 2015 10:23 PM  
**To:** Singleton, Jessica  
**Subject:** RE: Hi, Jessica - Invitation to be guest speaker at "Cocktails & Convos: Tech's Influence on Politics"

Also, got your email from Heather Grantham--I'm a fellow NLC NYC alum :) Talk soon! SS

---

**From:** Shruti Sehgal  
**Sent:** Tuesday, September 29, 2015 10:21 PM  
**To:** [JSingleton@cityhall.nyc.gov](mailto:JSingleton@cityhall.nyc.gov)  
**Subject:** Hi, Jessica - Invitation to be guest speaker at "Cocktails & Convos: Tech's Influence on Politics"

Hi, Jessica:

Shruti with BerlinRosen--not sure if we've met before, but great to meet you over email. I'm a member of New York Women in Communications, and we are hosting an event where we would love to have you be a guest speaker! I'm sending along the formal invitation below--please let me know if you're available, and regardless, hope to bump into you soon!

Thanks for your time!

Shruti

Dear Jessica:

I am pleased to invite you to be a guest speaker on our upcoming panel, *"Cocktails & Conversations: Technology's Influence on Politics,"* hosted by [New York Women in Communications](#) on **Wednesday, October 21<sup>st</sup>, from 6:00 – 8:00 pm in New York City**. Our [panel](#) will examine how technology has revolutionized the American political process – everything from voter turnout, to crisis management, to moving the needle on public opinion. As someone with a very impressive career in digital media and politics, we'd be thrilled to have you speak about your experiences to our members.

New York Women in Communications (NYWICI) is a nonprofit organization that empowers women in all communications disciplines at all stages of their careers to reach their full potential by promoting their professional growth and inspiring them to achieve and share their successes in the rapidly changing world of communications.

Our panels give our members - spanning all ages and communications backgrounds – the rare opportunity to hear directly from top industry leaders on a number of relevant topics.. For our *"Cocktails & Conversations: Technology's Influence on Politics,"* panel, we would like

to hear from political influencers like you on how the new digital landscape is driving conversations, pushing boundaries, and what you think the future holds when it comes to technology and politics..

**Please let me know if you are available to join our panel by October 7, 2015.**

I'm including some additional information about NYWICI below for your background, and I'm happy to answer any questions you may have.

Thanks very much for your consideration,  
Shruti

**About NYWICI:**

New York Women in Communications, Inc. is the premier organization for communications professionals in the New York metropolitan area. We are a not-for-profit association 501(c)(6) founded in 1929, and we operate in a city that leads the industry and shapes the way people communicate around the world.

The membership represents all facets of the communications industry, including print, broadcast and online journalism, public relations, marketing, corporate communications, advertising, digital media and book publishing. Membership is made up of students, professionals at entry levels, mid-career stages and top management, as well as growing numbers of entrepreneurs. For more information, visit: <http://www.nywici.org/about>.

**From:** [Gabriel Schnake-Mahl](#)  
**To:** [Emily Walsh](#); [Salazar-Rodriguez, Prisca](#)  
**Subject:** Re: today  
**Date:** Tuesday, October 06, 2015 1:41:37 PM

---

+ prisca

On Tue, Oct 6, 2015 at 1:39 PM, Emily Walsh <[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)> wrote:  
Happy to host but no one told us :)

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
[646-200-5310](tel:646-200-5310)

--

Gabriel Schnake-Mahl  
Cell: [REDACTED]

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** "[Emily Walsh](#)"  
**Subject:** RE:  
**Date:** Thursday, October 08, 2015 4:27:01 PM

---

Cool thanks!

---

**From:** Emily Walsh [mailto:[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
**Sent:** Thursday, October 08, 2015 4:26 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE:

Yes, I can give you the conference room on the 11th floor.

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [P[Salazar-Rodriguez@cityhall.nyc.gov](mailto:Salazar-Rodriguez@cityhall.nyc.gov)]  
**Sent:** Thursday, October 08, 2015 4:15 PM  
**To:** Emily Walsh  
**Subject:**

Hi! Can we reserve a conf room tomorrow for the Mayor for Call time?  
Starting at 10am till 630pm-

Prisca Salazar-Rodriguez  
Office of The Mayor  
212-341-5016  
917-853-3421

**From:** [Singleton, Jessica](#)  
**To:** "[Shruti Sehgal](#)"  
**Subject:** RE: Register Now - Cocktails & Conversations: Technology's Influence on Politics  
**Date:** Thursday, October 08, 2015 4:49:50 PM

---

Oh man, the press office rsvp'ed for me, so I guess I don't have a choice! Kidding tho -- I'm excited!

---

**From:** Shruti Sehgal [mailto:[shruti.sehgal@berlinrosen.com](mailto:shruti.sehgal@berlinrosen.com)]  
**Sent:** Thursday, October 08, 2015 4:43 PM  
**To:** Singleton, Jessica  
**Subject:** Fwd: Register Now - Cocktails & Conversations: Technology's Influence on Politics

Glad to hear it worked out! Great to have you on the panel! :)

Sent from my iPhone

Begin forwarded message:

**From:** New York Women in Communications <[info@nywici.org](mailto:info@nywici.org)>  
**Date:** October 8, 2015 at 1:49:42 PM CDT  
**To:** <[shruti.sehgal@berlinrosen.com](mailto:shruti.sehgal@berlinrosen.com)>  
**Subject:** Register Now - Cocktails & Conversations: Technology's Influence on Politics  
**Reply-To:** <[info@nywici.org](mailto:info@nywici.org)>

Click [HERE](#) for more details and to register for Cocktails & Conversations!



**New York Women in Communications empowers women in all communications disciplines at all stages of their careers to reach their full potential by promoting their professional growth and inspiring them to achieve and share their successes in the rapidly changing world of communications.**

[www.nywici.org](http://www.nywici.org)

[Forward email](#)



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New York Women in Communications, Inc. | 355 Lexington Ave | 15th Fl | New York | NY | 10017

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** "[Emily Walsh](#)"  
**Subject:** RE:  
**Date:** Friday, October 09, 2015 9:23:58 AM

---

Hey! GM. He is not going to Maiden Lane today.  
Thanks!

---

**From:** Emily Walsh [mailto:[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
**Sent:** Thursday, October 08, 2015 4:26 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE:

Yes, I can give you the conference room on the 11th floor.

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Thursday, October 08, 2015 4:15 PM  
**To:** Emily Walsh  
**Subject:**

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Starting at 10am till 630pm-

Prisca Salazar-Rodriguez  
Office of The Mayor  
212-341-5016  
917-853-3421

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** "[Emily Walsh](#)"  
**Subject:** RE: RE:  
**Date:** Friday, October 09, 2015 9:33:36 AM

---

Question – Do you have audio visual in your conference rooms for presentations?  
Mayor may need to have some staff brief him on some stuff next week-  
Too many interruptions at CH.

---

**From:** Emily Walsh [mailto:[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
**Sent:** Friday, October 09, 2015 9:27 AM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** Re: RE:

Ok. Thanks!

On Oct 9, 2015, at 9:24 AM, Salazar-Rodriguez, Prisca <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Hey! GM. He is not going to Maiden Lane today.  
Thanks!

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Thursday, October 08, 2015 4:26 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE:

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Emily Walsh  
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[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)]  
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**Subject:**

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Office of The Mayor  
212-341-5016  
917-853-3421



**From:** [Emily Walsh](#)  
**To:** [Salazar-Rodriguez, Prisca](#)  
**Subject:** RE:  
**Date:** Friday, October 09, 2015 9:43:15 AM

---

Yes, but I need to know as soon as possible in advance as we have 1 conference room who does it fully with videoconferencing.

We have another one that can do powerpoints (and with sound) from a laptop. Let me know!

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)]  
**Sent:** Friday, October 09, 2015 9:33 AM  
**To:** Emily Walsh  
**Subject:** RE: RE:

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Mayor may need to have some staff brief him on some stuff next week-  
Too many interruptions at CH.

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Friday, October 09, 2015 9:27 AM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** Re: RE:

Ok. Thanks!

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Thanks!

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**Sent:** Thursday, October 08, 2015 4:26 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE:

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Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)]  
**Sent:** Thursday, October 08, 2015 4:15 PM

**To:** Emily Walsh

**Subject:**

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Starting at 10am till 630pm-

Prisca Salazar-Rodriguez

Office of The Mayor

212-341-5016

917-853-3421

**From:** [Snyder, Thomas](#)  
**To:** [Wolfe, Emma](#)  
**Cc:** [Bill Deblasio](#); [Salazar-Rodriguez, Prisca](#); [Tom Snyder](#); [John Del Cecato](#); [Jonathan Rosen](#); [Walzak, Phil](#); [Hagelgans, Andrea](#); [Hinton, Karen](#); [FLONYC](#)  
**Subject:** Re: This week/next week  
**Date:** Sunday, October 11, 2015 1:42:00 PM

---

MUCH prefer week of 19th

Sent from my iPhone

On Oct 11, 2015, at 1:37 PM, Wolfe, Emma <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)> wrote:

Fwiw just to be responsive - I like that timing.

And specifically on scheduling, if there's any way we can pull off NY NY IV announce this week (not sure yet, but hopeful), we're just adding to the crammed schedule before you leave for Israel.

---

**From:** Bill Deblasio  
**Sent:** Sunday, October 11, 2015 1:33 PM  
**To:** Salazar-Rodriguez, Prisca; Tom Snyder; Wolfe, Emma; John Del Cecato; Jonathan Rosen; Walzak, Phil; Hagelgans, Andrea; Hinton, Karen  
**Cc:** FLONYC  
**Subject:** Fw: This week/next week

---

I want you guys to consider the email below simply as a matter of scheduling -- don't want anything else discussed on this thread. Other issues can be handled off-line. As a scheduling matter, does anyone disagree with my conclusion that this should be the week of Oct 19? And again, not for dialogue here but as a scheduling matter, I think the cable blitz makes sense, but we can discuss off-line if any concerns. Thanks

Sent from my BlackBerry 10 smartphone.

---

**From:** Bill Deblasio <[REDACTED]>  
**Sent:** Sunday, October 11, 2015 11:23 AM  
**To:** Robby Mook  
**Subject:** Re: This week/next week

---

Given the need to prep and do the cable blitz, I think this week is too soon. I'm going to Israel Thurs night thru Monday AM, so I've got a lot to cram in before going. I'll check with my team and get back to you, but let's assume the week of the 19th for now

Sent from my BlackBerry 10 smartphone.

---

**From:** Robby Mook

**Sent:** Sunday, October 11, 2015 10:15 AM

**To:** <[REDACTED]>

**Subject:** This week/next week

---

Brainstorming whether to schedule the rollout after the debate (this Wed/Thurs) or next week (when she is down to prep for the Benghazi hearing). Do you have any preference? If it's ok with you, we'd like to book you solid on cable for a day or two (at least!), so it would be good to do it when your sched is a bit more flexible.

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [Thornton, Demetrius](#); [Everett, Matt](#); [Griffith, Chantell](#); [Da Costa, Ricky](#); [Walzak, Phil](#); [Fuleihan, Dean \(OMB\)](#); [John, Roxanne](#); [Reisman, Lisette](#); [Leopold, Elana](#); [Louis Espiritusanto, Jose](#); [Darlington, Mandy \(OMB\)](#); [Zuniga, Andrea](#); [Shorris, Anthony](#); [Schnake Mahl, Gabriel](#); [John Del Cecato](#); [Snyder, Thomas](#); [Williams, Dominic](#); [Hagelgans, Andrea](#); [Arslanian, Kayla](#); [Hinton, Karen](#); [Ko, Eunice](#); [Wiley, Maya](#); [Wolfe, Emma](#); [Caquias, Paula](#); ["jonathan@berlinrosen.com"](#); ["nbaldick@hilltoppublicsolutions.com"](#); [Fialkoff, Gabrielle](#)  
**Date:** Tuesday, October 13, 2015 1:06:30 PM

---

Hi! The planning meeting for this Thursday is off. Will resume next week.

**From:** [Jonathan Rosen](#)  
**To:** [Salazar-Rodriguez, Prisca](#)  
**Subject:** RE: planning meeting date for next week and week after?  
**Date:** Tuesday, October 13, 2015 2:24:25 PM

---

Got it. LMK know. Thanks!

---

**From:** Salazar-Rodriguez, Prisca [mailto:PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Tuesday, October 13, 2015 2:23 PM  
**To:** Jonathan Rosen  
**Subject:** RE: planning meeting date for next week and week after?

10/15 – cancelled

10/22 – Pending

10/29 - Pending

By pending I mean he has other events that he wants to attend so I have to figure out the timing of the planning mtg.

---

**From:** Jonathan Rosen [mailto:[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)]  
**Sent:** Tuesday, October 13, 2015 2:16 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** planning meeting date for next week and week after?

Hiya,

Do you know what dates planning is on next two weeks?

Thanks!

Jonathan Rosen  
BerlinRosen Public Affairs, Ltd.  
15 Maiden Lane, Suite 1600  
New York, NY 10038  
t. 646.200.5300  
e. [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)

**From:** [Emily Walsh](#)  
**To:** [Salazar-Rodriguez, Prisca](#)  
**Subject:** Re:  
**Date:** Wednesday, October 14, 2015 8:33:57 AM

---

:) I'm with you!

> On Oct 14, 2015, at 8:13 AM, Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

>

> Seems that way. They r driving me crazy. Lol.

>

> Sent from my iPhone

>

>> On Oct 14, 2015, at 8:12 AM, Emily Walsh <Emily@berlinrosen.com> wrote:

>>

>> Both? No worries! Thanks for letting me know.

>>

>>> On Oct 14, 2015, at 7:45 AM, Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

>>>

>>> Don't kill me. Meetings are your office are off. Thanks.

>>>

>>> Sent from my iPhone

**From:** [Jaclyn Kessel](#)  
**To:** [Klein, Monica](#)  
**Cc:** [Wiley Norvell](#)  
**Subject:** Re: Million Trees  
**Date:** Thursday, October 15, 2015 10:54:43 PM

---

Yep We've been in touch a little bit. Thanks!

Sent from my iPhone

On Oct 15, 2015, at 5:59 PM, Klein, Monica <[MKlein@cityhall.nyc.gov](mailto:MKlein@cityhall.nyc.gov)> wrote:

Hey Jackie  
Have you talked to Sam at Parks yet? Otherwise can loop y'all. We're all working on this one  
Tx!

Monica Klein |Deputy Press Secretary |Mayor's Press Office  
o: (212) 788-2969 |c: (917) 565-0715 | twitter: [@monicacklein](#)

---

**From:** [REDACTED] <[REDACTED]>  
**Date:** Thursday, October 15, 2015 at 5:50 PM  
**To:** Jaclyn Kessel <[Jaclyn@berlinrosen.com](mailto:Jaclyn@berlinrosen.com)>, Monica Klein <[mklein@cityhall.nyc.gov](mailto:mklein@cityhall.nyc.gov)>  
**Subject:** Re: Million Trees

Cool! My colleague Monica handles parks. cc'ing her

On Thu, Oct 15, 2015 at 11:47 AM, Jaclyn Kessel  
<[Jaclyn@berlinrosen.com](mailto:Jaclyn@berlinrosen.com)> wrote:

Hey Wiley, I'm working w/ NYRP on MillionTrees. Have been in touch w/ Parks but wanted to flag for you too. Talk soon I'm sure.

Jackie Kessel

BerlinRosen Public Affairs

[646-200-5306](tel:646-200-5306)

Twitter: [@JackieKessel](#)

G-Chat: [Jaclyn.Kessel](#)

**From:** [Biederman, Sam \(Parks\)](#)  
**To:** [Jaclyn Kessel](#); [Klein, Monica](#)  
**Subject:** RE: Million Trees  
**Date:** Tuesday, October 20, 2015 10:36:32 PM

---

No open questions at the event tomorrow.

---

**From:** Jaclyn Kessel [Jaclyn@berlinrosen.com]  
**Sent:** Tuesday, October 20, 2015 10:35 PM  
**To:** Klein, Monica; Biederman, Sam (Parks)  
**Subject:** RE: Million Trees

Hey quick q-- how are you guys handling Q&A tomorrow? When / who / format? Thank you!

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [Hatch, Peter](#)  
**Cc:** [Hagelgans, Andrea](#); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [Snyder, Thomas](#)  
**Subject:** Re: MINI SCHEDULE - Wednesday, October 21, 2015  
**Date:** Tuesday, October 20, 2015 10:40:09 PM

---

Thanks.

Sent from my iPhone

On Oct 20, 2015, at 10:39 PM, Hatch, Peter <[PHatch@cityhall.nyc.gov](mailto:PHatch@cityhall.nyc.gov)> wrote:

I can reach parks now.

---

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Tuesday, October 20, 2015 10:32 PM  
**To:** Hagelgans, Andrea; Hatch, Peter; Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>; Snyder, Thomas  
**Subject:** Fwd: MINI SCHEDULE - Wednesday, October 21, 2015

Need to reschedule millionth tree event tomorrow. I will reach out to Bloomberg. Can either of you reach parks. Jonathan can you let Bette know. Thanks.

Sent from my iPhone

Begin forwarded message:

**From:** B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)>  
**Date:** October 20, 2015 at 10:15:52 PM EDT  
**To:** "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>, FLONYC <[FLONYC@cityhall.nyc.gov](mailto:FLONYC@cityhall.nyc.gov)>, Tom Snyder <[tomsnyder@cityhall.nyc.gov](mailto:tomsnyder@cityhall.nyc.gov)>, "Wolfe, Emma" <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>  
**Subject:** Re: MINI SCHEDULE - Wednesday, October 21, 2015

I assume we should take down the Bloomberg event -- re-schedule it. And I'll skip the gym in the AM. We can move Caplan as needed - ideally should do tmrw, perhaps at Gracie. We should keep the homeless veterans mtg if we can. We'll follow Bratton's lead as to whether the event at the Academy will still be on

Sent from my BlackBerry 10 smartphone.

---

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Tuesday, October 20, 2015 6:27 PM  
**To:** B; FLONYC  
**Subject:** MINI SCHEDULE - Wednesday, October 21, 2015

---

SCHEDULE FOR MAYOR BILL DE BLASIO  
CITY OF NEW YORK  
Wednesday, October 21, 2015

WEATHER: Hi of 74. Low of 55. Mostly Sunny  
ATTIRE: Business  
NOTES: \*YOU have 30 mins. to change at the gym

6:30 - 7:00 TRAVEL FROM GRACIE TO 357 9TH STREET  
Travel Time: 30 Mins  
Car: MBdB

7:30 - 8:30 WORKOUT  
Location: 357 9th Street

9:00 - 9:30 TRAVEL FROM 357 9TH STREET TO CITY HALL//DAILY  
COMMS CALL  
Travel Time: 30 Mins.  
Car: MBdB, Jonathan Viguers

9:30 - 10:00 MEETING WITH DAVID CAPLAN  
Location: City Hall, The Mayor's Office

10:00 - 11:00 WHITESPACE  
Location: City Hall, The Mayor's Office

11:00 - 12:00 TRAVEL FROM CITY HALL TO JOYCE KILMER PARK, THE  
BRONX, MID-PARK - WALTON AVE. BTW E. 161ST AND 164TH STREETS  
Car: MBdB, Jonathan Viguers

11:00 - 11:30 INTERVIEW CALL WITH ANNA SANDERS OF THE SI  
REGARDING FEATURE STORY ON BP ODDO  
Location: YOU call Anna at [REDACTED]

12:00 - 1:30 1 MILLIONTH TREE PLANTING WITH BETTE MIDLER AND  
MAYOR BLOOMBERG (NO Q&A)  
Location: Joyce Kilmer Park, The Bronx, Walton  
Ave. btw E. 161st and 164th Sts.  
Press Contact: Monica Klein  
Telephone: [REDACTED]

Site Advance: Javon Coney

Telephone: [REDACTED]

- 1:30 - 2:00 TRAVEL FROM THE BRONX TO CITY HALL  
Travel Time: 30 Mins.  
Car: MBdB, Jonathan Viguers
- 2:00 - 3:00 WEEKLY MEETING WITH THE CHANCELLOR  
Location: City Hall, The Blue Room
- 3:00 - 4:00 BUILD-IT-BACK BRIEFING/PREP  
Location: City Hall, The Blue Room
- 4:00 - 4:30 PREP FOR DEVELOPER MEETING REGARDING HOMELESS  
VETERANS  
Location: City Hall, The Mayor's Office
- 4:30 - 5:30 MEETING WITH DEVELOPERS REGARDING HOMELESS  
VETERANS  
Location: City Hall, The Blue Room
- 5:30 - 6:00 TRAVEL FROM CITY HALL TO 28-11 28TH AVENUE,  
COLLEGE POINT QUEENS  
Travel Time: 30 Mins.  
Car: MBdB, Catherine Almonte
- 5:45 - 5:50 5 MINUTE CALL WITH SEC. JOHNSON (SEC. WANTS TO  
THANK YOU FOR SENDING ALONG THE MOU)  
Note: Sec. will call you on your cell
- 6:00 - 8:00 BRING GREETINGS AT THE JANET LANGHART COHEN'S  
ANNE & EMMETT - THE STORY OF ANNE FRANK & EMMETT TILL  
Location: Police Academy, 28-11 28th Avenue,  
College Point Queens  
Press Contact: Rosemary  
Telephone: [REDACTED]  
Setup: Theatre performance  
Press: Open
- 8:00 - 8:30 TRAVEL FROM QUEENS TO GRACIE MANSION  
Travel Time: 30 Mins.  
Car: MBdB
- 8:30 - 10:30 [REDACTED]  
[REDACTED] [REDACTED]

CITY HALL STEPS PRESS CONFERENCES

11am – Center For Bio Ethics “Surrogacy” 10 people

2pm – Teachers For Quality Education “Pro Public Schools” 20 people

FLONYC SCHEDULE

10:00 - 1:30



2:15 - 4:15 COMMUNITY PARTNERS MENTAL HEALTH ROADMAP  
BRIEFING

4:15 - 4:25 RECORD VIDEO MESSAGE FOR NAMI-NYS 2015  
EDUCATION CONFERENCE

4:25 - 4:35 RECORD VIDEO MESSAGE FOR THE HELENE FULD  
COLLEGE OF NURSING GRADUATION

4:35 - 5:00 CORRESPONDENCE MEETING WITH EUNICE KO

8:30 - 10:30



**From:** [Jonathan Rosen](#)  
**To:** [Salazar-Rodriguez, Prisca](#)  
**Cc:** [Hagelgans, Andrea](#); [Hatch, Peter](#); [Snyder, Thomas](#)  
**Subject:** Re: MINI SCHEDULE - Wednesday, October 21, 2015  
**Date:** Tuesday, October 20, 2015 10:42:28 PM

---

Ok

Sent from my iPhone

On Oct 20, 2015, at 10:33 PM, Salazar-Rodriguez, Prisca <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Need to reschedule millionth tree event tomorrow. I will reach out to Bloomberg. Can either of your reach parks. Jonathan can you let Bette know. Thanks.

Sent from my iPhone

Begin forwarded message:

**From:** B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)>  
**Date:** October 20, 2015 at 10:15:52 PM EDT  
**To:** "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>, FLONYC <[FLONYC@cityhall.nyc.gov](mailto:FLONYC@cityhall.nyc.gov)>, Tom Snyder <[tomsnyder@cityhall.nyc.gov](mailto:tomsnyder@cityhall.nyc.gov)>, "Wolfe, Emma" <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>  
**Subject:** Re: MINI SCHEDULE - Wednesday, October 21, 2015

I assume we should take down the Bloomberg event -- re-schedule it. And I'll skip the gym in the AM. We can move Caplan as needed - - ideally should do tmrw, perhaps at gracie. We should keep the homeless veterans mtg if we can. We'll follow Bratton's lead as to whether the event at the Academy will still be on

Sent from my BlackBerry 10 smartphone.

---

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Tuesday, October 20, 2015 6:27 PM  
**To:** B; FLONYC  
**Subject:** MINI SCHEDULE - Wednesday, October 21, 2015

---

SCHEDULE FOR MAYOR BILL DE BLASIO  
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Wednesday, October 21, 2015

WEATHER: Hi of 74. Low of 55. Mostly Sunny  
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NOTES: \*YOU have 30 mins. to change at the gym

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Location: 357 9th Street

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Travel Time: 30 Mins.  
Car: MBdB, Jonathan Viguers

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Location: City Hall, The Mayor's Office

10:00 - 11:00 WHITESPACE  
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11:00 - 12:00 TRAVEL FROM CITY HALL TO JOYCE KILMER PARK, THE  
BRONX, MID-PARK - WALTON AVE. BTW E. 161ST AND 164TH STREETS  
Car: MBdB, Jonathan Viguers

11:00 - 11:30 INTERVIEW CALL WITH ANNA SANDERS OF THE SI  
REGARDING FEATURE STORY ON BP ODDO  
Location: YOU call Anna at [REDACTED]

12:00 - 1:30 1 MILLIONTH TREE PLANTING WITH BETTE MIDLER AND  
MAYOR BLOOMBERG (NO Q&A)  
Location: Joyce Kilmer Park, The Bronx, Walton  
Ave. btw E. 161st and 164th Sts.  
Press Contact: Monica Klein  
Telephone: [REDACTED]  
Site Advance: Javon Coney  
Telephone: [REDACTED]

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Location: City Hall, The Blue Room

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Location: City Hall, The Blue Room

4:00 - 4:30 PREP FOR DEVELOPER MEETING REGARDING HOMELESS  
VETERANS  
Location: City Hall, The Mayor's Office

4:30 - 5:30 MEETING WITH DEVELOPERS REGARDING HOMELESS  
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Location: City Hall, The Blue Room

5:30 - 6:00 TRAVEL FROM CITY HALL TO 28-11 28TH AVENUE,  
COLLEGE POINT QUEENS  
Travel Time: 30 Mins.  
Car: MBdB, Catherine Almonte

5:45 - 5:50 5 MINUTE CALL WITH SEC. JOHNSON (SEC. WANTS TO  
THANK YOU FOR SENDING ALONG THE MOU)  
Note: Sec. will call you on your cell

6:00 - 8:00 BRING GREETINGS AT THE JANET LANGHART COHEN'S  
ANNE & EMMETT - THE STORY OF ANNE FRANK & EMMETT TILL  
Location: Police Academy, 28-11 28th Avenue,  
College Point Queens  
Press Contact: Rosemary  
Telephone: [REDACTED]  
Setup: Theatre performance  
Press: Open

8:00 - 8:30 TRAVEL FROM QUEENS TO GRACIE MANSION  
Travel Time: 30 Mins.  
Car: MBdB

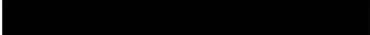
8:30 - 10:30 [REDACTED]  
Location: Gracie Mansion

CITY HALL STEPS PRESS CONFERENCES

11am – Center For Bio Ethics “Surrogacy” 10 people

2pm – Teachers For Quality Education “Pro Public Schools” 20 people

FLONYC SCHEDULE

10:00 - 1:30 PRIVATE TIME  
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BRIEFING  
4:15 - 4:25 RECORD VIDEO MESSAGE FOR NAMI-NYS 2015  
EDUCATION CONFERENCE  
4:25 - 4:35 RECORD VIDEO MESSAGE FOR THE HELENE FULD  
COLLEGE OF NURSING GRADUATION  
4:35 - 5:00 CORRESPONDENCE MEETING WITH EUNICE KO  
8:30 - 10:30 

**From:** [Jaclyn Kessel](#)  
**To:** [Klein, Monica](#)  
**Cc:** [Biederman, Sam \(Parks\) <Sam.Biederman@parks.nyc.gov> \(Sam.Biederman@parks.nyc.gov\)](#)  
**Subject:** Re: Million Trees  
**Date:** Wednesday, October 21, 2015 7:24:32 AM

---

Scratch that I'm good. Talk soon

Sent from my iPhone

On Oct 21, 2015, at 7:07 AM, Jaclyn Kessel <[Jaclyn@berlinrosen.com](mailto:Jaclyn@berlinrosen.com)> wrote:

Sorry haven't heard definitively one way or the other-- rescheduled or no?

Sent from my iPhone

On Oct 20, 2015, at 10:36 PM, Klein, Monica <[MKlein@cityhall.nyc.gov](mailto:MKlein@cityhall.nyc.gov)> wrote:

Folks  
This is 99% chance coming down  
Thx

Sent from my iPhone

On Oct 20, 2015, at 10:35 PM, Jaclyn Kessel  
<[Jaclyn@berlinrosen.com](mailto:Jaclyn@berlinrosen.com)> wrote:

Hey quick q-- how are you guys handling Q&A tomorrow?  
When / who / format? Thank you!

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [Jonathan Rosen](#)  
**Subject:** FW:  
**Date:** Wednesday, October 21, 2015 7:42:14 PM

---

I sent email late – don't know if she can check remotely  
Is this possible for tomorrow-

---

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Wednesday, October 21, 2015 6:48 PM  
**To:** Emily Walsh  
**Subject:**

Hey – can Mayor have a conf room tomorrow at 945am for a mtg – 4 people total-

Prisca Salazar-Rodriguez  
Office of The Mayor  
212-341-5016  
917-853-3421

**From:** [Emily Walsh](#)  
**To:** [Salazar-Rodriguez, Prisca](#)  
**Subject:** RE:  
**Date:** Wednesday, October 21, 2015 9:01:14 PM

---

11th fl is yours!

Emily Walsh  
BerlinRosen Public Affairs  
emily@berlinrosen.com  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Wednesday, October 21, 2015 7:50 PM  
**To:** Emily Walsh  
**Subject:** RE:

Thanks!!

---

**From:** Emily Walsh [mailto:Emily@berlinrosen.com]  
**Sent:** Wednesday, October 21, 2015 7:49 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** Re:

We will make room! I will confirm which can room in ~30 min when calendars are in front of me

On Oct 21, 2015, at 6:48 PM, Salazar-Rodriguez, Prisca <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Hey – can Mayor have a conf room tomorrow at 945am for a mtg – 4 people total-

Prisca Salazar-Rodriguez  
Office of The Mayor  
212-341-5016  
917-853-3421

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [Jonathan Rosen](#)  
**Subject:** Re: FW:  
**Date:** Wednesday, October 21, 2015 9:53:17 PM

---

Yes. Thanks.

Sent from my iPhone

On Oct 21, 2015, at 9:06 PM, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

Sounds like you guys closed the loop?

Sent from my iPad

On Oct 21, 2015, at 7:42 PM, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

I sent email late – don't know if she can check remotely  
Is this possible for tomorrow-

---

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Wednesday, October 21, 2015 6:48 PM  
**To:** Emily Walsh  
**Subject:**

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people total-

Prisca Salazar-Rodriguez  
Office of The Mayor  
212-341-5016  
917-853-3421

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [Emily Walsh](#)  
**Subject:** Re: RE:  
**Date:** Thursday, October 22, 2015 9:55:00 AM

---

Sorry. Meeting not happening.

Sent from my iPhone

On Oct 21, 2015, at 9:01 PM, Emily Walsh <[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)> wrote:

11th fl is yours!

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)]  
**Sent:** Wednesday, October 21, 2015 7:50 PM  
**To:** Emily Walsh  
**Subject:** RE:

Thanks!!

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Wednesday, October 21, 2015 7:49 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** Re:

We will make room! I will confirm which can room in ~30 min when calendars are in front of me

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Prisca Salazar-Rodriguez  
Office of The Mayor  
212-341-5016  
917-853-3421

**From:** [Emily Walsh](#)  
**To:** [Salazar-Rodriguez, Prisca](#)  
**Subject:** RE:  
**Date:** Thursday, October 22, 2015 9:58:44 AM

---

:)

Let me know how else I can help.

Emily Walsh  
BerlinRosen Public Affairs  
emily@berlinrosen.com  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)]  
**Sent:** Thursday, October 22, 2015 9:54 AM  
**To:** Emily Walsh  
**Subject:** Re: RE:

Sorry. Meeting not happening.

Sent from my iPhone

On Oct 21, 2015, at 9:01 PM, Emily Walsh <[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)> wrote:

11th fl is yours!

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)]  
**Sent:** Wednesday, October 21, 2015 7:50 PM  
**To:** Emily Walsh  
**Subject:** RE:

Thanks!!

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Wednesday, October 21, 2015 7:49 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** Re:

We will make room! I will confirm which can room in ~30 min when calendars are in front of me

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Hey – can Mayor have a conf room tomorrow at 945am for a mtg – 4 people total-

Prisca Salazar-Rodriguez  
Office of The Mayor  
212-341-5016  
917-853-3421

**From:** [Snyder, Thomas](#)  
**To:** [Emily Walsh](#)  
**Subject:** Re: Meet?  
**Date:** Thursday, October 22, 2015 2:39:28 PM

---

Not really. Prefer a place that's not too far from City hall.

On 10/22/15, 2:22 PM, "Emily Walsh" <Emily@berlinrosen.com> wrote:

>Breakfast it is. Do you have a favorite place to meet?

>

>

>Emily Walsh

>BerlinRosen Public Affairs

>emily@berlinrosen.com

>646-200-5310

>

>

>From: Snyder, Thomas [TSnyder@cityhall.nyc.gov]

>Sent: Wednesday, October 21, 2015 6:36 PM

>To: Jonathan Rosen

>Cc: Emily Walsh

>Subject: Re: Meet?

>

>Wednesday breakfast good. Thursday planning may not happen since its the

>re elect gala.

>

>On 10/21/15, 4:58 PM, "Jonathan Rosen" <Jonathan@berlinrosen.com> wrote:

>

>>Hey Tom-

>>

>>Could do Friday for lunch this week, or next week breakfast Wednesday, or

>>drink before planning on Thursday?

>>

>>Any of those work. Ccing Emily for scheduling.

>>

>>-Jonathan

>>

>>-----Original Message-----

>>From: Snyder, Thomas [<mailto:TSnyder@cityhall.nyc.gov>]

>>Sent: Tuesday, October 20, 2015 6:17 PM

>>To: Jonathan Rosen

>>Subject: Re: Meet?

>>

>>Ok.

>>

>>On 10/20/15, 5:34 PM, "Jonathan Rosen" <Jonathan@berlinrosen.com> wrote:

>>

>>>Absolutely. Have been running non stop today but will send some

>>>possible windows for either shortly.

>>>

>>>Sent from my iPhone

>>>

>>>> On Oct 20, 2015, at 9:51 AM, Snyder, Thomas

>>>><TSnyder@cityhall.nyc.gov>

>>>>wrote:

>>>>

>>>> Do you have any time this week or next for a lunch with me? Or a

>>>post-workday drink?

>>

>

**From:** [Snyder, Thomas](#)  
**To:** [Emily Walsh](#)  
**Subject:** Re: Meet?  
**Date:** Thursday, October 22, 2015 2:49:52 PM

---

Perfect.

On 10/22/15, 2:43 PM, "Emily Walsh" <Emily@berlinrosen.com> wrote:

>Les Halles on John St

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [Thornton, Demetrius](#); [Everett, Matt](#); [Griffith, Chantell](#); [Da Costa, Ricky](#); [Walzak, Phil](#); [Fuleihan, Dean \(OMB\)](#); [John, Roxanne](#); [Reisman, Lisette](#); [Leopold, Elana](#); [Louis Espiritusanto, Jose](#); [Darlington, Mandy \(OMB\)](#); [Zuniga, Andrea](#); [Shorris, Anthony](#); [Schnake Mahl, Gabriel](#); [John Del Cecato, Snyder, Thomas](#); [Williams, Dominic](#); [Hagelgans, Andrea](#); [Arslanian, Kayla](#); [Hinton, Karen](#); [Ko, Eunice](#); [Wiley, Maya](#); [Wolfe, Emma](#); [Caquias, Paula](#); ["jonathan@berlinrosen.com"](#); [Fialkoff, Gabrielle](#)  
**Subject:** RE: MBDB: Weekly Planning Meeting  
**Date:** Thursday, October 22, 2015 4:09:55 PM

---

This meeting will now be at 730pm.

Thanks!

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Wednesday, September 30, 2015 9:15 AM  
**To:** Salazar-Rodriguez, Prisca; Thornton, Demetrius; Everett, Matt; Griffith, Chantell; Da Costa, Ricky; Walzak, Phil; Fuleihan, Dean (OMB); John, Roxanne; Reisman, Lisette; Leopold, Elana; Louis Espiritusanto, Jose; Darlington, Mandy (OMB); Zuniga, Andrea; Shorris, Anthony; Schnake Mahl, Gabriel; John Del Cecato; Snyder, Thomas; Williams, Dominic; Hagelgans, Andrea; Arslanian, Kayla; Hinton, Karen; Ko, Eunice; Wiley, Maya; Wolfe, Emma; Caquias, Paula; 'jonathan@berlinrosen.com'; Fialkoff, Gabrielle  
**Subject:** MBDB: Weekly Planning Meeting  
**When:** Thursday, October 22, 2015 7:30 PM-9:00 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** Gracie Mansion

**From:** [Hagelgans, Andrea](#)  
**To:** [emma maguire wolfe](#); [Salazar-Rodriguez, Prisca](#)  
**Cc:** [Jonathan Rosen](#); [Hinton, Karen](#); [John Del Cecato](#); [Snyder, Thomas](#); [Nick Baldick](#); [Walzak, Phil](#)  
**Subject:** Re: Alert!!  
**Date:** Saturday, October 24, 2015 8:43:23 AM

---

Really don't advise Sandy anniversary. Bad politics with folks who already question us

We need to be in Staten Island and Brooklyn that day  
Sent from my BlackBerry 10 smartphone.

---

**From:** emma maguire wolfe  
**Sent:** Friday, October 23, 2015 9:36 PM  
**To:** Salazar-Rodriguez, Prisca  
**Cc:** Jonathan Rosen; Hinton, Karen; John Del Cecato; Hagelgans, Andrea; Snyder, Thomas; Nick Baldick; Walzak, Phil  
**Subject:** Re: Alert!!

---

I looped Jonathan with hrc folks who hadn't actually connected with him  
Stand by

On Oct 23, 2015 8:56 PM, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Can figure out timing but flagging that Thursday is also Sandy Anniversary.

Sent from my iPhone

On Oct 23, 2015, at 8:36 PM, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

+ Emma. No, let's just tell them we need to do it on Thursday. I am sure they will understand. We can work it out on a staff level with them.

Sent from my iPad

On Oct 23, 2015, at 8:26 PM, "Snyder, Thomas" <[TSnyder@cityhall.nyc.gov](mailto:TSnyder@cityhall.nyc.gov)> wrote:

- B and FLONYC  
Wake is Tuesday funeral is Wednesday. Can we possibly do an endorsement on either of those days? Weigh in.

Sent from my iPhone

On Oct 23, 2015, at 8:14 PM, B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

See below. Can we re-work the schedule and make this work Tues, despite challenges? Or do we need to make it another day next week? Think deeply and give me creative options pls

Sent from my BlackBerry 10 smartphone.

---

**From:** Robby Mook <[re47@hillaryclinton.com](mailto:re47@hillaryclinton.com)>  
**Sent:** Friday, October 23, 2015 7:48 PM  
**To:** Bill Deblasio  
**Subject:** Re: Checking in

---

The plan is still to do this on Tuesday. Christina Reynolds has been in touch with Jonathan Rosen.

We are going to roll you out w a national group of mayors and then work w Jonathan to book a bunch of media. I think it's going to be a big boost next week...and hopefully we have some wind at our back coming out of the Iowa JJ dinner!

On Oct 23, 2015, at 6:05 PM, Bill Deblasio <[REDACTED]> wrote:

Congrats on Benghazi hearing -- seems she did really well.

Now that I'm back from Israel, wanted to find out how and when we're handling endorsement rollout. And tell me who you want my folks to follow up with.

Thanks

Sent from my BlackBerry 10 smartphone.

**From:** [White, Erin](#)  
**To:** [B; Walzak, Phil; Hagelgans, Andrea; Hinton, Karen; Jonathan Rosen; John Del Cecato; Wolfe, Emma; Snyder, Thomas](#)  
**Subject:** RE: Quinnipiac alert  
**Date:** Sunday, October 25, 2015 5:28:21 PM

---

Hello sir,

Based on my conversation with her, it's a lengthy poll, about 20 minutes, almost exclusively on the mayor. She spoke to the pollster on her cell phone, not a land line. She's an independent.

She was asked:

- Did she vote for mayor?
  - Member of union?
  - Agree with carriage policy?
  - Support charter schools?
  - Think Farina doing a good job?
  - Does MdBd have a good relationship with the police? Doing a good job on race relations?
  - Is he doing a good job on housing?
  - Does she support pre-k?
  - Is he doing a good job with the homeless problem? Does she see more homeless people than five years ago?
  - Does she feel safe during the day? At night? Does she feel safer than she did five years ago? Does she feel like there is more crime than five years ago?
  - She was asked does she support Uber? Would it add to congestion? Does she ever take Uber?
  - Does the mayor care about New York city residents?
  - Does the governor care about New York city residents?
  - Support minimum wage increase for fast food restaurants? Does she think that would increase prices?
- What does she think about elimination tips?
- Is Speaker MMV doing a good job? Also asked about James, Stringer and Jeffries?
  - Should the city keep Taxi TV?

She was not asked about MTA or health care, and they didn't ask about mayor's relationship with the governor.

I have her contact information and she said she's happy to answer more questions if needed.

Thanks,

Erin

---

**From:** B  
**Sent:** Sunday, October 25, 2015 5:19 PM  
**To:** Walzak, Phil; Hagelgans, Andrea; Hinton, Karen; Jonathan Rosen; John Del Cecato; Wolfe, Emma; Snyder, Thomas  
**Cc:** White, Erin  
**Subject:** Quinnipiac alert

By chance I met an attendee at the Gracie open house this morning who is very supportive of us AND as luck would have it was just interviewed by Quinnipiac yesterday. Many questions about your truly. Erin got the download from her. Erin, pls share with all of us asap

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [Thornton, Demetrius](#); [Everett, Matt](#); [Griffith, Chantell](#); [Da Costa, Ricky](#); [Walzak, Phil](#); [Fuleihan, Dean \(OMB\)](#); [John, Roxanne](#); [Reisman, Lisette](#); [Leopold, Elana](#); [Louis Espiritusanto, Jose](#); [Darlington, Mandy \(OMB\)](#); [Zuniga, Andrea](#); [Shorris, Anthony](#); [Schnake Mahl, Gabriel](#); [John Del Cecato](#); [Snyder, Thomas](#); [Williams, Dominic](#); [Hagelgans, Andrea](#); [Arslanian, Kayla](#); [Hinton, Karen](#); [Ko, Eunice](#); [Wiley, Maya](#); [Wolfe, Emma](#); [Caquias, Paula](#); ["jonathan@berlinrosen.com"](#); [Fialkoff, Gabrielle](#)  
**Bcc:** ["nbaldick@hilltoppublicsolutions.com"](#)  
**Subject:** Weekly Planning Meeting  
**Date:** Monday, October 26, 2015 10:48:20 AM

---

Hi! Weekly Planning Meeting will resume next week.

**From:** [Jonathan Rosen](#)  
**To:** [Geri Prado](#)  
**Cc:** [Snyder, Thomas](#); [Salazar-Rodriguez, Prisca](#); [John Del Cecato](#)  
**Subject:** Re: Wednesday meeting with the Mayor  
**Date:** Monday, October 26, 2015 11:04:11 AM

---

Any details on this meeting much appreciated.

Sent from my iPhone

> On Oct 26, 2015, at 11:02 AM, Geri Prado <geri@progressiveagenda.us> wrote:  
>  
> Hey Tom and Prisca:  
>  
> There is a meeting scheduled from Noon to Midnight on our calendars. A few questions:  
>  
> - Is this the TPAC update with the Mayor?  
> - Are we specifically focusing on the forum?  
> - What is the real time?  
>  
> I think I suggested Baldick too but this was pre- the timeline for HRC was cemented.  
>  
> Can you let us know?  
>  
> Thanks.

**From:** [Snyder, Thomas](#)  
**To:** [Geri Prado](#); [Salazar-Rodriguez, Prisca](#)  
**Cc:** [John Del Cecato](#); [Jonathan Rosen](#); [Walzak, Phil](#)  
**Subject:** Re: Wednesday meeting with the Mayor  
**Date:** Monday, October 26, 2015 11:23:49 AM

---

Correction: this meeting will be at 1pm Wednesday.

On 10/26/15, 11:11 AM, "Snyder, Thomas" <TSnyder@cityhall.nyc.gov> wrote:

>The meeting is this Wednesday from 10am - 11am. Geri should determine what  
>is on the agenda. My nominees for agenda are:  
>Forum: status on Sanders, O'Malley, HRC, and Republican invites; who is  
>moderator discussion; message/comms  
>Immediate work plan (beyond forum): leadership structure, budget.  
>Might be too much for one hour. At any rate Geri should tee up what is  
>most important for Mayor to discuss with us.

>

>

>On 10/26/15, 11:02 AM, "Geri Prado" <geri@progressiveagenda.us> wrote:

>

>>Hey Tom and Prisca:

>>

>>There is a meeting scheduled from Noon to Midnight on our calendars. A

>>few questions:

>>

>>- Is this the TPAC update with the Mayor?

>>- Are we specifically focusing on the forum?

>>- What is the real time?

>>

>>I think I suggested Baldick too but this was pre- the timeline for HRC

>>was cemented.

>>

>>Can you let us know?

>>

>>Thanks.

>

**From:** [Jonathan Rosen](#)  
**To:** [Stephen Witt](#)  
**Cc:** [Hinton, Karen](#)  
**Subject:** Re: Clinton Story  
**Date:** Monday, October 26, 2015 4:07:26 PM

---

Hi Steve, we're going to decline to comment. Thanks.

Sent from my iPad

On Oct 26, 2015, at 4:03 PM, "Stephen Witt" <[REDACTED]> wrote:

Hi Jonathan & Karen,

Ready to post within the next half hour. Any comment?

Thanks  
Steve

Stephen Witt  
[REDACTED]  
[www.KingsCountyPolitics.com](http://www.KingsCountyPolitics.com)  
(917) 257-6014

**From:** [Hagelgans, Andrea](#)  
**To:** [Walzak, Phil](#); ["Jonathan Rosen"](#)  
**Cc:** [Dan Levitan](#)  
**Subject:** Re: Morning Joe  
**Date:** Monday, October 26, 2015 7:57:48 PM

---

Thurs

Sent from my BlackBerry 10 smartphone.

Original Message

From: Walzak, Phil  
Sent: Monday, October 26, 2015 7:46 PM  
To: 'Jonathan Rosen'; Hagelgans, Andrea  
Cc: Dan Levitan  
Subject: RE: Morning Joe

What date is actual Sandy anny?

-----Original Message-----

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
Sent: Monday, October 26, 2015 7:46 PM  
To: Hagelgans, Andrea  
Cc: Walzak, Phil; Dan Levitan  
Subject: Re: Morning Joe

Could we do this Friday morning?

Sent from my iPhone

> On Oct 26, 2015, at 7:24 PM, Hagelgans, Andrea <AHagelgans@cityhall.nyc.gov> wrote:

>  
>  
>

> Sent from my BlackBerry 10 smartphone.

> Original Message

> From: Rodriguez, Jesse (NBCUniversal) <Jesse.Rodriguez@nbcuni.com>  
> Sent: Monday, October 26, 2015 7:17 PM  
> To: Spitalnick, Amy (OMB); Hagelgans, Andrea  
> Cc: Adams Baker, Marti  
> Subject: RE: Morning Joe

>  
>

> Hello, friends. I wanted to reach out about having the Mayor and First Lady on the show in the coming weeks. I know the Mayor is still deciding who he will be endorsing for president and we'd like to make sure you consider Morning Joe for the announcement or the morning after the announcement. We are the #1 cable morning news show in the NYC market. Mayor de Blasio and the First Lady had a great time last time they were on together. Thank you.

>

> -----Original Message-----

> From: Spitalnick, Amy (OMB) [<mailto:SpitalnickA@omb.nyc.gov>]  
> Sent: Thursday, October 15, 2015 7:28 AM  
> To: Hagelgans, Andrea  
> Cc: Rodriguez, Jesse (NBCUniversal); Adams Baker, Marti  
> Subject: Re: Morning Joe

>

> Correct, he won't be there until much later in the day, and he leaves Sunday night. Sorry that it won't work out!

>

>> On Oct 15, 2015, at 7:25 AM, Hagelgans, Andrea <AHagelgans@cityhall.nyc.gov> wrote:  
>>  
>> Don't believe logistically that works due to flight time but Amy will check  
>>  
>> Sent from my BlackBerry 10 smartphone.  
>> Original Message  
>> From: Rodriguez, Jesse (NBCUniversal)  
>> Sent: Thursday, October 15, 2015 7:24 AM  
>> To: Spitalnick, Amy (OMB); Hagelgans, Andrea; Adams Baker, Marti  
>> Subject: Morning Joe  
>>  
>>  
>> Hello -  
>>  
>> With the mayor traveling to Israel today, would you consider having him join Morning Joe tomorrow  
from a studio in Jerusalem or Tel Aviv anytime 6-9amET?  
>>  
>> Thanks,  
>> Jesse

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [Jonathan Rosen](#)  
**Subject:** Re: MBDB: Prep for Friday  
**Date:** Monday, October 26, 2015 10:08:37 PM

---

Yes. Of course.

Sent from my iPhone

> On Oct 26, 2015, at 10:04 PM, Jonathan Rosen <Jonathan@berlinrosen.com> wrote:  
>  
> Is this really at industry city? Any way to call in?  
>  
> Sent from my iPad  
>  
>> On Oct 26, 2015, at 8:49 PM, "Salazar-Rodriguez, Prisca" <PSalazar-Rodriguez@cityhall.nyc.gov>  
wrote:  
>>  
>>  
>>  
>> <meeting.ics>

**From:** [Jonathan Rosen](#)  
**To:** [Salazar-Rodriguez, Prisca](#)  
**Subject:** Re: MBDB: Prep for Friday  
**Date:** Monday, October 26, 2015 10:23:36 PM

---

Thanks

Sent from my iPhone

> On Oct 26, 2015, at 10:08 PM, Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

>

> Yes. Of course.

>

> Sent from my iPhone

>

>> On Oct 26, 2015, at 10:04 PM, Jonathan Rosen <Jonathan@berlinrosen.com> wrote:

>>

>> Is this really at industry city? Any way to call in?

>>

>> Sent from my iPad

>>

>>> On Oct 26, 2015, at 8:49 PM, "Salazar-Rodriguez, Prisca" <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

>>>

>>>

>>>

>>> <meeting.ics>

**From:** [Walzak, Phil](#)  
**To:** [Hinton, Karen](#)  
**Cc:** [Jonathan Rosen](#)  
**Subject:** RE: Hillary  
**Date:** Tuesday, October 27, 2015 1:30:52 PM

---

+ JR to handle

---

**From:** Hinton, Karen  
**Sent:** Tuesday, October 27, 2015 1:06 PM  
**To:** Walzak, Phil  
**Subject:** Fwd: Hillary

How to handle this?

Sent from my iPhone

Begin forwarded message:

**From:** Ross Barkan <[rbarkan@observer.com](mailto:rbarkan@observer.com)>  
**Date:** October 27, 2015 at 12:55:32 PM EDT  
**To:** "Hinton, Karen" <[khinton@cityhall.nyc.gov](mailto:khinton@cityhall.nyc.gov)>  
**Subject:** Hillary

Did the Mayor say to that [these reports](#) on his Hillary endorsement are inaccurate? Is the Mayor in talks with the Clinton campaign about endorsing Hillary?

--

Ross Barkan  
Senior Political Reporter  
New York Observer  
Cell: 917-498-2525 Office: 212-407-9396  
[@rossbarkan](mailto:@rossbarkan)

**From:** [Da Costa, Ricky](#)  
**To:** "[Emily Walsh](#)"  
**Subject:** RE: Meeting Room Thursday  
**Date:** Tuesday, October 27, 2015 2:43:51 PM

---

Perfect, thanks much!

---

**From:** Emily Walsh [mailto:[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
**Sent:** Tuesday, October 27, 2015 2:43 PM  
**To:** Da Costa, Ricky  
**Subject:** RE: Meeting Room Thursday

Yes, although you'll actually be using the conference room on the 11th floor. So 15 Maiden Lane, suite 1101, on the 11th floor. thanks!

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Da Costa, Ricky [RDaCosta@cityhall.nyc.gov]  
**Sent:** Tuesday, October 27, 2015 11:18 AM  
**To:** Emily Walsh  
**Subject:** RE: Meeting Room Thursday

Excellent, thanks. And, stupid questions, but that's on the 16<sup>th</sup> floor, right?

---

**From:** Emily Walsh [mailto:[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
**Sent:** Tuesday, October 27, 2015 11:13 AM  
**To:** Da Costa, Ricky  
**Subject:** Re: Meeting Room Thursday

Of course. All set. We're at 15 Maiden Lane, suite 1600.

On Oct 27, 2015, at 10:41 AM, Da Costa, Ricky <[RDaCosta@cityhall.nyc.gov](mailto:RDaCosta@cityhall.nyc.gov)> wrote:

Good Morning Emily,

I hope all is well. I was hoping to reserve a room over at BR for a meeting Tom Snyder (Mayor's Chief of Staff) is having this Thursday (10/29) from 11am-12pm with a total headcount of 6-8. Do you have anything that might work?

Thanks,  
Ricky

Ricky Da Costa  
Special Assistant to the Chief of Staff  
Office of the Mayor  
212.788.7751 (o)  
917.618.4804 (m)

**From:** [Jonathan Rosen](#)  
**To:** [Almonte, Catherine](#)  
**Subject:** RE: MBDB: Prep Callfor Friday  
**Date:** Tuesday, October 27, 2015 5:33:29 PM

---

ok

---

**From:** Almonte, Catherine [mailto:CAmonte@cityhall.nyc.gov]  
**Sent:** Tuesday, October 27, 2015 5:33 PM  
**To:** Jonathan Rosen  
**Subject:** Re: MBDB: Prep Callfor Friday

I'd advise against it. Might hop off the call he's on now sooner than expected.

Sent while mobile

On Oct 27, 2015, at 5:30 PM, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

Cat – do I have time to hop on the subway to BK – 15 mins – or no?

---

**From:** Almonte, Catherine [mailto:CAmonte@cityhall.nyc.gov]  
**Sent:** Tuesday, October 27, 2015 5:30 PM  
**To:** Arslanian, Kayla  
**Cc:** Salazar-Rodriguez, Prisca; Jonathan Rosen; Hagelgans, Andrea; Walzak, Phil; John Del Cecato; Snyder, Thomas; Hinton, Karen; Viguers, Jonathan  
**Subject:** Re: MBDB: Prep Callfor Friday

Will let you know when to dial in.

Sent while mobile

On Oct 27, 2015, at 5:29 PM, Arslanian, Kayla <[KArslanian@cityhall.nyc.gov](mailto:KArslanian@cityhall.nyc.gov)> wrote:

Cat is advising 15-20 mins.

---

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Tuesday, October 27, 2015 5:19 PM  
**To:** 'Jonathan Rosen'; Hagelgans, Andrea; Walzak, Phil; John Del Cecato; Snyder, Thomas; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan  
**Subject:** RE: MBDB: Prep Callfor Friday

An email will go out from body staff when he is ready to jump on he is out of the office

---

**From:** Jonathan Rosen [mailto:[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)]

**Sent:** Tuesday, October 27, 2015 5:18 PM  
**To:** Hagelgans, Andrea; Salazar-Rodriguez, Prisca; Walzak, Phil; John Del Cecato; Snyder, Thomas; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan  
**Subject:** RE: MBDB: Prep Callfor Friday

Prisca – new ETA on this?

---

**From:** Hagelgans, Andrea [<mailto:AHagelgans@cityhall.nyc.gov>]  
**Sent:** Tuesday, October 27, 2015 5:17 PM  
**To:** Jonathan Rosen; Salazar-Rodriguez, Prisca; Walzak, Phil; John Del Cecato; Snyder, Thomas; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan  
**Subject:** RE: MBDB: Prep Callfor Friday

His earlier meeting hasn't started yet

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Tuesday, October 27, 2015 5:16 PM  
**To:** Salazar-Rodriguez, Prisca; Walzak, Phil; John Del Cecato; Snyder, Thomas; Hagelgans, Andrea; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan  
**Subject:** RE: MBDB: Prep Callfor Friday

I'm dialed in.

---

**From:** Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]  
**Sent:** Tuesday, October 27, 2015 5:01 PM  
**To:** Walzak, Phil; Jonathan Rosen; John Del Cecato; Snyder, Thomas; Hagelgans, Andrea; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan  
**Subject:** MBDB: Prep Callfor Friday

Updated Call in #

██████████ CODE: ██████████

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Monday, October 26, 2015 11:44 AM  
**To:** Salazar-Rodriguez, Prisca; Walzak, Phil; Jonathan Rosen; John Del Cecato; Snyder, Thomas; Hagelgans, Andrea; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan  
**Subject:** MBDB: Prep for Friday  
**When:** Tuesday, October 27, 2015 5:15 PM-6:15 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** Industry City, 220 36th Street, Brooklyn//CALL IN#: ██████████  
CODE: ██████████

**From:** [Hinton, Karen](#)  
**To:** ["Jonathan Rosen"](#)  
**Subject:** RE: MBDB: Prep Callfor Friday  
**Date:** Tuesday, October 27, 2015 5:35:54 PM

---

Ok. Just seeing her email. Tks.

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Tuesday, October 27, 2015 5:35 PM  
**To:** Hinton, Karen  
**Subject:** RE: MBDB: Prep Callfor Friday

Still hasn't started. Waiting for Cat to tell us to dial in.

---

**From:** Hinton, Karen [<mailto:KHinton@cityhall.nyc.gov>]  
**Sent:** Tuesday, October 27, 2015 5:35 PM  
**To:** Jonathan Rosen  
**Subject:** RE: MBDB: Prep Callfor Friday

Did we do this?

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Tuesday, October 27, 2015 5:16 PM  
**To:** Salazar-Rodriguez, Prisca; Walzak, Phil; John Del Cecato; Snyder, Thomas; Hagelgans, Andrea; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan  
**Subject:** RE: MBDB: Prep Callfor Friday

I'm dialed in.

---

**From:** Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]  
**Sent:** Tuesday, October 27, 2015 5:01 PM  
**To:** Walzak, Phil; Jonathan Rosen; John Del Cecato; Snyder, Thomas; Hagelgans, Andrea; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan  
**Subject:** MBDB: Prep Callfor Friday

Updated Call in #

██████████ CODE: ██████████

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Monday, October 26, 2015 11:44 AM  
**To:** Salazar-Rodriguez, Prisca; Walzak, Phil; Jonathan Rosen; John Del Cecato; Snyder, Thomas; Hagelgans, Andrea; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan  
**Subject:** MBDB: Prep for Friday  
**When:** Tuesday, October 27, 2015 5:15 PM-6:15 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** Industry City, 220 36th Street, Brooklyn//CALL IN#: ██████████ CODE: ██████████

**From:** [Almonte, Catherine](#)  
**To:** [Arslanian, Kayla](#)  
**Cc:** [Salazar-Rodriguez, Prisca](#); [Jonathan Rosen](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [John Del Cecato](#); [Snyder, Thomas](#); [Hinton, Karen](#); [Viguers, Jonathan](#)  
**Subject:** Re: MBDB: Prep Callfor Friday  
**Date:** Tuesday, October 27, 2015 5:53:32 PM

---

Please dial in

Sent while mobile

On Oct 27, 2015, at 5:29 PM, Arslanian, Kayla <[KArslanian@cityhall.nyc.gov](mailto:KArslanian@cityhall.nyc.gov)> wrote:

Cat is advising 15-20 mins.

---

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Tuesday, October 27, 2015 5:19 PM  
**To:** 'Jonathan Rosen'; Hagelgans, Andrea; Walzak, Phil; John Del Cecato; Snyder, Thomas; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan  
**Subject:** RE: MBDB: Prep Callfor Friday

An email will go out from body staff when he is ready to jump on  
he is out of the office

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Tuesday, October 27, 2015 5:18 PM  
**To:** Hagelgans, Andrea; Salazar-Rodriguez, Prisca; Walzak, Phil; John Del Cecato; Snyder, Thomas; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan  
**Subject:** RE: MBDB: Prep Callfor Friday

Prisca – new ETA on this?

---

**From:** Hagelgans, Andrea [<mailto:AHagelgans@cityhall.nyc.gov>]  
**Sent:** Tuesday, October 27, 2015 5:17 PM  
**To:** Jonathan Rosen; Salazar-Rodriguez, Prisca; Walzak, Phil; John Del Cecato; Snyder, Thomas; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan  
**Subject:** RE: MBDB: Prep Callfor Friday

His earlier meeting hasn't started yet

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Tuesday, October 27, 2015 5:16 PM  
**To:** Salazar-Rodriguez, Prisca; Walzak, Phil; John Del Cecato; Snyder, Thomas; Hagelgans, Andrea; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan  
**Subject:** RE: MBDB: Prep Callfor Friday

I'm dialed in.

---

**From:** Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]

**Sent:** Tuesday, October 27, 2015 5:01 PM  
**To:** Walzak, Phil; Jonathan Rosen; John Del Cecato; Snyder, Thomas; Hagelgans, Andrea; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan  
**Subject:** MBDB: Prep Callfor Friday

Updated Call in #

██████████ CODE: ██████████

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca

**Sent:** Monday, October 26, 2015 11:44 AM

**To:** Salazar-Rodriguez, Prisca; Walzak, Phil; Jonathan Rosen; John Del Cecato; Snyder, Thomas; Hagelgans, Andrea; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan

**Subject:** MBDB: Prep for Friday

**When:** Tuesday, October 27, 2015 5:15 PM-6:15 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** Industry City, 220 36th Street, Brooklyn//CALL IN#: ██████████ CODE: ██████████  
██████████

**From:** [B](#)  
**To:** [Salazar-Rodriguez, Prisca](#)  
**Cc:** [Jonathan Rosen](#); [Klein, Monica](#)  
**Subject:** Re: MINI SCHEDULE - Wednesday, October 28, 2015  
**Date:** Wednesday, October 28, 2015 8:43:08 AM

---

Let's start briefing when I get in the car after the Assembly dinner. Also, I'll need to see clips from the Repub debate on Thurs

---

**From:** "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>  
**Date:** Wed, 28 Oct 2015 11:56:37 +0000  
**To:** B<[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)>  
**Cc:** Jonathan Rosen<[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>  
**Subject:** Re: MINI SCHEDULE - Wednesday, October 28, 2015

Ok. Will add for tonight. Already have time for Thursday.

Sent from my iPhone

On Oct 28, 2015, at 7:53 AM, B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

I need more briefing time tonight with Jonathan to prepare for Friday. Will need it thurs eve as well. Thanks

---

**From:** "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>  
**Date:** Tue, 27 Oct 2015 22:55:32 +0000  
**To:** B<[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)>; FLONYC<[FLONYC@cityhall.nyc.gov](mailto:FLONYC@cityhall.nyc.gov)>  
**Subject:** MINI SCHEDULE - Wednesday, October 28, 2015

SCHEDULE FOR MAYOR BILL DE BLASIO  
CITY OF NEW YORK  
Wednesday, October 28, 2015

WEATHER: Hi of 67. Low of 54. Rain/Wind  
ATTIRE: Business  
NOTES: \*YOU have 30 mins. to change at the gym

6:30 - 7:00 TRAVEL FROM GRACIE TO 357 9TH STREET  
Travel Time: 30 Mins.  
Car: MBdB, FLONYC

7:30 - 8:30 WORKOUT  
Location: 357 9th Street

9:00 - 9:30 TRAVEL FROM 357 9TH STREET TO CITY HALL // DAILY COMMS CALL  
Travel Time: 30 Mins.  
Car: MBdB, FLONYC

9:30 - 10:30 MENTAL HEALTH ROLL-OUT BRIEFING WITH FLONYC & DEPUTY  
MAYOR BUERY  
Location: City Hall, The Blue Room

10:30 - 11:00 GALA REMARKS PREP WITH JOHN DELCACATO  
Location: City Hall, The Mayor's Office

11:00 - 11:30 FLU SHOT  
Location: City Hall, The Mayor's Office

11:30 - 12:00 PREP FOR HOMELESS VETERANS DEVELOPERS MEETING  
Location: City Hall, Blue Room

12:00 - 1:00 MEETING WITH DEVELOPERS REGARDING HOMELESS VETERANS  
Location: City Hall, Blue Room

1:00 - 2:00 MEETING/CALL WITH GERRI PRADO  
Location: City Hall, The Mayor's Office

2:00 - 3:00 TRAVEL FROM CITY HALL TO GREATER ALLEN A. M. E. CATHEDRAL OF  
NEW YORK  
Location: 11031 Merrick Boulevard, Jamaica, NY 11433  
Travel Time: 1 Hrs.  
Car: MBdB, Jonathan Viguers

3:00 - 5:00 REMARKS AT THE FUNERAL OF POLICE OFFICER RANDOLF HOLDER  
(FLONYC ATTENDING WITH MBDB)  
Location: Greater Allen A. M. E. Cathedral of New York, 11031  
Merrick Boulevard, Jamaica, NY 11433  
Staff Contact: Marco Carrion  
Telephone: [REDACTED]  
Press Contact: Jerika Richardson  
Telephone: [REDACTED]  
Site Advance: Stefan Grybauskas  
Telephone: [REDACTED]  
Remarks: Prepared  
Press: Open

5:00 - 5:45 TRAVEL FROM GREATER ALLEN A. M. E. CATHEDRAL OF NEW YORK TO  
1177 6TH AVENUE

Travel Time: 45 Mins.  
Car: MBdB, Jonathan Viguers

5:45 - 6:45 MEETING WITH TOM SNYDER  
Location: 1177 6th Avenue - 29th Floor

6:45 - 7:00 TRAVEL FROM 1177 6TH AVENUE TO NY PUBLIC LIBRARY  
Location: 5th Avenue at 42nd Street  
Travel Time: 15 Mins.  
Car: MBdB, Jonathan Viguers

7:15 - 9:00 NYS ASSEMBLY DEMOCRATIC CONFERENCE DINNER  
Location: NY Public Library - 5th Ave at 42nd Street New York, NY  
10018  
Staff Contact: Catherine Almonte  
Telephone: [REDACTED]

9:00 - 9:25 TRAVEL FROM NY PUBLIC LIBRARY TO GRACIE MANSION  
Travel Time: 25 Mins.  
Car: MBdB

#### CITY HALL STEPS PRESS CONFERENCES

1:00 Council Member Greenfield "School Security" - 100 people

#### FLONYC SCHEDULE

9:30 - 10:30 MENTAL HEALTH ROLL-OUT BRIEFING WITH MBDB & DM BUERY

10:45 - 11:15 SHOOT VIDEO FOR HALLOWEEN

11:15 - 11:30 MAKE EARPIECE IMPRESSION

11:30 - 12:00 LUNCH

12:00 - 12:30 DEPART CITY HALL EN ROUTE 340 MADISON AVENUE

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12:45 - 1:30 INTRODUCING PATRICK KENNEDY AT "CHANGING THE NATIONAL  
DISCOURSE ABOUT MENTAL HEALTH ISSUES AND ADDICTION" CONVERSATION

3:00 - 5:00 ATTEND MBDB REMARKS AT FUNERAL SERVICE OF NYPD OFFICER  
RANDOLPH HOLDER

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** ["Jonathan Rosen"](#)  
**Subject:** RE: MINI SCHEDULE - Wednesday, October 28, 2015  
**Date:** Wednesday, October 28, 2015 9:59:31 AM

---

I am going to push back  
He needs to get some rest-  
Am going to sugg drive time from the funeral –  
Which is 45 min –

---

**From:** Jonathan Rosen [mailto:Jonathan@berlinrosen.com]  
**Sent:** Wednesday, October 28, 2015 9:55 AM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: MINI SCHEDULE - Wednesday, October 28, 2015

He means by phone right?

---

**From:** B [mailto:BCCD@cityhall.nyc.gov]  
**Sent:** Wednesday, October 28, 2015 7:54 AM  
**To:** Salazar-Rodriguez, Prisca  
**Cc:** Jonathan Rosen  
**Subject:** Re: MINI SCHEDULE - Wednesday, October 28, 2015

I need more briefing time tonight with Jonathan to prepare for Friday. Will need it thurs eve as well. Thanks

---

**From:** "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>  
**Date:** Tue, 27 Oct 2015 22:55:32 +0000  
**To:** B<[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)>; FLONYC<[FLONYC@cityhall.nyc.gov](mailto:FLONYC@cityhall.nyc.gov)>  
**Subject:** MINI SCHEDULE - Wednesday, October 28, 2015

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Location: Greater Allen A. M. E. Cathedral of New York, 11031 Merrick Boulevard, Jamaica, NY 11433  
Staff Contact: Marco Carrion  
Telephone: [REDACTED]  
Press Contact: Jerika Richardson  
Telephone: [REDACTED]  
Site Advance: Stefan Grybauskas  
Telephone: [REDACTED]  
Remarks: Prepared  
Press: Open

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**From:** [Salazar-Rodriguez, Prisca](mailto:Salazar-Rodriguez, Prisca)  
**To:** ["Jonathan Rosen"](mailto:Jonathan.Rosen)  
**Subject:** RE: MINI SCHEDULE - Wednesday, October 28, 2015  
**Date:** Wednesday, October 28, 2015 9:59:47 AM

---

To answer ur q – yes by phone –  
LOL

---

**From:** Jonathan Rosen [mailto:Jonathan@berlinrosen.com]  
**Sent:** Wednesday, October 28, 2015 9:55 AM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: MINI SCHEDULE - Wednesday, October 28, 2015

He means by phone right?

---

**From:** B [mailto:BCCD@cityhall.nyc.gov]  
**Sent:** Wednesday, October 28, 2015 7:54 AM  
**To:** Salazar-Rodriguez, Prisca  
**Cc:** Jonathan Rosen  
**Subject:** Re: MINI SCHEDULE - Wednesday, October 28, 2015

I need more briefing time tonight with Jonathan to prepare for Friday. Will need it thurs eve as well. Thanks

---

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Boulevard, Jamaica, NY 11433

Staff Contact: Marco Carrion

Telephone: [REDACTED]

Press Contact: Jerika Richardson

Telephone: [REDACTED]

Site Advance: Stefan Grybauskas

Telephone: [REDACTED]

Remarks: Prepared

Press: Open

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AVENUE

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Car: MBdB

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3:00 - 5:00 ATTEND MBDB REMARKS AT FUNERAL SERVICE OF NYPD OFFICER RANDOLPH HOLDER

**From:** [Walzak, Phil](#)  
**To:** [Salazar-Rodriguez, Prisca](#); [Jonathan Rosen](#)  
**Subject:** Re: gala  
**Date:** Wednesday, October 28, 2015 4:12:20 PM

---

Fine here

Not public, not city event

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Wednesday, October 28, 2015 3:57 PM  
**To:** Walzak, Phil; Jonathan Rosen  
**Subject:** gala

---

Closed press....not on our public schedule?

**From:** [Hagelgans, Andrea](#)  
**To:** [Walzak, Phil](#); [Jonathan Rosen](#)  
**Subject:** Fw: Quick Note  
**Date:** Wednesday, October 28, 2015 4:24:03 PM

---

Sent from my BlackBerry 10 smartphone.

---

**From:** Crowder, Anja R. <[Anja.R.Crowder@abc.com](mailto:Anja.R.Crowder@abc.com)>  
**Sent:** Wednesday, October 28, 2015 4:23 PM  
**To:** Hagelgans, Andrea  
**Subject:** RE: Quick Note

---

Hi Andrea,

I am discussing this with Jonathan, but I just wanted you to be aware that we would very much like to interview Mayor de Blasio the Sunday after he endorses – whenever that may be.

Thank you!

Anja

---

**From:** Hagelgans, Andrea [<mailto:AHagelgans@cityhall.nyc.gov>]  
**Sent:** Monday, October 26, 2015 2:39 PM  
**To:** Crowder, Anja R.  
**Cc:** [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)  
**Subject:** RE: Quick Note

Hi,

Connecting you with Jonathan Rosen to further discuss. Thanks!

---

**From:** Crowder, Anja R. [<mailto:Anja.R.Crowder@abc.com>]  
**Sent:** Monday, October 26, 2015 2:24 PM  
**To:** Hagelgans, Andrea  
**Subject:** RE: Quick Note

And several seconds after I hit send I saw this headline: [Bill de Blasio may endorse Clinton before his candidate forum in Iowa in early December](#)

Would love to lock in Sunday 12/6 with George pegged to the candidate forum. We could do remote from Iowa. Let me know what you think?

Anja

---

**From:** Crowder, Anja R.  
**Sent:** Monday, October 26, 2015 2:07 PM  
**To:** 'Ahagelgans@cityhall.nyc.gov'  
**Subject:** Quick Note

Hi Andrea,

I hope that all is well with you. I just wanted to send you a quick note to mention (and I know we've discussed before) that we would love for Mayor de Blasio to endorse a 2016 candidate with ABC news when the time comes. We could talk about GMA vs. This Week and the digital rollout etc. Please keep the idea on your radar – and feel free to reach out any time!

Thank you,

Anja

Anja Crowder|ABC News| Washington | (W) 202 -222-7296 |(C) 646-234-2450

**From:** [Jonathan Rosen](mailto:Jonathan.Rosen@cityhall.nyc.gov)  
**To:** [Salazar-Rodriguez, Prisca](mailto:Salazar-Rodriguez,Prisca@cityhall.nyc.gov)  
**Subject:** RE: Call Time  
**Date:** Wednesday, October 28, 2015 5:17:36 PM

---

6:15 earliest – more likely 6:30.

---

**From:** Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]  
**Sent:** Wednesday, October 28, 2015 5:16 PM  
**To:** Jonathan Rosen  
**Subject:** RE: Call Time

When do u think your mtg is over?

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Wednesday, October 28, 2015 5:11 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: Call Time

Ok – so I should assume we're bumping to 9.

---

**From:** Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]  
**Sent:** Wednesday, October 28, 2015 5:04 PM  
**To:** Jonathan Rosen  
**Subject:** RE: Call Time

My guess is that your meeting will be over before this even starts!  
He is still at the funeral-

---

**From:** Viguers, Jonathan  
**Sent:** Wednesday, October 28, 2015 4:54 PM  
**To:** [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); Snyder, Thomas; Arslanian, Kayla; Almonte, Catherine; Salazar-Rodriguez, Prisca; Hagelgans, Andrea; [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com); Walzak, Phil  
**Subject:** Call Time

We are delayed approximately 20-30 minutes.

### **Call Time**

Scheduled: Wednesday, Oct 28, 2015 from 5:00 PM to 5:45 PM

Location: Call in # [REDACTED] Code: [REDACTED]

Invitees: Jonathan Rosen , Snyder, Thomas , Arslanian, Kayla , Almonte, Catherine , Salazar-Rodriguez, Prisca , Hagelgans, Andrea , John Del Cecato , Walzak, Phil

sent from a mobile device.

**From:** [Jonathan Rosen](#)  
**To:** [Salazar-Rodriguez, Prisca](#)  
**Subject:** RE:  
**Date:** Wednesday, October 28, 2015 5:20:39 PM

---

yes

---

**From:** Salazar-Rodriguez, Prisca [mailto:PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Wednesday, October 28, 2015 5:19 PM  
**To:** Jonathan Rosen  
**Subject:**

Nov. 24 at noon works for us and Bloomberg – can we find out if this works for Bette?

**From:** [Viguers, Jonathan](#)  
**To:** [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [Snyder, Thomas](#); [Arslanian, Kayla](#); [Almonte, Catherine](#); [Salazar-Rodriguez, Prisca](#); [Hagelgans, Andrea](#); [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com); [Walzak, Phil](#)  
**Subject:** Call Time  
**Date:** Wednesday, October 28, 2015 5:33:46 PM

---

We are still delayed, likely another 30 minutes.

Please stand by. I will let you know when to dial in.

**Call Time**

Scheduled: Wednesday, Oct 28, 2015 from 5:00 PM to 5:45 PM

Location: Call in # [REDACTED] Code: [REDACTED]

Invitees: Jonathan Rosen , Snyder, Thomas , Arslanian, Kayla , Almonte, Catherine , Salazar-Rodriguez, Prisca , Hagelgans, Andrea , John Del Cecato , Walzak, Phil

sent from a mobile device.

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** ["Jonathan Rosen"](#)  
**Subject:** RE: Call Time  
**Date:** Wednesday, October 28, 2015 6:46:30 PM

---

Still can

He is on a call now

But in lots of traffic

How far is ur train ride?

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Wednesday, October 28, 2015 6:46 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: Call Time

Might it still or should I get on the subway and head home?

---

**From:** Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]  
**Sent:** Wednesday, October 28, 2015 6:45 PM  
**To:** Jonathan Rosen; Viguers, Jonathan; Hagelgans, Andrea; Almonte, Catherine; John Del Cecato; Arslanian, Kayla; Walzak, Phil; Snyder, Thomas  
**Subject:** RE: Call Time

Hasn't happened

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Wednesday, October 28, 2015 6:44 PM  
**To:** Viguers, Jonathan; Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Almonte, Catherine; John Del Cecato; Arslanian, Kayla; Walzak, Phil; Snyder, Thomas  
**Subject:** RE: Call Time

I just finished my meeting and dialed in – is this over or still hasn't happened?

---

**From:** Viguers, Jonathan [<mailto:JViguers@cityhall.nyc.gov>]  
**Sent:** Wednesday, October 28, 2015 6:34 PM  
**To:** Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Almonte, Catherine; John Del Cecato; Jonathan Rosen; Arslanian, Kayla; Walzak, Phil; Snyder, Thomas  
**Subject:** Call Time

Please stand by. Will start shortly

-----  
Organizer: Salazar-Rodriguez, Prisca  
When: 5:00 PM - 5:45 PM October 28, 2015  
Subject: Call Time  
Location: Call in # [REDACTED] Code: [REDACTED]

sent from a mobile device.

**From:** [Viguers, Jonathan](#)  
**To:** [Arslanian, Kayla](#); [Salazar-Rodriguez, Prisca](#); ["Jonathan Rosen"](#); [Hagelgans, Andrea](#); [Almonte, Catherine](#); [John Del Cecato](#); [Walzak, Phil](#); [Snyder, Thomas](#)  
**Subject:** Re: Call Time  
**Date:** Wednesday, October 28, 2015 6:56:55 PM

---

Please dial in

sent from a mobile device.

---

**From:** Arslanian, Kayla  
**Sent:** Wednesday, October 28, 2015 6:51 PM  
**To:** Salazar-Rodriguez, Prisca; 'Jonathan Rosen'; Viguers, Jonathan; Hagelgans, Andrea; Almonte, Catherine; John Del Cecato; Walzak, Phil; Snyder, Thomas  
**Subject:** RE: Call Time

---

Pls dial-in in the next cpl mins – MBDB wrapping up a call and will get on the line. Thank you!

---

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Wednesday, October 28, 2015 6:45 PM  
**To:** 'Jonathan Rosen'; Viguers, Jonathan; Hagelgans, Andrea; Almonte, Catherine; John Del Cecato; Arslanian, Kayla; Walzak, Phil; Snyder, Thomas  
**Subject:** RE: Call Time

Hasn't happened

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Wednesday, October 28, 2015 6:44 PM  
**To:** Viguers, Jonathan; Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Almonte, Catherine; John Del Cecato; Arslanian, Kayla; Walzak, Phil; Snyder, Thomas  
**Subject:** RE: Call Time

I just finished my meeting and dialed in – is this over or still hasn't happened?

---

**From:** Viguers, Jonathan [<mailto:JViguers@cityhall.nyc.gov>]  
**Sent:** Wednesday, October 28, 2015 6:34 PM  
**To:** Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Almonte, Catherine; John Del Cecato; Jonathan Rosen; Arslanian, Kayla; Walzak, Phil; Snyder, Thomas  
**Subject:** Call Time

Please stand by. Will start shortly

-----  
Organizer: Salazar-Rodriguez, Prisca  
When: 5:00 PM - 5:45 PM October 28, 2015  
Subject: Call Time  
Location: Call in # [REDACTED] Code: [REDACTED]

sent from a mobile device.

**From:** [Hagelgans, Andrea](#)  
**To:** [Walzak, Phil](#); [Jonathan Rosen](#); [John Del Cecato](#) [REDACTED] [Snyder, Thomas](#)  
**Subject:** Re: Tweet forwarded by @PTWalzak  
**Date:** Wednesday, October 28, 2015 7:26:43 PM

---

For what it's worth I think it caught on more because of the 11 hours of testimony she just came out of it. I think the quote sort of encapsulated the frustration women felt about the week

Sent from my BlackBerry 10 smartphone.

---

**From:** Walzak, Phil  
**Sent:** Wednesday, October 28, 2015 7:25 PM  
**To:** Jonathan Rosen; John Del Cecato ([REDACTED]) Hagelgans, Andrea; Snyder, Thomas  
**Subject:** Tweet forwarded by @PTWalzak

---

MSNBCs Brzezinski on Clinton Calling Sanders Sexist: "Pathetic," Lets Not Denigrate Feminism "With That Stupidity <https://t.co/WGBGh86wF4>

**From:** [Snyder, Thomas](#)  
**To:** [B](#)  
**Cc:** [Walzak, Phil](#); [Jonathan Rosen](#); [Hagelgans, Andrea](#); [John Del Ceccato](#); [Arslanian, Kayla](#); [Viguers, Jonathan](#); [Salazar-Rodriguez, Prisca](#)  
**Subject:** Prep  
**Date:** Wednesday, October 28, 2015 8:03:09 PM

---

JDC has sent you some material for the HRC endorse. Rosen is sending you facts on the gun issue. We have 1&1/2 - 2 hours set aside for tomorrow HRC prep at the Sheraton prior to the 6pm Gala. If you feel the need for more talk tonight let me/us know and we'll get back on with you after the Assembly dinner is over. (Also JDC coming in to office in the morning to prep with you on Gala remarks.)

Sent from my iPad

**From:** [Banks, Angela](#)  
**To:** [Banks, Angela](#)  
**Bcc:** "[DAN@BERLINROSEN.COM](mailto:DAN@BERLINROSEN.COM)"; [@Incoming](#)  
**Subject:** FW: Request for Interview / Protest against BdB at Fundraiser  
**Date:** Thursday, October 29, 2015 2:17:33 PM

---

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**From:** Louis Flores [<mailto:louis.flores@progressqueens.com>]  
**Sent:** Thursday, October 29, 2015 1:04 PM  
**To:** Mayor's Press Office  
**Subject:** Request for Interview / Protest against BdB at Fundraiser

Ladies and Gentlemen :

Does City Hall have a comment to make about the protest scheduled tonight outside the site of Mayor de Blasio's campaign fundraiser ?

If someone is available from the administration to make a comment, I would like to request an interview. My deadline is 4 p.m. for interviews. Alternatively, the Press Office is invited to issue a statement.

Thank you kindly.

Best regards,

-- Louis

Louis Flores  
Publisher  
Progress Queens  
[www.progressqueens.com](http://www.progressqueens.com)  
[louis.flores@progressqueens.com](mailto:louis.flores@progressqueens.com)  
1 (646) 400-1168

**From:** [Walzak, Phil](#)  
**To:** [Hinton, Karen](#); [Snyder, Thomas](#); [Wolfe, Emma](#); [Kadushin, Peter](#); [Jonathan Rosen](#); "[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)"; [Hagelgans, Andrea](#)  
**Subject:** RE: Wsj Marist poll  
**Date:** Thursday, October 29, 2015 2:24:15 PM

---

BR shud respond, as its abe re-elect and they are handling Gala tonight

-----Original Message-----

**From:** Hinton, Karen  
**Sent:** Thursday, October 29, 2015 2:24 PM  
**To:** Walzak, Phil; Snyder, Thomas; Wolfe, Emma; Kadushin, Peter; Jonathan Rosen; 'jfdc@akpdmedia.com'; Hagelgans, Andrea  
**Subject:** Wsj Marist poll

Wsj making results Public at 3 pm. Is city hall or Berlin Rosen responding? Sending more details in poll in separate email.

45% approval, 46% disapproval. 42% say he deserves reelection, 48% say he doesn't

Sent from my iPhone

**From:** [Hanser, Leora](#)  
**To:** "[Emily Walsh](#)"  
**Subject:** RE: messaging  
**Date:** Thursday, October 29, 2015 2:25:07 PM

---

I can't believe I'm doing this – but could we keep our 12:30pm slot?

My 2pm call wants to go back to 1:30pm...

So sorry for the back-and-forth!

---

**From:** Emily Walsh [mailto:[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
**Sent:** Thursday, October 29, 2015 2:17 PM  
**To:** Hanser, Leora  
**Subject:** RE: messaging

No problem, see you then.

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Hanser, Leora [LHanser@cityhall.nyc.gov]  
**Sent:** Thursday, October 29, 2015 12:56 PM  
**To:** Emily Walsh  
**Subject:** RE: messaging

Hi Emily – So sorry about this, but could we move our meeting to 1pm? I need to be on a call at noon.

Thanks,  
Leora

---

**From:** Emily Walsh [mailto:[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
**Sent:** Wednesday, October 28, 2015 4:33 PM  
**To:** Hanser, Leora  
**Subject:** RE: messaging

Sounds good. We're at 15 Maiden Lane and you'll be coming to suite 1101.

Thanks,  
Emily

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Hanser, Leora [LHanser@cityhall.nyc.gov]  
**Sent:** Wednesday, October 28, 2015 4:07 PM  
**To:** Emily Walsh  
**Subject:** RE: messaging

Hi Emily,

12:30pm on Monday could work. Shall I come to your office?

Thanks,  
Leora

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Wednesday, October 28, 2015 3:07 PM  
**To:** Hanser, Leora  
**Subject:** RE: messaging

Hi Leora,

Next week Jonathan could do Monday from 12:30-2 or Wednesday from 1-2. Would either of those times work for you?

Thank you,  
Emily

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Jonathan Rosen  
**Sent:** Tuesday, October 27, 2015 12:55 PM  
**To:** Hanser, Leora  
**Cc:** Fialkoff, Gabrielle; Emily Walsh  
**Subject:** Re: messaging

Hi Leora,

Sure thing. This week is crazy but Emily will reach out to find some time next week.

Thanks,

Jonathan

Sent from my iPad

On Oct 26, 2015, at 12:22 PM, "Hanser, Leora" <[LHanser@cityhall.nyc.gov](mailto:LHanser@cityhall.nyc.gov)> wrote:

Hi Jonathan,

Gabrielle keeps meaning to email you... but as she keeps getting busy, I thought I would drop you a line myself and ask if I could get your advice on messaging for the upcoming launch of Building Healthy Communities.

Can you let me know when you might have time to quickly discuss?

Thanks and best,  
Leora

Leora Hanser  
Chief of Staff  
Mayor's Office of Strategic Partnerships  
O: 212-341-5074  
M: 347-453-8118  
[lhanser@cityhall.nyc.gov](mailto:lhanser@cityhall.nyc.gov)

**From:** [Wolfe, Emma](#)  
**To:** ["Jonathan Rosen"; Walzak, Phil](#)  
**Cc:** [Hinton, Karen](#); [Snyder, Thomas](#); [Kadushin, Peter](#); [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com); [Hagelgans, Andrea](#); [Dan Levitan](#)  
**Subject:** RE: Wsj Marist poll  
**Date:** Thursday, October 29, 2015 2:33:45 PM

---

STOP THIS THREAD.  
Everybody stop.

-----Original Message-----

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
Sent: Thursday, October 29, 2015 2:33 PM  
To: Walzak, Phil  
Cc: Hinton, Karen; Snyder, Thomas; Wolfe, Emma; Kadushin, Peter; [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com); Hagelgans, Andrea; Dan Levitan  
Subject: Re: Wsj Marist poll

Plus Dan

Sent from my iPhone

> On Oct 29, 2015, at 2:31 PM, Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:  
>  
> Same ole same ole  
>  
> -----Original Message-----  
> From: Hinton, Karen  
> Sent: Thursday, October 29, 2015 2:31 PM  
> To: Walzak, Phil; Snyder, Thomas; Wolfe, Emma; Kadushin, Peter; Jonathan Rosen; [jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com); Hagelgans, Andrea  
> Subject: Re: Wsj Marist poll  
>  
> Cuomo approval in city 63%, black voters love mayor, white voters hate him  
>  
> Sent from my iPhone  
>  
>> On Oct 29, 2015, at 2:23 PM, Hinton, Karen <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)> wrote:  
>>  
>> Wsj making results Public at 3 pm. Is city hall or Berlin Rosen responding? Sending more details in poll in separate email.  
>>  
>> 45% approval, 46% disapproval. 42% say he deserves reelection, 48% say he doesn't  
>>  
>>  
>>  
>> Sent from my iPhone

**From:** [Litvak, Gwendolyn](#)  
**To:** [Nicole Kolinsky](#)  
**Subject:** Re: Op-Ed: Protect lower Manhattan from the next Sandy | Crain's New York Business  
**Date:** Thursday, October 29, 2015 4:03:05 PM

---

What you said.

---

**From:** Nicole Kolinsky  
**Sent:** Thursday, October 29, 2015 3:52 PM  
**To:** Litvak, Gwendolyn  
**Subject:** Op-Ed: Protect lower Manhattan from the next Sandy | Crain's New York Business

---

lolz

<http://www.crainsnewyork.com/article/20151029/OPINION/151029819/protect-lower-manhattan-from-the-next-sandy>

**From:** [Walters, Alexis](#)  
**To:** ["Jonathan Rosen": John Del Cecato](#)  
**Cc:** [Dan Levitan](#); [Hinton, Karen](#)  
**Subject:** RE: Briefings Due: Friday, October 30th  
**Date:** Thursday, October 29, 2015 4:09:52 PM

---

Will there be a briefing for this I can to Mayors binder?

---

**From:** Jonathan Rosen [mailto:Jonathan@berlinrosen.com]  
**Sent:** Thursday, October 29, 2015 4:09 PM  
**To:** John Del Cecato  
**Cc:** Walters, Alexis; Dan Levitan; Hinton, Karen  
**Subject:** Re: Briefings Due: Friday, October 30th

We are here doing it live.

Sent from my iPad

On Oct 29, 2015, at 4:05 PM, "John Del Cecato" <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)> wrote:

That's a Rosen I think

On Oct 29, 2015, at 3:58 PM, Walters, Alexis <[AWalters@cityhall.nyc.gov](mailto:AWalters@cityhall.nyc.gov)> wrote:

Thanks

John- Do you have an ETA on briefing?

---

**From:** Hinton, Karen  
**Sent:** Thursday, October 29, 2015 3:58 PM  
**To:** Walters, Alexis; 'jfdc@akpdmedia. com'  
**Subject:** Re: Briefings Due: Friday, October 30th

Copied here

Sent from my iPhone

On Oct 29, 2015, at 3:49 PM, Walters, Alexis  
<[AWalters@cityhall.nyc.gov](mailto:AWalters@cityhall.nyc.gov)> wrote:

Do you remember Del Celcato's email address?

---

**From:** Hinton, Karen  
**Sent:** Wednesday, October 28, 2015 4:21 PM  
**To:** Walters, Alexis  
**Subject:** RE: Briefings Due: Friday, October 30th

John Del Celcato has Morning Joe.

---

**From:** Walters, Alexis  
**Sent:** Wednesday, October 28, 2015 4:06 PM

**To:** Hinton, Karen

**Subject:** Briefings Due: Friday, October 30th

**When:** Thursday, October 29, 2015 3:00 PM-3:30 PM.

**Where:** City Hall

**Briefings Due: Friday, October 30<sup>th</sup>**

- Morning Joe  
Briefing: Karen Hinton
  
- Weekly Homeless Meeting  
Briefing: Colicia Hercules
  
- Meeting regarding School Cleaning Initiative  
Briefing: Edie Sharp
  
- DSNY awards/induction ceremony of 500 New Sanitation Workers  
Briefing: Joan O.

**From:** [Hagelgans, Andrea](#)  
**To:** [Salazar-Rodriguez, Prisca](#)  
**Cc:** [Snyder, Thomas](#); ["Jonathan Rosen"](#); [Walzak, Phil](#); [Hinton, Karen](#)  
**Subject:** Fw: Confirmed  
**Date:** Thursday, October 29, 2015 5:18:52 PM

---

Sent from my BlackBerry 10 smartphone.

---

**From:** Andrea Hagelgans <[REDACTED]>  
**Sent:** Thursday, October 29, 2015 5:15 PM  
**To:** Hagelgans, Andrea  
**Subject:** Fwd: Confirmed

---

Sent from my iPhone

Begin forwarded message:

**From:** "PierreBravo, Daniela (NBCUniversal)"  
<[Daniela.PierreBravo@nbcuni.com](mailto: Daniela.PierreBravo@nbcuni.com)>  
**Date:** October 29, 2015 at 5:04:25 PM EDT  
**To:** "Korson, Alex (NBCUniversal)" <[Alex.Korson@nbcuni.com](mailto: Alex.Korson@nbcuni.com)>, Andrea Hagelgans <[REDACTED]> "Rodriguez, Jesse (NBCUniversal)" <[Jesse.Rodriguez@nbcuni.com](mailto: Jesse.Rodriguez@nbcuni.com)>  
**Subject: RE: Confirmed**

Hi Andrea – Below are arrival details. Thanks!

**Please send best AM cell contact and names of anyone else attending.  
Please let me know if you need transportation. If so, let me know pick up address and cell.**

Show: MSNBC's Morning Joe  
Date: 10/30  
Location: 30 Rockefeller Center  
Address: 49 W 49th Street, between 5th Ave and 6th Ave  
Studio: 3A  
Check in at the NBC Studios Visitors Center with a photo ID  
Arrival: 7AM  
Hit: 7:20AM  
Contact: Luna Szoke [REDACTED] (Studio Production Assistant) Daniela Pierre [REDACTED]  
[REDACTED] (cell)

**From:** [Hagelgans, Andrea](#)  
**To:** ["Jonathan Rosen"; Walzak, Phil](#)  
**Subject:** Fw: HRC in US Senate  
**Date:** Thursday, October 29, 2015 5:42:52 PM

---

I was right- SCHIP!

Sent from my BlackBerry 10 smartphone.

---

**From:** Gunaratna, Mahen <MGunaratna@cityhall.nyc.gov>  
**Sent:** Thursday, October 29, 2015 5:40 PM  
**To:** Walzak, Phil  
**Cc:** Hagelgans, Andrea  
**Subject:** RE: HRC in US Senate

---

This work?

Can flesh out more if needed – this is just a quick and dirty version:

### **Hillary Clinton – Progressive Accomplishments as U.S. Senator:**

In 2001, Hillary Clinton was sworn in as the first female senator from the State of New York. During her eight years in the U.S. Senate, Clinton accumulated an impressive set of progressive accomplishments, including but not limited to:

- *Women and Kids* – Senator Clinton worked across the aisle to improve health care for low-income children and working families through the State Children’s Health Insurance Program (SCHIP), which she helped create as First Lady in 1997. She also co-wrote legislation to force pharmaceutical companies to conduct safety tests for certain children’s products and co-sponsored the Prevention First Act to increase access to family planning services for women. She was a co-sponsor equal pay legislation for women, culminating in the passage of the Lilly Ledbetter Fair Pay Act in 2009.
- *A Fighter for New York in the Aftermath of the 9/11 Attacks* – Senator Clinton fought for increased funding to rebuild Ground Zero, including over \$20 billion for WTC rebuilding efforts. She fought to ensure that our 9/11 first responders and recovery workers received the health care and support they needed.
- *Tax Fairness* – Senator Clinton opposed and voted against the Bush tax cuts for millionaires and billionaires. She was a strong advocate for middle class tax cuts and tax cuts for working families.
- *A Fighter for our Military and Veterans* – As the first New Yorker to serve on the Senate Armed Service Committee, Senator Clinton introduced the Heroes at Home Act to help military family members take care of their loved ones with traumatic brain injuries. She also worked across the aisle to expand health care for National Guard members and members of the U.S. Army Reserves, as well as improve mental health care for our veterans. She fought to increase educational and financial opportunities for veterans from the Wars in

Afghanistan and Iraq.

- Immigration – Senator Clinton fought to pass the DREAM Act and pass comprehensive immigration reform. She introduced the Legal Immigrant Children’s Health Improvement Act to help extend Medicaid and SCHIP benefits to legal immigrant children and pregnant women.
- *LGBT* – Senator Clinton voted against President Bush’s discriminatory efforts to pass a Federal Marriage Amendment, which would have enshrined discrimination in our Constitution.

---

**From:** Gunaratna, Mahen  
**Sent:** Thursday, October 29, 2015 5:14 PM  
**To:** Walzak, Phil  
**Cc:** Hagelgans, Andrea  
**Subject:** RE: HRC in US Senate

Ok – stand by

---

**From:** Walzak, Phil  
**Sent:** Thursday, October 29, 2015 5:14 PM  
**To:** Gunaratna, Mahen  
**Cc:** Hagelgans, Andrea  
**Subject:** HRC in US Senate

Best progressive credentials/achievements

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

**From:** [Hagelgans, Andrea](#)  
**To:** [Andrea Hagelgans](#); ["Jonathan Rosen"](#); [Walzak, Phil](#)  
**Subject:** Fw: Cbs/nyt poll from spring  
**Date:** Thursday, October 29, 2015 6:06:00 PM

---

Needs to be cut down for him

Sent from my BlackBerry 10 smartphone.

---

**From:** Gunaratna, Mahen <MGunaratna@cityhall.nyc.gov>  
**Sent:** Thursday, October 29, 2015 6:05 PM  
**To:** Hagelgans, Andrea  
**Subject:** RE: Cbs/nyt poll from spring

---

**New York Times/CBS Poll (June 2015) – Topline on Income Inequality**

- Which comes closer to your view? In today's economy, everyone has a fair chance to get ahead in the long run, or in today's economy, it's mainly just a few people at the top who have a chance to get ahead? 35% (anyone can get ahead), 61% (just a few people at the top have a chance to get ahead)
  - Do you feel that the distribution of money and wealth in this country is fair, or do you feel that the money and wealth in this country should be more evenly distributed among more people? 27% (fair), 66% (should be more even)
  - Do you think the gap between the rich and the poor in the United States is getting larger, getting smaller or has stayed the same? 67% (getting larger), 5% (getting smaller), 25% (staying the same)
  - Do you think the gap between rich and poor in this country is a problem that needs to be addressed now, a problem but one that does not need to be addressed now or not a problem? 65% (Now), 16% (not addressed now), 17% (not a problem)
  - Should the government do more to reduce the gap between the rich and the poor in this country or is this something the government should not be doing? 57% (reduce gap), 39% (should not)
- 

**From:** Hagelgans, Andrea  
**Sent:** Thursday, October 29, 2015 5:37 PM  
**To:** Gunaratna, Mahen  
**Subject:** Cbs/nyt poll from spring

Can u send me the nyt/cbs income inequality poll toplines again? Just the toplines  
Sent from my BlackBerry 10 smartphone.

**From:** [Hagelgans, Andrea](#)  
**To:** ["Jonathan Rosen"](#)  
**Subject:** Fw: HRC in US Senate  
**Date:** Thursday, October 29, 2015 6:41:14 PM

---

Sent from my BlackBerry 10 smartphone.

---

**From:** Gunaratna, Mahen <MGunaratna@cityhall.nyc.gov>  
**Sent:** Thursday, October 29, 2015 6:26 PM  
**To:** Walzak, Phil  
**Cc:** Hagelgans, Andrea  
**Subject:** RE: HRC in US Senate

---

### **Hillary Clinton – Accomplishments as U.S. Secretary of State**

- Helped restore America's standing and leadership in the world through a renewed focus on diplomacy and partnership with our allies. Visited 112 countries and logged nearly 1 million miles of travel across the globe.
  - Helped bring Iran to the table through crippling sanctions, leading to historic negotiations and nuclear agreement.
  - Supported the raid and capture of Osama Bin Laden and helped adjust and shape U.S.-Pakistan relations in the aftermath
  - Forefront of dealing with climate change in 2009 – got Chinese to sign up for their first-ever international agreement to combat climate change
  - Articulated a new economic statecraft for the United States, helping U.S. companies secure business abroad, boosting exports for American manufacturers, etc.
- 

**From:** Walzak, Phil  
**Sent:** Thursday, October 29, 2015 6:14 PM  
**To:** Gunaratna, Mahen  
**Cc:** Hagelgans, Andrea  
**Subject:** Re: HRC in US Senate

1-2 things from secy state days?

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Gunaratna, Mahen  
**Sent:** Thursday, October 29, 2015 5:40 PM  
**To:** Walzak, Phil  
**Cc:** Hagelgans, Andrea  
**Subject:** RE: HRC in US Senate

This work?

Can flesh out more if needed – this is just a quick and dirty version:

### **Hillary Clinton – Progressive Accomplishments as U.S. Senator:**

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- *A Fighter for New York in the Aftermath of the 9/11 Attacks* – Senator Clinton fought for increased funding to rebuild Ground Zero, including over \$20 billion for WTC rebuilding efforts. She fought to ensure that our 9/11 first responders and recovery workers received the health care and support they needed.
- *Tax Fairness* – Senator Clinton opposed and voted against the Bush tax cuts for millionaires and billionaires. She was a strong advocate for middle class tax cuts and tax cuts for working families.
- *A Fighter for our Military and Veterans* – As the first New Yorker to serve on the Senate Armed Service Committee, Senator Clinton introduced the Heroes at Home Act to help military family members take care of their loved ones with traumatic brain injuries. She also worked across the aisle to expand health care for National Guard members and members of the U.S. Army Reserves, as well as improve mental health care for our veterans. She fought to increase educational and financial opportunities for veterans from the Wars in Afghanistan and Iraq.
- *Immigration* – Senator Clinton fought to pass the DREAM Act and pass comprehensive immigration reform. She introduced the Legal Immigrant Children’s Health Improvement Act to help extend Medicaid and SCHIP benefits to legal immigrant children and pregnant women.
- *LGBT* – Senator Clinton voted against President Bush’s discriminatory efforts to pass a Federal Marriage Amendment, which would have enshrined discrimination in our Constitution.

---

**From:** Gunaratna, Mahen  
**Sent:** Thursday, October 29, 2015 5:14 PM  
**To:** Walzak, Phil  
**Cc:** Hagelgans, Andrea  
**Subject:** RE: HRC in US Senate

Ok – stand by

---

**From:** Walzak, Phil

**Sent:** Thursday, October 29, 2015 5:14 PM  
**To:** Gunaratna, Mahen  
**Cc:** Hagelgans, Andrea  
**Subject:** HRC in US Senate

Best progressive credentials/achievements

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

**From:** [Hagelgans, Andrea](#)  
**To:** [B](#)  
**Cc:** ["Jonathan Rosen"](#); [Gunaratna, Mahen](#); [Walzak, Phil](#)  
**Subject:** Fw: Cbs/nyt poll from spring  
**Date:** Thursday, October 29, 2015 9:04:05 PM

---

So you have at your finger tips.

Sent from my BlackBerry 10 smartphone.

---

**New York Times/CBS Poll (June 2015) – Topline on Income Inequality**

- Which comes closer to your view? In today's economy, everyone has a fair chance to get ahead in the long run, or in today's economy, it's mainly just a few people at the top who have a chance to get ahead? 35% (anyone can get ahead), 61% (just a few people at the top have a chance to get ahead)
  - Do you feel that the distribution of money and wealth in this country is fair, or do you feel that the money and wealth in this country should be more evenly distributed among more people? 27% (fair), 66% (should be more even)
  - Do you think the gap between the rich and the poor in the United States is getting larger, getting smaller or has stayed the same? 67% (getting larger), 5% (getting smaller), 25% (staying the same)
  - Do you think the gap between rich and poor in this country is a problem that needs to be addressed now, a problem but one that does not need to be addressed now or not a problem? 65% (Now), 16% (not addressed now), 17% (not a problem)
  - Should the government do more to reduce the gap between the rich and the poor in this country or is this something the government should not be doing? 57% (reduce gap), 39% (should not)
- 

**From:** Hagelgans, Andrea  
**Sent:** Thursday, October 29, 2015 5:37 PM  
**To:** Gunaratna, Mahen  
**Subject:** Cbs/nyt poll from spring

Can u send me the nyt/cbs income inequality poll toplines again? Just the toplines  
Sent from my BlackBerry 10 smartphone.

**From:** [Banks, Angela](#)  
**To:** [Dan Levitan](#)  
**Subject:** Re: Black Lives Matter protestors/Mayor de Blasio  
**Date:** Thursday, October 29, 2015 9:25:32 PM

---

Will do

Sent from my iPhone

On Oct 29, 2015, at 9:24 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Please tell her she can reach out to me

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@levitandan

---

**From:** Banks, Angela [<mailto:abanks@cityhall.nyc.gov>]  
**Sent:** Thursday, October 29, 2015 9:22 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Fwd: Black Lives Matter protestors/Mayor de Blasio

Sent from my iPhone

Begin forwarded message:

**From:** "Eversley, Melanie" <[meversle@usatoday.com](mailto:meversle@usatoday.com)>  
**Date:** October 29, 2015 at 8:20:18 PM EDT  
**To:** "[khinton@cityhall.nyc.gov](mailto:khinton@cityhall.nyc.gov)" <[khinton@cityhall.nyc.gov](mailto:khinton@cityhall.nyc.gov)>, "[abanks@cityhall.nyc.gov](mailto:abanks@cityhall.nyc.gov)" <[abanks@cityhall.nyc.gov](mailto:abanks@cityhall.nyc.gov)>  
**Subject:** **Fw: Black Lives Matter protestors/Mayor de Blasio**

---

**From:** Eversley, Melanie  
**Sent:** Thursday, October 29, 2015 8:09 PM  
**To:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov)  
**Subject:** Black Lives Matter protestors/Mayor de Blasio

Hello.

Melanie Eversley from USA Today here. I just saw on Twitter that some Black Lives Matter protestors may have just tried to storm a fundraiser that is being hosted or attended by the mayor. Can you tell me anything about this?

Thanks so much,

Melanie Eversley

mobile: 347-380-3858

**From:** [Hagelgans, Andrea](#)  
**To:** [B](#)  
**Cc:** [Walzak, Phil](#); ["Jonathan Rosen"](#)  
**Subject:** Fight for 15 Talking Point  
**Date:** Thursday, October 29, 2015 9:33:33 PM

---

Here's what you've said previously:

(four states are Alaska, Arkansas, Nebraska, and South Dakota)

**Mayor:** Well, I point to the four states – four red states – that in 2014, in the general election, voted for minimum wage increases, and certainly the extraordinary efforts in the Fight for \$15 coalition – demonstrations in 200 cities simultaneously two weeks ago.

Sent from my BlackBerry 10 smartphone.

**From:** [Coney, Javon](#)  
**To:** [Viguers, Jonathan](#); [Kadushin, Peter](#); [Lupo, Jon Paul](#)  
**Cc:** [Salazar-Rodriguez, Prisca](#); [Arslanian, Kayla](#); "[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)"; [Hagelgans, Andrea](#)  
**Subject:** Re: SOP - 10/30  
**Date:** Friday, October 30, 2015 7:52:33 AM

---

I am across the street standing by since don't want strong imprint. JPL is going inside but don't think he is there yet. He's probably still at least 15 away.

----- Original Message -----

From: Viguers, Jonathan  
Sent: Friday, October 30, 2015 07:50 AM  
To: Kadushin, Peter; Lupo, Jon Paul  
Cc: Salazar-Rodriguez, Prisca; Arslanian, Kayla; Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>; Hagelgans, Andrea; Coney, Javon  
Subject: Re: SOP - 10/30

Is anyone at the breakfast? How's it look?

sent from a mobile device.

Original Message  
From: Kadushin, Peter  
Sent: Friday, October 30, 2015 7:39 AM  
To: Lupo, Jon Paul  
Cc: Viguers, Jonathan; Salazar-Rodriguez, Prisca; Arslanian, Kayla; Jonathan Rosen; Hagelgans, Andrea; Coney, Javon  
Subject: Re: SOP - 10/30

Nm. Thought that was viguers, not jpl.

> On Oct 30, 2015, at 7:38 AM, Kadushin, Peter <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)> wrote:  
>  
> Gym?  
>  
>> On Oct 30, 2015, at 7:37 AM, Lupo, Jon Paul <[JPLupo@cityhall.nyc.gov](mailto:JPLupo@cityhall.nyc.gov)> wrote:  
>>  
>> Getting on train to juniors. Above ground in 30.  
>>  
>> Jon Paul  
>>  
>>> On Oct 30, 2015, at 7:26 AM, Viguers, Jonathan <[JViguers@cityhall.nyc.gov](mailto:JViguers@cityhall.nyc.gov)> wrote:  
>>>  
>>> ++  
>>>  
>>> Mayor on MJ. Will let you know where we are headed next.  
>>>  
>>> sent from a mobile device.  
>>> Original Message  
>>> From: Viguers, Jonathan  
>>> Sent: Friday, October 30, 2015 6:53 AM  
>>> To: Salazar-Rodriguez, Prisca  
>>> Cc: Arslanian, Kayla; Jonathan Rosen; Hagelgans, Andrea  
>>> Subject: Re: SOP - 10/30  
>>>  
>>>  
>>> + andrea  
>>>

>>> in hold room w/ rosen  
>>>  
>>> sent from a mobile device.  
>>>  
>>>> On Oct 30, 2015, at 6:39 AM, Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:  
>>>>  
>>>> Mayor en route to morning joe.  
>>>>  
>>>> Sent from my iPhone  
>>>>  
>>>>> On Oct 30, 2015, at 6:39 AM, Viguers, Jonathan <JViguers@cityhall.nyc.gov> wrote:  
>>>>>  
>>>>> En route to morning joe  
>>>>>  
>>>>> sent from a mobile device.  
>>>>> Original Message  
>>>>> From: Viguers, Jonathan  
>>>>> Sent: Friday, October 30, 2015 6:32 AM  
>>>>> To: Arslanian, Kayla  
>>>>> Cc: Salazar-Rodriguez, Prisca  
>>>>> Subject: Re: SOP - 10/30  
>>>>>  
>>>>>  
>>>>> Costume is in the car. no movement from the boss yet  
>>>>>  
>>>>> sent from a mobile device.  
>>>>>  
>>>>>> On Oct 30, 2015, at 6:27 AM, Arslanian, Kayla <KArslanian@cityhall.nyc.gov> wrote:  
>>>>>>  
>>>>>> Hey! You at Gracie and rolling out soon??  
>>>>>>  
>>>>>> (And don't forget to check that Halloween costume is in his car ... Thank you!!)  
>>>>>>  
>>>>>> Sent from my iPhone

**From:** [Klein, Monica](#)  
**To:** [Jonathan Rosen](#); [Viguers, Jonathan](#)  
**Cc:** [Kadushin, Peter](#); [Lupo, Jon Paul](#); [Salazar-Rodriguez, Prisca](#); [Arslanian, Kayla](#); [Hagelgans, Andrea](#); [Coney, Javon](#); [Boeglin, Rosemary](#)  
**Subject:** Re: SOP - 10/30  
**Date:** Friday, October 30, 2015 7:57:50 AM

---

we're keeping you on all day.

On 10/30/15, 7:57 AM, "Jonathan Rosen" <Jonathan@berlinrosen.com> wrote:

>Drinks for whoever gets me off this thread.

>

>Sent from my iPad

>

>> On Oct 30, 2015, at 7:55 AM, "Viguers, Jonathan"

>><JViguers@cityhall.nyc.gov> wrote:

>>

>> ++

>>

>> Mk ready for news?

>>

>> sent from a mobile device.

>> Original Message

>> From: Viguers, Jonathan

>> Sent: Friday, October 30, 2015 7:54 AM

>> To: Kadushin, Peter; Lupo, Jon Paul

>> Cc: Salazar-Rodriguez, Prisca; Arslanian, Kayla; Jonathan Rosen;

>>Hagelgans, Andrea; Coney, Javon

>> Subject: Re: SOP - 10/30

>>

>>

>> Wrapped at morning joe.

>>

>> Heading to juniors. Gym still a possibility

>>

>> sent from a mobile device.

>> Original Message

>> From: jviguers@cityhall.nyc.gov

>> Sent: Friday, October 30, 2015 7:50 AM

>> To: Kadushin, Peter; Lupo, Jon Paul

>> Cc: Salazar-Rodriguez, Prisca; Arslanian, Kayla; Jonathan Rosen;

>>Hagelgans, Andrea; Coney, Javon

>> Subject: Re: SOP - 10/30

>>

>> Is anyone at the breakfast? How's it look?

>>

>> sent from a mobile device.

>> Original Message

>> From: Kadushin, Peter

>> Sent: Friday, October 30, 2015 7:39 AM

>> To: Lupo, Jon Paul

>> Cc: Viguers, Jonathan; Salazar-Rodriguez, Prisca; Arslanian, Kayla;

>>Jonathan Rosen; Hagelgans, Andrea; Coney, Javon

>> Subject: Re: SOP - 10/30  
>>  
>> Nm. Thought that was viguers, not jpl.  
>>  
>>> On Oct 30, 2015, at 7:38 AM, Kadushin, Peter  
>>><pkadushin@cityhall.nyc.gov> wrote:  
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>>>> On Oct 30, 2015, at 7:37 AM, Lupo, Jon Paul <JPLupo@cityhall.nyc.gov>  
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>>>>>  
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>>>>> sent from a mobile device.  
>>>>> Original Message  
>>>>> From: Viguers, Jonathan  
>>>>> Sent: Friday, October 30, 2015 6:53 AM  
>>>>> To: Salazar-Rodriguez, Prisca  
>>>>> Cc: Arslanian, Kayla; Jonathan Rosen; Hagelgans, Andrea  
>>>>> Subject: Re: SOP - 10/30  
>>>>>  
>>>>>  
>>>>> + andrea  
>>>>>  
>>>>> in hold room w/ rosen  
>>>>>  
>>>>> sent from a mobile device.  
>>>>>  
>>>>>> On Oct 30, 2015, at 6:39 AM, Salazar-Rodriguez, Prisca  
>>>>>><PSalazar-Rodriguez@cityhall.nyc.gov> wrote:  
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>>>>>> Mayor en route to morning joe.  
>>>>>>  
>>>>>> Sent from my iPhone  
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>>>>>>> On Oct 30, 2015, at 6:39 AM, Viguers, Jonathan  
>>>>>>><JViguers@cityhall.nyc.gov> wrote:  
>>>>>>>  
>>>>>>> En route to morning joe  
>>>>>>>  
>>>>>>> sent from a mobile device.  
>>>>>>> Original Message  
>>>>>>> From: Viguers, Jonathan  
>>>>>>> Sent: Friday, October 30, 2015 6:32 AM  
>>>>>>> To: Arslanian, Kayla  
>>>>>>> Cc: Salazar-Rodriguez, Prisca  
>>>>>>> Subject: Re: SOP - 10/30  
>>>>>>>  
>>>>>>>  
>>>>>>> Costume is in the car. no movement from the boss yet

>>>>>>

>>>>>> sent from a mobile device.

>>>>>>

>>>>>>> On Oct 30, 2015, at 6:27 AM, Arslanian, Kayla

>>>>>>><KArslanian@cityhall.nyc.gov> wrote:

>>>>>>>

>>>>>>> Hey! You at Gracie and rolling out soon??

>>>>>>>

>>>>>>> (And don't forget to check that Halloween costume is in his car

>>>>>>>... Thank you!!)

>>>>>>>

>>>>>>> Sent from my iPhone

**From:** [Lupo, Jon Paul](#)  
**To:** [Viguers, Jonathan](#)  
**Cc:** [Kadushin, Peter](#); [Salazar-Rodriguez, Prisca](#); [Arslanian, Kayla](#); [Hagelgans, Andrea](#); [Coney, Javon](#)  
**Bcc:** [Jonathan Rosen](#)  
**Subject:** Re: SOP - 10/30  
**Date:** Friday, October 30, 2015 8:04:45 AM

---

Taking Rosen off by bcc.

Jon Paul

> On Oct 30, 2015, at 8:03 AM, Viguers, Jonathan <[JViguers@cityhall.nyc.gov](mailto:JViguers@cityhall.nyc.gov)> wrote:  
>  
> What time do you recommend?  
>  
> sent from a mobile device.  
> Original Message  
> From: Lupo, Jon Paul  
> Sent: Friday, October 30, 2015 8:01 AM  
> To: Viguers, Jonathan  
> Cc: Kadushin, Peter; Salazar-Rodriguez, Prisca; Arslanian, Kayla; Jonathan Rosen; Hagelgans, Andrea; Coney, Javon  
> Subject: Re: SOP - 10/30  
>  
>  
> Arrived. Relatively empty. Not worth coming in right now.  
>  
> Jon Paul  
>  
>> On Oct 30, 2015, at 7:54 AM, Viguers, Jonathan <[JViguers@cityhall.nyc.gov](mailto:JViguers@cityhall.nyc.gov)> wrote:  
>>  
>> Wrapped at morning joe.  
>>  
>> Heading to juniors. Gym still a possibility  
>>  
>> sent from a mobile device.  
>> Original Message  
>> From: [jviguers@cityhall.nyc.gov](mailto:jviguers@cityhall.nyc.gov)  
>> Sent: Friday, October 30, 2015 7:50 AM  
>> To: Kadushin, Peter; Lupo, Jon Paul  
>> Cc: Salazar-Rodriguez, Prisca; Arslanian, Kayla; Jonathan Rosen; Hagelgans, Andrea; Coney, Javon  
>> Subject: Re: SOP - 10/30  
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>> Is anyone at the breakfast? How's it look?  
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>> sent from a mobile device.  
>> Original Message  
>> From: Kadushin, Peter  
>> Sent: Friday, October 30, 2015 7:39 AM  
>> To: Lupo, Jon Paul  
>> Cc: Viguers, Jonathan; Salazar-Rodriguez, Prisca; Arslanian, Kayla; Jonathan Rosen; Hagelgans, Andrea; Coney, Javon  
>> Subject: Re: SOP - 10/30  
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>> Nm. Thought that was viguers, not jpl.  
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>>> Gym?  
>>>  
>>>> On Oct 30, 2015, at 7:37 AM, Lupo, Jon Paul <JPLupo@cityhall.nyc.gov> wrote:  
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>>>> Jon Paul  
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>>>>> On Oct 30, 2015, at 7:26 AM, Viguers, Jonathan <JViguers@cityhall.nyc.gov> wrote:  
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>>>>> Mayor on MJ. Will let you know where we are headed next.  
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>>>>> Sent: Friday, October 30, 2015 6:53 AM  
>>>>> To: Salazar-Rodriguez, Prisca  
>>>>> Cc: Arslanian, Kayla; Jonathan Rosen; Hagelgans, Andrea  
>>>>> Subject: Re: SOP - 10/30  
>>>>>  
>>>>>  
>>>>> + andrea  
>>>>>  
>>>>> in hold room w/ rosen  
>>>>>  
>>>>> sent from a mobile device.  
>>>>>  
>>>>>> On Oct 30, 2015, at 6:39 AM, Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:  
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>>>>>>  
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>>>>>>> From: Viguers, Jonathan  
>>>>>>> Sent: Friday, October 30, 2015 6:32 AM  
>>>>>>> To: Arslanian, Kayla  
>>>>>>> Cc: Salazar-Rodriguez, Prisca  
>>>>>>> Subject: Re: SOP - 10/30  
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>>>>>>> Costume is in the car. no movement from the boss yet  
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>>>>>>>> On Oct 30, 2015, at 6:27 AM, Arslanian, Kayla <KArslanian@cityhall.nyc.gov> wrote:  
>>>>>>>>  
>>>>>>>> Hey! You at Gracie and rolling out soon??  
>>>>>>>>  
>>>>>>>> (And don't forget to check that Halloween costume is in his car ... Thank you!!)  
>>>>>>>>  
>>>>>>>> Sent from my iPhone



**From:** [Hagelgans, Andrea](#)  
**To:** [Jonathan Rosen](#)  
**Subject:** Fw: Morning Joe  
**Date:** Friday, October 30, 2015 8:24:43 AM

---

Sent from my BlackBerry 10 smartphone.

Original Message

From: FLONYC <FLONYC@cityhall.nyc.gov>  
Sent: Friday, October 30, 2015 8:19 AM  
To: Walzak, Phil; Hagelgans, Andrea; Hinton, Karen  
Subject: Morning Joe

Good solid performance by our Mayor this morning! Here are my reflections...

1. This show always begins with a topic other than the headliner. Have to be prepared for that.
2. I understand why it didn't happen but when they got to Hillary, would have been stronger if Bill's most important message came first. "I endorse Hillary!"
3. We've got great crime statistics, but there is a gap in our message regarding police/community relations. Joe is a bully in tone and demeanor, but Bill should have had the high ground here.

**From:** [Snyder, Thomas](#)  
**To:** [B; Hagelgans, Andrea](#)  
**Cc:** [Jonathan Rosen](#); [Walzak, Phil](#); [Klein, Monica](#); [Hinton, Karen](#)  
**Subject:** Re: Strong interview  
**Date:** Friday, October 30, 2015 9:38:04 AM

---

Got two unsolicited very positive reviews from friends from out of town.

---

**From:** Bill de Blasio <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)>  
**Reply-To:** Bill de Blasio <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)>  
**Date:** Friday, October 30, 2015 at 9:34 AM  
**To:** Andrea Hagelgans <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>  
**Cc:** Tom Snyder <[tsnyder@cityhall.nyc.gov](mailto:tsnyder@cityhall.nyc.gov)>, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>, "Walzak, Phil" <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>, "Klein, Monica" <[MKlein@cityhall.nyc.gov](mailto:MKlein@cityhall.nyc.gov)>, Karen Hinton <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)>  
**Subject:** Re: Strong interview

Much appreciated, Andrea. I think we've gone from a troubled situation last year with MoJo to a better one. We should determine how best to use them in our line-up of options

---

**From:** "Hagelgans, Andrea" <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>  
**Date:** Fri, 30 Oct 2015 12:09:07 +0000  
**To:** B<[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)>  
**Cc:** Snyder, Thomas<[TSnyder@cityhall.nyc.gov](mailto:TSnyder@cityhall.nyc.gov)>; Jonathan Rosen<[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>; Walzak, Phil<[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>; Klein, Monica<[MKlein@cityhall.nyc.gov](mailto:MKlein@cityhall.nyc.gov)>; Hinton, Karen<[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)>  
**Subject:** Strong interview

You were able to accomplish goals you defined last night. Remind folks of true hillary, speak broadly to what american people are yearning for (end income inequality) and no harm to Sanders (at least that I saw)

Nice chemistry and friendly jousting

Good job on off topic as well. Didn't miss a beat. For not liking early AM interviews they do seem to be your strong suit.

Sent from my BlackBerry 10 smartphone.

**From:** [Greig, Katherine](#)  
**To:** "Matthew Hassett"  
**Cc:** [Christie Peale](#); [Grassi, Carrie](#); [Caroline Nagy \(Caroline.Nagy@cnycn.org\)](#); [Jovana Rizzo](#)  
**Subject:** RE: Daily news editorial  
**Date:** Friday, October 30, 2015 2:42:45 PM  
**Attachments:** [20151030 Daily news editorial\\_khg\\_AS.DOCX](#)

---

Here's a version Amy marked up. This is by no means the final word.

Katherine

**KATHERINE GREIG** | [212-788-1464](tel:212-788-1464)

**From:** Matthew Hassett [mailto:[matthew.hassett@cnycn.org](mailto:matthew.hassett@cnycn.org)]  
**Sent:** Friday, October 30, 2015 2:01 PM  
**To:** Greig, Katherine  
**Cc:** Christie Peale; Grassi, Carrie; Caroline Nagy ([Caroline.Nagy@cnycn.org](mailto:Caroline.Nagy@cnycn.org)); Jovana Rizzo  
**Subject:** Re: Daily news editorial

Thanks. Working on it now. Have you contacted the NYDN (Josh Greenman) yet to see if they have space?

**Matthew Hassett** | Director of Policy & Communications [T 646-786-0895](tel:646-786-0895)

**Center for NYC Neighborhoods**  
17 Battery Place, Suite 728 | New York, NY 10004  
[cnycn.org](http://cnycn.org)



On Fri, Oct 30, 2015 at 1:33 PM, Greig, Katherine <[KGreig@cityhall.nyc.gov](mailto:KGreig@cityhall.nyc.gov)> wrote:  
Mid-afternoon, ideally.

Katherine

**KATHERINE GREIG** | [212-788-1464](tel:212-788-1464)

**From:** Matthew Hassett [mailto:[matthew.hassett@cnycn.org](mailto:matthew.hassett@cnycn.org)]  
**Sent:** Friday, October 30, 2015 1:27 PM  
**To:** Greig, Katherine  
**Cc:** Christie Peale; Grassi, Carrie; Caroline Nagy ([Caroline.Nagy@cnycn.org](mailto:Caroline.Nagy@cnycn.org)); Jovana Rizzo  
**Subject:** Re: Daily news editorial

When do you need this by?

On Friday, October 30, 2015, Greig, Katherine <[KGreig@cityhall.nyc.gov](mailto:KGreig@cityhall.nyc.gov)> wrote:  
Great – feel free to do a markup.

Katherine

**KATHERINE GREIG** | [212-788-1464](tel:212-788-1464)

**From:** Christie Peale [mailto:[christie.peale@cnycn.org](mailto:christie.peale@cnycn.org)]

**Sent:** Friday, October 30, 2015 1:12 PM  
**To:** Greig, Katherine  
**Cc:** Grassi, Carrie; Caroline Nagy ([Caroline.Nagy@cnycn.org](mailto:Caroline.Nagy@cnycn.org)); Matthew Hassett  
**Subject:** Re: Daily news editorial

We'd love to help clarify the issue--the editorial is completely confusing. I'm adding Matt as I'm on a call that I can't jump off until 2.

Christie Peale | Executive Director | [646-786-0881](tel:646-786-0881)

Center for NYC Neighborhoods  
17 Battery Place, Suite 728 | New York, NY 10004  
[cnycn.org](http://cnycn.org)

| | |

On Fri, Oct 30, 2015 at 1:07 PM, Greig, Katherine <[KGreig@cityhall.nyc.gov](mailto:KGreig@cityhall.nyc.gov)> wrote:  
I misspoke – Dan is wondering if you would consider co-signing the editorial?

And we are happy to make edits.

Katherine

**KATHERINE GREIG** | [212-788-1464](tel:212-788-1464)

---

**From:** Greig, Katherine  
**Sent:** Friday, October 30, 2015 1:00 PM  
**To:** Christie Peale  
**Cc:** Grassi, Carrie; Caroline Nagy ([Caroline.Nagy@cnycn.org](mailto:Caroline.Nagy@cnycn.org))  
**Subject:** Daily news editorial

Christie,

This morning the Daily News put out this article that gets the story quite wrong:

Three years after Hurricane Sandy's devastation — and amid warnings about climate change and rising sea levels

<http://www.nydailynews.com/opinion/editorial-bill-tide-article-1.2417035>

Attached is a draft editorial Dan is proposing to submit. It would be great if you would be willing to provide a quote.

Please let us know,

Katherine

**KATHERINE GREIG** | [212-788-1464](tel:212-788-1464)

--

**Matthew Hassett** | Director of Policy & Communications T [646-786-0895](tel:646-786-0895)

**Center for NYC Neighborhoods**

17 Battery Place, Suite 728 | New York, NY 10004

[cnycn.org](http://cnycn.org)



In the aftermath of Hurricane Sandy, it's ~~clear has become apparent~~ that flood risk and federal flood insurance, which are complex by their very nature, are topics with far-reaching consequences across the city's coastal communities. ~~Unfortunately, the Daily News got it wrong in its editorial and are advocating for outcomes that~~ That's why the City is taking a proactive approach to reducing both climate and affordability risks for homeowners -- because failure to act ~~would~~ could cause a financial storm that could rival or even exceed Sandy's impacts.

Over the last three years, New York City and its scientific and community partners have been leading the way in addressing the risks of flooding and sea level rise. It is clear that ~~our~~ these risks are only growing, ~~which highlights~~ highlighting the urgency behind ~~our~~ the comprehensive \$20 billion resiliency program we're aggressively implementing around the five boroughs.

What is also clear is that the federally-run National Flood Insurance Program is in need of vital reforms to better promote mitigation of flood risk ~~and also to~~ and ensure affordability for the long run.

That's why the City is actively working with FEMA to ensure that (1) FEMA depicts *current* risk correctly – informed by the best available science; (2) the City rebuilds conservatively extra cautiously, taking into account *future* risk, including potential sea level rise; and (3) we continue to advocate for NFIP flood insurance affordability so ~~they~~ the federal government doesn't pull the rug out from under homeowners who saved money, bought homes, and assumed flood insurance premiums would remain reasonable.

Unfortunately, the City found errors in FEMA's map-making process, meaning that they don't accurately reflect what they are intended to show – the *current* flood risk of a 100-year flood. Their models ~~simply didn't reflect the scientific realities on the ground, were not properly calibrated and too few tidal cycles were applied in their statistical analysis. This~~ translating into an overstatement of potential flood elevations across the city, and the region, by as much as 2.5 feet.

The financial implications of overstating these risks is enormous – raising premiums to as much as \$10,000 a year for impacted homeowners and potentially pricing many middle income families, and entire communities, out of their homes.

The good news is that the City was proactive: submitting an appeal of FEMA's maps, while still ~~and had already~~ adopting ~~ed~~ these over-conservative maps projections into its building code, ensuring that all rebuilding work after Sandy would be built to safer standards and protecting homeowners' pocketbooks in case the appeal does is not accepted. ~~But the financial implications of overstating this risk is enormous and could price many middle income families out of their homes.~~

The City's goal continues to be to ensure that FEMA's flood maps accurately reflect the *current* flood risk, based on sound scientific and technical analysis, so that ~~appropriate~~ building codes and other measures meant to address *future* flood risk can be appropriately implemented. To ensure that we invest wisely in the areas of the City at greatest risk and reach the City's

resiliency goals, the City must have a scientifically accurate assessment of flood risk. This assessment starts with accurate FEMA flood maps. That's why we are appealing the flood maps.

As we continue to advance our comprehensive \$20 billion resiliency program to adapt our city ~~against to~~ the ~~future impacts~~impacts of climate change, we must ensure that our coastal communities are not wiped out from a financial storm. That's why we'll continue to fight for a reformed National Flood Insurance Program that protects New Yorkers from both climate and affordability risks ~~better allows for flood mitigation and promotes affordability of flood insurance.~~ to ensure communities that are stronger, more resilient, and able to with

**From:** [Greig, Katherine](#)  
**To:** "[Christie Peale](#)"  
**Cc:** [Matthew Hassett](#); [Grassi, Carrie](#); [Caroline Nagy \(Caroline.Nagy@cnycn.org\)](#); [Jovana Rizzo](#)  
**Subject:** RE: Daily news editorial  
**Date:** Friday, October 30, 2015 3:50:54 PM

---

Thanks – will circulate shortly

Philip Orton from Stevens also hopes to sign and he has a few thoughts....

Stay tuned

Katherine

**KATHERINE GREIG** | [212-788-1464](#)

**From:** Christie Peale [mailto:[christie.peale@cnycn.org](mailto:christie.peale@cnycn.org)]  
**Sent:** Friday, October 30, 2015 3:50 PM  
**To:** Greig, Katherine  
**Cc:** Matthew Hassett; Grassi, Carrie; Caroline Nagy ([Caroline.Nagy@cnycn.org](mailto:Caroline.Nagy@cnycn.org)); Jovana Rizzo  
**Subject:** Re: Daily news editorial

Hi Katherine:

Our edits to Amy's edits are attached. I'm happy to defer to you all on co-authorship-- whatever Amy thinks will be a better hook for the DN.

Thanks,  
Christie

**Christie Peale** | Executive Director | [646-786-0881](#)

**Center for NYC Neighborhoods**  
17 Battery Place, Suite 728 | New York, NY 10004  
[cnycn.org](http://cnycn.org)

| | |

On Fri, Oct 30, 2015 at 2:42 PM, Greig, Katherine <[KGreig@cityhall.nyc.gov](mailto:KGreig@cityhall.nyc.gov)> wrote:  
Here's a version Amy marked up. This is by no means the final word.

Katherine

**KATHERINE GREIG** | [212-788-1464](#)

**From:** Matthew Hassett [mailto:[matthew.hassett@cnycn.org](mailto:matthew.hassett@cnycn.org)]  
**Sent:** Friday, October 30, 2015 2:01 PM  
**To:** Greig, Katherine  
**Cc:** Christie Peale; Grassi, Carrie; Caroline Nagy ([Caroline.Nagy@cnycn.org](mailto:Caroline.Nagy@cnycn.org)); Jovana Rizzo  
**Subject:** Re: Daily news editorial

Thanks. Working on it now. Have you contacted the NYDN (Josh Greenman) yet to see if they have space?

Matthew Hassett | Director of Policy & Communications T [646-786-0895](tel:646-786-0895)

**Center for NYC Neighborhoods**  
17 Battery Place, Suite 728 | New York, NY 10004  
[cnycn.org](http://cnycn.org)

| | |  
On Fri, Oct 30, 2015 at 1:33 PM, Greig, Katherine <[KGreig@cityhall.nyc.gov](mailto:KGreig@cityhall.nyc.gov)> wrote:  
Mid-afternoon, ideally.

Katherine

**KATHERINE GREIG** | [212-788-1464](tel:212-788-1464)

**From:** Matthew Hassett [mailto:[matthew.hassett@cnycn.org](mailto:matthew.hassett@cnycn.org)]  
**Sent:** Friday, October 30, 2015 1:27 PM  
**To:** Greig, Katherine  
**Cc:** Christie Peale; Grassi, Carrie; Caroline Nagy ([Caroline.Nagy@cnycn.org](mailto:Caroline.Nagy@cnycn.org)); Jovana Rizzo

**Subject:** Re: Daily news editorial

When do you need this by?

On Friday, October 30, 2015, Greig, Katherine <[KGreig@cityhall.nyc.gov](mailto:KGreig@cityhall.nyc.gov)> wrote:  
Great – feel free to do a markup.

Katherine

**KATHERINE GREIG** | [212-788-1464](tel:212-788-1464)

**From:** Christie Peale [mailto:[christie.peale@cnycn.org](mailto:christie.peale@cnycn.org)]  
**Sent:** Friday, October 30, 2015 1:12 PM  
**To:** Greig, Katherine  
**Cc:** Grassi, Carrie; Caroline Nagy ([Caroline.Nagy@cnycn.org](mailto:Caroline.Nagy@cnycn.org)); Matthew Hassett  
**Subject:** Re: Daily news editorial

We'd love to help clarify the issue--the editorial is completely confusing. I'm adding Matt as I'm on a call that I can't jump off until 2.

Christie Peale | Executive Director | [646-786-0881](tel:646-786-0881)

**Center for NYC Neighborhoods**  
17 Battery Place, Suite 728 | New York, NY 10004  
[cnycn.org](http://cnycn.org)

|                    |                    |

On Fri, Oct 30, 2015 at 1:07 PM, Greig, Katherine <[KGreig@cityhall.nyc.gov](mailto:KGreig@cityhall.nyc.gov)> wrote:  
I misspoke – Dan is wondering if you would consider co-signing the editorial?

And we are happy to make edits.

Katherine

**KATHERINE GREIG** | [212-788-1464](tel:212-788-1464)

---

**From:** Greig, Katherine  
**Sent:** Friday, October 30, 2015 1:00 PM  
**To:** Christie Peale  
**Cc:** Grassi, Carrie; Caroline Nagy ([Caroline.Nagy@cnycn.org](mailto:Caroline.Nagy@cnycn.org))  
**Subject:** Daily news editorial

Christie,

This morning the Daily News put out this article that gets the story quite wrong:

Three years after Hurricane Sandy’s devastation — and amid warnings about climate change and rising sea levels

<http://www.nydailynews.com/opinion/editorial-bill-tide-article-1.2417035>

Attached is a draft editorial Dan is proposing to submit. It would be great if you would be willing to provide a quote.

Please let us know,

Katherine

**KATHERINE GREIG** | [212-788-1464](tel:212-788-1464)

--

**Matthew Hassett** | Director of Policy & Communications T [646-786-0895](tel:646-786-0895)

**Center for NYC Neighborhoods**  
17 Battery Place, Suite 728 | New York, NY 10004  
[cnycn.org](http://cnycn.org)

|

|

|

**From:** [Greig, Katherine](#)  
**To:** ["porton"; "christie.peale@cnycn.org" \(christie.peale@cnycn.org\)](#)  
**Cc:** [Jovana Rizzo \(jovana@berlinrosen.com\)](#); [Grassi, Carrie](#); [Zarrilli, Dan](#)  
**Subject:** FW: 20151030 Daily news editorial\_khg\_AS\_jr\_khg  
**Date:** Friday, October 30, 2015 4:14:24 PM  
**Attachments:** [20151030 Daily news editorial\\_khg\\_AS\\_jr\\_khg.docx](#)

---

Philip, Christie,

Please see attached the latest draft. If this looks OK to you we will send it to the press office.

There's always the possibility it gets edited along the way, but this would be our draft.

Please let me know.

Thanks,

Katherine

**KATHERINE GREIG** | 212-788-1464

---

**From:** Zarrilli, Dan  
**Sent:** Friday, October 30, 2015 4:12 PM  
**To:** Greig, Katherine  
**Subject:** 20151030 Daily news editorial\_khg\_AS\_jr\_khg

In the aftermath of Hurricane Sandy, it's clear ~~has become apparent~~ that flood risk and federal flood insurance, which are complex by their very nature, are topics with far-reaching consequences across the city's coastal communities. ~~Unfortunately, the Daily News got it wrong in its editorial and are advocating for outcomes that~~ That's why the City is taking a proactive approach to reducing both climate and affordability risks for homeowners -- because failure to act ~~would~~ could cause a financial storm that could rival or even exceed Sandy's impacts.

Over the last three years, New York City and its scientific and community partners, including Stevens Institute of Technology, have been leading the way in describing and addressing the risks of flooding and sea level rise. It is clear that ~~our these~~ risks are only growing, ~~which highlight~~ highlighting the urgency behind ~~our the~~ comprehensive \$20 billion resiliency program we're the City is aggressively implementing around the five boroughs.

What is also clear is that the federally-run National Flood Insurance Program is in need of vital reforms to better promote mitigation of flood risk ~~and also to~~ and ensure affordability for the long run. FEMA's current program is a one-size-fits-all approach that disproportionately hurts New York City. Waterfront communities around the country are lined with vacation homes – this is not the case in our city, where our waterfront neighborhoods, including Canarsie and the Far Rockaways, are home to working- and middle-class families.-

That's why the City, and non-profit and academic partners are actively working with FEMA to ensure that (1) FEMA depicts *current* risk correctly – informed by the best available science; (2) the City rebuilds ~~conservatively~~ extra cautiously, taking into account *future* risk, including potential sea level rise; and (3) we continue to advocate for NFIP flood insurance affordability so ~~they the federal government~~ doesn't pull the rug out from under homeowners who saved money, bought homes, and assumed flood insurance premiums would remain reasonable.

Unfortunately, the City, ~~found errors~~ with support from an engineering firm and scientific partners at Stevens Institute of Technology, found errors in FEMA's map-making process, meaning that they don't accurately reflect what they are intended to show – the *current* flood risk of a 100-year flood. Their models simply didn't reflect the scientific realities on the ground, were not properly calibrated and too few tidal cycles were applied in their statistical analysis. ~~This~~ translatinged into an overstatement of potential flood elevations across the city, and the region, by as much as 2.5 feet.

The financial implications of overstating these risks is enormous – raising premiums to as much as \$10,000 a year for impacted homeowners and potentially pricing many middle income families, and entire communities, out of their homes. Furthermore, property owners beyond the highest risk area should be able to buy affordable flood ~~affordable~~ insurance because of their less risky location.

The good news is that the City ~~was~~ has been proactive: submitting an appeal of FEMA's maps, while still ~~e~~ and had already adoptinged these over-conservative maps projections into its building code, ensuring that all rebuilding work after Sandy would be built to safer standards and protecting homeowners' pocketbooks in case the FEMA appeal ~~does~~ is not accepted. We're The City is also working with partners, including the Center for NYC Neighborhoods and Stevens

Institute, to educate homeowners about their flood risk and anticipated costs, including the creation of the online tool FloodHelpNY.org and flood maps that show the impact of sea level rise. ~~But the financial implications of overstating this risk is enormous and could price many middle income families out of their homes.~~

The City's goal continues to be to ensure that FEMA's flood maps accurately reflect the *current* flood risk, based on sound scientific and technical analysis, so that ~~appropriate~~ building codes and other measures meant to address *future* flood risk can be appropriately implemented. To ensure that we invest wisely in the areas of the City at greatest risk and reach the City's resiliency goals, the City must have a scientifically accurate assessment of flood risk. This assessment starts with accurate FEMA flood maps. ~~That's why we are appealing the flood maps – that's why we are appealing them.~~

As we continue to advance our comprehensive \$20 billion resiliency program to adapt our city ~~against to~~ the ~~future impacts~~impacts of climate change, we must ensure that our coastal communities are not wiped out from a financial storm driven by inaccurate maps. That's why we'll continue to ~~fight~~fight for the incorporation of the best available science and advocate for a reformed National Flood Insurance Program that protects New Yorkers from both climate and affordability risks ~~better allows for flood mitigation and promotes affordability of flood insurance.~~ to ensure communities that are stronger, more resilient, and able to with, to create strong, resilient communities.

**From:** [Greig, Katherine](#)  
**To:** ["Philip Orton"; "christie.peale@cnycn.org" \(christie.peale@cnycn.org\)](#)  
**Cc:** [Jovana Rizzo \(jovana@berlinrosen.com\)](#); [Grassi, Carrie](#); [Zarrilli, Dan](#)  
**Subject:** RE: FW: 20151030 Daily news editorial\_khg\_AS\_jr\_khg  
**Date:** Friday, October 30, 2015 5:07:02 PM

---

Philip, Christie,

Can you send your name and title as you would like it to appear?

Many thanks again,

Katherine

**KATHERINE GREIG** | 212-788-1464

---

**From:** Philip Orton [mailto:philip.orton@stevens.edu]  
**Sent:** Friday, October 30, 2015 5:03 PM  
**To:** Greig, Katherine; 'christie.peale@cnycn.org' (christie.peale@cnycn.org)  
**Cc:** Jovana Rizzo (jovana@berlinrosen.com); Grassi, Carrie; Zarrilli, Dan  
**Subject:** Re: FW: 20151030 Daily news editorial\_khg\_AS\_jr\_khg

Looks great. In the attached version with tracked changes, I suggest a few minor edits.  
Philip

On 10/30/2015 4:14 PM, Greig, Katherine wrote:

Philip, Christie,

Please see attached the latest draft. If this looks OK to you we will send it to the press office.

There's always the possibility it gets edited along the way, but this would be our draft.

Please let me know.

Thanks,

Katherine

**KATHERINE GREIG** | 212-788-1464

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**From:** Zarrilli, Dan  
**Sent:** Friday, October 30, 2015 4:12 PM  
**To:** Greig, Katherine  
**Subject:** 20151030 Daily news editorial\_khg\_AS\_jr\_khg

--

---

Philip Orton, Ph.D.  
Research Assistant Professor  
Stevens Institute of Technology  
210 Davidson Laboratory  
Castle Point on Hudson  
Hoboken, NJ 07030  
(201) 216-8095 (w) (212) 844-9009 (m)  
<http://philiporton.com>  
[philip.orton@stevens.edu](mailto:philip.orton@stevens.edu)

---

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** ["Jonathan Rosen"](#)  
**Subject:** RE:  
**Date:** Friday, October 30, 2015 5:34:40 PM

---

shit

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Friday, October 30, 2015 5:21 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE:

Unfortunately Bette's leaving for LA on Nov. 20 until mid-Dec.

---

**From:** Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]  
**Sent:** Wednesday, October 28, 2015 5:19 PM  
**To:** Jonathan Rosen  
**Subject:**

Nov. 24 at noon works for us and Bloomberg – can we find out if this works for Bette?

**From:** [Jonathan Rosen](#)  
**To:** [Salazar-Rodriguez, Prisca](#)  
**Subject:** Re: MBDB: Weekly Planning Meeting  
**Date:** Sunday, November 01, 2015 6:38:49 PM

---

I have a personal commitment Monday night. Sorry.

Sent from my iPhone

On Nov 1, 2015, at 4:52 PM, Salazar-Rodriguez, Prisca <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Since the Mayor is traveling on Thursday and Friday of this week our planning meeting will be tomorrow night.

If you can't make it but will call in please let me know.

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca

**Sent:** Friday, October 30, 2015 1:31 PM

**To:** Salazar-Rodriguez, Prisca; Thornton, Demetrius; Everett, Matt; Griffith, Chantell; Da Costa, Ricky; Walzak, Phil; Fuleihan, Dean (OMB); John, Roxanne; Reisman, Lisette; Leopold, Elana; Louis Espiritusanto, Jose; Darlington, Mandy (OMB); Zuniga, Andrea; Shorris, Anthony; Schnake Mahl, Gabriel; John Del Cecato; Snyder, Thomas; Williams, Dominic; Hagelgans, Andrea; Arslanian, Kayla; Hinton, Karen; Ko, Eunice; Wiley, Maya; Wolfe, Emma; Caquias, Paula; '[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)'; Fialkoff, Gabrielle

**Subject:** MBDB: Weekly Planning Meeting

**When:** Monday, November 02, 2015 6:45 PM-8:15 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** Gracie Mansion ---- Call in [REDACTED] code [REDACTED]

**From:** [Walzak, Phil](#)  
**To:** [Wolfe, Emma](#); [Salazar-Rodriguez, Prisca](#); [Thornton, Demetrius](#); [Everett, Matt](#); [Griffith, Chantell](#); [Da Costa, Ricky](#); [Fuleihan, Dean \(OMB\)](#); [John, Roxanne](#); [Reisman, Lisette](#); [Leopold, Elana](#); [Louis Espiritusanto, Jose](#); [Darlington, Mandy \(OMB\)](#); [Zuniga, Andrea](#); [Shorris, Anthony](#); [Schnake Mahl, Gabriel](#); [John Del Cecato](#); [Snyder, Thomas](#); [Williams, Dominic](#); [Hagelgans, Andrea](#); [Arslanian, Kayla](#); [Hinton, Karen](#); [Ko, Eunice](#); [Wiley, Maya](#); [Caquias, Paula](#); ["jonathan@berlinrosen.com"](#); [Fialkoff, Gabrielle](#)  
**Subject:** Re: MBDB: Weekly Planning Meeting  
**Date:** Sunday, November 01, 2015 7:03:45 PM

---

I have family in town and was to have dinner tmrw nite

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Wolfe, Emma  
**Sent:** Sunday, November 1, 2015 6:37 PM  
**To:** Salazar-Rodriguez, Prisca; Thornton, Demetrius; Everett, Matt; Griffith, Chantell; Da Costa, Ricky; Walzak, Phil; Fuleihan, Dean (OMB); John, Roxanne; Reisman, Lisette; Leopold, Elana; Louis Espiritusanto, Jose; Darlington, Mandy (OMB); Zuniga, Andrea; Shorris, Anthony; Schnake Mahl, Gabriel; John Del Cecato; Snyder, Thomas; Williams, Dominic; Hagelgans, Andrea; Arslanian, Kayla; Hinton, Karen; Ko, Eunice; Wiley, Maya; Caquias, Paula; 'jonathan@berlinrosen.com'; Fialkoff, Gabrielle  
**Subject:** RE: MBDB: Weekly Planning Meeting

---

will call in for part of it but have family commitment.

---

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Sunday, November 01, 2015 4:52 PM  
**To:** Thornton, Demetrius; Everett, Matt; Griffith, Chantell; Da Costa, Ricky; Walzak, Phil; Fuleihan, Dean (OMB); John, Roxanne; Reisman, Lisette; Leopold, Elana; Louis Espiritusanto, Jose; Darlington, Mandy (OMB); Zuniga, Andrea; Shorris, Anthony; Schnake Mahl, Gabriel; John Del Cecato; Snyder, Thomas; Williams, Dominic; Hagelgans, Andrea; Arslanian, Kayla; Hinton, Karen; Ko, Eunice; Wiley, Maya; Wolfe, Emma; Caquias, Paula; 'jonathan@berlinrosen.com'; Fialkoff, Gabrielle  
**Subject:** RE: MBDB: Weekly Planning Meeting

Since the Mayor is traveling on Thursday and Friday of this week our planning meeting will be tomorrow night.

If you can't make it but will call in please let me know.

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Friday, October 30, 2015 1:31 PM  
**To:** Salazar-Rodriguez, Prisca; Thornton, Demetrius; Everett, Matt; Griffith, Chantell; Da Costa, Ricky; Walzak, Phil; Fuleihan, Dean (OMB); John, Roxanne; Reisman, Lisette; Leopold, Elana; Louis Espiritusanto, Jose; Darlington, Mandy (OMB); Zuniga, Andrea; Shorris, Anthony; Schnake Mahl, Gabriel; John Del Cecato; Snyder, Thomas; Williams, Dominic; Hagelgans, Andrea; Arslanian, Kayla; Hinton, Karen; Ko, Eunice; Wiley, Maya; Wolfe, Emma; Caquias, Paula; 'jonathan@berlinrosen.com'; Fialkoff, Gabrielle  
**Subject:** MBDB: Weekly Planning Meeting  
**When:** Monday, November 02, 2015 6:45 PM-8:15 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** Gracie Mansion ---- Call in [REDACTED] code [REDACTED]

**From:** [Snyder, Thomas](#)  
**To:** [Shorris, Anthony](#); [Walzak, Phil](#); [Wolfe, Emma](#); [Jonathan Rosen](#)  
**Subject:** Planning Mtg.  
**Date:** Monday, November 02, 2015 10:17:23 AM

---

Trying to change Planning meeting to Tuesday evening. If so, can you make it?

**From:** [Hanser, Leora](#)  
**To:** [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)  
**Subject:** Thanks  
**Date:** Monday, November 02, 2015 5:11:56 PM  
**Attachments:** [BHC Short Concept note.docx](#)  
[Talking points for Building Healthy Communitiesdf.docx](#)  
[BHC Facts Figures QandA v5 11 2 15.docx](#)

---

Hi Jonathan,

Thanks for your time today – lovely to see you and catch up!

I'm attaching the three documents I gave to you in our meeting today. As you said, I think most of the points are there – they just need to be prioritized and refined. I'm grateful for any and all of your assistance.

Would be great to get our broods together in the 'hood – let me talk to Graeme and come back to you with some dates.

Many thanks again and very best,  
Leora

Leora Hanser  
Chief of Staff  
Mayor's Office of Strategic Partnerships  
O: 212-341-5074  
M: 347-453-8118  
[lhanser@cityhall.nyc.gov](mailto:lhanser@cityhall.nyc.gov)

# BUILDING HEALTHY COMMUNITIES



MAYOR'S OFFICE  
OF  
STRATEGIC PARTNERSHIPS



## BUILDING HEALTHY COMMUNITIES

### Background

Building Healthy Communities aims to improve community health outcomes by increasing opportunities for physical activity; expanding access to fresh and affordable food and promoting public safety in twelve of the City's neediest neighborhoods. The parks and open spaces in these densely populated and higher-poverty neighborhoods have historically been neglected from public investment in their maintenance and upkeep. Many of these same communities continue to report high rates of crime and equally high rates of public health challenges like obesity and diabetes.

Over the next three years, Building Healthy Communities will address those inequities. Leveraging the \$285 million capital investment of the Community Parks Initiative, Building Healthy Communities will build school and community gardens, install adult exercise equipment, establish farmers markets and create pedestrian plazas.

### PROGRAM GOALS

#### *Physical Activity*

With private support, Building Healthy Communities will transform the urban landscape, creating opportunities for recreation and exercise.

- Supply and co-locate **adult exercise equipment** in or near playgrounds and parks, allowing children and parents, grandparents and caretakers to exercise simultaneously.
- Provide free **exercise and yoga classes**.
- With **Wayfinding**, create marked pathways from parks to schools, and schools to libraries, encouraging walking, running and biking.
- Establish **pedestrian plazas** in neighborhoods that most lack safe, open spaces.

#### *Nutrition and Community Greening*

Some of our poorest neighborhoods are among the most food insecure, with limited opportunities to buy and eat fresh food. With private support, Building Healthy Communities will ensure every neighborhood has the opportunity to grow or buy fresh and affordable food and that every child has opportunity to learn about healthy eating.

- Ensure each of the twelve neighborhoods has a **farmers' market**.
- Establish 5 new one-acre **urban farms** on NYCHA properties.
- Build new **school gardens** within the CPI neighborhoods to education kids about nutrition, gardening and science.
- Ensure **community gardens** have the infrastructure they need to be safe and secure, including clean soil, fresh water, fencing, lighting, sidewalks, and lumber.

## **Public Safety**

Safe and vibrant neighborhoods are the cornerstone of a healthy community. Families need to feel their streets and sidewalks are safe, and neighborhood parks are safe enough for their children to play in. Building Healthy Communities will:

- Implement **Crime Prevention through Environmental Design** with NYPD to ensure that any physical improvements to the parks and open space are achieved with public safety in mind.
- **Install exterior lights**, layered access (doors and intercoms) and cameras at the highest crime NYCHA developments via the Mayor’s Action Plan for Neighborhood Safety
- **Extend community center hours** at NYCHA housing developments, provide lights to targeted outdoor basketball courts, and offer recreation activities for kids who live in NYCHA developments.

## **Community Engagement**

Community engagement and consultation are absolutely critical for the success of Building Healthy Communities. The capital investments and program delivery of the Building Healthy Communities initiative will be driven by community-expressed needs and desires, and community engagement for this initiative will build off existing community consultation processes currently underway by Partnerships for Parks, and by the Mayor’s Office of Criminal Justice, as part of the Mayor’s Action Plan for Neighborhood Safety.

## **Outcomes**

Over the next three years, with significant support from City agencies, Building Healthy Communities will measure at least 20 different indicators ranging from exercise levels to well-lit public spaces, from cohesion among social groups to healthy eating options. Maximizing and enhancing existing City data collection efforts, Building Healthy Communities seeks to provide the evidence supporting the collective impact approach.

## **Neighborhoods**

Bed-Stuy (Brooklyn)

Mariner’s Harbor (Staten Island)

Brownsville (Brooklyn)

Flushing (Queens)

Canarsie (Brooklyn)

Corona (Queens)

East Harlem (Manhattan)

Mott Haven (Bronx)

Central Harlem North-Polo Grounds  
(Manhattan)

Morrisania (Bronx)

Stapleton (Staten Island)

Hunts Point (Bronx)

## Talking points for Building Healthy Communities:

- Health is everything. Without good health, individuals can't thrive and communities cannot prosper.
- Our healthcare system is being transformed from one of treating people when they become sick to one of proactive care designed to prevent disease and maintain good health.
- Building Healthy Communities is a neighborhood-based effort designed to address the major health conditions in our communities—heart disease, diabetes, high blood pressure, and obesity that are the leading causes of chronic disease and poor health.
- Our goal is simple: create communities that nurture health by increasing access to physical activity and healthy food and promoting public safety in the underserved neighborhoods in NYC.
- We recognize that an individual's and a community's health is dependent on much more than access to medical care.
- Our health is also impacted by the environment in which we live and work and whether our neighborhoods have safe, clean, outdoor spaces where we can go to exercise, relax, play, and learn.
- Neighborhoods with the most neglected parks and open space, unsafe public space, and the lowest access to healthy food bear the heaviest burden of chronic disease and poor health.
- The Building Healthy Communities initiative will address these inequities one neighborhood at a time launching the first year in an initial 12 neighborhoods targeted by Parks under their Community Parks Initiative.
- These neighborhoods have the highest rates of diabetes, obesity, hypertension, and a range of other controllable chronic diseases, as well as the smallest investments in funding for access to physical activity and healthy food and promoting public safety
- Three Pillars:
  1. Increasing opportunities for physical activity. Sample interventions:
    - Installing adult exercise equipment.

- Establishing paths that encourage walking, running, and biking
  - Creating pedestrian plazas.
  - Providing free exercise classes.
2. Increasing access to nutritious and affordable food. Sample interventions:
- Establishing farmers markets.
  - Building community gardens.
  - Building urban, food-producing farms.
  - Increasing school gardens.
3. Promoting public safety. Sample interventions:
- Installing lighting and cameras at areas of highest crime.
  - Extending the hours of community centers.
  - Undertaking a variety of strategies to redesign public space to reduce crime.
- The plan for BHC was developed over the last year through a multi-agency, joint planning effort designed to maximize individual agency resources and align them in a comprehensive effort to revitalize our neighborhoods most in need.
  - In the process, we identified opportunities for private partnership and investment to expand and enhance the BHC model and have worked during the last six months to develop a series of public-private agreements that will leverage and compliment the investments of City government.
  - We recognize that the public health problems we face today are complex, requiring broad partnership and collective action across sectors.
  - Individuals, communities, businesses, and government all have important roles to play so that the places where we live, learn, work, and play support good health.
  - BHC is designed with this fact in mind.
  - In response, BHC will deploy and coordinate an impressive array of neighborhood-based initiatives and capital investment to achieve our goal of creating communities that nurture good physical and mental health.
  - Private sector business, nonprofits, and philanthropic donors have long played an important role in shaping NYC's built and social environment.

- BHC will push new boundaries and allow government and the private sector to collaborate through joint planning and coordination of resources to strategically target our neediest neighborhoods and solve some of our most pressing community challenges.
- Participating agencies and offices:
  - NYC Department of Health and Mental Hygiene
  - NYC Department of Parks and Recreation
  - Mayor's Office of Criminal Justice
  - NYC Department of Transportation
  - NYC Housing Authority
  - Mayor's Office of Food Policy
  - NYC Police Department
  - NYC Department of Environmental Protection
  - GrowNYC
  - Mayor's Community Affairs Unit
  - Mayor's Office of Operations

## Messaging

- Many higher-poverty neighborhoods have historically been neglected from public investment in safe open spaces and access to healthy food. Many of these same communities continue to report high rates of crime and equally high rates of obesity, diabetes and chronic disease. But the impact of this issue is not limited to individual low-income families – it weighs down our whole City.
- The de Blasio administration knows that we must move toward a “culture of health” that is proactive, transform our health care system and “the culture of health” from one focused on reactive sick care to a proactive system designed to prevent disease and maintain good health. This starts by enabling all communities to nurture healthy citizens with access to healthy food, opportunities for physical activity and safe, vibrant public spaces.
- To accomplish that, Mayor de Blasio is launching the Building Healthy Communities initiative, a multi-million dollar public-private partnership committed to taking an innovative, holistic approach to improving health outcomes in 12 densely populated and historically underserved neighborhoods: East Harlem, Brownsville, Mott Haven, Canarsie, Flushing, Hunt’s Point, Mariner’s Harbor, Central Harlem, Bedford-Stuyvesant, Morrisania, Corona and Stapleton.
- Building Healthy Communities is focused on three main goals: increasing access to physical activity and healthy food, and improving public safety. Progress on each of these issues will lead to opportunities for overall healthier living. For example:
  - Parks, pedestrian plazas, community gardens and recreation centers are essential community resources, where people can come together to play, learn, grow food, exercise and relax. And families are more likely to utilize those resources when they feel they are safe enough to enjoy.
  - Increasing access to and consumption of fresh, healthy food through the availability of farmers’ markets, community gardens and school gardens can turn food deserts into food oases.
- Building Healthy Communities will achieve its goals related to healthy eating, physical activity and public safety by making new upgrades to existing public spaces and developing new and exciting programming that can impact the health and wellbeing of all of the targeted neighborhoods. This includes:
  - Establishing food markets; strengthening community gardens and nutrition education opportunities; building urban food-producing farms; and expanding school gardens.
  - Installing adult exercise equipment; providing free exercise classes; establishing “Wayfinding paths” and pedestrian plazas to encourage walking, running and biking; and providing kids with additional outdoor space for play and recreation.

- Designing and improving open spaces with public safety in mind; installing lighting and cameras at areas of highest crime; and extending community center hours.
- The Building Healthy Communities initiative is led by the Mayor’s Office of Strategic Partnerships and the Fund for Public Health in New York, which will coordinate private sector partners and 11 city agencies – the Department of Parks & Recreation, the New York City Police Department, the New York City Housing Authority, GrowNYC, the Department of Transportation, the Department of Health & Mental Hygiene, the Mayor’s Community Affairs Unit, the Mayor’s Office of Criminal Justice, the Mayor’s Office of Food Policy, the Department of Environmental Protection and the Mayor’s Office of Operations.
- While Building Healthy Communities will include many new additions~~investments~~, it will also unite~~ing~~ and leverage~~ing~~ existing investments by various agencies related to the initiative’s goals. For example:
  - The Department of Parks & Recreation will leverage its Community Parks Initiative, which is making \$285 million in capital improvements to 55 of the city’s neediest public parks.
  - The Department of Transportation will leverage its Plaza Program, aimed at creating outdoor pedestrian plazas that can be used for exercising, relaxing or holding farmers markets and other community events.
  - The New York City Police Department will leverage its Crime Prevention Through Environmental Design Program, which is ensuring that all physical improvements to public parks and open spaces are designed with public safety in mind.
- Building Healthy Communities’ cross-agency cooperation will enable our City to both maximize these individual agency resources and programs, while aligning them in a comprehensive effort to revitalize our neighborhoods most in need.
- We recognize that the public health problems we face today are complex, requiring broad partnership and collective action across sectors – individuals, communities, businesses, and government all have important roles to play so that the places where we live, learn, work, and play support good health.
- Building Healthy Communities will provide yet another opportunity for the public and private sectors to team up – combining the scale of government with the flexibility of funding and speed of business and philanthropic players – and address one of the City’s most pressing challenges. Private investments can and will range from providing funds or donating in-kind items to offering services such as cooking and nutrition classes and underwriting specific programs.

**Comment [KN1]:** To what end are we leveraging this? We say that we’ll use plazas for exercise, farmers markets, etc and CPTED to ensure parks are redesigned with public safety in mind, but not how we will use capital improvements in parks for additional BHC ends

- Building Healthy Communities has already received \$5.1 million in commitments from generous private partners: Unilever, the Laurie M. Tisch Illumination Fund and the New York State Health Foundation.
- Unilever’s \$4.1 million partnership represents the largest commitment from an individual corporate entity in New York City history. Their partnership with Building Healthy Communities is focused on increasing access to nutritional and affordable, healthy food initially through a “Farm to Table” model over the next three years, and will include \$1.5 million over three years to establish a new Urban Farm site at NYCHA’s Senator Robert F. Wagner Houses in East Harlem; pilot an inter-generational cooking class program at the Johnson Houses Community and Children’s Center in East Harlem; support continued operation of an existing Urban Farm at Red Hook, where workers at future Urban Farms will be trained; and support two annual NYCHA gardening events.
  - **Wagner Urban Farm:** Unilever will support the creation of the Wagner Urban Farm and the development of community programming at the farm, including volunteer-based cultivation, food distribution and cooking demos and composting. The Wagner Urban Farm will increase access to locally-produced fresh produce (4 tons per year per site) and employ approximately 60 young people.
  - **Intergenerational Cooking Classes:** Unilever will work with an existing community-based program to train 20 community chefs to lead cooking classes at the Johnson Community Center for approximately 50 NYCHA residents per month. The chefs will also lead demonstrations, aiming to empower NYCHA residents to build stronger, more connected communities through food.
  - **Additional Programming:** Unilever will work with the Building Healthy Communities initiative to secure the remaining \$2.6 million from other private partners over the next three years to support the construction of four additional Urban Farms at sites in Canarsie, Brownsville, South Bronx and Staten Island.
- **XXX** details on Laurie M. Tisch Illumination Fund’s donation
- **XXX** details on the New York State Health Foundation’s donation

**Comment [LD2]:** This is true as far as 2011. We have also confirmed that Bloomberg LP never made a donation at this level. How can we check that this is true farther back than 2011?

**Comment [HL3]:** I need to check the details of this one

## Q&A

### Origins of Building Healthy Communities

#### **1. When did the Building Healthy Communities begin taking shape? How did it begin?**

This was started as one of three inter-agency strategic initiatives led by the Mayor's Office of Strategic Partnerships, which was created by Mayor de Blasio in January 2014. Each initiative was housed and developed by a City-affiliated nonprofit. In the case of Building Healthy Communities, it has been nurtured and developed by the Fund for Public Health.

#### **2. How were the 12 neighborhoods selected?**

All 12 of these neighborhoods were targeted by the Department of Parks & Recreation in their Community Parks Initiatives as areas that are densely populated, have been historically lacking in public investment, ~~disinvested~~ and lack open space. In addition, each of these neighborhoods experiences either high rates of violent crime, high rates of diabetes, self-reported low levels of exercise, self-reported fair or poor health status or high rates of psychological distress. ~~high rates of violent crime, high rates of diabetes, obesity and hypertension.~~

#### **3. How much funding is the City looking to raise from private partners?**

We are looking to engage all interested private partners in some aspect of the initiative. We see the potential in Building Healthy Communities as limitless, and able to foster relationships with many members from our generous business and philanthropic communities.

#### **4. When will Building Healthy Communities be brought to each of the 12 neighborhoods?**

We plan to begin implementing some portion of Building Healthy Communities in each of the 12 neighborhoods over the next two years with a goal of eventually reaching all 55 CPI communities by when?

#### **5. How much public and private money will be spent to achieve the goals of Building Healthy Communities in each of its three buckets?**

Building Healthy Communities will leverage the existing \$285 million in capital improvements to neighborhood parks through the Community Parks Initiative. Other City agencies are already allocating tens of millions of dollars on Building Healthy Communities related-programs. At this time, we have secured \$5.1 million in private sector commitments and are actively engaging other private sector partners.

#### **6. How will New Yorkers be able to find out about Building Healthy Communities' events and programs in their neighborhoods?**

New Yorkers can learn more about the Building Healthy Communities initiative at [nyc.gov/healthycommunities](https://nyc.gov/healthycommunities). This website also includes a calendar of initiative-related events and other resources. In addition, Building Healthy Communities will be organizing city agencies to hold community outreach efforts to educate New Yorkers on healthy living and connect them to Building Healthy Communities' programming.

**7. Is Building Healthy Communities working with community-based organizations that are already focused on achieving healthy outcomes for local residents?**

Building Healthy Communities will work with agency partners and other community-based organizations in each of the neighborhoods to support and expand its reach.

*Unilever's Investment*

**1. How did Unilever become involved in Building Healthy Communities?**

Unilever's ongoing effort to promote healthy outcomes and sustainability was identified as an excellent complement to the goals of Building Healthy Communities. Recognizing the potential for a mutual partnership, we connected to Unilever through the Partnership for New York City.

**2. What will happen if Unilever is unable to find private partners to support the development of the other four Urban Farms? Will the City have to commit additional public funding?**

In that event, Unilever has committed to provide the remaining amount of funding necessary to implement the remainder of the Urban Farms plan. ~~That said~~ However, Building Healthy Communities has already generated tremendous interest from New York City's business and philanthropic communities. Furthermore, over the past two years, the de Blasio administration has not only demonstrated its ability to engage private partners, but also unleashed the eagerness of the private sector to collaborate on joint initiatives, such as Computer Science for All initiative, the Center for Youth Employment, Connections to Care program and many others.

**3. Is it hypocritical for Unilever – whose brands make products like mayonnaise and margarine – to be encouraging New Yorkers to eat healthy?**

Unilever is working hard to make their products healthier and more sustainable. They have been one of the leading global businesses to reduce sodium in their food and to make all of their production and supply chains more sustainable – from their farming practices to waste reduction.

**4. Will Unilever be encouraging New Yorkers to use their products in their cooking classes?**

The Department of Health & Mental Hygiene promotes a whole food approach – to consume fresh fruit and vegetables as much and as often as possible. Unilever supports and endorses this approach. Unilever will be encouraging good nutrition and healthy

eating. They will be developing Health Department-approved recipes which, while they will likely use Unilever products, will be held to the highest nutritional standards.

#### 5. When will the Wagner Urban Farm be opened?

Ground will be broken at the Wagner Urban Farm this spring. We hope to have the farm operational by fall 2016.

#### Facts & Figures

- About 50 percent of New York City adults and 60 percent of children do not engage in recommended levels of physical activity. More than 22 percent of City adults are not physically active at all.
- Nearly 20 percent of the poorest New Yorkers and 13 percent of all adults in the City reported eating no fruits or vegetables the previous day.
- More than 5,000 New Yorkers die of obesity-related health problems each year.
- Lack of physical activity and unhealthy eating are major contributors to obesity and chronic diseases. More than 50 percent of City adults and 40 percent of children in grades K-8 are either overweight or obese.
- Chronic diseases due to obesity continue to sap city resources. For example, medical expenses related to obesity account for two-thirds of the City's \$1.6 billion annual health budget.

**Comment [LD4]:** FPHNY, what is the correct statistic?

**Comment [LD5]:** FPHNY, we would like to include a stat from OneNYC that talks about time spent indoors – could you include?

**From:** [John Del Cecato](#)  
**To:** [Geri Prado](#); [Walzak, Phil](#)  
**Cc:** [Hinton, Karen](#); [Hagelgans, Andrea](#); [Adams Baker, Marti](#); [Jonathan Rosen](#)  
**Subject:** Re: from Alan Colmes  
**Date:** Tuesday, November 03, 2015 2:10:33 PM

---

My two cents.

1. Colmes doesn't get us much of anything.
2. The Sirius town hall (with Rabin Havt, who Geri mentions below) could be cool.

---

**From:** Geri Prado <[REDACTED]>  
**Date:** Monday, November 2, 2015 at 6:18 PM  
**To:** "Walzak, Phil" <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>  
**Cc:** "Hinton, Karen" <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)>, "Hagelgans, Andrea" <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>, "Adams Baker, Marti" <[MAAdams@cityhall.nyc.gov](mailto:MAAdams@cityhall.nyc.gov)>, Jonathan Rosen <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>, John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>  
**Subject:** Re: from Alan Colmes

My question to you all was sure, but can we do Rabin Havt first since he had the invite in June?

On Nov 2, 2015, at 5:50 PM, Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:

What do we think?

---

**From:** Colmes, Alan [<mailto:alan.colmes@FOXNEWS.COM>]  
**Sent:** Monday, November 02, 2015 10:47 AM  
**To:** Walzak, Phil  
**Subject:** FW: from Alan Colmes

Hi Phil,

Can I get a yay or nay on Nov. 17.  
Or is there something else we can do if that doesn't work?

Alan

---

**From:** Colmes, Alan  
**Sent:** Friday, October 30, 2015 9:31 AM  
**To:** Walzak, Phil  
**Subject:** Re: from Alan Colmes

Phil,

If I can get an update on this request it would be very helpful so I can let them know.

If the mayor is unavailable I have the Pope standing by who is a bit easier to book <image001.png>

Much appreciated!

Alan

---

**From:** Colmes, Alan  
**Sent:** Monday, October 26, 2015 10:43 AM  
**To:** Walzak, Phil  
**Subject:** FW: from Alan Colmes

Phil,

Double checking to make sure you saw this.  
Is this a possibility?

Alan

---

**From:** Colmes, Alan  
**Sent:** Wednesday, October 21, 2015 11:48 AM  
**To:** 'Walzak, Phil'  
**Subject:** RE: from Alan Colmes

Phil,

Here's an idea:

I've been invited to interview a newsmaker at the Harvard Club on Tuesday, November 17, at the Radio Ink conference. Radio Ink is a leading industry publication that is read by top media people. Would the mayor consider joining me there for an interview in front of industry professionals? We could also use the interview on my radio show, so there would be much bang for the buck. Good press will come out of it.

Here is what Radio Ink is putting out:

*Radio Ink* cordially invites you to participate in a live, onstage interview with Fox News Radio's highly respected Alan Colmes at *Forecast*, the radio industry's premier financial summit. *Forecast 2016* that will be presented at the elegant Harvard Club in New York City on November 17, 2015. We would be happy to try to arrange a time convenient to your schedule.

In what has become an industry tradition, *Forecast 2016* will be

the 13th in a series of compelling economic forecast conferences presented by *Radio Ink*, the leading broadcast trade publication.

The executives who typically attend *Forecast* control radio's top groups, commanding over 70% of the revenue generated each year on thousands of stations across the country. Their decision making power impacts all areas of radio, from what goes over the air to what goes to the bottom line. These leading radio executives would truly appreciate your insight and perspective on the future of business, media and the country.

<http://www.radioinkforecast.com/>

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### [Radio Ink Forecast](http://www.radioinkforecast.com/)

[www.radioinkforecast.com](http://www.radioinkforecast.com)

Radio Ink Forecast Provides the Most Accurate, Up-to-the-Second Data and Trends to Enable You to Plan for 2016.



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Previous speakers and participants include Bob Pittman, Steve Rattner, John Bogle, Governor Mike Huckabee, Andrew Ross Sorkin, Arianna Huffington, Dave Ramsey, Ron Insana, Steve Forbes, Lou Dobbs, Sean Hannity, Laura Ingraham, Jim Cramer, Ralph Nader, Rita Cosby, Stewart Alsop, Mort Zuckerman, Monica Crowley and Alan Colmes.

Hundreds of top tier executives and CEOs from radio's elite circle, including companies such as iHeart, Cumulus/Westwood One, CBS, Univision, Entercom, Spanish Broadcasting System and many more, attend *Forecast*. Also in attendance are high

level decision makers from the media finance and investment community, Wall Street, privately held companies and broker firms.

And immediately following the conference is our annual cocktail reception honoring the *"40 Most Powerful People in Radio."* This invitation only gathering is a highlight of *Forecast* every year and is attended by a "who's who of radio." If your schedule permits, we would be honored to have you join us for the reception as well.

---

**From:** Walzak, Phil [<mailto:PWalzak@cityhall.nyc.gov>]  
**Sent:** Tuesday, October 06, 2015 6:11 PM  
**To:** Colmes, Alan; Adams Baker, Marti  
**Cc:** Williams, Dani; Costantino, Jon  
**Subject:** RE: from Alan Colmes

Working on it  
Promise!

---

**From:** Colmes, Alan [<mailto:alan.colmes@FOXNEWS.COM>]  
**Sent:** Tuesday, October 06, 2015 11:13 AM  
**To:** Walzak, Phil; Adams Baker, Marti  
**Cc:** Williams, Dani; Costantino, Jon  
**Subject:** RE: from Alan Colmes

Hi Phil and Marti,

Can we come up with a date?

Alan

---

**From:** Walzak, Phil [<mailto:PWalzak@cityhall.nyc.gov>]  
**Sent:** Tuesday, September 29, 2015 10:54 AM  
**To:** Colmes, Alan; Adams Baker, Marti  
**Cc:** Williams, Dani; Costantino, Jon  
**Subject:** RE: from Alan Colmes

Looking at some options!  
+my colleague Marti Adams

---

**From:** Colmes, Alan [<mailto:alan.colmes@FOXNEWS.COM>]  
**Sent:** Tuesday, September 29, 2015 9:37 AM  
**To:** Walzak, Phil  
**Cc:** Williams, Dani; Costantino, Jon

**Subject:** Re: from Alan Colmes

Hey Phil....checking in.  
Can we set a date? <image001.png>

---

**From:** Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>  
**Sent:** Tuesday, September 15, 2015 9:45 AM  
**To:** Colmes, Alan  
**Cc:** Williams, Dani; Costantino, Jon  
**Subject:** RE: from Alan Colmes

Lets stay in touch

---

**From:** Colmes, Alan [<mailto:alan.colmes@FOXNEWS.COM>]  
**Sent:** Tuesday, September 15, 2015 9:45 AM  
**To:** Walzak, Phil  
**Cc:** Williams, Dani; Costantino, Jon  
**Subject:** Re: from Alan Colmes

great...thanks very much, Phil  
Including my booker and producer, Dani and John here.

---

**From:** Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>  
**Sent:** Tuesday, September 15, 2015 9:26 AM  
**To:** Colmes, Alan  
**Subject:** Re: from Alan Colmes

Yes I am workin on this  
Think we will have something

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Colmes, Alan  
**Sent:** Tuesday, September 15, 2015 9:25 AM  
**To:** Walzak, Phil  
**Subject:** Re: from Alan Colmes

Hi Phil....following up....  
One other thing of note is that we have a strong presence on social media which helps spread our work. I'd really like to get the mayor's message out there.  
Can we arrange something?

Thanks very much for any consideration.

Alan

---

**From:** Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>  
**Sent:** Tuesday, September 8, 2015 1:33 PM  
**To:** Colmes, Alan  
**Subject:** RE: from Alan Colmes

Thanks for your message, let me take a look

---

**From:** Colmes, Alan [<mailto:alan.colmes@FOXNEWS.COM>]  
**Sent:** Tuesday, September 08, 2015 8:56 AM  
**To:** Walzak, Phil  
**Subject:** from Alan Colmes

Hi Phil,

I caught the tail end of the mayor on Morning Joe before Christie came on and made ridiculous comments that went unchallenged. I'd like to re-extend an invitation for the mayor to appear on my radio show. There are only a few of us on the left who do national shows and we offer a platform that includes about 75 radio stations, Sirius/XM, our app, and online streaming. The power and effectiveness of talk radio is understood and harnessed by conservatives, but I've been trying for years to get more liberals to understand its value.

Can we please arrange an interview?

Best Wishes,  
Alan

This message and its attachments may contain legally privileged or confidential information. It is intended solely for the named addressee. If you are not the addressee indicated in this message (or responsible for delivery of the message to the addressee), you may not copy or deliver this message or its attachments to anyone. Rather, you should permanently delete this message and its attachments and kindly notify the sender by reply e-mail. Any content of this message and its attachments that does not relate to the official business of Fox News or Fox Business must not be taken to have been sent or endorsed by either of them. No representation is made that this email or its attachments are without defect.

**From:** [Jonathan Rosen](#)  
**To:** [Salazar-Rodriguez, Prisca](#)  
**Subject:** RE:  
**Date:** Wednesday, November 04, 2015 2:45:43 PM

---

12<sup>th</sup> at 8 a.m.

---

**From:** Salazar-Rodriguez, Prisca [mailto:PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Wednesday, November 04, 2015 2:38 PM  
**To:** Jonathan Rosen  
**Subject:**

When is your meeting with Open society?

**From:** [Hinton, Karen](#)  
**To:** ["Jonathan Rosen"](#)  
**Subject:** Harry Siegel  
**Date:** Wednesday, November 04, 2015 2:49:38 PM

---

He's writing a column.

Karen Hinton  
Press Secretary  
917-246-7692  
Follow Me On Twitter [@KarenHinton](#)

**From:** [Jonathan Rosen](#)  
**To:** [B](#)  
**Subject:** Re: How on Earth?  
**Date:** Thursday, November 05, 2015 6:32:37 AM

---

It's kind of unbelievable.

Sent from my iPad

> On Nov 5, 2015, at 6:30 AM, "B" <BCCD@cityhall.nyc.gov> wrote:  
>  
>  
> Is Kaplan piece A1 upper right?  
>  
>

**From:** [Hinton, Karen](#)  
**To:** [Walzak, Phil](#); [Hagelgans, Andrea](#); [Jonathan Rosen](#)  
**Subject:** Re: off topic  
**Date:** Thursday, November 05, 2015 7:10:28 AM

---

Minus mayor... Should he do both? Given that Marcia is likely to be in PR, I think he should to avoid confrontation with her. If he does off topic in pr then he should do one back in NYC Friday for those who didn't travel.

Sent from my iPhone

On Nov 5, 2015, at 6:58 AM, B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

I just had a helpful conversation with jonathan on this and have looped him here. I'm comfortable doing occasional one-shot avails to let off steam for the media. Happy to let our regularly-scheduled off-topic sessions go longer whenever needed (as we should have done Tues in retrospect). Happy to do two off-topic avails in a week rather than one when the situation calls for it.

BUT what I don't want is for the media to try to intimidate us into doing more than 1-2 off-topic avails in a week. This new formula has worked very well for us. In recent weeks, we've understandably done fewer of the things that indirectly feed them like WNYC. When we do more I assume it will help.

So I'm willing to do off-topic today in PR if we need it AND tmrw in nyc if we need it. BUT I don't want that to suggest a new model where the media gets whatever they want. So how do we sometimes give them more without creating a slippery slope? Thanks

---

**From:** "Hinton, Karen" <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)>  
**Date:** Wed, 4 Nov 2015 23:30:15 +0000  
**To:** B<[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)>  
**Subject:** off topic

Phil and I recommend you do an off topic gaggle Friday. We will organize it around a public event in the works now. We recommend some flexibility with our media policy this week so we can tamp down any "Mayor isn't transparent" criticism, generated not only by Marcia but Josh and others.

Let me know.

Karen Hinton  
Press Secretary  
917-246-7692  
Follow Me On Twitter @KarenHinton

**From:** [Hinton, Karen](#)  
**To:** [B](#)  
**Cc:** [Walzak, Phil](#); [Hagelgans, Andrea](#); [Jonathan Rosen](#)  
**Subject:** Re: off topic  
**Date:** Thursday, November 05, 2015 7:21:25 AM

---

Hello. We will huddle and get back to you.

Sent from my iPhone

On Nov 5, 2015, at 6:58 AM, B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

I just had a helpful conversation with jonathan on this and have looped him here. I'm comfortable doing occasional one-shot avails to let off steam for the media. Happy to let our regularly-scheduled off-topic sessions go longer whenever needed (as we should have done Tues in retrospect). Happy to do two off-topic avails in a week rather than one when the situation calls for it.

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---

**From:** "Hinton, Karen" <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)>  
**Date:** Wed, 4 Nov 2015 23:30:15 +0000  
**To:** B<[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)>  
**Subject:** off topic

Phil and I recommend you do an off topic gaggle Friday. We will organize it around a public event in the works now. We recommend some flexibility with our media policy this week so we can tamp down any "Mayor isn't transparent" criticism, generated not only by Marcia but Josh and others.

Let me know.

Karen Hinton  
Press Secretary  
917-246-7692  
Follow Me On Twitter @KarenHinton

**From:** [Walzak, Phil](#)  
**To:** [Hagelgans, Andrea](#); [Hinton, Karen](#); [Klein, Monica](#)  
**Cc:** [Jonathan Rosen](#)  
**Subject:** Re: off topic  
**Date:** Thursday, November 05, 2015 8:35:51 AM

---

We shud do a lil today in pr, and then offf topi on fri  
We said we wud do in pr  
And we shud do on fri for those press who can't didn't go to PR

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Hagelgans, Andrea  
**Sent:** Thursday, November 5, 2015 8:34 AM  
**To:** Hinton, Karen; Klein, Monica  
**Cc:** Walzak, Phil; Jonathan Rosen  
**Subject:** Re: off topic

---

I think we do today and say we'll assess for tomorrow and maybe tomorrow it is lehrer and not full avail? Just one option. Because next week he'll want to go back to new model and we'll be in same situation. So just trying to balance

My 2 cents

Sent from my BlackBerry 10 smartphone.

---

**From:** Hinton, Karen  
**Sent:** Thursday, November 5, 2015 8:27 AM  
**To:** Hagelgans, Andrea; Klein, Monica  
**Cc:** Walzak, Phil; Jonathan Rosen  
**Subject:** Re: off topic

---

Monica?

Sent from my iPhone

On Nov 5, 2015, at 8:16 AM, Hagelgans, Andrea <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)> wrote:

How many reporters went to somos?

Sent from my BlackBerry 10 smartphone.

---

**From:** Hinton, Karen  
**Sent:** Thursday, November 5, 2015 8:13 AM  
**To:** Walzak, Phil  
**Cc:** Walzak, Phil; Hagelgans, Andrea; Jonathan Rosen  
**Subject:** Re: off topic

---

Could u weigh in so I can get back to him? If I don't hear back in 30 min I'll calling for two off topics.

Sent from my iPhone

On Nov 5, 2015, at 7:53 AM, B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

Through the miracle of in-flight Wifi I am available to you whenever your ready

---

**From:** "Hinton, Karen" <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)>  
**Date:** Thu, 5 Nov 2015 12:21:24 +0000  
**To:** B<[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)>  
**Cc:** Walzak, Phil<[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>; Hagelgans, Andrea<[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>; Jonathan Rosen<[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>  
**Subject:** Re: off topic

Hello. We will huddle and get back to you.

Sent from my iPhone

On Nov 5, 2015, at 6:58 AM, B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

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---

**From:** "Hinton, Karen"  
<[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)>

**Date:** Wed, 4 Nov 2015 23:30:15 +0000

**To:** B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)>

**Subject:** off topic

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Let me know.

Karen Hinton

Press Secretary

917-246-7692

Follow Me On Twitter @KarenHinton

**From:** [Walzak, Phil](#)  
**To:** [Hagelgans, Andrea](#); [Hinton, Karen](#)  
**Cc:** [Jonathan Rosen](#)  
**Subject:** Re: off topic  
**Date:** Thursday, November 05, 2015 8:40:46 AM

---

KH - u shud communicate this back to boss, the final rec

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Hagelgans, Andrea  
**Sent:** Thursday, November 5, 2015 8:39 AM  
**To:** Walzak, Phil; Hinton, Karen  
**Cc:** Jonathan Rosen  
**Subject:** Re: off topic

---

Will tell front office. Will need them to be more flexible

Sent from my BlackBerry 10 smartphone.

---

**From:** Walzak, Phil  
**Sent:** Thursday, November 5, 2015 8:37 AM  
**To:** Hinton, Karen  
**Cc:** Hagelgans, Andrea; Jonathan Rosen  
**Subject:** Re: off topic

---

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**From:** B  
**Sent:** Thursday, November 5, 2015 7:53 AM  
**To:** Hinton, Karen  
**Reply To:** B  
**Cc:** Walzak, Phil; Hagelgans, Andrea; Jonathan Rosen  
**Subject:** Re: off topic

---

Through the miracle of in-flight Wifi I am available to you whenever your ready

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**From:** "Hinton, Karen" <KHinton@cityhall.nyc.gov>  
**Date:** Thu, 5 Nov 2015 12:21:24 +0000  
**To:** B<BCCD@cityhall.nyc.gov>  
**Cc:** Walzak, Phil<PWalzak@cityhall.nyc.gov>; Hagelgans, Andrea<AHagelgans@cityhall.nyc.gov>; Jonathan

Rosen<Jonathan@berlinrosen.com>

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**From:** [Walzak, Phil](#)  
**To:** [Hagelgans, Andrea](#); [Hinton, Karen](#)  
**Cc:** [Jonathan Rosen](#)  
**Subject:** Re: off topic  
**Date:** Thursday, November 05, 2015 9:02:51 AM

---

Yep!

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Hagelgans, Andrea  
**Sent:** Thursday, November 5, 2015 8:50 AM  
**To:** Walzak, Phil; Hinton, Karen  
**Cc:** Jonathan Rosen  
**Subject:** Re: off topic

---

Yes, Marti has a breakout. We crept up in last 2 weeks with 3 podium events each week, partly because of cop death. We need more community events

Sent from my BlackBerry 10 smartphone.

---

**From:** Walzak, Phil  
**Sent:** Thursday, November 5, 2015 8:42 AM  
**To:** Hagelgans, Andrea; Hinton, Karen  
**Cc:** Jonathan Rosen  
**Subject:** Re: off topic

---

I also think it's going before them less  
We shudnt be at a podium more than 2x a week in new model anyway

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Walzak, Phil  
**Sent:** Thursday, November 5, 2015 8:40 AM  
**To:** Hagelgans, Andrea; Hinton, Karen  
**Cc:** Jonathan Rosen  
**Subject:** Re: off topic

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**To:** Walzak, Phil; Hinton, Karen  
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**Reply To:** B  
**Cc:** Walzak, Phil; Hagelgans, Andrea; Jonathan Rosen  
**Subject:** Re: off topic

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**From:** "Hinton, Karen" <KHinton@cityhall.nyc.gov>  
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**To:** B<BCCD@cityhall.nyc.gov>  
**Cc:** Walzak, Phil<PWalzak@cityhall.nyc.gov>; Hagelgans, Andrea<AHagelgans@cityhall.nyc.gov>; Jonathan Rosen<Jonathan@berlinrosen.com>  
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Press Secretary

917-246-7692

Follow Me On Twitter @KarenHinton

**From:** [Walzak, Phil](#)  
**To:** [Hinton, Karen](#); B  
**Cc:** [Hagelgans, Andrea](#); [Jonathan Rosen](#)  
**Subject:** RE: off topic  
**Date:** Thursday, November 05, 2015 9:51:41 AM

---

We need to get back to our basic template – fewer podium events, more community events (town halls, roundtables, churches, etc, etc)

---

**From:** Hinton, Karen  
**Sent:** Thursday, November 05, 2015 9:18 AM  
**To:** B  
**Cc:** Walzak, Phil; Hagelgans, Andrea; Jonathan Rosen  
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**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [Jonathan Rosen](#); [Hagelgans, Andrea](#)  
**Date:** Thursday, November 05, 2015 10:23:22 AM

---

Millionth Tree-

We can do 11/24 and so can Bloomberg

Better is out of town from Nov. 20 until mid-Dec.

I am hearing from Parks that she is OK with us doing this without her-

Can we find out if this is so-

Thanks.

**From:** [Walzak, Phil](#)  
**To:** [B; Hinton, Karen](#)  
**Cc:** [Hagelgans, Andrea](#); [Jonathan Rosen](#)  
**Subject:** RE: off topic  
**Date:** Thursday, November 05, 2015 10:28:07 AM

---

Yep – back in the mix too for sure

---

**From:** B  
**Sent:** Thursday, November 05, 2015 10:23 AM  
**To:** Walzak, Phil; Hinton, Karen  
**Cc:** Hagelgans, Andrea; Jonathan Rosen  
**Subject:** Re: off topic

And Phil, many-topic radio and tv interviews did a lot of good, but we've done fewer the last few weeks

---

**From:** "Walzak, Phil" <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>  
**Date:** Thu, 5 Nov 2015 14:51:39 +0000  
**To:** Hinton, Karen<[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)>; B<[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)>  
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**Cc:** Walzak, Phil; Hagelgans, Andrea; Jonathan Rosen  
**Subject:** Re: off topic

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**To:** B<[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)>  
**Cc:** Walzak, Phil<[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>; Hagelgans, Andrea<[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>; Jonathan Rosen<[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>  
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**From:** [Klein, Monica](#)  
**To:** [Hinton, Karen](#)  
**Cc:** [Walzak, Phil](#); [Hagelgans, Andrea](#); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [Salazar-Rodriguez, Prisca](#)  
**Subject:** Re: off topic  
**Date:** Thursday, November 05, 2015 10:54:18 AM

---

He said earlier he wanted to call you  
I think vigeurs will have him call you when we leave this cafe  
Maybe in 10 min

Sent from my iPhone

On Nov 5, 2015, at 11:51 AM, Hinton, Karen <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)> wrote:

We are sending a QA shortly for off topic. Prisca and Mayor know. We can do a call or you can review with him.

---

**From:** Klein, Monica  
**Sent:** Thursday, November 05, 2015 10:29 AM  
**To:** Walzak, Phil; Hagelgans, Andrea; Hinton, Karen  
**Cc:** '[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)'  
**Subject:** Re: off topic

Of ours its laura fermino and zach fink who is kind of cuomos  
That I know of  
Karen are you telling mayor were adding off t  
And do u need time to prep then  
I can ask prisca for slot

---

**From:** Walzak, Phil  
**Sent:** Thursday, November 05, 2015 08:35 AM  
**To:** Hagelgans, Andrea; Hinton, Karen; Klein, Monica  
**Cc:** Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>  
**Subject:** Re: off topic

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We said we wud do in pr  
And we shud do on fri for those press who can't didn't go to PR

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Hagelgans, Andrea  
**Sent:** Thursday, November 5, 2015 8:34 AM  
**To:** Hinton, Karen; Klein, Monica  
**Cc:** Walzak, Phil; Jonathan Rosen  
**Subject:** Re: off topic

I think we do today and say we'll assess for tomorrow and maybe tomorrow it is lehrer and not full avail? Just one option. Because next week he'll want to go back to new model and we'll be in same situation. So just trying to balance

My 2 cents

Sent from my BlackBerry 10 smartphone.

---

**From:** Hinton, Karen  
**Sent:** Thursday, November 5, 2015 8:27 AM  
**To:** Hagelgans, Andrea; Klein, Monica  
**Cc:** Walzak, Phil; Jonathan Rosen  
**Subject:** Re: off topic

Monica?

Sent from my iPhone

On Nov 5, 2015, at 8:16 AM, Hagelgans, Andrea <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)> wrote:

How many reporters went to somos?

Sent from my BlackBerry 10 smartphone.

---

**From:** Hinton, Karen  
**Sent:** Thursday, November 5, 2015 8:13 AM  
**To:** Walzak, Phil  
**Cc:** Walzak, Phil; Hagelgans, Andrea; Jonathan Rosen  
**Subject:** Re: off topic

Could u weigh in so I can get back to him? If I don't hear back in 30 min I'll calling for two off topics.

Sent from my iPhone

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917-246-7692

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**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** ["Jonathan Rosen"](#)  
**Subject:** RE: hey  
**Date:** Sunday, November 08, 2015 9:00:57 AM

---

Got it

---

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Sunday, November 08, 2015 8:45 AM  
**To:** Jonathan Rosen  
**Subject:** hey

GM. Who else needs to be part of the briefing tomorrow-  
Times have shifted around – mtg will now be at 4pm

Prisca Salazar-Rodriguez  
Office of The Mayor  
212-341-5016  
917-853-3421

**From:** [Emily Walsh](#)  
**To:** [Salazar-Rodriguez, Prisca](#)  
**Subject:** Planning this week?  
**Date:** Monday, November 09, 2015 9:33:20 AM

---

Hi Prisca,

Do you have a sense of when the planning meeting is this week?

Thank you!  
Emily

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [Jonathan Rosen](#)  
**Subject:** FW:  
**Date:** Monday, November 09, 2015 11:13:18 AM

---

He nor Nick can be part of the briefing today-  
Is this an issue?

-----Original Message-----

From: John Del Cecato [<mailto:jfdc@akpdmedia.com>]

Sent: Monday, November 09, 2015 11:10 AM

To: Salazar-Rodriguez, Prisca

Subject:

So this 4pm meeting with Rosen today - I will still be on my flight

**From:** [Salazar-Rodriguez, Prisca](mailto:Salazar-Rodriguez, Prisca)  
**To:** ["Jonathan Rosen"](mailto:Jonathan Rosen); [Wolfe, Emma](mailto:Wolfe, Emma); [Schnake Mahl, Gabriel](mailto:Schnake Mahl, Gabriel); ["nbaldick@hilltoppublicsolutions.com"](mailto:'nbaldick@hilltoppublicsolutions.com'); [John Del Cecato](mailto:John Del Cecato); [Arslanian, Kayla](mailto:Arslanian, Kayla); [Almonte, Catherine](mailto:Almonte, Catherine); [Viguers, Jonathan](mailto:Viguers, Jonathan)  
**Subject:** RE: MBDB: Meeting with Jonathan Rosen regarding Open Society  
**Date:** Monday, November 09, 2015 3:23:42 PM

---

20 minutes give or take 10

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Monday, November 09, 2015 3:23 PM  
**To:** Salazar-Rodriguez, Prisca; Wolfe, Emma; Schnake Mahl, Gabriel; ['nbaldick@hilltoppublicsolutions.com'](mailto:'nbaldick@hilltoppublicsolutions.com'); John Del Cecato; [Arslanian, Kayla](mailto:Arslanian, Kayla); Almonte, Catherine; Viguers, Jonathan  
**Subject:** RE: MBDB: Meeting with Jonathan Rosen regarding Open Society

Estimate?

---

**From:** Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]  
**Sent:** Monday, November 09, 2015 3:23 PM  
**To:** Wolfe, Emma; Schnake Mahl, Gabriel; ['nbaldick@hilltoppublicsolutions.com'](mailto:'nbaldick@hilltoppublicsolutions.com'); John Del Cecato; Jonathan Rosen; [Arslanian, Kayla](mailto:Arslanian, Kayla); Almonte, Catherine; Viguers, Jonathan  
**Subject:** RE: MBDB: Meeting with Jonathan Rosen regarding Open Society

This meeting is delayed.

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Wednesday, November 04, 2015 7:43 AM  
**To:** Salazar-Rodriguez, Prisca; Wolfe, Emma; Schnake Mahl, Gabriel; ['nbaldick@hilltoppublicsolutions.com'](mailto:'nbaldick@hilltoppublicsolutions.com'); John Del Cecato; Jonathan Rosen; [Arslanian, Kayla](mailto:Arslanian, Kayla); Almonte, Catherine; Viguers, Jonathan  
**Subject:** MBDB: Meeting with Jonathan Rosen regarding Open Society  
**When:** Monday, November 09, 2015 4:00 PM-4:30 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** City Hall, The Mayor's Office

**From:** [Grybauskas, Stefan](#)  
**To:** [Candis Tolliver](#); [Madeline Kaye](#); [Spitalnick, Amy \(OMB\)](#); [Jen Shykula](#); [Jaclyn Kessel](#); [Elaine Kim](#)  
**Cc:** [Schnake Mahl, Gabriel](#); [Alison Hirsh](#); [Elisa Gonzalez](#)  
**Subject:** RE: FF15  
**Date:** Monday, November 09, 2015 5:29:00 PM

---

Sorry just to clarify, is this amplified sound or just a mult box for the press to plug into?

Thanks

---

**From:** Grybauskas, Stefan  
**Sent:** Monday, November 09, 2015 5:27 PM  
**To:** 'Candis Tolliver'; Madeline Kaye; Spitalnick, Amy (OMB); Jen Shykula; Jaclyn Kessel; Elaine Kim  
**Cc:** Schnake Mahl, Gabriel; Alison Hirsh; Elisa Gonzalez  
**Subject:** RE: FF15

Fantastic. Thank you

---

**From:** Candis Tolliver [<mailto:CTolliver@seiu32bj.org>]  
**Sent:** Monday, November 09, 2015 5:26 PM  
**To:** Madeline Kaye; Spitalnick, Amy (OMB); Jen Shykula; Jaclyn Kessel; Elaine Kim  
**Cc:** Schnake Mahl, Gabriel; Grybauskas, Stefan; Alison Hirsh; Elisa Gonzalez  
**Subject:** RE: FF15

Great. We have secured the podium. They are also bring the "plug in" for press to connect to the podium mic.

---

**From:** Madeline Kaye [<mailto:Madeline.Kaye@berlinrosen.com>]  
**Sent:** Monday, November 09, 2015 5:24 PM  
**To:** Spitalnick, Amy (OMB); Jen Shykula; Candis Tolliver; Jaclyn Kessel; Elaine Kim  
**Cc:** Schnake Mahl, Gabriel; Grybauskas, Stefan; Alison Hirsh; Elisa Gonzalez  
**Subject:** Re: FF15

Great thanks. Many have yet to formally confirm which action they will attend, though the x's indicate those that have. It is on the daybook & we expect a strong showing.

OUTLET	NAME	
MSNBC	Bruce Carter	x
BBC	Gianna Palmer	x
NELP	Andrew Bowe	x
NYDN	Ginger Otis	
El Diario	Ana Nieto	
Businessweek	Josh Eidelson	x
Amsterdam News	Stephon Johnson	
Colorlines	Kat Lazo	
Colorlines	Akiba Solomon	
New York Beacon	Reporter tbd	
NY1, Inside City Hall	Michael Kurtz	

WBAI	Linda Perry Barr	
MSNBC All In with Chris Hayes	Diane Shamis	
Forbes	Clare O'Connor	x
El Diario	Cristina Loboguerrero	
Metro NY	Wendy Biddlecombe	
The Nation	Michelle Chen	
amNY	Ivan Pereira or colleague	x
BK Reader	C. Zawadi Morris	x
Telemundo	Leonor Ayala	
Gawker	Hamilton Nolan	
ABC National	Keturah Gray	
Al Jazeera	Kate Begley	x
Brooklyn Paper	Ruth Brown	x
News12 Brooklyn	Amelia	x
Gothamist	Emma Whitford	x
DNAinfo	Gustavo Solis	
Brownstoner	Cate Corcoran	
Nippon TV	Roger Batson	
NY1	DESK	
ABC	DESK	
CBS	DESK	x
NBC	DESK	
Pix11	DESK	
Univision	DESK	
1010 Wins	DESK	
CBS 880	DESK	
WNYC	DESK	

Thanks,  
Madeline

--

Madeline Kaye  
BerlinRosen Public Affairs  
O: (646) 200-5297 C: (646) 369-8226

---

**From:** <Spitalnick>, "Amy (OMB)" <[SpitalnickA@omb.nyc.gov](mailto:SpitalnickA@omb.nyc.gov)>

**Date:** Monday, November 9, 2015 5:14 PM

**To:** Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>, Jen Shykula <[jen@berlinrosen.com](mailto:jen@berlinrosen.com)>, 'Candis Tolliver' <[CTolliver@seiu32bj.org](mailto:CTolliver@seiu32bj.org)>, Jaclyn Kessel <[Jaclyn@berlinrosen.com](mailto:Jaclyn@berlinrosen.com)>, Elaine Kim <[EKim@seiu32bj.org](mailto:EKim@seiu32bj.org)>

**Cc:** "Schnake Mahl, Gabriel" <[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)>, "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>, Alison Hirsh <[alisonh@seiu32bj.org](mailto:alisonh@seiu32bj.org)>, Petra Gonzalez

<[elisa.gonzalez@seiu.org](mailto:elisa.gonzalez@seiu.org)>

**Subject:** RE: FF15

This is what we're going to put on the sked:

*On Tuesday, Mayor de Blasio will deliver remarks at a Fight for \$15 rally to raise the minimum wage. This event is open press, and there will be no Q-and-A. Immediately following his remarks, the Mayor will hold several one-on-one interviews with local television networks to discuss the need to raise the minimum wage.*

### **Press Schedule**

#### **Approximately 6:30 AM – Delivers Remarks at Fight for \$15 Rally**

82 Court Street  
Brooklyn, NY 11201

*Footage will be provided by NYC Media and will be available shortly following the event on Encompass Port CTY- 4205. Official photos will be available at [flickr.com/nycmayorsoffice](http://flickr.com/nycmayorsoffice) shortly following the event.*

---

**From:** Madeline Kaye [<mailto:Madeline.Kaye@berlinrosen.com>]

**Sent:** Monday, November 09, 2015 2:48 PM

**To:** Jen Shykula; Spitalnick, Amy (OMB); 'Candis Tolliver'; Jaclyn Kessel; Elaine Kim

**Cc:** Schnake Mahl, Gabriel; Grybauskas, Stefan; Alison Hirsh; Elisa Gonzalez

**Subject:** Re: FF15

Hi everyone;

I will share the outlet list a bit later today— inquiries are still coming in. As you know, tv desks and radio desks won't formally confirm until tomorrow morning, but we've reached out to all and expect a strong showing. Do we know if this is on the mayor's public schedule?

Best and thanks,

Madeline

--

Madeline Kaye

BerlinRosen Public Affairs

O: (646) 200-5297 C: (646) 369-8226

---

**From:** Jen Shykula <[jen@berlinrosen.com](mailto:jen@berlinrosen.com)>

**Date:** Monday, November 9, 2015 1:59 PM

**To:** "Spitalnick, Amy (OMB)" <[SpitalnickA@omb.nyc.gov](mailto:SpitalnickA@omb.nyc.gov)>, 'Candis Tolliver' <[CTolliver@seiu32bj.org](mailto:CTolliver@seiu32bj.org)>, Jaclyn Kessel <[Jaclyn@berlinrosen.com](mailto:Jaclyn@berlinrosen.com)>, Elaine Kim <[EKim@seiu32bj.org](mailto:EKim@seiu32bj.org)>

**Cc:** "Schnake Mahl, Gabriel" <[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)>, "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>, Alison Hirsh <[alisonh@seiu32bj.org](mailto:alisonh@seiu32bj.org)>, Petra Gonzalez <[elisa.gonzalez@seiu.org](mailto:elisa.gonzalez@seiu.org)>, Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>  
**Subject:** RE: FF15

Will do.

Jen Shykula

BerlinRosen Public Affairs  
15 Maiden Lane, Suite 1600  
New York, NY 10038  
[jen@berlinrosen.com](mailto:jen@berlinrosen.com)  
Direct: 646-200-5327

---

**From:** Spitalnick, Amy (OMB) [<mailto:SpitalnickA@omb.nyc.gov>]  
**Sent:** Monday, November 09, 2015 1:58 PM  
**To:** 'Candis Tolliver' <[CTolliver@seiu32bj.org](mailto:CTolliver@seiu32bj.org)>; Jen Shykula <[jen@berlinrosen.com](mailto:jen@berlinrosen.com)>; Jaclyn Kessel <[Jaclyn@berlinrosen.com](mailto:Jaclyn@berlinrosen.com)>; Elaine Kim <[EKim@seiu32bj.org](mailto:EKim@seiu32bj.org)>  
**Cc:** Schnake Mahl, Gabriel <[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)>; Grybauskas, Stefan <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>; Alison Hirsh <[alisonh@seiu32bj.org](mailto:alisonh@seiu32bj.org)>; Elisa Gonzalez <[elisa.gonzalez@seiu.org](mailto:elisa.gonzalez@seiu.org)>  
**Subject:** RE: FF15

Thanks! Team Berlin Rosen – can you share confirmed media later today?

---

**From:** Candis Tolliver [<mailto:CTolliver@seiu32bj.org>]  
**Sent:** Monday, November 09, 2015 1:56 PM  
**To:** Jen Shykula; Jaclyn Kessel; Elaine Kim  
**Cc:** Spitalnick, Amy (OMB); Schnake Mahl, Gabriel; Grybauskas, Stefan; Alison Hirsh; Elisa Gonzalez  
**Subject:** RE: FF15

Hey All,

Thanks for getting on the call this morning. As requested, below is the list of organizations doing turn out for tomorrow mornings event. I am looking into a podium – please let me know if you all locate one.

FF Workers  
Students  
NYCC  
SEIU 1199  
MRNY  
WFP  
PPA  
CTZNBWELL

Strong For All  
Left Labor Project  
CLC  
PP  
CWA  
FINY  
32 BJ  
UFCW Local 1500  
RWDSU  
Teamsters 804  
Workmen's Circle Coalition  
NYSNA

---

**From:** Jen Shykula [<mailto:jen@berlinrosen.com>]  
**Sent:** Monday, November 09, 2015 8:57 AM  
**To:** Jaclyn Kessel; Elaine Kim  
**Cc:** Candis Tolliver; Spitalnick, Amy (OMB); Schnake Mahl, Gabriel; Grybauskas, Stefan; Alison Hirsh; Elisa Gonzalez  
**Subject:** RE: FF15

I'm not able to make this. Elaine let's touch base later?

Sent from my Verizon Wireless 4G LTE smartphone

----- Original message -----

From: Jaclyn Kessel <[Jaclyn@berlinrosen.com](mailto:Jaclyn@berlinrosen.com)>  
Date: 11/09/2015 8:08 AM (GMT-05:00)  
To: Elaine Kim <[EKim@seiu32bj.org](mailto:EKim@seiu32bj.org)>  
Cc: Candis Tolliver <[CTolliver@seiu32bj.org](mailto:CTolliver@seiu32bj.org)>, "Spitalnick, Amy (OMB)" <[SpitalnickA@omb.nyc.gov](mailto:SpitalnickA@omb.nyc.gov)>, "Schnake Mahl, Gabriel" <[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)>, "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>, Alison Hirsh <[Alison.Hirsh@seiu32bj.org](mailto:Alison.Hirsh@seiu32bj.org)>, Elisa Gonzalez <[elisa.gonzalez@seiu.org](mailto:elisa.gonzalez@seiu.org)>, Jen Shykula <[jen@berlinrosen.com](mailto:jen@berlinrosen.com)>  
Subject: Re: FF15

Thanks Elaine. Also adding Jen Shykula from BerlinRosen.

Sent from my iPhone

On Nov 9, 2015, at 8:05 AM, Elaine Kim <[EKim@seiu32bj.org](mailto:EKim@seiu32bj.org)> wrote:

Adding Jackie from Berlin Rosen.

Sent from my iPhone

On Nov 8, 2015, at 7:54 PM, Candis Tolliver <[CTolliver@seiu32bj.org](mailto:CTolliver@seiu32bj.org)> wrote:

Elisa added now.

Sent from my iPhone

On Nov 8, 2015, at 7:54 PM, Candis Tolliver  
<[CTolliver@seiu32bj.org](mailto:CTolliver@seiu32bj.org)> wrote:

That works. Adding Elisa from the Fast food campaign.

We can use this call-in number.

Code: [REDACTED]

Sent from my iPhone

On Nov 8, 2015, at 6:45 PM, Spitalnick, Amy (OMB)  
<[SpitalnickA@omb.nyc.gov](mailto:SpitalnickA@omb.nyc.gov)> wrote:

First thing - 9:30am or so? Thanks.

On Nov 8, 2015, at 6:43 PM, Candis  
Tolliver <[CTolliver@seiu32bj.org](mailto:CTolliver@seiu32bj.org)> wrote:

Sounds good. Is there a time  
that works best for your team  
tomorrow?

Sent from my iPhone

On Nov 8, 2015, at 4:17 PM,  
Schnake Mahl, Gabriel  
<[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)  
> wrote:

Candis: we plan to  
have the Mayor  
attend the action on  
Tues am. I am  
looping:  
- Stefan, from  
Advance, to  
coordinate on  
logistics.  
- Amy, from Comms,  
to coordinate on  
media.

Candis, might be  
good for some of us  
to get on a call in the  
am to talk thru. Let  
me know what works  
on your end. TY!

**From:** [Jonathan Rosen](#)  
**To:** [Salazar-Rodriguez, Prisca](#)  
**Subject:** Re: Chris Stone call  
**Date:** Monday, November 09, 2015 8:03:46 PM

---

No but can get.

Sent from my iPhone

> On Nov 9, 2015, at 6:40 PM, Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

>

> Do you have his #

>

> -----Original Message-----

> From: Arslanian, Kayla

> Sent: Monday, November 09, 2015 6:37 PM

> To: B

> Cc: Salazar-Rodriguez, Prisca

> Subject: Re: Chris Stone call

>

> Will do.

>

> Sent from my iPhone

>

>> On Nov 9, 2015, at 6:31 PM, B <BCCD@cityhall.nyc.gov> wrote:

>>

>>

>> Time-sensitive. Must be tues or weds. Try to set up via his office. I'll email him as well

>>

>>

>>

**From:** [Restler, Lincoln](#)  
**To:** ["dan@berlinrosen.com"](mailto:dan@berlinrosen.com)  
**Subject:** CFTH  
**Date:** Monday, November 09, 2015 10:06:43 PM

---

Hey Dan!

Hope you and your fam and Berlin Rosen are all doing great.

Been meaning to reach out. I've taken Avi's health and human services portfolio at IGA. Would be good to touch base on Coalition for the Homeless stuff when you can. I know Camille has been in touch about press release tomorrow regarding 20K homeless New Yorkers being moved into City subsidized permanent housing since the beginning of our first fiscal year – July 1, 2014. Would be great if Mary would give a statement. Let me know if you'd like to discuss.

I am also happy to connect with Mary if you think that would be helpful.

Thanks so much. We are trying to pin down quotes by mid morning.

Lincoln  
Lincoln Restler  
Intergovernmental Affairs  
Mayor's Office  
212.341.5037

**From:** [Dan Levitan](#)  
**To:** [Restler, Lincoln](#); "[Camille Rivera \(DHS\)](#)"  
**Cc:** [Parikh, Ishanee](#)  
**Subject:** RE: Announcement on exits  
**Date:** Monday, November 09, 2015 10:12:15 PM

---

Thanks

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@levitandan

---

**From:** Restler, Lincoln [mailto:[lrestler@cityhall.nyc.gov](mailto:lrestler@cityhall.nyc.gov)]  
**Sent:** Monday, November 09, 2015 10:10 PM  
**To:** 'Camille Rivera (DHS)' <[CAMILLER@dhs.nyc.gov](mailto:CAMILLER@dhs.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** Parikh, Ishanee <[iparikh@cityhall.nyc.gov](mailto:iparikh@cityhall.nyc.gov)>  
**Subject:** RE: Announcement on exits

Thanks, Camille.

Focus of release is that we have exceeded 20K placements of individuals out of shelter and into City subsidized affordable housing – LINC, SEPS/FEPS, NYCHA etc since the beginning of the Mayor’s first fiscal year – July 1, 2014.

Happy to discuss with you or Mary in more detail. Thanks for considering.

Lincoln

---

**From:** Camille Rivera (DHS) [<mailto:CAMILLER@dhs.nyc.gov>]  
**Sent:** Monday, November 09, 2015 10:07 PM  
**To:** Dan Levitan  
**Cc:** Parikh, Ishanee; Restler, Lincoln  
**Subject:** Announcement on exits

Dan,  
Connecting you to Ishanee and Lincoln they will get you paper could use a quote from coalition jf mary is down

Camille Rivera  
Deputy Commissioner Communications & External Affairs  
New York City Department for Homeless Services  
Excuse typos on iPhone

**From:** [Restler, Lincoln](mailto:Restler.Lincoln)  
**To:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** Fwd: Latest RIs - pls send edits directly to me - do not reply all  
**Date:** Tuesday, November 10, 2015 12:40:50 PM

---

Written with my thumbs. Sorry for typos.

Begin forwarded message:

**From:** "Parikh, Ishanee" <[iparikh@cityhall.nyc.gov](mailto:iparikh@cityhall.nyc.gov)>  
**Date:** November 10, 2015 at 12:40:19 PM EST  
**To:** "Walzak, Phil" <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>, "Ponet, Maibe" <[MPonet@cityhall.nyc.gov](mailto:MPonet@cityhall.nyc.gov)>, "Hagelgans, Andrea" <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>, "Neustadt, David" <[neustadtd@hra.nyc.gov](mailto:neustadtd@hra.nyc.gov)>, "Camille Rivera (DHS)" <[CAMILLER@dhs.nyc.gov](mailto:CAMILLER@dhs.nyc.gov)>, "Phillips, Eric Falk" <[FFPhillips@cityhall.nyc.gov](mailto:FFPhillips@cityhall.nyc.gov)>  
**Cc:** "Hinton, Karen" <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)>, "Kadushin, Peter" <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>, "Nicole Cueto (DHS)" <[NCueto@dhs.nyc.gov](mailto:NCueto@dhs.nyc.gov)>, "Jaslee Carayol (DHS)" <[JCARAYOL@dhs.nyc.gov](mailto:JCARAYOL@dhs.nyc.gov)>, "Restler, Lincoln" <[lrestler@cityhall.nyc.gov](mailto:lrestler@cityhall.nyc.gov)>, "Fromberg, Rick" <[RFromberg@cityhall.nyc.gov](mailto:RFromberg@cityhall.nyc.gov)>, "Misner, Kristin" <[KMisner@cityhall.nyc.gov](mailto:KMisner@cityhall.nyc.gov)>, "Clary, Carin" <[CClary@cityhall.nyc.gov](mailto:CClary@cityhall.nyc.gov)>  
**Subject:** Latest RIs - pls send edits directly to me - do not reply all

Need to add quotes –

**MAYOR DE BLASIO ANNOUNCES OVER 52,000 INDIVIDUALS HAVE EXITED SHELTER INTO PERMANENT HOUSING SINCE JULY 1, 2014**

*Over 19,000 individuals exiting shelter used administration's newly created rental assistance programs and exit pathways*

*Over 90,000 individuals have accessed homelessness prevention services*

**NEW YORK**—The de Blasio administration today announced that 52,277 individuals have exited shelter into permanent housing since July 1, 2014. This includes 13,639 individuals who have exited shelter into permanent housing since July 1, 2015.

Since July 1, 2014, approximately, 91,906 individuals have enrolled in HomeBase, a proven homelessness prevention program to help families and individuals stay in their homes. The administration has supported 15,902 households – approximately 50,000 individuals –through our tenant protection programs and anti-eviction legal services.

Increasing homelessness is an unfortunate product of today's economic realities - increasing income inequality, rents rising, and wages remaining flat. Oftentimes, New Yorkers fall on hard times, can't make rent, and end up entering shelter. Furthermore, in 2011, the State withdrew funding and the City was forced to cut Advantage, a rental assistance program that was a critical shelter exit strategy, leading to a significant increase of homeless New Yorkers in shelter.

The administration has invested over \$1 billion more over the next four years to tackle homelessness. This includes expanding homelessness prevention resources to help those on the brink of homelessness or eviction stay in their homes, rental assistance programs and new exit pathways to help families and individuals exit shelter. The Department of Homeless Services aggressively works with families and individuals to strategically distribute rental assistance vouchers to those ready to exit shelter. Investing in prevention and rental assistance is better for the families and individuals and cheaper for taxpayers.

**Approximately 19,263 individuals exited shelter using newly created Rental Assistance Programs and Exit Pathways:**

- LINC – 7,904 individuals
- NYCHA – 7,465 individuals
- CityFEPS – 1,980 individuals
- HPD Section 8 – 1,201 individuals
- NYCHA Section 8 – 713 individuals

**Homelessness has increased by approximately 115 percent over the past two decades.**

**NYC Shelter Census:**

- Jan 1, 1994 (Giuliani): 23,526
- Jan 1, 2002 (Bloomberg): 33,194
- Jan 1, 2014 (de Blasio): 50,689

There are currently 57,390 individuals in shelter. Of those, 40,319 are families with children. 91% of these households are led by women. 29% of these heads of households of families with children in shelter are employed. 45% of these heads of households of families with children are employed or were employed within the past year.

**From:** [Restler, Lincoln](#)  
**To:** [Dan Levitan](#)  
**Subject:** Re: Pls confirm you got this  
**Date:** Tuesday, November 10, 2015 12:52:20 PM

---

Ty!

Written with my thumbs. Sorry for typos.

> On Nov 10, 2015, at 12:51 PM, Dan Levitan <dan@berlinrosen.com> wrote:  
>  
> Good to go  
>  
> - Sent from my Galaxy S6 -  
>  
>> On Nov 10, 2015, at 12:40 PM, Restler, Lincoln <lrestler@cityhall.nyc.gov> wrote:  
>>  
>> Can we get sign off on this? Will send you draft release.  
>>  
>> Written with my thumbs. Sorry for typos.  
>>  
>>> On Nov 10, 2015, at 9:47 AM, Dan Levitan <dan@berlinrosen.com> wrote:  
>>>  
>>> From mary Brosnahan, president and ceo of coalition for the homeless  
>>>  
>>> "Kudos to Mayor de Blasio for helping 50,000 New Yorkers move out of costly shelters and into permanent housing -- giving them the sanctuary and stability needed to truly thrive. Many more of our neighbors still need help, but every family, every individual, every child who moves out of the shelter system and into decent housing is a victory. Together with a robust investment in supportive housing, these housing-based investments are surely the path to ending homelessness in New York City."  
>>>  
>>> - Sent from my Galaxy S6 -

**From:** [Dan Levitan](#)  
**To:** [Restler, Lincoln](#)  
**Subject:** Re: Pls confirm you got this  
**Date:** Tuesday, November 10, 2015 2:34:25 PM

---

Good

- Sent from my Galaxy S6 -

On Nov 10, 2015, at 2:32 PM, Restler, Lincoln <[lrestler@cityhall.nyc.gov](mailto:lrestler@cityhall.nyc.gov)> wrote:

This is final quote. I'm really sorry for back and forth.

"Kudos to Mayor de Blasio for helping nearly 20,000 New Yorkers move out of costly shelters into permanent housing – giving them the sanctuary and stability needed to truly thrive," said **Mary Brosnahan, President and CEO of Coalition for the Homeless**. "Many more of our neighbors still need help, but every family, every individual, every child who moves out of the shelter system and into decent housing is a victory. Together with a robust investment in supportive housing, these housing-based investments are surely the path to ending homelessness in New York City."

Written with my thumbs. Sorry for typos.

On Nov 10, 2015, at 12:51 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Good to go

- Sent from my Galaxy S6 -

On Nov 10, 2015, at 12:40 PM, Restler, Lincoln <[lrestler@cityhall.nyc.gov](mailto:lrestler@cityhall.nyc.gov)> wrote:

Can we get sign off on this? Will send you draft release.

Written with my thumbs. Sorry for typos.

On Nov 10, 2015, at 9:47 AM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

From Mary Brosnahan, president and  
CEO of Coalition for the Homeless

"Kudos to Mayor de Blasio for helping  
50,000 New Yorkers move out of costly  
shelters and into permanent housing --  
giving them the sanctuary and stability  
needed to truly thrive. Many more of  
our neighbors still need help, but every  
family, every individual, every child who  
moves out of the shelter system and  
into decent housing is a victory.

Together with a robust investment in  
supportive housing, these housing-  
based investments are surely the path  
to ending homelessness in New York  
City."

- Sent from my Galaxy S6 -

**From:** [Grybauskas, Natalie](#)  
**To:** "[Dan Levitan](#)"  
**Subject:** RE: Got a sec?  
**Date:** Thursday, November 12, 2015 4:30:42 PM

---

Yep 212-788-2930

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Thursday, November 12, 2015 4:30 PM  
**To:** Grybauskas, Natalie  
**Subject:** Got a sec?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@levitandan](mailto:levitandan)

**From:** [Grybauskas, Natalie](#)  
**To:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** Good to go  
**Date:** Friday, November 13, 2015 5:46:55 PM

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On infrastructure piece.

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** ["Jonathan Rosen"](#)  
**Cc:** [Jaclyn Kessel](#)  
**Subject:** RE: Millionth Tree  
**Date:** Sunday, November 15, 2015 8:24:19 PM

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Cool. Thanks!  
Safe trip.

-----Original Message-----

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
Sent: Sunday, November 15, 2015 7:54 PM  
To: Salazar-Rodriguez, Prisca  
Cc: Jaclyn Kessel  
Subject: Re: Millionth Tree

Yes. Looping Jackie Kessel who is point on this for NYRP as I am leaving for Asia on Wednesday.  
Thanks.

Sent from my iPhone

> On Nov 15, 2015, at 3:38 PM, Salazar-Rodriguez, Prisca <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>  
wrote:

>

> Want to make sure Friday at 10 is good for Bette before I tell the rest of the team. Mayor and  
Bloomberg are good.

>

> Sent from my iPhone

**From:** [Hagelgans, Andrea](#)  
**To:** [Jonathan Rosen](#); [John Del Cecato](#); [Blumm, Kate](#); [Walzak, Phil](#); [Wolfe, Emma](#)  
**Subject:** Reminder - 4pm today  
**Date:** Monday, November 16, 2015 12:55:58 PM

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Offsite at Berlin Rosen. Bring your SOTC ideas!

Sent from my BlackBerry 10 smartphone.

**From:** [Danielle Schlanger](#)  
**To:** [Hanser, Leora](#)  
**Subject:** RE: Thanks  
**Date:** Monday, November 16, 2015 3:20:37 PM

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Hi Leora,

That sounds great. Looking forward to speaking with you soon and please don't hesitate to reach out if you need anything else.

All the best,  
Danielle

---

**From:** Hanser, Leora [<mailto:LHanser@cityhall.nyc.gov>]  
**Sent:** Monday, November 16, 2015 3:19 PM  
**To:** Danielle Schlanger  
**Subject:** RE: Thanks

Hi Danielle,

We've just brought on board our new Building Healthy Communities Program Director, so I'm going to run through this with her and will get back to you soon.

Thanks again for your help!

Very best,  
Leora

---

**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Tuesday, November 10, 2015 1:58 PM  
**To:** Hanser, Leora  
**Subject:** RE: Thanks

Hi Leora,

I wanted to circle back with you and see if you had received any feedback about the messaging.

Thanks and looking forward to speaking with you soon.

Best,  
Danielle

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**From:** Hanser, Leora [<mailto:LHanser@cityhall.nyc.gov>]  
**Sent:** Friday, November 06, 2015 4:46 PM  
**To:** Danielle Schlanger; Jonathan Rosen  
**Subject:** RE: Thanks

Hi Danielle,

Thanks for sending this through – at first glance, it looks great.

Let me circulate to my team and get back to you with any additional comments or queries.

Thanks again,  
Leora

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**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Thursday, November 05, 2015 5:35 PM  
**To:** Jonathan Rosen  
**Cc:** Hanser, Leora  
**Subject:** Re: Thanks

Hi Leora,

It's a pleasure to e-meet you. Please find the first draft of the messaging below.

Thanks and I look forward to hearing your feedback.

All the best,  
Danielle

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- Today, far too many New Yorkers live in communities that lack access to healthy food, opportunities for physical activity and proximity to safe, vibrant public spaces.
  - o Roughly 50 percent of New York City adults and 50 percent of children do not engage in recommended levels of physical activity.
  - o Nearly 20 percent of the poorest New Yorkers and 13 percent of all adults in the city reported eating no fruits or vegetables the previous day.
  - o Lack of physical activity and unhealthy eating are major contributors to obesity and chronic diseases; more than 50 percent of city adults and 40 percent of children in grades K-8 are either overweight or obese.
- Due to a sustained lack of investment in creating safe, healthy neighborhoods in underserved pockets of the five boroughs, residents living in these communities are disproportionately afflicted with major health problems. These ailments include heart disease, diabetes, high blood pressure and obesity, all of which are leading causes of chronic disease and poor health.
- To rectify this, Mayor de Blasio is launching the Building Healthy Communities initiative, a multi-million dollar public-private partnership that will transform some of New York's poorest communities by improving access to physical activity and healthy food while investing in public

safety. This program builds on the success of the Community Parks Initiative, an investment in underfunded neighborhood parks to revitalize them into dynamic public places.

- This pioneering program is targeting 12 densely-populated and historically underserved neighborhoods: East Harlem, Brownsville, Mott Haven, Canarsie, Flushing, Hunts Point, Mariners Harbor, Central Harlem, Bedford-Stuyvesant, Morrisania, Corona and Stapleton. These neighborhoods all experience high rates of violent crime, as well as high rates of diabetes, obesity and hypertension.

- Building Healthy Communities will take a multi-faceted approach to improve the quality of life in these neighborhoods:

- o **Increasing opportunities for physical activity.** Building Healthy Communities will install adult exercise equipment, provide free exercise classes, establish ‘wayfinding paths’ and pedestrian plazas to encourage walking, running and biking and provide children with additional outdoor space for play and recreation.

- o **Increasing access to nutritious and affordable food.** Building Healthy Communities will establish food markets, strengthen community gardens, build urban food-producing farms, begin intergenerational cooking classes and expand school gardens.

- o **Increasing investments in public safety.** Building Healthy Communities will design and improve open spaces with public safety in mind, install lighting and cameras in areas that experienced the highest levels of crime and extend community center hours.

- Building Healthy Communities will be led by the Mayor’s Office of Strategic Partnerships and the Fund for Public Health in New York, which will coordinate private sector partners and 11 city agencies: NYC Department of Health and Mental Hygiene, NYC Department of Parks and Recreation, Mayor’s Office of Criminal Justice, NYC Department of Transportation, NYC Housing Authority, Mayor’s Office of Food Policy, NYC Police Department, NYC Department of Environmental Protection, GrowNYC, Mayor’s Community Affairs Unit and Mayor’s Office of Operations. This cross-agency cooperation acknowledges that the public health problems we face today are complex, requiring broad partnerships and collective action across sectors.

- Building Healthy Communities has already received \$5.1 million in commitments from generous private partners: Unilever, the Laurie M. Tisch Illumination Fund and the New York State Health Foundation.

On Nov 5, 2015, at 5:19 PM, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

Leora,

Looping Danielle Schlanger on our team who did a cut on topline messaging. Rather than being in the middle – she is going to send direct to you and then can work off of any feedback you provide. I’ve reviewed and think it is right tight top-line.

Best,

Jonathan

---

**From:** Hanser, Leora [<mailto:LHanser@cityhall.nyc.gov>]  
**Sent:** Monday, November 02, 2015 5:12 PM  
**To:** Jonathan Rosen  
**Subject:** Thanks

Hi Jonathan,

Thanks for your time today – lovely to see you and catch up!

I'm attaching the three documents I gave to you in our meeting today. As you said, I think most of the points are there – they just need to be prioritized and refined. I'm grateful for any and all of your assistance.

Would be great to get our broods together in the 'hood – let me talk to Graeme and come back to you with some dates.

Many thanks again and very best,  
Leora

Leora Hanser  
Chief of Staff  
Mayor's Office of Strategic Partnerships  
O: 212-341-5074  
M: 347-453-8118  
[lhanser@cityhall.nyc.gov](mailto:lhanser@cityhall.nyc.gov)

**From:** [B](#)  
**To:** [John Del Cecato](#)  
**Cc:** [Jonathan Rosen](#); [Walzak, Phil](#); [FLONYC](#)  
**Subject:** Re: THE ATLANTIC: The Equalizer: Bill de Blasio vs. Inequality  
**Date:** Monday, November 16, 2015 8:35:15 PM

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And we gave her a shitload of time! Really shocking how bad and unfair it is. I have no use for these people. Let's just do the work and go right around the so-called referees

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**From:** John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>  
**Date:** Mon, 16 Nov 2015 22:08:51 +0000  
**To:** B<[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)>  
**Cc:** Jonathan Rosen<[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>; Walzak, Phil<[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>; FLONYC<[FLONYC@cityhall.nyc.gov](mailto:FLONYC@cityhall.nyc.gov)>  
**Subject:** Re: THE ATLANTIC: The Equalizer: Bill de Blasio vs. Inequality

Not awesome, but that's partly because they started this in April and held it so long. But agree on no more profiles for now.

On Axe, not sure what the context was - but interview could have happened months ago for all I know. I haven't talked to him yet

On Nov 16, 2015, at 5:01 PM, B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)> wrote:

Now I HAVE read this and it's horrible. I strongly advise we avoid profiles from now on, especially from national publications. Let's just focus on the work. Someday our national (and our local) work will make sense to some journalists, but I don't know where we'll find them. And we just haven't figured out how to explain our work in a compelling fashion. So let's throw in the towel on this genre

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**From:** [bccd@cityhall.nyc.gov](mailto:bccd@cityhall.nyc.gov)  
**Date:** Mon, 16 Nov 2015 20:37:16 +0000  
**To:** John Del Cecato<[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>; Jonathan Rosen<[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>; Phil Walzak<[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>  
**ReplyTo:** [bccd@cityhall.nyc.gov](mailto:bccd@cityhall.nyc.gov)  
**Subject:** Fw: THE ATLANTIC: The Equalizer: Bill de Blasio vs. Inequality

I haven't read this yet, but based on the summary I've received this was a royal waste of our time. And JDC, I'm surprised Axe was hard on us here

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**From:** Clips <[Clips@cityhall.nyc.gov](mailto:Clips@cityhall.nyc.gov)>  
**Date:** Sun, 15 Nov 2015 22:13:52 +0000

**Subject:** THE ATLANTIC: The Equalizer: Bill de Blasio vs. Inequality

**The Equalizer: Bill de Blasio vs. Inequality**

THE ATLANTIC - Molly Ball

<http://www.theatlantic.com/magazine/archive/2015/12/the-equalizer/413158/>

This past may, Bill de Blasio, the first-term mayor of New York City, traveled south from his home turf to Washington, D.C. He had come to solve America's problems. "What I'm trying to do with the progressive agenda goes far beyond the boundaries of the Democratic Party," he told me, in the large suite of offices that New York City maintains in downtown D.C. "It's about changing our national debate and, ultimately, changing policies." In less than an hour, de Blasio would present what he was grandly calling "The Progressive Agenda to Combat Inequality" during a sweaty press conference on the Capitol lawn, thereby seeking his place as one of the principal combatants in the current battle for the soul of his party.

"I think the Democratic Party needs to get back to its roots," he told me, his words rapid and full of impatient certitude. "We are a party that's supposed to be about progressive economic policies and economic populism. And we're supposed to speak for the needs of working people of every background, of every region. And I don't think, as a whole, the party has done a good enough job."

De Blasio is an ungainly 6 foot 5, with the hooded eyes and dour countenance of Sam the Eagle, the Muppets' harrumphing, censorious patriot. He can sometimes be oblivious to the way his actions come across, and as we spoke, he rubbed moisturizer into the backs of his long, hairy hands. He periodically pulled a flip phone—which he keeps for personal use to supplement the BlackBerry holstered at his hip—out of his suit pocket to check his text messages.

In de Blasio's view, the Democrats got slaughtered in the 2014 midterm elections not because voters rejected liberal ideas but because voters wanted more of them—and too few Democratic candidates delivered. It is time, he said, to jettison the timid centrism—tough on crime! pro-business! down with Big Government!—that Democrats have relied on since the Bill Clinton years. "What happened in the 2014 election is a lot of candidates—I would certainly say this about a lot of Democrats—did not want to say out loud the crisis that we're facing, and I think that's a huge mistake," he said.

The crisis he was referring to, income inequality, has risen to become one of the central preoccupations of American politics as the 2016 presidential election comes closer. In a Pew survey last year, inequality was Americans' top choice for "greatest threat to the world." Even Republicans are talking about it. None other than Mitt Romney has said, "The rich have gotten richer, income inequality has gotten worse, and there are more people in poverty than ever before."

In the Democratic presidential primary, Senator Bernie Sanders's insistent focus on inequality, which he calls "the great moral issue of our time," has posed an unexpectedly stiff challenge to Hillary Clinton. But Clinton's allies in the party's more centrist wing fear that adopting a crusading, progressive tilt would be an electoral dead end. This intraparty debate could determine the orientation of American politics for years to come, and de Blasio wants to be in the middle of the fray.

He is uniquely positioned to make his claim on the party's future. Senator Elizabeth Warren of Massachusetts has won the left's heart with her tirades against big banks. And Sanders, from Vermont, has become something of a folk hero—and seen his unlikely campaign catch fire—for his ruffled rabble-rousing. But as members of the Senate minority, they can do little but spout rhetoric. De Blasio has something they don't have: power. He commands a city bureaucracy hundreds of thousands strong; he has more constituents than most senators and governors do; he presides over a city council that is both ideologically sympathetic and structurally weak. In the nearly two years since he took office, he has embarked on an aggressive program to make the city less unequal—a program whose significance he believes most New Yorkers have yet to grasp.

De Blasio wants what he's doing in New York to serve as an example for the rest of the country. And he wants Hillary Clinton—whose successful U.S. Senate campaign he managed in 2000—to embrace that example. To formulate the agenda he was presenting at the Capitol in May, he had summoned an all-star cast of liberals, such as Toni Morrison and Van Jones, to Gracie Mansion. He has given speeches across the country, in places like Nebraska and Iowa, about what he calls "the crisis of our time." He planned to host a forum on income inequality in Iowa in early December, and invited the top candidates from both parties to participate—but had to cancel it when none agreed to attend.\* For months, he pointedly refused to endorse Clinton, saying he needed to be satisfied that she had positioned herself correctly on his

pet issue. “I think it’s time, in the coming weeks and months,” he told me in May, “for her to offer a specific vision for addressing income inequality.”

The long-delayed endorsement—part sincere expression, part attention-grabbing stunt—struck many commentators as a boneheaded move that speaks to an unearned and unbecoming grandiosity. As one source well placed in Clintonland put it to me: “Give me a fucking break.” When de Blasio marched on Washington in May, 13-point plan in hand, the New York media seemed mostly to be asking, Who do you think you are? Noting that de Blasio’s approval rating stood at just 44 percent among his own constituents, Bob Hardt, the political director of NY1, a local cable network, observed in a column, “Before heading off to the fields of Iowa again, perhaps it’s time to look homeward.”

Even some allies fret that de Blasio is getting too big for his britches. “When you’re mayor, you have the latitude to do those things, but only after you tend to business at home,” David Axelrod, the Democratic strategist and former Obama adviser, who has known de Blasio for more than a decade, told me. “He has to be very careful, I think, not to play so hard at the national game that he is perceived as neglecting his responsibilities.”

De Blasio brushes off such concerns. “I think we have a broken situation in Washington, D.C.,” he told me. “That is not a news flash. We know this. We know the issue of income inequality is not being addressed. We know the middle class is in great danger. We’ve got to have a breakthrough here. And I have the honor of being mayor of the biggest city in the country. It’s my obligation to act on these issues for my own constituents.”

Whether de Blasio is able to change the course of the country will depend on a couple of questions: Is his project in New York working? And do people like it? The mayor is finding, over the course of nearly two years in office, that the answers to those questions are not as closely linked as they might seem.

In september, New York’s Transport Workers Union took out a newspaper ad featuring de Blasio’s face superimposed on a graffiti-covered subway car. “Mayor de Blasio risks taking us back to the bad old days of the 1970s and 1980s,” it said. Chris Christie, the governor of New Jersey and a Republican presidential candidate, has decried the “diminution in the quality of life” in the city, blaming it on de Blasio’s

“liberal policies.” In one poll last spring, just 8 percent of New Yorkers rated the mayor’s job performance as “excellent”; one voter, Rochelle Weinberg, a Democrat from Queens, told The Wall Street Journal: “I can’t stand him. Everything he does makes me angry.”

The New York Post, the city’s conservative tabloid, has seized on anecdotal reports of disorder, from the prevalence of panhandlers to the appearance of topless performers in Times Square, to depict de Blasio’s New York as an urban hellscape. A cover last year blared, “Squeegee men back: BAD OLD DAYS,” teasing an investigative report that had turned up all of two examples of the marauding Windexers famously targeted by former Mayor Rudy Giuliani in the ’90s. Squeegee men, the article said, had returned and were “terrorizing” the city.

This tableau of decline is not what de Blasio sees when he surveys his domain. What he sees is progress. His signature achievement to date has been the introduction of free prekindergarten education for every child in the city, a feat he accomplished in his first year. He created a war room across the street from City Hall that met seven days a week to steer the breakneck implementation. And when the new pre-K classrooms opened in September 2014, even some of the mayor’s critics conceded that it was a huge accomplishment. Now in its second year, the program serves more than 65,000 city children—more pre-K students than there are students of all ages in the entire Boston school district—including half of New York’s homeless children.

Under de Blasio, the city has also mandated that employers offer paid sick leave, raised the minimum wage for certain workers, and created a new ID card that helps undocumented immigrants get access to banks and other services. The card has proved hugely popular—more than half a million have been issued. Some rents have been frozen, for the first time in half a century—providing relief to more than 1 million New Yorkers—and more than 20,000 units of affordable housing have been created or preserved. Together with Police Commissioner William Bratton, the community-policing pioneer who held the job under Giuliani in the 1990s, de Blasio has dialed back the NYPD’s stop-and-frisk policy and stopped arresting people caught with small amounts of marijuana.

De Blasio, in other words, is making the city less unequal, little by little, just as he promised to do. “The sheer amount of dollars de Blasio’s policies has shifted into the hands of working class New Yorkers is truly staggering,” the Daily News columnist Juan Gonzalez

wrote in September. “No wonder the 1%—those who had it so good for so long—want him out.”

These aren't just nice new programs, allies argue—they're proof that liberals can be effective, contra the stereotype of mushy-headed do-gooders whose well-intentioned efforts fall prey to dithering, bureaucracy, and overspending. “New York City, the supposedly ungovernable city, added an entire grade to the largest school system in America without a hitch,” Peter Ragone, a longtime adviser to de Blasio, told me. “That only happens through really strong management. There's no way around that.” The economy is strong, the city's budget is running a surplus, test scores are up, and overall crime is down. Over the summer, when many other cities saw an increase in murders, New York had the fewest in 25 years.

But this sunny picture has not exactly been the popular perception. A series of trivial flubs have chipped away at de Blasio's public image. He was widely mocked for eating pizza with a knife and fork, and at his first Groundhog Day ceremony, he dropped the groundhog, which later died. (At his second Groundhog Day, to prevent mishaps, Staten Island Chuck was presented in a plexiglass enclosure.) Throughout his first year, he was chronically late, even by New York standards. His attempt to limit the growth of Uber—perhaps on behalf of the taxi union, a political ally—was shelved after the company targeted de Blasio with protests and attack ads. And during a violent standoff on Staten Island in August, during which a firefighter was shot, de Blasio was discovered working out, mid-morning, at a gym in Brooklyn. Even among those constituents who do not see de Blasio as a radical bent on redistributing their wealth to minorities, a view persists of his administration as an embarrassing comedy of errors, and the mayor as its fool—tall, doofy, and deluded. Who cares how much good you're doing if New Yorkers have decided you're a putz?

In October, de Blasio appeared on CNN with his own version of Donald Trump's signature hat. It read make america fair again. Although de Blasio embraces the term progressive, with its suggestion of forward motion, his liberalism has a fundamentally nostalgic cast. He believes he is reaching back to an older tradition—a vanished time when broadly shared prosperity gave people good jobs and good wages. He invokes the Democratic heritage of Franklin Delano Roosevelt and Fiorello La Guardia, two men his Italian mother and her two sisters so admired that it often felt like they were invisibly present at family gatherings in the 1970s and '80s. “They talked about them all the time,” de Blasio told

me. Never mind that the postwar years were far from fair for women, or blacks, or gays; de Blasio, like Trump, is tapping into a widespread sentiment that America's best days may have passed.

Bill de Blasio was born Warren Wilhelm Jr. (as a young adult, he adopted a combination of his childhood nickname and his mother's maiden name) in 1961 to a pair of 44-year-old liberal intellectuals. His family was haunted by McCarthyism: In 1950, both of his parents, Maria and Warren Wilhelm, had to defend themselves against charges of communist sympathies before a government-loyalty board. (Maria worked as a researcher at Time magazine, where her outspoken liberalism raised the hackles of one of the writers, the noted anti-communist Whittaker Chambers.) Though they were cleared, the investigation stymied Warren's career as a Commerce Department economist and set off a gradual, alcohol-fueled decline. He left the family when de Blasio was in elementary school. A decade later, he shot and killed himself in the parking lot of a Connecticut motel.

De Blasio's friends say this heritage has given him a profound leftist identity. "His mother was denounced by Whittaker Chambers. His father basically had his career ruined by McCarthyites," one told me. "On a deep, deep level, he knows that there really is a right wing, and it's not nice."

Thus, while many in his generation thrilled to the vision of Ronald Reagan, de Blasio had a very different reaction. Reagan's election, he told me, was "a shock like you would not believe," one that he sees as the root of virtually every pernicious economic trend—"deregulation and trickle-down economics and globalization." When I noted that a lot of people had found Reagan compelling, de Blasio shot back, "Well, I don't know many of those people."

De Blasio's young adulthood reads as a near-parody of a 1980s lefty's life. After earning a master's degree in international affairs from Columbia University, he went to Nicaragua to help the Sandinistas; he marched in protests against the Three Mile Island nuclear-power plant. He worked on David Dinkins's 1989 mayoral campaign, then took a job at City Hall, where, in 1991, he met Chirlane McCray, an African American poet, activist, and speech writer. In 1979, McCray had written an essay for *Essence* titled "I Am a Lesbian." De Blasio wooed her nonetheless, and in 1994, they were married in Brooklyn's Prospect Park.

De Blasio continued to pursue a career in government, working under Andrew Cuomo in Bill Clinton's Department of Housing and Urban Development. In 1996, he directed the New York State campaign for Clinton's reelection. When Hillary Clinton, then still the first lady, decided to run for Senate in 2000, she tapped de Blasio to manage her campaign.

Harold Ickes, the former Clinton adviser, who has known de Blasio since his Dinkins days, told me that de Blasio initially hesitated to take the job managing the Senate campaign, because he was intimidated by the complexities of the Clintons' world. "I said to him, 'You can bring the good news and I'll bring the bad news,'" Ickes said. "We did that a lot of times—he'd call me and say, 'Would you mind calling Hillary and talking about X, Y, or Z issue?'" De Blasio's management style was laid-back and indecisive, and toward the end of the campaign he was removed from the chain of command, according to *The New York Times*. Ickes told me that wasn't the case. The perception, he said, was based on a misunderstanding of de Blasio's role: His job was to guide Clinton through the ins and outs of New York politics, not to serve as an overall strategist.

It was clear to Ickes even then that de Blasio intended to seek office himself someday. "He always talked about it, but in New York, it's like getting your ticket to the fish counter at Zabar's on a Friday night—you have to stand in a long line," Ickes told me. After Hillary Clinton's election, de Blasio ran for a Brooklyn city-council seat. "And the rest is history, as they say."

To de Blasio's allies, the twin strands of his biography—staunch liberal who's sure of his principles, and political operative who understands electoral sausage making—constitute just the combination needed to bring about New York's progressive transformation. "He's basically an idealist who makes deals to get things done," Howard Dean, the former governor of Vermont and a friend of de Blasio's, told me. "He's not starry-eyed. But he's also not a guy who's only interested in his own power."

One persistent criticism, however, is that de Blasio's certitude leaves little room for alternate approaches. At one point, I asked him how he would adjust his worldview if his policies turned out to be ineffective—if, as his critics warn, crime and deficits and the squeegee men returned. He said his approaches had already been tested. "We've picked up on some policies that have already been successful elsewhere," he said.

When it came to questions like the value of prekindergarten, he said, “I think the jury came back a long time ago.”

Despite New York’s reputation as a liberal bastion, before de Blasio’s election the city had not had a Democratic mayor since Dinkins left office, in 1993. The odds-on candidate to replace Michael Bloomberg in 2013 was the city-council speaker, Christine Quinn, who had cozied up to business interests and helped Bloomberg win a third term by getting rid of the city’s two-term limit. (She had defeated de Blasio for the speaker position in 2005.) Bloomberg was still popular with majorities of city voters and of Democrats; Quinn positioned herself as the candidate who would stay the course in good times.

But de Blasio correctly sensed that a liberal wind was blowing. He was at the vanguard of a progressive takeover of city politics that began in 2009, when he won the primary for the citywide office of public advocate in a surprise upset. De Blasio was endorsed by the Working Families Party, a labor-backed, left-wing coalition that also helped seven liberal challengers win city-council primaries and special elections that year. Once in office, they joined with other liberals on the council to form an 11-member progressive caucus. They were a minority on the 51-seat council, but they quickly proved capable of driving the agenda—and irritating Bloomberg—by, for example, pushing for paid sick leave and against stop-and-frisk. Quinn opposed the progressives on both issues, beginning her alienation from the Democratic base.

De Blasio promised, in his campaign, to fund his pre-K proposal through a new tax on incomes above \$500,000—a way to help the poor by taking from the rich. But once he assumed office, after coasting in the general election with 73 percent of the vote, the Democratic governor, Andrew Cuomo, countered by announcing that the state would fund the pre-K expansion without raising taxes. De Blasio insisted that the tax hike was necessary to ensure future funding, and he lobbied lawmakers to pass it. At the same time, he announced that some public charter schools would no longer get free space in public-school buildings—a policy change that charter-school advocates took as a declaration of war.

Eva Moskowitz, the CEO of the Success Academy public-charter chain and a target of de Blasio’s, told me that she believes de Blasio has been blinded to alternate approaches by his ideology and by his loyalty to the teachers union. “His views of the solution don’t look that different from

those being proposed 30 years ago,” Moskowitz said. “I’ve watched up close for many, many years, and those solutions do not work.”

Not long after de Blasio was sworn in, as he was trying to gin up support for his pre-K tax, charter-school advocates held a massive rally in Albany—headlined by Cuomo—and aired television ads blasting the mayor as anti-student. The blowback helped doom de Blasio’s tax proposal. So while he publicly claims victory for getting pre-K funded and running, sources close to him say he privately acknowledges that he lost the battle. “He got his clock cleaned by Cuomo in Albany the first year,” says one de Blasio ally. “He knows he misplayed it.”

De Blasio was determined to get better results from the second legislative session of his term. He stumped across the state to get more Democrats elected to the legislature in 2014. And he strenuously avoided criticizing Cuomo. That wasn’t easy, as the governor continually found large and small ways to needle the mayor, from refusing to consider de Blasio’s plan to redevelop a rail yard in Queens to announcing a restrictive Ebola quarantine in the fall of 2014 without consulting him. Last winter, Cuomo, who oversees the city’s transit system, blindsided de Blasio by announcing that the subways would close ahead of a snowstorm—de Blasio found out about the closure when it was reported by the media. A cartoon in the Daily News depicted de Blasio as a housefly and Cuomo as a sadistic teenager ripping off one of his wings.

De Blasio ignored the provocations. He even helped Cuomo at a crucial moment. Up for reelection in 2014, Cuomo faced a primary challenge from Zephyr Teachout, a law professor recruited by the Working Families Party. The party saw Cuomo as exactly the sort of Wall Street Democrat it was trying to drive out: Despite being the son of one of de Blasio’s progressive idols (the mayor’s “tale of two cities” campaign slogan was also the refrain of Mario Cuomo’s landmark Democratic National Convention speech in 1984), Andrew Cuomo built his career on a socially liberal but fiscally conservative platform, cutting taxes on the wealthy as he pushed gay marriage through the legislature. The Working Families Party’s mission is to make this kind of moderation unacceptable. “We want to do to Democrats what the Tea Party did to Republicans,” the party’s national director, Dan Cantor, told me.

Though the WFP had persuaded Teachout to run against Cuomo, de Blasio urged the party to support the incumbent, seeing an opportunity to build leverage with a governor who was almost certain to win

reelection. De Blasio brokered a deal in which the governor made a series of promises to the progressives: He said he would fight to help Democrats retake the state Senate, to increase the minimum wage, and to enact campaign-finance reform. Cuomo recorded a videotaped address to the WFP's convention, where members were hotly divided over which candidate to back. When some complained that in the video Cuomo had avoided making his promises explicit, de Blasio arranged to get Cuomo on speakerphone to make the commitments the delegates were waiting to hear.

It was a close call, but Cuomo won the group's endorsement, which would seem to have put him in de Blasio's debt. Yet the governor proceeded to renege on the deal. He not only didn't lift a finger for Democratic Senate candidates, he started a new party, the Women's Equality Party, aimed at undermining the similarly acronymed WFP and draining its ballot share. Cuomo won reelection with 54 percent of the vote, a slimmer margin than expected. De Blasio and the Working Families Party, in the words of New York magazine, "got played."

De Blasio's efforts to get more Democrats elected to the legislature also backfired. Almost all the candidates he'd campaigned for lost; some were attacked for their association with the liberal mayor. The Republicans elected in their stead were annoyed with de Blasio as a result of his efforts against them. When the legislature convened this year, Cuomo completed the humiliation by antagonizing de Blasio more brazenly than ever. Cuomo and the split legislature conspired to deny virtually all of de Blasio's requests, refusing the changes to housing policy he sought and passing an insulting one-year extension of mayoral school control, rather than the permanent extension he had asked for. In newspaper articles, an anonymous "top Cuomo administration official" trashed de Blasio's strategy, telling the Daily News, "He puts himself in these situations." The press quickly sniffed out this official's identity: Cuomo himself.

De Blasio had finally had enough. In an interview with NY1, the cable network, he abandoned the pretense of comity and accused Cuomo of shortchanging the city out of pure spite: "In my many efforts to find some common ground, suspiciously, it seemed that every good idea got rejected or manipulated." Many on the left cheered at the venting of their long-held frustrations. But beyond catharsis, it wasn't clear what de Blasio hoped to achieve with his broadside. In recent polling, Cuomo's approval rating in New York City came in higher than de Blasio's.

The greatest test of de Blasio's progressive ideals has been the city's convulsions over police brutality. Last December, after a grand jury declined to indict the white police officer who'd choked Eric Garner to death, the mayor seemed to side with the protesters and against the police. De Blasio said he worries about the danger his own son, who is biracial, faces at the hands of police. "We've had to literally train him, as families have all over this city for decades, in how to take special care in any encounter he has with the police officers who are there to protect him," he said.

Two weeks later, two officers were shot and killed as they sat in their patrol car. "There is blood on many hands tonight," the head of the police union, Pat Lynch, said of the killings. "That blood on the hands starts on the steps of City Hall, in the office of the mayor." At the slain officers' funerals, hundreds of police officers turned their backs on de Blasio.

Had this happened in the 1990s, when fear of crime was at its height, such a moment could well have been a breaking point—the moment when the mayor lost the city, when the silent majority's fear of disorder turned into a visceral rejection, when New Yorkers joined the officers in turning their backs on the mayor. But in 2015, that didn't quite happen. Instead, about 70 percent of New Yorkers told pollsters they disapproved of the union's actions and Lynch's comments.

The incident made clear that times have changed since Bill Clinton and the Democratic Leadership Council saved the party from itself in the '90s—a time when the party's image as soft on crime was its biggest obstacle to mainstream success. Public sentiment has changed in other ways, too, since Clinton urged the party to move to the middle. Americans are far more liberal than they used to be on social issues like gay marriage. This year, 24 percent of Americans said they consider themselves liberal, a record high in Gallup's two decades of polling the question (though still well behind the 38 percent who call themselves conservative and the 34 percent who call themselves moderate).

"The Wall Street Democrats do not seem to understand that the debate has changed," Michael Podhorzer, the political director of the AFL-CIO and one of the left's top strategists, told me. "There is a sense of entitlement, and a failure to comprehend that the threat is more than rhetorical. But the reality is, a Wall Street Democrat can't win today." Podhorzer advises Democrats against campaigning explicitly on

“inequality,” a word, he says, that resonates only with elites. But a platform of worker-friendly issues, such as raising the minimum wage and implementing paid family leave, can galvanize a wide spectrum of voters.

Moderate Democrats, meanwhile, tend to break out in hives when they hear de Blasio argue that they would win more elections if they just tacked to the left. They hear in his words a latter-day echo of the Jesse Jackson–style interest-group liberalism Bill Clinton rejected. “There are a lot of Democrats and Republicans who aspire to be wealthy themselves,” Jack Markell, the centrist governor of Delaware, told me. “If we say to people, ‘The rich are the problem,’ I don’t think that’s a particularly good strategy.” Elaine Kamarck, a political scientist and Democratic operative who in 1989 co-wrote a manifesto that established the stance of the centrist Democratic Leadership Council, told me bluntly that if Democratic candidates move sharply to the left, “they will lose.”

Hillary Clinton, in her current incarnation, has largely seemed to take the centrists’ side of the argument. In Ohio in September, she told a group of women, “You know, I get accused of being kind of moderate and center. I plead guilty.” But there are signs she feels compelled to heed the party’s vocal left wing. After scrupulously avoiding taking a position on the fracas over trade that split the Democrats in the spring, Clinton came out against the Trans-Pacific Partnership in October. (Warren, Sanders, and de Blasio had all strongly opposed giving Obama authority to expedite negotiations for the free-trade agreement, a major Obama priority for which Clinton had advocated as secretary of state.) She has also come out against the Keystone XL pipeline, which environmentalists loathe, and proposed a set of new regulations to rein in Wall Street.

In late October, de Blasio finally ended the suspense and endorsed Clinton, calling her “the candidate who I believe can fundamentally address income inequality effectively.”\* The Clinton campaign buried the news in a press release announcing the support of 85 mayors across the country.

If de Blasio’s influence on the national discussion remains a work in progress, that hasn’t stopped him from trying to steer the global one as well. In September, he welcomed Pope Francis to New York, hailing him as “the leading moral force on this Earth” and positioning himself as an ally in the global struggle against poverty. He has made official

visits to Paris and Israel. He has spoken on more than one occasion with Alexis Tsipras, the on-again, off-again prime minister of Greece, whose crusade against austerity he applauds. De Blasio told me that he recently had a “powerful conversation” with the then-mayor of Rome, who shared his frustration at being far out in front of his national government.

The New York press has consistently depicted these activities as presumptuous—a pattern that clearly irks de Blasio. Why shouldn’t the mayor of America’s largest and most cosmopolitan city be not only a national leader but an international one, too? “My job is to produce for my people in this city, the 8.4 million people that I represent,” de Blasio told me. “But I am also cognizant of the fact that we do have an impact on the national discussion. Even a little bit on the international discussion.”

Nonetheless, there are signs that de Blasio is starting to pay more attention to his image at home. On a rainy Friday in October, he was scheduled to visit Washington once again, this time to give the keynote address to a liberal group called American Family Voices. But Hurricane Joaquin was headed for the East Coast, and at the last minute de Blasio canceled his appearance. Frequently called out in the New York media for his forays onto the national stage, the mayor seemed eager to avoid the spectacle of being caught speechifying out of town while his constituents struggled to cope with a storm.

Once criticized for his refusal to engage with trivial political controversies, de Blasio lately stands accused, in a New York Times article, of having become too reactive. When Staten Islanders complained that he hadn’t spent much time in the borough, for example, de Blasio quickly scheduled a trip there. After long insisting that the city didn’t need any more police, he agreed to add 1,300 new officers. He’s even started showing up for events on time. As de Blasio continues to learn, having a strong sense of direction is only one part of being a transcendent leader. The other is convincing people to follow you.

**From:** [Snyder, Thomas](#)  
**To:** [Shorris, Anthony](#); [Williams, Dominic](#); [Fuleihan, Dean \(OMB\)](#); [Wolfe, Emma](#); [Everett, Matt](#); [Fialkoff, Gabrielle](#); [Arslanian, Kayla](#); [Walzak, Phil](#); [Hagelqans, Andrea](#); [Schnake Mahl, Gabriel](#); [Da Costa, Ricky](#); [Wiley, Maya](#); [Reisman, Lisette](#); [Caquias, Paula](#); [Ko, Eunice](#); [Zuniga, Andrea](#); [Jonathan Rosen](#); [John, Roxanne](#); [Thornton, Demetrius](#); [John Del Ceccato](#); [Griffith, Chantell](#); [Louis Espiritusanto, Jose](#); [Hinton, Karen](#); [Darlington, Mandy \(OMB\)](#); [Prisca Salazar](#)  
**Subject:** PLANNING MEETING  
**Date:** Tuesday, November 17, 2015 11:57:17 AM

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This Thursday's Planning Meeting is cancelled.

Tom Snyder  
Chief of Staff

**From:** [Jovana Rizzo](#)  
**To:** [Jeff Scheuer](#); [Adams Baker](#); [Marti](#)  
**Cc:** [Claire Sheedy](#); [Beth Carmody](#)  
**Subject:** RE: following up  
**Date:** Tuesday, November 17, 2015 5:25:49 PM  
**Attachments:** [Breaking Ground background.docx](#)

---

Marti, in case you need, attached is some background on Breaking Ground and the building. Jeff already provided to the speechwriter who got in touch.

I'll be on site tomorrow -- [REDACTED]

---

**From:** Jeff Scheuer [jscheuer@breakingground.org]  
**Sent:** Tuesday, November 17, 2015 4:04 PM  
**To:** Adams Baker, Marti  
**Cc:** Claire Sheedy; Beth Carmody; Jovana Rizzo  
**Subject:** RE: following up

Marti:

I wish we could help you more with a tenant, but the timing is such that we're focusing on ensuring that event logistics are managed for your team. [REDACTED] is our best and only option for this. Sorry about that.

[REDACTED] If you cannot reach her and need assistance, let me know.

Jeff

Jeff Scheuer  
Vice President, External Affairs  
505 8th Ave - 5th floor  
Ph (212) 389-9377 x9377  
Email: jscheuer@breakingground.org  
[www.breakingground.org](http://www.breakingground.org)  
We're proud of our new name, Breaking Ground. Please update your contacts to reflect the change.



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**From:** Adams Baker, Marti [mailto:MAadams@cityhall.nyc.gov]  
**Sent:** Tuesday, November 17, 2015 3:41 PM  
**To:** Jeff Scheuer  
**Cc:** Claire Sheedy; Beth Carmody; 'jovana@berlinrosen.com'  
**Subject:** Re: following up

Thank you

Could you share her contact information so we can follow up?

And are there any current residents, please? That's really our preference

---

**From:** Jeff Scheuer [mailto:jscheuer@breakingground.org]  
**Sent:** Tuesday, November 17, 2015 02:57 PM  
**To:** Adams Baker, Marti  
**Cc:** Claire Sheedy <cshedy@breakingground.org>; Beth Carmody <bcarmody@breakingground.org>; Jovana Rizzo <jovana@berlinrosen.com>  
**Subject:** RE: following up

Marti:

Here's what we've got for you, a former tenant of the Times Square (TS) who has since moved on to housing stability through her

experience living in the building and with working day in and day out with our residents at the site (so multi-faceted perspective on how supportive housing benefits an extremely vulnerable group of homeless individuals). The person's name is [REDACTED].  
Some background:

[REDACTED]

- [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

In her own words from several years ago:

[REDACTED] My caseworker sent me to the Times Square – it was during the rent-up period back in 1994. I walked into that building, and saw how beautiful it was. I looked at that stairwell and said, "I can't believe I could live here...."

[REDACTED] I was called in to sign the lease – I can still remember that date! – and was given the keys. I'd seen the room before, during the interviews, but there's a difference between seeing it and actually getting keys and knowing it's your own apartment.

[REDACTED] It was wonderful – being able to give back.

[REDACTED] – right in the middle of everything. I work with people who are usually having difficulty with their rent. My relationship with most tenants is good because [REDACTED] I understand the circumstances people get in. We're not always up – we all go through difficult periods. That's life.

I work very closely with people having difficulty and their caseworkers to keep them housed. The one I remember most is one of the original tenants of the Times Square, who had never paid rent after Breaking Ground became the landlord. There were setbacks with him, but I was able to work with him to pay off all of it – he owed almost \$12,000! He's up to date now....

I've been living at the Times Square for about 10 years (note, since moved out to more independent living). At first, I wasn't able to let the tenants know that when I was off, I was off. It was "I am at work from nine to five; you can see me at any time then. Please don't approach me on the street to ask me questions." But after explaining it a few times, they got it. When I walk through the lobby on weekends and at night, they all say "Hi!" and are really friendly, but they know I'm not at work.

I love being here.... I'm perfectly happy.

[REDACTED]

In and out of my office, but call if you have questions/concerns.

Jeff

Jeff Scheuer  
Vice President, External Affairs  
505 8th Ave - 5th floor  
Ph (212) 389-9377 x9377  
Email: [jscheuer@breakingground.org](mailto:jscheuer@breakingground.org)  
[www.breakingground.org](http://www.breakingground.org)

We're proud of our new name, Breaking Ground. Please update your contacts to reflect the change.



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**From:** Adams Baker, Marti [<mailto:MAAdams@cityhall.nyc.gov>]  
**Sent:** Tuesday, November 17, 2015 2:51 PM  
**To:** Jeff Scheuer  
**Subject:** RE: following up

No issues at all with that list, thank you

Will keep an eye out for residents.

---

**From:** Jeff Scheuer [<mailto:jscheuer@breakingground.org>]  
**Sent:** Tuesday, November 17, 2015 2:49 PM  
**To:** Adams Baker, Marti  
**Subject:** RE: following up

Marti:

No problem at all with the name.

We're lining up right now. I think we've got someone but will have to you more soon.

BTW, we'll have the following in the room from our end:

Brenda Rosen – President and CEO  
David Beer – Vice President, Housing Development  
Claire Sheedy – Vice President, Housing Operations and Programs  
Beth Carmody – Director, Communications  
Jovana Rizzo – PR (BerlinRosen Public Affairs)

Any issues with this list?

Jeff

Jeff Scheuer  
Vice President, External Affairs  
505 8th Ave - 5th floor  
Ph (212) 389-9377 x9377  
Email: [jscheuer@breakingground.org](mailto:jscheuer@breakingground.org)  
[www.breakingground.org](http://www.breakingground.org)

We're proud of our new name, Breaking Ground. Please update your contacts to reflect the change.



---

**From:** Adams Baker, Marti [<mailto:MAAdams@cityhall.nyc.gov>]  
**Sent:** Tuesday, November 17, 2015 2:33 PM  
**To:** Jeff Scheuer  
**Subject:** RE: following up

JEFF – I apologize for typing the wrong name!

Please forgive me!

---

**From:** Adams Baker, Marti  
**Sent:** Tuesday, November 17, 2015 2:32 PM  
**To:** 'jscheuer@breakingground.org'  
**Subject:** following up

Hi Joe: just a quick note to follow up to find out if your team has been able to identify any residents who we should consider to speak at tomorrow's event?

Many thanks,  
Marti

**Marti Adams Baker**  
Deputy Communications Director | Office of Mayor Bill de Blasio  
o: (212) 788-9570 | m: (347) 967-7358 | t: [@Marti\\_Adams](#)

## **About Breaking Ground**

- Breaking Ground is New York City's largest supportive housing provider
- President and CEO is Brenda Rosen
- Breaking Ground has built more than 3,200 units of supportive housing and has 1,000 more in the development pipeline
- All buildings feature on-site supportive services
- Breaking Ground has provided housing and critical on-site support for the chronically homeless, low-income working adults, those living with mental illness and addiction, those living with HIV/AIDS, veterans, seniors, artists and youth aging out of foster care
- 99% of Breaking Ground residents remain stably housed despite struggling with significant challenges
- Breaking Ground operates, under contract with DHS, street to home outreach services in all of Brooklyn, Queens, and nearly one-third of Manhattan
- This is Breaking Ground's 25<sup>th</sup> anniversary year – they have helped 12,000 people escape homelessness since 1990
- A 2013 NYC study found that the cost of care for a homeless disabled person was \$51,020 in Medicaid, psychiatric care, shelter and corrections. That same study found that once in supportive housing, the savings paid for the cost of housing and saved an additional \$10,100. Based on that figure, over 25 years, Breaking Ground's supportive housing units have saved over \$625 million in tax payer dollars.

## **About The Times Square**

- The Times Square is the largest permanent supportive housing residence in the nation
- It is home to 650 residents including those who are formerly homeless, those living with mental illness, HIV/AIDS, and low-income working adults
- On-site social services – case management, mental health counselors, medical clinic – are provided by Breaking Ground's partner the Center for Urban Community Services
- Breaking Ground has on-site staff to plan activities – outings, summer barbeques, Thanksgiving dinner – that enhances socialization, decreases isolation, and builds community within the building
- The building features a garden roof deck, computer lab, library, art studio (art work by residents is displayed in the mezzanine of the lobby), rehearsal space, laundry facilities, 24-hour security
- History: Breaking Ground opened the building in 1991. The Times Square was a grand hotel that had fallen into disrepair. Breaking Ground transformed the building into supportive housing and restored the historic lobby. The building is listed on the National Register of Historic Places.

**From:** Restler, Lincoln  
**To:** "Brenda Rosen"; Beth Carmody  
**Cc:** Jeff Scheuer; Claire Sheedy; Jovana Rizzo  
**Subject:** RE: 11/18/15 Mayor's Conference/Times Square Resident Profile  
**Date:** Tuesday, November 17, 2015 10:36:27 PM

---

Thank you so much! Incredibly detailed and helpful.

Will be in touch on next steps – but would need coms person to speak to [REDACTED] in Am.

Thanks!

---

**From:** Brenda Rosen [mailto:brosen@breakingground.org]  
**Sent:** Tuesday, November 17, 2015 10:17 PM  
**To:** Beth Carmody; Restler, Lincoln  
**Cc:** Jeff Scheuer; Claire Sheedy; Jovana Rizzo  
**Subject:** Re: 11/18/15 Mayor's Conference/Times Square Resident Profile

Lincoln, please see below. Please let us know if you would like [REDACTED] to speak tomorrow. Thanks, Brenda

Sent from my iPhone

On Nov 17, 2015, at 10:13 PM, Beth Carmody <bcarmody@breakingground.org> wrote:

Hi all,

By sheer coincidence, I was sitting chatting with [REDACTED] when Kanyun phoned to say, don't let him leave! Then came by and briefed him on tomorrow's opportunity.

Lovely man. Here's his info:

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED] was born in [REDACTED] and moved to [REDACTED] as a baby. Growing up [REDACTED]  
[REDACTED] began working to help support himself. He worked a variety of jobs such as factory work and assembling gas stoves [REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED] it was a very difficult part of his life. He mainly stayed on the East Side of Manhattan [REDACTED] he did not have a relationship with family or friends as it was hard to trust anyone [REDACTED] according to [REDACTED] "You live one day at a time as you don't know what will happen out there."

[REDACTED]  
[REDACTED]  
[REDACTED] he first heard about Breaking Ground and what they were doing at the old Times Square Hotel. After multiple interviews he was accepted and moved into The Times Square on [REDACTED].

[REDACTED] was amazed at The Times Square when he first moved in [REDACTED] He didn't trust anyone. His biggest challenge came when [REDACTED] With help from Breaking Ground staff and the onsite supportive services, he realized [REDACTED] He began to get involved within the building helping a lot with catering events and working in the restaurant on the 15th floor. He continued

to work on himself and the issues to discover that **he now has a peace of mind he never thought he would and that he is indeed a nice loving person after all.** These discoveries lead him to [REDACTED]

[REDACTED] thinks it's "Awesome living here with all the support available when one is ready." [REDACTED] now he is social and very much involved in volunteering at The Times Square. [REDACTED]

[REDACTED] he meets regularly to help create ideas on how to address homelessness issues [REDACTED] This volunteering/involvement along with all of [REDACTED] work at The Times Square [REDACTED] credits all of this and the support he receives with helping him stay focused on himself and continue to move forward even [REDACTED] Now he just wants to continue with what he's doing and helping others as long as he can.

Thanks,  
Beth

---

**From:** Jeff Scheuer  
**Sent:** Tuesday, November 17, 2015 9:44 PM  
**To:** Brenda Rosen; Claire Sheedy; Jovana Rizzo  
**Cc:** Beth Carmody  
**Subject:** 11/18/15 Mayor's Conference/Times Square Resident Profile

Beth is going to the office now (should be there in about 10 minutes) and will retrieve Mr. [REDACTED] profile and send to Brenda, Claire and Jovana:

[REDACTED] not indicated whether he's willing to speak to media

Jeff Scheuer  
Vice President, External Affairs  
505 8th Ave - 5th floor  
Ph (212) 389-9377 x9377  
Email: [jscheuer@breakingground.org](mailto:jscheuer@breakingground.org)  
[www.breakingground.org](http://www.breakingground.org)

We're proud of our new name, Breaking Ground. Please update your contacts to reflect the change.

| |

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [Jaclyn Kessel](#)  
**Subject:** Re: Millionth Tree  
**Date:** Wednesday, November 18, 2015 8:09:12 PM

---

No Q's

Sent from my iPhone

> On Nov 18, 2015, at 8:07 PM, Jaclyn Kessel <Jaclyn@berlinrosen.com> wrote:

>

> Sure that's great. And i do have a quick question-- MBDB taking Qs or no? Bloomberg? Last go around the answer was no i believe. I'm happy to check w/ comms team too if that's easier.

>

> 

---

From: Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]

> Sent: Wednesday, November 18, 2015 8:03 PM

> To: Jaclyn Kessel

> Subject: Re: Millionth Tree

>

> I can connect you with our advance staff for Friday if you like. Let me know.

>

> Sent from my iPhone

>

>> On Nov 18, 2015, at 7:52 PM, Jaclyn Kessel <Jaclyn@berlinrosen.com> wrote:

>>

>> So far so good. Will let u know if anything changes. Thanks Prisca.

>>

>> Sent from my iPhone

>>

>>> On Nov 18, 2015, at 6:59 PM, Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

>>>

>>> Hi. Please let me know if you need anything for Friday at 10am. Or if you have everything you need. Thanks.

>>>

>>> Sent from my iPhone

>>>

>>>> On Nov 15, 2015, at 7:53 PM, Jonathan Rosen <Jonathan@berlinrosen.com> wrote:

>>>>

>>>> Yes. Looping Jackie Kessel who is point on this for NYRP as I am leaving for Asia on Wednesday. Thanks.

>>>>

>>>> Sent from my iPhone

>>>>

>>>>> On Nov 15, 2015, at 3:38 PM, Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

>>>>>

>>>>> Want to make sure Friday at 10 is good for Bette before I tell the rest of the team. Mayor and Bloomberg are good.

>>>>>

>>>>> Sent from my iPhone

**From:** [Jaclyn Kessel](#)  
**To:** [Grybauskas, Stefan](#); [Gross, Dan](#); [Salazar-Rodriguez, Prisca](#)  
**Subject:** RE: Millionth Tree  
**Date:** Thursday, November 19, 2015 10:59:06 AM

---

Yep perfect. Thanks

---

**From:** Grybauskas, Stefan [<mailto:SGrybauskas@cityhall.nyc.gov>]  
**Sent:** Thursday, November 19, 2015 10:58 AM  
**To:** Jaclyn Kessel; Gross, Dan; Salazar-Rodriguez, Prisca  
**Subject:** Re: Millionth Tree

Jaclyn,

For now the plan is no questions. I will let you know if that changes. Mayor Bloomberg will be in attendance.

Let me know if you have any other questions.

Stefan Grybauskas  
Associate Director of Advance  
Office of the Mayor  
City of New York  
C: 347-515-5874

Sent from my BlackBerry 10 smartphone.

---

**From:** Jaclyn Kessel  
**Sent:** Thursday, November 19, 2015 10:54 AM  
**To:** Gross, Dan; Salazar-Rodriguez, Prisca  
**Cc:** Grybauskas, Stefan  
**Subject:** RE: Millionth Tree

Thanks! Here's my cell—

---

**From:** Gross, Dan [<mailto:DGross@cityhall.nyc.gov>]  
**Sent:** Thursday, November 19, 2015 10:45 AM  
**To:** Salazar-Rodriguez, Prisca  
**Cc:** Jaclyn Kessel; Grybauskas, Stefan  
**Subject:** Re: Millionth Tree

+ Stefan

**Dan Gross** | Office of Mayor Bill de Blasio  
Communications Advisor  
o: [212.341.0011](tel:212.341.0011) | c: [917.428.1692](tel:917.428.1692)

On Nov 19, 2015, at 10:43 AM, Salazar-Rodriguez, Prisca <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Jaclyn,  
I have copied Stephan who will advance the Mayor tomorrow -  
Stephan - Jaclyn is coordinating Bette Midler for tomorrow.  
Thanks!

-----Original Message-----

From: Jaclyn Kessel [<mailto:Jaclyn@berlinrosen.com>]  
Sent: Wednesday, November 18, 2015 8:07 PM  
To: Salazar-Rodriguez, Prisca  
Subject: RE: Millionth Tree

Sure that's great. And i do have a quick question-- MBDB taking Qs or no?  
Bloomberg? Last go around the answer was no i believe. I'm happy to check w/  
comms team too if that's easier.

---

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To: Jaclyn Kessel  
Subject: Re: Millionth Tree

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Sent from my iPhone

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So far so good. Will let u know if anything changes. Thanks Prisca.

Sent from my iPhone

On Nov 18, 2015, at 6:59 PM, Salazar-Rodriguez,  
Prisca <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Hi. Please let me know if you need anything for Friday  
at 10am. Or if you have everything you need. Thanks.

Sent from my iPhone

On Nov 15, 2015, at 7:53 PM, Jonathan  
Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

Yes. Looping Jackie Kessel who is point on  
this for NYRP as I am leaving for Asia on

Wednesday. Thanks.

Sent from my iPhone

On Nov 15, 2015, at 3:38 PM,  
Salazar-Rodriguez, Prisca  
<[PSalazar-  
Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>  
wrote:

Want to make sure Friday at 10  
is good for Bette before I tell  
the rest of the team. Mayor and  
Bloomberg are good.

Sent from my iPhone

**From:** [Klein, Monica](#)  
**To:** [Gross, Dan](#)  
**Cc:** [Jaclyn Kessel](#)  
**Subject:** Re: Millionth Tree  
**Date:** Thursday, November 19, 2015 1:10:34 PM  
**Attachments:** [image1.PNG](#)  
[ATT00001.txt](#)

---

Hey Jackie

Bette Midler just tweeted that event is happening, so it's out there

We haven't put out mayor attending don't think Bloomberg folks have either for him

But the facts in the tweet without attendees public.

Re: press should be pretty sizable presence since Bloomberg plus mayor



## Tweet

**Bette Midler** 

@BetteMidler



Tmrw we're planting the millionth tree of [@MillionTreesNYC](#) w/ [@NYRP](#) & [@NYCParks](#) in the [#Bronx](#)! SO thrilled we reached this goal!! [#nyrp20th](#)

11/19/15, 12:16 PM

50 RETWEETS 176 LIKES

**Lydia Marie :)** [@Lydia\\_Brown85](#)

50m

[@BetteMidler](#) [@MillionTreesNYC](#) [@NYRP](#) [@NYCParks](#) have u done the happy dance yet ???

**Tux13s** [@tux13s](#)

50m

[@BetteMidler](#) [@MillionTreesNYC](#) [@NYRP](#) [@NYCParks](#) We all win!

Reply to Bette Midler



Home



Notifications



Messages



Me

Sent from my iPhone

> On Nov 19, 2015, at 1:02 PM, Gross, Dan <DGross@cityhall.nyc.gov> wrote:

>

> Hi Jaclyn, looping Monica for that answer

>

> -----Original Message-----

> From: Jaclyn Kessel [mailto:Jaclyn@berlinrosen.com]

> Sent: Thursday, November 19, 2015 12:47 PM

> To: Gross, Dan

> Subject: Millionth Tree

>

> Hey Dan,

> Client pushing for media RSVPs-- have you started alerting media yet? If not, let me know what (if any) details you'd like us to hold back for now in our outreach

> Thanks much Jackie

**From:** [Jaclyn Kessel](#)  
**To:** [Klein, Monica](#); [Gross, Dan](#)  
**Subject:** RE: Millionth Tree  
**Date:** Thursday, November 19, 2015 1:47:52 PM

---

Thanks for this, will stick to this plan.

-----Original Message-----

From: Klein, Monica [<mailto:MKlein@cityhall.nyc.gov>]  
Sent: Thursday, November 19, 2015 1:11 PM  
To: Gross, Dan  
Cc: Jaclyn Kessel  
Subject: Re: Millionth Tree

Hey Jackie

Bette Midler just tweeted that event is happening, so it's out there We haven't put out mayor attending don't think Bloomberg folks have either for him

But the facts in the tweet without attendees public.

Re: press should be pretty sizable presence since Bloomberg plus mayor

**From:** [Viguers, Jonathan](#)  
**To:** [Salazar-Rodriguez, Prisca](#); [John Del Cecato](#); [Jonathan Rosen](#); [Blumm, Kate](#); [Snyder, Thomas](#); [Da Costa, Ricky](#); [Shorris, Anthony](#); [Griffith, Chantell](#); [Williams, Dominic](#); [Tarlow, Mindy](#); [Wolfe, Emma](#); [Schnake Mahl, Gabriel](#); [Schwartz, Regina](#); [Zuniga, Andrea](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Seignious, Sandy](#); [Fuleihan, Dean \(OMB\)](#); [Darlington, Mandy \(OMB\)](#); [Glen, Alicia](#); [Bruch, Mary](#); [Buery, Richard](#); [Cutler, Dorothy](#); [Carter, Zach \(Law\)](#); [Yarde, Ann-Marie \(LAW\)](#); [Wiley, Maya](#); [Reisman, Lisette](#); [Arslanian, Kayla](#); [Almonte, Catherine](#)  
**Subject:** RE: MBDB: State of The City Briefing  
**Date:** Thursday, November 19, 2015 2:25:20 PM

---

Please gather.

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca

**Sent:** Monday, November 16, 2015 11:11 AM

**To:** Salazar-Rodriguez, Prisca; John Del Cecato; Jonathan Rosen; Blumm, Kate; Snyder, Thomas; Da Costa, Ricky; Shorris, Anthony; Griffith, Chantell; Williams, Dominic; Tarlow, Mindy; Wolfe, Emma; Schnake Mahl, Gabriel; Schwartz, Regina; Zuniga, Andrea; Hagelgans, Andrea; Walzak, Phil; Seignious, Sandy; Fuleihan, Dean (OMB); Darlington, Mandy (OMB); Glen, Alicia; Bruch, Mary; Buery, Richard; Cutler, Dorothy; Carter, Zach (Law); Yarde, Ann-Marie (LAW)); Wiley, Maya; Reisman, Lisette; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan

**Subject:** MBDB: State of The City Briefing

**When:** Thursday, November 19, 2015 2:00 PM-3:00 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** City Hall, The Blue Room

**From:** [Arslanian, Kayla](#)  
**To:** [Salazar-Rodriguez, Prisca](#); [John Del Cecato](#); [Jonathan Rosen](#); [Blumm, Kate](#); [Snyder, Thomas](#); [Da Costa, Ricky](#); [Shorris, Anthony](#); [Griffith, Chantell](#); [Williams, Dominic](#); [Tarlow, Mindy](#); [Wolfe, Emma](#); [Schnake Mahl, Gabriel](#); [Schwartz, Regina](#); [Zuniga, Andrea](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Seignious, Sandy](#); [Fuleihan, Dean \(OMB\)](#); [Darlington, Mandy \(OMB\)](#); [Glen, Alicia](#); [Bruch, Mary](#); [Buery, Richard](#); [Cutler, Dorothy](#); [Carter, Zach \(Law\)](#); [Yarde, Ann-Marie \(LAW\)](#); [Wiley, Maya](#); [Reisman, Lisette](#); [Almonte, Catherine](#); [Viguers, Jonathan](#)  
**Subject:** RE: MBDB: State of The City Briefing  
**Date:** Thursday, November 19, 2015 3:43:00 PM

---

Pls gather (again!)

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca

**Sent:** Monday, November 16, 2015 11:11 AM

**To:** Salazar-Rodriguez, Prisca; John Del Cecato; Jonathan Rosen; Blumm, Kate; Snyder, Thomas; Da Costa, Ricky; Shorris, Anthony; Griffith, Chantell; Williams, Dominic; Tarlow, Mindy; Wolfe, Emma; Schnake Mahl, Gabriel; Schwartz, Regina; Zuniga, Andrea; Hagelgans, Andrea; Walzak, Phil; Seignious, Sandy; Fuleihan, Dean (OMB); Darlington, Mandy (OMB); Glen, Alicia; Bruch, Mary; Buery, Richard; Cutler, Dorothy; Carter, Zach (Law); Yarde, Ann-Marie (LAW)); Wiley, Maya; Reisman, Lisette; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan

**Subject:** MBDB: State of The City Briefing

**When:** Thursday, November 19, 2015 2:00 PM-3:00 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** City Hall, The Blue Room

**From:** [Jovana Rizzo](#)  
**To:** [Restler, Lincoln](#)  
**Cc:** [Beth Carmody](#); [Jeff Scheuer](#)  
**Subject:** Re: Schermerhorn visit  
**Date:** Thursday, November 19, 2015 3:54:51 PM

---

Thanks! (and please ignore 'Monday' in the subject line of my first email, know this is for tomorrow!)

---

**From:** "Restler, Lincoln" <[lrestler@cityhall.nyc.gov](mailto:lrestler@cityhall.nyc.gov)>  
**Date:** Thursday, November 19, 2015 3:43 PM  
**To:** Jovana <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Cc:** Beth Carmody <[bcarmody@breakingground.org](mailto:bcarmody@breakingground.org)>, Jeff Scheuer <[JScheuer@commonground.org](mailto:JScheuer@commonground.org)>  
**Subject:** Re: Schermerhorn visit Monday

Thanks so much. Planning for tour to start at 1130am.

Would love to see stories.

Thanks

Written with my thumbs. Sorry for typos.

On Nov 19, 2015, at 3:41 PM, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)> wrote:

Hi Lincoln, Brenda Rosen asked me to reach out to coordinate the Schermerhorn visit with the First Lady tomorrow. We'll have two tenant stories for you shortly. Do you know what time you want to come tomorrow?

Thanks,  
Jovana

--

Jovana Rizzo  
BerlinRosen Public Affairs  
O: 646-200-5329  
C: 917-836-0618  
[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)

**From:** [Jaclyn Kessel](#)  
**To:** [Salazar-Rodriguez, Prisca](#)  
**Subject:** photo?  
**Date:** Friday, November 20, 2015 5:52:53 PM

---

Hey Prisca, I know this isn't your bailiwick, but do you have any idea who I should reach out to to get this photo? Client is asking for it.

<http://www.wsj.com/articles/de-blasio-bloomberg-share-a-few-laughs-at-tree-planting-1448050038>

I really appreciate your help

Jackie Kessel  
BerlinRosen Public Affairs  
646-200-5306  
Twitter: @JackieKessel  
G-Chat: Jaclyn.Kessel

**From:** [Jonathan Rosen](#)  
**To:** [B](#)  
**Subject:** Re: Can you talk?  
**Date:** Monday, November 23, 2015 5:04:14 AM

---

Hey. In Hong Kong until Tuesday night. +13 hours so Monday night here. Heading out to dinner but happy to talk this morning. Tomorrow on 17 hour flight so harder to connect.

Sent from my iPhone

> On Nov 22, 2015, at 5:23 PM, B <BCCD@cityhall.nyc.gov> wrote:

>

>

> If so, I'll call you soon

>

>

**From:** [Banks, Angela](#)  
**To:** "[Danielle Schlanger](#)"  
**Subject:** RE: UPDATED PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR TUESDAY, NOVEMBER 24, 2015  
**Date:** Tuesday, November 24, 2015 11:59:45 AM  
**Attachments:** [image001.png](#)

---

Yes, you do.

You're welcome.

---

**From:** Danielle Schlanger [mailto:[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)]  
**Sent:** Tuesday, November 24, 2015 11:59 AM  
**To:** Banks, Angela  
**Subject:** RE: UPDATED PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR TUESDAY, NOVEMBER 24, 2015

Thanks Angela, wanted to triple confirm I get these emails now!

All the best,  
Danielle

---

**From:** Banks, Angela [mailto:[abanks@cityhall.nyc.gov](mailto:abanks@cityhall.nyc.gov)]  
**Sent:** Tuesday, November 24, 2015 11:54 AM  
**To:** Danielle Schlanger  
**Subject:** FW: UPDATED PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR TUESDAY, NOVEMBER 24, 2015



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE**

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**UPDATED PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR TUESDAY,  
NOVEMBER 24, 2015**

**\*\*Pool information updated\*\***

*On Tuesday, Mayor de Blasio and First Lady Chirlane McCray will appear live on CNN's New Day to discuss ThriveNYC: The Mental Health Roadmap for All.*

*Later, the Mayor will create and deliver food packages with Joel Berg of NYC Coalition Against Hunger. This event will be pooled press: TV (NY1), Print (AP), Photo (NYC Mayor's Office).*

*Immediately following, the Mayor will deliver remarks on hunger and food insecurity in New York City. This event is open press, and there will be no Q-and-A.*

*Later, the Mayor will join bi-partisan local elected officials – including Westchester County Executive Robert Astorino, Congressman Jerrold Nadler, Congressman Dan Donovan and Congresswoman Nydia Velázquez – to host a press conference to highlight the need for increased federal transportation funding as New Yorkers prepare for holiday weekend travel. There will be on-topic Q-and-A.*

### **Press Schedule**

#### **Approximately 6:50 AM – Appears Live on CNN**

*Timing is subject to change without notice.*

#### **11:45 AM – Delivers Remarks on Food Insecurity**

St. John's Bread & Life

795 Lexington Avenue

Brooklyn, NY 11221

*A press van will depart the east gate of City Hall at 11:00 AM. Footage will be provided by NYC Media and will be available shortly following the event on Encompass Port CTY- 4205. Official photos will be available at flickr.com/nycmayorsoffice shortly following the event.*

#### **4:00 PM – Hosts Press Conference to Highlight Need for Increased Federal Transportation Funding**

Amtrak Rotunda – Penn Station

New York, NY 10001

*Press should enter Penn Station from the taxi way on 31st or 33rd Street midway between 7th and 8th avenues and proceed down the escalators to the rotunda. Footage will be provided by NYC Media and will be available shortly following the event on Encompass Port CTY- 4205. Official photos will be available at flickr.com/nycmayorsoffice shortly following the event.*

###

**From:** [Wu, Kenny](#)  
**To:** [Danielle Schlanger](#)  
**Subject:** Re: Thanks for your help Kenny  
**Date:** Tuesday, November 24, 2015 11:59:53 AM

---

<https://youtu.be/94-F8P-HJC4>

Here's the link

---

**From:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>  
**Date:** Tuesday, November 24, 2015 12:58 PM  
**To:** Kenny Wu <[kwu@cityhall.nyc.gov](mailto:kwu@cityhall.nyc.gov)>  
**Subject:** Thanks for your help Kenny

Appreciate it.

-Danielle

Danielle Schlanger  
BerlinRosen Public Affairs  
[danielle.schlanger@berlinrosen.com](mailto:danielle.schlanger@berlinrosen.com)  
O: (646) 200-5309  
C: (917) 859-8064

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#)  
**Subject:** RE: Catch up today?  
**Date:** Wednesday, December 02, 2015 12:10:23 PM

---

Anytime before 2

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@levitandan

---

**From:** Grybauskas, Natalie [mailto:NGrybauskas@cityhall.nyc.gov]  
**Sent:** Wednesday, December 02, 2015 11:31 AM  
**To:** Dan Levitan <dan@berlinrosen.com>  
**Subject:** RE: Catch up today?

Was just about to email you. Yes, let's talk. When is good?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Wednesday, December 02, 2015 11:22 AM  
**To:** Grybauskas, Natalie  
**Subject:** Catch up today?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@levitandan

**From:** [Fialkoff, Gabrielle](mailto:Fialkoff_Gabr_els)  
**To:** [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)  
**Subject:** City Announces Public-Private Partnership to Promote Better Health Outcomes  
**Date:** Thursday, December 03, 2015 11:14:26 AM

Dear Jonathan

I am so pleased to announce an important new public-private partnership called Building Healthy Communities. This unique initiative seeks to improve community health outcomes in 12 of our highest-need neighborhoods by increasing opportunities for physical activity, improving access to fresh and affordable food and promoting safe and vibrant public spaces.

Building Healthy Communities is an example of an important strategic alliance between the public and private sectors that allows for private funds to unlock and maximize public dollars. We are grateful to our founding partners Unilever whose commitment is the largest corporate commitment to the City to date, the Laurie M. Tisch Illumination Fund and the New York State Health Foundation and also to our 11 City agencies who have worked together to bring this initiative to life.

Below please read more about Building Healthy Communities in today's Wall Street Journal.

Please feel free to reach out to me directly to learn more about Building Healthy Communities and to get involved in our efforts to ensure that the places where we live, learn, work and play support good health.

Best regards  
Gabrielle

Gabrielle Fialkoff  
Senior Advisor to the Mayor  
Director of the Office of Strategic Partnerships  
212-341-5084  
[gialkoff@cityhall.nyc.gov](mailto:gialkoff@cityhall.nyc.gov)

**Wall Street Journal : Creating Oases in New York City's 'Food Deserts'**

Farms being built at public housing sites to grow produce for communities with limited access to healthy food  
By Zolan Kanno-Youngs  
Dec. 2, 2015

When Sade Bennett started working in April at a small farm on the grounds of a New York City Housing Authority complex in Brooklyn, she had a GED, a 5-year-old son, and a desire to better her health and her community.

She has learned how to grow produce, cook it in the healthiest manner, and along the way she obtained a certificate qualifying her to work in some sustainability-related jobs. She even surprised her family at Thanksgiving this year when she arrived with fresh vegetables.

"The lessons that we've learned, we take it home to our kids and they have healthier mind-sets," said Ms. Bennett, 25 years old, who lives in the Crown Heights neighborhood of Brooklyn.

The 1-acre plot where Ms. Bennett worked, known as the NYCHA farm at Red Hook, will serve as a prototype for Mayor Bill de Blasio's new Building Healthy Communities initiative. The multimillion-dollar public-private partnership aims to improve the health of New Yorkers in 12 communities that have limited access to healthy food and are sometimes referred to as food deserts.

The initiative plans to build more urban farms, expand school gardens and establish community-center culinary programs and farmers markets.

"Our neighborhoods must be able to offer access to healthy food, opportunities for physical activity and safe, vibrant public spaces," Mr. de Blasio said.

Unilever, a multinational consumer goods company, has already committed \$4.1 million to the initiative. The Laurie M. Tisch Illumination Fund and the New York State Health Foundation have each pledged \$500,000. The initiative will also use funding from the city Department of Parks & Recreation's Community Parks Initiative, as well as other agencies.

Urban farms will be constructed on NYCHA sites in East Harlem and Brooklyn's Canarsie section as well as the South Bronx and Staten Island within the next three years. One urban farm is already being designed at the Howard Houses in Brownsville, in Brooklyn. The other neighborhoods should receive money to maintain pedestrian plazas, establish farmers markets and install outdoor exercise areas, according to a spokeswoman for the mayor.

The communities were chosen based on their levels of obesity and diabetes, as well as population density and crime.

"We know engaged communities are usually safer communities so that's where we hope we're going with this," said Gabrielle Fialkoff, the director of the city Office of Strategic Partnerships, which will anchor the initiative.

The urban farms will adopt the same model as the Red Hook farm and its workers will be trained by members of its workforce. The urban farm workforce is largely supplied by Green City Force, an AmeriCorps program that enlists 18- to 24-year-olds from low-income backgrounds into environmental service.

The so-called corps members must be unemployed or in a dead-end job and have a GED or high-school diploma. They are paid \$1,000 a month to either work on the NYCHA farming beds or raise the public-housing residents' awareness on energy efficiency.

The produce from the urban farms comes free of charge to the public-housing residents—they only need to volunteer at the farm or bring a bag of kitchen compost from their own home. If they bring compost, they will receive a bag of the same weight filled with collard greens, celery, cucumbers, cabbage or other vegetables and herbs.

The urban farmers then hold culinary classes in a community center to teach residents how to cook the produce.

"The experience of the Red Hook farm was one that we wanted to take elsewhere and bring to our other communities," Ms. Fialkoff said. "I think so much is happening in that one place."  
Ashley White, 25, an alumna of Green City Force and an intern at the city Department of Environmental Protection, said she was motivated to provide healthy food to neighborhoods considered food deserts.

"I go to Manhattan and there's Whole Foods, there's Trader Joe's, there's Union Square, the farmers market," Ms. White said. "We don't have any of that."

The corps members also have used the experience to benefit their own health. Ms. Bennett said that she has been cutting sweets from her diet. And with her first stipend check, she bought a bicycle.

**From:** [Galeano, Cristina](#)  
**To:** [Emily Walsh](#)  
**Subject:** RE: RSVP  
**Date:** Thursday, December 03, 2015 4:32:00 PM

---

Hi Emily,

Thank you for your response on behalf of Mr. Jonathan Rosen. We look forward to seeing him at the event on December 14<sup>th</sup>.

Best,  
Cristina

**Cristina Galeano**  
Event Coordinator, Mayor's Office of Special Projects and Community Events  
New York City  
(w) 212-788-2569

---

**From:** Emily Walsh [mailto:[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
**Sent:** Thursday, December 03, 2015 2:21 PM  
**To:** The Office of the Mayor and the First Lady  
**Subject:** RSVP

Hi there,

I would like to RSVP for the Mayor's Fund Holiday Reception on December 14th for Jonathan Rosen. He will attend.

Thank you,  
Emily

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

**From:** [Jonathan Rosen](#)  
**To:** [B](#)  
**Subject:** Re: Quick question/Pls call asap  
**Date:** Friday, December 04, 2015 10:30:15 AM

---

Just saw this. Was at my kids school. Left you a message. On cell.

Sent from my iPhone

> On Dec 4, 2015, at 9:41 AM, B <BCCD@cityhall.nyc.gov> wrote:

>

>

>

**From:** [Kochnowe, Dana](#)  
**To:** [Matthew Hassett](#)  
**Cc:** [Caroline Nagy](#); [Lucy Raimis](#); [kevin.wolfe@cnycn.org](mailto:kevin.wolfe@cnycn.org); [Greig, Katherine](#); [Clancy, Noreen](#); [Dixon, Lloyd](#); [Jovana Rizzo](#)  
**Subject:** Re: 1-4 family flood insurance affordability study factsheet  
**Date:** Friday, December 04, 2015 7:00:51 PM

---

Hi Matt,

We would be open to any edits but would need it done quickly as we are looking to get the canvassing started as soon as possible.

Thanks!  
Dana

On Dec 4, 2015, at 6:02 PM, Matthew Hassett <[matthew.hassett@cnycn.org](mailto:matthew.hassett@cnycn.org)> wrote:

Hi Dana,

Caroline and I definitely have a few thoughts, hopefully will not delay too much. Is this the only material they would be handing out? We would suggest simplifying the text considerably and probably doing a slight graphic redesign. We could work on that first thing next week, but would only do so if you were open to that!

Some of this additional detail could possibly be kept in an FAQ on a second page if that's important. I think if the main goal is just to get them to participate, we need to focus on leave out some of the other info.

Have a good weekend.

Best,  
Matt

Matthew Hassett | Director of Policy & Communications T [646-786-0895](tel:646-786-0895)

**Center for NYC Neighborhoods**  
17 Battery Place, Suite 728 | New York, NY 10004  
[cnycn.org](http://cnycn.org)  
 

On Fri, Dec 4, 2015 at 11:29 AM, Kochnowe, Dana <[DKochnowe@cityhall.nyc.gov](mailto:DKochnowe@cityhall.nyc.gov)> wrote:

Hi,

We have two handouts for the canvassing team from Northfield to distribute to homeowners.

1. I am attaching a copy of the factsheet with information on flood risk and elevation certificates. **Matt, Caroline and Lucy** – we have included the CNYCN homeowner helpline as a key resource – can you review and let me know if you have any feedback?

2. Z-cards for Staten Island – these are borough specific and citywide preliminary-FIRMs with our key messages (Understand your Risk, Buy Flood Insurance) and resources.

We are looking to get these materials to Northfield by early next week so they can be ready to go as soon as possible.

Thanks!

Dana

**Dana Kochnowe** | Senior Policy Advisor

NYC Mayor's Office of Recovery and Resiliency

253 Broadway - 10th floor | New York, NY 10007

[212-676-0022](tel:212-676-0022) | [dkochnowe@cityhall.nyc.gov](mailto:dkochnowe@cityhall.nyc.gov) | [nyc.gov/resiliency](http://nyc.gov/resiliency)

**From:** [Grybauskas, Natalie](mailto:Grybauskas.Natalie)  
**To:** "[Dan Levitan](mailto:Dan.Levitan)"  
**Subject:** RE: can we talk today, please?  
**Date:** Wednesday, December 09, 2015 11:35:34 AM

---

Yea 2 min

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Wednesday, December 09, 2015 11:34 AM  
**To:** Grybauskas, Natalie  
**Subject:** RE: can we talk today, please?

Now still work?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@levitandan](mailto:@levitandan)

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Wednesday, December 09, 2015 10:46 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** RE: can we talk today, please?

Great. I'll call you.

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Wednesday, December 09, 2015 10:44 AM  
**To:** Grybauskas, Natalie  
**Subject:** RE: can we talk today, please?

Yup!

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@levitandan](mailto:@levitandan)

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Wednesday, December 09, 2015 10:43 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

**Subject:** RE: can we talk today, please?

Free at 11:30?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]

**Sent:** Wednesday, December 09, 2015 10:42 AM

**To:** Grybauskas, Natalie

**Subject:** RE: can we talk today, please?

What time works for you?

--

Dan Levitan

BerlinRosen Public Affairs

O: 646.200.5315

C: 201.674.7475

@levitandan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]

**Sent:** Wednesday, December 09, 2015 10:42 AM

**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

**Subject:** can we talk today, please?

**From:** [Restler, Lincoln](#)  
**To:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** Background for Tomorrow  
**Date:** Wednesday, December 16, 2015 10:31:25 PM

---

Hey Dan Levitan!

As always – really appreciate your help. See background below. Pls keep confidential. We are gathering quotes by 815am for release if at all possible.

Thank you!

Lincoln

## NYC HOME-STAT

To better and more quickly respond to the street homelessness problem, the City will create **HOME-STAT** – Homeless Outreach & Mobile Engagement Street Action Teams. The initiative will partner existing homeless response and prevention programs with a series of new initiatives designed to better identify, engage, [delete this word – monitor] and transition homeless New Yorkers to appropriate services and, ultimately, permanent housing.

HOME-STAT will be the most comprehensive street homelessness outreach effort ever deployed in a major American city. HOME-STAT is funded from within existing resources at DHS, so no new dollars are necessary. HOME-STAT adds three new elements to the City's homeless prevention and response policy:

### **Proactive Canvassing**

- 
- The Mayor's Office of Operations is launching an effort that will, for the first time ever, **conduct a proactive daily canvass of every block from Canal Street to 145<sup>th</sup> Street**, focusing on hot spots and improving the City's ability to quickly identify issues and deploy resources to the people and places they are needed most. In addition to the daily canvass, HOME-STAT survey teams will conduct a daily identification of hot spots of persistent homeless presence throughout the five boroughs. This new mobile proactive canvass will involve **60 field and analytic staff** responsible for gathering and reporting real-time information used to deploy resources and track initiative outcomes.
- The Mayor's Office of Operations will create a suite of **HOME-STAT dashboards** including a daily public dashboard that maps service requests and data from HOME-STAT survey and outreach teams, and the police department. A monthly dashboard will report on aggregate outcomes, conditions and performance beginning in early 2016.
- In addition to the daily information generated by the canvassing operation, the City will conduct **comprehensive quarterly nighttime counts** to provide a more complete and real-time understanding of homelessness in New York City.
-

**Immediate Response**

- 
- HOME-STAT will increase contracted Street Outreach Team staff and build a **rapid-response capacity** to respond to 311 calls and information received from HOME-STAT field staff in all five boroughs and throughout the subway system. HOME-STAT outreach teams will set an average response time of one hour when the program is fully operational in March 2016. With HOME-STAT, New York City’s homeless **outreach staff will grow from 175 to over 300.**
- The New York City Police Department will **redeploy 40 officers to its 70-officer Homeless Outreach Unit** to respond to calls regarding encampments, large hot spots, and those experiencing emotional disturbance or exhibiting erratic behavior. The NYPD will set a non-emergency average response time of one hour. Emergencies will continue to be handled via 911.

**Citywide Case-by-Case Integration and Management**

- HOME-STAT will create a **citywide case management system** that ~~pairs~~ provides case managers for the street outreach services ~~who can~~ to ensure City service integration, continuous monitoring and outreach, and rapid response to individual problems. All HOME-STAT agencies – including DHS, NYPD, and other human services agencies – will play an operational and case management staffing role in this effort. The NYC SAFE Hub, a central command for tracking mentally ill individuals with a history of erratic or violent behavior, will partner in this effort. The Mayor’s Office of Operations will ensure multi-agency integration and accountability.

###

**Topline Facts**

- HOME-STAT will be the most comprehensive street homelessness outreach effort ever deployed in a major American city.
- This effort pairs existing homeless prevention, outreach and public safety efforts with new initiatives focused on expanded canvassing, rapid response, and individualized case management.
- 60 new field and analytic staff and 137 new outreach staff will be involved in HOME-STAT.

-  
-  
-

**From:** [Hatch, Peter](#)  
**To:** ["Valerie Berlin"](#)  
**Subject:** RE: Holidays  
**Date:** Tuesday, December 22, 2015 12:39:57 PM

---

We missed you and next time come post-show -- we go late. Likewise and soon!

-----Original Message-----

From: Valerie Berlin [<mailto:Valerie@berlinrosen.com>]  
Sent: Tuesday, December 22, 2015 12:14 PM  
To: Hatch, Peter  
Subject: Holidays

So sorry we missed your holiday party. We didn't get out of the show until much later than we expected so thought it would have been way too late to stop by.

Hope you and Hilary and the girls are all well. Happy holidays and hope to see you in the new year!

Valerie

Sent from my iPhone

**From:** [Fialkoff, Gabrielle](mailto:Fialkoff, Gabrielle)  
**To:** ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Subject:** Thank You  
**Date:** Thursday, December 24, 2015 10:50:19 AM  
**Attachments:** [image001.png](#)

---



**MAYOR'S OFFICE OF STRATEGIC PARTNERSHIPS  
CITY HALL  
NEW YORK, NY 10007**

Dear Jonathan –

I hope this note finds you and your loved ones enjoying the holiday season. With 2015 coming to a close, I wanted to take a moment to look back on some of the partnerships the de Blasio administration has formed this year with the private sector and the impact that these initiatives are already having on the lives of our 8.5 million fellow New Yorkers.

Below are a few of the highlights; whether it is increasing workforce opportunities for New York's young people, reforming our mental health system, or re-opening Gracie Mansion, (please let me know if you would like to arrange a tour in the New Year) we are extremely proud to have worked with so many committed individuals, corporations, and foundations to create access and opportunity for so many New Yorkers.

Thank you for your partnership and commitment to our great City, working together it will remain the safest city in America and the commerce and cultural capital of the world.

I look forward to working with you in the New Year.

Happy Holidays,  
Gabrielle

***Mayor's Office of Strategic Partnerships 2015 Year in Review***

**Created the Center for Youth Employment**

*This unprecedented interagency public-private partnership coordinates the City's youth workforce programs and serves as an entry point for private sector employers:*

- \$5.4 million year-one private sector investment from over 60 partners
- Doubled quality private sector paid internships in the Ladders for Leaders program from 475 to 1,035
- Increased summer jobs for the city’s vulnerable youth from 1,000 to 2,078
- Funded training for 1,000 guidance counselors, teachers and other educators in college and career readiness.

**Announced Computer Science for All**

*\$81 million public-private partnership to deliver computer science education to all 1.1 million NYC public school students:*

- Increasing share of public school students receiving computer science education from 5% to 100% over ten years
- Meeting the private sector’s need for 233,000 new tech employees with a diverse and local talent pipeline

**Won Social Innovation Fund Grant for “Connections to Care”**

*A five-year, \$30 million partnership with the White House’s Corporation for National and Community Service:*

- Grant increases access to mental health services by training staff in mental health techniques at partnering community-based organizations
- Program targets hard-to-reach populations and those who are in need but may not seek out services

**Released ThriveNYC**

*Mental Health Roadmap, developed by the Mayor’s Fund, guided the City toward a more effective and holistic mental health system. ThriveNYC has 54 initiatives to increase mental health services, including:*

- Training 250,000 New Yorkers on mental health First Aid
- Recruiting 400 clinicians to serve in NYC Mental Health Corps
- Citywide public awareness campaign

**Launched Building Healthy Communities**

*Targeting 12 historically underserved neighborhoods to improve access to healthy food, increase physical activity, and promote public safety:*

- Creating green spaces, urban farms, gardens, engaged and safe communities, and programming to address chronically high rates of disease in our most high-need neighborhoods
- \$5.3 million committed from private funders, including Unilever (largest corporate commitment in City history), the Laurie M. Tisch Illumination Fund, and the New York State Health Foundation

**Partnered with Warby Parker to Expand Vision Screenings in Community Schools**

*Helping students overcome barriers to learning:*

- Serving over 65,000 students, K-12 in 130 Community Schools with full vision screenings
-

Homegrown tech company Warby Parker providing 20,000 free pairs of glasses to students

**Announced “Talk to Your Baby”**

*Public-private partnership with Scholastic, Inc., Sesame Workshop and Clinton Foundation urging parents to talk, read, and sing to their babies during critical 0-3 age range:*

- Provided baby book bundles that included a book edited by First Lady Chirlane McCray and an evidence based tool-kit for parents to 200,000 low-income families
- Funded media campaign to reach new parents via TaxiTV, subway ads, and text messaging

**Opened Gracie Mansion**

*Reopened the People’s House to New Yorkers across the five boroughs:*

- “Windows on the City,” a new installation featuring 49 new works of art reflecting diversity of New York during the Federal period
- Resumed weekly public tours
- Developing new programming in the home and across the five boroughs to connect New Yorkers to Gracie Mansion and of our shared history.

Gabrielle Fialkoff

Senior Advisor to the Mayor

Director of the Office of Strategic Partnerships

212-341-5084

[gfialkoff@cityhall.nyc.gov](mailto:gfialkoff@cityhall.nyc.gov)

**From:** [Grybauskas, Natalie](#)  
**To:** [Jovana Rizzo \(jovana@berlinrosen.com\)](mailto:jovana@berlinrosen.com)  
**Subject:** FW: LINK NYC  
**Date:** Tuesday, December 29, 2015 3:17:14 PM

---

Do you have any pics from yesterday?  
If so I can send him your way

---

**From:** Mocker, Gregory [<mailto:mocker@pix11.com>]  
**Sent:** Tuesday, December 29, 2015 3:16 PM  
**To:** Grybauskas, Natalie  
**Subject:** Re: LINK NYC

Hi Natalie - good tues to ya  
I'm getting quick video of the soon to be wifi phone spot

It's covered up now - I see some pics on the website link NYC

Do u have any images you could email for the preview ?

Thanks

Greg Mocker  
PIX11 NEWS

On Dec 28, 2015, at 2:29 PM, Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)> wrote:

Would call it a testing period prior to full public launch – and I'd keep timeline on that to "in the coming months" and not go into more detail because timing is obviously a little up in the air – we are testing them!

Thanks Greg, will keep you posted.

---

**From:** Mocker, Gregory [<mailto:mocker@pix11.com>]  
**Sent:** Monday, December 28, 2015 2:22 PM  
**To:** Grybauskas, Natalie  
**Subject:** LINK NYC

Hi Natalie ...  
Happy Holidays

I see some additional installations are going on for the LINK NYC program.  
Would it be possible to do a story on that this week? Could we meet at an installation point and talk to someone?  
I know it's a DOITT project .. I've emailed that press office too. Could you direct me to a contact, if it's not you.

[REDACTED]  
Greg

---

**From:** Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Sent:** Thursday, November 12, 2015 1:27 PM  
**To:** Mocker, Gregory  
**Subject:** RE: 311 screens

Sure. I'll ask about the captcha.

Thanks for passing along all this troubleshooting, Greg! Very much appreciated.

---

**From:** Mocker, Gregory [<mailto:mock@pix11.com>]  
**Sent:** Thursday, November 12, 2015 4:24 PM  
**To:** Grybauskas, Natalie  
**Subject:** Re: 311 screens

Hi Natalie ..

seems that their concerns have been addressed

except on the mobile site ... one is still having a problem with the captcha on the blackberry browser, which had been working up til recently.

i can submit items on my iphone.

let's stay in touch

----

**From:** Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Sent:** Wednesday, November 11, 2015 12:04 PM  
**To:** Mocker, Gregory  
**Subject:** RE: 311 screens

Ok. I will have to reach out to you first thing in AM – it's a holiday so the computer guys I would need to check into this are out of the office.

---

**From:** Mocker, Gregory [<mailto:mock@pix11.com>]  
**Sent:** Wednesday, November 11, 2015 3:02 PM  
**To:** Grybauskas, Natalie  
**Subject:** 311 screens

Hi Natalie ... I think I figured out part of the possible issue with 311

this is from the desk top web page - i got these screen shots.

when I use the "DATE CREATED" search -- and put in it Nov 1 thru Nov 11,  
and click search it shows ZERO REQUESTS

however when I use "OPEN AND RECENTLY CLOSED" to search the reports do  
come up and the map is colored

could this be a glitch -- give me a call when you have a chance [REDACTED] --  
i'm not reporting on this today -- but it may be something for tomorrow

it seems that the requests are being processed, but when searching in a certain  
way, they don't come up

the community activists have been emailing me.

**From:** [Hagelgans, Andrea](#)  
**To:** [Jonathan Rosen](#)  
**Cc:** [Blumm, Kate](#)  
**Subject:** Re: SOTC  
**Date:** Tuesday, December 29, 2015 10:07:59 PM

---

Cool. Safe travels

Sent from my BlackBerry 10 smartphone.

Original Message

From: Jonathan Rosen  
Sent: Tuesday, December 29, 2015 10:05 PM  
To: Hagelgans, Andrea  
Cc: Blumm, Kate  
Subject: Re: SOTC

I will be on my flight back. Will check in with you when I'm back. Hope you guys got a bit of a break this week.

Sent from my iPad

> On Dec 29, 2015, at 4:27 PM, "Hagelgans, Andrea" <AHagelgans@cityhall.nyc.gov> wrote:  
>  
> Will get a call in number  
>  
> <meeting.ics>

**From:** [B](#)  
**To:** [Hinton, Karen](#); [Hagelgans, Andrea](#)  
**Cc:** [Walzak, Phil](#); [John Del Cecato](#); [Jonathan Rosen](#); [FLONYC](#); [Klein, Monica](#)  
**Subject:** Re: NEWSDAY: Bill de Blasio predicts 2016 will be big year for American progressives  
**Date:** Wednesday, December 30, 2015 7:38:12 AM

---

Yeah and their editorials have been pretty good to us. Let's lean their way a little more

---

**From:** "Hinton, Karen" <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)>  
**Date:** Wed, 30 Dec 2015 12:31:24 +0000  
**To:** Hagelgans, Andrea <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>  
**Cc:** B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)>; Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>; John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>; Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>; FLONYC <[FLONYC@cityhall.nyc.gov](mailto:FLONYC@cityhall.nyc.gov)>; Klein, Monica <[MKlein@cityhall.nyc.gov](mailto:MKlein@cityhall.nyc.gov)>  
**Subject:** Re: NEWSDAY: Bill de Blasio predicts 2016 will be big year for American progressives

Been pushing AMNY/Newsday for a while! Glad to!

Sent from my iPhone

On Dec 30, 2015, at 7:23 AM, Hagelgans, Andrea <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)> wrote:

Yes!

Sent from my BlackBerry 10 smartphone.

---

**From:** B  
**Sent:** Wednesday, December 30, 2015 7:22 AM  
**To:** Walzak, Phil; Hagelgans, Andrea; Hinton, Karen; John Del Cecato; Jonathan Rosen  
**Reply To:** B  
**Cc:** FLONYC  
**Subject:** Fw: NEWSDAY: Bill de Blasio predicts 2016 will be big year for American progressives

---

Ok, well at least ONE reporter understands what I'm talking about! :) This is a message (how national progressive change helps nyc) I will cite a lot in 2016. And karen, make sure we give emily a few exclusives or one-on-ones in the coming months. She has always tried to present our side of the story. Thanks

---

**From:** Clips <[Clips@cityhall.nyc.gov](mailto:Clips@cityhall.nyc.gov)>  
**Date:** Wed, 30 Dec 2015 12:00:53 +0000  
**Subject:** NEWSDAY: Bill de Blasio predicts 2016 will be big year for American progressives

**Bill de Blasio predicts 2016 will be big year for American progressives**

NEWSDAY - Emily Ngo

<http://www.newsday.com/news/new-york/bill-de-blasio-predicts-2016-will-be-big-year-for-american-progressives-1.11274698>

Mayor Bill de Blasio predicted Tuesday that the 2016 election cycle would serve as a “real sea change moment,” placing left-leaning leaders in Washington whose policies would benefit the city.

“The American people are going to make decisions that will have a profoundly important impact on New York City,” the Democratic mayor said at an unrelated Times Square news conference.

He said federal lawmakers will debate funding for mass transit, affordable housing, education and other policies that he called “real domestic issues that have gone untreated.”

De Blasio faced criticism earlier this year for several trips around the country to promote his progressive agenda and for his delayed endorsement of Hillary Clinton for president. He was forced to scrap a presidential forum he had planned in Iowa this month when no candidates committed to attending.

He said that decisions on the national stage affect policy at the local level.

“We had good news a few weeks back when the highway bill finally passed,” de Blasio said, calling it an “example of a national issue that profoundly affected New York City” and a “ray of light” from an often-gridlocked U.S. Congress.

De Blasio, as part of a national bipartisan coalition of mayors, had successfully lobbied for the federal transportation bill that provides \$500 million over five years for city roads, bridges, transit and ferries and roll backed a proposed \$80 million annual cut for subways and buses in the city.

The mayor recommended Tuesday that reporters read an Atlantic magazine article titled “Why America is Moving Left.”

The piece describing a changing electorate led by progressive millennials and minority voters “speaks volumes about what next year is about,” de Blasio said.

**From:** [John Del Cecato](#)  
**To:** [B; Hagelgans, Andrea](#); [Hinton, Karen](#)  
**Cc:** [Walzak, Phil](#); [Jonathan Rosen](#); [FLONYC](#); [Klein, Monica](#)  
**Subject:** Re: NEWSDAY: Bill de Blasio predicts 2016 will be big year for American progressives  
**Date:** Wednesday, December 30, 2015 8:18:19 AM

---

Hear hear!

---

**From:** Bill de Blasio <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)>  
**Reply-To:** Bill de Blasio <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)>  
**Date:** Wednesday, December 30, 2015 at 7:38 AM  
**To:** "Hagelgans, Andrea" <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>, "Hinton, Karen" <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)>  
**Cc:** "Walzak, Phil" <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>, John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>, Jonathan Rosen <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>, FLONYC <[FLONYC@cityhall.nyc.gov](mailto:FLONYC@cityhall.nyc.gov)>, "Klein, Monica" <[MKlein@cityhall.nyc.gov](mailto:MKlein@cityhall.nyc.gov)>  
**Subject:** Re: NEWSDAY: Bill de Blasio predicts 2016 will be big year for American progressives

Let the courtship deepen! :) Well done, Karen

---

**From:** "Hagelgans, Andrea" <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>  
**Date:** Wed, 30 Dec 2015 12:34:15 +0000  
**To:** Hinton, Karen<[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)>  
**Cc:** B<[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)>; Walzak, Phil<[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>; John Del Cecato<[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>; Jonathan Rosen<[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>; FLONYC<[FLONYC@cityhall.nyc.gov](mailto:FLONYC@cityhall.nyc.gov)>; Klein, Monica<[MKlein@cityhall.nyc.gov](mailto:MKlein@cityhall.nyc.gov)>  
**Subject:** Re: NEWSDAY: Bill de Blasio predicts 2016 will be big year for American progressives

Yes, Karen has done a great job of courting them/emily.

Sent from my BlackBerry 10 smartphone.

---

**From:** Hinton, Karen  
**Sent:** Wednesday, December 30, 2015 7:31 AM  
**To:** Hagelgans, Andrea  
**Cc:** B; Walzak, Phil; John Del Cecato; Jonathan Rosen; FLONYC; Klein, Monica  
**Subject:** Re: NEWSDAY: Bill de Blasio predicts 2016 will be big year for American progressives

---

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**Reply To:** B  
**Cc:** FLONYC  
**Subject:** Fw: NEWSDAY: Bill de Blasio predicts 2016 will be big year for American progressives

---

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---

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**Date:** Wed, 30 Dec 2015 12:00:53 +0000  
**Subject:** NEWSDAY: Bill de Blasio predicts 2016 will be big year for American progressives

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NEWSDAY - Emily Ngo

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The piece describing a changing electorate led by progressive millennials and minority voters “speaks volumes about what next year is about,” de Blasio said.

**From:** [Hagelgans, Andrea](#)  
**To:** ["John Del Cecato"](#)  
**Cc:** [Wolfe, Emma](#); [Phillips, Eric Falk](#); [Jonathan Rosen](#); [Blumm, Kate](#); [Walzak, Phil](#)  
**Subject:** RE: SOTC  
**Date:** Thursday, December 31, 2015 10:23:08 AM

---

Ok, JR- can you join? Otherwise, we'll just meet internally and update folks

---

**From:** John Del Cecato [mailto:jfdc@akpdmedia.com]  
**Sent:** Thursday, December 31, 2015 10:16 AM  
**To:** Hagelgans, Andrea  
**Cc:** Wolfe, Emma; Phillips, Eric Falk; Jonathan Rosen; Blumm, Kate; Walzak, Phil  
**Subject:** Re: SOTC

I'm driving - may not be able to make it on

On Dec 31, 2015, at 10:09 AM, Hagelgans, Andrea <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)> wrote:

Ok. Will push to 10:30

---

**From:** Wolfe, Emma  
**Sent:** Thursday, December 31, 2015 10:02 AM  
**To:** Hagelgans, Andrea; Phillips, Eric Falk; John Del Cecato; Jonathan Rosen; Blumm, Kate; Walzak, Phil  
**Subject:** SOTC

5-10 late stuck in other mtg, there soon.

-----  
Organizer: Hagelgans, Andrea  
When: 10:00 AM - 10:30 AM December 31, 2015  
Subject: SOTC  
Location: City Hall - COW - - DIAL IN [REDACTED] - Meeting ID: [REDACTED]

**From:** [Restler, Lincoln](#)  
**To:** ["Dan Levitan"](#)  
**Subject:** RE: Not for circ - cluster policy  
**Date:** Sunday, January 03, 2016 11:16:29 PM

---

You are the man.

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Sunday, January 03, 2016 11:16 PM  
**To:** Restler, Lincoln  
**Subject:** Re: Not for circ - cluster policy

“Far too much money has been squandered and far too many homeless children's lives have been damaged by the deeply flawed cluster site program. The Mayor's four-point plan to abolish the cluster site program is good news for homeless New Yorkers, good news for affordable housing, and good news for taxpayers. Once again, the City is focusing on proven solutions to homelessness and doing the hard work of reforming a broken system.”

- Sent from my Galaxy S6 -

On Jan 3, 2016, at 8:34 PM, Restler, Lincoln <[lrestler@cityhall.nyc.gov](mailto:lrestler@cityhall.nyc.gov)> wrote:

Hey dude – see draft release below. Let me know if you might be able to provide quote from mary by 10am. Thanks.

**MAYOR DE BLASIO ANNOUNCES THREE YEAR PLAN TO PERMANENTLY END USING CLUSTERS AS HOMELESS SHELTERS**  
***Will Replace with New Shelter Model Combining Affordable Housing and Community Space; Return Clusters to Affordable Housing Market***

Mayor Bill de Blasio today announced a three-year plan to phase out and permanently end New York City's 20-year program of placing homeless families into "cluster" shelter **units - apartm**ents many of which should be permanent affordable housing.

As many of the units as possible will be converted back to affordable housing and other units will be replaced as the Department of Homeless Services puts into place a new model to address homelessness that includes permanent affordable housing, flexible shelter space and community space in the same building.

**"The cluster homeless shelter system is broken and represents the worst combination of expensive housing, bad conditions and poor access to services that homeless families need. Importantly, cluster shelters take badly needed affordable apartments off the market. Now** we have a solid, practical program for ending the use of clusters, returning apartments to the market and providing new shelters that are attractive for both residents and the communities in which they are located," Mayor de Blasio said.

“Cluster” homeless shelters involve placing families in regular rental apartments in buildings with other rent paying tenants. This policy was begun more than 20 years ago. The City pays both rent and an additional amount for services.

The plan to phase out the use of clusters will begin during the 90-day review of homeless services that the Mayor ordered on December 15. All 3,265 cluster shelter units will either be converted to permanent housing or replaced by December 31, 2018. It will be funded with existing resources and includes the following:

- Initiating enforcement actions against owners of buildings with chronic building code infractions in which DHS "cluster" shelter units are located, including notification that HRA will withhold rent pursuant to New York State Social Services Law Section 143-b where landlords fail to correct unsafe conditions. Under this law, landlords are barred from evicting tenants for nonpayment of rent.

“If building code violations and fines are not a strong enough incentive for a landlord to fix his property, we believe that withholding the rent will be a powerful tool that they won’t ignore. This also will benefit other renters in the building,” said Human Resources Commissioner Steven Banks.

- Engaging responsible owners of buildings with DHS "cluster" shelter units in a new initiative to upgrade their buildings and return the "cluster apartments" to permanent housing in which the families residing there can remain as tenants. This will both reduce the number of homeless families and permanently return those apartments to the affordable market.

"We want to work with responsible owners to convert cluster shelter units in their buildings back to permanent housing or phase out their use by replacing them with a new approach to homelessness," Banks added.

- Revising DHS's open-ended RFP for new shelters to instead seek proposals for new housing models that combine permanent affordable housing with transitional housing and community space. Under this model, shelter residents will receive services including rapid rehousing.

- Deploying HRA staffing as a “rapid rehousing team” to promote shelter move outs from family shelters to permanent housing to help decrease reliance on “cluster” units. The required headcount for this initiative is included in the January Plan. Experience has shown that households with rental assistance vouchers are more successful finding housing if they have support in their search.

Today’s announcement delivers on a promise the Mayor made to end the use of clusters (when, where, campaign?).

In March, the City Department of Investigation reported the results of its investigation, requested by the Mayor, into homeless shelters, including clusters. DOI found the cluster sites to be the worst maintained, the most poorly monitored, and provide the least adequate social services to families. The report recommended reducing the use of clusters.

The cluster program currently includes 3,265 units in 279 buildings spread around the City housing about 11,000 people. The City pays about \$x,000 per unit, a total of \$xx million a year. The cost includes both rent and social services, but because the units are dispersed in many buildings, actual access to those services has been found to be problematic.

The program was started by Mayor Giuliani in (year to come).

The City will evaluate buildings with cluster units operated by landlords currently on Public Advocate Letitia James list of worst landlord watch list for housing code enforcement actions, including under the law permitting withholding of rent by HRA. That evaluation will begin this week.

The new model for shelters is based on a concept called Gateway Housing, which is similar to the HPD HomeStretch program, in that it will include permanent affordable housing, shelter units and community space in the same building. The estimated cost of this combination of housing and services will be about a third less than traditional shelter, which costs at least \$37,000 a year for a family. The new model also includes services that have been proven to work and are tailored to the needs of individuals and families, rather than a one-size-fits all model. It will focus on the one-third of those in homeless shelters who repeatedly return to shelter in order to break that cycle.

Lincoln Restler  
Intergovernmental Affairs  
Mayor's Office  
212.341.5037

**From:** [Phillip Walzak](#)  
**To:** [emma maquire wolfe](#)  
**Cc:** [Thomas Snyder](#); [Nick Baldick](#); [Jonathan Rosen](#); [John Del Cecato](#); [Ross Offinger](#); [Gabriel Schnake Mahl](#); [Seignious, Sandy](#); [Williams, Dominic](#); [Fialkoff, Gabrielle](#); [N. Smith](#); [dkieve@hilltoppublicsolutions.com](mailto:dkieve@hilltoppublicsolutions.com); [Salazar-Rodriguez, Prisca](#)  
**Subject:** Re: Meeting hold  
**Date:** Monday, January 04, 2016 10:47:38 AM

---

will do whatever

On Mon, Jan 4, 2016 at 10:25 AM, emma maquire wolfe <[REDACTED]> wrote:

will make myself available.

#

this is a personal account - for official business please email at [ewolfe@cityhall.nyc.gov](mailto:ewolfe@cityhall.nyc.gov)

thanks

#

On Mon, Jan 4, 2016 at 10:04 AM, Thomas Snyder <[REDACTED]> wrote:

Mayor and Chirlane really want to have this meeting occur on a weekend, specifically January 16 or 17. **So: January 12 if OFF.**

Please indicate your availability to attend a meeting on either or both of Saturday the 16th and Sunday the 17th. These would be daytime meetings. Sorry for all the confusion.

On Sun, Jan 3, 2016 at 3:20 PM, tomsnyder <[REDACTED]> wrote:

Please hold Tuesday January 12, 4 - 8pm at Gracie for our mini-retreat. All out of towners can make this time. Awaiting final confirm from First Lady to lock down.

Sent from my iPad

**From:** [Thomas Snyder](#)  
**To:** [Nick Baldick](#); [Jonathan Rosen](#); [John Del Cecato](#); [Ross Offinger](#); [Emma Wolfe](#); [PhiWalzak \(gmail.com\)](#); [Williams, Dominic](#); [Fialkoff, Gabrielle](#); [N. Smith](#); [dkieve@hilltoppublicsolutions.com](#); [FLONYC](#); [BdB](#)  
**Cc:** [Salazar-Rodriguez, Prisca](#); [John, Roxanne](#); [Seignious, Sandy](#); [Gabriel Schnake Mahl](#)  
**Subject:** Re: Meeting hold  
**Date:** Tuesday, January 05, 2016 10:58:16 AM

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CONFIRMED: We will meet Sunday January 17th at Gracie for our mini-retreat. 11am - 3pm.

On Mon, Jan 4, 2016 at 10:04 AM, Thomas Snyder <[REDACTED]> wrote:  
Mayor and Chirlane really want to have this meeting occur on a weekend, specifically January 16 or 17. **So: January 12 if OFF.**

Please indicate your availability to attend a meeting on either or both of Saturday the 16th and Sunday the 17th. These would be daytime meetings. Sorry for all the confusion.

On Sun, Jan 3, 2016 at 3:20 PM, tomsnyder <[REDACTED]> wrote:  
Please hold Tuesday January 12, 4 - 8pm at Gracie for our mini-retreat. All out of towners can make this time. Awaiting final confirm from First Lady to lock down.

Sent from my iPad

**From:** [Restler, Lincoln](#)  
**To:** [Mary Brosnahan \(MBrosnahan@cfthomeless.org\)](#)  
**Cc:** [dan@berlinrosen.com](#)  
**Subject:** FW: FINAL HERMINIA RELEASE  
**Date:** Tuesday, January 05, 2016 3:05:05 PM  
**Attachments:** [image001.png](#)

---

Hi Mary – see press release both on Herminia. Would you be interested in offering a supportive quote? We are sending out at 345pm.

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Boeglin, Rosemary <[RBoeglin@cityhall.nyc.gov](mailto:RBoeglin@cityhall.nyc.gov)>  
**Sent:** Tuesday, January 5, 2016 2:34 PM  
**To:** Wolfe, Emma; Walzak, Phil; Hinton, Karen; Hagelgans, Andrea; Lauter, Rachel  
**Subject:** FINAL HERMINIA RELEASE

Printing now.



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE:** January 5, 2015  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), [\(212\) 788-2958](tel:2127882958)

**MAYOR DE BLASIO APPOINTS HERMINIA PALACIO AS DEPUTY MAYOR FOR  
HEALTH AND HUMAN SERVICES**

*Nationally-recognized expert in strategic long-term planning and crisis response to begin  
January 25*

*City also announces shifting roles for senior administration leadership half way through  
Administration*

**NEW YORK**—Mayor Bill de Blasio announced today the appointment of New York City native Herminia Palacio as Deputy Mayor for Health and Human Services.

Palacio is a crisis management expert who as Executive Director of the Harris County Public Health and Environmental Services coordinated health services for 27,000 people from the New Orleans area to Houston during Hurricane Katrina in 2005. Her work during Hurricane Katrina earned Palacio the Excellence in Health Administration Award by the American Public Health Association in 2007. Palacio also previously served as a Senior Policy Advisor for the San Francisco Department of Public Health, where she served on the front lines combatting HIV/AIDS.

With 25 years of experience in a range of health and social services professions, Palacio will be tasked with addressing homelessness across the five boroughs, developing a citywide network for mental health support, coordinating across the City's public health care system, improving access to social services for all New Yorkers, and ensuring agencies that oversee the City's most vulnerable populations, such as children and victims of domestic violence, are [run](#) compassionately and effectively.

As Executive Director of the Harris County Public Health and Environmental Services, Palacio is well-prepared to take on NYC's most pressing challenges, having played a major role in the Astrodome/Reliant Park mega-shelter operation for over 27,000 evacuees from Hurricane Katrina to Harris County, Texas. Running all of the public health operations for the shelter, Palacio established a public health department for a "city" that went from a population of 0 to 27,000 in two days, identified and contained health outbreaks before they started, and aptly managed thousands of physicians and nurses to effectively triage 150 patients an hour.

"Herminia is a born and bred New Yorker, and a tried and true leader. When she led the health department in Harris County, she took in and cared for thousands of evacuees from Hurricane Katrina with extraordinary capability and compassion. When she stood on the front lines of an HIV/AIDS crisis in San Francisco, her innovative approach to public health programming was lauded across the country and archived in a national museum of science. And when her hometown of New York City called on her to bring New Yorkers off the streets and into permanent housing, secure a bright future for our kids in foster care, and help us weave together fragmented mental health care providers into a comprehensive network, Herminia was ready to answer the call," said **Mayor Bill de Blasio**. "I am proud to welcome her to this Administration and greatly anticipate the powerful work we will do with her at the helm of Health and Human Services."

"New York City has my heart. It is my home. The opportunity to serve the people of New York City as a Deputy Mayor is a tremendous honor, particularly with this Administration, which has built on a foundation of equity and social justice that speaks the values that have motivated my work my entire life. It is a responsibility and privilege I cherish, and I want to thank Mayor de Blasio for this incredible opportunity," said **Herminia Palacio**.

Palacio's experience and deft leadership in Harris County – which includes the city of Houston, Texas – and San Francisco, California is nationally-recognized and demonstrates her capability in both strategic long-term planning and crisis response. Throughout a storied career, Palacio has demonstrated strong dedication to public health issues and a clear ability to respond with innovative solutions that influence national policy.

Palacio enters her new role with extensive public health experience across a broad range of sectors, including academic, government, clinical and non-profit. She most recently served as Director of Advancing Change Leadership at the Robert Wood Johnson Foundation, where she was responsible for developing and implementing new health leadership programs. Prior to joining RWJF, she served as Executive Director of Harris County Public Health and Environmental Services, the local health department for more than four million people in Harris County, Texas.

As Deputy Mayor, Palacio will oversee the Department of Health and Mental Hygiene, NYC

Health + Hospitals, Human Resources Administration, Department of Homeless Services, Agency for Children's Services, Office of the Chief Medical Examiner, Office to Combat Domestic Violence and Office of Food Policy. She will also work closely with First Deputy Mayor Shorris and Commissioner Steve Banks in the on-going review of the City's homeless programs.

Palacio, 54, formally begins on January 25. She will earn \$227,737.

In other changes in the Administration, Deputy Mayor Alicia Glen, in addition to her current responsibilities, will take on oversight of the Department of Parks and Recreation as well as the Housing Recovery Office.

In addition to his existing roles, Deputy Mayor Buery will oversee the Department of Youth and Community Development, Department of Probation, Department of Aging, the Mayor's Offices for Immigrant Affairs, Veterans Affairs, and People with Disabilities, as well as serving as the City's liaison to the City University of New York (CUNY).

First Deputy Mayor Shorris will continue to oversee all other agencies as well as the general operations of the government, including coordinating the work of the Department of Education and the Police Department.

Senior Advisor Bill Goldstein will be retiring from full-time City service. He will remain as an unpaid advisor to the First Deputy Mayor on construction matters and continue to serve on the MTA Capital Program Review Board on behalf of the City.

Dan Zarrilli will lead climate issues for the City, including the Office of Recovery and Resiliency, and the Office of Sustainability.

"I worked closely with Herminia during her time in the San Francisco Department of Public Health. She is a substantive, policy-focused, and innovative leader, who deftly managed San Francisco's AIDS crisis – serving as a compassionate voice for our city. Herminia is capable, engaging, and an excellent choice for Deputy Mayor," said **Gavin Newsom, Lieutenant Governor Gavin Newsom.**

**Risa Lavizzo-Mourey, President and CEO of the Robert Wood Johnson Foundation** said, "We commend New York City Mayor Bill de Blasio for naming Herminia Palacio MD, MPH, an outstanding and nationally recognized public health leader, as NYC's Deputy Mayor for Health and Human Services. Currently Director of our Advancing Change Leadership team, Herminia did a terrific job overseeing our health leadership programs, an important part of RWJF's effort to build a culture of health for everyone in America. NYC has long been a national and world leader in public health, and under Herminia's stewardship we are confident that it will continue to excel. We look forward to working with her in this important position."

"She is a brilliant leader who has succeeded in government service, patient care, university teaching and research, and philanthropy," said **Dr. Mitchell Katz, Director of the Los Angeles County Health Agency.** "She will be a great Deputy Mayor for New York City."

**Texas State Senator Sylvia R. Garcia** said, "Dr. Palacio's keen intellect, steady hand and inclusive nature got us through some difficult times in the Houston region. Whether a health

care scare, an environmental concern, a hurricane emergency, or a contentious town hall meeting, she responded responsibly and efficiently, getting the job done. She knows and understands the needs of dynamic urban centers like Houston and New York – its diversity, its challenges and its opportunities. New York is lucky to get Dr. Palacio.”

### **About Herminia Palacio**

In addition to her work at the Robert Wood Johnson Foundation, in Harris County and San Francisco, Palacio has also held a number of academic appointments, including adjunct professor in Management, Policy, and Community Health at the University of Texas School of Public Health at Houston from 2006 to 2014. She also taught at Baylor College of Medicine in Houston and the University of California at San Francisco School of Medicine. Palacio received her medical degree from Mount Sinai School of Medicine in New York and holds a Masters of Public Health, with a specialty in epidemiology, from the University of California at Berkeley School of Public Health, and a BA in biology from Barnard College at Columbia University. She has authored numerous articles in peer-reviewed scientific journals.

She served on the Board of Directors of the National Association of County and City Health Officials (NACCHO), the Texas Association of Local Health Officials (TALHO), the Harris County Healthcare Alliance (HCHA), and served as Chair of the Texas Public Health Coalition. She recently served on the Board of Scientific Counselors for the Centers for Disease Control and Prevention (CDC) Office of Public Health Preparedness and Response and currently serves on the CDC Advisory Committee to the Director. In 2011 she was appointed by President Obama as a member of the Advisory Group on Prevention, Health Promotion, and Integrative and Public Health.

###

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** ["Emily Walsh"](#)  
**Cc:** ["Jonathan Rosen"](#)  
**Subject:** RE: sorry - last minute  
**Date:** Wednesday, January 06, 2016 8:42:42 AM

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Fab. Thanks!

---

**From:** Emily Walsh [mailto:[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
**Sent:** Wednesday, January 06, 2016 8:42 AM  
**To:** Salazar-Rodriguez, Prisca  
**Cc:** Jonathan Rosen  
**Subject:** RE: sorry - last minute

Just heard from Ross. We can use the large room on the 16th floor.

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

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**From:** Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Wednesday, January 06, 2016 8:41 AM  
**To:** Emily Walsh  
**Cc:** Jonathan Rosen  
**Subject:** sorry - last minute

Morning,

We have had a last minute change in our schedule and MBDB would like to go to your office for some call time from 11-1215

Please let me know what floor he should go to...

Thanks!

Prisca

**From:** [Restler, Lincoln](#)  
**To:** "[Dan Levitan](#)"; [Giselle Routhier \(GRouthier@cfthomeless.org\)](mailto:GRouthier@cfthomeless.org)  
**Subject:** RE: Shelter Repair Announcement Tomorrow  
**Date:** Wednesday, January 06, 2016 12:47:37 PM

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Brilliant. Thank you, Dan and Giselle.

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**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Wednesday, January 06, 2016 12:47 PM  
**To:** Restler, Lincoln; Giselle Routhier ([GRouthier@cfthomeless.org](mailto:GRouthier@cfthomeless.org))  
**Subject:** RE: Shelter Repair Announcement Tomorrow

From Mary, if you want to update online:

Any plan to reduce homelessness in our city must begin with fixing the broken shelter system. Decades of underinvestment and neglect by the City and State have left a system rife with problems – by now well-documented – and so it's no surprise that so many homeless individuals and families dread entering shelters in the first place. We are heartened to see that the de Blasio administration is committing new resources and making fundamental changes to the system. The Coalition, which fought hard for the legal right to decent shelter for all homeless New Yorkers, will continue to aggressively monitor conditions in the shelters for single adults – and now in the family shelters as well – to protect the rights and dignity of our homeless neighbors as we fight for the proven housing-based solutions to homelessness.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@levitandan](#)

---

**From:** Restler, Lincoln [<mailto:lrestler@cityhall.nyc.gov>]  
**Sent:** Wednesday, January 06, 2016 10:23 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Giselle Routhier ([GRouthier@cfthomeless.org](mailto:GRouthier@cfthomeless.org)) <[GRouthier@cfthomeless.org](mailto:GRouthier@cfthomeless.org)>  
**Subject:** Shelter Repair Announcement Tomorrow  
**Importance:** High

Hi Dan and Giselle – Hope this note finds you both well! As Mary and Giselle know – we are sending out press release shortly on our efforts to improve shelter conditions. New investments, expanded inspections, new rapid repair squad, and independent monitoring from Coalition for the Homeless!

Are you submitting statement? Could we get ASAP – trying to blast by 11am

Lincoln

## **MAYOR de BLASIO ANNOUNCES PROGRAM TO IMPROVE SHELTER CONDITIONS**

Mayor Bill de Blasio announced today a substantially increased program to ensure the City's ability to identify and fix problems in the City's homeless shelters. The new program began on New Year's Day and has continued with Department of Housing Preservation and Development inspections of DHS shelters and repairs are already underway.

"For decades, our shelters have not been safe enough or clean enough and that's just not acceptable. We have already taken steps to improve conditions, but as a result we have learned that more is needed. So we have developed a systematic and thorough program to ensure that problems are promptly identified and fixed and that there is monitoring to make sure the repairs are done correctly and on time. I don't want anyone refusing to come into a homeless shelter because of bad conditions," Mayor de Blasio said.

The comprehensive repair plan is part of and will begin during the 90-day review of homeless services that the Mayor ordered on December 15, 2015. The new plan will substantially increase the City's ability to monitor and correct unacceptable conditions in shelters, remedy years of disinvestment in the not-for-profit shelters, and help move forward with the recently announced initiative to address unacceptable conditions in buildings in which DHS has rented permanent housing apartments as "cluster" shelter units for families.

This effort builds on the track record of the multi-agency Shelter Repair Squad which has cleared 12,000 existing violations since May, 83% of identified violations at the inspected shelters have been closed out and work has begun on all long-term repairs at DHS facilities.

The city is taking immediate action to increase the effectiveness of the shelter repair initiative. **The first step is to make sure all problems are reported.** This will be accomplished by:

Deploying City shelter condition monitors who are inspecting every shelter and then continue to monitor compliance through unannounced visits through the remainder of the fiscal year. This effort will be coordinated by the Department of Housing Preservation and Development, with assistance from the Mayor's Office of Operations.

Implementing a new family shelter resident complaint hotline to enable homeless families to report conditions of disrepair. Two million dollars in new funding will be added to the HRA budget in the January Plan to expand the staffing for HRA's Infoline to handle these complaints. There will be a response by an inspector within 24 hours to determine the seriousness of the problem and whether immediate repairs are necessary.

**The second step is to have the ability in place to fix problems promptly after they are identified.** This will be accomplished by:

Implementing a rapid response repair program, including extermination, by using Department of Housing Preservation and Development (HPD) vendors to remedy conditions of disrepair that are not corrected by the property owner or non-profit provider within the time period set in state or local law to remedy the particular condition. New funding will be added to the HPD budget in the January Plan to support this expanded repair initiative.

Addressing the need for increased maintenance and capital investment in not-for-profit shelters to correct conditions that have built up in these shelters over many years. Next week, Commissioner Banks will meet with the leadership of Homeless Services United, which represents the not-for-profit shelter providers, to address maintenance and capital funding needs during the FY2016 funding cycle. The City will work with our shelter providers to develop a capital assessment and maintenance plan so that fundamental repairs and improvements can be made that will reduce the ongoing need for repairs.

"Too often now we fix problems only to see them reoccur and new ones develop because there hasn't been capital investment to fix the underlying problems. So while we make

immediate repairs, we will also develop a plan to upgrade shelter buildings to reduce these problems in the future. Fixing buildings will be much less expensive in the long run than constantly repairing them,” said Human Resources Administration Commissioner Steven Banks.

**The third step is to monitor to ensure that repairs are completed by**

Designating the Coalition for the Homeless to monitor conditions in family shelters jointly with the City as it does currently in adult shelters.

As noted above, the City’s own shelter condition monitors will not only identify problems, but also conduct unannounced inspections to see whether they were repaired. .

The current Shelter Repair Squad was created in May by Mayor de Blasio and is the first such effort to take on systematically repairing violations and other problems in City homeless shelters. It includes staff from the Departments of Homeless Services, Housing Preservation and Development, Health and Mental Health, Buildings and the Fire Department.

Two recent reports found serious problems in the City’s shelters. Last March, at the request of the Mayor, the Department of Investigation conducted a thorough review of conditions and found many serious violations. A more recent audit by the City Comptroller found different problems.

**From:** [Restler, Lincoln](#)  
**To:** ["Giselle Routhier"](#)  
**Cc:** [Mary Brosnahan](#); [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** RE: Expanded RHY Services  
**Date:** Thursday, January 07, 2016 8:28:55 PM

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Awesome. Thank you, Giselle!

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**From:** Giselle Routhier [mailto:GRouthier@cfthomeless.org]  
**Sent:** Thursday, January 07, 2016 8:29 PM  
**To:** Restler, Lincoln  
**Cc:** Mary Brosnahan; dan@berlinrosen.com  
**Subject:** Re: Expanded RHY Services

Thanks for the news Lincoln! Let me circle back with a quote.

On Jan 7, 2016, at 7:46 PM, Restler, Lincoln <[lrestler@cityhall.nyc.gov](mailto:lrestler@cityhall.nyc.gov)> wrote:

Hi Mary and Giselle!

Hope you are both doing well. We are announcing a major expansion tomorrow of services for runaway and homeless youth!

- 1) We are adding 100 beds per year for the next three years for runaway and homeless youth; de Blasio administration already opened 200 beds – so we will be responsible for 500 of 753 RHY beds in system – when these new 300 beds come online over next three years.
- 2) We are deploying staffing at the entry points of the DHS single shelter system to offer placements for 16 to 21 year olds in the existing and new youth beds; and
- 3) We are calling on the state to extend the length of stay in crisis beds from 30 days to 90 days.

Announcement Details:

- The Mayor will be announcing this at 11:15 AM tomorrow at Covenant House: 460 West 41<sup>st</sup> at 10<sup>th</sup> Ave, Manhattan.
- I know this is a priority issue for CTFH. We would love to have folks from your team join the announcement.
- Would you be interested in sending a statement? We are gathering all quotes by 1015AM.

Thank you!

Lincoln

Lincoln Restler  
Intergovernmental Affairs  
Mayor's Office  
212.341.5037

**From:** [Restler, Lincoln](#)  
**To:** [Mary Brosnahan \(MBrosnahan@cfthomeless.org\)](mailto:MBrosnahan@cfthomeless.org); [Giselle Routhier \(GRouthier@cfthomeless.org\)](mailto:GRouthier@cfthomeless.org)  
**Cc:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** Drop In Centers Announcement Tomorrow  
**Date:** Sunday, January 10, 2016 7:26:36 PM

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Hi Mary and Giselle!

Hope you are having a great weekend. We are announcing some more good news tomorrow. We are committing to open three new drop in centers in Bk, Qns, and Mn. And we will take over funding for Bx drop in center from HUD – taking City funded total from four to eight. These are exactly the kind of places and services needed for street homeless populations in NYC to help bring people off the streets and into stable settings.

Would you be interested in offering statement for press release? We are collecting by 1030am.

Please let me know if you have any questions and thanks!

Key Points:

- The City is announcing a new \$8.5M annual commitment to double the number of Drop-In Centers it currently operates. Drop in centers are part of the path from the streets to safe havens to supportive housing; a way for our HomeState outreach workers to connect people who are not ready to be connected to beds yet.
- Drop-In Centers provide an alternative to traditional shelter for street homeless individuals. They offer temporary respite where individuals can shower, eat a meal, see a doctor and rest inside. Case management and housing placement services are also available for clients who wish to receive them. The Centers seek to place people in beds reserved for street homeless individuals and then move them to shelter or supportive housing.
- The de Blasio administration expanded all of drop in center hours of operation to 24/7 in 2014. (As you probably recall – there used to be 11 drop in centers and funding cuts sliced number in less than half).
- The City will open three new Drop-In Centers in Brooklyn, Queens, and Manhattan. The City will also take over funding the current Drop-In Center in the Bronx, run by BronxWorks, when a start-up federal HUD grant ends this spring. We have not identified specific sites for drop in centers as of yet – but we are planning to open new sites in the next three to six months.

**VERY DRAFT RELEASE:**

**MAYOR DE BLASIO DOUBLING CITY-FUNDED DROP-IN CENTERS TO BRING STREET HOMELESS OFF STREETS**

Mayor Bill de Blasio announced today that the City will double the number of City-funded Drop-In Centers designed to help bring street homeless people off the streets and provide them with services that can help move them off the streets permanently.

Drop-In Centers are an essential part of a continuum of care for street homeless that starts with HOMESTAT outreach workers finding them and gaining their trust; bringing them to a Drop-In Center for food, showers and medical care; taking them to a Safe Haven to spend the night; and moving them into supportive housing where they can receive help to pull their lives back together.

“Every street homeless person is an individual tragedy, a life gone off course. But sadly they often reject traditional shelters. We are now assembling all the specialized services needed to find each of these people and offer them the assistance that will work for each of them. Drop-In Centers are an essential part of the path off the streets, where homeless people can rest, eat, receive medical care and be offered placement into housing,” Mayor de Blasio said.

Mayor de Blasio has now substantially strengthened every step needed to move homeless people off the street, including creating HOME-STAT, the nation's most comprehensive street homelessness outreach effort, committing to add 500 new Safe Haven beds, and committing to financing 15,000 new supportive housing units.

Today's announcement is another in a series of reforms resulting from the 90-day review of City homeless services ordered by Mayor de Blasio on December 15, including: 1) launching the Shelter Repair Squad 2.0, substantially increasing the City's ability to monitor and correct unacceptable shelter conditions, 2) ending use of cluster apartments for shelter over the next three years, 3) reiterating the requirement to keep shelters open during the day for residents, and 4) adding 300 beds for homeless youth.

Drop-In Centers provide an alternative to traditional shelter for street homeless individuals. They offer temporary respite where individuals can shower, eat a meal, see a doctor and rest inside.

Case management and housing placement services are also available for clients who wish to receive them. The Centers also offer a limited number of overnight beds, but mostly seek to place people in Safe Haven, respite and stabilization beds and then move them to shelter or supportive housing.

The City is announcing a new \$8.5M annual commitment to double the number of Drop-In Centers it currently operates. The City will open three new Drop-In Centers. The City will also take over funding the current Drop-In Center in the Bronx, run by BronxWorks, when a start-up federal HUD grant ends this spring.

Those four will be added to the four current City funded Drop-Ins: two in Manhattan, one in Staten Island and one in Brooklyn. In the past two fiscal years (FY14 and FY15), these Drop-In Centers served an average of 454 clients during the day, saw a daily average of 128 clients overnight and made 1,238 housing placements.

“To ensure maximum coordination and to make it as easy as possible for homeless New Yorkers to go to the Drop-In Centers, the City's existing Outreach Team providers will run these Centers,” said Human Resources Administration Commissioner Steven Banks.

New Centers will open in Manhattan, Brooklyn and Queens. These Drop-In Centers will be expected to each serve approximately 75 clients at any given time.

Drop-In Centers will continue to focus on working collaboratively with the City's outreach teams on the placement of chronically street homeless individuals into housing, and provide housing placement services to the non-chronically street homeless individuals. This work includes working with clients to obtain identification, entitlements and housing. Drop-In Centers will also set up the front door of their programs to rapidly connect individuals to more appropriate systems of care, such as the emergency shelter system, residential drug treatment programs, family re-unification,

Travel Assistance and other resources.

Lincoln Restler  
Intergovernmental Affairs  
Mayor's Office  
212.341.5037

**From:** [Restler, Lincoln](#)  
**To:** [Jovana Rizzo](#)  
**Subject:** Re: Brenda Rosen quote  
**Date:** Sunday, January 10, 2016 9:44:35 PM

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Thank you!

Written with my thumbs. Sorry for typos.

On Jan 10, 2016, at 9:16 PM, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)> wrote:

Hi Lincoln, here's a quote from Brenda Rosen for the drop-in centers announcement--

"Breaking Ground applauds Mayor de Blasio for his commitment to helping the most vulnerable New Yorkers," said Brenda Rosen, President & CEO of Breaking Ground. "Drop-in centers are a critical step in the journey from the street to stable, safe, permanent supportive housing. Breaking Ground has been serving the homeless and many other at-risk New Yorkers for more than 25 years as the largest provider of supportive housing, running the city's largest safe haven, and homeless street outreach in three boroughs. We look forward to working with the de Blasio administration to open three new desperately-needed drop-in centers, and to get people into permanent housing as soon as possible."

Thanks,  
Jovana

BerlinRosen Public Affairs  
917-836-0618

**From:** [Restler, Lincoln](#)  
**To:** ["Jovana Rizzo"](#)  
**Subject:** RE: Brenda Rosen quote  
**Date:** Monday, January 11, 2016 9:25:29 AM

---

Thanks so much, Jovana. Hope you are well.

---

**From:** Jovana Rizzo [mailto:jovana@berlinrosen.com]  
**Sent:** Sunday, January 10, 2016 9:16 PM  
**To:** Restler, Lincoln  
**Subject:** Brenda Rosen quote

Hi Lincoln, here's a quote from Brenda Rosen for the drop-in centers announcement--

"Breaking Ground applauds Mayor de Blasio for his commitment to helping the most vulnerable New Yorkers," said Brenda Rosen, President & CEO of Breaking Ground. "Drop-in centers are a critical step in the journey from the street to stable, safe, permanent supportive housing. Breaking Ground has been serving the homeless and many other at-risk New Yorkers for more than 25 years as the largest provider of supportive housing, running the city's largest safe haven, and homeless street outreach in three boroughs. We look forward to working with the de Blasio administration to open three new desperately-needed drop-in centers, and to get people into permanent housing as soon as possible."

Thanks,  
Jovana

BerlinRosen Public Affairs  
917-836-0618

**From:** [Nicholas Baldick](#)  
**To:** [Thomas Snyder](#)  
**Cc:** [Jonathan Rosen](#); [jfdc](#); [Peter Ragone](#); [David Kieve](#); [Emma Wolfe](#); [PhilWalzak \(gmail.com\)](#); [Williams, Dominic](#); [Gabrielle Fialkoff](#); [N. Smith](#); [FLONYC](#); [Roxanne John](#); [Ross Offinger](#); [Anna Greenberg](#)  
**Subject:** Re: Confirmed  
**Date:** Tuesday, January 12, 2016 3:04:55 PM  
**Attachments:** [Draft Retreat Agenda 1.17.16.docx](#)

---

Draft Agenda Attached

If anyone has thoughts please send to me, we have no editorial pride on agendas

On Jan 12, 2016, at 9:16 AM, Thomas Snyder <[\[REDACTED\]](#)> wrote:

Given the many schedule changes, I am confirming that our mini-retreat is happening this Sunday the 17th at Gracie from 11am - 3pm. Nick will be sending around an agenda shortly.

Nick Baldick  
Hilltop Public Solutions  
The Washington Harbour  
[3000 K Street NW, Suite 320](#)  
[Washington](#), D.C. 20007  
Main: [202-298-3232](#)  
Fax: [202-298-6115](#)  
[nbaldick@hilltoppublicsolutions.com](mailto:nbaldick@hilltoppublicsolutions.com)

**Mini Retreat**  
**Sunday, January 17<sup>th</sup>, 2016**  
**11:00 AM to 3:00 PM**

**GOALS OF THIS RETREAT:** A clear-eyed look at 2017 and how we can create the most optimal route to reelection in 2016.

**AGENDA:**

- I. OPENER – Mayor de Blasio**
- II. FINANCE PLAN – Nick Baldick (15 minutes)**
- III. STRATEGIC PLAN & MESSAGE – Phil Walzak (40 minutes)**
- IV. BREAK**
- V. OUTREACH PLAN – Emma Wolfe (40 minutes)**
- VI. CITY HALL SCHEDULE & RESPONSIVENESS – Tom Snyder (30 minutes)**
- VII. SHAPING THE FIELD – Emma Wolfe & Nick Baldick (20 minutes)**
- VIII. THE STATE - STATE SENATE & STATE-CITY DYNAMICS – Emma Wolfe and Nathan Smith (30 minutes)**
- IX. CAMPAIGN FOR ONE NEW YORK - Jonathan Rosen (15 minutes)**
- X. CONCLUSION**

**Materials / Presentations:**

- 2016 Toplines Strategic Plan, Message Box (PW)
- Fundraising Plan (NB)
- State Strategy /State Senate (EW)
- Schedule Program (TS)
- 2016 Outreach Plan (EW)
- 2017 Scenarios (EW)

**From:** [Phillip Walzak](#)  
**To:** [Nicholas Baldick](#)  
**Cc:** [Thomas Snyder](#); [Jonathan Rosen](#); [jfdc](#); [Peter Ragone](#); [David Kieve](#); [Emma Wolfe](#); [Williams, Dominic](#); [Gabrielle Fialkoff](#); [N. Smith](#); [FLONYC](#); [Roxanne John](#); [Ross Offinger](#); [Anna Greenberg](#)  
**Subject:** Re: Confirmed  
**Date:** Tuesday, January 12, 2016 3:13:57 PM

---

and also HRC stuff

On Tue, Jan 12, 2016 at 3:12 PM, Nicholas Baldick  
<[nbaldick@hilltoppublicsolutions.com](mailto:nbaldick@hilltoppublicsolutions.com)> wrote:

Draft Agenda Attached

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[nbaldick@hilltoppublicsolutions.com](mailto:nbaldick@hilltoppublicsolutions.com)

**From:** [Thomas Snyder](#)  
**To:** [PhilWalzak \(gmail.com\)](#)  
**Cc:** [jfdc](#); [Nicholas Baldick](#); [Jonathan Rosen](#); [Peter Ragone](#); [David Kieve](#); [Emma Wolfe](#); [Williams, Dominic](#); [Gabrielle Fialkoff](#); [N. Smith](#); [FLONYC](#); [Roxanne John](#); [Ross Offinger](#); [Anna Greenberg](#)  
**Subject:** Re: Confirmed  
**Date:** Tuesday, January 12, 2016 4:03:46 PM

---

Agree - No.

On Tue, Jan 12, 2016 at 3:49 PM, Phillip Walzak <[REDACTED]> wrote:  
i dont think so....

On Tue, Jan 12, 2016 at 3:16 PM, John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)> wrote:  
Should we have Geri come for that portion?

---

**From:** Phillip Walzak <[REDACTED]>  
**Date:** Tuesday, January 12, 2016 at 3:11 PM  
**To:** Nick Baldick <[nbaldick@hilltoppublicsolutions.com](mailto:nbaldick@hilltoppublicsolutions.com)>  
**Cc:** Thomas Snyder <[REDACTED]> Jonathan Rosen <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>, John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>, Peter Ragone <[REDACTED]> David Kieve <[dkieve@hilltoppublicsolutions.com](mailto:dkieve@hilltoppublicsolutions.com)>, Emma Wolfe <[REDACTED]> Dominic Williams <[DWilliams@cityhall.nyc.gov](mailto:DWilliams@cityhall.nyc.gov)>, Gabrielle Fialkoff <[REDACTED]> "N. Smith" <[REDACTED]> Chirlane McCray <[FLONYC@cityhall.nyc.gov](mailto:FLONYC@cityhall.nyc.gov)>, Roxanne Johns <[REDACTED]> Ross Offinger <[REDACTED]> Anna Greenberg <[agreenberg@gqrr.com](mailto:agreenberg@gqrr.com)>  
**Subject:** Re: Confirmed

i think we need to talk TPA 2.0, what it looks like and how it fits into overall plan

On Tue, Jan 12, 2016 at 3:12 PM, Nicholas Baldick <[nbaldick@hilltoppublicsolutions.com](mailto:nbaldick@hilltoppublicsolutions.com)> wrote:  
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[nbaldick@hilltoppublicsolutions.com](mailto:nbaldick@hilltoppublicsolutions.com)

**From:** [Viguers, Jonathan](#)  
**To:** [Salazar-Rodriguez, Prisca](#); [jfdc](#); [Jonathan Rosen](#); [Blumm, Kate](#); [Snyder, Thomas](#); [Da Costa, Ricky](#); [Shorris, Anthony](#); [Griffith, Chantell](#); [Williams, Dominic](#); [Tarlow, Mindy](#); [Wolfe, Emma](#); [Schnake Mahl, Gabriel](#); [Schwartz, Regina](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Seignious, Sandy](#); [Fuleihan, Dean \(OMB\)](#); [Darlington, Mandy \(OMB\)](#); [Glen, Alicia](#); [Bruch, Mary](#); [Buery, Richard](#); [Cutler, Dorothy](#); [Carter, Zach \(Law\)](#); [Yarde, Ann-Marie \(LAW\)](#); [Wiley, Maya](#); [Reisman, Lisette](#); [Arslanian, Kayla](#); [Almonte, Catherine](#)  
**Subject:** RE: MBBB: SOTC Prep  
**Date:** Thursday, January 14, 2016 3:23:06 PM

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We are delayed. Please stand by.

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca

**Sent:** Monday, January 11, 2016 3:48 PM

**To:** Salazar-Rodriguez, Prisca; jfdc; Jonathan Rosen; Blumm, Kate; Snyder, Thomas; Da Costa, Ricky; Shorris, Anthony; Griffith, Chantell; Williams, Dominic; Tarlow, Mindy; Wolfe, Emma; Schnake Mahl, Gabriel; Schwartz, Regina; Hagelgans, Andrea; Walzak, Phil; Seignious, Sandy; Fuleihan, Dean (OMB); Darlington, Mandy (OMB); Glen, Alicia; Bruch, Mary; Buery, Richard; Cutler, Dorothy; Carter, Zach (Law); Yarde, Ann-Marie (LAW)); Wiley, Maya; Reisman, Lisette; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan

**Subject:** MBBB: SOTC Prep

**When:** Thursday, January 14, 2016 3:30 PM-5:00 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** City Hall, The Blue Room

**From:** [Viguers, Jonathan](#)  
**To:** [Salazar-Rodriguez, Prisca](#); [jfdc](#); [Jonathan Rosen](#); [Blumm, Kate](#); [Snyder, Thomas](#); [Da Costa, Ricky](#); [Shorris, Anthony](#); [Griffith, Chantell](#); [Williams, Dominic](#); [Tarlow, Mindy](#); [Wolfe, Emma](#); [Schnake Mahl, Gabriel](#); [Schwartz, Regina](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Seignious, Sandy](#); [Fuleihan, Dean \(OMB\)](#); [Darlington, Mandy \(OMB\)](#); [Glen, Alicia](#); [Bruch, Mary](#); [Buery, Richard](#); [Cutler, Dorothy](#); [Carter, Zach \(Law\)](#); [Yarde, Ann-Marie \(LAW\)](#); [Wiley, Maya](#); [Reisman, Lisette](#); [Arslanian, Kayla](#); [Almonte, Catherine](#)  
**Subject:** RE: MBBB: SOTC Prep  
**Date:** Thursday, January 14, 2016 4:58:46 PM

---

Please gather.

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca

**Sent:** Monday, January 11, 2016 3:48 PM

**To:** Salazar-Rodriguez, Prisca; jfdc; Jonathan Rosen; Blumm, Kate; Snyder, Thomas; Da Costa, Ricky; Shorris, Anthony; Griffith, Chantell; Williams, Dominic; Tarlow, Mindy; Wolfe, Emma; Schnake Mahl, Gabriel; Schwartz, Regina; Hagelgans, Andrea; Walzak, Phil; Seignious, Sandy; Fuleihan, Dean (OMB); Darlington, Mandy (OMB); Glen, Alicia; Bruch, Mary; Buery, Richard; Cutler, Dorothy; Carter, Zach (Law); Yarde, Ann-Marie (LAW)); Wiley, Maya; Reisman, Lisette; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan

**Subject:** MBBB: SOTC Prep

**When:** Thursday, January 14, 2016 3:30 PM-5:00 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** City Hall, The Blue Room

**From:** [Bruch, Mary](#)  
**To:** ["Jonathan Rosen"; Wiley Norvell](#)  
**Cc:** [Viswanathan, Vikram](#)  
**Subject:** RE: Do you have Alicia's remarks from RPA yesterday?  
**Date:** Friday, January 15, 2016 12:46:28 PM  
**Attachments:** [RPA Board Meeting - Deputy Mayor Glen w inserted slides.docx](#)  
[RPA Board Meeting \(draft\) v4.pptx](#)

---

Hi Jonathan,

Please find the deck and remarks as prepared for DM Glen's RPA talk yesterday. Adding my colleague, Vikram, so he can see the good review, and also answer any follow-up questions related to the RPA presentation yesterday.

Vikram, Jonathan is one of the Mayor's lead political strategists (and he and his partner Val Berlin kicked my greenhorn butt in a 2005 state assembly race) and is working on the State of the City with our comms team. Glad to be on the same side, here!

Cheers,  
Mary

-----Original Message-----

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
Sent: Friday, January 15, 2016 12:41 PM  
To: Wiley Norvell  
Cc: Bruch, Mary  
Subject: Re: Do you have Alicia's remarks from RPA yesterday?

Heard if was v good and in line w the framing you and I discussed. Maybe the boss could borrow it for himself. :-)

Sent from my iPhone

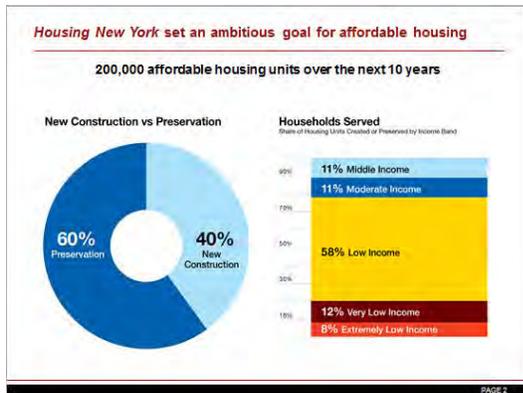
> On Jan 15, 2016, at 12:19 PM, Wiley Norvell < wrote:  
>  
> Mary can help. What's your interest?  
>  
> Sent from my iPhone  
>  
>> On Jan 15, 2016, at 9:51 AM, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:  
>>  
>>  
>>  
>> Sent from my iPhone

**\*\*\*SLIDE\*\*\* [Cover]**



Lynn, thank you for the kind introduction, and thank you all for your commitment to a vibrant, affordable, and sustainable New York. In particular, I want to thank RPA for your recent support of our initiatives on Mandatory Inclusionary Housing and Zoning for Quality and Affordability. I think it's pretty clear that we're in a housing crisis, and it's great to be able to count on allies like you who are so dedicated to this city's and region's future.

**\*\*\*SLIDE\*\*\***



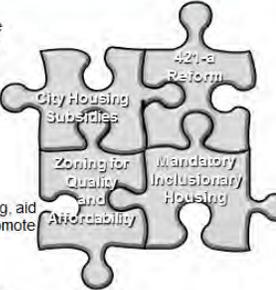
Let's take a moment to consider the larger context of the Mayor's *Housing New York* plan to create and preserve 200,000 units of affordable housing. Housing is the top expense for most New Yorkers. Whether you're a waiter, a healthcare attendant, or a firefighter, housing is fundamental to your life – housing affects your health, your physical and economic security, your education, your job trajectory – and ultimately your sense of possibility and optimism for the future. A healthy supply of housing – and housing that is affordable – promotes the diversity within and between our neighborhoods that has long been what makes New York City great and unique – and that diversity fuels our long-term economic growth and competitiveness. We want to remain a city that longtime New Yorkers can stay in – from the cop who

has spent his or her life in a neighborhood and anchors the community, to an artist like Alicia Keys who was born and raised here and went on to sing one of our city's modern anthems. To do that, there is no more important work than securing housing that is affordable.

**\*\*\*SLIDE\*\*\***

**We're pursuing this with a multi-pronged strategy**

- Reform of State 421-a tax exemption program will require affordable housing in every rental building receiving benefits
  - More affordable housing
  - Broader range of incomes
  - No benefits for luxury condos
- Mandatory Inclusionary Housing
- Zoning for Quality and Affordability will promote senior and affordable housing, aid efficient use of housing subsidies and promote better buildings
- Strategic use of subsidy programs, key development projects, and publicly owned assets allow the City to reach a wide range of incomes



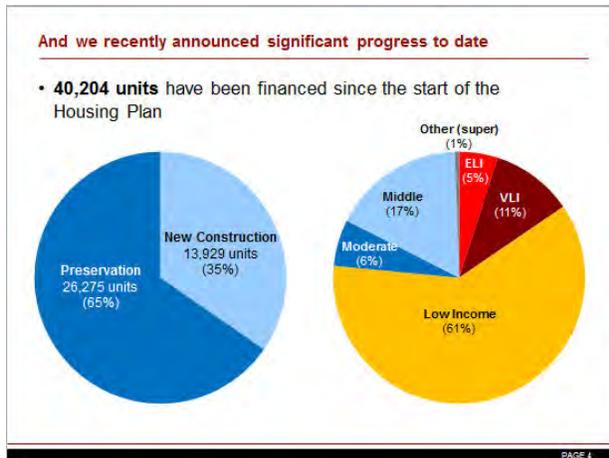
PAGE 3

With *Housing New York* we have already made great progress to date with a multi-pronged strategy. We doubled the budget for housing with an \$8.2 billion commitment that will leverage \$32 billion or more in private and other public investment, and we also added human capital so we could actually implement and execute the Plan. We are serving a wider range of New Yorkers than ever before, from households at the

lowest incomes to middle class families whose housing needs are also not being met by private market development, as well as our most vulnerable populations, including the homeless, seniors, and individuals with disabilities. As we work to create and preserve affordable housing, we're also partnering with law enforcement agencies like never before to proactively prevent tenant harassment and go after landlords who practice harassment.

Mandatory Inclusionary Housing (or MIH) and Zoning for Quality and Affordability (or ZQA) are two tools that will help us achieve our Plan's objective and reshape the future for generations to come. MIH guarantees permanently affordable housing when zoning changes encourage more housing. ZQA updates regulations so our housing money will go further to create more affordable housing, particularly affordable senior housing, and better designed buildings.

**\*\*\*SLIDE\*\*\***



And our latest numbers show that we've made tremendous progress. Just this week, the mayor announced we've financed over 40,000 affordable apartments since taking office—putting us on track, on or quite frankly ahead of schedule, and on budget to deliver 200,000 units over the next 10 years. A little bit of historical perspective: the last time NYC saw as much affordable housing delivered as in 2015 was back in 1989—the peak of Ed Koch's housing plan, when he was rebuilding huge swaths of Harlem and the South Bronx. And the City has never, since HPD was founded in 1978, financed as much new affordable construction as we did last year.

We did it by jumpstarting new projects, by strategically going after preservation deals like StuyTown and Riverton that previously had gone overlooked by the public sector, and by revising our term sheet programs to demand more affordable housing for our tax dollars.

It's easy to get lost in the numbers, but we are moving mountains here. And all that effort translates into affordable housing for more than 100,000 people—a small city's worth, in just two years. The mayor said this was our top priority. We delivered.

**\*\*\*SLIDE\*\*\***

We're complementing our housing efforts with a \$1B+ Neighborhood Development Fund

<b>WHAT</b>	\$1B+ over the next 10 years dedicated to building and improving infrastructure and facilities in neighborhoods in which the City plans to encourage affordable housing development and permit greater density through zoning
<b>WHY</b>	To ensure that the City can make and keep promises for new public investments that complement new affordable housing and population growth
<b>HOW</b>	Projects originate and are prioritized in the neighborhood planning process: from agencies' analyses of opportunities to improve livability as the neighborhood grows, to ideas generated in community workshops

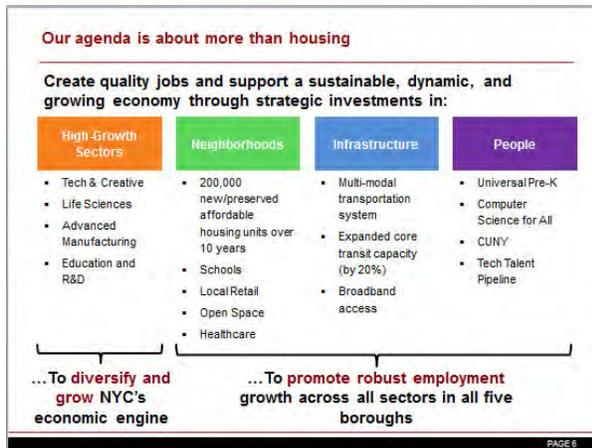
PAGE 6

Let's also keep in mind that this isn't just about adding residential density. We're making sure we align our capital budget with our land

use strategy. A few of you probably remember that's how the City used to operate during the heyday of city building. We're getting back to that tradition. No more building significant amounts of new housing without the infrastructure to support it. We're spending over \$1 billion of our city capital – what we're calling the Neighborhood Development Fund – for schools, parks, health care facilities, street improvements, and other public amenities across approximately 15 neighborhoods that we are targeting for increased residential density.

And along those lines, we're not focusing on building and preserving housing in a vacuum – it's one crucial piece of a broader, holistic vision to grow New York City's economy while promoting sustainability and improving our quality of life. Housing and economic development are inextricably linked – and not just because it's my job title!

**\*\*\*SLIDE\*\*\***



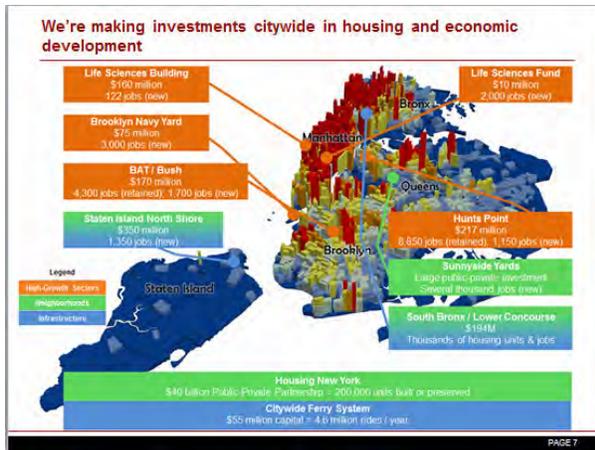
We live in a tremendously exciting time, where innovation and technology (in all of their applications) are radically transforming NYC's physical and economic landscape and are driving our efforts to grow a model Dynamic, Equitable, and Sustainable Urban economy.

Some of that future growth will be organic and depend on national and global capital markets and political trends. But how we use our economic development tools, where we choose to intervene, WILL consciously shape that future.

So our economic development strategy is focused on investments in:

1. High growth sectors such as the tech and creative industries, the life sciences, and advanced manufacturing to diversify and grow NYC's economic engine.
2. Strengthening neighborhoods – the thing that makes NYC the place to start and grow a business.
3. Infrastructure, building a dynamic, multi-modal transportation system – one that matches the 5-borough economy of the 21<sup>st</sup> century – and building the next generation technologies that will connect people virtually in NYC and across the globe.
4. People – including Universal Pre-K, Computer Science for All, CUNY, and workforce development initiatives like the Tech Talent Pipeline that focus on building the skills that businesses need today and tomorrow.

**\*\*\*SLIDE\*\*\***



Here's an overview of some of the major investments we've been making. But with the time we have today, let's go into detail on some of our progress in infrastructure.

**\*\*\*SLIDE\*\*\***

**Our goal is to create a multi-modal transportation system to map to our 21<sup>st</sup> century City**

- Citywide infrastructure is at capacity and aging
- State investment accounts for only ~10% of NYCDOT capital funding
- Federal transportation funding flat since 2009
- U.S. infrastructure investment at 20 year low of 1.7% of GDP
  - China invests 9% of GDP
  - Europe invests 5% of GDP
- NYC is investing in a Multi-Modal Transportation System
  - 6 million subway riders
  - 2 million bus riders
  - 6,000 miles of roadway
  - 1,000 miles of bike lanes
  - 5-borough ferry system
  - 12,000 miles of sidewalk
  - 315,000 street lights
  - 1 million street signs

PAGE 8

We need to focus on getting people between their jobs and their homes, and also connecting them to the world! Investing in our roads, bridges, transit, and broadband systems is not only crucial for connecting communities where we're building housing, but also for the continued economic growth of our city and our region.

The City now has the highest subway and bus ridership in over 45 years. There are 6 million people riding our trains daily, more than double the rate in 1980. But the City's transportation infrastructure – estimated at well over a trillion dollars in assets between our transit system, roads, bridges and ferries – needs ongoing investment and expansion.

We've committed \$18 billion of our budget over the next four years just to keep a portion of our infrastructure in a state of good repair. Our total needs, unfortunately, exceed over \$47 billion – and that doesn't even begin to include new investment in mass transit. So, we're focusing on our own tools, our own capital, to make a difference.

Here are a few highlights from our transportation efforts.

**\*\*\*SLIDE\*\*\***

**Example: Citywide Ferry System**

**Goal: To leverage our waterways, a defining feature of New York City, and provide transportation to areas of significant job and population growth.**

- **System: 20 landings**
  - 5 new routes, 1 existing route
  - \$2.75 fares pegged to MTA
  - 4.1 million rides per year
  - Much-needed transit for communities with limited transit options (e.g., Red Hook)
  - Accessible to people with mobility challenges
- **Estimated Cost**
  - \$55M Capital funds
  - ~\$20-25M Expense funds per year initially
- **Transit-Oriented Development**
  - Unlocking 13,000 housing units
  - 550,000 people live within half a mile of ferry landings
  - Reduced commute time
    - Soundview (Bronx) to Manhattan reduced by 20-30 minutes each way
    - Astoria to Lower Manhattan reduced by 10 minutes each way

(Expected launch dates)

PAGE 9

We've announced the launch of a city-wide ferry system to open in Spring 2017 that will connect all the boroughs, supported by a \$55 million capital investment by the City. This is the first time since 1892 that NYC will have a comprehensive ferry system! Not only will the initial phases transport over 4 million passengers per year, we will also unlock development potential along all five routes and make a dent in our transit deserts. The new New York has multiple job hubs, and this will help you get to work whether that's in a Manhattan CBD or along the Brooklyn/Queens waterfront – if you're going from Astoria to Lower

Manhattan, the ferry will save you 10 minutes each way relative to the subway!

**\*\*\*SLIDE\*\*\***

**Example: Select Bus Service**

**Goal: to provide improved bus service on busy routes citywide, particularly areas not well served by subway**

- NYC's version of BRT
- Implemented 9 SBS routes since 2008, benefiting over 200,000 passengers daily; 5 upcoming routes announced and in planning stages
- Total cost of existing routes is over \$100M (including both capital and expense)
- Projects have typically increased ridership by ~10% in the first year of operation
- Travel times improved 15-23% over prior bus service
- Customer satisfaction rates of 95%+
- Served as national design leader in how to implement transit improvements quickly and at low cost



PAGE 10

We're also expanding Select Bus Service, with 9 routes already implemented and 5 more announced. We're reducing travel time compared to previous non-SBS routes by almost 20%. Customer satisfaction rates are 95%, so we're clearly doing something right!

Projects like 125<sup>th</sup> Street in Harlem are in the ground, and projects like Woodhaven Boulevard—which is going to set a new national BRT standard—are in their final planning phase.

**\*\*\*SLIDE\*\*\***

**Example: Increasing Bike Usage**

- NYC named #1 Cycling City by Bicycle Magazine in 2014
- North America's largest & growing bike share network with almost 21 million trips since launch
- Citibike expansion to outer borough neighborhoods in 2015
- Met Mayoral target of 50 miles of enhancements to cycling network
- Numerous protected lane projects – 12 miles in 2015, more than any previous year
- 1,000th mile of network completed in September 2015
- Additional infrastructure: bike racks and corrals



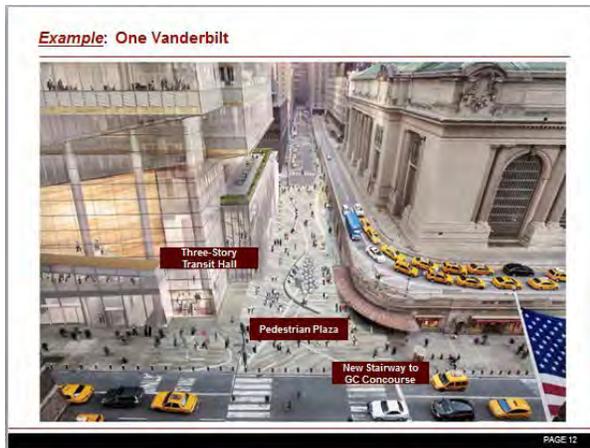
PAGE 11

We're bringing our bikeshare system, Citibike to the outer boroughs.

I'm proud to say that we're the #1 city in the country for bikeshare and we just painted and reconfigured streets for our 1,000<sup>th</sup> mile of bike lanes in the City!

This demonstrates our commitment to multi-modal transportation, reducing the time people spend in transit and instead give them previous hours of the day to spend on their work, their families, and live their lives. What a radical concept!

**\*\*\*SLIDE\*\*\***



We're also using our land use powers to unlock value and make smart, real-time improvements to our infrastructure and the public realm.

A real-time example: At One Vanderbilt, we secured \$220 million to improve the transportation experience at Grand Central, including better connections, a public plaza, and new subway entrances. That framework of linking density to a set of specific improvements will be central to our larger East Midtown rezoning.

And while we're on our major transportation hubs, let's touch on Penn Station. For those of you who know me, it will come as no surprise that I have been thinking and obsessing about the future of Penn Station since my first day on the job. Almost 800,000 people pass through it

every day compared to an original capacity of 180,000. I think we can all agree that the state of affairs there is entirely unacceptable—not to mention a massive safety hazard.

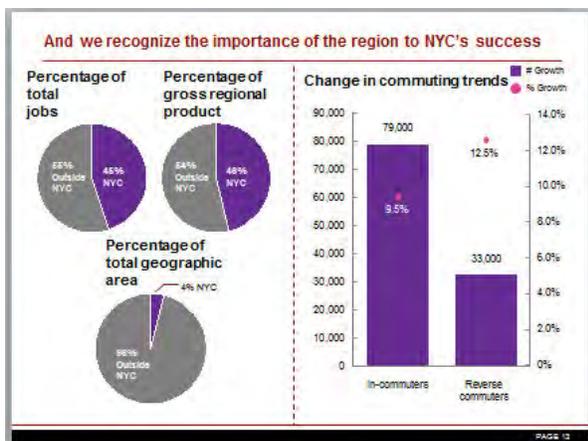
The vision that the Governor laid out last week is entirely consistent with what we have been advocating them to pursue for the last year and a half. But we must have results. We cannot afford to wait any longer. And we MUST begin the Gateway project. And let's be honest, none of these projects cannot move forward unless the City is a full partner and active participant.

And the City made a record \$2.5 billion contribution to the MTA to make sure we're investing in urban mass transit, aligned with our OneNYC vision for a strong and just city. The MTA Capital Plan will help maintain and improve the quality of the transit system, expand communications-based train control along several lines, initiate work on the Metro North Penn Station Access project, and initiate work on the Second Avenue Subway Phase 2. It also includes additional projects

that support our economic development and affordable housing strategy, including station access and connections that are critical for our neighborhoods.

It's a historic investment by the City in the region's transportation network and transit system. It builds on a long history of the City supporting the MTA's capital needs since the early 1980s, and it marks a new level of coordination between the MTA and the City on critical funding priorities.

**\*\*\*SLIDE\*\*\***



Ultimately, we recognize that this isn't just about the city – we're increasingly connected to the broader New York region. The

Department of City Planning now has a regional unit to consider our interdependent needs. The Mayor recently gathered with elected officials from across the region to make a push for federal transportation investment. And looking at affordable housing and economic development through a regional lens is critical: between 2000 and 2010, the number of reverse commuters increased by 12.5 percent, compared to 9.5 percent arriving at our City's regional transportation hubs.

**\*\*\*SLIDE\*\*\* [End]**



That's a summary of some of our major initiatives, but I want to reiterate a few places where we could continue to use your help:

- First, your continued and vocal support for MIH, ZQA, and the East NY rezoning – these are critical for us to get through the housing crisis and build an affordable New York. Thank you for all your support so far.
- And we need to be watchdogs on the MTA plan – they now have unprecedented resources, but we need to keep an eye on how those resources are spent.

So in sum, what is our goal? We want a more diverse economy because it will be a more sustainable and equitable economy. We want more New Yorkers in higher quality jobs, making more money so they can raise a family and have the quality of life everyone in this country should have. We want transportation and infrastructure that maps to, and supports, where the city is growing, not where it has been. If we do this right, and add up all of the strategic interventions and investments we are making in growth sectors and in, and among, neighborhoods, we will build a more equitable, sustainable and globally competitive

City for the long run. And after all, what is a New Yorker, or for that matter, New York City, if not competitive? Thank you for your help in this effort, and I'm happy to answer any questions!



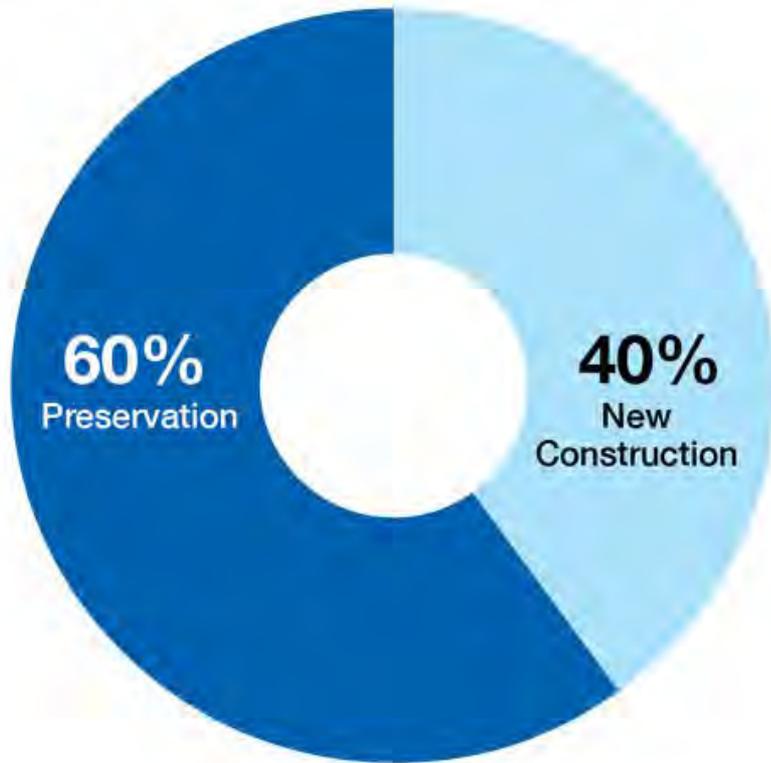
## **RPA Board Meeting**

**January 2016**

# Housing New York set an ambitious goal for affordable housing

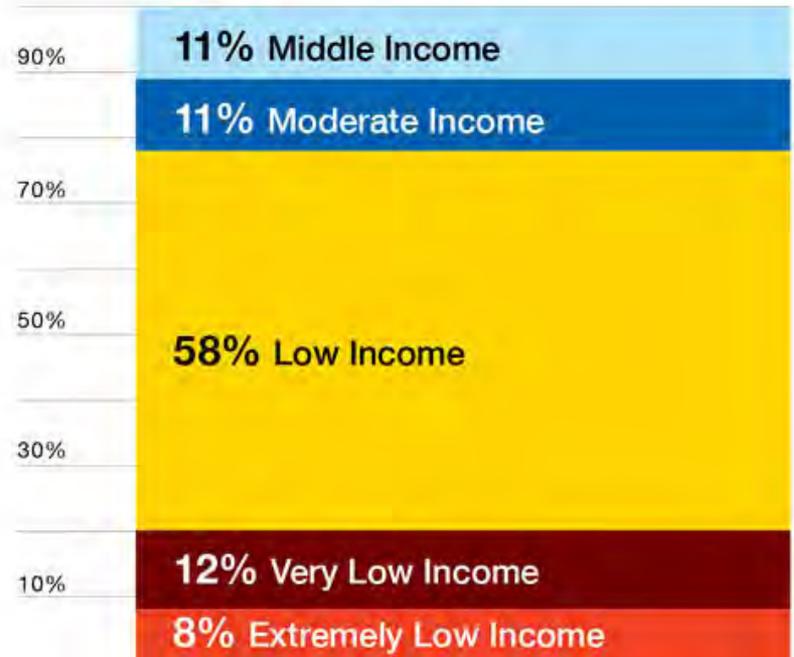
200,000 affordable housing units over the next 10 years

## New Construction vs Preservation



## Households Served

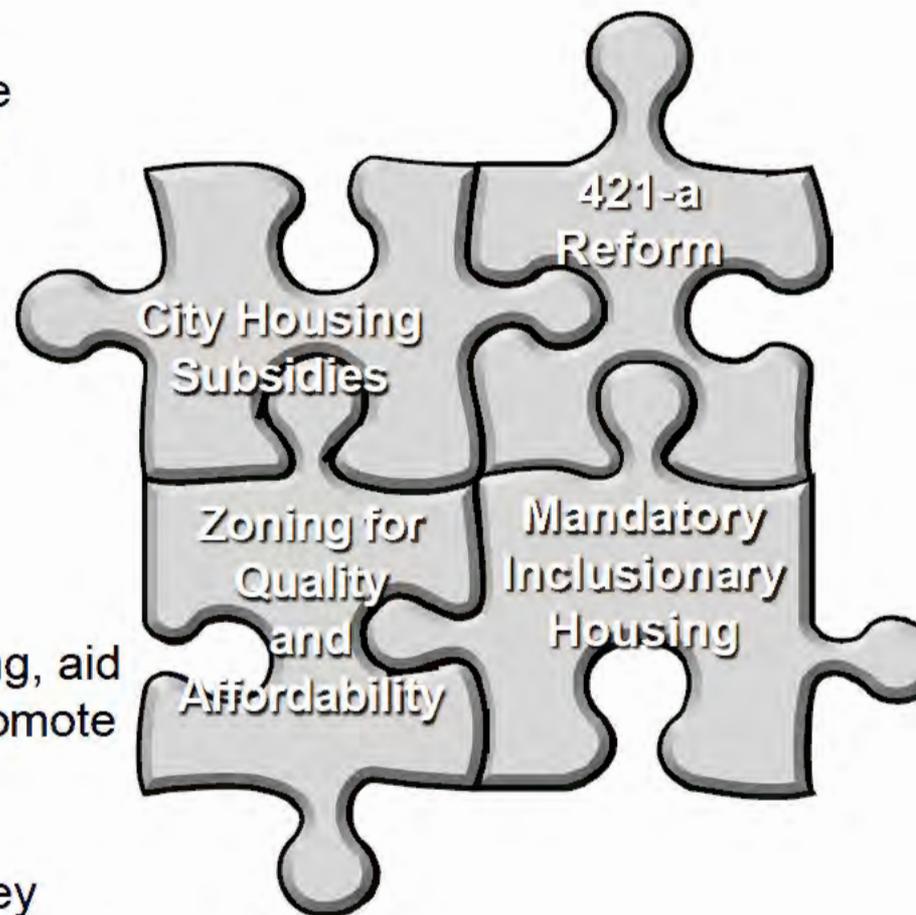
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## We're pursuing this with a multi-pronged strategy

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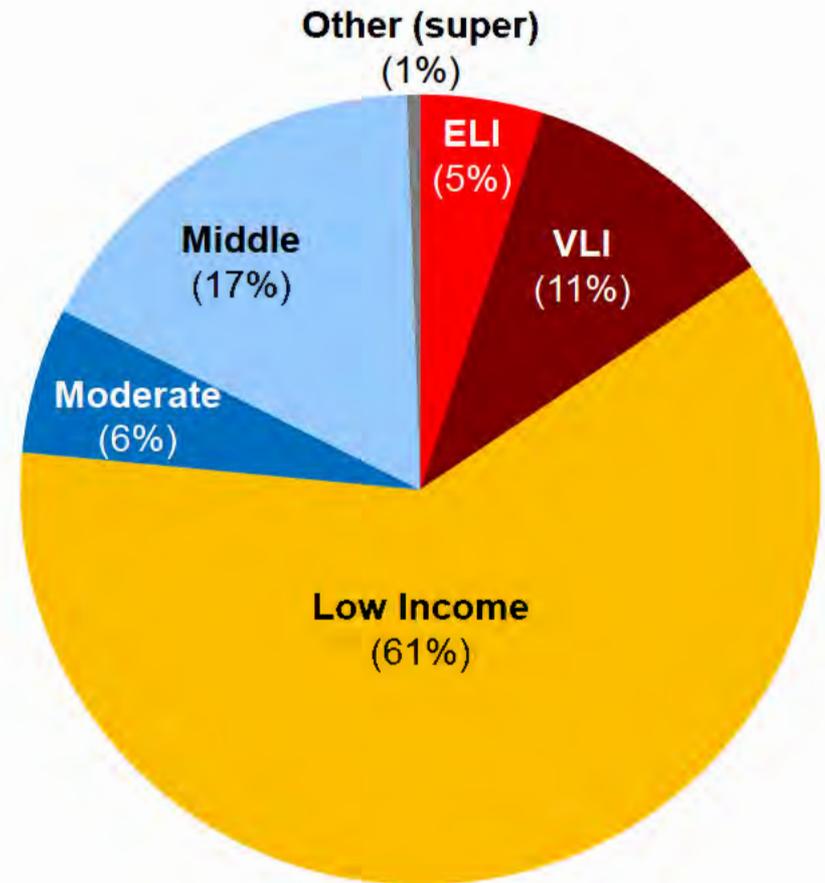
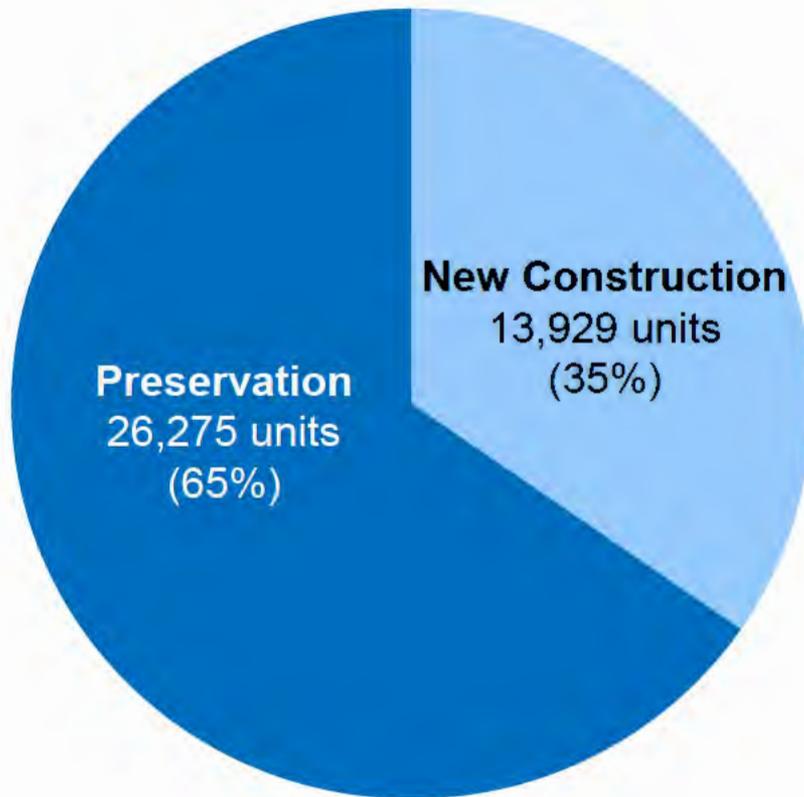
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- **40,204 units** have been financed since the start of the Housing Plan



# We're complementing our housing efforts with a \$1B+ Neighborhood Development Fund

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## WHAT

**\$1B+ over the next 10 years dedicated to building and improving infrastructure and facilities in neighborhoods in which the City plans to encourage affordable housing development and permit greater density through zoning**

## WHY

To ensure that the City can make and keep promises for new public investments that complement new affordable housing and population growth

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Projects originate and are prioritized in the neighborhood planning process: from agencies' analyses of opportunities to improve livability as the neighborhood grows, to ideas generated in community workshops

## But our strategy goes well beyond housing

Create quality jobs and support a diverse, dynamic, and growing economy through strategic investments in:

### High-Growth Sectors

- Tech & Creative
- Life Sciences
- Advanced Manufacturing
- Education and R&D

### Neighborhoods

- 200,000 new/preserved affordable housing units over 10 years
- Schools
- Local Retail
- Open Space
- Healthcare

### Infrastructure

- Multi-modal transportation system
- Expanded core transit capacity (by 20%)

### People / Human Capital

- Pre-K
- Computer Science for All
- CUNY
- Tech Talent Pipeline

...To **diversify and grow** NYC's economic engine

...To **promote robust employment** growth across all sectors in all five boroughs

# We're making investments citywide in housing and economic development

**Life Sciences Building**  
 \$160 million  
 122 jobs (new)

**Brooklyn Navy Yard**  
 \$75 million  
 3,000 jobs (new)

**BAT / Bush**  
 \$170 million  
 4,300 jobs (retained); 1,700 jobs (new)

**Staten Island North Shore**  
 \$350 million  
 1,350 jobs (new)

**Life Sciences Fund**  
 \$10 million  
 2,000 jobs (new)

**Hunts Point**  
 \$217 million  
 8,850 jobs (retained); 1,150 jobs (new)

**Sunnyside Yards**  
 Large public-private investment  
 Several thousand jobs (new)

**South Bronx / Lower Concourse**  
 \$194M  
 Thousands of housing units & jobs

**Housing New York**  
 \$40 billion Public-Private Partnership = 200,000 units built or preserved

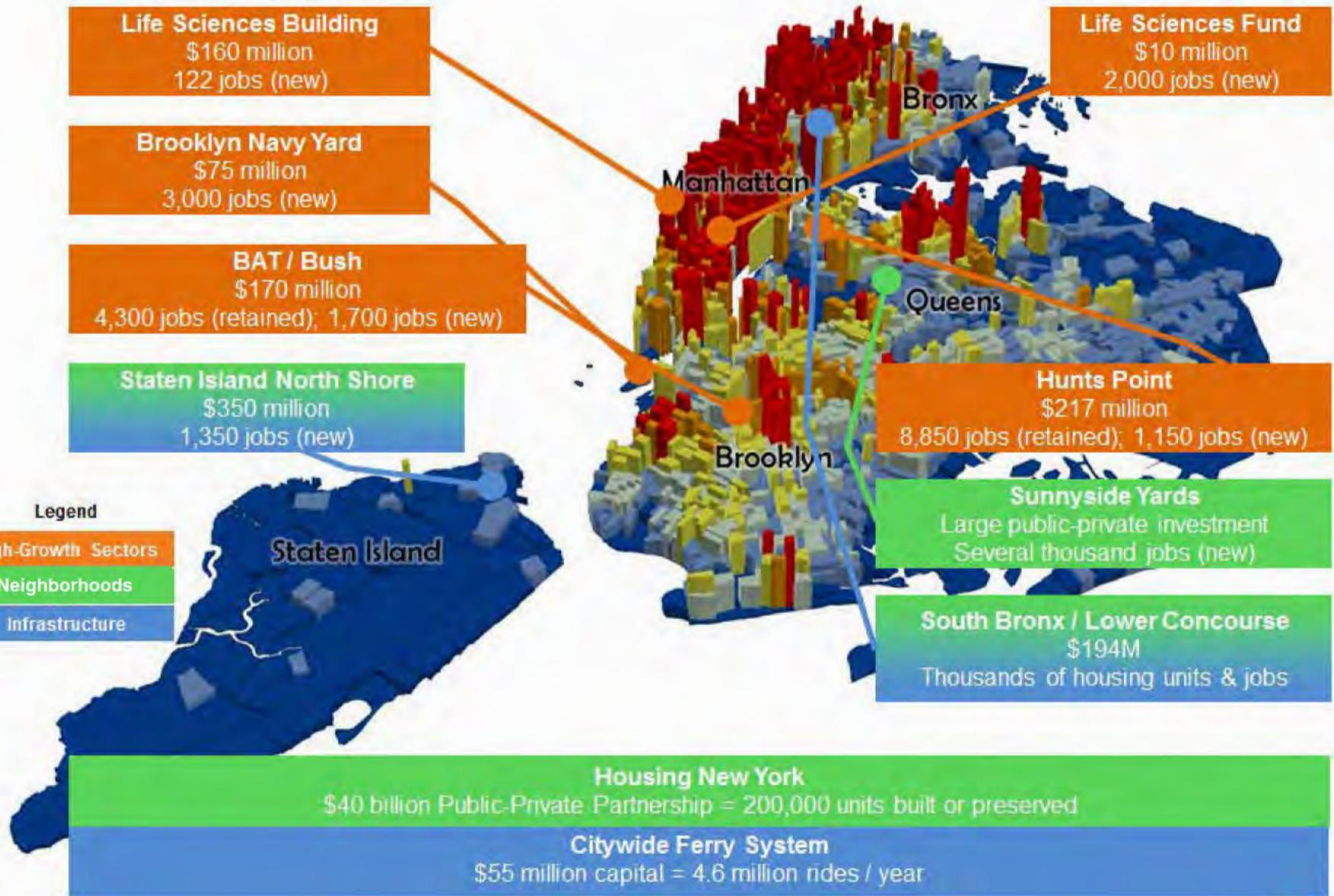
**Citywide Ferry System**  
 \$55 million capital = 4.6 million rides / year

**Legend**

High-Growth Sectors

Neighborhoods

Infrastructure



# Our goal is to create a 21<sup>st</sup> century multi-modal transportation system to map to our 21<sup>st</sup> century economy

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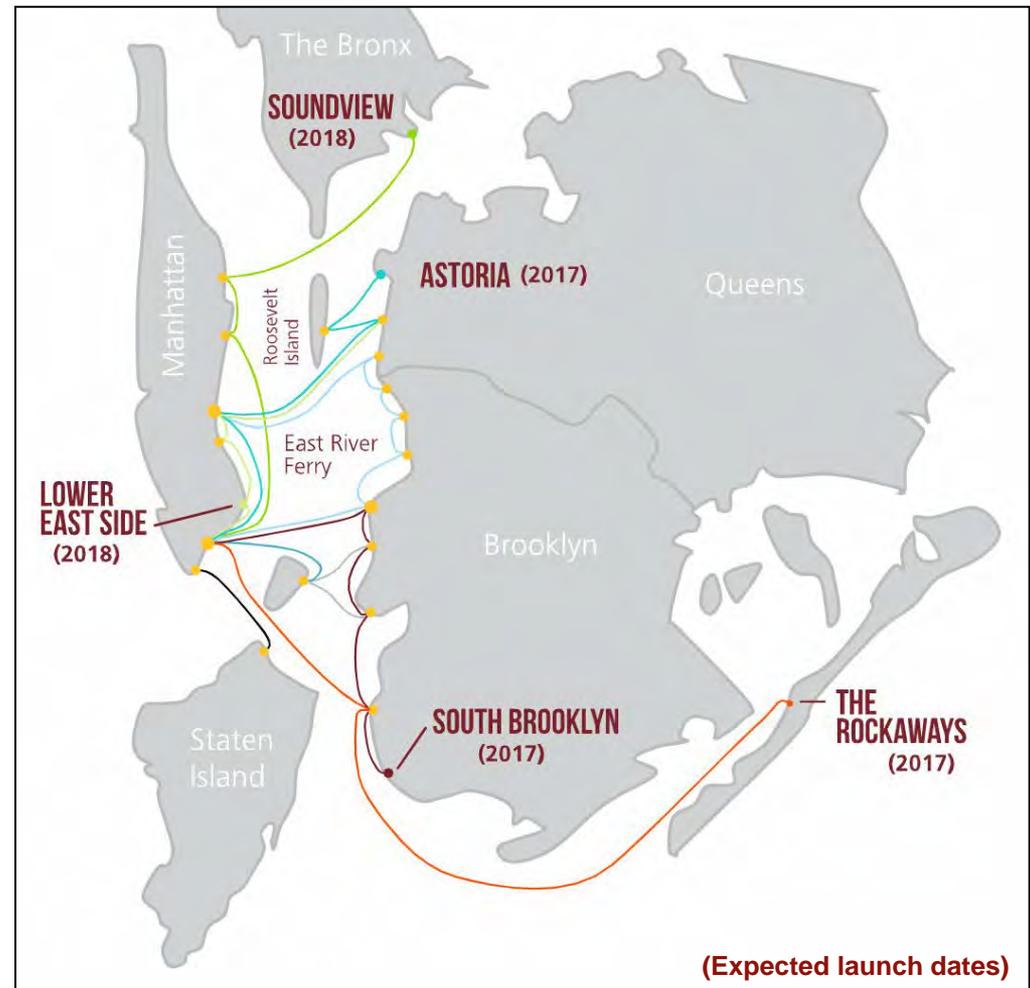
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## Example: Citywide Ferry System

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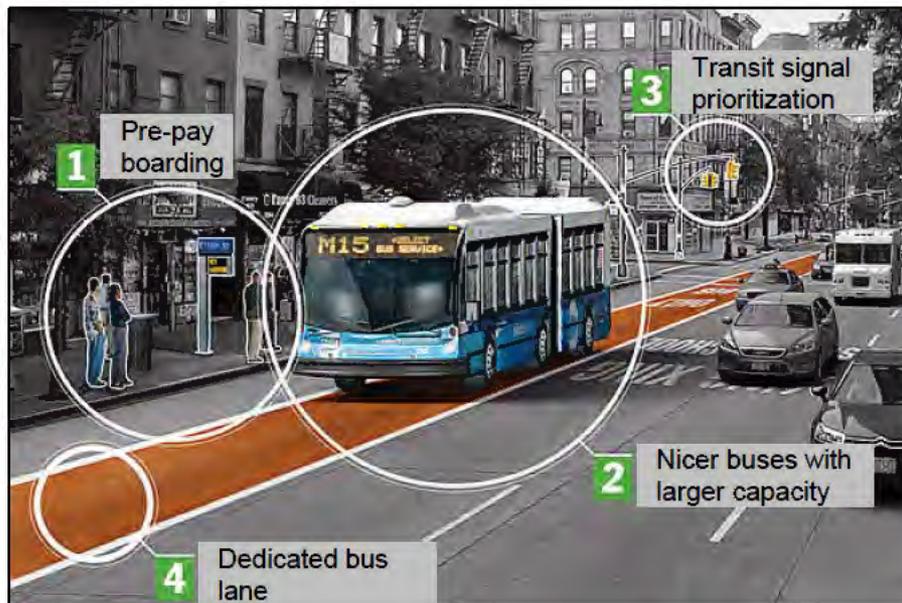
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- **Transit-Oriented Development**
  - Unlocking 13,000 housing units
  - 550,000 people live within half a mile of ferry landings
  - Commuters to Manhattan CBDs and emerging job centers along the Brooklyn/Queens waterfront
  - Reduced commute time – for example, Soundview stop in the Bronx would reduce transit time by 20-30 minutes each way



## Example: Select Bus Service

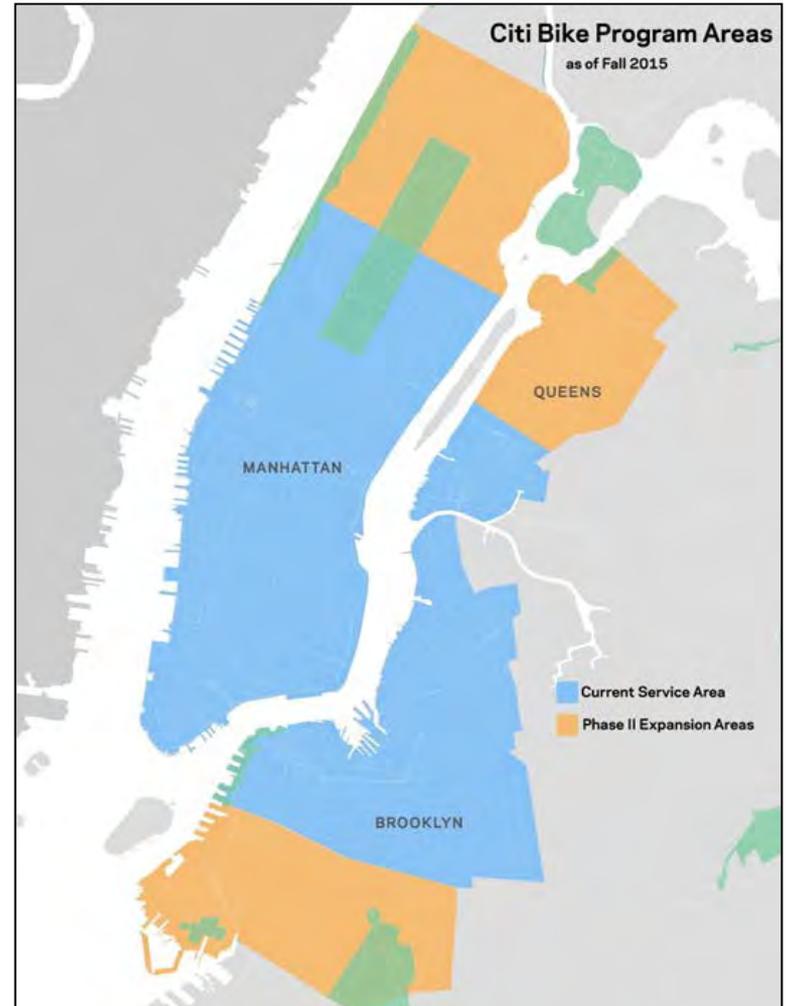
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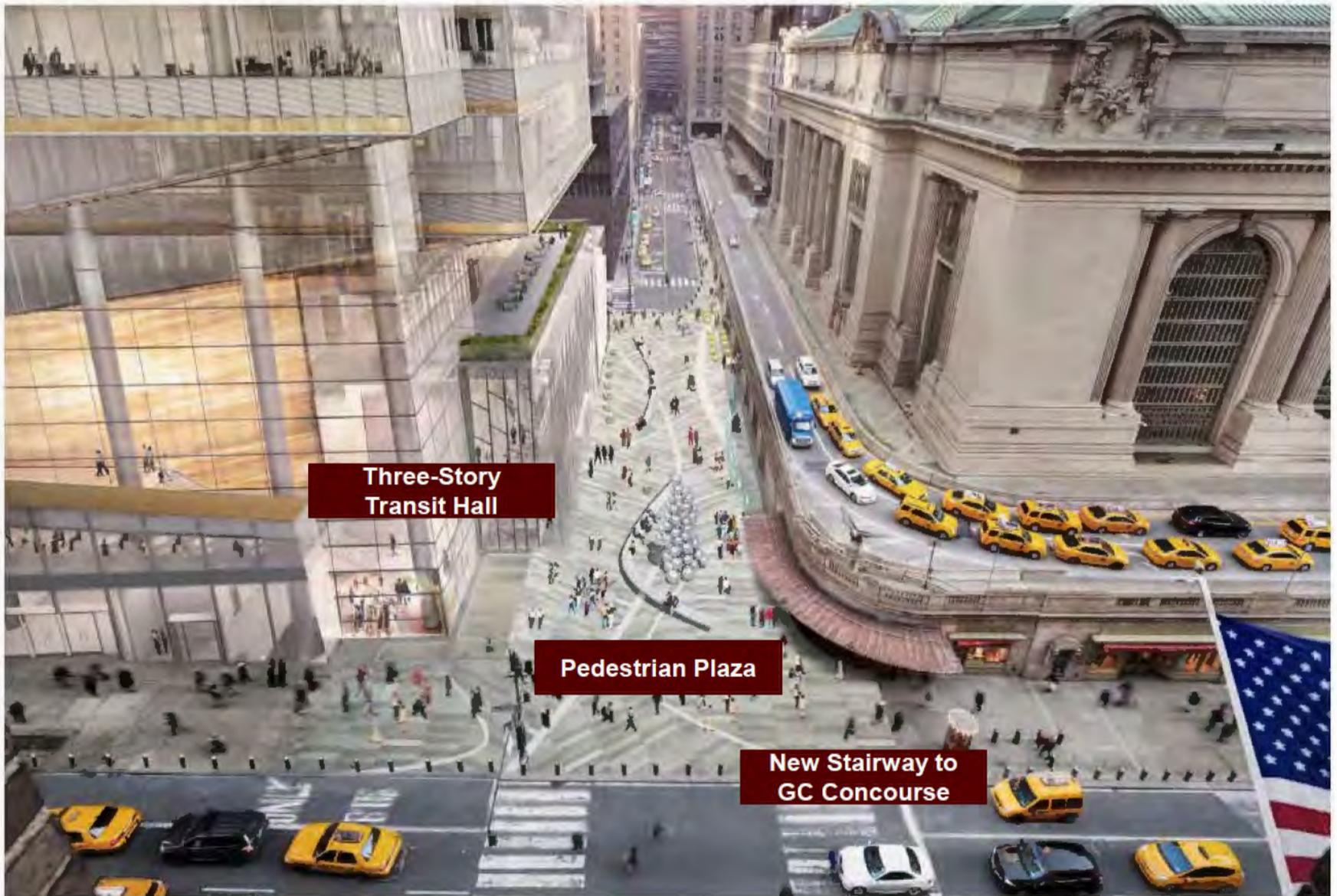


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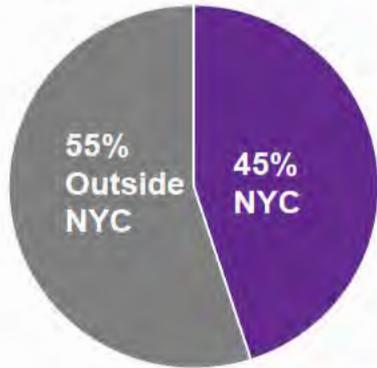


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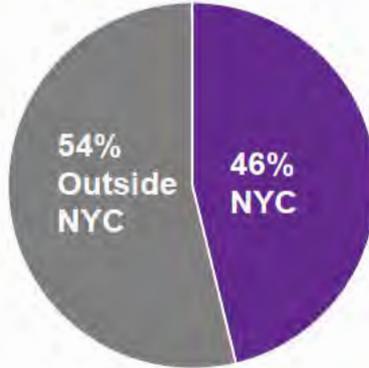


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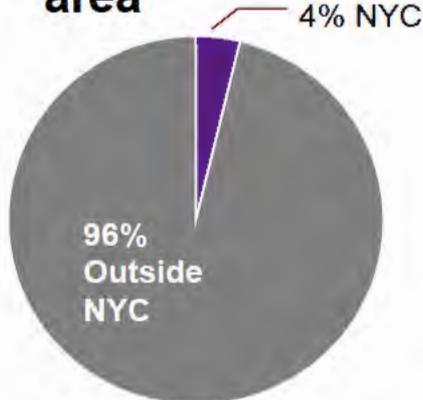
### Percentage of total jobs



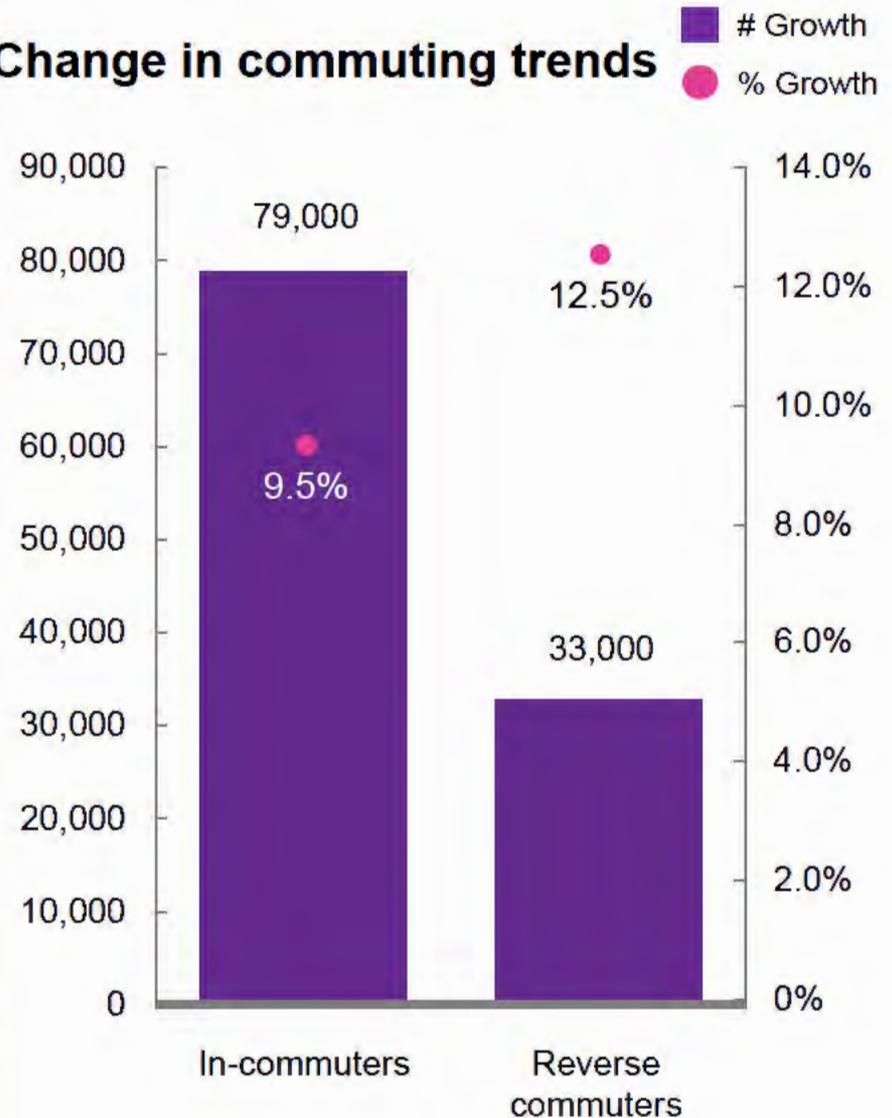
### Percentage of gross regional product



### Percentage of total geographic area



### Change in commuting trends





**From:** [B](#)  
**To:** [Walzak, Phil](#); [Hinton, Karen](#); [Jonathan Rosen](#)  
**Cc:** [jfdc](#); [Hagelgans, Andrea](#)  
**Subject:** Re: HRC question/Blitzer  
**Date:** Friday, January 15, 2016 12:57:44 PM

---

I got this

---

**From:** "Walzak, Phil" <PWalzak@cityhall.nyc.gov>  
**Date:** Fri, 15 Jan 2016 17:53:51 +0000  
**To:** Hinton, Karen <KHinton@cityhall.nyc.gov>; B <BCCD@cityhall.nyc.gov>; Jonathan Rosen <Jonathan@berlinrosen.com>  
**Cc:** jfdc <jfdc@akpdmmedia.com>; Hagelgans, Andrea <AHagelgans@cityhall.nyc.gov>  
**Subject:** RE: HRC question/Blitzer

Rec not be a pundit

Double down on HRC msg, record a progressive agenda, and express confidence it resonates w the people and will ultimately prevail on its substance

---

**From:** Hinton, Karen  
**Sent:** Friday, January 15, 2016 12:52 PM  
**To:** B  
**Cc:** jfdc; Walzak, Phil; Hagelgans, Andrea  
**Subject:** HRC question/Blitzer

Mayor will ask also about Bernie threat to HRC.

Copying others for thoughts.

Sent from my iPhone

Begin forwarded message:

**From:** "Overzat, Gregory" <[Gregory.Overzat@turner.com](mailto:Gregory.Overzat@turner.com)>  
**Date:** January 15, 2016 at 12:41:56 PM EST  
**To:** "Hinton, Karen" <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)>  
**Subject:** RE: 1:10

Primarily the threat Bernie's seemingly posing to her in the latest polls and the issue of income inequality, which has been a major issue in the Democratic race

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Any specifics on HRC?

Sent from my iPhone

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AMAZING!! Wolf is interested in the Cruz stuff of course, besides the “New York values” comment, him also making the remark that he can win New York (does the Mayor agree?), want to talk a bit about Hillary too leading into Sunday night’s debate.

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**Sent:** Friday, January 15, 2016 12:30 PM

**To:** Overzat, Gregory <[Gregory.Overzat@turner.com](mailto:Gregory.Overzat@turner.com)>

**Subject:** 1:10

1:10 good, arriving 1:00 or so. See you soon. What other questions aside from Cruz?

Karen Hinton  
Press Secretary  
917-246-7692  
Follow Me On Twitter @KarenHinton

**From:** [Viswanathan, Vikram](#)  
**To:** [Bruch, Mary](#); ["Jonathan Rosen"](#); [Wiley Norvell](#)  
**Subject:** RE: Do you have Alicia's remarks from RPA yesterday?  
**Date:** Friday, January 15, 2016 12:58:07 PM  
**Attachments:** [RPA Board Meeting - Deputy Mayor Glen.pptx](#)

---

Jonathan - great to meet you over email, and glad to hear her speech was well received! I've also attached the latest version of the slides as presented.

-----Original Message-----

From: Bruch, Mary  
Sent: Friday, January 15, 2016 12:46 PM  
To: 'Jonathan Rosen'; Wiley Norvell  
Cc: Viswanathan, Vikram  
Subject: RE: Do you have Alicia's remarks from RPA yesterday?

Hi Jonathan,

Please find the deck and remarks as prepared for DM Glen's RPA talk yesterday. Adding my colleague, Vikram, so he can see the good review, and also answer any follow-up questions related to the RPA presentation yesterday.

Vikram, Jonathan is one of the Mayor's lead political strategists (and he and his partner Val Berlin kicked my greenhorn butt in a 2005 state assembly race) and is working on the State of the City with our comms team. Glad to be on the same side, here!

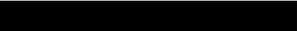
Cheers,  
Mary

-----Original Message-----

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
Sent: Friday, January 15, 2016 12:41 PM  
To: Wiley Norvell  
Cc: Bruch, Mary  
Subject: Re: Do you have Alicia's remarks from RPA yesterday?

Heard if was v good and in line w the framing you and I discussed. Maybe the boss could borrow it for himself. :-)

Sent from my iPhone

> On Jan 15, 2016, at 12:19 PM, Wiley Norvell < wrote:

>

> Mary can help. What's your interest?

>

> Sent from my iPhone

>

>> On Jan 15, 2016, at 9:51 AM, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

>>

>>

>>

>> Sent from my iPhone



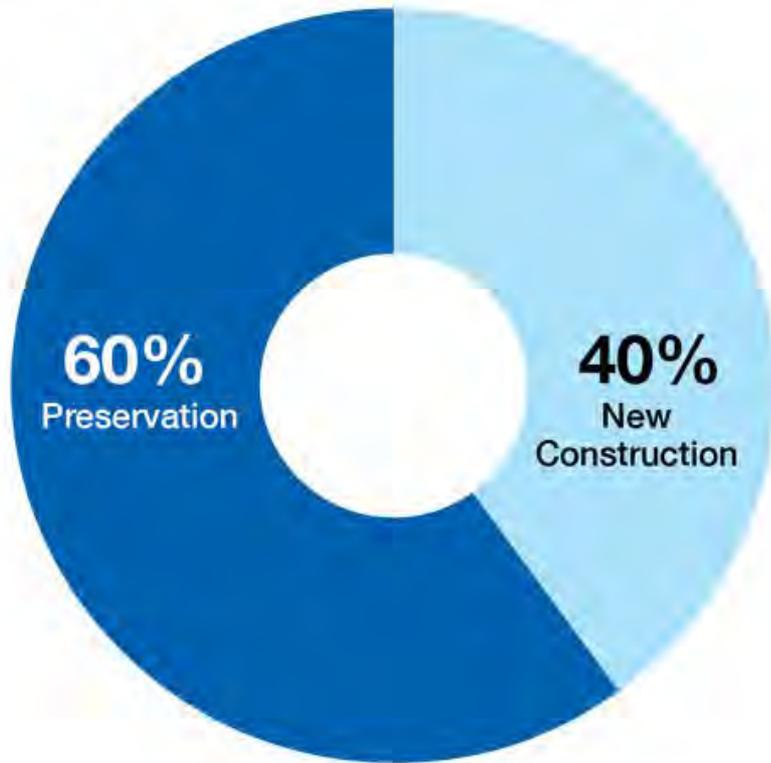
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**January 2016**

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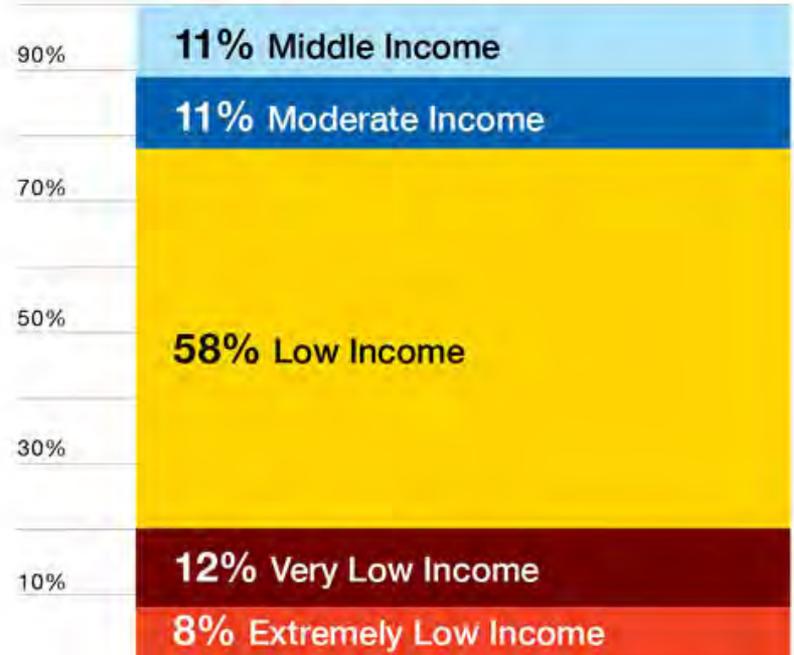
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## New Construction vs Preservation



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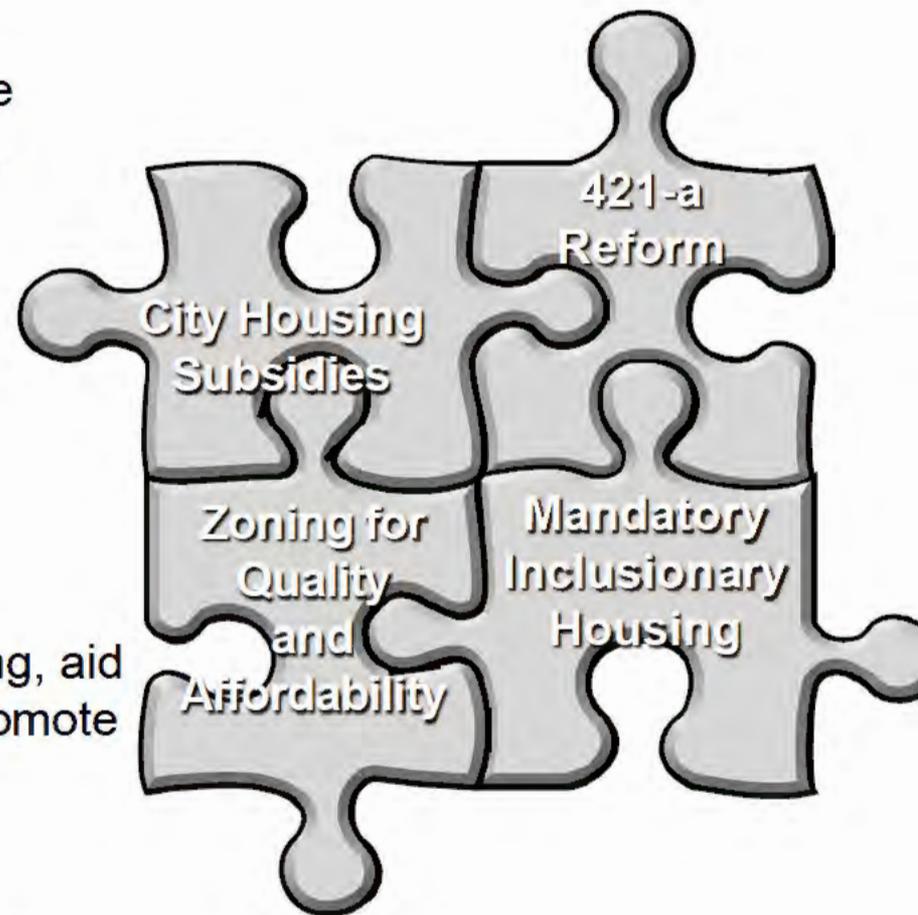
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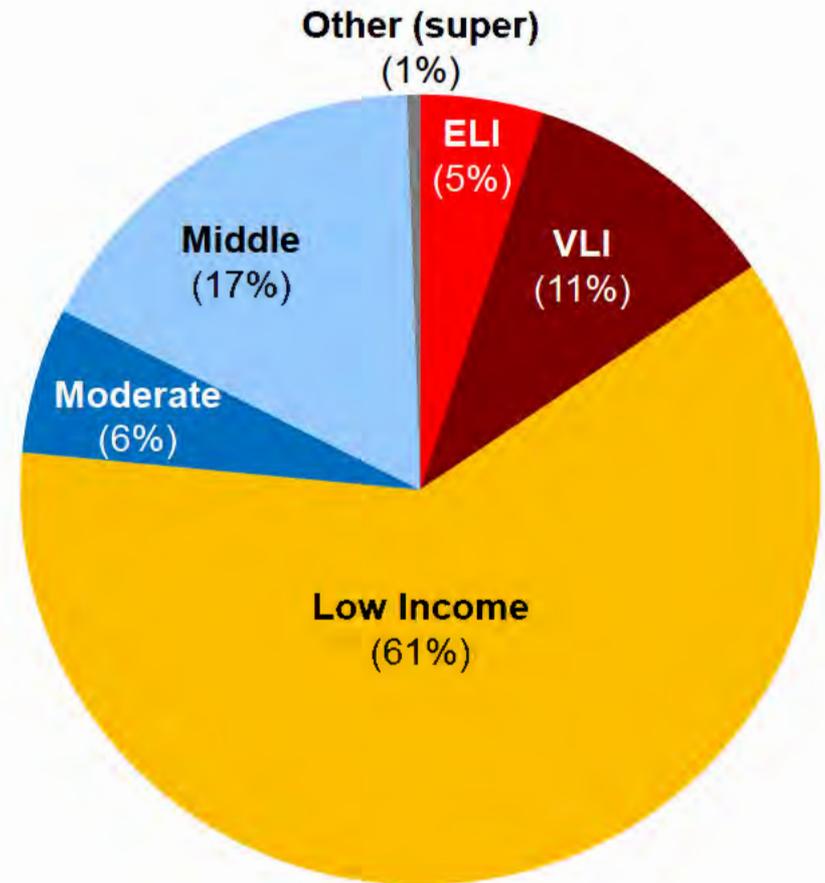
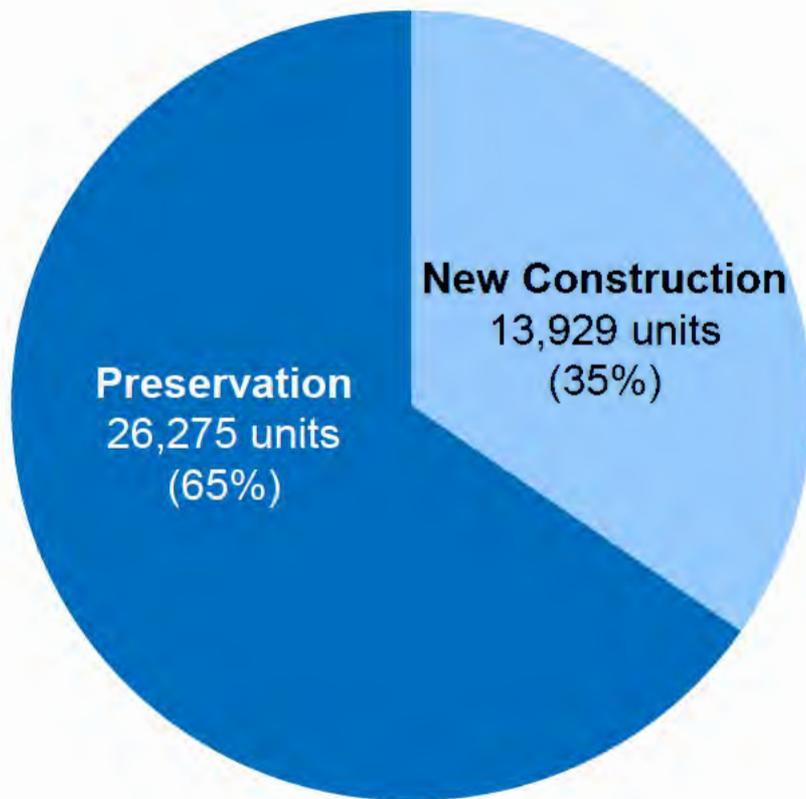
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- Life Sciences
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## Neighborhoods

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- Healthcare

## Infrastructure

- Multi-modal transportation system
- Expanded core transit capacity (by 20%)
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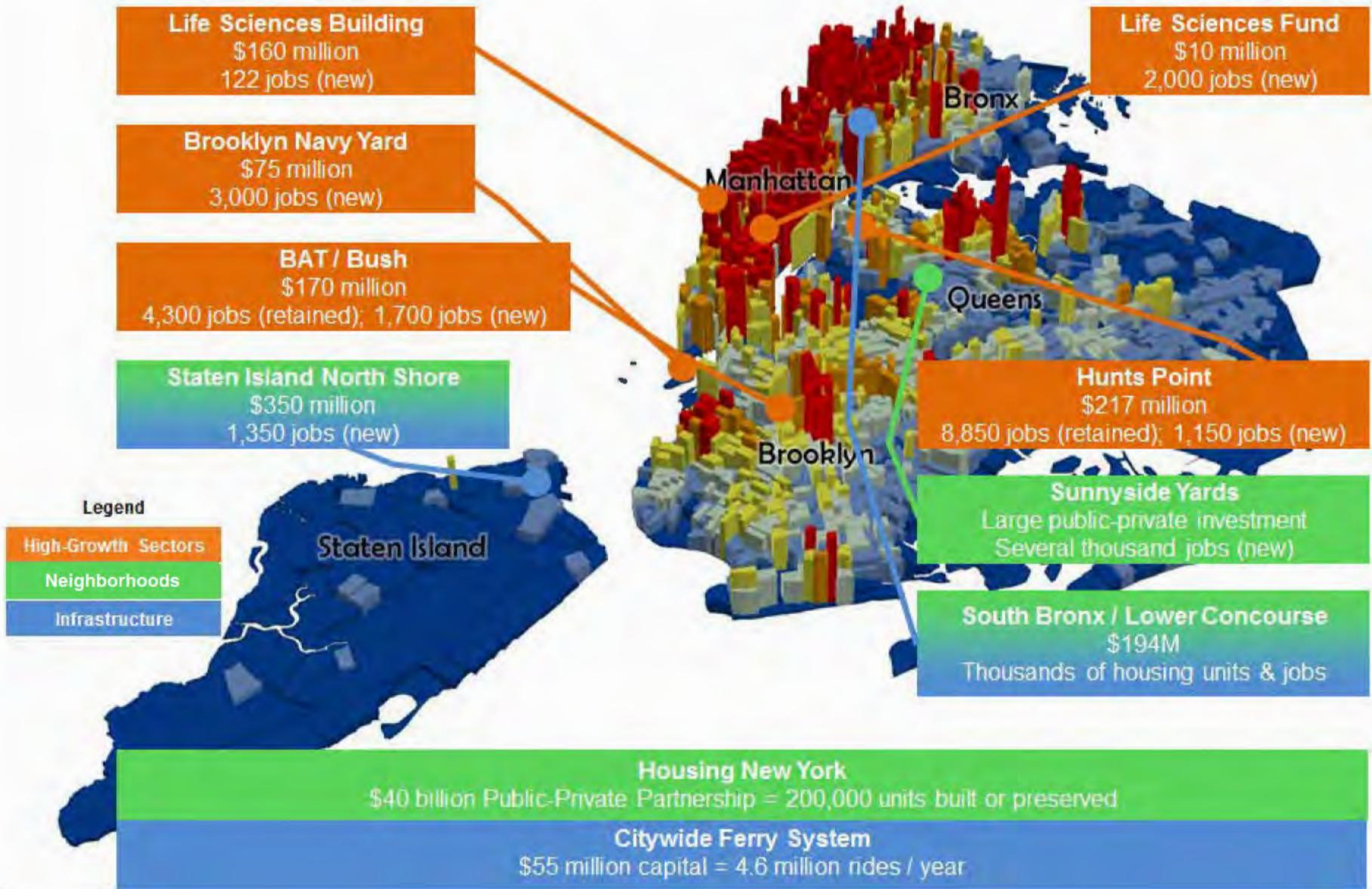
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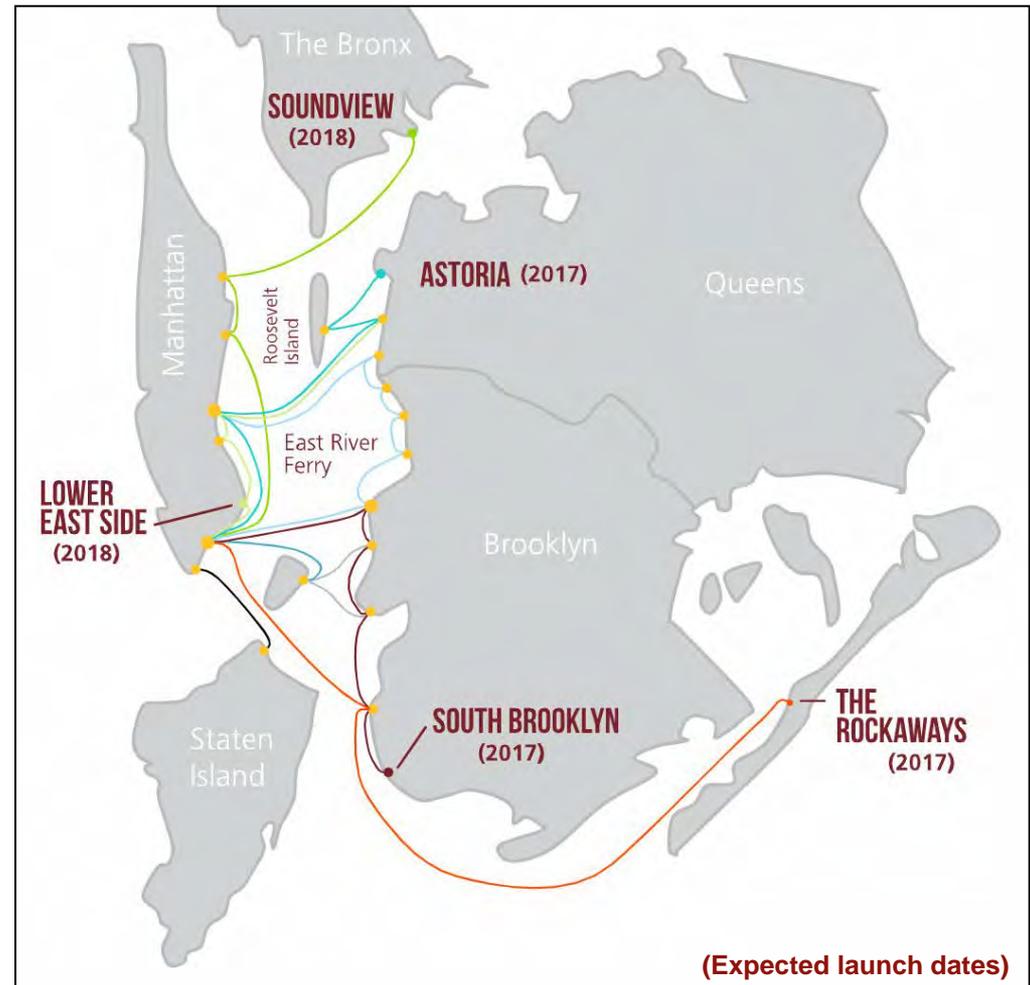
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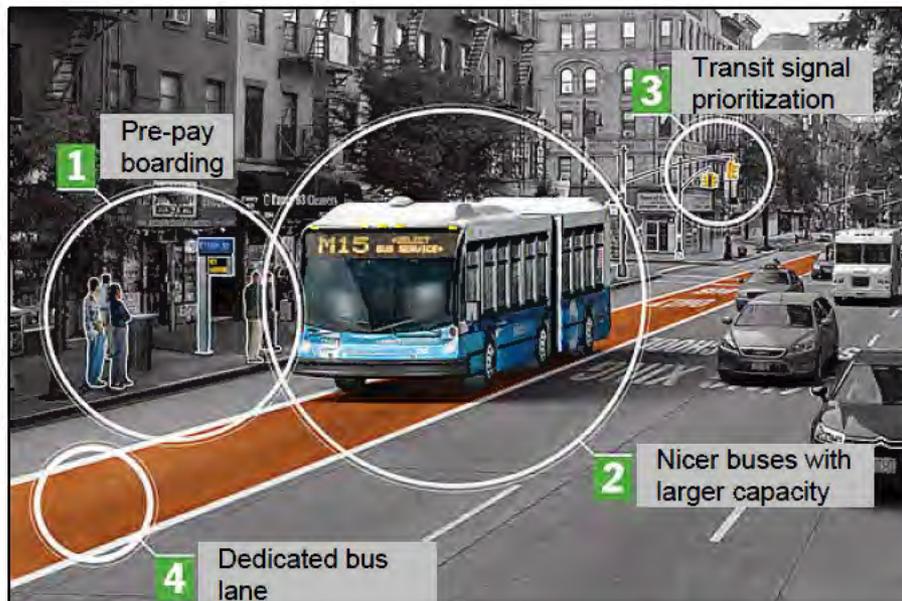
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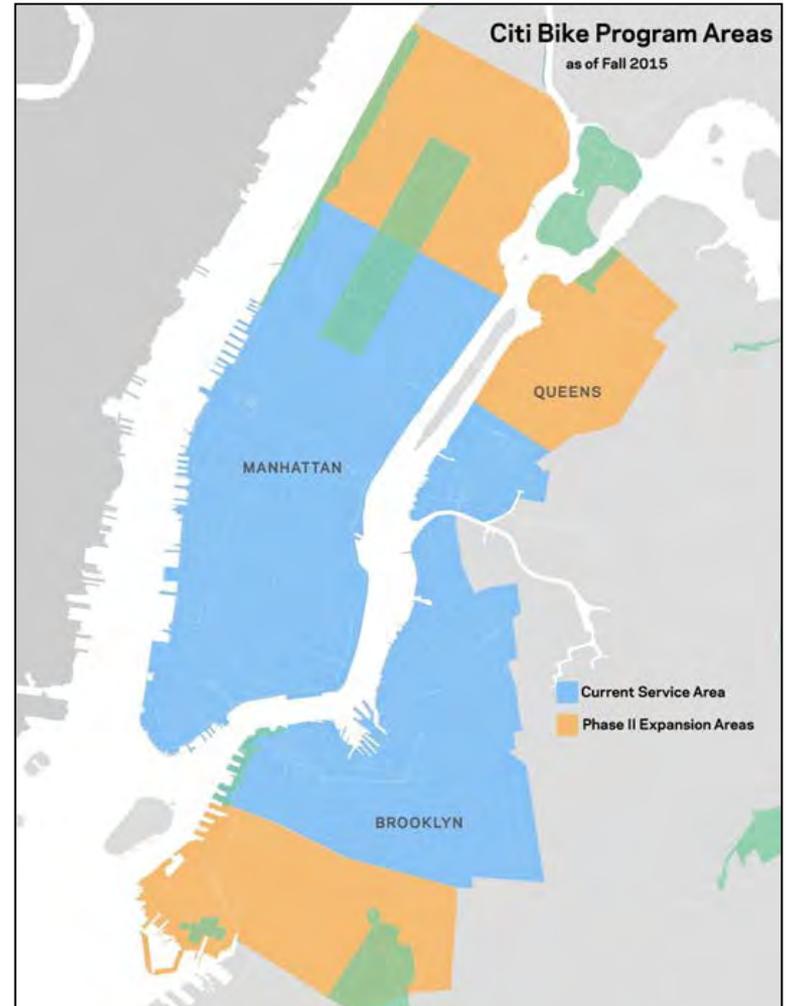
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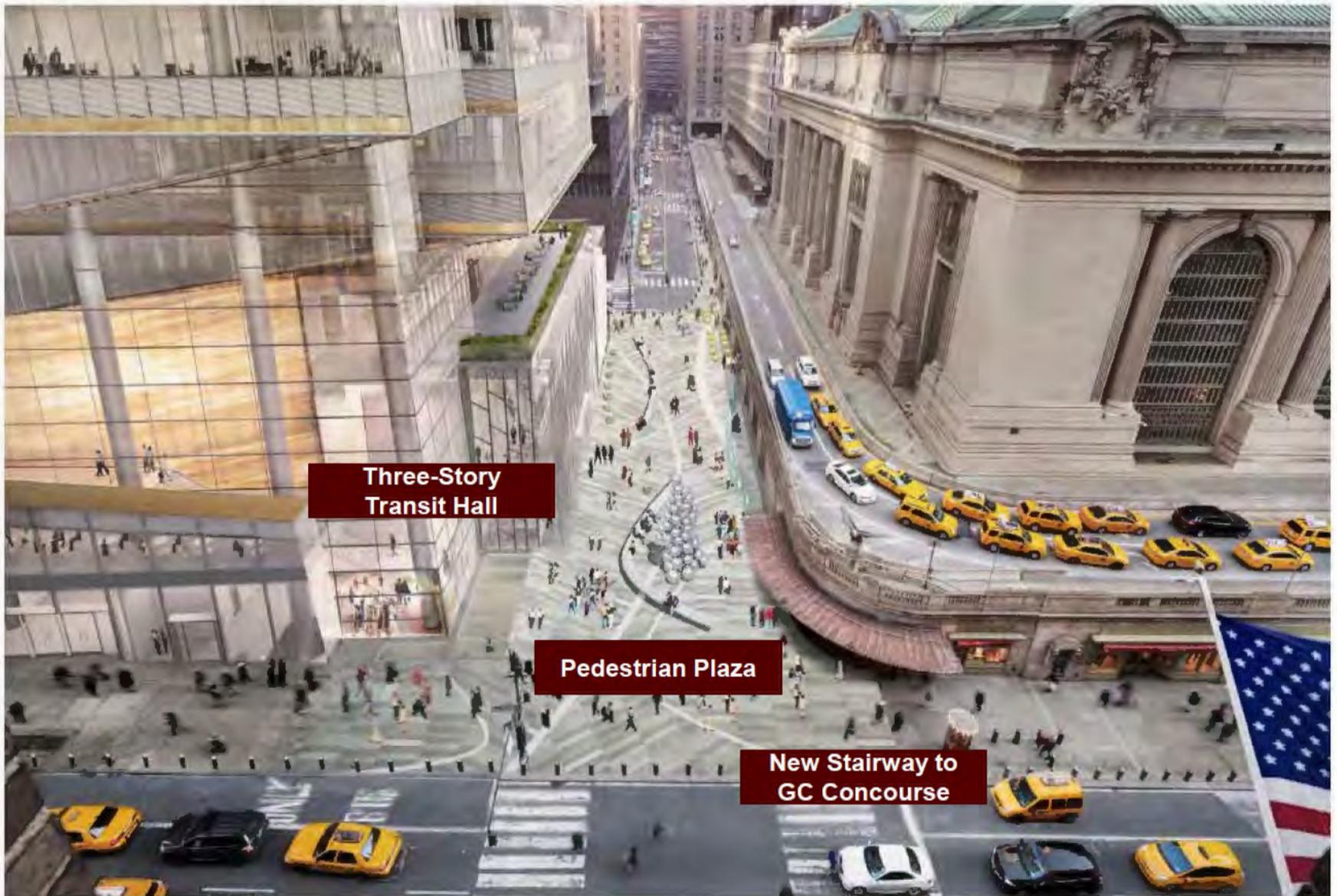


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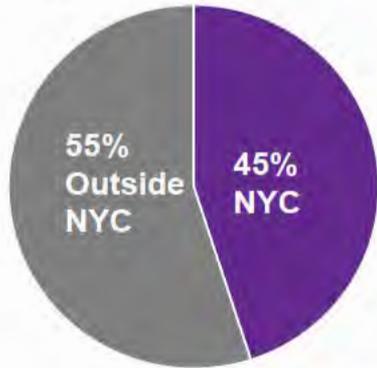


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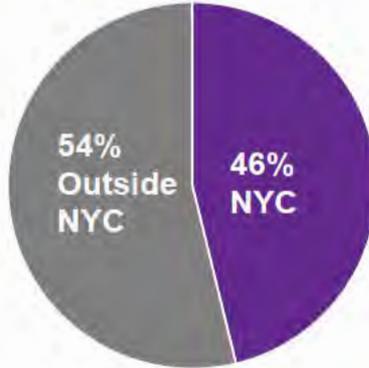


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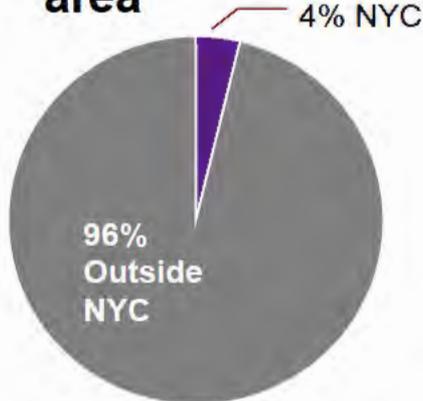
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**From:** [Hinton, Karen](#)  
**To:** [Walzak, Phil](#)  
**Cc:** [B: Jonathan Rosen](#); [jfdc](#); [Hagelgans, Andrea](#); [Wolfe, Emma](#)  
**Subject:** Re: HRC question/Blitzer  
**Date:** Friday, January 15, 2016 1:30:40 PM

---

Doing Ashley ban field -- mini ambush - will ask him about stock market . Will talk about property values we released today. he spoke with dean.

Said ok to property values since CUNY issue hopefully behind us.

Will use throughout afternoon getting times from producer

Sent from my iPhone

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Karen Hinton

Press Secretary

917-246-7692

Follow Me On Twitter @KarenHinton

**From:** [Gunaratna, Mahen](#)  
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**Cc:** [Jonathan Rosen](#); [ifdc](#); [Hagelgans, Andrea](#)  
**Subject:** RE: HRC question/Blitzer  
**Date:** Friday, January 15, 2016 1:50:52 PM

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Some info here:

<http://www.cnn.com/2016/01/15/politics/ted-cruz-donald-trump-birther-movement-marco-rubio/>

# Ted Cruz gets a birther lawsuit challenge

By [Tal Kopan](#), CNN

Updated 12:29 PM ET, Fri January 15, 2016

**Washington (CNN)** - Ted Cruz is now facing a federal lawsuit challenging his eligibility to run for president, based on the theory espoused by Donald Trump that he may not be a natural-born citizen.

The [lawsuit](#), filed in Texas on Thursday by Newton Boris Schwartz Sr., raises legal uncertainty about whether Cruz qualifies for the constitutional requirement that a President be a "a natural-born citizen" because he was born in Canada.

Cruz was conferred American citizenship at birth because his mother is an American citizen, and legal experts have largely agreed that would qualify him as natural-born citizenship. Cruz was born in Calgary, Alberta, Canada, and also had Canadian citizenship until he renounced it in 2014.

Schwartz cites legal theorists including Harvard law professor Laurence Tribe who say while Cruz is generally accepted to be a natural-born citizen, no court has definitively ruled on the question.

The move follows weeks of attacks by the GOP front-runner on Cruz's status, which came to a head during Thursday's GOP debate. Trump told Cruz he was a liability as a candidate if he runs for president, because his eligibility will be tied up in lawsuits for years.

Trump also spread many of the birther theories that hung over President Barack Obama when he ran for office, fueled by conspiracy theorists who did not believe that Obama was born in the U.S., as he was. Obama's mother was also a U.S. citizen at his birth, and no credible legal challenge to his eligibility ever progressed in the courts.

Legal experts believe the same will be true of the Cruz challenge.

Asked if Schwartz had standing to file the lawsuit, American University law professor and CNN contributor Stephen Vladeck said "not even a little."

Standing is the legal principle that requires an individual to have suffered some harm to bring a lawsuit.

"Standing's only going to work if some state denies Cruz access to the ballot," Vladeck said, at which point Cruz himself could sue to have it resolved.

Cruz has maintained he is a natural-born citizen.

"Back in September, my friend Donald said he had his lawyers look at this in every which way," Cruz said in Thursday night's debate. "There was nothing to this birther issue."

"Since September, the Constitution hasn't changed," Cruz added. "But the poll numbers have."

---

**From:** Hinton, Karen  
**Sent:** Friday, January 15, 2016 1:45 PM  
**To:** Walzak, Phil  
**Cc:** Jonathan Rosen; jfdc; Hagelgans, Andrea; Gunaratna, Mahen  
**Subject:** Re: HRC question/Blitzer

There's a lawsuit filed today to resolve issue associated with birthers but don't know details.

Mahen what can u find out?

We may need to clean up?

Sent from my iPhone

On Jan 15, 2016, at 1:27 PM, Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:

-mayor

Don't love being associated w those clowns broadly  
Maybe if its seen as some sort of way to help trump bec HRC beats trump more easily?

---

**From:** Hinton, Karen  
**Sent:** Friday, January 15, 2016 1:26 PM  
**To:** Walzak, Phil  
**Cc:** B; Jonathan Rosen; jfdc; Hagelgans, Andrea  
**Subject:** Re: HRC question/Blitzer

What we think about birther comments?

Sent from my iPhone

On Jan 15, 2016, at 12:53 PM, Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:

Rec not be a pundit

Double down on HRC msg, record a progressive agenda, and express confidence it resonates w the people and will ultimately prevail on its substance

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**Sent:** Friday, January 15, 2016 12:52 PM  
**To:** B  
**Cc:** jfdc; Walzak, Phil; Hagelgans, Andrea  
**Subject:** HRC question/Blitzer

Mayor will ask also about Bernie threat to HRC.

Copying others for thoughts.

Sent from my iPhone

Begin forwarded message:

**From:** "Overzat, Gregory" <[Gregory.Overzat@turner.com](mailto:Gregory.Overzat@turner.com)>  
**Date:** January 15, 2016 at 12:41:56 PM EST  
**To:** "Hinton, Karen" <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)>  
**Subject:** RE: 1:10

Primarily the threat Bernie's seemingly posing to her in the latest polls and the issue of income inequality, which has been a major issue in the Democratic race

---

**From:** Hinton, Karen [<mailto:KHinton@cityhall.nyc.gov>]  
**Sent:** Friday, January 15, 2016 12:40 PM  
**To:** Overzat, Gregory <[Gregory.Overzat@turner.com](mailto:Gregory.Overzat@turner.com)>  
**Subject:** Re: 1:10

Any specifics on HRC?

Sent from my iPhone

On Jan 15, 2016, at 12:31 PM, Overzat, Gregory <[Gregory.Overzat@turner.com](mailto:Gregory.Overzat@turner.com)> wrote:

AMAZING!! Wolf is interested in the Cruz stuff of course, besides the "New York values" comment, him also making the remark that he can win New York (does the Mayor agree?), want to talk a bit about Hillary too leading into Sunday night's debate.

---

**From:** Hinton, Karen  
[<mailto:KHinton@cityhall.nyc.gov>]  
**Sent:** Friday, January 15, 2016 12:30 PM  
**To:** Overzat, Gregory  
<[Gregory.Overzat@turner.com](mailto:Gregory.Overzat@turner.com)>  
**Subject:** 1:10

1:10 good, arriving 1:00 or so. See you soon.  
What other questions aside from Cruz?

Karen Hinton  
Press Secretary  
917-246-7692  
Follow Me On Twitter @KarenHinton

**From:** [John Del Cecato](#)  
**To:** [Hinton, Karen](#); [Walzak, Phil](#)  
**Cc:** [Jonathan Rosen](#); [Hagelgans, Andrea](#); [Gunaratna, Mahen](#)  
**Subject:** Re: HRC question/Blitzer  
**Date:** Friday, January 15, 2016 2:15:32 PM

---

I don't think we should pull any punches with Cruz on birtherism. He's legit. Obama's legit. Romney & McCain were legit. Let's remember this is a serious job & not a game.

On Sanders/HRC – I think the focus is rebuilding the middle class – which Sander & HRC are both speaking to... As Phil says, I'm not a pundit – I'm just stuck by how the Dem side is focused on tackling inequality while the GOP is a freak show

---

**From:** "Hinton, Karen" <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)>  
**Date:** Friday, January 15, 2016 at 1:44 PM  
**To:** "Walzak, Phil" <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>  
**Cc:** Jonathan Rosen <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>, John Del Cecato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>, "Hagelgans, Andrea" <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>, "Gunaratna, Mahen" <[MGunaratna@cityhall.nyc.gov](mailto:MGunaratna@cityhall.nyc.gov)>  
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Karen Hinton  
Press Secretary  
917-246-7692  
Follow Me On Twitter @KarenHinton

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [jfdc](#); [Jonathan Rosen](#); [Blumm, Kate](#); [Snyder, Thomas](#); [Shorris, Anthony](#); [Williams, Dominic](#); [Fialkoff, Gabrielle](#); [Tarrow, Mindy](#); [Wolfe, Emma](#); [Schnake Mahl, Gabriel](#); [Schwartz, Regina](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Fuleihan, Dean \(OMB\)](#); [Glen, Alicia](#); [Buery, Richard](#); [Arslanian, Kayla](#); [Almonte, Catherine](#); [Viguers, Jonathan](#)  
**Cc:** [jfdc](#)  
**Subject:** RE: MBDB: SOTC Prep  
**Date:** Sunday, January 17, 2016 9:29:43 PM

---

Hey guys, There will some snacks at Gracie tomorrow but not a full lunch but please feel free to bring food with you to the meeting.

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Thursday, January 14, 2016 1:18 PM  
**To:** Salazar-Rodriguez, Prisca; [jfdc](#); [Jonathan Rosen](#); [Blumm, Kate](#); [Snyder, Thomas](#); [Da Costa, Ricky](#); [Shorris, Anthony](#); [Griffith, Chantell](#); [Williams, Dominic](#); [Fialkoff, Gabrielle](#); [Tarrow, Mindy](#); [Wolfe, Emma](#); [Schnake Mahl, Gabriel](#); [Schwartz, Regina](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Seignious, Sandy](#); [Fuleihan, Dean \(OMB\)](#); [Darlington, Mandy \(OMB\)](#); [Glen, Alicia](#); [Bruch, Mary](#); [Buery, Richard](#); [Cutler, Dorothy](#); [Arslanian, Kayla](#); [Almonte, Catherine](#); [Viguers, Jonathan](#)  
**Cc:** John Del Cecato  
**Subject:** MBDB: SOTC Prep  
**When:** Monday, January 18, 2016 12:45 PM-1:45 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** Gracie Mansion

**From:** [Viguers, Jonathan](#)  
**To:** [Salazar-Rodriguez, Prisca](#); [jfdc](#); [Jonathan Rosen](#); [Blumm, Kate](#); [Snyder, Thomas](#); [Da Costa, Ricky](#); [Shorris, Anthony](#); [Griffith, Chantell](#); [Williams, Dominic](#); [Fialkoff, Gabrielle](#); [Tarlo, Mindy](#); [Wolfe, Emma](#); [Schnake Mahl, Gabriel](#); [Schwartz, Regina](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Seignious, Sandy](#); [Fuleihan, Dean \(OMB\)](#); [Darlington, Mandy \(OMB\)](#); [Glen, Alicia](#); [Bruch, Mary](#); [Buery, Richard](#); [Cutler, Dorothy](#); [Arslanian, Kayla](#); [Almonte, Catherine](#)  
**Subject:** RE: MBDB: SOTC Prep  
**Date:** Tuesday, January 19, 2016 5:55:44 PM

---

Please gather.

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca

**Sent:** Friday, January 15, 2016 4:25 PM

**To:** Salazar-Rodriguez, Prisca; jfdc; Jonathan Rosen; Blumm, Kate; Snyder, Thomas; Da Costa, Ricky; Shorris, Anthony; Griffith, Chantell; Williams, Dominic; Fialkoff, Gabrielle; Tarlow, Mindy; Wolfe, Emma; Schnake Mahl, Gabriel; Schwartz, Regina; Hagelgans, Andrea; Walzak, Phil; Seignious, Sandy; Fuleihan, Dean (OMB); Darlington, Mandy (OMB); Glen, Alicia; Bruch, Mary; Buery, Richard; Cutler, Dorothy; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan

**Subject:** MBDB: SOTC Prep

**When:** Tuesday, January 19, 2016 6:00 PM-7:00 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** City Hall, The Blue Room

**From:** [The Office of Mayor de Blasio](#)  
**To:** [Emily Walsh](#)  
**Subject:** RE: State of the City RSVP  
**Date:** Wednesday, January 20, 2016 10:15:00 AM

---

Dear Emily,

Mr. Rosen is confirmed for the event on the 4<sup>th</sup>. We look forward to seeing him!

Best,  
Emina

Emina Ajvazoska  
Event Coordinator, Mayor's Office of Special Projects and Community Events  
New York City  
(w) 212-788-2569

---

**From:** Emily Walsh [mailto:[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
**Sent:** Wednesday, January 20, 2016 9:22 AM  
**To:** The Office of Mayor de Blasio  
**Subject:** State of the City RSVP

Hi there,

Jonathan Rosen will be attending. I believe his RSVP mistakenly came through as me instead.

thanks!

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

**From:** [Almonte, Catherine](#)  
**To:** [Salazar-Rodriguez, Prisca](#); [jfdc](#); [Jonathan Rosen](#); [Blumm, Kate](#); [Snyder, Thomas](#); [Da Costa, Ricky](#); [Shorris, Anthony](#); [Griffith, Chantell](#); [Williams, Dominic](#); [Adams Baker, Marti](#); [Fialkoff, Gabrielle](#); [Tarlo, Mindy](#); [Wolfe, Emma](#); [Schnake Mahl, Gabriel](#); [Schwartz, Regina](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Seignious, Sandy](#); [Fuleihan, Dean \(OMB\)](#); [Darlington, Mandy \(OMB\)](#); [Glen, Alicia](#); [Bruch, Mary](#); [Buery, Richard](#); [Cutler, Dorothy](#); [Arslanian, Kayla](#); [Viguers, Jonathan](#); [Bennett, Rob](#)  
**Cc:** [Confer, Alexis](#)  
**Subject:** RE: MBDB: SOTC Prep  
**Date:** Wednesday, January 20, 2016 5:05:13 PM

---

## We are delayed

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca

**Sent:** Friday, January 15, 2016 4:43 PM

**To:** Salazar-Rodriguez, Prisca; jfdc; Jonathan Rosen; Blumm, Kate; Snyder, Thomas; Da Costa, Ricky; Shorris, Anthony; Griffith, Chantell; Williams, Dominic; Adams Baker, Marti; Fialkoff, Gabrielle; Tarlow, Mindy; Wolfe, Emma; Schnake Mahl, Gabriel; Schwartz, Regina; Hagelgans, Andrea; Walzak, Phil; Seignious, Sandy; Fuleihan, Dean (OMB); Darlington, Mandy (OMB); Glen, Alicia; Bruch, Mary; Buery, Richard; Cutler, Dorothy; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan; Bennett, Rob

**Cc:** Confer, Alexis

**Subject:** MBDB: SOTC Prep

**When:** Wednesday, January 20, 2016 5:00 PM-6:00 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** City Hall, The Governor's Room

**From:** [Almonte, Catherine](#)  
**To:** [Salazar-Rodriguez, Prisca](#); [Walzak, Phil](#); [jfdc](#); [Glen, Alicia](#); [Buery, Richard](#); [Arslanian, Kayla](#); [Fuleihan, Dean \(OMB\)](#); [Blumm, Kate](#); [Viguers, Jonathan](#); [Adams Baker, Marti](#); [Bruch, Mary](#); [Cutler, Dorothy](#); [Patchett, James](#); [Schwartz, Regina](#); [Hagelgans, Andrea](#); [Da Costa, Ricky](#); [Jonathan Rosen](#); [Williams, Dominic](#); [Darlington, Mandy \(OMB\)](#); [Bennett, Rob](#); [Griffith, Chantell](#); [Fialkoff, Gabrielle](#); [Snyder, Thomas](#); [Schnake Mahl, Gabriel](#); [Wolfe, Emma](#); [Shorris, Anthony](#); [Seignious, Sandy](#); [Tarlow, Mindy](#)  
**Cc:** [Confer, Alexis](#)  
**Subject:** RE: MBDB: SOTC Prep  
**Date:** Wednesday, January 20, 2016 7:30:36 PM

---

This meeting is in the Governor's room

---

**From:** Almonte, Catherine  
**Sent:** Wednesday, January 20, 2016 7:23 PM  
**To:** Salazar-Rodriguez, Prisca; Walzak, Phil; jfdc; Glen, Alicia; Buery, Richard; Arslanian, Kayla; Fuleihan, Dean (OMB); Blumm, Kate; Viguers, Jonathan; Adams Baker, Marti; Bruch, Mary; Cutler, Dorothy; Patchett, James; Schwartz, Regina; Hagelgans, Andrea; Da Costa, Ricky; Jonathan Rosen; Williams, Dominic; Darlington, Mandy (OMB); Bennett, Rob; Griffith, Chantell; Fialkoff, Gabrielle; Snyder, Thomas; Schnake Mahl, Gabriel; Wolfe, Emma; Shorris, Anthony; Seignious, Sandy; Tarlow, Mindy  
**Cc:** Confer, Alexis  
**Subject:** RE: MBDB: SOTC Prep

Please gather.

---

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Wednesday, January 20, 2016 6:16 PM  
**To:** Walzak, Phil; jfdc; Glen, Alicia; Buery, Richard; Arslanian, Kayla; Fuleihan, Dean (OMB); Blumm, Kate; Viguers, Jonathan; Adams Baker, Marti; Bruch, Mary; Cutler, Dorothy; Patchett, James; Schwartz, Regina; Hagelgans, Andrea; Da Costa, Ricky; Almonte, Catherine; Jonathan Rosen; Williams, Dominic; Darlington, Mandy (OMB); Bennett, Rob; Griffith, Chantell; Fialkoff, Gabrielle; Snyder, Thomas; Schnake Mahl, Gabriel; Wolfe, Emma; Shorris, Anthony; Seignious, Sandy; Tarlow, Mindy  
**Cc:** Confer, Alexis  
**Subject:** RE: MBDB: SOTC Prep

We are going to gather for this meeting shortly.

A notification will be sent out.

Marti has the 2 items that are going to be discussed.

James and DM Glen are needed in this meeting per Phil.

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Thursday, January 14, 2016 1:27 PM  
**To:** Salazar-Rodriguez, Prisca; Walzak, Phil; jfdc; Glen, Alicia; Buery, Richard; Arslanian, Kayla; Fuleihan, Dean (OMB); Blumm, Kate; Viguers, Jonathan; Adams Baker, Marti; Bruch, Mary; Cutler, Dorothy; Patchett, James; Schwartz, Regina; Hagelgans, Andrea; Da Costa, Ricky; Almonte, Catherine; Jonathan Rosen; Williams, Dominic; Darlington, Mandy (OMB); Bennett, Rob; Griffith, Chantell; Fialkoff, Gabrielle; Snyder, Thomas; Schnake Mahl, Gabriel; Wolfe, Emma; Shorris, Anthony; Seignious, Sandy; Tarlow, Mindy  
**Cc:** Confer, Alexis

**Subject:** MBDB: SOTC Prep

**When:** Wednesday, January 20, 2016 5:00 PM-6:00 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** City Hall, The Governor's Room

**From:** [Thomas Snyder](#)  
**To:** [FLONYC](#); [Roxanne John](#); [Jonathan Rosen](#); [jfdc](#); [Nick Baldick](#); [David Kieve](#); [Ross Offinger](#); [Emma Mw](#); [PhilWalzak \(gmail.com\)](#); [Dom Williams](#); [Gabrielle Fialkoff](#); [Nathan Smith](#); [agreenberg@gqrr.com](#)  
**Subject:** Calendar 2016  
**Date:** Thursday, January 21, 2016 11:56:47 AM  
**Attachments:** [Draft Year Calendar 2016.doc](#)

---

Attached is final draft 2016 calendar. Very few of you have added any items. We really need to get this right so please take one hard look and send me additions before I forward to Mayor.

◀ December		~ January 2016 ~						February ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
					1 New Year's Day Kwanzaa end	2		
3	4	5 *Mayor's interfaith Breakfast	6 *Three Kings Day 39 <sup>th</sup> Annual of El Museo Del Barrio	7	8 *Judge Sylvia Ash & Family's Sip and Chat	9 Brooklyn 3 Kings Day Event  *Ray Pfeifer Key to the City Ceremony		
10	11 *Human Trafficking Awareness	12 President Obama State of the Union Speech	13 *State of the State Speech	14	15 *Watch Cynthia Nixon's Play "Mother Struck"	16		
17 *NBC News Democratic Primary Debate	18 Martin Luther King	19 *Final Day for Submission of State Executive Budget	20 *Session Day in Albany	21 *Prelim Budget Day *Session Day in Albany	22	23		
				US Conference of Mayors 01/21-01/22				
24	25 *Session Day in Albany	26 *Session Day in Albany	27	28	29	30 *Alfalpa Club Dinner (Invited by Arne Sorenson, CEO of Marriot)		
31	Notes:							

◀ January ~ February 2016 ~ March ▶

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 *Session Day in Albany * Iowa Caucus	2 *Groundhog Day *Session Day in Albany	3 CPC Housing Vote	4 *MBdB's State of the City	5	6
7 *Super Bowl	8 *Chinese New Year *Session Day in Albany  * First Financial Committee meeting this week	9 *Session Day in Albany * New Hampshire Primary	10 *Ash Wednesday	11 *Moth High School Event at Gracie  * D Primary Debate	12	13
New York Fashion Week Feb 10 – 18 2016						
					ABPRL Conference 2/12-2/14	
14 Valentine's Day	15 Presidents Day	16	17 *Black History Month Event at Gracie	18	19 *(Dinner with Harry Belafonte and Pamela Frank *NYU Portraits Reception with Ms. Toscano	20 NV D Caucus
New York Fashion Week Feb 10 – 18 2016						
21	22	23	24 *Black Clergy Mental Health Breakfast at Gracie *Session Day in Albany	25 *Session Day in Albany * Robin Hood Foundation Board Retreat	26	27 SC D primary
[REDACTED]						

28	29 *Session Day in Albany	Notes: <b>MOSPCE Events in February 2016:</b> 1- Mayor's Fund Dinner (GF to suggest date).
[REDACTED]		

◀ February		~ March 2016 ~					▶ April
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
		1 *Session Day in Albany * Super Tuesday (AL, Samoa, AR, CO, GA, MA, MN, OK, TN, TX, VT, VA)	2 *Session Day in Albany	3 *CC Land Use Committee vote on Housing + Full CC vote	4	5 *KS, LA, NB, Caucus/primaries	
6 *ME Caucus	7 *Session Day in Albany	8 *International Women's Day *Session Day in Albany *MI, MS Primary	9 *Women History Month/CGE Event at Gracie *Session Day in Albany * Final D Primary Debate	10 *Women's City Leaders Dinner * Partnership for NYC	11 [REDACTED]	12	
13 *Daylight Saving Time Begins	14 *Session Day in Albany	15 *Session Day in Albany *FL, IL, Missouri, NC, OH Primaries	16 *Session Day in Albany	17 *St. Patrick's Day Parade Breakfast *Session Day in Albany	18 SOMOS Conference in Albany- 03/18-03/20 Chiara [REDACTED]	19	
20 Spring begins (Northern)	21 *Session Day in Albany	22 *Session Day in Albany *AZ, ID, UT pri/caucus	23 *Session Day in Albany *Purim begins	24 *Purim ends	25 *Good Friday	26 *AK, HI, WA Caucus	
[REDACTED]		[REDACTED]					



17	18	19 * NY Primary (inc. Nassau)	20 *Immigrant Heritage Panel & Breakfast	21	22 *Earth Day	23
----	----	----------------------------------	---------------------------------------------	----	------------------	----

Tribeca Film Festival- 4/13-4/24

24	25	26 *CT,DE,MD,PA,RI Primaries  *Executive Budget Due	27	28	29 [REDACTED]	30 *MBdB Inner Circle Dinner Reception
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~ May 2016 ~						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3 Session Day in Albany * IN Primary	4 *Session Day in Albany	5 *Cinco De Mayo *Session Day in Albany *BDB Birthday Gala Approx. * Carnegie Hall 125 <sup>th</sup> Anniversary Gala	6 [REDACTED]	7
8 *Mother's Day  *Bill de Blasio's B-Day	9 *Session Day in Albany	10 *Session Day in Albany	11 *Session Day in Albany	12 [REDACTED]	13 [REDACTED]	14 [REDACTED]
[REDACTED]						
15 *Asian-American & Pacific Islander Festival	16 *Session Day in Albany	17 *Session Day in Albany * KY, OR Primary	18 *Session Day in Albany	19 *Asian-Pacific American Heritage Event at Gracie  * NY Public Library Annual Spring Dinner	20	21

22	23 *Made in NY Event *Session Day in Albany	24 *Session Day in Albany	25 *Session Day in Albany	26	27	28
29	30 *Memorial Day	31	Notes: MOSPCE Events in May 2016: 1- Mayor's Fund Cocktail Reception 2- UPK Thank You Reception 3- Young Men's Initiative: Dads Matter Awards			

◀ May ~ June 2016 ~ July ▶

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 *Session Day in Albany	2 *2016 Elizabeth A. Sackler Center First Awards *Session Day in Albany *Jewish Heritage Event at Gracie	3 Chiara [REDACTED]	4 *Wedding [REDACTED] *Annual Puttanesca Party
					FLONYC Wellesley College Reunion 4/3 – 4/5	
5 *Queens Pride Parade *Israel Day Parade * PR Caucus	6 Ramadan Starts *Session Day in Albany	7 *Session Day in Albany *CA, MT, NJ, NM,ND,SD,Primaries * Metropolitan Museum Annual Spring Gala	8 *Puerto Rican Heritage Event at Gracie *Session Day in Albany	9 *Session Day in Albany	10	11 *Chiara's [REDACTED] *Brooklyn Pride Parade (20 <sup>th</sup> Anniversary)
12 [REDACTED] *National Puerto Rican Day Parade	13	14 Flag Day *Session Day in Albany * DC Primary	15 *Session Day in Albany	16 *Session Day in Albany *Mary Sansone's 100th birthday bash at Gracie	17	18
19 *Father's Day	20 *Summer Solstice	21 *Ramadan Dinner at Gracie	22	23 *LGBT Pride Event	24	25
					USCM 84 <sup>th</sup> Annual Conference of Mayors (6/24-6/27) Indianapolis, IN	
26 *NYC Pride Parade	27	28	29 *MOTH Storytelling	30	Notes: MOSPCE Events in June 2016: 1- Alvin Ailey Summer Camp Event	
USCM 84 <sup>th</sup> Annual Conference of Mayors 6/24-6/27						

◀ June

~ July 2016 ~

August ▶

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 *Canada Day	2
					[Redacted]	
3	4 *Independence Day	5	6	7 *Dinkins Administration Reunion	8	9 *Staten Island Pride Parade
[Redacted]						
10	11	12	13	14	15 *Ramadan Ends *Filing Deadline	16
17 *Columbia Day Parade	18 Republic Convention	19 Republic Convention	20 Republic Convention	21 Republic Convention	22	23
24 *Gran Parada Dominicana de Bronx	25 Democratic Convention	26 Democratic Convention	27 Democratic Convention	28 Democratic Convention	29	30
				Harlem Week 7/27 8/03		
31	Notes: <b>MOSPCE Events in July 2016:</b> 1- DOE Big Apple Awards 2- Val/Sals 3- Awards for Excellence in Design 4- Senate Dems Dinner 5- IDC Dinner					

~ August 2016 ~						
◀ July						September ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
Harlem Week 7/27 8/03				[REDACTED]		
7 *Ecuadorian Parade	8	9	10	11 *Mayor's Dominican Heritage Event	12	13
[REDACTED]						
14 *National Dominican Day Parade (Manhattan)	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	Notes: <b>MOSPCE Events in August 2016:</b> 1- Mayor's ADA Awards 2- Staff Recognition BBQ 3- Press BBQ 4- Council Dinner 5- Assembly Dinner		
US Open Tennis 8/29 - 9/11						
[REDACTED]						

◀ August							~ September 2016 ~							October ▶						
Sun			Mon			Tue			Wed			Thu			Fri			Sat		
												1 *West Indian & Caribbean Heritage Event at Gracie			2			3		
US Open Tennis 8/29 - 9/11																				
			5 *Labor Day *West Indian American Day Carnival			6			7 *Back to School Event			8			9			10		
US Open Tennis 8/29 - 9/11																				
11 *9/11 anniversary Ceremony at the Memorial			12			13			14 *Mayoral Address on Schools			15			16			17		
18			19			20			21			22			23			24		
25			26			27			28			29			30			Notes: MOSPCE Events in Sept. 2016: 1- Gracie Mansion Conservancy Gala 2- Gracie Mansion Conservancy Open House		

◀ September

~ October 2016 ~

November ▶

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6 Mayor's Italian Heritage Event at Gracie Mansion	7	8
9	10 *Columbus Day *World Mental Health Day *Columbus Day Parade	11	12	13	14	15 Save the Date: Circle of Sisters Expo 2016 in NYC
16	17	18	19	20	21	22
23	24 *United Nations Day	25	26	27 *Mayor's Diwali Celebration	28 *Mayor's Gracie Mansion Halloween	29 *Mayor's Gracie Mansion Halloween
30 *Diwali Begins	31 *Halloween *Park slope Brooklyn Halloween Parade	Notes: MOSPCE Events in October 2016: 1- Upstander Awards				

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 *All Saint's Day	2	3	4	5
SOMOS in Puerto Rico						
6 *Daylight Saving Time Ends	7	8 Election Day	9	10	11 *Veterans' Day *Mayor's Veteran's Day Breakfast *Veteran's Day Parade	12 *Flight 587 Memorial *HOLD: 126 <sup>th</sup> Anniversary of the New York Wellestey Club
13	14 *ThriveNYC 1 <sup>st</sup> Anniversary	15	16	17	18	19
20	21	22	23	24 *Thanksgiving Day *Annual Thanksgiving Day Parade	25	26
27	28	29 *Chirlane McCray Birthday	30	Notes: MOSPCE Events in November 2016: 1- Council Puerto Rican Event Alfred E smith Memorial Dinner		

◀ November		~ December 2016 ~					▶ January
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
				1 *World AIDS Day *HOLD: Alvin Ailey American Dance Opening Live Performances	2	3	
4 *HOLD: Congressman Yvette Clarke and Una Clarke's Annual Birthday Celebration	5	6 [REDACTED] *HOLD: The Natron Institute 2016 Dinner Gala	7	8	9	10	
11	12 *Koch Administration Reunion	13	14	15	16	17	
18	19	20	21 *Winter Solstice (Northern)	22	23	24 *First night of Hanukkah	
25 *Christmas *NAN Christmas event	26 *Kwanzaa begins	27	28	29	30	31 *NYE Ball Drop	

Notes: Holiday Parties: 1199, UFT, DC 37, RWDSU, Holiday Reception with Speaker Heastie, Detail Holiday Party, Mayor's Fund Holiday Party, Menorah in Carl Schurz Park.

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** "[Emily Walsh](#)"  
**Subject:** RE: sorry - last minute  
**Date:** Thursday, January 21, 2016 9:58:43 PM

---

thanks

---

**From:** Emily Walsh [mailto:[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
**Sent:** Thursday, January 21, 2016 9:52 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: sorry - last minute

No problem, we can do the 11th Floor conference room if that's ok.

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Thursday, January 21, 2016 9:49 PM  
**To:** Emily Walsh  
**Subject:** RE: sorry - last minute

Hi! Change in schedule – don't know if Ross or Delcacato reached out – but Mayor wants to do some calls from 10-12 at your place-  
I hope there is a room avail....

---

**From:** Emily Walsh [mailto:[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
**Sent:** Wednesday, January 06, 2016 8:42 AM  
**To:** Salazar-Rodriguez, Prisca  
**Cc:** Jonathan Rosen  
**Subject:** RE: sorry - last minute

Just heard from Ross. We can use the large room on the 16th floor.

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Wednesday, January 06, 2016 8:41 AM  
**To:** Emily Walsh  
**Cc:** Jonathan Rosen  
**Subject:** sorry - last minute

Morning,

We have had a last minute change in our schedule and MBDB would like to go to your office for some call time from 11-1215

Please let me know what floor he should go to...

Thanks!

Prisca

**From:** [Viguers, Jonathan](#)  
**To:** [Salazar-Rodriguez, Prisca](#); [Walzak, Phil](#); [jfdc](#); [Glen, Alicia](#); [Buery, Richard](#); [Confer, Alexis](#); [Arslanian, Kayla](#); [Fuleihan, Dean \(OMB\)](#); [Blumm, Kate](#); [Adams Baker, Marti](#); [Bruch, Mary](#); [Cutler, Dorothy](#); [Patchett, James](#); [Schwartz, Regina](#); [Hagelgans, Andrea](#); [Da Costa, Ricky](#); [Almonte, Catherine](#); [Jonathan Rosen](#); [Williams, Dominic](#); [Darlington, Mandy \(OMB\)](#); [Bennett, Rob](#); [Griffith, Chantell](#); [Fialkoff, Gabrielle](#); [Snyder, Thomas](#); [Schnake Mahl, Gabriel](#); [Wolfe, Emma](#); [Shorris, Anthony](#); [Seignious, Sandy](#); [Tarlow, Mindy](#)  
**Subject:** RE: MBDB: SOTC Prep  
**Date:** Friday, January 22, 2016 5:26:39 PM

---

We are delayed.

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca

**Sent:** Thursday, January 21, 2016 6:30 PM

**To:** Salazar-Rodriguez, Prisca; Walzak, Phil; jfdc; Glen, Alicia; Buery, Richard; Confer, Alexis; Arslanian, Kayla; Fuleihan, Dean (OMB); Blumm, Kate; Viguers, Jonathan; Adams Baker, Marti; Bruch, Mary; Cutler, Dorothy; Patchett, James; Schwartz, Regina; Hagelgans, Andrea; Da Costa, Ricky; Almonte, Catherine; Jonathan Rosen; Williams, Dominic; Darlington, Mandy (OMB); Bennett, Rob; Griffith, Chantell; Fialkoff, Gabrielle; Snyder, Thomas; Schnake Mahl, Gabriel; Wolfe, Emma; Shorris, Anthony; Seignious, Sandy; Tarlow, Mindy

**Subject:** MBDB: SOTC Prep

**When:** Friday, January 22, 2016 5:30 PM-7:00 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** City Hall, The Blue Room

**From:** [Almonte, Catherine](#)  
**To:** [Salazar-Rodriguez, Prisca](#); [Walzak, Phil](#); [jfdc](#); [Glen, Alicia](#); [Buery, Richard](#); [Confer, Alexis](#); [Arslanian, Kayla](#); [Fuleihan, Dean \(OMB\)](#); [Blumm, Kate](#); [Viguers, Jonathan](#); [Adams Baker, Marti](#); [Bruch, Mary](#); [Cutler, Dorothy](#); [Patchett, James](#); [Schwartz, Regina](#); [Hagelgans, Andrea](#); [Da Costa, Ricky](#); [Jonathan Rosen](#); [Williams, Dominic](#); [Darlington, Mandy \(OMB\)](#); [Bennett, Rob](#); [Griffith, Chantell](#); [Fialkoff, Gabrielle](#); [Snyder, Thomas](#); [Schnake Mahl, Gabriel](#); [Wolfe, Emma](#); [Shorris, Anthony](#); [Seignious, Sandy](#); [Tarlow, Mindy](#)  
**Subject:** RE: MBDB: SOTC Prep  
**Date:** Friday, January 22, 2016 6:14:42 PM

---

Please gather

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca

**Sent:** Thursday, January 21, 2016 6:30 PM

**To:** Salazar-Rodriguez, Prisca; Walzak, Phil; jfdc; Glen, Alicia; Buery, Richard; Confer, Alexis; Arslanian, Kayla; Fuleihan, Dean (OMB); Blumm, Kate; Viguers, Jonathan; Adams Baker, Marti; Bruch, Mary; Cutler, Dorothy; Patchett, James; Schwartz, Regina; Hagelgans, Andrea; Da Costa, Ricky; Almonte, Catherine; Jonathan Rosen; Williams, Dominic; Darlington, Mandy (OMB); Bennett, Rob; Griffith, Chantell; Fialkoff, Gabrielle; Snyder, Thomas; Schnake Mahl, Gabriel; Wolfe, Emma; Shorris, Anthony; Seignious, Sandy; Tarlow, Mindy

**Subject:** MBDB: SOTC Prep

**When:** Friday, January 22, 2016 5:30 PM-7:00 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** City Hall, The Blue Room

**From:** [Viguers, Jonathan](#)  
**To:** [Salazar-Rodriguez, Prisca](#); [jfdc](#); [Jonathan Rosen](#); [Blumm, Kate](#); [Snyder, Thomas](#); [Da Costa, Ricky](#); [Shorris, Anthony](#); [Griffith, Chantell](#); [Williams, Dominic](#); [Adams Baker, Marti](#); [Fialkoff, Gabrielle](#); [Tarlow, Mindy](#); [Wolfe, Emma](#); [Schnake Mahl, Gabriel](#); [Schwartz, Regina](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Seignious, Sandy](#); [Fuleihan, Dean \(OMB\)](#); [Darlington, Mandy \(OMB\)](#); [Glen, Alicia](#); [Bruch, Mary](#); [Buery, Richard](#); [Cutler, Dorothy](#); [Arslanian, Kayla](#); [Almonte, Catherine](#); [Confer, Alexis](#); [Bennett, Rob](#); [Patchett, James](#)  
**Subject:** RE: MBDB: SOTC Prep  
**Date:** Monday, January 25, 2016 3:25:21 PM

---

Please gather

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca

**Sent:** Wednesday, January 20, 2016 3:16 PM

**To:** Salazar-Rodriguez, Prisca; jfdc; Jonathan Rosen; Blumm, Kate; Snyder, Thomas; Da Costa, Ricky; Shorris, Anthony; Griffith, Chantell; Williams, Dominic; Adams Baker, Marti; Fialkoff, Gabrielle; Tarlow, Mindy; Wolfe, Emma; Schnake Mahl, Gabriel; Schwartz, Regina; Hagelgans, Andrea; Walzak, Phil; Seignious, Sandy; Fuleihan, Dean (OMB); Darlington, Mandy (OMB); Glen, Alicia; Bruch, Mary; Buery, Richard; Cutler, Dorothy; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan; Confer, Alexis; Bennett, Rob; Patchett, James

**Subject:** MBDB: SOTC Prep

**When:** Monday, January 25, 2016 3:00 PM-4:00 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** City Hall, The Blue Room

**From:** [Almonte, Catherine](#)  
**To:** [Shorris, Anthony](#)  
**Cc:** [Salazar-Rodriguez, Prisca](#); [jfdc](#); [Jonathan Rosen](#); [Blumm, Kate](#); [Snyder, Thomas](#); [Da Costa, Ricky](#); [Griffith, Chantell](#); [Williams, Dominic](#); [Adams Baker, Marti](#); [Fialkoff, Gabrielle](#); [Tarlow, Mindy](#); [Wolfe, Emma](#); [Schnake Mahl, Gabriel](#); [Schwartz, Regina](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Seignious, Sandy](#); [Fuleihan, Dean \(OMB\)](#); [Darlington, Mandy \(OMB\)](#); [Glen, Alicia](#); [Bruch, Mary](#); [Buery, Richard](#); [Cutler, Dorothy](#); [Arslanian, Kayla](#); [Viguers, Jonathan](#); [Confer, Alexis](#); [Bennett, Rob](#); [Patchett, James](#)  
**Subject:** RE: MBDB: SOTC Prep  
**Date:** Monday, January 25, 2016 4:01:59 PM

---

Moving meeting to the COW now. Sorry for all the back and forth.

---

**From:** Shorris, Anthony  
**Sent:** Monday, January 25, 2016 3:59 PM  
**To:** Almonte, Catherine  
**Cc:** Salazar-Rodriguez, Prisca; jfdc; Jonathan Rosen; Blumm, Kate; Snyder, Thomas; Da Costa, Ricky; Griffith, Chantell; Williams, Dominic; Adams Baker, Marti; Fialkoff, Gabrielle; Tarlow, Mindy; Wolfe, Emma; Schnake Mahl, Gabriel; Schwartz, Regina; Hagelgans, Andrea; Walzak, Phil; Seignious, Sandy; Fuleihan, Dean (OMB); Darlington, Mandy (OMB); Glen, Alicia; Bruch, Mary; Buery, Richard; Cutler, Dorothy; Arslanian, Kayla; Viguers, Jonathan; Confer, Alexis; Bennett, Rob; Patchett, James  
**Subject:** Re: MBDB: SOTC Prep

Have a few Feds in here for another few minutes...

Anthony E. Shorris  
First Deputy Mayor  
City of New York  
City Hall  
New York, NY 10007  
212-788-3191

On Jan 25, 2016, at 3:58 PM, Almonte, Catherine <[CAlmonte@cityhall.nyc.gov](mailto:CAlmonte@cityhall.nyc.gov)> wrote:

We are now meeting in the Governor's Room. Please make your way up there.

---

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Monday, January 25, 2016 3:30 PM  
**To:** jfdc; Jonathan Rosen; Blumm, Kate; Snyder, Thomas; Da Costa, Ricky; Shorris, Anthony; Griffith, Chantell; Williams, Dominic; Adams Baker, Marti; Fialkoff, Gabrielle; Tarlow, Mindy; Wolfe, Emma; Schnake Mahl, Gabriel; Schwartz, Regina; Hagelgans, Andrea; Walzak, Phil; Seignious, Sandy; Fuleihan, Dean (OMB); Darlington, Mandy (OMB); Glen, Alicia; Bruch, Mary; Buery, Richard; Cutler, Dorothy; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan; Confer, Alexis; Bennett, Rob; Patchett, James  
**Subject:** RE: MBDB: SOTC Prep

Call in # for those not in CH.

-----Original Appointment-----  
**From:** Salazar-Rodriguez, Prisca  
**Sent:** Thursday, January 14, 2016 1:38 PM

**To:** Salazar-Rodriguez, Prisca; jfdc; Jonathan Rosen; Blumm, Kate; Snyder, Thomas; Da Costa, Ricky; Shorris, Anthony; Griffith, Chantell; Williams, Dominic; Adams Baker, Marti; Fialkoff, Gabrielle; Tarlow, Mindy; Wolfe, Emma; Schnake Mahl, Gabriel; Schwartz, Regina; Hagelgans, Andrea; Walzak, Phil; Seignious, Sandy; Fuleihan, Dean (OMB); Darlington, Mandy (OMB); Glen, Alicia; Bruch, Mary; Buery, Richard; Cutler, Dorothy; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan; Confer, Alexis; Bennett, Rob; Patchett, James

**Subject:** MBDB: SOTC Prep

**When:** Monday, January 25, 2016 3:00 PM-4:00 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** City Hall, The Blue Room - Call In [REDACTED] Code: [REDACTED]

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** ["Emily Walsh"](#)  
**Date:** Monday, January 25, 2016 4:19:45 PM

---

Hey!

He is going to your office at 730pm for calls....

Did Ross mention this?

Prisca

---

**From:** Emily Walsh [mailto:Emily@berlinrosen.com]  
**Sent:** Thursday, January 21, 2016 9:52 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: sorry - last minute

No problem, we can do the 11th Floor conference room if that's ok.

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Thursday, January 21, 2016 9:49 PM  
**To:** Emily Walsh  
**Subject:** RE: sorry - last minute

Hi! Change in schedule – don't know if Ross or Delcacato reached out – but Mayor wants to do some calls from 10-12 at your place-  
I hope there is a room avail....

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Wednesday, January 06, 2016 8:42 AM  
**To:** Salazar-Rodriguez, Prisca  
**Cc:** Jonathan Rosen  
**Subject:** RE: sorry - last minute

Just heard from Ross. We can use the large room on the 16th floor.

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Wednesday, January 06, 2016 8:41 AM  
**To:** Emily Walsh  
**Cc:** Jonathan Rosen  
**Subject:** sorry - last minute

Morning,

We have had a last minute change in our schedule and MBDB would like to go to your office for

some call time from 11-1215

Please let me know what floor he should go to...

Thanks!

Prisca

**From:** [Emily Walsh](#)  
**To:** [Salazar-Rodriguez, Prisca](#)  
**Subject:** RE:  
**Date:** Monday, January 25, 2016 4:38:09 PM

---

Nope!

That's fine. Please come to the 16th Floor conference room.

Thanks,  
Emily

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Monday, January 25, 2016 4:19 PM  
**To:** Emily Walsh  
**Subject:**

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Prisca

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**Sent:** Thursday, January 21, 2016 9:52 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: sorry - last minute

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Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

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**Sent:** Thursday, January 21, 2016 9:49 PM  
**To:** Emily Walsh  
**Subject:** RE: sorry - last minute

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**To:** Salazar-Rodriguez, Prisca  
**Cc:** Jonathan Rosen  
**Subject:** RE: sorry - last minute

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Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

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**From:** Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Wednesday, January 06, 2016 8:41 AM  
**To:** Emily Walsh  
**Cc:** Jonathan Rosen  
**Subject:** sorry - last minute

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Thanks!

Prisca

**From:** [Cathy Rought](#)  
**To:** [Sylvie Doppelt](#); [Caquias, Paula](#)  
**Cc:** [Eileen Tynion](#)  
**Subject:** RE: Maimonides Gala - Press for Event  
**Date:** Tuesday, January 26, 2016 11:24:39 AM  
**Attachments:** [Brier\\_gala\\_012516.docx](#)

---

Hey Paula!

Attached is the draft advisory. Would love to have this go very soon. Pretty basic. When will the mayor's public schedule go live?

I will be onsite to manage and wrangle press for the event. As you know galas are tough, so not sure what kind of turn out we will get. But if the Mayor prefers not to interact with anyone regardless, we can accommodate that. Just let us know his preferences and feel free to connect me with anyone on your comms team.

Thanks for everything and look forward to hearing from you soon.

---

**From:** Sylvie Doppelt [mailto:SDoppelt@maimonidesmed.org]  
**Sent:** Tuesday, January 26, 2016 10:56 AM  
**To:** Caquias, Paula <PCaquias@cityhall.nyc.gov>  
**Cc:** Eileen Tynion <ETynion@maimonidesmed.org>; Cathy Rought <cathy@berlinrosen.com>  
**Subject:** Maimonides Gala - Press for Event

Hi Paula,

It was a pleasure speaking with you yesterday, and thanks so much again for your assistance with coordinating the Mayor's attendance to the Maimonides Gala. We're thrilled he will be attending.

I wanted to follow up regarding your questions on press. We, with support and partnership from BerlinRosen, will be managing press for the event, and we're planning on circulating a media advisory (which we will forward to you shortly).

If you could let us know what the Mayor's preferences are in terms of interacting with press or not, that would be great. I've cc'd my colleague Cathy Rought at BerlinRosen, who will be happy to address any concerns with you.

Thanks so much again, and please feel free to contact me with any questions,  
Sylvie

**Sylvie Doppelt**

Manager, Strategic Initiatives

Department of External Affairs | Maimonides Medical Center | Brooklyn, NY 11219

T: 718-283-7041 | M: 224-587-0932

[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)

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This e-mail has been scanned by McAfee Managed Email Content Service. To report any issues regarding e-mail SPAM ONLY, please call the Helpdesk at 718-283-MIS1.

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**FOR PLANNING PURPOSES**

**Event Date: Wednesday, January 27, 7:00pm**

Cathy Rought, [cathy@berlinrosen.com](mailto:cathy@berlinrosen.com), 202-263-9097

**\*\* MEDIA ADVISORY \*\***

**MAYOR BILL DEBLASIO AND FIRST LADY CHIRLANE MCCRAY TO HONOR  
FORMER CEO PAM BRIER AT MAIMONIDES ANNUAL GALA**

*Mayor and First Lady join Members of Congress, business and healthcare industry leaders to recognize Brier's four decades of healthcare leadership in New York City*

**NEW YORK CITY** – Mayor de Blasio, First Lady McCray, congressional leaders, prominent members of the business community, leaders from across the healthcare industry, and local elected officials will honor recently retired Maimonides Medical Center President and CEO Pam Brier at the Waldorf Astoria on Wednesday evening at 6 PM. Pam's career in public service and hospital administration has spanned four decades, five mayors and dozens of hard-won victories amassed from addressing significant public health challenges in New York City.

Pam launched her career in hospital leadership at the NYC Health and Hospitals Corporation in the 1980s, eventually becoming President of Jacobi Medical Center in the Bronx and President of Bellevue Medical Center in Manhattan. In 1995, she took her talent for improving care delivery to Maimonides Medical Center in Brooklyn, the borough's largest hospital and biggest employer. She moved quickly to put the organization on firm financial footing as Maimonides grew from a \$500 million community hospital to the billion-dollar hub for advanced care that it is today. A full biography is available upon request.

**WHAT:** Maimonides Gala to Honor Pam Brier

**WHO:** Mayor Bill de Blasio  
First Lady Chirlane McCray  
Congressman Jerrold Nadler  
Congresswoman Nydia Velázquez  
Maimonides Board Chair Eugene Keilin  
Maimonides President & CEO Kenneth Gibbs  
Prominent members of the business and healthcare industries

**WHERE:** Waldorf Astoria hotel, 301 Park Avenue between 49<sup>th</sup> and 50<sup>th</sup> Streets, NYC

**WHEN:** Wednesday, January 27, cocktail hour at 6pm, speaking program at 7pm

**\*\* Press interested in attending should RSVP to [cathy@berlinrosen.com](mailto:cathy@berlinrosen.com), along with any interview requests \*\***

**ABOUT MAIMONIDES MEDICAL CENTER**

Maimonides Medical Center, an affiliate of Northwell Health, is Brooklyn's pre-eminent healthcare provider and among the largest independent teaching hospitals in the nation. Widely recognized for its major achievements in advancing medical and information technology, Maimonides has 711 beds and over 70 subspecialty programs. For additional information on the nationally recognized clinical services at Maimonides Medical Center, please visit [www.maimonidesmed.org](http://www.maimonidesmed.org).

**From:** [Cathy Rought](#)  
**To:** [Schustek, Andrew](#); [Sylvie Doppelt](#)  
**Cc:** [Eileen Tynion](#); [White, Erin](#)  
**Subject:** RE: Maimonides Gala - Press for the Event  
**Date:** Tuesday, January 26, 2016 11:29:44 AM  
**Attachments:** [Brier\\_gala\\_012516.docx](#)

---

Hello! Attached is an advisory we were hoping to send today. We've also shared with the Mayor's team as well on a separate thread.

I will be onsite to manage and wrangle press for the event. As you know galas are tough, so not sure what kind of turn out we will get. But if the First Lady prefers not to interact with anyone regardless, we can accommodate that. Just let us know her preferences.

Thanks for everything and look forward to hearing from you soon.

---

**From:** Schustek, Andrew [mailto:aschustek@cityhall.nyc.gov]  
**Sent:** Tuesday, January 26, 2016 11:23 AM  
**To:** Sylvie Doppelt <SDoppelt@maimonidesmed.org>  
**Cc:** Cathy Rought <cathy@berlinrosen.com>; Eileen Tynion <ETynion@maimonidesmed.org>; White, Erin <EWhite@cityhall.nyc.gov>  
**Subject:** Re: Maimonides Gala - Press for the Event

Adding Erin here for all things press!

Mobile, please excuse typos and brevity

---

**From:** Sylvie Doppelt  
**Sent:** Tuesday, January 26, 2016 11:22 AM  
**To:** Schustek, Andrew  
**Cc:** [Cathy.Rought@berlinrosen.com](mailto:Cathy.Rought@berlinrosen.com); Eileen Tynion  
**Subject:** Maimonides Gala - Press for the Event

Hi Andrew,

It was a pleasure speaking with you yesterday, and thanks so much again for your assistance with coordinating the First Lady's attendance to the Maimonides Gala. We're thrilled she will be attending and presenting Pam with her award.

I wanted to follow up regarding your questions on press. We, with support and partnership from BerlinRosen, will be managing press for the event, and we're planning on circulating a media advisory (which we will forward to you shortly).

If you could let us know what the First Lady's preferences are in terms of interacting with press or not, that would be great. I've cc'd my colleague Cathy Rought at BerlinRosen, who will be happy to address any concerns with you.

Thanks so much again, and please feel free to contact me with any questions,  
Sylvie

**Sylvie Doppelt**

Manager, Strategic Initiatives

Department of External Affairs | Maimonides Medical Center | Brooklyn, NY 11219

T: 718-283-7041 | M: 224-587-0932

[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)

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**FOR PLANNING PURPOSES**

**Event Date: Wednesday, January 27, 7:00pm**

Cathy Rought, [cathy@berlinrosen.com](mailto:cathy@berlinrosen.com), 202-263-9097

**\*\* MEDIA ADVISORY \*\***

**MAYOR BILL DEBLASIO AND FIRST LADY CHIRLANE MCCRAY TO HONOR  
FORMER CEO PAM BRIER AT MAIMONIDES ANNUAL GALA**

*Mayor and First Lady join Members of Congress, business and healthcare industry leaders to recognize Brier's four decades of healthcare leadership in New York City*

**NEW YORK CITY** – Mayor de Blasio, First Lady McCray, congressional leaders, prominent members of the business community, leaders from across the healthcare industry, and local elected officials will honor recently retired Maimonides Medical Center President and CEO Pam Brier at the Waldorf Astoria on Wednesday evening at 6 PM. Pam's career in public service and hospital administration has spanned four decades, five mayors and dozens of hard-won victories amassed from addressing significant public health challenges in New York City.

Pam launched her career in hospital leadership at the NYC Health and Hospitals Corporation in the 1980s, eventually becoming President of Jacobi Medical Center in the Bronx and President of Bellevue Medical Center in Manhattan. In 1995, she took her talent for improving care delivery to Maimonides Medical Center in Brooklyn, the borough's largest hospital and biggest employer. She moved quickly to put the organization on firm financial footing as Maimonides grew from a \$500 million community hospital to the billion-dollar hub for advanced care that it is today. A full biography is available upon request.

**WHAT:** Maimonides Gala to Honor Pam Brier

**WHO:** Mayor Bill de Blasio  
First Lady Chirlane McCray  
Congressman Jerrold Nadler  
Congresswoman Nydia Velázquez  
Maimonides Board Chair Eugene Keilin  
Maimonides President & CEO Kenneth Gibbs  
Prominent members of the business and healthcare industries

**WHERE:** Waldorf Astoria hotel, 301 Park Avenue between 49<sup>th</sup> and 50<sup>th</sup> Streets, NYC

**WHEN:** Wednesday, January 27, cocktail hour at 6pm, speaking program at 7pm

**\*\* Press interested in attending should RSVP to [cathy@berlinrosen.com](mailto:cathy@berlinrosen.com), along with any interview requests \*\***

**ABOUT MAIMONIDES MEDICAL CENTER**

Maimonides Medical Center, an affiliate of Northwell Health, is Brooklyn's pre-eminent healthcare provider and among the largest independent teaching hospitals in the nation. Widely recognized for its major achievements in advancing medical and information technology, Maimonides has 711 beds and over 70 subspecialty programs. For additional information on the nationally recognized clinical services at Maimonides Medical Center, please visit [www.maimonidesmed.org](http://www.maimonidesmed.org).

**From:** [Louis Espiritusanto, Jose](#)  
**To:** [Schustek, Andrew](#); [Cathy Rought](#); [Sylvie Doppelt](#); [Caquias, Paula](#)  
**Cc:** [Parikh, Ishanee](#); [White, Erin](#); [Jodi Cross](#)  
**Subject:** RE: Bio for first lady  
**Date:** Tuesday, January 26, 2016 1:44:24 PM  
**Attachments:** [FLONYC Bio.pdf](#)

---

**From:** Schustek, Andrew  
**Sent:** Tuesday, January 26, 2016 1:42 PM  
**To:** Cathy Rought; Sylvie Doppelt; Caquias, Paula  
**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross; Louis Espiritusanto, Jose  
**Subject:** RE: Bio for first lady

Jose, cc'd here can provide.

---

**From:** Cathy Rought [<mailto:cathy@berlinrosen.com>]  
**Sent:** Tuesday, January 26, 2016 1:41 PM  
**To:** Schustek, Andrew; Sylvie Doppelt; Caquias, Paula  
**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross  
**Subject:** Bio for first lady

I have the Mayor's official bio from the website but wondered where I might be able to locate one for the First Lady? Thanks in advance.

---

**From:** Schustek, Andrew [<mailto:aschustek@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 26, 2016 1:39 PM  
**To:** Sylvie Doppelt <[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)>; Caquias, Paula <[PCaquias@cityhall.nyc.gov](mailto:PCaquias@cityhall.nyc.gov)>; Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>  
**Cc:** Parikh, Ishanee <[iparikh@cityhall.nyc.gov](mailto:iparikh@cityhall.nyc.gov)>; White, Erin <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>; Jodi Cross <[JCross@maimonidesmed.org](mailto:JCross@maimonidesmed.org)>  
**Subject:** RE: Maimonides Gala - Press for Event

Hi Sylvie,

This is not the same run of show we discussed yesterday on the phone. As discussed and finalized yesterday, we had all agreed that upon arrival at 7:30, the following would take place:

- Mayor and FLONYC arrive
- FLONYC and the Mayor are introduced by Eugene
- The Mayor delivers remarks and introduces FLONYC
- FLONYC delivers remarks
- FLONYC and The Mayor physically present Pamela with the award
- Ken Gibbs introduces Congresswoman Velazquez
- Congresswoman Velazquez briefly delivers remarks and presents Congressional Record to Pamela
- FLONYC and Mayor stay on stage while Pamela delivers remarks

- FLONYC and Mayor depart

Please advise.

---

**From:** Sylvie Doppelt [<mailto:SDoppelt@maimonidesmed.org>]  
**Sent:** Tuesday, January 26, 2016 1:37 PM  
**To:** Caquias, Paula; 'cathy@berlinrosen.com'  
**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross; Schustek, Andrew  
**Subject:** RE: Maimonides Gala - Press for Event

Absolutely, below is the draft program and VIP list

-

### **Program for Gala**

#### **6:00 – Cocktail Hour**

#### **7:05 – Program Begins in Main Ballroom**

- Ken Gibbs gives welcome remarks
- Video Tribute to Pam
- Dinner, Music and Dancing

#### **~7:30/7:45 – Mayor and First Lady Arrive**

- Gene Keilin to introduce Mayor and First Lady
- Mayor and First Lady speak and make presentation to Pam
- Dinner, Music and Dancing resume

#### **~8:10 – Program Re-Commences**

- Dr. Steve Safyer says a few words and introduces special guest presentation from Congresswoman Nydia Velazquez
- Congresswoman Velazquez speaks and presents Congressional record to Pam

#### **8:20 – Honoree Remarks**

- Pam Brier

#### **8:30 – Closing Remarks**

- Ken Gibbs

#### **9:00 – Conclusion**

#### **VIP List**

- Pam Brier and Peter Aschkenasy – honoree and her husband
- Ken Gibbs – President & CEO, Maimonides Medical Center
- Eugene Keilin – Chair of the Board, Maimonides Medical Center, Co-Founder, KPS Capital Partners, LP

- Erminia Rivera – Vice Chair, Maimonides Board of Trustees
- Jill Furillo – Executive Director, NYS Nurses Association
- Brett Yormark – CEO, Brooklyn Nets & Barclays Center
- Alex Rovt – President, IBE Trade Corp., Trustee, Maimonides Medical Center,
- Steve Safyer – President & CEO, Montefiore Medical Center
- Michael Dowling – President & CEO, Northwell Health System
- Ken Raske – President & CEO, Greater New York Hospital Association
- Ram Raju – President & CEO, New York City Health + Hospitals
- Mark Mundy - CEO, New York Methodist Hospital
- Linda Brady - CEO, Kingsbrook Medical Center
- LaRay Brown - Incoming CEO, Interfaith Hospital
- Mark Toney - Interim CEO, Brookdale Hospital
- Jennifer Raab – President, Hunter College
- Lilliam Paoli – Senior Advisory to Jennifer Raab

Elected Officials who will attend (some might only stay for cocktail hour)

- Rep. Nydia Velazquez
- Rep. Jerrold Nadler
- NYS Senator Martin Golden
- Assemblyman Steven Cymbrowitz
- Assemblyman Dov Hikind
- Councilman David Greenfield
- Councilman Brad Lander
- Councilman Mathieu Eugene

Please let me know if you need anything further.

Sylvie

---

**From:** Caquias, Paula [<mailto:PCaquias@cityhall.nyc.gov>]

**Sent:** Tuesday, January 26, 2016 12:27 PM

**To:** Sylvie Doppelt; 'cathy@berlinrosen.com'

**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross; Schustek, Andrew

**Subject:** Maimonides Gala - Press for Event

Our press team is reviewing the draft. Ishanee from our press team will be in contact with you with any question. The Mayor's public schedule goes out every day in evening.

I have also cc'd Erin, who is the first lady press person for awareness.

Sylvie, can you please send me the VIP list and program?

Best,

Paula

---

**From:** Caquias, Paula  
**Sent:** Tuesday, January 26, 2016 11:26 AM  
**To:** Banks, Angela; White, Erin; Schustek, Andrew  
**Cc:** Salazar-Rodriguez, Prisca  
**Subject:** FW: Maimonides Gala - Press for Event

Please see draft press advisory from Maimonides

---

**From:** Cathy Rought [<mailto:cathy@berlinrosen.com>]  
**Sent:** Tuesday, January 26, 2016 11:25 AM  
**To:** Sylvie Doppelt; Caquias, Paula  
**Cc:** Eileen Tynion  
**Subject:** RE: Maimonides Gala - Press for Event

Hey Paula!

Attached is the draft advisory. Would love to have this go very soon. Pretty basic. When will the mayor's public schedule go live?

I will be onsite to manage and wrangle press for the event. As you know galas are tough, so not sure what kind of turn out we will get. But if the Mayor prefers not to interact with anyone regardless, we can accommodate that. Just let us know his preferences and feel free to connect me with anyone on your comms team.

Thanks for everything and look forward to hearing from you soon.

---

**From:** Sylvie Doppelt [<mailto:SDoppelt@maimonidesmed.org>]  
**Sent:** Tuesday, January 26, 2016 10:56 AM  
**To:** Caquias, Paula <[PCaquias@cityhall.nyc.gov](mailto:PCaquias@cityhall.nyc.gov)>  
**Cc:** Eileen Tynion <[ETynion@maimonidesmed.org](mailto:ETynion@maimonidesmed.org)>; Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>  
**Subject:** Maimonides Gala - Press for Event

Hi Paula,

It was a pleasure speaking with you yesterday, and thanks so much again for your assistance with coordinating the Mayor's attendance to the Maimonides Gala. We're thrilled he will be attending.

I wanted to follow up regarding your questions on press. We, with support and partnership from BerlinRosen, will be managing press for the event, and we're planning on circulating a media advisory (which we will forward to you shortly).

If you could let us know what the Mayor's preferences are in terms of interacting with press or not, that would be great. I've cc'd my colleague Cathy Rought at BerlinRosen, who will be happy to address any concerns with you.

Thanks so much again, and please feel free to contact me with any questions,

Sylvie

**Sylvie Doppelt**

Manager, Strategic Initiatives

Department of External Affairs | Maimonides Medical Center | Brooklyn, NY 11219

T: 718-283-7041 | M: 224-587-0932

[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)

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Chirlane McCray is First Lady of New York City. A writer and advocate all her life, this past year, she played a central role in the Administration's successful efforts to establish universal pre-kindergarten and after school programs for all middle school students.

As First Lady, she is a fierce advocate for high quality and accessible mental health services. She knows for far too long, New Yorkers experiencing mental health challenges have been left without the support and services they deserve. This year, she has committed herself to the creation of a mental health roadmap, which will set a citywide agenda to address the gaps and disparities in mental healthcare. In addition to mental health, she has lent her voice and position to furthering the administration's efforts to expand early childhood development and support the survivors of domestic violence.

In addition, Ms. McCray is proud to serve as Chair of the Mayor's Fund to Advance New York City. The goal of the Fund is make sure *all* New Yorkers have access to the programs and resources they need to achieve their full potential. The Fund's work is focused on health, education, community empowerment and social justice. As Chair, Ms. McCray brings leaders in the private and public sectors together to support Mayor Bill de Blasio's progressive agenda.

Ms. McCray graduated from Wellesley College and completed the prestigious Radcliffe Publishing Course. After graduation, Ms. McCray moved to New York City in 1977, armed with one job lead, a place to stay, and about \$35 dollars when she landed a job at *Redbook*. She got her start in public services as staff to the NYC Commission for Human Rights. Her work with the Commission transitioned to a position writing speeches for Mayor David Dinkins. It was while working for Mayor Dinkins that she met Bill de Blasio, whom she married in 1994. Mayor de Blasio and Ms. McCray have two wonderful children, Chiara and Dante. You can learn more about her work at [FLO.NYC](https://www.flo.nyc), where she shares her stories, poems, photos and videos. She invites New Yorkers to help her make the greatest city in the world even greater.

**From:** [White, Erin](#)  
**To:** [Schustek, Andrew](#); [Sylvie Doppelt](#)  
**Cc:** [Caquias, Paula](#); [cathy@berlinrosen.com](mailto:cathy@berlinrosen.com); [Parikh, Ishanee](#); [Jodi Cross](#)  
**Subject:** Re: Maimonides Gala - Press for Event  
**Date:** Tuesday, January 26, 2016 4:20:43 PM

---

Agreed. Was there a misunderstanding yesterday when everyone seemed to agree on the ROS that Andrew sent around?

As we've said, we're concerned about having three separate sections of program. Can we put together the last two legs to follow ROS as Andrew outlines?

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Schustek, Andrew  
**Sent:** Tuesday, January 26, 2016 4:18 PM  
**To:** Sylvie Doppelt; White, Erin  
**Cc:** Caquias, Paula; [cathy@berlinrosen.com](mailto:cathy@berlinrosen.com); Parikh, Ishanee; Jodi Cross  
**Subject:** Re: Maimonides Gala - Press for Event

---

I think beyond that, the first lady and mayor would like to hear pam's remarks.

Mobile, please excuse typos and brevity

---

**From:** Sylvie Doppelt  
**Sent:** Tuesday, January 26, 2016 4:17 PM  
**To:** White, Erin  
**Cc:** Schustek, Andrew; Caquias, Paula; [cathy@berlinrosen.com](mailto:cathy@berlinrosen.com); Parikh, Ishanee; Jodi Cross  
**Subject:** Re: Maimonides Gala - Press for Event

---

Hi Erin,

Thanks so much for your thoughts. Though there will be light music playing before the Mayor and First Lady arrive, we do not anticipate much, if any, dancing at this time. This time is primarily reserved for dinner, and the guests will be seated throughout the program.

I hope this provides some clarity, and please let me know if you have any additional questions or concerns. My cell number is [REDACTED] for communication tomorrow.

Sylvie

Sent from my iPad

On Jan 26, 2016, at 4:01 PM, White, Erin <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)> wrote:

I am ok with advisory.

I agree with Andrew that this ROS is strange. Getting people back to their seats in between the dancing will be impossible. The Mayor and First Lady will be speaking to empty tables. We need to tighten up so that doesn't happen.

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Sylvie Doppelt  
**Sent:** Tuesday, January 26, 2016 1:53 PM  
**To:** Schustek, Andrew; Caquias, Paula; '[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)'  
**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross  
**Subject:** RE: Maimonides Gala - Press for Event

---

Hi Andrew,

We are thrilled that the Mayor and First Lady will be attending and, after our call with you yesterday noting the anticipated earlier arrival time, we tweaked the run of show to accommodate the Mayor and First Lady's schedules and sequence the program with a short break in between so it is not too many speakers back-to-back for the audience while they are having dinner.

Assuming a 7:30 PM arrival for them both, we would re-open the program once they arrive and are ready to introduce them and have them on stage with Pam. We think it's optimal to then take a short break before Dr. Safyer comes on to introduce Congresswoman Velaquez because that would be about 6-7 speakers back to back. We are happy to discuss this further with you and your team if you have any concerns or further questions.

Thanks,  
Sylvie

---

**From:** Schustek, Andrew [<mailto:aschustek@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 26, 2016 1:39 PM  
**To:** Sylvie Doppelt; Caquias, Paula; '[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)'  
**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross  
**Subject:** RE: Maimonides Gala - Press for Event

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Please advise.

---

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**Sent:** Tuesday, January 26, 2016 1:37 PM

**To:** Caquias, Paula; '[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)'

**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross; Schustek, Andrew

**Subject:** RE: Maimonides Gala - Press for Event

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#### **~8:10 – Program Re-Commences**

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#### **8:20 – Honoree Remarks**

- Pam Brier

#### **8:30 – Closing Remarks**

- Ken Gibbs

#### **9:00 – Conclusion**

## VIP List

- Pam Brier and Peter Aschkenasy – honoree and her husband
- Ken Gibbs – President & CEO, Maimonides Medical Center
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- Ken Raske – President & CEO, Greater New York Hospital Association
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- Mark Mundy - CEO, New York Methodist Hospital
- Linda Brady - CEO, Kingsbrook Medical Center
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- Mark Toney - Interim CEO, Brookdale Hospital
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- NYS Senator Martin Golden
- Assemblyman Steven Cymbrowitz
- Assemblyman Dov Hikind
- Councilman David Greenfield
- Councilman Brad Lander
- Councilman Mathieu Eugene

Please let me know if you need anything further.

Sylvie

---

**From:** Caquias, Paula [<mailto:PCaquias@cityhall.nyc.gov>]

**Sent:** Tuesday, January 26, 2016 12:27 PM

**To:** Sylvie Doppelt; '[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)'

**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross; Schustek, Andrew

**Subject:** Maimonides Gala - Press for Event

Our press team is reviewing the draft. Ishanee from our press team will be in contact with you with any question. The Mayor's public schedule goes out every day in evening.

I have also cc'd Erin, who is the first lady press person for awareness.

Sylvie, can you please send me the VIP list and program?

Best,

Paula

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**From:** Caquias, Paula  
**Sent:** Tuesday, January 26, 2016 11:26 AM  
**To:** Banks, Angela; White, Erin; Schustek, Andrew  
**Cc:** Salazar-Rodriguez, Prisca  
**Subject:** FW: Maimonides Gala - Press for Event

Please see draft press advisory from Maimonides

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**From:** Cathy Rought [<mailto:cathy@berlinrosen.com>]  
**Sent:** Tuesday, January 26, 2016 11:25 AM  
**To:** Sylvie Doppelt; Caquias, Paula  
**Cc:** Eileen Tynion  
**Subject:** RE: Maimonides Gala - Press for Event

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Thanks for everything and look forward to hearing from you soon.

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**Sent:** Tuesday, January 26, 2016 10:56 AM  
**To:** Caquias, Paula <[PCaquias@cityhall.nyc.gov](mailto:PCaquias@cityhall.nyc.gov)>  
**Cc:** Eileen Tynion <[ETynion@maimonidesmed.org](mailto:ETynion@maimonidesmed.org)>; Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>  
**Subject:** Maimonides Gala - Press for Event

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Thanks so much again, and please feel free to contact me with any questions,  
Sylvie

**Sylvie Doppelt**

Manager, Strategic Initiatives

Department of External Affairs | Maimonides Medical Center | Brooklyn, NY 11219

T: 718-283-7041 | M: 224-587-0932

[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)

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**From:** [Schustek, Andrew](#)  
**To:** [Cathy Rought](#); [Sylvie Doppelt](#); [White, Erin](#)  
**Cc:** [Caquias, Paula](#); [Parikh, Ishanee](#); [Jodi Cross](#)  
**Subject:** Re: Maimonides Gala - Press for Event  
**Date:** Tuesday, January 26, 2016 4:21:40 PM

---

Thanks. I'm hoping we can go with the run of show that we already agreed to yesterday. Please keep us in the loop.

Mobile, please excuse typos and brevity

---

**From:** Cathy Rought  
**Sent:** Tuesday, January 26, 2016 4:20 PM  
**To:** Schustek, Andrew; Sylvie Doppelt; White, Erin  
**Cc:** Caquias, Paula; Parikh, Ishanee; Jodi Cross  
**Subject:** RE: Maimonides Gala - Press for Event

---

Our team is meeting at 5pm to talk through logistics. We will let you know what comes out of that in terms of the run of show. We will do whatever we can to be accommodating, as we very much appreciate both the Mayor and First Lady's attendance.

---

**From:** Schustek, Andrew [mailto:aschustek@cityhall.nyc.gov]  
**Sent:** Tuesday, January 26, 2016 4:18 PM  
**To:** Sylvie Doppelt <SDoppelt@maimonidesmed.org>; White, Erin <EWhite@cityhall.nyc.gov>  
**Cc:** Caquias, Paula <PCaquias@cityhall.nyc.gov>; Cathy Rought <cathy@berlinrosen.com>; Parikh, Ishanee <iparikh@cityhall.nyc.gov>; Jodi Cross <JCross@maimonidesmed.org>  
**Subject:** Re: Maimonides Gala - Press for Event

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**Sent:** Tuesday, January 26, 2016 4:17 PM  
**To:** White, Erin  
**Cc:** Schustek, Andrew; Caquias, Paula; [cathy@berlinrosen.com](mailto:cathy@berlinrosen.com); Parikh, Ishanee; Jodi Cross  
**Subject:** Re: Maimonides Gala - Press for Event

Hi Erin,

Thanks so much for your thoughts. Though there will be light music playing before the Mayor and First Lady arrive, we do not anticipate much, if any, dancing at this time. This time is primarily reserved for dinner, and the guests will be seated throughout the program.

I hope this provides some clarity, and please let me know if you have any additional questions or concerns. My cell number is [REDACTED] for communication tomorrow.

Sylvie

Sent from my iPad

On Jan 26, 2016, at 4:01 PM, White, Erin <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)> wrote:

I am ok with advisory.

I agree with Andrew that this ROS is strange. Getting people back to their seats in between the dancing will be impossible. The Mayor and First Lady will be speaking to empty tables. We need to tighten up so that doesn't happen.

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Sylvie Doppelt  
**Sent:** Tuesday, January 26, 2016 1:53 PM  
**To:** Schustek, Andrew; Caquias, Paula; '[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)'  
**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross  
**Subject:** RE: Maimonides Gala - Press for Event

Hi Andrew,

We are thrilled that the Mayor and First Lady will be attending and, after our call with you yesterday noting the anticipated earlier arrival time, we tweaked the run of show to accommodate the Mayor and First Lady's schedules and sequence the program with a short break in between so it is not too many speakers back-to-back for the audience while they are having dinner.

Assuming a 7:30 PM arrival for them both, we would re-open the program once they arrive and are ready to introduce them and have them on stage with Pam. We think it's optimal to then take a short break before Dr. Safyer comes on to introduce Congresswoman Velaquez because that would be about 6-7 speakers back to back. We are happy to discuss this further with you and your team if you have any concerns or further questions.

Thanks,  
Sylvie

---

**From:** Schustek, Andrew [<mailto:aschustek@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 26, 2016 1:39 PM  
**To:** Sylvie Doppelt; Caquias, Paula; '[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)'  
**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross  
**Subject:** RE: Maimonides Gala - Press for Event

Hi Sylvie,

This is not the same run of show we discussed yesterday on the phone. As discussed and finalized yesterday, we had all agreed that upon arrival at 7:30, the following

would take place:

- Mayor and FLONYC arrive
- FLONYC and the Mayor are introduced by Eugene
- The Mayor delivers remarks and introduces FLONYC
- FLONYC delivers remarks
- FLONYC and The Mayor physically present Pamela with the award
- Ken Gibbs introduces Congresswoman Velazquez
- Congresswoman Velazquez briefly delivers remarks and presents Congressional Record to Pamela
- FLONYC and Mayor stay on stage while Pamela delivers remarks
- FLONYC and Mayor depart

Please advise.

---

**From:** Sylvie Doppelt [<mailto:SDoppelt@maimonidesmed.org>]  
**Sent:** Tuesday, January 26, 2016 1:37 PM  
**To:** Caquias, Paula; '[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)'  
**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross; Schustek, Andrew  
**Subject:** RE: Maimonides Gala - Press for Event

Absolutely, below is the draft program and VIP list

### **Program for Gala**

#### **6:00 – Cocktail Hour**

#### **7:05 – Program Begins in Main Ballroom**

- Ken Gibbs gives welcome remarks
- Video Tribute to Pam
- Dinner, Music and Dancing

#### **~7:30/7:45 – Mayor and First Lady Arrive**

- Gene Keilin to introduce Mayor and First Lady
- Mayor and First Lady speak and make presentation to Pam
- Dinner, Music and Dancing resume

#### **~8:10 – Program Re-Commences**

- Dr. Steve Safyer says a few words and introduces special guest presentation from Congresswoman Nydia Velazquez
- Congresswoman Velazquez speaks and presents Congressional record to Pam

#### **8:20 – Honoree Remarks**

- Pam Brier

### **8:30 – Closing Remarks**

- Ken Gibbs

### **9:00 – Conclusion**

#### **VIP List**

- Pam Brier and Peter Aschkenasy – honoree and her husband
- Ken Gibbs – President & CEO, Maimonides Medical Center
- Eugene Keilin – Chair of the Board, Maimonides Medical Center, Co-Founder, KPS Capital Partners, LP
- Erminia Rivera – Vice Chair, Maimonides Board of Trustees
- Jill Furillo – Executive Director, NYS Nurses Association
- Brett Yormark – CEO, Brooklyn Nets & Barclays Center
- Alex Rovt – President, IBE Trade Corp., Trustee, Maimonides Medical Center,
- Steve Safyer – President & CEO, Montefiore Medical Center
- Michael Dowling – President & CEO, Northwell Health System
- Ken Raske – President & CEO, Greater New York Hospital Association
- Ram Raju – President & CEO, New York City Health + Hospitals
- Mark Mundy - CEO, New York Methodist Hospital
- Linda Brady - CEO, Kingsbrook Medical Center
- LaRay Brown - Incoming CEO, Interfaith Hospital
- Mark Toney - Interim CEO, Brookdale Hospital
- Jennifer Raab – President, Hunter College
- Lilliam Paoli – Senior Advisory to Jennifer Raab

Elected Officials who will attend (some might only stay for cocktail hour)

- Rep. Nydia Velazquez
- Rep. Jerrold Nadler
- NYS Senator Martin Golden
- Assemblyman Steven Cymbrowitz
- Assemblyman Dov Hikind
- Councilman David Greenfield
- Councilman Brad Lander
- Councilman Mathieu Eugene

Please let me know if you need anything further.

Sylvie

---

**From:** Caquias, Paula [<mailto:PCaquias@cityhall.nyc.gov>]

**Sent:** Tuesday, January 26, 2016 12:27 PM

**To:** Sylvie Doppelt; '[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)'

**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross; Schustek, Andrew

**Subject:** Maimonides Gala - Press for Event

Our press team is reviewing the draft. Ishanee from our press team will be in contact with you with any question. The Mayor's public schedule goes out every day in evening.

I have also cc'd Erin, who is the first lady press person for awareness.

Sylvie, can you please send me the VIP list and program?

Best,

Paula

---

**From:** Caquias, Paula  
**Sent:** Tuesday, January 26, 2016 11:26 AM  
**To:** Banks, Angela; White, Erin; Schustek, Andrew  
**Cc:** Salazar-Rodriguez, Prisca  
**Subject:** FW: Maimonides Gala - Press for Event

Please see draft press advisory from Maimonides

---

**From:** Cathy Rought [<mailto:cathy@berlinrosen.com>]  
**Sent:** Tuesday, January 26, 2016 11:25 AM  
**To:** Sylvie Doppelt; Caquias, Paula  
**Cc:** Eileen Tynion  
**Subject:** RE: Maimonides Gala - Press for Event

Hey Paula!

Attached is the draft advisory. Would love to have this go very soon. Pretty basic. When will the mayor's public schedule go live?

I will be onsite to manage and wrangle press for the event. As you know galas are tough, so not sure what kind of turn out we will get. But if the Mayor prefers not to interact with anyone regardless, we can accommodate that. Just let us know his preferences and feel free to connect me with anyone on your comms team.

Thanks for everything and look forward to hearing from you soon.

---

**From:** Sylvie Doppelt [<mailto:SDoppelt@maimonidesmed.org>]  
**Sent:** Tuesday, January 26, 2016 10:56 AM  
**To:** Caquias, Paula <[PCaquias@cityhall.nyc.gov](mailto:PCaquias@cityhall.nyc.gov)>  
**Cc:** Eileen Tynion <[ETynion@maimonidesmed.org](mailto:ETynion@maimonidesmed.org)>; Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>  
**Subject:** Maimonides Gala - Press for Event

Hi Paula,

It was a pleasure speaking with you yesterday, and thanks so much again for your assistance with coordinating the Mayor's attendance to the Maimonides Gala. We're thrilled he will be attending.

I wanted to follow up regarding your questions on press. We, with support and partnership from BerlinRosen, will be managing press for the event, and we're planning on circulating a media advisory (which we will forward to you shortly).

If you could let us know what the Mayor's preferences are in terms of interacting with press or not, that would be great. I've cc'd my colleague Cathy Rought at BerlinRosen, who will be happy to address any concerns with you.

Thanks so much again, and please feel free to contact me with any questions,  
Sylvie

**Sylvie Doppelt**

Manager, Strategic Initiatives

Department of External Affairs | Maimonides Medical Center | Brooklyn, NY 11219

T: 718-283-7041 | M: 224-587-0932

[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)

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This e-mail has been scanned by McAfee Managed Email Content Service. To report any issues regarding e-mail SPAM ONLY, please call the Helpdesk at 718-283-MIS1\_\_\_\_\_

**From:** [Cathy Rought](#)  
**To:** [Schustek, Andrew](#)  
**Subject:** RE: Maimonides Gala - Press for Event  
**Date:** Tuesday, January 26, 2016 6:08:15 PM

---

Off the record, there were 250+ people that RSVPd over the past 24 hours. Some of the shifting was around allowing enough time to move 1000+ between rooms. But it sounds like we are getting in a good place. Will be in touch soon – call still going on.

---

**From:** Schustek, Andrew [mailto:aschustek@cityhall.nyc.gov]  
**Sent:** Tuesday, January 26, 2016 6:06 PM  
**To:** Cathy Rought <cathy@berlinrosen.com>; Parikh, Ishanee <iparikh@cityhall.nyc.gov>  
**Cc:** White, Erin <EWhite@cityhall.nyc.gov>; Sylvie Doppelt <SDoppelt@maimonidesmed.org>; Caquias, Paula <PCaquias@cityhall.nyc.gov>; Jodi Cross <JCross@maimonidesmed.org>; Danielle Filson <Danielle.Filson@berlinrosen.com>  
**Subject:** RE: Maimonides Gala - Press for Event

Thank you. we're looking forward to hearing back.

---

**From:** Cathy Rought [mailto:cathy@berlinrosen.com]  
**Sent:** Tuesday, January 26, 2016 6:05 PM  
**To:** Schustek, Andrew; Parikh, Ishanee  
**Cc:** White, Erin; Sylvie Doppelt; Caquias, Paula; Jodi Cross; Danielle Filson  
**Subject:** RE: Maimonides Gala - Press for Event

Thanks for resending. Totally understand on time and flow. We will be back in touch soon.

---

**From:** Schustek, Andrew [mailto:aschustek@cityhall.nyc.gov]  
**Sent:** Tuesday, January 26, 2016 6:02 PM  
**To:** Cathy Rought <cathy@berlinrosen.com>; Parikh, Ishanee <iparikh@cityhall.nyc.gov>  
**Cc:** White, Erin <EWhite@cityhall.nyc.gov>; Sylvie Doppelt <SDoppelt@maimonidesmed.org>; Caquias, Paula <PCaquias@cityhall.nyc.gov>; Jodi Cross <JCross@maimonidesmed.org>; Danielle Filson <Danielle.Filson@berlinrosen.com>  
**Subject:** RE: Maimonides Gala - Press for Event

7:30 – 8:00 PM:

- Mayor and FLONYC arrive
- FLONYC and the Mayor are introduced by Eugene
- The Mayor delivers remarks and introduces FLONYC
- FLONYC delivers remarks
- FLONYC and The Mayor physically present Pamela with the award
- Ken Gibbs introduces Congresswoman Velazquez
- Congresswoman Velazquez briefly delivers remarks and presents Congressional Record to Pamela
- FLONYC and Mayor stay on stage while Pamela delivers remarks

- FLONYC and Mayor depart

Again, this is what we agreed to yesterday.

Thanks!

---

**From:** Cathy Rought [<mailto:cathy@berlinrosen.com>]  
**Sent:** Tuesday, January 26, 2016 6:00 PM  
**To:** Schustek, Andrew; Parikh, Ishanee  
**Cc:** White, Erin; Sylvie Doppelt; Caquias, Paula; Jodi Cross; Danielle Filson  
**Subject:** RE: Maimonides Gala - Press for Event  
**Importance:** High

We are on a call right now discussing it – we are trying to rework it in a way that streamlines the event, gives the Mayor and First Lady a chance to speak to the 1000+ people that will be in attendance, and also addresses all of the event/speaker needs. Obviously your team is a priority and we will make sure they both have the attention of the masses to honor Pam!

I haven't been involved with the actual program until today, and we are reworking it in real time. My understanding is that both the Mayor and the First Lady are arriving at 730, is that still correct? And the Mayor will be departing at 8pm? Will the First Lady be staying later? We will have a draft around shortly, and we can either jump on a call with you after this one or first thing to talk through if easier than email. Let us know.

---

**From:** Schustek, Andrew [<mailto:aschustek@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 26, 2016 5:50 PM  
**To:** Parikh, Ishanee <[iparikh@cityhall.nyc.gov](mailto:iparikh@cityhall.nyc.gov)>; Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>  
**Cc:** White, Erin <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>; Sylvie Doppelt <[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)>; Caquias, Paula <[PCaquias@cityhall.nyc.gov](mailto:PCaquias@cityhall.nyc.gov)>; Jodi Cross <[JCross@maimonidesmed.org](mailto:JCross@maimonidesmed.org)>; Danielle Filson <[Danielle.Filson@berlinrosen.com](mailto:Danielle.Filson@berlinrosen.com)>  
**Subject:** RE: Maimonides Gala - Press for Event

Sylvie, where are we with the run of show?

---

**From:** Parikh, Ishanee  
**Sent:** Tuesday, January 26, 2016 5:50 PM  
**To:** Cathy Rought  
**Cc:** White, Erin; Sylvie Doppelt; Schustek, Andrew; Caquias, Paula; Jodi Cross; Danielle Filson  
**Subject:** Re: Maimonides Gala - Press for Event

Okay thanks - our public schedule just went out

Sent from my iPhone

On Jan 26, 2016, at 5:16 PM, Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)> wrote:

RSVPs should come to me. I will provide updates throughout the day tomorrow on

what is confirmed.

---

**From:** White, Erin [<mailto:EWhite@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 26, 2016 5:15 PM  
**To:** Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; Sylvie Doppelt <[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)>; Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>; Caquias, Paula <[PCaquias@cityhall.nyc.gov](mailto:PCaquias@cityhall.nyc.gov)>  
**Cc:** Parikh, Ishanee <[iparikh@cityhall.nyc.gov](mailto:iparikh@cityhall.nyc.gov)>; Jodi Cross <[JCross@maimonidesmed.org](mailto:JCross@maimonidesmed.org)>  
**Subject:** Re: Maimonides Gala - Press for Event

Do press need to RSVP and if so to whom?

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Cathy Rought  
**Sent:** Tuesday, January 26, 2016 4:18 PM  
**To:** White, Erin; Sylvie Doppelt; Schustek, Andrew; Caquias, Paula  
**Cc:** Parikh, Ishanee; Jodi Cross  
**Subject:** RE: Maimonides Gala - Press for Event

Great, OK to circulate now?

---

**From:** White, Erin [<mailto:EWhite@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 26, 2016 4:02 PM  
**To:** Sylvie Doppelt <[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)>; Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>; Caquias, Paula <[PCaquias@cityhall.nyc.gov](mailto:PCaquias@cityhall.nyc.gov)>; Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>  
**Cc:** Parikh, Ishanee <[iparikh@cityhall.nyc.gov](mailto:iparikh@cityhall.nyc.gov)>; Jodi Cross <[JCross@maimonidesmed.org](mailto:JCross@maimonidesmed.org)>  
**Subject:** Re: Maimonides Gala - Press for Event

I am ok with advisory.

I agree with Andrew that this ROS is strange. Getting people back to their seats in between the dancing will be impossible. The Mayor and First Lady will be speaking to empty tables. We need to tighten up so that doesn't happen.

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Sylvie Doppelt  
**Sent:** Tuesday, January 26, 2016 1:53 PM  
**To:** Schustek, Andrew; Caquias, Paula; '[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)'

**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross  
**Subject:** RE: Maimonides Gala - Press for Event

Hi Andrew,

We are thrilled that the Mayor and First Lady will be attending and, after our call with you yesterday noting the anticipated earlier arrival time, we tweaked the run of show to accommodate the Mayor and First Lady's schedules and sequence the program with a short break in between so it is not too many speakers back-to-back for the audience while they are having dinner.

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Thanks,  
Sylvie

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**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross  
**Subject:** RE: Maimonides Gala - Press for Event

Hi Sylvie,

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- Mayor and FLONYC arrive
- FLONYC and the Mayor are introduced by Eugene
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- Ken Gibbs introduces Congresswoman Velazquez
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- FLONYC and Mayor depart

Please advise.

---

**From:** Sylvie Doppelt [<mailto:SDoppelt@maimonidesmed.org>]  
**Sent:** Tuesday, January 26, 2016 1:37 PM  
**To:** Caquias, Paula; '[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)'  
**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross; Schustek, Andrew  
**Subject:** RE: Maimonides Gala - Press for Event

Absolutely, below is the draft program and VIP list

### **Program for Gala**

#### **6:00 – Cocktail Hour**

#### **7:05 – Program Begins in Main Ballroom**

- Ken Gibbs gives welcome remarks
- Video Tribute to Pam
- Dinner, Music and Dancing

#### **~7:30/7:45 – Mayor and First Lady Arrive**

- Gene Keilin to introduce Mayor and First Lady
- Mayor and First Lady speak and make presentation to Pam
- Dinner, Music and Dancing resume

#### **~8:10 – Program Re-Commences**

- Dr. Steve Safyer says a few words and introduces special guest presentation from Congresswoman Nydia Velazquez
- Congresswoman Velazquez speaks and presents Congressional record to Pam

#### **8:20 – Honoree Remarks**

- Pam Brier

#### **8:30 – Closing Remarks**

- Ken Gibbs

#### **9:00 – Conclusion**

#### **VIP List**

- Pam Brier and Peter Aschkenasy – honoree and her husband
- Ken Gibbs – President & CEO, Maimonides Medical Center
- Eugene Keilin – Chair of the Board, Maimonides Medical Center, Co-Founder, KPS Capital Partners, LP
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- Mark Mundy - CEO, New York Methodist Hospital
- Linda Brady - CEO, Kingsbrook Medical Center
- LaRay Brown - Incoming CEO, Interfaith Hospital
- Mark Toney - Interim CEO, Brookdale Hospital
- Jennifer Raab – President, Hunter College
- Lilliam Paoli – Senior Advisory to Jennifer Raab

Elected Officials who will attend (some might only stay for cocktail hour)

- Rep. Nydia Velazquez
- Rep. Jerrold Nadler
- NYS Senator Martin Golden
- Assemblyman Steven Cymbrowitz
- Assemblyman Dov Hikind
- Councilman David Greenfield
- Councilman Brad Lander
- Councilman Mathieu Eugene

Please let me know if you need anything further.

Sylvie

---

**From:** Caquias, Paula [<mailto:PCaquias@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 26, 2016 12:27 PM  
**To:** Sylvie Doppelt; '[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)'  
**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross; Schustek, Andrew  
**Subject:** Maimonides Gala - Press for Event

Our press team is reviewing the draft. Ishanee from our press team will be in contact with you with any question. The Mayor's public schedule goes out every day in evening.

I have also cc'd Erin, who is the first lady press person for awareness.

Sylvie, can you please send me the VIP list and program?

Best,

Paula

---

**From:** Caquias, Paula  
**Sent:** Tuesday, January 26, 2016 11:26 AM  
**To:** Banks, Angela; White, Erin; Schustek, Andrew  
**Cc:** Salazar-Rodriguez, Prisca

**Subject:** FW: Maimonides Gala - Press for Event

Please see draft press advisory from Maimonides

---

**From:** Cathy Rought [<mailto:cathy@berlinrosen.com>]

**Sent:** Tuesday, January 26, 2016 11:25 AM

**To:** Sylvie Doppelt; Caquias, Paula

**Cc:** Eileen Tynion

**Subject:** RE: Maimonides Gala - Press for Event

Hey Paula!

Attached is the draft advisory. Would love to have this go very soon. Pretty basic. When will the mayor's public schedule go live?

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Thanks for everything and look forward to hearing from you soon.

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**Sent:** Tuesday, January 26, 2016 10:56 AM

**To:** Caquias, Paula <[PCaquias@cityhall.nyc.gov](mailto:PCaquias@cityhall.nyc.gov)>

**Cc:** Eileen Tynion <[ETynion@maimonidesmed.org](mailto:ETynion@maimonidesmed.org)>; Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>

**Subject:** Maimonides Gala - Press for Event

Hi Paula,

It was a pleasure speaking with you yesterday, and thanks so much again for your assistance with coordinating the Mayor's attendance to the Maimonides Gala. We're thrilled he will be attending.

I wanted to follow up regarding your questions on press. We, with support and partnership from BerlinRosen, will be managing press for the event, and we're planning on circulating a media advisory (which we will forward to you shortly).

If you could let us know what the Mayor's preferences are in terms of interacting with press or not, that would be great. I've cc'd my colleague Cathy Rought at BerlinRosen, who will be happy to address any concerns with you.

Thanks so much again, and please feel free to contact me with any questions,  
Sylvie

**Sylvie Doppelt**

Manager, Strategic Initiatives

Department of External Affairs | Maimonides Medical Center | Brooklyn, NY 11219

T: 718-283-7041 | M: 224-587-0932

[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)

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This e-mail has been scanned by McAfee Managed Email Content Service. To report any issues regarding e-mail SPAM ONLY, please call the Helpdesk at 718-283-MIS1\_\_\_\_\_

**From:** [Sylvie Doppelt](#)  
**To:** [Schustek, Andrew](#); [Cathy Rought](#); [White, Erin](#)  
**Cc:** [Parikh, Ishanee](#); [Caquias, Paula](#); [Jodi Cross](#); [Danielle Filson](#)  
**Subject:** RE: Maimonides Gala - Press for Event  
**Date:** Tuesday, January 26, 2016 9:14:31 PM  
**Attachments:** [Brier announcement Jan 2016.docx](#)

---

Hello all,

I've attached the Hunter College press release, finalized today, announcing Pam Brier's appointment as Senior Advisor to the President of Hunter College, which the First Lady will be announcing at tomorrow's Gala. The information is no longer confidential but has not yet been publicly announced, and so this will be breaking news tomorrow and the first public announcement of Pam's new role.

Thanks so much again, and as always, feel free to contact us with questions,  
Sylvie

---

**From:** Schustek, Andrew [mailto:[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)]  
**Sent:** Tuesday, January 26, 2016 6:38 PM  
**To:** Cathy Rought; White, Erin; Sylvie Doppelt  
**Cc:** Parikh, Ishanee; Caquias, Paula; Jodi Cross; Danielle Filson  
**Subject:** RE: Maimonides Gala - Press for Event

Thank you.

---

**From:** Cathy Rought [mailto:[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)]  
**Sent:** Tuesday, January 26, 2016 6:37 PM  
**To:** White, Erin; Schustek, Andrew; Sylvie Doppelt  
**Cc:** Parikh, Ishanee; Caquias, Paula; Jodi Cross; Danielle Filson  
**Subject:** RE: Maimonides Gala - Press for Event

Just as a FYI – my cell is [REDACTED] If you need anything leading up to Andrew's arrival, give me a ring or text. Danielle Filson also on this chain will be sending press updates as we have them tomorrow.

---

**From:** White, Erin [mailto:[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)]  
**Sent:** Tuesday, January 26, 2016 6:18 PM  
**To:** Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>; Sylvie Doppelt <[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)>  
**Cc:** Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; Parikh, Ishanee <[iparikh@cityhall.nyc.gov](mailto:iparikh@cityhall.nyc.gov)>; Caquias, Paula <[PCaquias@cityhall.nyc.gov](mailto:PCaquias@cityhall.nyc.gov)>; Jodi Cross <[JCross@maimonidesmed.org](mailto:JCross@maimonidesmed.org)>; Danielle Filson <[Danielle.Filson@berlinrosen.com](mailto:Danielle.Filson@berlinrosen.com)>  
**Subject:** RE: Maimonides Gala - Press for Event

Patch me in.

Erin White  
Communications Advisor, Office of the Mayor

O: 212-341-5030

C: 347-789-0501

[ewhite@cityhall.nyc.gov](mailto:ewhite@cityhall.nyc.gov)

---

**From:** Schustek, Andrew  
**Sent:** Tuesday, January 26, 2016 6:18 PM  
**To:** Sylvie Doppelt  
**Cc:** Cathy Rought; Parikh, Ishanee; White, Erin; Caquias, Paula; Jodi Cross; Danielle Filson  
**Subject:** RE: Maimonides Gala - Press for Event

My number is [REDACTED]

---

**From:** Sylvie Doppelt [<mailto:SDoppelt@maimonidesmed.org>]  
**Sent:** Tuesday, January 26, 2016 6:17 PM  
**To:** Schustek, Andrew  
**Cc:** Cathy Rought; Parikh, Ishanee; White, Erin; Caquias, Paula; Jodi Cross; Danielle Filson  
**Subject:** Re: Maimonides Gala - Press for Event

Hi Andrew, what's the best number to reach you at? We're happy to jump on a call now.

Sent from my iPad

On Jan 26, 2016, at 6:06 PM, Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)> wrote:

Thank you. we're looking forward to hearing back.

---

**From:** Cathy Rought [<mailto:cathy@berlinrosen.com>]  
**Sent:** Tuesday, January 26, 2016 6:05 PM  
**To:** Schustek, Andrew; Parikh, Ishanee  
**Cc:** White, Erin; Sylvie Doppelt; Caquias, Paula; Jodi Cross; Danielle Filson  
**Subject:** RE: Maimonides Gala - Press for Event

Thanks for resending. Totally understand on time and flow. We will be back in touch soon.

---

**From:** Schustek, Andrew [<mailto:aschustek@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 26, 2016 6:02 PM  
**To:** Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; Parikh, Ishanee <[iparikh@cityhall.nyc.gov](mailto:iparikh@cityhall.nyc.gov)>  
**Cc:** White, Erin <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>; Sylvie Doppelt <[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)>; Caquias, Paula <[PCaquias@cityhall.nyc.gov](mailto:PCaquias@cityhall.nyc.gov)>; Jodi Cross <[JCross@maimonidesmed.org](mailto:JCross@maimonidesmed.org)>; Danielle Filson <[Danielle.Filson@berlinrosen.com](mailto:Danielle.Filson@berlinrosen.com)>  
**Subject:** RE: Maimonides Gala - Press for Event

7:30 – 8:00 PM:

- Mayor and FLONYC arrive

- FLONYC and the Mayor are introduced by Eugene
- The Mayor delivers remarks and introduces FLONYC
- FLONYC delivers remarks
- FLONYC and The Mayor physically present Pamela with the award
- Ken Gibbs introduces Congresswoman Velazquez
- Congresswoman Velazquez briefly delivers remarks and presents Congressional Record to Pamela
- FLONYC and Mayor stay on stage while Pamela delivers remarks
- FLONYC and Mayor depart

Again, this is what we agreed to yesterday.

Thanks!

---

**From:** Cathy Rought [<mailto:cathy@berlinrosen.com>]  
**Sent:** Tuesday, January 26, 2016 6:00 PM  
**To:** Schustek, Andrew; Parikh, Ishanee  
**Cc:** White, Erin; Sylvie Doppelt; Caquias, Paula; Jodi Cross; Danielle Filson  
**Subject:** RE: Maimonides Gala - Press for Event  
**Importance:** High

We are on a call right now discussing it – we are trying to rework it in a way that streamlines the event, gives the Mayor and First Lady a chance to speak to the 1000+ people that will be in attendance, and also addresses all of the event/speaker needs. Obviously your team is a priority and we will make sure they both have the attention of the masses to honor Pam!

I haven't been involved with the actual program until today, and we are reworking it in real time. My understanding is that both the Mayor and the First Lady are arriving at 730, is that still correct? And the Mayor will be departing at 8pm? Will the First Lady be staying later? We will have a draft around shortly, and we can either jump on a call with you after this one or first thing to talk through if easier than email. Let us know.

---

**From:** Schustek, Andrew [<mailto:aschustek@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 26, 2016 5:50 PM  
**To:** Parikh, Ishanee <[iparikh@cityhall.nyc.gov](mailto:iparikh@cityhall.nyc.gov)>; Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>  
**Cc:** White, Erin <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>; Sylvie Doppelt <[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)>; Caquias, Paula <[PCaquias@cityhall.nyc.gov](mailto:PCaquias@cityhall.nyc.gov)>; Jodi Cross <[JCross@maimonidesmed.org](mailto:JCross@maimonidesmed.org)>; Danielle Filson <[Danielle.Filson@berlinrosen.com](mailto:Danielle.Filson@berlinrosen.com)>  
**Subject:** RE: Maimonides Gala - Press for Event

Sylvie, where are we with the run of show?

---

**From:** Parikh, Ishanee

**Sent:** Tuesday, January 26, 2016 5:50 PM  
**To:** Cathy Rought  
**Cc:** White, Erin; Sylvie Doppelt; Schustek, Andrew; Caquias, Paula; Jodi Cross; Danielle Filson  
**Subject:** Re: Maimonides Gala - Press for Event

Okay thanks - our public schedule just went out

Sent from my iPhone

On Jan 26, 2016, at 5:16 PM, Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)> wrote:

RSVPs should come to me. I will provide updates throughout the day tomorrow on what is confirmed.

---

**From:** White, Erin [<mailto:EWhite@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 26, 2016 5:15 PM  
**To:** Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; Sylvie Doppelt <[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)>; Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>; Caquias, Paula <[PCaquias@cityhall.nyc.gov](mailto:PCaquias@cityhall.nyc.gov)>  
**Cc:** Parikh, Ishanee <[iparikh@cityhall.nyc.gov](mailto:iparikh@cityhall.nyc.gov)>; Jodi Cross <[JCross@maimonidesmed.org](mailto:JCross@maimonidesmed.org)>  
**Subject:** Re: Maimonides Gala - Press for Event

Do press need to RSVP and if so to whom?

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Cathy Rought  
**Sent:** Tuesday, January 26, 2016 4:18 PM  
**To:** White, Erin; Sylvie Doppelt; Schustek, Andrew; Caquias, Paula  
**Cc:** Parikh, Ishanee; Jodi Cross  
**Subject:** RE: Maimonides Gala - Press for Event

Great, OK to circulate now?

---

**From:** White, Erin [<mailto:EWhite@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 26, 2016 4:02 PM  
**To:** Sylvie Doppelt <[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)>; Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>; Caquias, Paula <[PCaquias@cityhall.nyc.gov](mailto:PCaquias@cityhall.nyc.gov)>; Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>  
**Cc:** Parikh, Ishanee <[iparikh@cityhall.nyc.gov](mailto:iparikh@cityhall.nyc.gov)>; Jodi Cross <[JCross@maimonidesmed.org](mailto:JCross@maimonidesmed.org)>  
**Subject:** Re: Maimonides Gala - Press for Event

I am ok with advisory.

I agree with Andrew that this ROS is strange. Getting people back to their seats in between the dancing will be impossible. The Mayor and First Lady will be speaking to empty tables. We need to tighten up so that doesn't happen.

Erin White

Communications Advisor, Office of the Mayor

347-789-0501

---

**From:** Sylvie Doppelt  
**Sent:** Tuesday, January 26, 2016 1:53 PM  
**To:** Schustek, Andrew; Caquias, Paula; '[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)'  
**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross  
**Subject:** RE: Maimonides Gala - Press for Event

Hi Andrew,

We are thrilled that the Mayor and First Lady will be attending and, after our call with you yesterday noting the anticipated earlier arrival time, we tweaked the run of show to accommodate the Mayor and First Lady's schedules and sequence the program with a short break in between so it is not too many speakers back-to-back for the audience while they are having dinner.

Assuming a 7:30 PM arrival for them both, we would re-open the program once they arrive and are ready to introduce them and have them on stage with Pam. We think it's optimal to then take a short break before Dr. Safyer comes on to introduce Congresswoman Velaquez because that would be about 6-7 speakers back to back. We are happy to discuss this further with you and your team if you have any concerns or further questions.

Thanks,  
Sylvie

---

**From:** Schustek, Andrew [<mailto:aschustek@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 26, 2016 1:39 PM  
**To:** Sylvie Doppelt; Caquias, Paula; '[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)'  
**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross  
**Subject:** RE: Maimonides Gala - Press for Event

Hi Sylvie,

This is not the same run of show we discussed yesterday on the phone. As discussed and finalized yesterday, we had all agreed that upon arrival at

7:30, the following would take place:

- Mayor and FLONYC arrive
- FLONYC and the Mayor are introduced by Eugene
- The Mayor delivers remarks and introduces FLONYC
- FLONYC delivers remarks
- FLONYC and The Mayor physically present Pamela with the award
- Ken Gibbs introduces Congresswoman Velazquez
- Congresswoman Velazquez briefly delivers remarks and presents Congressional Record to Pamela
- FLONYC and Mayor stay on stage while Pamela delivers remarks
- FLONYC and Mayor depart

Please advise.

---

**From:** Sylvie Doppelt [<mailto:SDoppelt@maimonidesmed.org>]  
**Sent:** Tuesday, January 26, 2016 1:37 PM  
**To:** Caquias, Paula; '[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)'  
**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross; Schustek, Andrew  
**Subject:** RE: Maimonides Gala - Press for Event

Absolutely, below is the draft program and VIP list

### **Program for Gala**

#### **6:00 – Cocktail Hour**

#### **7:05 – Program Begins in Main Ballroom**

- Ken Gibbs gives welcome remarks
- Video Tribute to Pam
- Dinner, Music and Dancing

#### **~7:30/7:45 – Mayor and First Lady Arrive**

- Gene Keilin to introduce Mayor and First Lady
- Mayor and First Lady speak and make presentation to Pam
- Dinner, Music and Dancing resume

#### **~8:10 – Program Re-Commences**

- Dr. Steve Safyer says a few words and introduces special guest presentation from Congresswoman Nydia Velazquez
- Congresswoman Velazquez speaks and presents Congressional record to Pam

**8:20 – Honoree Remarks**

- Pam Brier

**8:30 – Closing Remarks**

- Ken Gibbs

**9:00 – Conclusion****VIP List**

- Pam Brier and Peter Aschkenasy – honoree and her husband
- Ken Gibbs – President & CEO, Maimonides Medical Center
- Eugene Keilin – Chair of the Board, Maimonides Medical Center, Co-Founder, KPS Capital Partners, LP
- Erminia Rivera – Vice Chair, Maimonides Board of Trustees
- Jill Furillo – Executive Director, NYS Nurses Association
- Brett Yormark – CEO, Brooklyn Nets & Barclays Center
- Alex Rovt – President, IBE Trade Corp., Trustee, Maimonides Medical Center,
- Steve Safyer – President & CEO, Montefiore Medical Center
- Michael Dowling – President & CEO, Northwell Health System
- Ken Raske – President & CEO, Greater New York Hospital Association
- Ram Raju – President & CEO, New York City Health + Hospitals
- Mark Mundy - CEO, New York Methodist Hospital
- Linda Brady - CEO, Kingsbrook Medical Center
- LaRay Brown - Incoming CEO, Interfaith Hospital
- Mark Toney - Interim CEO, Brookdale Hospital
- Jennifer Raab – President, Hunter College
- Lilliam Paoli – Senior Advisory to Jennifer Raab

Elected Officials who will attend (some might only stay for cocktail hour)

- Rep. Nydia Velazquez
- Rep. Jerrold Nadler
- NYS Senator Martin Golden
- Assemblyman Steven Cymbrowitz
- Assemblyman Dov Hikind
- Councilman David Greenfield
- Councilman Brad Lander
- Councilman Mathieu Eugene

Please let me know if you need anything further.

Sylvie

---

**From:** Caquias, Paula [<mailto:PCaquias@cityhall.nyc.gov>]

**Sent:** Tuesday, January 26, 2016 12:27 PM  
**To:** Sylvie Doppelt; '[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)'  
**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross; Schustek, Andrew  
**Subject:** Maimonides Gala - Press for Event

Our press team is reviewing the draft. Ishanee from our press team will be in contact with you with any question. The Mayor's public schedule goes out every day in evening.

I have also cc'd Erin, who is the first lady press person for awareness.

Sylvie, can you please send me the VIP list and program?

Best,

Paula

---

**From:** Caquias, Paula  
**Sent:** Tuesday, January 26, 2016 11:26 AM  
**To:** Banks, Angela; White, Erin; Schustek, Andrew  
**Cc:** Salazar-Rodriguez, Prisca  
**Subject:** FW: Maimonides Gala - Press for Event

Please see draft press advisory from Maimonides

---

**From:** Cathy Rought [<mailto:cathy@berlinrosen.com>]  
**Sent:** Tuesday, January 26, 2016 11:25 AM  
**To:** Sylvie Doppelt; Caquias, Paula  
**Cc:** Eileen Tynion  
**Subject:** RE: Maimonides Gala - Press for Event

Hey Paula!

Attached is the draft advisory. Would love to have this go very soon. Pretty basic. When will the mayor's public schedule go live?

I will be onsite to manage and wrangle press for the event. As you know galas are tough, so not sure what kind of turn out we will get. But if the Mayor prefers not to interact with anyone regardless, we can accommodate that. Just let us know his preferences and feel free to connect me with anyone on your comms team.

Thanks for everything and look forward to hearing from you soon.

---

**From:** Sylvie Doppelt [<mailto:SDoppelt@maimonidesmed.org>]  
**Sent:** Tuesday, January 26, 2016 10:56 AM

**To:** Caquias, Paula <[PCaquias@cityhall.nyc.gov](mailto:PCaquias@cityhall.nyc.gov)>  
**Cc:** Eileen Tynion <[ETynion@maimonidesmed.org](mailto:ETynion@maimonidesmed.org)>; Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>  
**Subject:** Maimonides Gala - Press for Event

Hi Paula,

It was a pleasure speaking with you yesterday, and thanks so much again for your assistance with coordinating the Mayor's attendance to the Maimonides Gala. We're thrilled he will be attending.

I wanted to follow up regarding your questions on press. We, with support and partnership from BerlinRosen, will be managing press for the event, and we're planning on circulating a media advisory (which we will forward to you shortly).

If you could let us know what the Mayor's preferences are in terms of interacting with press or not, that would be great. I've cc'd my colleague Cathy Rought at BerlinRosen, who will be happy to address any concerns with you.

Thanks so much again, and please feel free to contact me with any questions,  
Sylvie

**Sylvie Doppelt**

Manager, Strategic Initiatives

Department of External Affairs | Maimonides Medical Center | Brooklyn, NY 11219

T: 718-283-7041 | M: 224-587-0932

[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)

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any issues regarding e-mail SPAM ONLY, please call the Helpdesk at  
718-283-MIS1\_\_\_\_\_

FROM: **HUNTER COLLEGE of the City University of New York**

CONTACT: Rubenstein Communications Inc., Public Relations  
Nancy Haberman 212-843-8021 / nhaberman@rubenstein.com

---

*FOR IMMEDIATE RELEASE*

**PAMELA BRIER, FORMER PRESIDENT AND CEO OF MAIMONIDES MEDICAL CENTER, TO  
BECOME SENIOR ADVISOR TO THE PRESIDENT OF HUNTER COLLEGE**

**New York, January 26, 2016** – Hunter College President Jennifer J. Raab today announced the appointment of Pamela Brier as a Senior Advisor to the President with a focus on healthcare issues and community and public policy.

Brier, who has been President of three major New York City hospitals, will use her vast health care knowledge to develop and grow Hunter’s many existing programs in this area. She will also work with former NYC Deputy Mayor Lilliam Barrios-Paoli, whose appointment to Hunter College was recently announced.

“Hunter College is very privileged to welcome Pam Brier who will help us develop our programs to train future health care workers in a variety of different areas including nursing, nutrition, and health policy,” said President Raab. “I can think of no one more capable to help Hunter grow in these areas that will truly benefit us all.”

In addition, Brier will guide a new Mental Health Services Corps, part of First Lady Chirlane McCray’s ThriveNYC, to be implemented by Hunter College. ThriveNYC is a mental health framework to ensure New Yorkers get needed mental health treatment and a holistic focus on all facets of their mental well being. The Mental Health Services Corps will recruit, train, and place much-needed mental health professionals who will advance this effort.

Brier most recently served as President and CEO of Maimonides Medical Center in Brooklyn, the borough’s largest hospital and biggest employer where she began in 1995. The hospital grew from a \$500 million community hospital to the billion-dollar hub that it is today. Brier, who has a Master’s degree in Public Health from UCLA and a Bachelor of Arts degree with honors from the University of California at Berkley, first honed her capacity for consensus-building and policy development at the New York City Health and Hospitals Corporation in the 1980s. There she became the agency’s Chief Financial Officer and Executive Vice President before moving to become the President of Jacobi Medical Center in the Bronx, and later the President of Bellevue Medical Center in Manhattan.

She currently serves on the New York City Board of Health, appointed by Mayor Michael Bloomberg, and the Fund for Public Health. She previously served on the New York City Board of Corrections and the Workforce Development Board in the Bloomberg administration. She was appointed by Governor Mario Cuomo to serve on the New York State Hospital Review and Planning Council. Additionally, Brier served as the Chair of the Board for Housing Works and is on the Board of GNYHA Ventures. *Crain's New York Business* named her to Crain's Hall of Fame in 2015 and has frequently cited her as one of the 50 Most Powerful Women in New York.

"Hunter is really the city's college," said Brier. "I am looking forward to working with President Raab and everyone at Hunter on a variety of projects, including one that means so much to Mayor de Blasio and to First Lady Chirlane McCray, who are committed to addressing New Yorkers' mental health needs. "

Ms. Brier is also the recipient of honorary doctorate degrees from St. Francis College and Long Island University.

\*\*\*

### [About Hunter College:](#)

Hunter College, located in the heart of Manhattan, is the largest college in the City University of New York (CUNY) system. Founded in 1870, it is also one of the oldest public colleges in the country and famous for the diversity of its student body, which is as diverse as New York City itself.

Most Hunter students are the first in their families to attend college and many go on to top professional and graduate programs, winning Fulbright scholarships, Mellon fellowships, National Institutes of Health grants, and other competitive honors. More than 23,000 students currently attend Hunter, pursuing undergraduate and graduate degrees in more than 170 areas of study.

The 1,700 full- and part-time members of Hunter's faculty are unparalleled. They receive prestigious national grants, contribute to the world's leading academic journals, and play major roles in cutting-edge research. They are fighting cancer, formulating public policy, expanding our culture, enhancing technology, and more.

###

**From:** [White, Erin](#)  
**To:** [Sylvie Doppelt](#); [Schustek, Andrew](#); [Cathy Rought](#)  
**Cc:** [Parikh, Ishanee](#); [Caquias, Paula](#); [Jodi Cross](#); [Danielle Filson](#)  
**Subject:** Re: Maimonides Gala - Press for Event  
**Date:** Tuesday, January 26, 2016 9:17:10 PM

---

Looks good!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Sylvie Doppelt  
**Sent:** Tuesday, January 26, 2016 9:14 PM  
**To:** Schustek, Andrew; Cathy Rought; White, Erin  
**Cc:** Parikh, Ishanee; Caquias, Paula; Jodi Cross; Danielle Filson  
**Subject:** RE: Maimonides Gala - Press for Event

---

Hello all,

I've attached the Hunter College press release, finalized today, announcing Pam Brier's appointment as Senior Advisor to the President of Hunter College, which the First Lady will be announcing at tomorrow's Gala. The information is no longer confidential but has not yet been publicly announced, and so this will be breaking news tomorrow and the first public announcement of Pam's new role.

Thanks so much again, and as always, feel free to contact us with questions,  
Sylvie

---

**From:** Schustek, Andrew [mailto:aschustek@cityhall.nyc.gov]  
**Sent:** Tuesday, January 26, 2016 6:38 PM  
**To:** Cathy Rought; White, Erin; Sylvie Doppelt  
**Cc:** Parikh, Ishanee; Caquias, Paula; Jodi Cross; Danielle Filson  
**Subject:** RE: Maimonides Gala - Press for Event

Thank you.

---

**From:** Cathy Rought [mailto:cathy@berlinrosen.com]  
**Sent:** Tuesday, January 26, 2016 6:37 PM  
**To:** White, Erin; Schustek, Andrew; Sylvie Doppelt  
**Cc:** Parikh, Ishanee; Caquias, Paula; Jodi Cross; Danielle Filson  
**Subject:** RE: Maimonides Gala - Press for Event

Just as a FYI – my cell is [REDACTED]. If you need anything leading up to Andrew's arrival, give me a ring or text. Danielle Filson also on this chain will be sending press updates as we have them tomorrow.

---

**From:** White, Erin [mailto:EWhite@cityhall.nyc.gov]  
**Sent:** Tuesday, January 26, 2016 6:18 PM  
**To:** Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>; Sylvie Doppelt

<[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)>

**Cc:** Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; Parikh, Ishanee <[iparikh@cityhall.nyc.gov](mailto:iparikh@cityhall.nyc.gov)>; Caquias, Paula <[PCaquias@cityhall.nyc.gov](mailto:PCaquias@cityhall.nyc.gov)>; Jodi Cross <[JCross@maimonidesmed.org](mailto:JCross@maimonidesmed.org)>; Danielle Filson <[Danielle.Filson@berlinrosen.com](mailto:Danielle.Filson@berlinrosen.com)>

**Subject:** RE: Maimonides Gala - Press for Event

Patch me in.

Erin White

Communications Advisor, Office of the Mayor

O: 212-341-5030

C: 347-789-0501

[ewhite@cityhall.nyc.gov](mailto:ewhite@cityhall.nyc.gov)

---

**From:** Schustek, Andrew

**Sent:** Tuesday, January 26, 2016 6:18 PM

**To:** Sylvie Doppelt

**Cc:** Cathy Rought; Parikh, Ishanee; White, Erin; Caquias, Paula; Jodi Cross; Danielle Filson

**Subject:** RE: Maimonides Gala - Press for Event

My number is [REDACTED].

---

**From:** Sylvie Doppelt [<mailto:SDoppelt@maimonidesmed.org>]

**Sent:** Tuesday, January 26, 2016 6:17 PM

**To:** Schustek, Andrew

**Cc:** Cathy Rought; Parikh, Ishanee; White, Erin; Caquias, Paula; Jodi Cross; Danielle Filson

**Subject:** Re: Maimonides Gala - Press for Event

Hi Andrew, what's the best number to reach you at? We're happy to jump on a call now.

Sent from my iPad

On Jan 26, 2016, at 6:06 PM, Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)> wrote:

Thank you. we're looking forward to hearing back.

---

**From:** Cathy Rought [<mailto:cathy@berlinrosen.com>]

**Sent:** Tuesday, January 26, 2016 6:05 PM

**To:** Schustek, Andrew; Parikh, Ishanee

**Cc:** White, Erin; Sylvie Doppelt; Caquias, Paula; Jodi Cross; Danielle Filson

**Subject:** RE: Maimonides Gala - Press for Event

Thanks for resending. Totally understand on time and flow. We will be back in touch soon.

---

**From:** Schustek, Andrew [<mailto:aschustek@cityhall.nyc.gov>]

**Sent:** Tuesday, January 26, 2016 6:02 PM

**To:** Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; Parikh, Ishanee

<[iparikh@cityhall.nyc.gov](mailto:iparikh@cityhall.nyc.gov)>

**Cc:** White, Erin <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>; Sylvie Doppelt <[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)>; Caquias, Paula <[PCaquias@cityhall.nyc.gov](mailto:PCaquias@cityhall.nyc.gov)>; Jodi Cross <[JCross@maimonidesmed.org](mailto:JCross@maimonidesmed.org)>; Danielle Filson <[Danielle.Filson@berlinrosen.com](mailto:Danielle.Filson@berlinrosen.com)>

**Subject:** RE: Maimonides Gala - Press for Event

7:30 – 8:00 PM:

- Mayor and FLONYC arrive
- FLONYC and the Mayor are introduced by Eugene
- The Mayor delivers remarks and introduces FLONYC
- FLONYC delivers remarks
- FLONYC and The Mayor physically present Pamela with the award
- Ken Gibbs introduces Congresswoman Velazquez
- Congresswoman Velazquez briefly delivers remarks and presents Congressional Record to Pamela
- FLONYC and Mayor stay on stage while Pamela delivers remarks
- FLONYC and Mayor depart

Again, this is what we agreed to yesterday.

Thanks!

---

**From:** Cathy Rought [<mailto:cathy@berlinrosen.com>]

**Sent:** Tuesday, January 26, 2016 6:00 PM

**To:** Schustek, Andrew; Parikh, Ishanee

**Cc:** White, Erin; Sylvie Doppelt; Caquias, Paula; Jodi Cross; Danielle Filson

**Subject:** RE: Maimonides Gala - Press for Event

**Importance:** High

We are on a call right now discussing it – we are trying to rework it in a way that streamlines the event, gives the Mayor and First Lady a chance to speak to the 1000+ people that will be in attendance, and also addresses all of the event/speaker needs. Obviously your team is a priority and we will make sure they both have the attention of the masses to honor Pam!

I haven't been involved with the actual program until today, and we are reworking it in real time. My understanding is that both the Mayor and the First Lady are arriving at 730, is that still correct? And the Mayor will be departing at 8pm? Will the First Lady be staying later? We will have a draft around shortly, and we can either jump on a call with you after this one or first thing to talk through if easier than email. Let us know.

---

**From:** Schustek, Andrew [<mailto:aschustek@cityhall.nyc.gov>]

**Sent:** Tuesday, January 26, 2016 5:50 PM

**To:** Parikh, Ishanee <[iparikh@cityhall.nyc.gov](mailto:iparikh@cityhall.nyc.gov)>; Cathy Rought

<[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>

**Cc:** White, Erin <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>; Sylvie Doppelt <[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)>; Caquias, Paula <[PCaquias@cityhall.nyc.gov](mailto:PCaquias@cityhall.nyc.gov)>; Jodi Cross <[JCross@maimonidesmed.org](mailto:JCross@maimonidesmed.org)>; Danielle Filson <[Danielle.Filson@berlinrosen.com](mailto:Danielle.Filson@berlinrosen.com)>  
**Subject:** RE: Maimonides Gala - Press for Event

Sylvie, where are we with the run of show?

---

**From:** Parikh, Ishanee  
**Sent:** Tuesday, January 26, 2016 5:50 PM  
**To:** Cathy Rought  
**Cc:** White, Erin; Sylvie Doppelt; Schustek, Andrew; Caquias, Paula; Jodi Cross; Danielle Filson  
**Subject:** Re: Maimonides Gala - Press for Event

Okay thanks - our public schedule just went out

Sent from my iPhone

On Jan 26, 2016, at 5:16 PM, Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)> wrote:

RSVPs should come to me. I will provide updates throughout the day tomorrow on what is confirmed.

---

**From:** White, Erin [<mailto:EWhite@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 26, 2016 5:15 PM  
**To:** Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; Sylvie Doppelt <[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)>; Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>; Caquias, Paula <[PCaquias@cityhall.nyc.gov](mailto:PCaquias@cityhall.nyc.gov)>  
**Cc:** Parikh, Ishanee <[iparikh@cityhall.nyc.gov](mailto:iparikh@cityhall.nyc.gov)>; Jodi Cross <[JCross@maimonidesmed.org](mailto:JCross@maimonidesmed.org)>  
**Subject:** Re: Maimonides Gala - Press for Event

Do press need to RSVP and if so to whom?

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Cathy Rought  
**Sent:** Tuesday, January 26, 2016 4:18 PM  
**To:** White, Erin; Sylvie Doppelt; Schustek, Andrew; Caquias, Paula  
**Cc:** Parikh, Ishanee; Jodi Cross  
**Subject:** RE: Maimonides Gala - Press for Event

Great, OK to circulate now?

---

**From:** White, Erin [<mailto:EWhite@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 26, 2016 4:02 PM  
**To:** Sylvie Doppelt <[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)>; Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>; Caquias, Paula <[PCaquias@cityhall.nyc.gov](mailto:PCaquias@cityhall.nyc.gov)>; Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>  
**Cc:** Parikh, Ishanee <[iparikh@cityhall.nyc.gov](mailto:iparikh@cityhall.nyc.gov)>; Jodi Cross <[JCross@maimonidesmed.org](mailto:JCross@maimonidesmed.org)>  
**Subject:** Re: Maimonides Gala - Press for Event

I am ok with advisory.

I agree with Andrew that this ROS is strange. Getting people back to their seats in between the dancing will be impossible. The Mayor and First Lady will be speaking to empty tables. We need to tighten up so that doesn't happen.

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Sylvie Doppelt  
**Sent:** Tuesday, January 26, 2016 1:53 PM  
**To:** Schustek, Andrew; Caquias, Paula; '[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)'  
**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross  
**Subject:** RE: Maimonides Gala - Press for Event

Hi Andrew,

We are thrilled that the Mayor and First Lady will be attending and, after our call with you yesterday noting the anticipated earlier arrival time, we tweaked the run of show to accommodate the Mayor and First Lady's schedules and sequence the program with a short break in between so it is not too many speakers back-to-back for the audience while they are having dinner.

Assuming a 7:30 PM arrival for them both, we would re-open the program once they arrive and are ready to introduce them and have them on stage with Pam. We think it's optimal to then take a short break before Dr. Safyer comes on to introduce Congresswoman Velaquez because that would be about 6-7 speakers back to back. We are happy to discuss this further with you and your team if you have any concerns or further questions.

Thanks,  
Sylvie

---

**From:** Schustek, Andrew [<mailto:aschustek@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 26, 2016 1:39 PM  
**To:** Sylvie Doppelt; Caquias, Paula; '[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)'  
**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross  
**Subject:** RE: Maimonides Gala - Press for Event

Hi Sylvie,

This is not the same run of show we discussed yesterday on the phone. As discussed and finalized yesterday, we had all agreed that upon arrival at 7:30, the following would take place:

- Mayor and FLONYC arrive
- FLONYC and the Mayor are introduced by Eugene
- The Mayor delivers remarks and introduces FLONYC
- FLONYC delivers remarks
- FLONYC and The Mayor physically present Pamela with the award
- Ken Gibbs introduces Congresswoman Velazquez
- Congresswoman Velazquez briefly delivers remarks and presents Congressional Record to Pamela
- FLONYC and Mayor stay on stage while Pamela delivers remarks
- FLONYC and Mayor depart

Please advise.

---

**From:** Sylvie Doppelt [<mailto:SDoppelt@maimonidesmed.org>]  
**Sent:** Tuesday, January 26, 2016 1:37 PM  
**To:** Caquias, Paula; '[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)'  
**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross; Schustek, Andrew  
**Subject:** RE: Maimonides Gala - Press for Event

Absolutely, below is the draft program and VIP list

### **Program for Gala**

#### **6:00 – Cocktail Hour**

#### **7:05 – Program Begins in Main Ballroom**

- Ken Gibbs gives welcome remarks
- Video Tribute to Pam
- Dinner, Music and Dancing

#### **~7:30/7:45 – Mayor and First Lady Arrive**

- Gene Keilin to introduce Mayor and First Lady

- Mayor and First Lady speak and make presentation to Pam
- Dinner, Music and Dancing resume

**~8:10 – Program Re-Commences**

- Dr. Steve Safyer says a few words and introduces special guest presentation from Congresswoman Nydia Velazquez
- Congresswoman Velazquez speaks and presents Congressional record to Pam

**8:20 – Honoree Remarks**

- Pam Brier

**8:30 – Closing Remarks**

- Ken Gibbs

**9:00 – Conclusion**

**VIP List**

- Pam Brier and Peter Aschkenasy – honoree and her husband
- Ken Gibbs – President & CEO, Maimonides Medical Center
- Eugene Keilin – Chair of the Board, Maimonides Medical Center, Co-Founder, KPS Capital Partners, LP
- Erminia Rivera – Vice Chair, Maimonides Board of Trustees
- Jill Furillo – Executive Director, NYS Nurses Association
- Brett Yormark – CEO, Brooklyn Nets & Barclays Center
- Alex Rovit – President, IBE Trade Corp., Trustee, Maimonides Medical Center,
- Steve Safyer – President & CEO, Montefiore Medical Center
- Michael Dowling – President & CEO, Northwell Health System
- Ken Raske – President & CEO, Greater New York Hospital Association
- Ram Raju – President & CEO, New York City Health + Hospitals
- Mark Mundy - CEO, New York Methodist Hospital
- Linda Brady - CEO, Kingsbrook Medical Center
- LaRay Brown - Incoming CEO, Interfaith Hospital
- Mark Toney - Interim CEO, Brookdale Hospital
- Jennifer Raab – President, Hunter College
- Lilliam Paoli – Senior Advisory to Jennifer Raab

Elected Officials who will attend (some might only stay for cocktail hour)

- Rep. Nydia Velazquez
- Rep. Jerrold Nadler
- NYS Senator Martin Golden

- Assemblyman Steven Cymbrowitz
- Assemblyman Dov Hikind
- Councilman David Greenfield
- Councilman Brad Lander
- Councilman Mathieu Eugene

Please let me know if you need anything further.

Sylvie

---

**From:** Caquias, Paula [<mailto:PCaquias@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 26, 2016 12:27 PM  
**To:** Sylvie Doppelt; '[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)'  
**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross; Schustek, Andrew  
**Subject:** Maimonides Gala - Press for Event

Our press team is reviewing the draft. Ishanee from our press team will be in contact with you with any question. The Mayor's public schedule goes out every day in evening.

I have also cc'd Erin, who is the first lady press person for awareness.

Sylvie, can you please send me the VIP list and program?

Best,

Paula

---

**From:** Caquias, Paula  
**Sent:** Tuesday, January 26, 2016 11:26 AM  
**To:** Banks, Angela; White, Erin; Schustek, Andrew  
**Cc:** Salazar-Rodriguez, Prisca  
**Subject:** FW: Maimonides Gala - Press for Event

Please see draft press advisory from Maimonides

---

**From:** Cathy Rought [<mailto:cathy@berlinrosen.com>]  
**Sent:** Tuesday, January 26, 2016 11:25 AM  
**To:** Sylvie Doppelt; Caquias, Paula  
**Cc:** Eileen Tynion  
**Subject:** RE: Maimonides Gala - Press for Event

Hey Paula!

Attached is the draft advisory. Would love to have this go very soon.  
Pretty basic. When will the mayor's public schedule go live?

I will be onsite to manage and wrangle press for the event. As you know galas are tough, so not sure what kind of turn out we will get. But if the

Mayor prefers not to interact with anyone regardless, we can accommodate that. Just let us know his preferences and feel free to connect me with anyone on your comms team.

Thanks for everything and look forward to hearing from you soon.

---

**From:** Sylvie Doppelt [<mailto:SDoppelt@maimonidesmed.org>]  
**Sent:** Tuesday, January 26, 2016 10:56 AM  
**To:** Caquias, Paula <[PCaquias@cityhall.nyc.gov](mailto:PCaquias@cityhall.nyc.gov)>  
**Cc:** Eileen Tynion <[ETynion@maimonidesmed.org](mailto:ETynion@maimonidesmed.org)>; Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>  
**Subject:** Maimonides Gala - Press for Event

Hi Paula,

It was a pleasure speaking with you yesterday, and thanks so much again for your assistance with coordinating the Mayor's attendance to the Maimonides Gala. We're thrilled he will be attending.

I wanted to follow up regarding your questions on press. We, with support and partnership from BerlinRosen, will be managing press for the event, and we're planning on circulating a media advisory (which we will forward to you shortly).

If you could let us know what the Mayor's preferences are in terms of interacting with press or not, that would be great. I've cc'd my colleague Cathy Rought at BerlinRosen, who will be happy to address any concerns with you.

Thanks so much again, and please feel free to contact me with any questions,  
Sylvie

**Sylvie Doppelt**

Manager, Strategic Initiatives

Department of External Affairs | Maimonides Medical Center | Brooklyn,  
NY 11219

T: 718-283-7041 | M: 224-587-0932

[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)

Helpdesk at  
718-283-  
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**From:** [Hinton, Karen](#)  
**To:** [Henry Goldman](#)  
**Cc:** [DAN@BERLINROSEN.COM](mailto:DAN@BERLINROSEN.COM)  
**Subject:** Re: Iowa  
**Date:** Wednesday, January 27, 2016 6:20:03 AM

---

Dan has to answer! See U at city hall

Sent from my iPhone

On Jan 27, 2016, at 12:23 AM, Henry Goldman (BLOOMBERG/ NEWSROOM:) <[hgoldman@bloomberg.net](mailto:hgoldman@bloomberg.net)> wrote:

Can you please bring me up to speed on the Mayor's trip to Iowa?

.....  
What will he be doing there? Is there an itinerary? Any certain dates?

.....  
A statement from the mayor?

.....  
Who's paying for the trip?

.....  
Was it the mayor volunteering or did the Clinton campaign ask him to travel to Iowa?

.....  
Thanks, Henry

.....  
Sent from Bloomberg Professional for Android

**From:** [Hatch, Peter](#)  
**To:** [Cathy Rought](#)  
**Subject:** Herminia Palacio, Deputy Mayor for Health and Human Services.  
**Date:** Wednesday, January 27, 2016 12:08:03 PM

---

She will arrive approx. 730 (separately from Mayor) and stay through the dinner (no dietary restrictions). She would love to know with whom she is seated.

I cribbed from her announcement release a bit of a bio if that is helpful.

#### BIO

As Deputy Mayor, Palacio will oversee the Department of Health and Mental Hygiene, NYC Health + Hospitals, Human Resources Administration, Department of Homeless Services, Agency for Children's Services, Office of the Chief Medical Examiner, Office to Combat Domestic Violence and Office of Food Policy. She will also work closely with First Deputy Mayor Shorris and Commissioner Steve Banks in the on-going review of the City's homeless programs.

Palacio is a crisis management expert who as Executive Director of the Harris County Public Health and Environmental Services coordinated health services for 27,000 people from the New Orleans area to Houston during Hurricane Katrina in 2005. Her work during Hurricane Katrina earned Palacio the Excellence in Health Administration Award by the American Public Health Association in 2007. Palacio also previously served as a Senior Policy Advisor for the San Francisco Department of Public Health, where she served on the front lines combatting HIV/AIDS.

With 25 years of experience in a range of health and social services professions, Palacio will be tasked with addressing homelessness across the five boroughs, developing a citywide network for mental health support, coordinating across the City's public health care system, improving access to social services for all New Yorkers, and ensuring Agencies that oversee the City's most vulnerable populations, such as children and victims of domestic violence, are run compassionately and effectively.

As former Executive Director of Harris County Public Health and Environmental Services, Palacio is well-prepared to take on NYC's most pressing challenges, having played a major role in the Astrodome/Reliant Park mega-shelter operation for over 27,000 evacuees from Hurricane Katrina to Harris County, Texas. Running all of the public health operations for the shelter, Palacio established a public health department for a "city" that went from a population of 0 to 27,000 in two days, identified and contained health outbreaks before they started, and aptly managed thousands of physicians and nurses to effectively triage 150 patients an hour.

In addition to her work at the Robert Wood Johnson Foundation, in Harris County and San Francisco, Palacio has also held a number of academic appointments, including adjunct professor in Management, Policy, and Community Health at the University of Texas School of Public Health at Houston from 2006 to 2014. She also taught at Baylor College of Medicine in Houston and the University of California at San Francisco School of Medicine. Palacio received her medical degree from Mount Sinai School of Medicine in New York and holds a Masters of Public Health, with a

specialty in epidemiology, from the University of California at Berkeley School of Public Health, and a BA in biology from Barnard College at Columbia University. She has authored numerous articles in peer-reviewed scientific journals.

She served on the Board of Directors of the National Association of County and City Health Officials (NACCHO), the Texas Association of Local Health Officials (TALHO), the Harris County Healthcare Alliance (HCHA), and served as Chair of the Texas Public Health Coalition. She recently served on the Board of Scientific Counselors for the Centers for Disease Control and Prevention (CDC) Office of Public Health Preparedness and Response and currently serves on the CDC Advisory Committee to the Director. In 2011 she was appointed by President Obama as a member of the Advisory Group on Prevention, Health Promotion, and Integrative and Public Health.

---

**From:** White, Erin  
**Sent:** Wednesday, January 27, 2016 9:58 AM  
**To:** Cathy Rought; Hatch, Peter  
**Subject:** connecting you re: tonight's Gala

Hi Cathy,

I'm connecting you here with Peter Hatch, a senior advisor here at City Hall. He's like to help make sure our Deputy Mayor for Health and Human Services Herminia Palacio can come by the gala this evening.

Can you assist? I'm sure he'd appreciate your guidance on the best time for her to arrive, etc.

Thanks so much!

Erin White  
Communications Advisor, Office of the Mayor  
O: 212-341-5030  
C: 347-789-0501  
[ewhite@cityhall.nyc.gov](mailto:ewhite@cityhall.nyc.gov)

**From:** [Almonte, Catherine](#)  
**To:** [Salazar-Rodriguez, Prisca](#); [jfdc](#); [Jonathan Rosen](#); [Blumm, Kate](#); [Snyder, Thomas](#); [Da Costa, Ricky](#); [Shorris, Anthony](#); [Griffith, Chantell](#); [Williams, Dominic](#); [Adams Baker, Marti](#); [Fialkoff, Gabrielle](#); [Tarlo, Mindy](#); [Wolfe, Emma](#); [Schnake Mahl, Gabriel](#); [Schwartz, Regina](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Seignious, Sandy](#); [Fuleihan, Dean \(OMB\)](#); [Darlington, Mandy \(OMB\)](#); [Glen, Alicia](#); [Bruch, Mary](#); [Buery, Richard](#); [Cutler, Dorothy](#); [Arslanian, Kayla](#); [Viguers, Jonathan](#); [Confer, Alexis](#); [Bennett, Rob](#); [Patchett, James](#)  
**Subject:** RE: MBDB: SOTC Prep  
**Date:** Wednesday, January 27, 2016 2:49:53 PM

---

Please gather

---

**From:** Almonte, Catherine  
**Sent:** Wednesday, January 27, 2016 2:33 PM  
**To:** Salazar-Rodriguez, Prisca; jfdc; Jonathan Rosen; Blumm, Kate; Snyder, Thomas; Da Costa, Ricky; Shorris, Anthony; Griffith, Chantell; Williams, Dominic; Adams Baker, Marti; Fialkoff, Gabrielle; Tarlow, Mindy; Wolfe, Emma; Schnake Mahl, Gabriel; Schwartz, Regina; Hagelgans, Andrea; Walzak, Phil; Seignious, Sandy; Fuleihan, Dean (OMB); Darlington, Mandy (OMB); Glen, Alicia; Bruch, Mary; Buery, Richard; Cutler, Dorothy; Arslanian, Kayla; Viguers, Jonathan; Confer, Alexis; Bennett, Rob; Patchett, James  
**Subject:** RE: MBDB: SOTC Prep

We are delayed

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Wednesday, January 20, 2016 3:16 PM  
**To:** Salazar-Rodriguez, Prisca; jfdc; Jonathan Rosen; Blumm, Kate; Snyder, Thomas; Da Costa, Ricky; Shorris, Anthony; Griffith, Chantell; Williams, Dominic; Adams Baker, Marti; Fialkoff, Gabrielle; Tarlow, Mindy; Wolfe, Emma; Schnake Mahl, Gabriel; Schwartz, Regina; Hagelgans, Andrea; Walzak, Phil; Seignious, Sandy; Fuleihan, Dean (OMB); Darlington, Mandy (OMB); Glen, Alicia; Bruch, Mary; Buery, Richard; Cutler, Dorothy; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan; Confer, Alexis; Bennett, Rob; Patchett, James  
**Subject:** MBDB: SOTC Prep  
**When:** Wednesday, January 27, 2016 2:30 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** City Hall, The Blue Room

**From:** [Almonte, Catherine](#)  
**To:** [Salazar-Rodriguez, Prisca](#); [jfdc](#); [Jonathan Rosen](#); [Blumm, Kate](#); [Snyder, Thomas](#); [Da Costa, Ricky](#); [Shorris, Anthony](#); [Griffith, Chantell](#); [Williams, Dominic](#); [Adams Baker, Marti](#); [Fialkoff, Gabrielle](#); [Tarlow, Mindy](#); [Wolfe, Emma](#); [Schnake Mahl, Gabriel](#); [Schwartz, Regina](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Seignious, Sandy](#); [Fuleihan, Dean \(OMB\)](#); [Darlington, Mandy \(OMB\)](#); [Glen, Alicia](#); [Bruch, Mary](#); [Buery, Richard](#); [Cutler, Dorothy](#); [Arslanian, Kayla](#); [Viguers, Jonathan](#); [Confer, Alexis](#); [Bennett, Rob](#); [Patchett, James](#)  
**Subject:** RE: MBDB: SOTC Prep  
**Date:** Wednesday, January 27, 2016 2:49:54 PM

---

Please gather

---

**From:** Almonte, Catherine  
**Sent:** Wednesday, January 27, 2016 2:33 PM  
**To:** Salazar-Rodriguez, Prisca; jfdc; Jonathan Rosen; Blumm, Kate; Snyder, Thomas; Da Costa, Ricky; Shorris, Anthony; Griffith, Chantell; Williams, Dominic; Adams Baker, Marti; Fialkoff, Gabrielle; Tarlow, Mindy; Wolfe, Emma; Schnake Mahl, Gabriel; Schwartz, Regina; Hagelgans, Andrea; Walzak, Phil; Seignious, Sandy; Fuleihan, Dean (OMB); Darlington, Mandy (OMB); Glen, Alicia; Bruch, Mary; Buery, Richard; Cutler, Dorothy; Arslanian, Kayla; Viguers, Jonathan; Confer, Alexis; Bennett, Rob; Patchett, James  
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-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Wednesday, January 20, 2016 3:16 PM  
**To:** Salazar-Rodriguez, Prisca; jfdc; Jonathan Rosen; Blumm, Kate; Snyder, Thomas; Da Costa, Ricky; Shorris, Anthony; Griffith, Chantell; Williams, Dominic; Adams Baker, Marti; Fialkoff, Gabrielle; Tarlow, Mindy; Wolfe, Emma; Schnake Mahl, Gabriel; Schwartz, Regina; Hagelgans, Andrea; Walzak, Phil; Seignious, Sandy; Fuleihan, Dean (OMB); Darlington, Mandy (OMB); Glen, Alicia; Bruch, Mary; Buery, Richard; Cutler, Dorothy; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan; Confer, Alexis; Bennett, Rob; Patchett, James  
**Subject:** MBDB: SOTC Prep  
**When:** Wednesday, January 27, 2016 2:30 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** City Hall, The Blue Room

**From:** [Hinton, Karen](#)  
**To:** ["Anna Sanders"](#); [Dan Levitan](#)  
**Subject:** RE: Groundhog Day  
**Date:** Wednesday, January 27, 2016 3:12:14 PM

---

I'll send you something.

---

**From:** Anna Sanders [mailto:[asanders@siadvance.com](mailto:asanders@siadvance.com)]  
**Sent:** Wednesday, January 27, 2016 3:09 PM  
**To:** Dan Levitan; Hinton, Karen  
**Subject:** Groundhog Day

I wasn't sure who to reach out to for this, but I'm doing a little follow up on de Blasio missing Groundhog Day to campaign for Hillary. Either of you want to comment?

--

Anna Sanders  
City Hall Reporter, Staten Island Advance  
917-525-9025 (cell)  
[asanders@siadvance.com](mailto:asanders@siadvance.com) | @AnnaESanders

**From:** [Dan Levitan](#)  
**To:** [Henry Goldman](#); [jepstein32@bloomberg.net](mailto:jepstein32@bloomberg.net); [Hinton, Karen](#)  
**Subject:** RE: Is there an Iowa itinerary yet?  
**Date:** Wednesday, January 27, 2016 3:31:48 PM

---

Here's what I have today:

- On background, the Mayor and First Lady will be firing up and rallying volunteers, knocking on doors, and phone banking to get out the vote for Hillary. Exact itinerary TBD.
- For planning purposes only – Saturday's activities will start out of Des Moines, but some events may require travel time by car.
- More itinerary details will be made available later this week.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@levitandan](#)

---

**From:** Henry Goldman (BLOOMBERG/ NEWSROOM:) [<mailto:hgoldman@bloomberg.net>]  
**Sent:** Wednesday, January 27, 2016 2:17 PM  
**To:** [jepstein32@bloomberg.net](mailto:jepstein32@bloomberg.net); [KHINTON@CITYHALL.NYC.GOV](mailto:KHINTON@CITYHALL.NYC.GOV); Dan Levitan  
<[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** RE: Is there an Iowa itinerary yet?

If there's an itinerary, yes, it's possible...Or alternatively, and more likely I will work with someone already on the ground there...but we need to know, what, where, when, how, why, and...so what? Is he going on his own as a volunteer or has he been enlisted by the HRC campaign? H

From: [dan@berlinrosen.com](mailto:dan@berlinrosen.com) At: Jan 27 2016 14:14:11  
To: [Henry Goldman \(BLOOMBERG/ NEWSROOM:\), KHINTON@CITYHALL.NYC.GOV](mailto:Henry_Goldman_(BLOOMBERG/_NEWSROOM:_),_KHINTON@CITYHALL.NYC.GOV)  
Subject: RE: Is there an Iowa itinerary yet?

No. Are you planning on making the trip?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@levitandan](#)

**From:** Henry Goldman (BLOOMBERG/ NEWSROOM:)  
[<mailto:hgoldman@bloomberg.net>]  
**Sent:** Wednesday, January 27, 2016 2:10 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; [KHINTON@CITYHALL.NYC.GOV](mailto:KHINTON@CITYHALL.NYC.GOV)  
**Subject:** Is there an Iowa itinerary yet?

**From:** [Cathy Rought](#)  
**To:** [Hatch, Peter](#)  
**Subject:** RE: connecting you re: tonight's Gala  
**Date:** Wednesday, January 27, 2016 3:34:43 PM

---

Great!

---

**From:** Hatch, Peter [PHatch@cityhall.nyc.gov]  
**Sent:** Wednesday, January 27, 2016 3:27 PM  
**To:** Cathy Rought  
**Subject:** RE: connecting you re: tonight's Gala

FYI her title is Dep Mayor for Health and Human Services.

---

**From:** Cathy Rought [mailto:cathy@berlinrosen.com]  
**Sent:** Wednesday, January 27, 2016 12:42 PM  
**To:** White, Erin; Hatch, Peter  
**Subject:** RE: connecting you re: tonight's Gala

Great to talk and look forward to seeing the DM.

Here's the people that will be at her table:

- Gene Keilin, Chair of the Board, Maimonides, Co-Founder, KPS Capital Partners
- Greg Keilin, Gene Keilin's Son
- Kate Kincaid, Gene Keilin's Daughter-in-law
- Robert Fraiman, President & CEO of Cain Brothers
- Melanie Harris, Fraiman's spouse
- Keith Wortman & Gabrielle Lobato-Wortman, Board Member, Maimonides Medical Center
- Anthony Crowell, Dean, New York Law School
- Herminia Palacio, Deputy Mayor, NYC Dept. of HHS
- Letitia James, NYC Public Advocate

---

**From:** White, Erin [<mailto:EWhite@cityhall.nyc.gov>]  
**Sent:** Wednesday, January 27, 2016 9:58 AM  
**To:** Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; Hatch, Peter <[PHatch@cityhall.nyc.gov](mailto:PHatch@cityhall.nyc.gov)>  
**Subject:** connecting you re: tonight's Gala

Hi Cathy,

I'm connecting you here with Peter Hatch, a senior advisor here at City Hall. He's like to help make sure our Deputy Mayor for Health and Human Services Herminia Palacio can come by the gala this evening.

Can you assist? I'm sure he'd appreciate your guidance on the best time for her to arrive, etc.

Thanks so much!

Erin White

Communications Advisor, Office of the Mayor

O: 212-341-5030

C: 347-789-0501

[ewhite@cityhall.nyc.gov](mailto:ewhite@cityhall.nyc.gov)

**From:** [Hatch, Peter](#)  
**To:** "[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)"  
**Subject:** Re: New table seating  
**Date:** Wednesday, January 27, 2016 5:18:08 PM

---

Roger that.

---

**From:** Cathy Rought [mailto:[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)]  
**Sent:** Wednesday, January 27, 2016 05:15 PM  
**To:** Hatch, Peter  
**Subject:** New table seating

The DM will now be at Pam Brier's table! We've been able to made some shifts. Here's who is sitting at the table.

Pam Brier  
Lee Perlman and Linda Riefberg, President GNYHA Ventures  
Ken and Janet Raske, President, GNYHA  
Jeffrey Sachs, President, Sachs Policy Group  
Jo Ivey Boufford, President, NY Academy of Medicine  
Jennifer Raab, President, Hunter College  
Ram Raju, President & CEO, NYC Health + Hospitals  
Erminia Riveria - MMC board member  
Congresswoman Nydia Velazquez

**From:** [Dan Levitan](#)  
**To:** [Dawsey, Joshua](#); [Hinton, Karen](#)  
**Subject:** RE: iowa  
**Date:** Wednesday, January 27, 2016 5:42:42 PM

---

Will do.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@levitandan

**From:** Dawsey, Joshua [mailto:joshua.dawsey@dowjones.com]  
**Sent:** Wednesday, January 27, 2016 5:18 PM  
**To:** khinton@cityhall.nyc.gov; Dan Levitan <dan@berlinrosen.com>  
**Subject:** iowa

I am going for us. Flying out Friday. So let me know when you guys know details, please.

Josh

**From:** [Hatch, Peter](#)  
**To:** "[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)"  
**Subject:** Re: New table seating  
**Date:** Wednesday, January 27, 2016 7:38:20 PM

---

She is nearly there

---

**From:** Cathy Rought [mailto:[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)]  
**Sent:** Wednesday, January 27, 2016 05:15 PM  
**To:** Hatch, Peter  
**Subject:** New table seating

The DM will now be at Pam Brier's table! We've been able to made some shifts. Here's who is sitting at the table.

Pam Brier  
Lee Perlman and Linda Riefberg, President GNYHA Ventures  
Ken and Janet Raske, President, GNYHA  
Jeffrey Sachs, President, Sachs Policy Group  
Jo Ivey Boufford, President, NY Academy of Medicine  
Jennifer Raab, President, Hunter College  
Ram Raju, President & CEO, NYC Health + Hospitals  
Erminia Riveria - MMC board member  
Congresswoman Nydia Velazquez

**From:** [Parikh, Ishanee](mailto:Parikh_Ishanee)  
**To:** [Cathy Rought](mailto:Cathy_Rought)  
**Bcc:** [Parikh, Ishanee](mailto:Parikh_Ishanee)  
**Subject:** Re: Maimonides Gala - Press for Event  
**Date:** Wednesday, January 27, 2016 7:38:45 PM

---

Hi Cathy - did any press RSVP? I'm at event and just wanted to figure out who's here.

Sent from my iPhone

On Jan 26, 2016, at 6:37 PM, Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)> wrote:

Just as a FYI – my cell is [REDACTED] If you need anything leading up to Andrew's arrival, give me a ring or text. Danielle Filson also on this chain will be sending press updates as we have them tomorrow.

---

**From:** White, Erin [<mailto:EWhite@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 26, 2016 6:18 PM  
**To:** Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>; Sylvie Doppelt <[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)>  
**Cc:** Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; Parikh, Ishanee <[iparikh@cityhall.nyc.gov](mailto:iparikh@cityhall.nyc.gov)>; Caquias, Paula <[PCaquias@cityhall.nyc.gov](mailto:PCaquias@cityhall.nyc.gov)>; Jodi Cross <[JCross@maimonidesmed.org](mailto:JCross@maimonidesmed.org)>; Danielle Filson <[Danielle.Filson@berlinrosen.com](mailto:Danielle.Filson@berlinrosen.com)>  
**Subject:** RE: Maimonides Gala - Press for Event

Patch me in.

Erin White  
Communications Advisor, Office of the Mayor  
O: 212-341-5030  
C: 347-789-0501  
[ewhite@cityhall.nyc.gov](mailto:ewhite@cityhall.nyc.gov)

---

**From:** Schustek, Andrew  
**Sent:** Tuesday, January 26, 2016 6:18 PM  
**To:** Sylvie Doppelt  
**Cc:** Cathy Rought; Parikh, Ishanee; White, Erin; Caquias, Paula; Jodi Cross; Danielle Filson  
**Subject:** RE: Maimonides Gala - Press for Event

My number is [REDACTED].

---

**From:** Sylvie Doppelt [<mailto:SDoppelt@maimonidesmed.org>]  
**Sent:** Tuesday, January 26, 2016 6:17 PM  
**To:** Schustek, Andrew  
**Cc:** Cathy Rought; Parikh, Ishanee; White, Erin; Caquias, Paula; Jodi Cross; Danielle Filson  
**Subject:** Re: Maimonides Gala - Press for Event

Hi Andrew, what's the best number to reach you at? We're happy to jump on a call now.

Sent from my iPad

On Jan 26, 2016, at 6:06 PM, Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)> wrote:

Thank you. we're looking forward to hearing back.

---

**From:** Cathy Rought [<mailto:cathy@berlinrosen.com>]  
**Sent:** Tuesday, January 26, 2016 6:05 PM  
**To:** Schustek, Andrew; Parikh, Ishanee  
**Cc:** White, Erin; Sylvie Doppelt; Caquias, Paula; Jodi Cross; Danielle Filson  
**Subject:** RE: Maimonides Gala - Press for Event

Thanks for resending. Totally understand on time and flow. We will be back in touch soon.

---

**From:** Schustek, Andrew [<mailto:aschustek@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 26, 2016 6:02 PM  
**To:** Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; Parikh, Ishanee <[iparikh@cityhall.nyc.gov](mailto:iparikh@cityhall.nyc.gov)>  
**Cc:** White, Erin <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>; Sylvie Doppelt <[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)>; Caquias, Paula <[PCaquias@cityhall.nyc.gov](mailto:PCaquias@cityhall.nyc.gov)>; Jodi Cross <[JCross@maimonidesmed.org](mailto:JCross@maimonidesmed.org)>; Danielle Filson <[Danielle.Filson@berlinrosen.com](mailto:Danielle.Filson@berlinrosen.com)>  
**Subject:** RE: Maimonides Gala - Press for Event

7:30 – 8:00 PM:

- Mayor and FLONYC arrive
- FLONYC and the Mayor are introduced by Eugene
- The Mayor delivers remarks and introduces FLONYC
- FLONYC delivers remarks
- FLONYC and The Mayor physically present Pamela with the award
- Ken Gibbs introduces Congresswoman Velazquez
- Congresswoman Velazquez briefly delivers remarks and presents Congressional Record to Pamela
- FLONYC and Mayor stay on stage while Pamela delivers remarks
- FLONYC and Mayor depart

Again, this is what we agreed to yesterday.

Thanks!

---

**From:** Cathy Rought [<mailto:cathy@berlinrosen.com>]  
**Sent:** Tuesday, January 26, 2016 6:00 PM  
**To:** Schustek, Andrew; Parikh, Ishanee  
**Cc:** White, Erin; Sylvie Doppelt; Caquias, Paula; Jodi Cross; Danielle Filson  
**Subject:** RE: Maimonides Gala - Press for Event  
**Importance:** High

We are on a call right now discussing it – we are trying to rework it in a way that streamlines the event, gives the Mayor and First Lady a chance to speak to the 1000+ people that will be in attendance, and also addresses all of the event/speaker needs. Obviously your team is a priority and we will make sure they both have the attention of the masses to honor Pam!

I haven't been involved with the actual program until today, and we are reworking it in real time. My understanding is that both the Mayor and the First Lady are arriving at 730, is that still correct? And the Mayor will be departing at 8pm? Will the First Lady be staying later? We will have a draft around shortly, and we can either jump on a call with you after this one or first thing to talk through if easier than email. Let us know.

---

**From:** Schustek, Andrew [<mailto:aschustek@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 26, 2016 5:50 PM  
**To:** Parikh, Ishanee <[iparikh@cityhall.nyc.gov](mailto:iparikh@cityhall.nyc.gov)>; Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>  
**Cc:** White, Erin <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>; Sylvie Doppelt <[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)>; Caquias, Paula <[PCaquias@cityhall.nyc.gov](mailto:PCaquias@cityhall.nyc.gov)>; Jodi Cross <[JCross@maimonidesmed.org](mailto:JCross@maimonidesmed.org)>; Danielle Filson <[Danielle.Filson@berlinrosen.com](mailto:Danielle.Filson@berlinrosen.com)>  
**Subject:** RE: Maimonides Gala - Press for Event

Sylvie, where are we with the run of show?

---

**From:** Parikh, Ishanee  
**Sent:** Tuesday, January 26, 2016 5:50 PM  
**To:** Cathy Rought  
**Cc:** White, Erin; Sylvie Doppelt; Schustek, Andrew; Caquias, Paula; Jodi Cross; Danielle Filson  
**Subject:** Re: Maimonides Gala - Press for Event

Okay thanks - our public schedule just went out

Sent from my iPhone

On Jan 26, 2016, at 5:16 PM, Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)> wrote:

RSVPs should come to me. I will provide updates throughout the day tomorrow on what is confirmed.

---

**From:** White, Erin [<mailto:EWhite@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 26, 2016 5:15 PM  
**To:** Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; Sylvie Doppelt <[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)>; Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>; Caquias, Paula <[PCaquias@cityhall.nyc.gov](mailto:PCaquias@cityhall.nyc.gov)>  
**Cc:** Parikh, Ishanee <[iparikh@cityhall.nyc.gov](mailto:iparikh@cityhall.nyc.gov)>; Jodi Cross <[JCross@maimonidesmed.org](mailto:JCross@maimonidesmed.org)>  
**Subject:** Re: Maimonides Gala - Press for Event

Do press need to RSVP and if so to whom?

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Cathy Rought  
**Sent:** Tuesday, January 26, 2016 4:18 PM  
**To:** White, Erin; Sylvie Doppelt; Schustek, Andrew; Caquias, Paula  
**Cc:** Parikh, Ishanee; Jodi Cross  
**Subject:** RE: Maimonides Gala - Press for Event

Great, OK to circulate now?

---

**From:** White, Erin [<mailto:EWhite@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 26, 2016 4:02 PM  
**To:** Sylvie Doppelt <[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)>; Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>; Caquias, Paula <[PCaquias@cityhall.nyc.gov](mailto:PCaquias@cityhall.nyc.gov)>; Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>  
**Cc:** Parikh, Ishanee <[iparikh@cityhall.nyc.gov](mailto:iparikh@cityhall.nyc.gov)>; Jodi Cross <[JCross@maimonidesmed.org](mailto:JCross@maimonidesmed.org)>  
**Subject:** Re: Maimonides Gala - Press for Event

I am ok with advisory.

I agree with Andrew that this ROS is strange. Getting people back to their seats in between the dancing will be impossible. The Mayor and First Lady will be speaking to empty tables. We need to tighten up so that doesn't happen.

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Sylvie Doppelt  
**Sent:** Tuesday, January 26, 2016 1:53 PM  
**To:** Schustek, Andrew; Caquias, Paula;  
'[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)'  
**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross  
**Subject:** RE: Maimonides Gala - Press for Event

Hi Andrew,

We are thrilled that the Mayor and First Lady will be attending and, after our call with you yesterday noting the anticipated earlier arrival time, we tweaked the run of show to accommodate the Mayor and First Lady's schedules and sequence the program with a short break in between so it is not too many speakers back-to-back for the audience while they are having dinner.

Assuming a 7:30 PM arrival for them both, we would re-open the program once they arrive and are ready to introduce them and have them on stage with Pam. We think it's optimal to then take a short break before Dr. Safyer comes on to introduce Congresswoman Velaquez because that would be about 6-7 speakers back to back. We are happy to discuss this further with you and your team if you have any concerns or further questions.

Thanks,  
Sylvie

---

**From:** Schustek, Andrew [<mailto:aschustek@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 26, 2016 1:39 PM  
**To:** Sylvie Doppelt; Caquias, Paula; '[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)'  
**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross  
**Subject:** RE: Maimonides Gala - Press for Event

Hi Sylvie,

This is not the same run of show we discussed yesterday on the phone. As discussed and finalized yesterday, we had all agreed that upon arrival at 7:30, the following would take place:

- Mayor and FLONYC arrive
- FLONYC and the Mayor are introduced by

Eugene

- The Mayor delivers remarks and introduces FLONYC
- FLONYC delivers remarks
- FLONYC and The Mayor physically present Pamela with the award
- Ken Gibbs introduces Congresswoman Velazquez
- Congresswoman Velazquez briefly delivers remarks and presents Congressional Record to Pamela
- FLONYC and Mayor stay on stage while Pamela delivers remarks
- FLONYC and Mayor depart

Please advise.

---

**From:** Sylvie Doppelt [<mailto:SDoppelt@maimonidesmed.org>]  
**Sent:** Tuesday, January 26, 2016 1:37 PM  
**To:** Caquias, Paula; '[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)'  
**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross; Schustek, Andrew  
**Subject:** RE: Maimonides Gala - Press for Event

Absolutely, below is the draft program and VIP list

### **Program for Gala**

#### **6:00 – Cocktail Hour**

#### **7:05 – Program Begins in Main Ballroom**

- Ken Gibbs gives welcome remarks
- Video Tribute to Pam
- Dinner, Music and Dancing

#### **~7:30/7:45 – Mayor and First Lady Arrive**

- Gene Keilin to introduce Mayor and First Lady
- Mayor and First Lady speak and make presentation to Pam
- Dinner, Music and Dancing resume

#### **~8:10 – Program Re-Commences**

- Dr. Steve Safyer says a few words and introduces special guest presentation from Congresswoman Nydia Velazquez
- Congresswoman Velazquez speaks and presents Congressional record to Pam

**8:20 – Honoree Remarks**

- Pam Brier

**8:30 – Closing Remarks**

- Ken Gibbs

**9:00 – Conclusion****VIP List**

- Pam Brier and Peter Aschkenasy – honoree and her husband
- Ken Gibbs – President & CEO, Maimonides Medical Center
- Eugene Keilin – Chair of the Board, Maimonides Medical Center, Co-Founder, KPS Capital Partners, LP
- Erminia Rivera – Vice Chair, Maimonides Board of Trustees
- Jill Furillo – Executive Director, NYS Nurses Association
- Brett Yormark – CEO, Brooklyn Nets & Barclays Center
- Alex Rovt – President, IBE Trade Corp., Trustee, Maimonides Medical Center,
- Steve Safyer – President & CEO, Montefiore Medical Center
- Michael Dowling – President & CEO, Northwell Health System
- Ken Raske – President & CEO, Greater New York Hospital Association
- Ram Raju – President & CEO, New York City Health + Hospitals
- Mark Mundy - CEO, New York Methodist Hospital
- Linda Brady - CEO, Kingsbrook Medical Center
- LaRay Brown - Incoming CEO, Interfaith Hospital
- Mark Toney - Interim CEO, Brookdale Hospital
- Jennifer Raab – President, Hunter College
- Lilliam Paoli – Senior Advisory to Jennifer Raab

Elected Officials who will attend (some might only stay for cocktail hour)

- Rep. Nydia Velazquez
- Rep. Jerrold Nadler
- NYS Senator Martin Golden

- Assemblyman Steven Cymbrowitz
- Assemblyman Dov Hikind
- Councilman David Greenfield
- Councilman Brad Lander
- Councilman Mathieu Eugene

Please let me know if you need anything further.

Sylvie

---

**From:** Caquias, Paula [<mailto:PCaquias@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 26, 2016 12:27 PM  
**To:** Sylvie Doppelt; '[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)'  
**Cc:** Parikh, Ishanee; White, Erin; Jodi Cross; Schustek, Andrew  
**Subject:** Maimonides Gala - Press for Event

Our press team is reviewing the draft. Ishanee from our press team will be in contact with you with any question. The Mayor's public schedule goes out every day in evening.

I have also cc'd Erin, who is the first lady press person for awareness.

Sylvie, can you please send me the VIP list and program?

Best,

Paula

---

**From:** Caquias, Paula  
**Sent:** Tuesday, January 26, 2016 11:26 AM  
**To:** Banks, Angela; White, Erin; Schustek, Andrew  
**Cc:** Salazar-Rodriguez, Prisca  
**Subject:** FW: Maimonides Gala - Press for Event

Please see draft press advisory from Maimonides

---

**From:** Cathy Rought [<mailto:cathy@berlinrosen.com>]  
**Sent:** Tuesday, January 26, 2016 11:25 AM  
**To:** Sylvie Doppelt; Caquias, Paula  
**Cc:** Eileen Tynion  
**Subject:** RE: Maimonides Gala - Press for Event

Hey Paula!

Attached is the draft advisory. Would love to have this go very soon. Pretty basic. When will the mayor's public schedule go live?

I will be onsite to manage and wrangle press for the event. As you know galas are tough, so not sure what kind of turnout we will get. But if the Mayor prefers not to interact with anyone regardless, we can accommodate that. Just let us know his preferences and feel free to connect me with anyone on your comms team.

Thanks for everything and look forward to hearing from you soon.

---

**From:** Sylvie Doppelt

[<mailto:SDoppelt@maimonidesmed.org>]

**Sent:** Tuesday, January 26, 2016 10:56 AM

**To:** Caquias, Paula <[PCaquias@cityhall.nyc.gov](mailto:PCaquias@cityhall.nyc.gov)>

**Cc:** Eileen Tynion <[ETynion@maimonidesmed.org](mailto:ETynion@maimonidesmed.org)>; Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>

**Subject:** Maimonides Gala - Press for Event

Hi Paula,

It was a pleasure speaking with you yesterday, and thanks so much again for your assistance with coordinating the Mayor's attendance to the Maimonides Gala. We're thrilled he will be attending.

I wanted to follow up regarding your questions on press. We, with support and partnership from BerlinRosen, will be managing press for the event, and we're planning on circulating a media advisory (which we will forward to you shortly).

If you could let us know what the Mayor's preferences are in terms of interacting with press or not, that would be great. I've cc'd my colleague Cathy Rought at BerlinRosen, who will be happy to address any concerns with you.

Thanks so much again, and please feel free to contact me with any questions,  
Sylvie

**Sylvie Doppelt**

Manager, Strategic Initiatives

Department of External Affairs | Maimonides Medical

Center | Brooklyn, NY 11219  
T: 718-283-7041 | M: 224-587-0932  
[SDoppelt@maimonidesmed.org](mailto:SDoppelt@maimonidesmed.org)

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**From:** [Dan Levitan](#)  
**To:** [Henry Goldman](#); [Hinton, Karen](#)  
**Subject:** RE: may I please have a schedule for Iowa?  
**Date:** Thursday, January 28, 2016 4:33:27 PM

---

You will be the first to know!

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@levitandan

-----Original Message-----

From: Henry Goldman (BLOOMBERG/ NEWSROOM:) [<mailto:hgoldman@bloomberg.net>]  
Sent: Thursday, January 28, 2016 4:32 PM  
To: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; [KHINTON@CITYHALL.NYC.GOV](mailto:KHINTON@CITYHALL.NYC.GOV)  
Subject: may I please have a schedule for Iowa?

I have reporters in Iowa who need to be deployed to cover Bill's trip to Iowa. Can you please give me information about where and when he will be once he arrives?

**From:** [Hinton, Karen](#)  
**To:** "Henry Goldman"; [edeprez@bloomberg.net](mailto:edeprez@bloomberg.net); [Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)  
**Subject:** RE: Fwd:PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR FRIDAY, JANUARY 29 THROUGH TUESDAY, FEBRUARY 2, 2016  
**Date:** Thursday, January 28, 2016 5:44:56 PM  
**Attachments:** [image001.png](#)

---

Henry – We don't know the exact location – as in street address – but we will know Friday. He won't start canvassing until Saturday.

I think you are overreacting.

---

**From:** Henry Goldman (BLOOMBERG/ NEWSROOM:) [<mailto:hgoldman@bloomberg.net>]  
**Sent:** Thursday, January 28, 2016 5:41 PM  
**To:** [edeprez@bloomberg.net](mailto:edeprez@bloomberg.net); [Dan@berlinrosen.com](mailto:Dan@berlinrosen.com); Hinton, Karen  
**Subject:** RE: Fwd:PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR FRIDAY, JANUARY 29 THROUGH TUESDAY, FEBRUARY 2, 2016

It's a bit ridiculous for him to go out there, and expect news coverage, and then not be prepared with an itinerary...you think we care about the damn gaggle? We want to see where he is, and talk to the people he interacts with. It's now a story that you don't know where he will be. That you are just not prepared for this.

**From:** [KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov) At: Jan 28 2016 17:39:19  
**To:** [Henry Goldman \(BLOOMBERG/ NEWSROOM:\)](#), [Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)  
**Subject:** RE: Fwd:PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR FRIDAY, JANUARY 29 THROUGH TUESDAY, FEBRUARY 2, 2016

Well, I really don't know how to respond to your question, Mr. Goldman!

He will be canvassing. We will provide reporters – including you – the location of a gaggle he will do every day in plenty of time for anyone to be there. We don't know the location yet.

---

**From:** Henry Goldman (BLOOMBERG/ NEWSROOM:) [<mailto:hgoldman@bloomberg.net>]  
**Sent:** Thursday, January 28, 2016 5:30 PM  
**To:** Hinton, Karen; [Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)  
**Subject:** Fwd:PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR FRIDAY, JANUARY 29 THROUGH TUESDAY, FEBRUARY 2, 2016

Do you have a schedule or does this now become part of the story?

**From:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov) At: Jan 28 2016 17:27:22  
**To:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov)  
**Subject:** Fwd:PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR FRIDAY, JANUARY 29 THROUGH TUESDAY, FEBRUARY 2, 2016



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE**

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR  
FRIDAY, JANUARY 29 THROUGH TUESDAY, FEBRUARY  
2, 2016**

*On Friday, Mayor de Blasio will travel to Iowa. He will return to New York City Tuesday evening. For further details, contact Dan Levitan at [dan@berlinrosen.com](mailto:dan@berlinrosen.com).*

###

**From:** [Adams Baker, Marti](#)  
**To:** "[hgoldman@bloomberg.net](#)"; [Hinton, Karen](#); "[Dan@berlinrosen.com](#)"; "[jonathan@berlinrosen.com](#)"  
**Subject:** Re: Fwd:Mayor in Iowa: Saturday  
**Date:** Friday, January 29, 2016 5:58:28 PM

---

I only sent to folks who are here  
Will add you to the list

---

**From:** Henry Goldman (BLOOMBERG/ NEWSROOM:) [mailto:[hgoldman@bloomberg.net](mailto:hgoldman@bloomberg.net)]  
**Sent:** Friday, January 29, 2016 04:50 PM  
**To:** Hinton, Karen; [Dan@berlinrosen.com](mailto:Dan@berlinrosen.com) <[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)>; [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com) <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>; Adams Baker, Marti  
**Subject:** Fwd:Mayor in Iowa: Saturday

Include me on all future emails please. I don't know how many emails I have to send to you Dan, before I'm included on this list. [Hgoldman@bloomberg.net](mailto:Hgoldman@bloomberg.net)

From: Esmé E. Deprez (BLOOMBERG/ LOS ANGEL) At: Jan 29 2016 17:39:27  
To: [Henry Goldman \(BLOOMBERG/ NEWSROOM:\)](#), [Stephen Merelman \(BLOOMBERG/ NEWSROOM:\)](#)  
Subject: Fwd:Mayor in Iowa: Saturday

So nothing tonight then...

----- Original Message -----

From: Adams Baker, Marti <[MAadams@cityhall.nyc.gov](mailto:MAadams@cityhall.nyc.gov)>  
To: ESME E. DEPREZ, [jfermino@nydailynews.com](mailto:jfermino@nydailynews.com), [MLennihan@ap.org](mailto:MLennihan@ap.org),  
[bbergin@wnyc.org](mailto:bbergin@wnyc.org), [dave.b.evans@abc.com](mailto:dave.b.evans@abc.com), [gearle@nypost.com](mailto:gearle@nypost.com),  
[grynbaum@nytimes.com](mailto:grynbaum@nytimes.com), [josha.dawsey@dowjones.com](mailto:josha.dawsey@dowjones.com), [joshua.robin@ny1news.com](mailto:joshua.robin@ny1news.com),  
[lnahmias@politico.com](mailto:lnahmias@politico.com), [melissa.russo@nbcuni.com](mailto:melissa.russo@nbcuni.com)  
CC: [AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)  
At: 29-Jan-2016 16:16:04

Hi folks:

**Off the Record/For planning purposes only:** The Mayor will be volunteering for his long-time friend by rallying with volunteers at canvass kick offs, knocking on doors and phone banking on Saturday, Sunday and Monday. He is not scheduled to appear alongside Secretary Clinton at this time.

We plan to facilitate an on-topic gaggle tomorrow and Sunday. We will also do our best to accommodate interview requests and provide you with the opportunity to observe the mayor engaging with caucus goers. More on those opportunities to come.

See below for details on tomorrow's gaggle, in Des Moines.

Approximately 3:15 PM  
Gaggle following Canvass Kick Off  
4129 Forest Avenue  
Des Moines, IA

Please call or email w any questions. [REDACTED]

Many thanks,  
Marti

Sent from my iPhone

**From:** [Oppedisano, Joan](#)  
**To:** ["Mandela Jones"](#)  
**Subject:** lunch w/ Marco  
**Date:** Tuesday, February 02, 2016 3:41:49 PM

---

Hey Mandela

Are you available to meet Marco for lunch next Friday 2/12?

Thanks

Joan

**From:** [DeLoach, Michael](#)  
**To:** [Jeremy Soffin](#)  
**Cc:** [Wiley Norvell](#); [ahogrebe@edc.nyc](mailto:ahogrebe@edc.nyc)  
**Subject:** Re: Jeremy, Michael and Anthony  
**Date:** Thursday, February 04, 2016 9:26:06 AM

---

I'm handling electeds. Need your help on outside validation. We also have ABNY.

> On Feb 4, 2016, at 9:21 AM, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

>

> Can we do a call to go over validator lists?

>

>

>

> Jeremy Soffin

> BerlinRosen Public Affairs

> 646-200-5318

> 917-860-9076

>

>

> -----Original Message-----

> From: DeLoach, Michael [<mailto:mdeloach@cityhall.nyc.gov>]

> Sent: Wednesday, February 03, 2016 10:47 PM

> To: Wiley Norvell

> Cc: Jeremy Soffin; [ahogrebe@edc.nyc](mailto:ahogrebe@edc.nyc)

> Subject: Re: Jeremy, Michael and Anthony

>

> For BQX right?

>

> Governors Island going out in am right?

>

>

>

>> On Feb 3, 2016, at 10:46 PM, Wiley Norvell <[REDACTED]> wrote:

>>

>> We envision sending out a release tomorrow afternoon. Please coordinate on validator quotes!

**From:** [DeLoach, Michael](#)  
**To:** [Jeremy Soffin](#)  
**Cc:** [Wiley Norvell](#); [ahogrebe@edc.nyc](mailto:ahogrebe@edc.nyc)  
**Subject:** RE: Jeremy, Michael and Anthony  
**Date:** Thursday, February 04, 2016 9:28:00 AM

---

No, I really don't have time to do a call.  
What's up?

---

From: Jeremy Soffin [[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
Sent: Thursday, February 04, 2016 9:27 AM  
To: DeLoach, Michael  
Cc: Wiley Norvell; [ahogrebe@edc.nyc](mailto:ahogrebe@edc.nyc)  
Subject: RE: Jeremy, Michael and Anthony

Can we just do a quick call to coordinate? There's lots of moving pieces here.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

-----Original Message-----

From: DeLoach, Michael [<mailto:mdeloach@cityhall.nyc.gov>]  
Sent: Thursday, February 04, 2016 9:26 AM  
To: Jeremy Soffin  
Cc: Wiley Norvell; [ahogrebe@edc.nyc](mailto:ahogrebe@edc.nyc)  
Subject: Re: Jeremy, Michael and Anthony

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> Sent: Wednesday, February 03, 2016 10:47 PM

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> Subject: Re: Jeremy, Michael and Anthony

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>

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>  
>  
>

>> On Feb 3, 2016, at 10:46 PM, Wiley Norvell <[REDACTED]> wrote:

>>

>> We envision sending out a release tomorrow afternoon. Please coordinate on validator quotes!

**From:** [Jeremy Soffin](#)  
**To:** [DeLoach, Michael](#)  
**Subject:** RE: Jeremy, Michael and Anthony  
**Date:** Thursday, February 04, 2016 9:43:38 AM

---

All good

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

-----Original Message-----

From: DeLoach, Michael [<mailto:mdeloach@cityhall.nyc.gov>]  
Sent: Thursday, February 04, 2016 9:43 AM  
To: Jeremy Soffin  
Subject: Re: Jeremy, Michael and Anthony

Sorry - just slammed  
What's concern?

> On Feb 4, 2016, at 9:27 AM, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

>

> Can we just do a quick call to coordinate? There's lots of moving pieces here.

>

>

>

> Jeremy Soffin  
> BerlinRosen Public Affairs  
> 646-200-5318  
> 917-860-9076

>

>

> -----Original Message-----

> From: DeLoach, Michael [<mailto:mdeloach@cityhall.nyc.gov>]

> Sent: Thursday, February 04, 2016 9:26 AM

> To: Jeremy Soffin

> Cc: Wiley Norvell; [ahogrebe@edc.nyc](mailto:ahogrebe@edc.nyc)

> Subject: Re: Jeremy, Michael and Anthony

>

> I'm handling electeds. Need your help on outside validation. We also have ABNY.

>

>

>

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>>

>> Can we do a call to go over validator lists?

>>

>>

>>

>> Jeremy Soffin  
>> BerlinRosen Public Affairs  
>> 646-200-5318  
>> 917-860-9076

>>

>>

>> -----Original Message-----

>> From: DeLoach, Michael [<mailto:mdeloach@cityhall.nyc.gov>]

>> Sent: Wednesday, February 03, 2016 10:47 PM

>> To: Wiley Norvell

>> Cc: Jeremy Soffin; ahogrebe@edc.nyc

>> Subject: Re: Jeremy, Michael and Anthony

>>

>> For BQX right?

>>

>> Governors Island going out in am right?

>>

>>

>>

>>> On Feb 3, 2016, at 10:46 PM, Wiley Norvell <[REDACTED]> wrote:

>>>

>>> We envision sending out a release tomorrow afternoon. Please coordinate on validator quotes!

**From:** [Zuniga, Andrea](mailto:Zuniga.Andrea)  
**To:** [matt@berlinrosen.com](mailto:matt@berlinrosen.com)  
**Subject:** FW: Streetcar quote  
**Date:** Thursday, February 04, 2016 12:27:00 PM

---

Hi Matt-

Can you let me know if there are other requests into Members of Congress?

I want to avoid multiple requests (and I had a request into Maloney too)

Andrea Zuniga  
Director of Federal Affairs  
New York City, Office of the Mayor  
[azuniga@cityhall.nyc.gov](mailto:azuniga@cityhall.nyc.gov)  
cell: 917-847-6593

---

**From:** Harman, Grace [<mailto:Grace.Harman@mail.house.gov>]  
**Sent:** Thursday, February 04, 2016 12:25 PM  
**To:** Zuniga, Andrea  
**Cc:** Elias, Minna  
**Subject:** FW: Streetcar quote

---

**From:** Matt Tepper [<mailto:matt@berlinrosen.com>]  
**Sent:** Thursday, February 04, 2016 12:20 PM  
**To:** Harman, Grace  
**Subject:** RE: Streetcar quote

Thanks!

---

**From:** Harman, Grace [<mailto:Grace.Harman@mail.house.gov>]  
**Sent:** Thursday, February 04, 2016 12:16 PM  
**To:** Matt Tepper  
**Subject:** Streetcar quote

Hi Matt,

Here is the Congresswoman's quote! Please let me know if you need anything else.

"I am delighted that Mayor de Blasio is embracing the concept of light rail to connect Brooklyn and Queens along the East River. His enthusiastic support is going to take an idea from concept to reality, and it will be a great boon for the growing waterfront communities in Brooklyn and Queens," said **Congresswoman Carolyn B. Maloney (NY-12)**. "Recognizing that these areas are becoming increasingly desirable for residents and high tech entrepreneurs, I have supported the idea since it was first proposed, and I am thrilled that Mayor de Blasio has made this project a

priority. The new streetcar will greatly increase the accessibility of areas that aren't served by the subway and bring a new alternative to underserved areas."

Best,  
Grace Harman  
NY Press Secretary  
Office of Congresswoman Carolyn B. Maloney  
1651 Third Avenue, Suite 311  
New York, NY 10128  
(T) 212-860-0606  
(C) 929-260-5935

**From:** [Jeremy Soffin](#)  
**To:** [DeLoach, Michael](#); [Matt Tepper Gmail](#)  
**Cc:** [Anthony Hoglebe \(ahoglebe@edc.nyc\)](#); [Blatt, Rebecca](#); [Norvell, Wiley](#); [Velani, Sonam](#)  
**Subject:** RE: BQX Press conference  
**Date:** Thursday, February 04, 2016 4:15:48 PM

---

Got it.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

-----Original Message-----

From: DeLoach, Michael [<mailto:mdeloach@cityhall.nyc.gov>]  
Sent: Thursday, February 04, 2016 4:15 PM  
To: Jeremy Soffin; Matt Tepper Gmail  
Cc: Anthony Hoglebe (ahoglebe@edc.nyc); Blatt, Rebecca; Norvell, Wiley; Velani, Sonam  
Subject: RE: BQX Press conference

It's confirmed for 10:30am.

RPA would definitely speak. More so flagging for others.

-----Original Message-----

From: Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
Sent: Thursday, February 04, 2016 4:14 PM  
To: DeLoach, Michael; Matt Tepper Gmail  
Cc: Anthony Hoglebe (ahoglebe@edc.nyc); Blatt, Rebecca; Norvell, Wiley; Velani, Sonam  
Subject: RE: BQX Press conference

Okay, just to clarify:

--is it definitely at 10:30? Marti suggested it might move to 12 --I had been trying to line up RPA to speak as a transit validator...is that no longer needed? (FWIW, he can do 10:30 but not 12)

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

-----Original Message-----

From: DeLoach, Michael [<mailto:mdeloach@cityhall.nyc.gov>]  
Sent: Thursday, February 04, 2016 4:12 PM  
To: Jeremy Soffin; Matt Tepper Gmail  
Cc: Anthony Hoglebe (ahoglebe@edc.nyc); Blatt, Rebecca; Norvell, Wiley; Velani, Sonam  
Subject: BQX Press conference

Jeremy/Matt,

Mayor is doing a press conference tomorrow to amplify the BQX announcement. Below are details.

We've already invited all of the elected officials but would love your help in communicating the event to the additional stakeholders. We are happy to accommodate anyone who would like to attend but unlikely anyone will be speaking.

Event: BQX Amplification Event  
Date: Friday, February 5, 2016  
Time: 10:30 AM  
Location: Red Hook East/Joseph Miccio Community Center, 110 W 9th St, Brooklyn

Can you help us spread the word?

Thanks!  
Michael

**From:** [Jeremy Soffin](#)  
**To:** [DeLoach, Michael](#); [Matt Tepper Gmail](#)  
**Cc:** [Anthony Hoglebe \(ahoglebe@edc.nyc\)](#); [Blatt, Rebecca](#); [Norvell, Wiley](#); [Velani, Sonam](#)  
**Subject:** RE: BQX Press conference  
**Date:** Thursday, February 04, 2016 5:10:16 PM

---

Tom Wright from RPA is confirmed to attend and speak.  
If you need to vet him, [REDACTED]

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

-----Original Message-----

From: DeLoach, Michael [<mailto:mdeloach@cityhall.nyc.gov>]  
Sent: Thursday, February 04, 2016 4:15 PM  
To: Jeremy Soffin; Matt Tepper Gmail  
Cc: Anthony Hoglebe (ahoglebe@edc.nyc); Blatt, Rebecca; Norvell, Wiley; Velani, Sonam  
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To: DeLoach, Michael; Matt Tepper Gmail  
Cc: Anthony Hoglebe (ahoglebe@edc.nyc); Blatt, Rebecca; Norvell, Wiley; Velani, Sonam  
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Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

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Sent: Thursday, February 04, 2016 4:12 PM  
To: Jeremy Soffin; Matt Tepper Gmail  
Cc: Anthony Hoglebe (ahoglebe@edc.nyc); Blatt, Rebecca; Norvell, Wiley; Velani, Sonam  
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Event: BQX Amplification Event  
Date: Friday, February 5, 2016  
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Location: Red Hook East/Joseph Miccio Community Center, 110 W 9th St, Brooklyn

Can you help us spread the word?

Thanks!  
Michael

**From:** [DeLoach, Michael](#)  
**To:** [Jeremy Soffin](#)  
**Cc:** [Norvell, Wiley](#); [Matt Tepper Gmail](#); [ahogrebe@edc.nyc](mailto:ahogrebe@edc.nyc); [Blatt, Rebecca](#); [Velani, Sonam](#)  
**Subject:** Re: BQX Press conference  
**Date:** Friday, February 05, 2016 7:50:09 AM

---

Menchaca  
Ydanis  
Reynoso  
Van Bramer (maybe)  
Ortiz  
Gianaris  
Nydia

Many others maybe as well

> On Feb 5, 2016, at 7:48 AM, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

>

> We have a number of community groups bringing numbers.

> Which electeds are coming?

>

>> On Feb 5, 2016, at 7:37 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

>>

>> Good. Happy to have Sam Schwartz, any of that ilk.

>>

>>> On 2/5/16, 7:30 AM, "Jeremy Soffin" <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

>>>

>>> They are both aware, I can push, they will want to speak.

>>> Red Hook Initiative can bring as many people as you want, young NYCHA

>>> residents they work with.

>>>

>>>> On Feb 5, 2016, at 7:29 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>

>>>> wrote:

>>>>

>>>>> On 2/5/16, 7:20 AM, "Jeremy Soffin" <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

>>>>>

>>>>> We focused on our community org types since thought that was the theme,

>>>>> making sure everyone knows.

>>>>>

>>>>>

>>>>>> On Feb 4, 2016, at 11:42 PM, DeLoach, Michael

>>>>>> <[mdeloach@cityhall.nyc.gov](mailto:mdeloach@cityhall.nyc.gov)> wrote:

>>>>>>

>>>>>> Jeremy,

>>>>>>

>>>>>>> Did you heads up/invite anyone in addition to RPA. I know Carlo wasn't

>>>>>>> invited so fearing no one else knows

>>>>>>>

>>>>>>> Let me know.

>>>>>>>

>>>>>>> Thx

>>>>>>>

>>>>>>> ----- Original Message -----

>>>>>>> From: DeLoach, Michael

>>>>>>> Sent: Thursday, February 04, 2016 04:11 PM

>>>>>>> To: Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; [REDACTED]

>>>>> <[REDACTED]>  
>>>>> Cc: Anthony Hoglebe (ahoglebe@edc.nyc) <ahoglebe@edc.nyc>; Blatt,  
>>>>> Rebecca; Norvell, Wiley; Velani, Sonam  
>>>>> Subject: BQX Press conference  
>>>>>  
>>>>> Jeremy/Matt,  
>>>>>  
>>>>> Mayor is doing a press conference tomorrow to amplify the BQX  
>>>>> announcement. Below are details. We've already invited all of the  
>>>>> elected officials but would love your help in communicating the event  
>>>>> to  
>>>>> the additional stakeholders. We are happy to accommodate anyone who  
>>>>> would like to attend but unlikely anyone will be speaking.  
>>>>>  
>>>>>  
>>>>> Event: BQX Amplification Event  
>>>>> Date: Friday, February 5, 2016  
>>>>> Time: 10:30 AM  
>>>>> Location: Red Hook East/Joseph Miccio  
>>>>> Community Center, 110 W 9th St, Brooklyn  
>>>>>  
>>>>> Can you help us spread the word?  
>>>>>  
>>>>> Thanks!  
>>>>> Michael  
>>

**From:** [Jeremy Soffin](#)  
**To:** [DeLoach, Michael](#)  
**Cc:** [Norvell, Wiley](#); [Matt Tepper Gmail](#); [ahogrebe@edc.nyc](#); [Blatt, Rebecca](#); [Velani, Sonam](#)  
**Subject:** Re: BQX Press conference  
**Date:** Friday, February 05, 2016 7:56:45 AM

---

Yes compiling now

> On Feb 5, 2016, at 7:51 AM, DeLoach, Michael <mdeloach@cityhall.nyc.gov> wrote:  
>  
> Can you send me rundown of your folks so I know who Mayor should be acknowledging pls?  
>  
>  
>  
>> On Feb 5, 2016, at 7:48 AM, Jeremy Soffin <jeremy@berlinrosen.com> wrote:  
>>  
>> We have a number of community groups bringing numbers.  
>> Which electeds are coming?  
>>  
>>> On Feb 5, 2016, at 7:37 AM, Norvell, Wiley <WNorvell@cityhall.nyc.gov> wrote:  
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>>> Good. Happy to have Sam Schwartz, any of that ilk.  
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>>>> On 2/5/16, 7:30 AM, "Jeremy Soffin" <jeremy@berlinrosen.com> wrote:  
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>>>> They are both aware, I can push, they will want to speak.  
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>>>>>> On 2/5/16, 7:20 AM, "Jeremy Soffin" <jeremy@berlinrosen.com> wrote:  
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>>>>>>  
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>>>>>>> On Feb 4, 2016, at 11:42 PM, DeLoach, Michael  
>>>>>>> <mdeloach@cityhall.nyc.gov> wrote:  
>>>>>>>  
>>>>>>> Jeremy,  
>>>>>>>  
>>>>>>> Did you heads up/invite anyone in addition to RPA. I know Carlo wasn't  
>>>>>>> invited so fearing no one else knows  
>>>>>>>  
>>>>>>> Let me know.  
>>>>>>>  
>>>>>>> Thx  
>>>>>>>  
>>>>>>> ----- Original Message -----  
>>>>>>> From: DeLoach, Michael  
>>>>>>> Sent: Thursday, February 04, 2016 04:11 PM  
>>>>>>> To: Jeremy Soffin <jeremy@berlinrosen.com>; [REDACTED]  
>>>>>>> <[REDACTED]>  
>>>>>>> Cc: Anthony Hoglebe (ahogrebe@edc.nyc) <ahogrebe@edc.nyc>; Blatt,  
>>>>>>> Rebecca; Norvell, Wiley; Velani, Sonam  
>>>>>>> Subject: BQX Press conference

>>>>>>  
>>>>>> Jeremy/Matt,  
>>>>>>  
>>>>>> Mayor is doing a press conference tomorrow to amplify the BOX  
>>>>>> announcement. Below are details. We've already invited all of the  
>>>>>> elected officials but would love your help in communicating the event  
>>>>>> to  
>>>>>> the additional stakeholders. We are happy to accommodate anyone who  
>>>>>> would like to attend but unlikely anyone will be speaking.  
>>>>>>  
>>>>>>  
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>>>>>>  
>>>>>> Can you help us spread the word?  
>>>>>>  
>>>>>> Thanks!  
>>>>>> Michael  
>>>

**From:** [DeLoach, Michael](#)  
**To:** [Jeremy Soffin](#)  
**Cc:** [Norvell, Wiley](#); [Matt Tepper Gmail](#); [ahogrebe@edc.nyc](mailto:ahogrebe@edc.nyc); [Blatt, Rebecca](#); [Velani, Sonam](#)  
**Subject:** Re: BQX Press conference  
**Date:** Friday, February 05, 2016 8:01:16 AM

---

I've spoken to Tucker  
We're fine  
Again will likely be able to

> On Feb 5, 2016, at 8:00 AM, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:  
>  
> Ok I don't think they'll come otherwise  
>  
>> On Feb 5, 2016, at 7:59 AM, DeLoach, Michael <[mdeloach@cityhall.nyc.gov](mailto:mdeloach@cityhall.nyc.gov)> wrote:  
>>  
>> Not 100% but will try  
>>  
>>  
>>  
>>> On Feb 5, 2016, at 7:57 AM, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:  
>>>  
>>> Carlo and Tucker really need to speak. Is that doable? They will be very brief.  
>>>  
>>>> On Feb 5, 2016, at 7:29 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:  
>>>>  
>>>> Can we get Carlo and Tucker there? Can we do a last-minute push to pack  
>>>> the room?  
>>>>  
>>>>> On 2/5/16, 7:20 AM, "Jeremy Soffin" <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:  
>>>>>  
>>>>> We focused on our community org types since thought that was the theme,  
>>>>> making sure everyone knows.  
>>>>>  
>>>>>  
>>>>>> On Feb 4, 2016, at 11:42 PM, DeLoach, Michael  
>>>>>> <[mdeloach@cityhall.nyc.gov](mailto:mdeloach@cityhall.nyc.gov)> wrote:  
>>>>>>  
>>>>>> Jeremy,  
>>>>>>  
>>>>>>> Did you heads up/invite anyone in addition to RPA. I know Carlo wasn't  
>>>>>>> invited so fearing no one else knows  
>>>>>>>  
>>>>>>> Let me know.  
>>>>>>>  
>>>>>>> Thx  
>>>>>>>  
>>>>>>> ----- Original Message -----  
>>>>>>> From: DeLoach, Michael  
>>>>>>> Sent: Thursday, February 04, 2016 04:11 PM  
>>>>>>> To: Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; [REDACTED]  
>>>>>>> [REDACTED]  
>>>>>>> Cc: Anthony Hoglebe ([ahogrebe@edc.nyc](mailto:ahogrebe@edc.nyc)) <[ahogrebe@edc.nyc](mailto:ahogrebe@edc.nyc)>; Blatt,  
>>>>>>> Rebecca; Norvell, Wiley; Velani, Sonam  
>>>>>>> Subject: BQX Press conference  
>>>>>>>

>>>>> Jeremy/Matt,  
>>>>>  
>>>>> Mayor is doing a press conference tomorrow to amplify the BOX  
>>>>> announcement. Below are details. We've already invited all of the  
>>>>> elected officials but would love your help in communicating the event to  
>>>>> the additional stakeholders. We are happy to accommodate anyone who  
>>>>> would like to attend but unlikely anyone will be speaking.

>>>>>  
>>>>>  
>>>>> Event: BOX Amplification Event  
>>>>> Date: Friday, February 5, 2016  
>>>>> Time: 10:30 AM  
>>>>> Location: Red Hook East/Joseph Miccio  
>>>>> Community Center, 110 W 9th St, Brooklyn

>>>>>  
>>>>> Can you help us spread the word?  
>>>>>  
>>>>> Thanks!  
>>>>> Michael  
>>>>

**From:** [Jeremy Soffin](#)  
**To:** [DeLoach, Michael](#)  
**Cc:** [Norvell, Wiley](#); [Matt Tepper Gmail](#); [ahogrebe@edc.nyc](mailto:ahogrebe@edc.nyc); [Blatt, Rebecca](#); [Velani, Sonam](#)  
**Subject:** Re: BOX Press conference  
**Date:** Friday, February 05, 2016 8:11:31 AM

---

So far:

Jill Eisenhard, Red Hook Initiative  
Ed Brown, Community Education Council  
Tucker Reed, Downtown Brooklyn Partnership  
Carlo Scissura, Brooklyn Chamber  
Tom Wright, Regional Plan Association  
Rob Solano, Churches United for Fair Housing  
TBD, Fifth Avenue Committee

On Feb 5, 2016, at 7:51 AM, DeLoach, Michael <[mdeloach@cityhall.nyc.gov](mailto:mdeloach@cityhall.nyc.gov)> wrote:

Can you send me rundown of your folks so I know who Mayor should be acknowledging pls?

On Feb 5, 2016, at 7:48 AM, Jeremy Soffin  
<[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

We have a number of community groups bringing numbers.

Which electeds are coming?

On Feb 5, 2016, at 7:37 AM, Norvell, Wiley  
<[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

Good. Happy to have Sam Schwartz, any of that ilk.

On 2/5/16, 7:30 AM, "Jeremy Soffin"  
<[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

They are both aware, I can push, they  
will want to speak.

Red Hook Initiative can bring as many  
people as you want, young NYCHA  
residents they work with.

On Feb 5, 2016, at 7:29 AM,  
Norvell, Wiley  
<[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)  
>

wrote:

On 2/5/16, 7:20  
AM, "Jeremy  
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> wrote:

We focused on  
our community  
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thought that was  
the theme,

making sure  
everyone knows.

On  
Feb 4,  
2016,  
at  
11:42  
PM,  
DeLoach,  
Michael

<[mdeloach@cityhall.nyc.gov](mailto:mdeloach@cityhall.nyc.gov)

>

wrote:

Jeremy,

Did  
you  
heads  
up/invite  
anyone  
in  
addition  
to  
RPA. I  
know  
Carlo  
wasn't

invited  
so  
fearing  
no  
one  
else  
knows

Let  
me  
know.

Thx

-----  
Original  
Message  
-----

From:  
DeLoach,  
Michael

Sent:  
Thursday,  
February  
04,  
2016  
04:11  
PM

To:  
Jeremy  
Soffin  
<[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

>;

[REDACTED]

<[REDACTED]

>

Cc:  
Anthony  
Hogrebe  
([ahogrebe@edc.nyc](mailto:ahogrebe@edc.nyc)  
)  
<[ahogrebe@edc.nyc](mailto:ahogrebe@edc.nyc)

>;

Blatt,

Rebecca;  
Norvell,  
Wiley;  
Velani,  
Sonam

Subject:  
BQX  
Press  
conference

Jeremy/Matt,

Mayor  
is  
doing  
a  
press  
conference

tomorrow  
to  
amplify  
the  
BQX

announcement.  
Below  
are  
details.  
We've  
already  
invited  
all of  
the

elected  
officials  
but  
would  
love  
your  
help in  
communicating  
the  
event

to

the  
additional  
stakeholders.  
We  
are  
happy  
to  
accommodate  
anyone  
who

would  
like to  
attend  
but  
unlikely  
anyone  
will be  
speaking.

Event: BQX  
Amplification  
Event

Date: Friday,  
February  
5,  
2016

Time: 10:30  
AM

Location: Red  
Hook  
East/Joseph  
Miccio  
Community  
Center,  
110 W  
9th  
St,  
Brooklyn

Can  
you  
help  
us  
spread  
the  
word?

Thanks!

Michael

**From:** [Jeremy Soffin](#)  
**To:** [DeLoach, Michael](#)  
**Cc:** [Norvell, Wiley](#); [Matt Tepper Gmail](#); [ahogrebe@edc.nyc](mailto:ahogrebe@edc.nyc); [Blatt, Rebecca](#); [Velani, Sonam](#)  
**Subject:** RE: BOX Press conference  
**Date:** Friday, February 05, 2016 8:48:01 AM

---

+ Alexandria Sica, DUMBO Improvement District

Jill Eisenhard, Red Hook Initiative

Ed Brown, Community Education Council

Tucker Reed, Downtown Brooklyn Partnership

Carlo Scissura, Brooklyn Chamber

Tom Wright, Regional Plan Association

Rob Solano, Churches United for Fair Housing

TBD, Fifth Avenue Committee

On Feb 5, 2016, at 7:51 AM, DeLoach, Michael <[mdeloach@cityhall.nyc.gov](mailto:mdeloach@cityhall.nyc.gov)> wrote:

Can you send me rundown of your folks so I know who Mayor should be acknowledging pls?

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Red Hook Initiative can bring as many people as you want, young NYCHA residents they work with.

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AM, "Jeremy  
Soffin"  
<[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)  
> wrote:

We focused on our  
community org  
types since thought  
that was the theme,  
making sure  
everyone knows.

On Feb  
4,  
2016,  
at  
11:42  
PM,  
DeLoach,  
Michael  
<[mdeloach@cityhall.nyc.gov](mailto:mdeloach@cityhall.nyc.gov)  
>  
wrote:

Jeremy,

Did  
you  
heads  
up/invite  
anyone  
in

addition  
to  
RPA. I  
know  
Carlo  
wasn't  
invited  
so  
fearing  
no one  
else  
knows

Let me  
know.

Thx

-----  
Original  
Message

-----  
From:  
DeLoach,  
Michael

Sent:  
Thursday,  
February  
04,  
2016  
04:11  
PM

To:  
Jeremy  
Soffin  
<[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

>;

[REDACTED]

<[REDACTED]

>

Cc:  
Anthony  
Hogrebe  
([ahogrebe@edc.nyc](mailto:ahogrebe@edc.nyc)  
)

[ahogrebe@edc.nyc](mailto:ahogrebe@edc.nyc)

>;

Blatt,

Rebecca;

Norvell,

Wiley;

Velani,

Sonam

Subject:

BQX

Press

conference

Jeremy/Matt,

Mayor

is

doing

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conference

tomorrow

to

amplify

the

BQX

announcement.

Below

are

details.

We've

already

invited

all of

the

elected

officials

but

would

love

your

help in

communicating

the

event

to

the

additional

stakeholders.  
We are  
happy  
to  
accommodate  
anyone  
who  
would  
like to  
attend  
but  
unlikely  
anyone  
will be  
speaking.

Event: BQX  
Amplification  
Event  
Date: Friday,  
February  
5, 2016  
Time: 10:30  
AM  
Location: Red  
Hook  
East/Joseph  
Miccio  
Community  
Center,  
110 W  
9th St,  
Brooklyn

Can  
you  
help us  
spread  
the  
word?

Thanks!  
Michael

**From:** [Jeremy Soffin](#)  
**To:** [DeLoach, Michael](#); [Anthony Hoglebe](#)  
**Subject:** RE: Presser cancelled because of crane  
**Date:** Friday, February 05, 2016 9:16:48 AM

---

Yes will do.  
Good luck, very sorry to hear about it.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

-----Original Message-----  
From: DeLoach, Michael [<mailto:mdeloach@cityhall.nyc.gov>]  
Sent: Friday, February 05, 2016 9:16 AM  
To: Jeremy Soffin; Anthony Hoglebe  
Subject: Presser cancelled because of crane

Can you pls let folks know

**From:** [Restler, Lincoln](#)  
**To:** ["Dan Levitan"](#); ["Michael Rabinowitz"](#)  
**Subject:** Favor - phone call with guy about berlin rosen  
**Date:** Friday, February 05, 2016 10:46:10 AM  
**Attachments:** [REDACTED] [\\_Resume.pdf](#)

---

Hey Dan and Mike –

Hope you are both doing real well. I am sorry to bug you – but was wondering if either of you could be cajoled into doing a phone call with a guy currently working [REDACTED] – who is interested in transitioning into strategic coms.

He has heard great stuff about Berlin Rosen and I was wondering if either of would be willing to tell him a bit about what you guys do and the skills someone needs to be successful in your world.

Thanks a lot for considering this.

Lincoln

---

**From:** Bershadskaya, Eleonora  
**Sent:** Tuesday, February 02, 2016 1:07 PM  
**To:** Restler, Lincoln  
**Subject:** Friend interested in learning abt Berlin Rosen

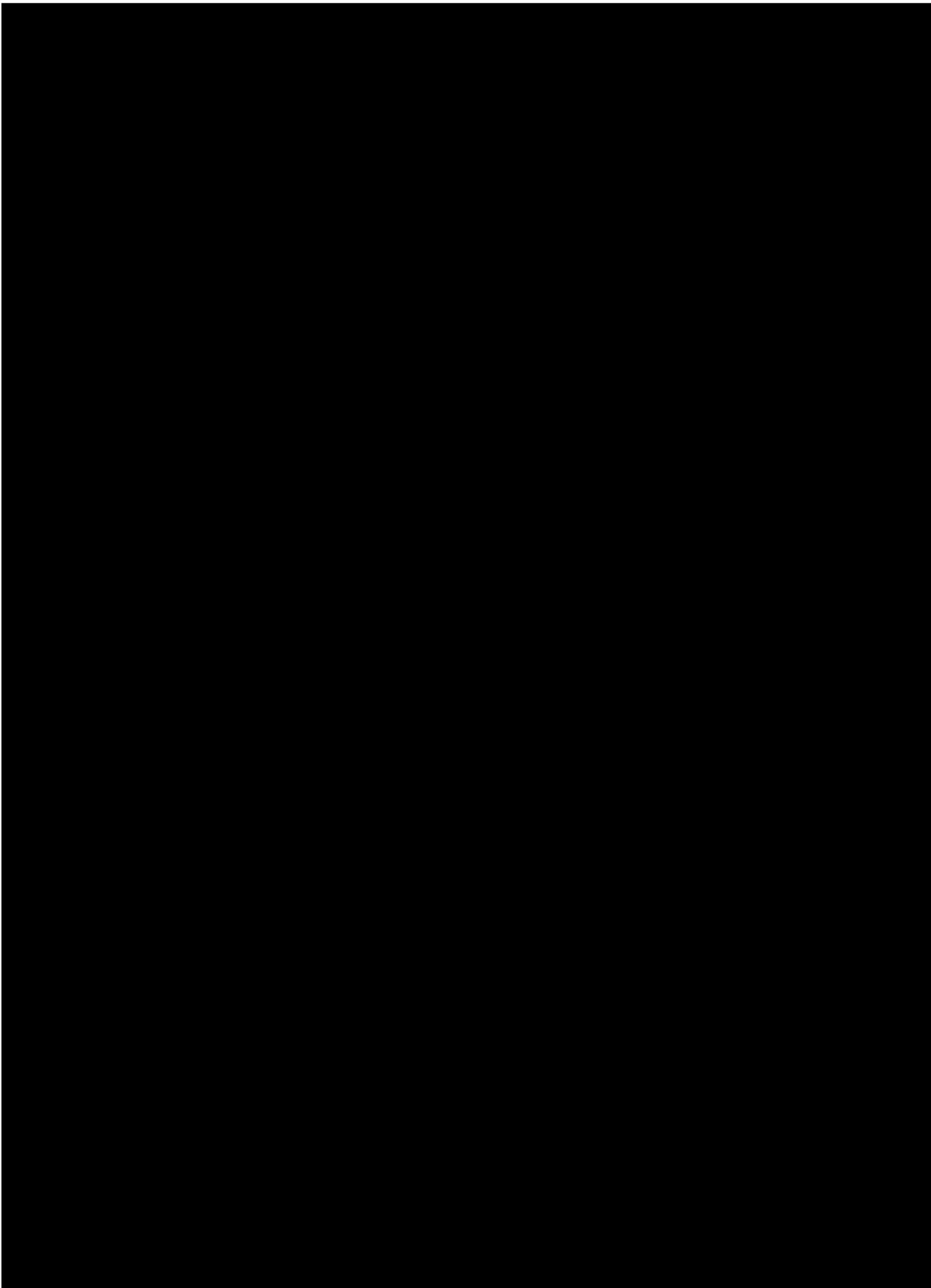
Hey Lincoln,

My friend [REDACTED] is currently [REDACTED] but thinking about leaving the mother ship. He is trying to pivot from financial svcs to strategic comms [REDACTED]. Smart, nice, and cool Native New Yorker like yourself. [REDACTED]  
[REDACTED] He is really only beginning to familiarize himself with the world of strategic comms, PR, etc. and would love to have a very informational conversion with someone at Berlin Rosen. I know you know folks in that shop – any way one of your people can spare 15 minutes to speak with him? Attaching his resume for reference.

Thanks!  
Eleonora

---

**Eleonora Bershadskaya**  
Deputy Chief of Staff  
Deputy Mayor for Housing & Economic Development  
[ebershadskaya@cityhall.nyc.gov](mailto:ebershadskaya@cityhall.nyc.gov)  
O: 212-341-5032  
C: 347-604-2071



**From:** [Restler, Lincoln](#)  
**To:** ["Mike Rabinowitz"; Dan Levitan](#)  
**Subject:** RE: Favor - phone call with guy about berlin rosen  
**Date:** Friday, February 05, 2016 10:54:44 AM

---

Awesome. Thanks a lot, Mike. Appreciate it.

---

**From:** Mike Rabinowitz [mailto:[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)]  
**Sent:** Friday, February 05, 2016 10:54 AM  
**To:** Restler, Lincoln; Dan Levitan  
**Subject:** RE: Favor - phone call with guy about berlin rosen

Yup. He can call me Sunday evening if he wants.

- mobile -

Michael Rabinowitz-Gold  
646.200.5308 (o)  
646.342.3469 (c)

----- Original message -----

**From:** "Restler, Lincoln" <[lrestler@cityhall.nyc.gov](mailto:lrestler@cityhall.nyc.gov)>  
**Date:** 2/5/2016 10:53 AM (GMT-05:00)  
**To:** Mike Rabinowitz <[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)>, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** RE: Favor - phone call with guy about berlin rosen

You're a good dude. thank you. I think that would be of interest to him. Do you mind if I share your email with him?

Thanks.

---

**From:** Mike Rabinowitz [mailto:[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)]  
**Sent:** Friday, February 05, 2016 10:49 AM  
**To:** Restler, Lincoln; Dan Levitan  
**Subject:** RE: Favor - phone call with guy about berlin rosen

Happy to do you a favor. Is he looking to do financial comms?

- mobile -

Michael Rabinowitz-Gold  
646.200.5308 (o)  
646.342.3469 (c)

----- Original message -----

From: "Restler, Lincoln" <[lrestler@cityhall.nyc.gov](mailto:lrestler@cityhall.nyc.gov)>

Date: 2/5/2016 10:46 AM (GMT-05:00)

To: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>, Mike Rabinowitz <[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)>

Subject: Favor - phone call with guy about berlin rosen

Hey Dan and Mike –

Hope you are both doing real well. I am sorry to bug you – but was wondering if either of you could be cajoled into doing a phone call with a guy currently working at [REDACTED] – who is interested in transitioning into strategic coms.

He has heard great stuff about Berlin Rosen and I was wondering if either of would be willing to tell him a bit about what you guys do and the skills someone needs to be successful in your world.

Thanks a lot for considering this.

Lincoln

---

**From:** Bershadszkaya, Eleonora

**Sent:** Tuesday, February 02, 2016 1:07 PM

**To:** Restler, Lincoln

**Subject:** Friend interested in learning abt Berlin Rosen

Hey Lincoln,

My friend [REDACTED] is currently at [REDACTED] but thinking about leaving the mother ship. He is trying to pivot from financial svcs to strategic comms [REDACTED] Smart, nice, and cool Native New Yorker like yourself. [REDACTED]

[REDACTED] He is really only beginning to familiarize himself with the world of strategic comms, PR, etc. and would love to have a very informational conversion with someone at Berlin Rosen. I know you know folks in that shop – any way one of your people can spare 15 minutes to speak with him? Attaching his resume for reference.

Thanks!

Eleonora

---

**Eleonora Bershadszkaya**

Deputy Chief of Staff

Deputy Mayor for Housing & Economic Development

[ebershadszkaya@cityhall.nyc.gov](mailto:ebershadszkaya@cityhall.nyc.gov)

O: 212-341-5032

C: 347-604-2071

**From:** [Grybauskas, Natalie](#)  
**To:** [Jovana Rizzo](#)  
**Subject:** Re: link - quick call?  
**Date:** Friday, February 05, 2016 12:39:46 PM

---

Hey - I'm a little out of it, just had my wisdom teeth taken out.

We can talk but it might be easier if you talked to nick, but what's the call about? If you need me and not him I can muster up some brain cells to focus

On Feb 5, 2016, at 11:43 AM, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)> wrote:

Hey Natalie! Do you have a few minutes today to check in on a Link project?

Thanks,  
Jovana

--

Jovana Rizzo  
BerlinRosen Public Affairs  
O: 646-200-5329  
C: 917-836-0618  
[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)

**From:** [Hagelgans, Andrea](#)  
**To:** [FLONYC; B](#)  
**Cc:** [Walzak, Phil](#); [Blumm, Kate](#); [Wolfe, Emma](#); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [jfdc](#)  
**Subject:** FW: NYT: 5 Notable Quotes From Mayor Bill de Blasio's State of the City Speech  
**Date:** Friday, February 05, 2016 3:06:11 PM

---

I am quite happy with these quotes being noticed. NYC independence, Diversity, the “NYC patriotism/Boosterism theme” that the First Lady mentioned recently, mental health, support for officers. If these are the take aways in the NYT, that’s a good sign that it connected with folks Don’t remember us getting a column like this last year, which is exciting

---

**From:** Clips  
**Sent:** Friday, February 05, 2016 3:02 PM  
**To:** Clips  
**Subject:** NYT: 5 Notable Quotes From Mayor Bill de Blasio's State of the City Speech

### **5 Notable Quotes From Mayor Bill de Blasio’s State of the City Speech**

NY TIMES – J. David Goodman and Susanne Craig

<http://www.nytimes.com/2016/02/06/nyregion/5-notable-quotes-from-mayor-bill-de-blasios-state-of-the-city-speech.html>

Here are five notable quotes from Mayor Bill de Blasio’s State of the City address on Thursday, with explanations of their significance.

“Today we take the next great step in connecting New Yorkers to the heart of our new economy for New York.”

The speech was filled with proposals large and small, with little in common other than that the city could undertake them largely on its own, without input or assistance from Albany.

The city, for example, would pay the \$2.5 billion cost of a proposed streetcar system that would join Brooklyn and Queens along the East River waterfront. The city, rather than the Metropolitan Transportation Authority, which is state-run, would also operate the line. Likewise, a proposed development that would make Governors Island a year-round hub for attracting new businesses would focus on the 150 acres that are under city control.

“Different as our lives are, we are bound together by an invisible thread. We are united by the profound and powerful fact that we are all New Yorkers.”

If there was a dominant theme, it was that the city draws its strength from its polyglot nature, the diversity of its enclaves and neighborhoods.

It was not the sort of overarching message that supports a single policy proposal, but rather a thread the mayor wove through a litany of initiatives, from doing more to clean up graffiti to making rooftop repairs in public housing complexes to using countdown clocks to track the progress of buses through the streets.

“For the first time, as a city, we are fighting to shatter that stigma and deal with the public health crisis of mental health.”

The mayor mentioned mental health or mental illness roughly a dozen times. The issue is expected to be a major priority for him this year, and his wife, Chirlane McCray, will continue to be a driving force in the related initiatives.

Mr. de Blasio said the program his wife is to lead would include establishing a hotline for people in crisis, and offering mental health first-aid training for New Yorkers so they are able to identify and respond to signs of mental illness and substance abuse. The mayor blew a kiss to Ms. McCray when he introduced her.

“Everything we’re doing to make this a fairer city, a city of opportunity, rests on the work we do to keep people safe.”

The address included several minutes of praise for the work of uniformed members of the city’s police, fire and correction departments, on and off the job. Members of the audience rose in applause as the mayor introduced Police Officer Kenneth Healey, who survived being struck in the head by a hatchet-wielding attacker in 2014.

The praise seemed meant to underscore how far Mr. de Blasio has gone to try to repair his relations with the Police Department, which became badly strained after two officers were shot and killed in the line of duty in December 2014.

Even as the mayor spoke, two officers were shot in the South Bronx; both were expected to survive. After the speech was over, Mr. de Blasio was told of the shooting, left the stage and went immediately to the hospital where they had been taken. Once there, he addressed reporters while standing alongside Patrick J. Lynch, the Patrolmen’s Benevolent Association president who had been a vocal antagonist of the mayor’s last year.

“We call these speeches the State of the City. To me, that really means the State of Our People. Because it’s the 8.5 million of us, living in neighborhoods across the five boroughs, that make this the greatest city in the world.”

Throughout the speech, the mayor played municipal booster. Two times he called New York the “greatest city in the world”; he did not use the phrase at all in his two previous State of the City addresses.

The sentiment appeared to be in keeping with the absence of sweeping new initiatives and highlighted a message — one that is likely to be repeated frequently in the second half of Mr. de Blasio’s term as the 2017 election approaches — that life in New York has improved on his watch.

**From:** [Hagelgans, Andrea](#)  
**To:** [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [jfdc](#); [Wolfe, Emma](#)  
**Subject:** FW: NYT Magazine profile  
**Date:** Monday, February 08, 2016 5:14:44 PM  
**Attachments:** [02-14-16 McCray + Mayor NYTmag Cover.pdf](#)  
[Chirlane McCray\\_SundayMag\\_BWPrintAd 0214816.pdf](#)

---

---

**From:** White, Erin  
**Sent:** Monday, February 08, 2016 5:13 PM  
**To:** B; FLONYC  
**Cc:** Walzak, Phil; Hagelgans, Andrea; Hinton, Karen; John, Roxanne; Bray, Jackie; Phillips, Eric Falk  
**Subject:** NYT Magazine profile

Sir/Ma'am:

The First Lady's profile will go live on the web at 5 a.m. tomorrow and be the cover of this week's magazine. Attached is the current cover for your reference.

Based on the cover, conversations with Rachel (the reporter) and the fact-checking session we can expect the profile to address:

- The First Lady's early career in New York and the early days of your relationship;
- The difficulties of transitioning into the role as First Lady, including the release of the Esquire piece and early media challenges;
- The unique partnership between the two of you and the First Lady's ground-breaking role;
- The First Lady's commitment to reform mental health care in New York City; and
- The challenges of being in a position of power as a woman and especially as a woman of color.

I will send around an analysis and highlights by 6:30 a.m. We'll also be ready to activate validators and push back if needed.

Additionally, I've attached the cover, as well as a print ad that will appear in the Thursday print paper to preview the weekend magazine, for your review and reference. The cover puts the First Lady front and center, making it clear from the get go the piece is about her. The Times needs permission from both of you to use the photo. For background, Henry says their asking is a courtesy and we should agree.

One last note – Ma'am, today's Huffington Post Live appearance made the homepage, which gets hundreds of thousands visitors every day.

**WATCH: NYC's First Lady Chirlane McCray On Mental Health**



Thanks,

Erin White

Communications Advisor, Office of the Mayor

O: 212-341-5030

C: 347-789-0501

[ewhite@cityhall.nyc.gov](mailto:ewhite@cityhall.nyc.gov)



**The New York Times Magazine**

February 14, 2016

How Chirlane McCray learned the limits of New York City's second-toughest job.

**THE FIRST HALF** *By Rachel Kaadzi Ghansah*



**From:** [Fuleihan, Dean \(OMB\)](#)  
**To:** [Shorris, Anthony](#); [Jonathan Rosen](#); [Williams, Dominic](#)  
**Subject:** Hoosick Falls Water Contamination | About EPA | US EPA  
**Date:** Monday, February 08, 2016 7:58:07 PM

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<http://www.epa.gov/aboutepa/hoosick-falls-water-contamination>

**From:** [Hagelgans, Andrea](#)  
**To:** [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [Walzak, Phil](#)  
**Subject:** FW: coverage for today  
**Date:** Tuesday, February 09, 2016 2:34:45 PM

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**From:** Hagelgans, Andrea  
**Sent:** Tuesday, February 09, 2016 2:24 PM  
**To:** FLONYC  
**Cc:** B; John, Roxanne  
**Subject:** coverage for today

Ma'am

This is an amazing day of coverage – op-ed in Usa Today, NYT magazine profile, Huffington Post/progressive hit, Latino media. I hear you both very clearly about desire to quickly leverage NYT Magazine, and that we don't have the longest amount of time to do that. But I also want us to identify a “productive controversy” that is authentic to the First Lady's voice and sustainable as part of movement building. Erin is coming in with discussions she, Jackie and I have been having about natural and created opportunities. Looking forward to your feedback from the meeting.

Thanks,  
Andrea

## **First Lady Clips – Tuesday, February 9, 2016**

### **First Lady Chirlane McCray in the News:**

#### **[Chirlane McCray and the Limits of First-Ladyship](#)**

NY TIMES - Rachel Kaadzi Ghansah

The first time I had lunch with Chirlane McCray at Gracie Mansion, I was distracted by the wallpaper. This was just about a year after her husband, Bill de Blasio, was sworn in as mayor of New York. In a breathlessly short period, McCray had gone from being a poet, wife and mother, with a job writing ad copy for a neighborhood hospital, to being first lady of New York City with a day-to-day schedule that could consist of everything from reading books to kindergartners in a classroom in East New York to exchanging pleasantries with Catherine, the Duchess of Cambridge. Standing near the head of a long, polished dining table, as a young white woman in a chef's uniform recited the lunch menu, McCray repeated our choices to me and her chief of staff. But my attention kept drifting to the walls, where a Zuber wallpaper from the 1830s depicted a maiden, her complexion a flushed peaches and cream, trapped in an almost-embrace with a pale and severe-looking soldier in a red-and-blue military uniform. Before they moved into Gracie, McCray and de Blasio lived in a vinyl-sided townhouse in Park Slope, Brooklyn, and worked out at the local Y.M.C.A. Shortly after de Blasio became mayor, McCray said she would be a “voice for the forgotten voices,” because, she said, “black women do not have as many positive images in the media as we should.” How did it feel for that woman to regularly dine within this patrician fantasy?

**[BHARARA's victory lap -- McCRAY on NYT Mag cover -- BLOOMBERG on 2016](#)**

POLITICO NY - Staff

DEEP DIVE – “Chirlane McCray and the Limits of First-Ladyship: What two years in Gracie Mansion have meant for a woman who aspired to be the “voice for the forgotten voices,” by Rachel Kaadzi Ghansah on the cover of this Sunday’s upcoming Times Magazine:

“[A]lthough the woman by [de Blasio’s] side with the long dreadlocks, tiny nose ring and activist past had obviously not made de Blasio black, she had given black New Yorkers a sense of representation, a sense that unlike Rudolph Giuliani or Bloomberg, her husband did not lack empathy toward their concerns. ... [F]or McCray, her gift and her burden for the next four years would be navigating the very real expectations and over-identifications being placed upon her. Together, McCray and de Blasio have been acting as interlocutors, as people whose identity politics have placed them in the middle ground in a city that has increasingly become divided along the interconnected lines: race, real estate, the haves and the have-nots; a city where many people, but some more than others, were depending on them not to let them down.” <http://nyti.ms/20StQFf> ... The cover <http://bit.ly/1T2fHT9>

[De Blasio and McCray: We can save the lives of opioid addicts right now](#)

USA TODAY - Bill de Blasio and Chirlane McCray

Prescription painkiller misuse and heroin addiction have become national public health crises. Addiction and deaths tied to opioids cut across economic and ethnic lines. Opioid misuse kills Americans of all ages — in small towns and rural communities from Alaska to the Deep South, and from the suburbs of Phoenix and inner-city of Baltimore to the shores of Staten Island. Nearly 30,000 people died from opioid overdoses in 2014. Heroin overdoses have tripled in the last five years. In our city, a fatal heroin overdose happens every day of the year. They outnumber murders. Lives, once filled with promise, are cut short. Families, once tightly bound, are left shattered. As we rush our nation’s public health and crime-fighting policies to catch up with reality, there is something we can do right now to save lives.

[WATCH LIVE: NYC's First Lady Chirlane McCray On Mental Health](#)

HUFFINGTON POST - Staff

New York City First Lady Chirlane McCray stops by HuffPost Live to discuss her initiative to improve the city's mental healthcare system.

[Childhood Mental Illness If Left Untreated Can Cause Psychiatric Troubles Later In Life: Study](#)

LATINO HEALTH - Staff

Mental problems are now hitting the children as well. New reports suggest that when this condition is left untreated, it might result in psychiatric troubles later in life. Dr. Pooky Knightsmith, an emotional health adviser and director of the Charlie Waller Memorial Trust, a charity educating young people to stay mentally well, revealed that their organization receives an increasing number of primary schools asking for help. "Sadly we are getting more requests about how to support anxiety, self-harm, depression and eating disorders in upper primary," she told The Huffington Post UK. She stressed that they are doing more preventive work in the primary setting, where positive grounds can be laid.*[The first lady is pictured in this report. The caption reads: New York Mayor Bill de Blasio (C), along with (L-R) Schools Chancellor Carmen Farina, First Lady Chirlane McCray, and Queens Borough President Melinda Katz, visits Pre-K classes at Home Sweet Home Children's School in Queens on the first day of NYC public schools, September 4, 2014 in the Queens borough of New York City. New York Mayor Bill de Blasio is touring universal pre-kindergarten programs throughout the city.]*

## [Top Pharmacies to Offer Anti-Overdose Drug without Prescription throughout NYC](#)

THE FORUM - Michael V. Cusenza

“Miracle.” “Second Chance.” Naloxone’s street sobriquets denote the medication’s undeniable power as an opioid antagonist designed to reverse an overdose of heroin or some types of prescription painkillers. This efficacy, coupled with the City’s struggle to gain ground on its opioid epidemic, has led to unique partnerships with two of the top pharmacies in the five boroughs. Duane Reade and Walgreen Co. this week began dispensing naloxone—or naran—without a prescription in the 300 Duane Reade and Walgreens stores citywide, and approximately 450 pharmacies statewide. City Health Commissioner Mary Bassett, M.D., applauded the effort.

... “By making naloxone widely and easily available, recovery from a narcotic overdose is now possible,” said First Lady Chirlane McCray. “We want those who are fighting the disease of addiction to have every medicine at their disposal so they can get well. Loved ones of those suffering from addiction should never again have to worry about not being able to find a medication that could stop their world from falling apart.”

Andrea Hagelgans

Office of the Mayor

Direct – 212.341.5372

Cell – 718.679.8965

ahagelgans@cityhall.nyc.gov

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#)  
**Subject:** RE: Groundbreaking  
**Date:** Thursday, February 11, 2016 11:51:00 AM

---

The Pizza place Link is fine, the 14<sup>th</sup> st. one is not.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@levitandan

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**From:** Grybauskas, Natalie [mailto:NGrybauskas@cityhall.nyc.gov]  
**Sent:** Thursday, February 11, 2016 11:35 AM  
**To:** Dan Levitan <dan@berlinrosen.com>  
**Subject:** RE: Groundbreaking

Sure give me a call

212-788-2930

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Thursday, February 11, 2016 11:34 AM  
**To:** Grybauskas, Natalie  
**Subject:** Groundbreaking

I have a quick follow-up question – got 30 seconds to chat?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@levitandan

**From:** [Darlington, Mandy \(OMB\)](#)  
**To:** [Emily Walsh](#); [Schnake Mahl, Gabriel](#)  
**Subject:** RE: dinner w/Dean, Jonathan and Emma  
**Date:** Thursday, February 11, 2016 2:29:08 PM

---

No prob, I'll make reservations at Max for 7:30.

---

**From:** Emily Walsh [mailto:[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
**Sent:** Thursday, February 11, 2016 10:26 AM  
**To:** Schnake Mahl, Gabriel; Darlington, Mandy (OMB)  
**Subject:** RE: dinner w/Dean, Jonathan and Emma

I think JR leans Max :)

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Schnake Mahl, Gabriel [GSchnakeMahl@cityhall.nyc.gov]  
**Sent:** Thursday, February 11, 2016 10:24 AM  
**To:** Darlington, Mandy (OMB); Emily Walsh  
**Subject:** RE: dinner w/Dean, Jonathan and Emma

EW flexible

---

**From:** Darlington, Mandy (OMB) [mailto:[DarlingtonM@omb.nyc.gov](mailto:DarlingtonM@omb.nyc.gov)]  
**Sent:** Thursday, February 11, 2016 10:24 AM  
**To:** Schnake Mahl, Gabriel; 'Emily Walsh'  
**Subject:** RE: dinner w/Dean, Jonathan and Emma

That would be ok....I was going to suggest Rosa Mexicano (a nice Mexican place) for something different but I'm not sure if everyone likes that kind of food?

---

**From:** Schnake Mahl, Gabriel [mailto:[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)]  
**Sent:** Thursday, February 11, 2016 10:23 AM  
**To:** 'Emily Walsh'; Darlington, Mandy (OMB)  
**Subject:** RE: dinner w/Dean, Jonathan and Emma

cool  
Max restaurant?

---

**From:** Emily Walsh [mailto:[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
**Sent:** Thursday, February 11, 2016 9:03 AM  
**To:** Schnake Mahl, Gabriel; Darlington, Mandy (OMB)  
**Subject:** RE: dinner w/Dean, Jonathan and Emma

We're on. Sorry for delay.

On Wed, Feb 10, 2016 at 7:49 AM -0800, "Schnake Mahl, Gabriel"  
<[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)> wrote:

fine here

---

**From:** Darlington, Mandy (OMB) [<mailto:DarlingtonM@omb.nyc.gov>]  
**Sent:** Wednesday, February 10, 2016 10:47 AM  
**To:** Emily Walsh; Schnake Mahl, Gabriel  
**Subject:** RE: dinner w/Dean, Jonathan and Emma

I propose 7:30pm near City Hall-ish

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Wednesday, February 10, 2016 10:42 AM  
**To:** Darlington, Mandy (OMB); Schnake-Mahl, Gabriel ([gschnakemahl@cityhall.nyc.gov](mailto:gschnakemahl@cityhall.nyc.gov))  
**Subject:** RE: dinner w/Dean, Jonathan and Emma

Lower Manhattan/Brooklyn?

All I've got :)

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Darlington, Mandy (OMB) [[DarlingtonM@omb.nyc.gov](mailto:DarlingtonM@omb.nyc.gov)]  
**Sent:** Wednesday, February 10, 2016 10:38 AM  
**To:** Emily Walsh; Schnake-Mahl, Gabriel ([gschnakemahl@cityhall.nyc.gov](mailto:gschnakemahl@cityhall.nyc.gov))  
**Subject:** dinner w/Dean, Jonathan and Emma

I hear there was discussion of this for tomorrow....any suggestions for time/location?

**From:** [Grybauskas, Natalie](#)  
**To:** "[Dan Levitan](#)"  
**Cc:** [Hagelgans, Andrea](#)  
**Subject:** RE: Are we confirmed to invite press yet?  
**Date:** Friday, February 12, 2016 4:40:03 PM

---

I strongly feel we should hold until at least Monday before we invite press to a Wednesday briefing, but adding andrea here to weigh in.

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Friday, February 12, 2016 4:38 PM  
**To:** Grybauskas, Natalie  
**Subject:** Are we confirmed to invite press yet?

Or still waiting

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@levitandan](mailto:levitandan@berlinrosen.com)

**From:** [Bill de Blasio](#)  
**To:** [Jim Rosapepe](#); [BdB](#)  
**Cc:** [Ally Glavas](#); [jenny bond](#); [Salazar-Rodriguez, Prisca](#); [Jonathan Rosen](#); [Emma Wolfe](#)  
**Subject:** Re: Staff contact for iadlc Nyc event for Italian Americans for Hillary  
**Date:** Sunday, February 14, 2016 7:02:36 PM

---

Happy to sign on to both, Jim. Consider this my formal approval. As for attendance, Prisca (cc'ed here) will see what's possible

-----Original Message-----

From: Jim Rosapepe  
To: Bill Deblasio  
Cc: Ally Glavas  
Cc: jenny bond  
Subject: Staff contact for iadlc Nyc event for Italian Americans for Hillary  
Sent: Feb 14, 2016 3:10 PM

Bill --

We're doing an fundraising event this spring in Nyc for Hillary and our Italian American Dems for congress. Senator Leahy ( his mother is Italian), rosa DeLauro, and Leon Panetta have already signed on as cohosts (who may or may not be able to make the date when it's confirmed.) obviously we'd like your name on the invite and your presence if possible. Whom on your staff should we talk to? Have had trouble breaking through.

Also, planning iadlc and 21st Dems events at Dem convention in philly and love to include you in both. (You attended in Charlotte.) Will coordinate with your staff on those too.

Thanks!

-- Jim

Sent from my iPad

**From:** [John, Roxanne](#)  
**To:** [PhilWalzak \(gmail.com\)](#)  
**Cc:** [tomsnyder](#); [emma maguire wolfe](#); [Jackie Bray](#); [Andrea Hagelqans](#); [Jonathan Rosen](#); [Prisca](#)  
**Subject:** Re: Invitation from HRC  
**Date:** Monday, February 15, 2016 10:29:56 PM

---

Yes.

Sent from my iPhone

On Feb 15, 2016, at 9:22 PM, Phillip Walzak <[REDACTED]> wrote:

i suspect CMC will want to attend  
RJ - we set?

On Mon, Feb 15, 2016 at 9:20 PM, tomsnyder <[REDACTED]>  
wrote:

+Roxanne

Me neither

Sent from my iPhone

On Feb 15, 2016, at 9:14 PM, emma maguire wolfe  
<[REDACTED]> wrote:

She's been on a bunch of emails and bdb asked if she  
should go and we recommended .... dunno outcomes

On Feb 15, 2016 9:08 PM, "Jackie Bray"

<[REDACTED]> wrote:

Has anyone asked CMC yet?

She could reschedule a mtg w/Tish James and easily  
make it work.

If he is going I'd like her to go.

Sent from my iPhone

On Feb 15, 2016, at 9:05 PM, emma maguire wolfe  
<[REDACTED]> wrote:

Plus JB

On Feb 15, 2016 8:52 PM, "Prisca Salazar"

<[REDACTED]> wrote:

Ok.

Prisca

Please excuse typos.  
Message sent from my iPhone.

On Feb 15, 2016, at 8:30 PM, emma maquire wolfe <[REDACTED]> wrote:

Got this: arrive by 245 leave by 400

On Feb 15, 2016 8:17 PM, "emma maquire wolfe" <[REDACTED]> wrote:

Sorry thought our advance/FO was getting those details I can ask now

On Feb 15, 2016 8:16 PM, "tomsnyder" <[REDACTED]> wrote:

What time does he arrive, leave etc?

Sent from my iPhone

On Feb 15, 2016, at 6:27 PM, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

Have asked for policy rundown and surrogate talkers. They say they will get them to us.

On Feb 15, 2016, at 6:01 PM, tomsnyder <[REDACTED]> wrote:

Jonathan  
can u

please  
get us  
the  
rundown  
on this?

Sent  
from  
my  
iPhone

On Feb  
15,  
2016,  
at 4:46  
PM,  
emma  
maguire  
wolfe

<  
>

wrote:

Pls  
would  
be  
great  
thank  
you

On  
Feb  
15,  
2016  
4:43  
PM,  
"Phillip  
Walzak"

<  
>

wrote:

We  
are  
in.  
Briefing  
him  
now  
ready  
-  
town

hall

We  
can  
raise

On  
Feb  
15,  
2016  
4:41  
PM,  
"emma  
maguire  
wolfe"

< [REDACTED]

>  
wrote:

Is  
anybody  
processing  
this  
on  
schedule  
and  
or  
with  
boss

-  
-  
-  
-

need  
me  
to  
do  
anything?

On  
Feb  
15,  
2016  
3:54  
PM,  
"Phillip  
Walzak"

< [REDACTED]

>  
wrote:

Bqx  
is  
11  
am  
tmrw

On  
Feb  
15,  
2016  
3:51  
PM,  
"emma  
maguire  
wolfe"

< [REDACTED] >

wrote:

Tmw  
3pm

On  
Feb  
15,  
2016  
3:42  
PM,  
"tomsnyder"

< [REDACTED] >

wrote:

Date  
and  
time?

Sent  
from  
my  
iPhone

On  
Feb  
15,  
2016,  
at  
3:09  
PM,  
emma  
maguire

wolfe

< [REDACTED]

>

wrote:

She's  
doing  
a  
speech  
on  
criminal  
justice/civil  
rights  
at  
the  
Schomburg  
Center  
at  
3pm  
(which  
we  
helped  
nail  
down  
for  
them).  
Mayor  
and  
First  
Lady  
are  
invited.

(I  
think  
a  
good  
thing  
if  
schedule  
permits.)

Will  
forward  
to  
bdb  
and  
cmc  
for  
their  
awareness

as  
team  
processes.

Jonathan  
do  
you  
want  
to  
get  
a  
sense  
of  
message  
points  
assuming  
we  
will  
want  
to  
amplify  
and  
need  
to  
know  
more  
re  
policy.

Points  
of  
contact  
can  
be  
same  
as  
usual  
-  
in  
this  
case  
would  
also  
add  
Erin  
Stevens  
as  
POC.

**From:** [DeLoach, Michael](#)  
**To:** [Lombino, David](#)  
**Cc:** [Cathy Rought](#)  
**Subject:** Re: BOX  
**Date:** Tuesday, February 16, 2016 8:24:57 AM

---

These folks are all confirmed to attend event?

On Feb 16, 2016, at 7:48 AM, Lombino, David <[dlombino@Twotreesny.com](mailto:dlombino@Twotreesny.com)> wrote:

Hi Michael

Please acknowledge:  
Sam Schwartz of Sam Schwartz Engineering

Thomas Gretch, queens chamber of commerce

Liz Lusskin, Long Island city partnership

Frances brown, President of the Red Hook East Tenants Assoc.),

And the following people-

Jukay Hsu, Coalition 4 Queens  
Carlo Scissura, Brooklyn Chamber  
Jill Eisenhard, Red Hook Initiative  
Doug Steiner, Steiner Studios  
Paul Steely White, Transportation Alternatives  
Tom Wright, Regional Plan Association  
Tucker Reed, DBP

On Feb 16, 2016, at 6:13 AM, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

Hey Michael I'm out on leave but copying Cathy from my office and Dave from Two Trees to close the loop this morning.

On Feb 15, 2016, at 9:33 PM, DeLoach, Michael <[mdeLoach@cityhall.nyc.gov](mailto:mdeLoach@cityhall.nyc.gov)> wrote:

Anyone you need me to Add to Mayor's acks?  
Need asap.

Electeds speaking:

- Nydia Velazquez, US Congress Member

(district)

- Carlo Scissura, President of the Brooklyn Chamber of Commerce
- Ydanis Rodriguez, Council Member, Chair, Transportation
- Carlos Menchaca, Council Member (district)
- Tucker Reed, President of the Downtown Brooklyn Partnership

#### MAYOR's ACKS:

##### Admin

- Polly Trottenberg, DOT, Commissioner
- Maria Torres-Springer, NYC EDC, President

##### Pioneer Works

- Dustin Yellin, Founder & Director
- Gabriel Florenz, Director

##### TA Leaders

- Lillie Marshall, Red Hook West
- Edward Tyree, Gowanus Houses
- Valerie Bell, Wyckoff Gardens
- Harriet Hughes, Warren Street

##### NYCHA Resident Board Members

- Bea Byrd, Red Hook
- Victor Gonzalez, Wise Towers
- Willie Mae Lewis, St. Nicholas Houses

**From:** [emma\\_maguire\\_wolfe](mailto:emma_maguire_wolfe)  
**To:** [Jonathan Rosen](mailto:Jonathan.Rosen)  
**Cc:** [PhilWalzak \(gmail.com\)](mailto:PhilWalzak@gmail.com); [Hinton, Karen](mailto:Hinton, Karen)  
**Subject:** Re: HRC today  
**Date:** Tuesday, February 16, 2016 2:26:25 PM

---

me too

#

this is a personal account - for official business please email at [ewolfe@cityhall.nyc.gov](mailto:ewolfe@cityhall.nyc.gov)  
thanks

#

On Tue, Feb 16, 2016 at 2:21 PM, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)> wrote:

done

**From:** Phillip Walzak [mailto:████████████████████]  
**Sent:** Tuesday, February 16, 2016 1:54 PM  
**To:** Jonathan Rosen; Emma Mw; Hinton, Karen  
**Subject:** HRC today

JRo / EW -

KH is going to send a short informal note to R9 here shortly that Mayor is attending this event today

Can you pls right now send notes to your HRC contacts alerting them that we are doing this

thanks

In a speech today at Schomburg Center for Research in Black Culture in New York, Hillary Clinton will discuss how we break down the barriers that hold back African American families.

She will discuss how dealing with racial injustice must go beyond reforming our criminal justice system and how we need to confront the systemic racism that deprives too many of the opportunity to live up to their God-given potential.

This is why Clinton has discussed justice reforms since the start of her campaign that will be felt on our streets, at our schools, and in communities that are too often ignored.

Clinton will call for a comprehensive commitment to equity and opportunity for African Americans from new investments in job creation to ending redlining to ensuring equal pay for women of color to ending the school-to-prison pipeline.

Clinton believes that our leaders must do whatever it takes to tear down all the barriers and replace them with ladders of economic opportunity for all Americans.

**From:** [Grybauskas, Natalie](#)  
**To:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** nat"l hit  
**Date:** Wednesday, February 17, 2016 1:12:47 PM

---

He can't do in-person appearance any time tomorrow – I raised possibility of doing either a call-in from car, or on Friday or early next week. Haven't heard back yet.

**From:** [Grybauskas, Natalie](#)  
**To:** ["Dan Levitan"; Marti Adams](#)  
**Subject:** RE: Can one of you call me?  
**Date:** Wednesday, February 17, 2016 2:14:05 PM

---

Sure give me a few

-----Original Message-----

From: Dan Levitan [<mailto:dan@berlinrosen.com>]

Sent: Wednesday, February 17, 2016 2:05 PM

To: Grybauskas, Natalie; Marti Adams

Subject: Can one of you call me?

- Sent from my Galaxy S6 -

**From:** [Grybauskas, Natalie](#)  
**To:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** quick Q  
**Date:** Wednesday, February 17, 2016 3:03:36 PM

---

Called your cell

**From:** [Grybauskas, Natalie](#)  
**To:** "[Dan Levitan](#)"  
**Subject:** RE: all good  
**Date:** Wednesday, February 17, 2016 3:09:25 PM

---

Can u give me a call back

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Wednesday, February 17, 2016 3:09 PM  
**To:** Grybauskas, Natalie  
**Subject:** Re: all good

Great!

- Sent from my Galaxy S6 -

On Feb 17, 2016, at 2:55 PM, Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)> wrote:

Think we are fine. I told them to keep all audio and visual from today on embargo but said they are welcome to discuss the links & functionality in general, and use any footage they have from previous briefings or coverage. and they can run a story tomorrow AM saying mayor is launching later today. They agreed to all that

**From:** [Grybauskas, Natalie](#)  
**To:** "[dan@berlinrosen.com](mailto:dan@berlinrosen.com)"  
**Subject:** RE: gizmodo  
**Date:** Wednesday, February 17, 2016 3:49:31 PM

---

I know this is old stoy but they have tablet photo up and pix is pissed

---

**From:** Grybauskas, Natalie  
**Sent:** Wednesday, February 17, 2016 3:48 PM  
**To:** (dan@berlinrosen.com)  
**Subject:** gizmodo

<http://gizmodo.com/nycs-new-gigabit-wifi-hotspots-work-like-payphones-from-1750910911>

???????????

**From:** [Grybauskas, Natalie](#)  
**To:** "[Dan Levitan](#)"  
**Subject:** RE: gothamist  
**Date:** Thursday, February 18, 2016 3:32:56 PM

---

212-796-4200 x7014

Katie Whittaker 

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Thursday, February 18, 2016 3:29 PM  
**To:** Grybauskas, Natalie  
**Subject:** RE: gothamist

Contact info?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@levitandan](mailto:levitandan)

---

**From:** Grybauskas, Natalie [mailto:[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)]  
**Sent:** Thursday, February 18, 2016 3:28 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** gothamist

Talked to Katie whittaker at Gothamist who sent me a note saying she tested the wi-fi and it wasn't that fast. I talked to her on the phone and explained that a press conference full of bystanders and reporters would affect speeds.

If someone on your end wanted to reach out and give a more technical answer I can provide her info, but she sounded fairly convinced.

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#)  
**Subject:** RE:  
**Date:** Thursday, February 25, 2016 10:31:30 AM

---

Call my cell?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@levitandan

---

**From:** Dan Levitan  
**Sent:** Thursday, February 25, 2016 9:57 AM  
**To:** 'Grybauskas, Natalie' <NGrybauskas@cityhall.nyc.gov>  
**Subject:** RE:

10:30 works

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@levitandan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Thursday, February 25, 2016 9:56 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:**

Can we touch base quickly this AM? Would 10:30 work? I'm flexible after that

**From:** [Grybauskas, Natalie](#)  
**To:** [Dan Levitan](#)  
**Subject:** Re: RE:  
**Date:** Thursday, February 25, 2016 10:44:31 AM

---

Yep  
Sorry got held up but can call in like 2 min

On Feb 25, 2016, at 10:31 AM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Call my cell?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@levitandan

---

**From:** Dan Levitan  
**Sent:** Thursday, February 25, 2016 9:57 AM  
**To:** 'Grybauskas, Natalie' <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE:

10:30 works

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@levitandan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Thursday, February 25, 2016 9:56 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:**

Can we touch base quickly this AM? Would 10:30 work? I'm flexible after that

**From:** [Grybauskas, Natalie](#)  
**To:** [Dan Levitan](#)  
**Subject:** Re: Jen Op-Ed BR edits.docx  
**Date:** Monday, February 29, 2016 1:08:02 PM

---

At 1:30?

On Feb 29, 2016, at 1:01 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Do you have a sec to talk?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@levitandan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Monday, February 29, 2016 10:40 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** RE: Jen Op-Ed BR edits.docx

You might have more luck than me but I can try. I don't know anyone at crains

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Friday, February 26, 2016 3:38 PM  
**To:** Grybauskas, Natalie  
**Subject:** RE: Jen Op-Ed BR edits.docx

Jen is fine with all these edits and would love to co-sign the op-ed with Maya. Do you guys want to place it?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@levitandan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Friday, February 26, 2016 12:52 PM

**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

**Subject:** FW: Jen Op-Ed BR edits.docx

Maya would like to co-sign jen's op-ed, but she had some edits. We can try to negotiate some of them, but what are your initial thoughts?

---

**From:** Wiley, Maya

**Sent:** Friday, February 26, 2016 12:37 PM

**To:** Grybauskas, Natalie

**Cc:** Ozernoy, Ilana

**Subject:** Jen Op-Ed BR edits.docx

My edits

**From:** [Jonathan Rosen](#)  
**To:** [Hagelgans, Andrea](#)  
**Subject:** RE:  
**Date:** Monday, March 07, 2016 9:16:52 AM

---

Hoping this piece gets me tix 😊

---

**From:** Hagelgans, Andrea [mailto:AHagelgans@cityhall.nyc.gov]  
**Sent:** Monday, March 07, 2016 7:23 AM  
**To:** Jonathan Rosen  
**Subject:**

I also have not seen hamilton. The shame!  
Sent from my BlackBerry 10 smartphone.

**From:** [Litvak, Gwendolyn](#)  
**To:** ["Nicole Kolinsky"](#); [Connie Chung](#); [Daria Siegel](#)  
**Subject:** RE: The Cynical Schnauzer Offers Cocktails and Conversation in Clinton Hill - Clinton Hill - DNAINfo.com New York  
**Date:** Monday, March 07, 2016 9:41:46 AM

---

Went there last Thursday night. It was expensive and not good. Thank you for sending this to me though. You are a true friend.

**GWEN LITVAK | 212-442-6332**

---

**From:** Nicole Kolinsky [mailto:[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)]  
**Sent:** Monday, March 07, 2016 9:30 AM  
**To:** Litvak, Gwendolyn; Connie Chung; Daria Siegel  
**Subject:** The Cynical Schnauzer Offers Cocktails and Conversation in Clinton Hill - Clinton Hill - DNAINfo.com New York

Gwen!!! <https://www.dnainfo.com/new-york/20160304/clinton-hill/cynical-schnauzer-offers-cocktails-conversation-clinton-hill>

**From:** [Litvak, Gwendolyn](mailto:Litvak.Gwendolyn)  
**To:** "[Connie Chung](mailto:Connie.Chung)"; "[Nicole Kolinsky](mailto:Nicole.Kolinsky)"; [Daria Siegel](mailto:Daria.Siegel)  
**Subject:** RE: The Cynical Schnauzer Offers Cocktails and Conversation in Clinton Hill - Clinton Hill - DNAinfo.com New York  
**Date:** Monday, March 07, 2016 10:25:04 AM

---

Where is Oiji? If you check out my Instagram, you'll see a picture of a cookie in the shape of a generic dog that they called a "schnauzer."

How was uzbek food?

**GWEN LITVAK | 212-442-6332**

---

**From:** Connie Chung [<mailto:CChung@hraadvisors.com>]  
**Sent:** Monday, March 07, 2016 10:19 AM  
**To:** Litvak, Gwendolyn; 'Nicole Kolinsky'; Daria Siegel  
**Subject:** RE: The Cynical Schnauzer Offers Cocktails and Conversation in Clinton Hill - Clinton Hill - DNAinfo.com New York

This is very upsetting news. How could they mislead the public like this? This is similar to, but WAY WORSE, than the well-reviewed Korean restaurant Oiji (named after a spicy Korean pickle, a Chung family fave), which does not serve the pickle itself (but which is otherwise excellent-excellent-excellent).

CONNIE J. CHUNG

Director | HR&A ADVISORS, INC.  
Direct: (646) 545-6248 | Mobile: (917) 699-7893  
[cchung@hraadvisors.com](mailto:cchung@hraadvisors.com)

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**From:** Litvak, Gwendolyn [<mailto:GLitvak@cityhall.nyc.gov>]  
**Sent:** Monday, March 07, 2016 9:42 AM  
**To:** 'Nicole Kolinsky'; Connie Chung; Daria Siegel  
**Subject:** RE: The Cynical Schnauzer Offers Cocktails and Conversation in Clinton Hill - Clinton Hill - DNAinfo.com New York

Also, let me just say, THERE WERE NO ACTUAL SCHNAUZERS THERE.

**GWEN LITVAK | 212-442-6332**

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Monday, March 07, 2016 9:30 AM  
**To:** Litvak, Gwendolyn; Connie Chung; Daria Siegel  
**Subject:** The Cynical Schnauzer Offers Cocktails and Conversation in Clinton Hill - Clinton Hill - DNAinfo.com New York

Gwen!!! <https://www.dnainfo.com/new-york/20160304/clinton-hill/cynical-schnauzer-offers-cocktails-conversation-clinton-hill>

**From:** [Grybauskas, Natalie](#)  
**To:** [CJ Macklin](#)  
**Cc:** [Dan Levitan](#)  
**Subject:** Re: Gothamist Media Request  
**Date:** Monday, March 07, 2016 12:06:42 PM

---

Thx will do!

On Mar 7, 2016, at 12:04 PM, CJ Macklin <[CJ.Macklin@berlinrosen.com](mailto:CJ.Macklin@berlinrosen.com)> wrote:

Hey Natalie,

Jen did an interview with Gothamist this morning to talk about access to broadband within the city. The reporter had some additional questions about the City's effort to increase access for residents and close the digital divide.

His deadline is EOD, and I've pasted his contact info below if you'd like to reach out to him.

Thanks,  
CJ

Jordan G. Teicher

[REDACTED]

Cell [REDACTED]

CJ Macklin  
646.335.0718 (office)  
214.783.4055 (cell)  
[cj.macklin@berlinrosen.com](mailto:cj.macklin@berlinrosen.com)

**From:** [Grybauskas, Natalie](#)  
**To:** [Dan Levitan](#)  
**Subject:** Re: CBS This morning  
**Date:** Wednesday, March 09, 2016 8:03:34 AM

---

Thx  
Awesome

On Mar 9, 2016, at 7:57 AM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

FYI – they are doing a Link story this week, interview with Colin today and Dan Doctoroff tomorrow.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** [John Del Cecato](#)  
**To:** [Snyder, Thomas](#)  
**Cc:** [B: Jonathan@berlinrosen.com](mailto:B:Jonathan@berlinrosen.com)  
**Subject:** Re: Carried interest  
**Date:** Thursday, March 10, 2016 11:07:01 PM

---

Who - me!?!

On 3/10/16, 11:02 PM, "Snyder, Thomas" <TSnyder@cityhall.nyc.gov> wrote:

>I think you're mocking me

>

>Sent from my iPhone

>

>> On Mar 10, 2016, at 10:47 PM, John Del Cecato <jfdc@akpdmedia.com>

>>wrote:

>>

>> I'll read it over my spinach quiche and French Press coffee tomorrow

>>

>>> On 3/10/16, 10:44 PM, "Snyder, Thomas" <TSnyder@cityhall.nyc.gov>

>>>wrote:

>>>

>>> This weeks New Yorker has a feature article on carried.

>>>

>>> Sent from my iPhone

>>

**From:** [Restler, Lincoln](#)  
**To:** [Mary Brosnahan](#)  
**Cc:** [Giselle Routhier](#); [Dan Levitan \(Dan@berlinrosen.com\)](#); [David Giffen](#)  
**Subject:** Re: New DHS security measures  
**Date:** Tuesday, March 15, 2016 7:11:55 AM

---

Thanks, Mary.

Lincoln

Written with my thumbs. Sorry for typos.

On Mar 15, 2016, at 7:10 AM, Mary Brosnahan <[MBrosnahan@cfthomeless.org](mailto:MBrosnahan@cfthomeless.org)> wrote:

“We welcome the uniform standards of professionalism NYPD training can bring to frontline security officers in NYC shelters. Violence – both physical attacks as well as serious threats of bodily harm – is undoubtedly the major deterrent preventing our most marginalized neighbors from accessing lifesaving shelter. Moreover, we see time-and-again families seeking shelter who are reluctant to share details of a dangerous history at intake interviews, often for fear of retribution from an abusive partner or parent. Restoring in-reach programs throughout the shelter system will help identify many more New Yorkers, who otherwise would suffer in silence. Homelessness may be synonymous with despair – but protecting homeless women and children from brutality and providing them the emotional support to heal are the two keys essential to shifting their lives towards hope and prosperity.”

Mary Brosnahan, President & CEO, Coalition for the Homeless

---

**From:** Restler, Lincoln [<mailto:lrestler@cityhall.nyc.gov>]  
**Sent:** Monday, March 14, 2016 7:38 PM  
**To:** Mary Brosnahan; Giselle Routhier  
**Subject:** New DHS security measures

Hey Mary and Giselle -

Hope it was a good meeting with Herminia and Hatch today. I was sorry to not be able to join. I know Herminia mentioned this to you today.

See below for more details on our new security measures. NYPD is taking on new role for training and providing technical assistance to DHS security and we are significantly expanding domestic violence services in shelters.

If you want to send statement, we are gathering by 9am for release. Sorry for tight timing. Please let me know if you have any questions.

All the best,

Lincoln

**Top Line Updates:**

• Significant new programs to improve security in DHS facilities.

○ NYPD to provide training to all DHS security personnel and review DHS security protocols to upgrade security.

○ Most common type of violence in shelter is domestic violence. DHS is placing DV social service workers onsite at family with children shelters and retraining existing staff to prevent DV and support survivors.

• We have created more accurate data points to capture violence in shelters that we will publicly report to better hold ourselves accountable to reducing violence in shelters.

**DE BLASIO ADMINISTRATION ANNOUNCES NEW MEASURES TO IMPROVE SAFETY IN HOMELESS SHELTERS**

*NYPD to re-train DHS security staff, send management team to DHS to immediately develop action plan to upgrade security at all shelter facilities*

*New domestic violence program launched to combat domestic violence in shelters*

**NEW YORK**—The de Blasio administration, as part of comprehensive review of homeless services, announced today a program to improve safety in homeless shelters: New York City Police Department will immediately begin re-training all Department of Homeless Services security staff and send an NYPD management team at DHS to immediately develop an action plan to upgrade security at all shelter facilities; restoring a domestic violence program for family shelters; and a new more extensive reporting system for incidents that occur in shelters. The reforms respond to new data on violence in shelters developed as part of the 90-day review of homeless services ordered by Mayor de Blasio.

“I’ve been clear that we are going to own the problems of homelessness and be transparent about how serious they are and what we are doing to deal with them,” said **Mayor de Blasio**. “For the first time, we are reporting thoroughly on the problem. We have substantially increased security, and we are bringing in the NYPD to ensure it’s managed effectively. And we are offering enhanced

domestic violence services to families. We want homeless shelters to be safe and clean, but at the same time we must and we will continue to move families out and prevent them from coming to shelter in the first place.”

"For many years, the agency mainly focused on incidents involving death or life threatening injury and individual staff exercised discretion to report as a priority individual incidents not rising to this level on a case by case basis. The 90-day review showed that this resulted in lost opportunities to target services because cases not involving death or life threatening injuries were inconsistently categorized based on individual determinations. The review also showed that incidents that occurred off-site were also reported as critical incidents even though the incident did not occur at the shelter. We are reforming the process to broaden the criteria for critical incidents and will focus attention on the incidents that actually occurred in the shelters so that we can have a more complete picture of client service needs. For example, our review showed that more needs to be done to address domestic violence for families that have been placed in shelter together so the Mayor has authorized a new in reach program for family shelters that we will be including in the Executive Budget. During the course of the review, the Mayor has already authorized additional security for mental health shelters and commercial hotels and now the NYPD will ensure that security is handled as it should be," said **Human Resources Administration Commissioner Steven Banks**.

**There are three parts to the Mayor’s reform program for improving safety in shelters:**

**1) Starting immediately, the New York City Police Department will begin re-training all Department of Homeless Services security staff and will be placing an NYPD management team at DHS to immediately develop an action plan to upgrade security at all shelter facilities**

- o Total spending for security at DHS is approximately \$140 million annually – an increase of 35% over the previous administration.
- o All non-cluster shelters have some level of security provided by either DHS peace officers or by private security guards.
- o DHS provides security through a combination of DHS Peace Officers, FJC Contracted Security Guards and by directly funding shelter providers to provide security at their sites.
- o As part of the review, the Mayor has already increased security at mental health shelters and at commercial hotels.

**2) The City will re-establish a domestic violence program in DHS shelters that was ended in 2010.**

- o A new analysis found that violence within families is the most common form of violent incident in family shelters. In Families with Children shelters, domestic violence was 60% of the violent incidents,

while it was 80% in Adult Family shelters.

- o HRA's NoVA (No Violence Again) Outstationed Domestic Violence Services will be expanded to DHS Tier II family shelters to provide families with access to domestic violence services. Trained staff from HRA will go to a number of Tier II shelters to provide these services.
- o Existing social services staff in Tier II shelters will participate in enhanced training that will provide them with the tools to identify and refer families and individuals to the NoVA team, a NYC Family Justice Center or other community-based domestic violence providers.
- o Families not identified with intimate partner violence but experiencing unhealthy relationships and conflict will be offered referral to supportive services.
- o The Mayor's Office to Combat Domestic Violence (MOCDV) will coordinate with DHS to implement system-wide intimate partner violence (IPV) training for DHS employees and contracted staff.
- o A senior DHS official will be in charge of coordinating the delivery of domestic violence and other related services.

**3) The Administration has instituted new more comprehensive and accurate reporting of critical incidents in shelters, including for the first time separately reporting violent incidents.**

- o For many years, DHS reported "critical incidents", which included some but not all violent incidents. In addition, data was not systematically collected to identify problems.
- o A systematic review found "Critical Incident" definitions were unclear and inconsistently reported across agency divisions.
  - § Overly-broad type categories limit the agency's ability to identify trends and quantify specific types of incidents.
  - § Existing type categories include both violent and non-violent incidents within the same category, limiting the ability to quantify the volume of violent incidents.
- o New reporting categories have been created and applied to all 2015 incidents reported to DHS. The new procedure found:
  - § Under the old definitions, there were 620 critical incidents. The new analysis defined 1,687 incidents as critical of which 826 were categorized as violent.
  - § To ensure that problems are identified, violence is now defined much more broadly than, for example, the FBI crime reports. For the shelter critical incidents, violence includes broad definitions of domestic violence, assault and both child abuse and neglect, even if there was no violence against the child.

o The Administration is implementing thorough reforms to ensure that all critical incidents and especially violent incidents are appropriately categorized and that there is appropriate follow-up.

###

Written with my thumbs. Sorry for typos.

**From:** [Grybauskas, Natalie](#)  
**To:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** give me a call  
**Date:** Wednesday, March 16, 2016 10:19:56 AM

---

Re: NYCLU letter?

Want to coordinate as much as possible here.

**From:** [Litvak, Gwendolyn](#)  
**To:** "[Connie Chung](#)"; "[Morris, Deborah](#)"; "[Nicole Kolinsky](#)"; [REDACTED]  
**Subject:** RE: Dinner 7PM @ Hibino  
**Date:** Wednesday, March 16, 2016 5:15:52 PM

---

Xo.

**GWEN LITVAK | 212-442-6332**

---

**From:** Connie Chung [mailto:CChung@hraadvisors.com]  
**Sent:** Wednesday, March 16, 2016 5:15 PM  
**To:** Litvak, Gwendolyn; 'Morris, Deborah'; 'Nicole Kolinsky'; [REDACTED]  
**Subject:** Dinner 7PM @ Hibino

Hi all – see you tonight at Hibino, 7pm.

333 Henry @ Pacific – no reservations, so if it's a long wait, we can go next door for a drink.

c

**CONNIE J. CHUNG**

**Director | HR&A ADVISORS, INC.**

99 Hudson Street, 3rd Floor, New York, NY 10013

Direct: (646) 545-6248 | Mobile: (917) 699-7893

[CChung@hraadvisors.com](mailto:CChung@hraadvisors.com) | [www.hraadvisors.com](http://www.hraadvisors.com)

**From:** [Grybauskas, Natalie](#)  
**To:** [Dan Levitan](#)  
**Subject:** Re: From Capital  
**Date:** Wednesday, March 16, 2016 7:29:19 PM

---

Second Graf is true. Maya asked me to share her entire email correspondence with NYCLU with a few of the reporters.

No idea on first bit

I'll forward you what I shared

On Mar 16, 2016, at 7:27 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Is this true?

NYCLU staff attorney Mariko Hirose said the group first expressed concerns in a meeting with city officials, and the city told them it welcomed recommendations.

In communications with the group, Wiley said the city had gone beyond the standard policies in order to protect users' privacy, and noted that contract provisions allow for future changes to the privacy policy.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** [Greig, Katherine](#)  
**To:** [Matthew Hassett](#)  
**Cc:** [sarah.wagner@cnycn.org](#); [christie.peale@cnycn.org](#); [jovana@berlinrosen.com](#); [cristian.salazar@cnycn.org](#)  
**Subject:** Re: 2016CWApplication.docx - Invitation to edit  
**Date:** Friday, March 18, 2016 7:19:25 AM

---

This is also a priority initiative for us in 2016.

Katherine Greig

On Thu, Mar 17, 2016 at 8:56 PM -0700, "Matthew Hassett (via Google Docs)" <[drive-shares-noreply@google.com](mailto:drive-shares-noreply@google.com)> wrote:

[Matthew Hassett](#) has invited you to edit the following document:

 [2016CWApplication.docx](#)

 Hi Jovana and Cristian,

If perchance either of you (both of you in an ideal world? -- leave it to you to coordinate!) can help to make more of a sales pitch up front in this proposal about why this is THE BEST WAY that Wells Fargo could deploy a grant of \$250k to a city across the country to do something new and innovative, it's this?

Funny enough, this is due at 5pm today (Friday). Sarah Kate is coordinating this.

Jovana, I think if you can break out your flood insurance pitch content (perhaps you could even just share that with Sarah Kate and Cristian if you're swamped) that's what this is missing. I think it needs more about the people at risk if we DON'T do this.

Also, the fact that Wells is the only major bank still heavily in the mortgage origination and servicing game, and with plans to continue as such (so I learned from this conference yesterday), there may be a way to compliment them on that and subtly say that it's very much in their interest to figure this out so they do not see a wave of defaults...?

Sorry for not flagging this earlier; I think this is very close to done, could just use your expertise to make it sing.

Many thanks,  
Matt

[Open in Docs](#)

This email grants access to this item without logging in. Only forward it to people you trust.

[Google Docs: Create and edit documents online.](#)



**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#)  
**Subject:** RE: got a minute to talk?  
**Date:** Thursday, March 24, 2016 2:15:14 PM

---

Yes, I am at my desk 646 200 5315

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [mailto:NGrybauskas@cityhall.nyc.gov]  
**Sent:** Thursday, March 24, 2016 2:15 PM  
**To:** Dan Levitan <dan@berlinrosen.com>  
**Subject:** got a minute to talk?

**From:** [Grybauskas, Natalie](#)  
**To:** ["Dan Levitan"](#)  
**Subject:** RE: Bronx  
**Date:** Tuesday, March 29, 2016 1:58:12 PM

---

Sure let me give you a call now

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Tuesday, March 29, 2016 1:30 PM  
**To:** Grybauskas, Natalie  
**Subject:** Bronx

Have a sec to talk?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@DanLevitan](#)

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** "[Jonathan Rosen](#)"  
**Subject:** RE:  
**Date:** Thursday, March 31, 2016 12:12:47 PM

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ok

---

**From:** Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
**Sent:** Thursday, March 31, 2016 12:02 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE:

Texted you back. Can't do it today – I have three back to back meetings I can't move with external folks here. Sorry.

---

**From:** Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]  
**Sent:** Thursday, March 31, 2016 11:58 AM  
**To:** Jonathan Rosen  
**Subject:**

Hey – just sent you a text

**From:** [Greig, Katherine](#)  
**To:** "[Matthew Hassett](#)"  
**Cc:** [Christie Peale](#); [Cristian Salazar](#); [Jovana Rizzo](#)  
**Subject:** RE: FW: NFIP rate increases  
**Date:** Friday, April 01, 2016 9:58:12 AM

---



Katherine

**KATHERINE GREIG** | 212-788-1464

**From:** Matthew Hassett [mailto:[matthew.hassett@cnycn.org](mailto:matthew.hassett@cnycn.org)]  
**Sent:** Friday, April 01, 2016 9:56 AM  
**To:** Greig, Katherine  
**Cc:** Christie Peale; Cristian Salazar; Jovana Rizzo  
**Subject:** Re: FW: NFIP rate increases

Oh and second mention is for FoodHelpNY :)

I think that's Amy Schumer's blog

On Friday, April 1, 2016, Matthew Hassett <[matthew.hassett@cnycn.org](mailto:matthew.hassett@cnycn.org)> wrote:  
Thanks no I don't think so actually. Has someone contacted you Christie?

Floodhelpny is spelled out in reverse in first mention.

It appears you'll need a quote from Christie...?

On Friday, April 1, 2016, Greig, Katherine <[KGreig@cityhall.nyc.gov](mailto:KGreig@cityhall.nyc.gov)> wrote:  
FYI – I think Michael has been in touch with you guys on this but just a heads up

Katherine

**KATHERINE GREIG** | 212-788-1464

---

**From:** Zarrilli, Dan  
**Sent:** Friday, April 01, 2016 12:02 AM  
**To:** Greig, Katherine; Shaikh, Michael  
**Subject:** RE: NFIP rate increases

Minus Amy

My edits are in here, largely aiming for plain language where possible – I also think we were burying the cost-saving news by only getting to it in the mayor's quote – here's my take for your review first

Please loop in Rebecca if you haven't already to perhaps heads up our federal delegation on this.

**FOR IMMEDIATE RELEASE:** April, 1 2016  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

## **MAYOR DE BLASIO WARNS HOMEOWNERS TO AVOID STEEP FLOOD INSURANCE RATE HIKES**

*FEMA's flood insurance rates will increase dramatically if policies lapse. Efforts to ensure affordability will save New York City coastal households millions of dollars per year.*

**New York City** – Mayor de Blasio today urges New York City homeowners to avoid steep flood insurance rate hikes by renewing their policies before they expire and thanks FEMA for holding certain policies to only a 5% annual increase instead of a possible 18% annual increase. Effective April 1, 2016, policy holders could see increases in their flood insurance rates and those rate hikes would be dramatically higher if those policies were allowed to expire. Thanks to effective advocacy by New York City and others, New York households will save millions of dollars per year as a result.

“Thanks to a successful effort to demonstrate the affordability challenges of the National Flood Insurance Program, the federal government has agreed to cap increases on certain policies at a 5% annual increase rather than letting them rise by 18%. That increase would have been an added financial burden on New Yorkers, who are still recovering from Hurricane Sandy,” said Mayor de Blasio. “Our effort saves thousands of households in coastal areas across the city millions of dollars in premium hikes annually. This is just another way we’re fighting to keep our city affordable for working and middle-class homeowners.”

The City is still concerned about the rising increases on businesses and will continue to advocate that FEMA provide credits for mitigation options that are more feasible in dense, urban floodplains as a way to reduce risk and cost simultaneously.

In order to avoid the jump to much higher, "full risk" rates, homeowners should immediately do the following:

- Check your policy renewal date.
- Call your insurance broker and ensure you renew your policy before it lapses.
- Learn more about flood insurance at [nyfloodhelp.org](http://nyfloodhelp.org).

The City will continue to advocate for effective reforms to the National Flood Insurance Program, and will continue its successful partnership with the Center for New York City Neighborhoods (CNYCN) to educate New Yorkers on flood risk and insurance and work with policyholders to understand the benefits of maintaining continuous coverage.

“New York City continues to fight to ensure that flood insurance remains available and affordable,” said Daniel Zarrilli, the Mayor’s Senior Director for Climate Policy and Programs, “Thanks to FEMA for hearing our concerns and holding certain policy premiums to only a 5% annual increase instead of what could have been an 18% annual increase, saving New Yorkers millions of dollars every year. Even so, we remain concerned about

other elements of the National Flood Insurance Program and will continue to advocate for reforms that promote mitigation and affordability measures that adequately account for the unique characteristics of dense, urban floodplains.”

All property owners should understand their flood risk. New York City resident who have a federally backed mortgage or received federal disaster assistance – including through Build it Back – and live in a high risk area, are required to purchase flood insurance. Homeowners may be able to purchase flood insurance through the same company that provides their homeowners insurance. However, homeowners insurance does not cover damage from floods and federal disaster assistance is not guaranteed in the event of a flood.

Property owners, who are not in a flood zone, could still be at risk and should strongly consider purchasing flood insurance which is much more affordable outside the high risk areas.

“TK Quote from CNYC,” said Christie Peale, Executive Director, Center for New York City Neighborhoods.

New Yorkers can understand their property’s flood risk by visiting [FoodHelpNY.org](https://www.foodhelpny.org).  
###

--  
Matthew Hassett | Director of Policy & Communications T [646-786-0895](tel:646-786-0895)

**Center for NYC Neighborhoods**  
17 Battery Place, Suite 728 | New York, NY 10004  
[cnycn.org](https://www.cnycn.org)



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**From:** [Greig, Katherine](#)  
**To:** ["Matthew Hassett"](#)  
**Cc:** [Christie Peale](#); [Cristian Salazar](#); [Jovana Rizzo](#)  
**Subject:** RE: FW: NFIP rate increases  
**Date:** Friday, April 01, 2016 9:58:24 AM

---

Yes, we'll need a quote.

Katherine

**KATHERINE GREIG** | 212-788-1464

**From:** Matthew Hassett [mailto:matthew.hassett@cnycn.org]  
**Sent:** Friday, April 01, 2016 9:54 AM  
**To:** Greig, Katherine  
**Cc:** Christie Peale; Cristian Salazar; Jovana Rizzo  
**Subject:** Re: FW: NFIP rate increases

Thanks no I don't think so actually. Has someone contacted you Christie?

Floodhelpny is spelled out in reverse in first mention.

It appears you'll need a quote from Christie...?

On Friday, April 1, 2016, Greig, Katherine <[KGreig@cityhall.nyc.gov](mailto:KGreig@cityhall.nyc.gov)> wrote:  
FYI – I think Michael has been in touch with you guys on this but just a heads up

Katherine

**KATHERINE GREIG** | 212-788-1464

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**From:** Zarrilli, Dan  
**Sent:** Friday, April 01, 2016 12:02 AM  
**To:** Greig, Katherine; Shaikh, Michael  
**Subject:** RE: NFIP rate increases

Minus Amy

My edits are in here, largely aiming for plain language where possible – I also think we were burying the cost-saving news by only getting to it in the mayor's quote – here's my take for your review first

Please loop in Rebecca if you haven't already to perhaps heads up our federal delegation on this.

**FOR IMMEDIATE RELEASE:** April, 1 2016

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

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**From:** [Snyder, Thomas](#)  
**To:** [Walzak, Phil](#); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)  
**Subject:** FW: Outside line  
**Date:** Monday, April 04, 2016 1:20:31 PM

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Can you all help me out here? Need this to move. I assume we just need a couple sentences or so. Plus advice on whether we put it out ourselves or wait for it to emerge.

On 4/4/16, 11:40 AM, "Geri Prado" <[geri@progressiveagenda.us](mailto:geri@progressiveagenda.us)> wrote:

>Hi Tom:  
>  
>I'm wondering if there has been movement on what the outside line will be  
>to press re: TPAC, me leaving if asked. I want to be able to start to  
>tell people beyond a few to start talking about next steps but I want to  
>make sure that we're on the same page. Could you please let me know?  
>  
>I'm working on closing up the DA contribution and will start to reach out  
>to others (not inner circle folks) once we agree on what we're saying.  
>  
>Thanks.  
>  
>gp  
>

**From:** [Snyder, Thomas](#)  
**To:** [Walzak, Phil](#)  
**Cc:** [Schwartz, Regina](#); [Jonathan Rosen](#); [Wolfe, Emma](#)  
**Subject:** Re: new lang  
**Date:** Monday, April 04, 2016 5:00:46 PM

---

I'm getting her exact AFL title momentarily.

---

**From:** "Walzak, Phil" <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>  
**Date:** Monday, April 4, 2016 at 4:47 PM  
**To:** Tom Snyder <[tsnyder@cityhall.nyc.gov](mailto:tsnyder@cityhall.nyc.gov)>  
**Cc:** "Schwartz, Regina" <[RSchwartz@cityhall.nyc.gov](mailto:RSchwartz@cityhall.nyc.gov)>, Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>, Emma Wolfe <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>  
**Subject:** RE: new lang

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Background // Q+A

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**Sent:** Monday, April 04, 2016 3:24 PM  
**To:** Walzak, Phil  
**Cc:** Schwartz, Regina; Jonathan Rosen; Wolfe, Emma  
**Subject:** Re: new lang

Phil, can you write it up with Jonathan's more generic approach?

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**From:** Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>  
**Date:** Monday, April 4, 2016 at 3:14 PM

**To:** Tom Snyder <[tsnyder@cityhall.nyc.gov](mailto:tsnyder@cityhall.nyc.gov)>, "Walzak, Phil" <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>, Emma Wolfe <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>  
**Cc:** "Schwartz, Regina" <[RSchwartz@cityhall.nyc.gov](mailto:RSchwartz@cityhall.nyc.gov)>  
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**Sent:** Monday, April 04, 2016 3:14 PM  
**To:** Walzak, Phil; Wolfe, Emma  
**Cc:** Jonathan Rosen; Schwartz, Regina  
**Subject:** Re: new lang

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**Date:** Monday, April 4, 2016 at 3:11 PM  
**To:** Emma Wolfe <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)>, Tom Snyder <[tsnyder@cityhall.nyc.gov](mailto:tsnyder@cityhall.nyc.gov)>  
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I must say im at a loss on what to do here

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**From:** Wolfe, Emma  
**Sent:** Monday, April 04, 2016 3:03 PM  
**To:** Walzak, Phil; Snyder, Thomas  
**Cc:** [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); Schwartz, Regina  
**Subject:** RE: new lang

Um, HUH?

---

**From:** Walzak, Phil  
**Sent:** Monday, April 04, 2016 2:54 PM  
**To:** Snyder, Thomas  
**Cc:** [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); Wolfe, Emma  
**Subject:** new lang

+JRo, EW

How is this? -

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**To:** [Walzak, Phil](#)  
**Cc:** [Schwartz, Regina](#); [Jonathan Rosen](#); [Wolfe, Emma](#)  
**Subject:** Re: new lang  
**Date:** Monday, April 04, 2016 5:08:04 PM

---

Her Afl – CIO title was Deputy Campaign Department Director.

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**Date:** Monday, April 04, 2016 5:09:18 PM

---

Any reason I should NOT show this to Geri?

---

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**From:** [Snyder, Thomas](#)  
**To:** [Walzak, Phil](#)  
**Cc:** [Jonathan Rosen](#)  
**Subject:** Re: GP  
**Date:** Monday, April 04, 2016 7:34:42 PM

---

Ok

Sent from my iPhone

> On Apr 4, 2016, at 7:13 PM, Walzak, Phil <PWalzak@cityhall.nyc.gov> wrote:  
>  
> We shd develop answers to these qs  
> I still think we tell a reporter this is happening so it is controlled, rather than let is just get discovered  
> and who knows who that is or what they do w it  
>  
> But yes get her feedback on the the blanks and lets get a tight a doc on this as possible  
>  
> -----Original Message-----  
> From: Snyder, Thomas  
> Sent: Monday, April 04, 2016 6:45 PM  
> To: Walzak, Phil  
> Subject: GP  
>  
> See Geri's reactions below. What do you think?  
>  
>> On 4/4/16, 6:43 PM, "Geri Prado" <geri@progressiveagenda.us> wrote:  
>>  
>> Ok so a few things:  
>>  
>> I'm going to start telling people I'm leaving. A few reporters will ask  
>> why. This answers part of what I will be doing in the short term but  
>> what is the reason I'm leaving? That's the tricky part I think.  
>>  
>> Should I fill in that part for a draft? And what is going to happen to  
>> TPAC? Is it still moving on? That will help too so I can say that it  
>> will continue and I'm transitioning out because of XYZ and a search  
>> will begin or something like that. The XYZ part I will take a stab at.  
>>  
>> I wasn't planning on a roll out of me going over to fed affairs were you?  
>>  
>> All of this make sense?  
>>  
>>> On Apr 4, 2016, at 6:26 PM, Snyder, Thomas <TSnyder@cityhall.nyc.gov>  
>>> wrote:  
>>>  
>>> Here is the draft we are working with:  
>>>  
>>> Geri Prado will be joining the Mayor's Office of Federal Affairs to  
>>> assist the Administration in securing its legislative agenda in  
>>> Washington. Geri's nearly two-decade career in issue advocacy and  
>>> organizing -- including at the AFL-CIO where she worked as X,  
>>> overseeing legislative, electoral and issue information programs --  
>>> makes her well-suited to help the Administration achieve these critical goals.  
>>> TPAC will continue its work to insert progressive voices into the  
>>> national conversation about income inequality, build-out its network  
>>> of partners, and convene leaders and activists on a host of issues  
>>> from across the country to take action.

```
>>> <winmail.dat>  
>
```

**From:** [Snyder, Thomas](#)  
**To:** [Walzak, Phil](#)  
**Cc:** [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)  
**Subject:** Re: lingo  
**Date:** Monday, April 04, 2016 7:49:53 PM

---

I agree. I think best approach is for us to tell her we have a plan, show/discuss with her, and then execute.

Sent from my iPhone

On Apr 4, 2016, at 7:44 PM, Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:

Why the NYT?  
Why do we want this there  
We want to be minimizing this  
I don't get this plan at all

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Snyder, Thomas  
**Sent:** Monday, April 4, 2016 7:38 PM  
**To:** Walzak, Phil; [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)  
**Subject:** Fwd: lingo

---

See below

Sent from my iPhone

Begin forwarded message:

**From:** Geri Prado <[geri@progressiveagenda.us](mailto:geri@progressiveagenda.us)>  
**Date:** April 4, 2016 at 6:54:56 PM EDT  
**To:** "Snyder, Thomas" <[TSnyder@cityhall.nyc.gov](mailto:TSnyder@cityhall.nyc.gov)>  
**Subject:** Re: lingo

I will sit down with Alex Burns from the NYT for an off the record coffee. I developed a relationship there and I want to keep it.

The rest of the NYC reporters I don't care about and won't but they will be reaching out soon and I need to direct them to someone. When I say I'm moving on they'll ask why and to where. That would be Nahimas (Politico), WSJ likely will ask soon after and Goen from the Post. This will be specially on the filings. The DC reporters never really covered outside of the forum then we went dark.

Yes missed the TPAC part and I wouldn't plan on telling folks

this fed affairs piece unless they asked.

On Apr 4, 2016, at 6:48 PM, Snyder, Thomas  
<[TSnyder@cityhall.nyc.gov](mailto:TSnyder@cityhall.nyc.gov)> wrote:

1. Do you think reporters will quickly get on this?
2. The final sentence of the draft explains that TPAC will continue.
3. As far as roll-out of you going to Fed Affairs I do think we have to be prepared to explain that since it will be public.
4. Yes please do some language of the XYZs.

On 4/4/16, 6:43 PM, "Geri Prado"  
<[geri@progressiveagenda.us](mailto:geri@progressiveagenda.us)> wrote:

Ok so a few things:

I'm going to start telling people I'm leaving. A few reporters will ask

why. This answers part of what I will be doing in the short term but what

is the reason I'm leaving? That's the tricky part I think.

Should I fill in that part for a draft? And what is going to happen to

TPAC? Is it still moving on? That will help too so I can say that it will

continue and I'm transitioning out because of XYZ and a search will

begin or something like that. The XYZ part I will take a stab at.

I wasn't planning on a roll out of me going over to fed affairs were you?

All of this make sense?

On Apr 4, 2016, at 6:26 PM,  
Snyder, Thomas  
<[TSnyder@cityhall.nyc.gov](mailto:TSnyder@cityhall.nyc.gov)>

wrote:

Here is the draft we are working with:

Geri Prado will be joining the Mayor's Office of Federal Affairs to

assist the Administration in securing its legislative agenda in

Washington. Geri's nearly two-decade career in issue advocacy and

organizing -- including at the AFL-CIO where she worked as X, overseeing

legislative, electoral and issue information programs -  
- makes her

well-suited to help the Administration achieve these critical goals.

TPAC will continue its work to insert progressive voices into the

national conversation about income inequality, build-out

its network of  
partners, and convene  
leaders and activists on a  
host of issues from  
across the country to take  
action.

<winmail.dat>

<winmail.dat>

**From:** [Greig, Katherine](#)  
**To:** ["Matthew Hassett"](#); [Shaikh, Michael](#)  
**Cc:** [Cristian Salazar](#); [Christie Peale](#); [Jovana Rizzo](#)  
**Subject:** RE: FW: NFIP rate increases  
**Date:** Tuesday, April 05, 2016 10:46:35 AM

---

Curious - How many hits do you usually get?

Katherine

**KATHERINE GREIG** | 212-788-1464

**From:** Matthew Hassett [mailto:matthew.hassett@cnycn.org]  
**Sent:** Monday, April 04, 2016 4:17 PM  
**To:** Shaikh, Michael  
**Cc:** Greig, Katherine; Cristian Salazar; Christie Peale; Jovana Rizzo  
**Subject:** Re: FW: NFIP rate increases

We pitched a few places today and [here's our blog post](#). I take it that release isn't going to make it out into the world?

**Matthew Hassett** | Director of Policy & Communications T [646-786-0895](tel:646-786-0895)

**Center for NYC Neighborhoods**  
17 Battery Place, Suite 728 | New York, NY 10004  
[cnycn.org](http://cnycn.org)



On Fri, Apr 1, 2016 at 4:32 PM, Matthew Hassett <[matthew.hassett@cnycn.org](mailto:matthew.hassett@cnycn.org)> wrote:  
Thanks Mike. For sure. We decided to pitch Monday morning given the day and hour! Keep us posted on the release side. Have a good weekend.

**Matthew Hassett** | Director of Policy & Communications T [646-786-0895](tel:646-786-0895)

**Center for NYC Neighborhoods**  
17 Battery Place, Suite 728 | New York, NY 10004  
[cnycn.org](http://cnycn.org)



On Fri, Apr 1, 2016 at 1:58 PM, Shaikh, Michael <[mshaikh@cityhall.nyc.gov](mailto:mshaikh@cityhall.nyc.gov)> wrote:  
Yes, please do.

I hope we can get traction with CH soon.

Appreciate your help and patience today.

Mike

---

**From:** Greig, Katherine  
**Sent:** Friday, April 01, 2016 1:52 PM  
**To:** 'Matthew Hassett'  
**Cc:** Cristian Salazar; Christie Peale; Jovana Rizzo; Shaikh, Michael

**Subject:** RE: FW: NFIP rate increases

Yeah – I think that's fine

Katherine

**KATHERINE GREIG** | [212-788-1464](tel:212-788-1464)

**From:** Matthew Hassett [<mailto:matthew.hassett@cnycn.org>]  
**Sent:** Friday, April 01, 2016 12:59 PM  
**To:** Greig, Katherine  
**Cc:** Cristian Salazar; Christie Peale; Jovana Rizzo; Shaikh, Michael  
**Subject:** Re: FW: NFIP rate increases

Aha -- thanks. We were planning to pitch this story regardless (before having heard about the release this morning). So we will go ahead with that plan if this may not go out.

On Friday, April 1, 2016, Greig, Katherine <[KGreig@cityhall.nyc.gov](mailto:KGreig@cityhall.nyc.gov)> wrote:  
Still not a definite it makes the cut. City Hall is swamped with budget stuff.

Katherine

**KATHERINE GREIG** | [212-788-1464](tel:212-788-1464)

**From:** Matthew Hassett [<mailto:matthew.hassett@cnycn.org>]  
**Sent:** Friday, April 01, 2016 12:44 PM  
**To:** Cristian Salazar  
**Cc:** Greig, Katherine; Christie Peale; Jovana Rizzo; Shaikh, Michael  
**Subject:** Re: FW: NFIP rate increases

Hi Michael,

Just noticed one missing space, fixed here. When is this going out? We're not on your press list.

"Rising flood insurance rates have become a financial burden on the thousands of middle- and working-class families living in the city's waterfront communities, and especially those still recovering from Hurricane Sandy," said Christie Peale, Executive Director of the Center for NYC Neighborhoods. "We thank the City and FEMA for working to cap certain policy rates at 5% this year, a much needed relief that will save New York homeowners millions of dollars across the five boroughs. We encourage homeowners to visit [FloodHelpNY.org](http://FloodHelpNY.org) and contact the Center for free, high-quality assistance if they have questions about their flood risk and rising insurance costs."

Many thanks,  
Matt

**Matthew Hassett** | Director of Policy & Communications [T 646-786-0895](tel:646-786-0895)

**Center for NYC Neighborhoods**  
17 Battery Place, Suite 728 | New York, NY 10004  
[cnycn.org](http://cnycn.org)



On Fri, Apr 1, 2016 at 10:51 AM, Cristian Salazar <[cristian.salazar@cnycn.org](mailto:cristian.salazar@cnycn.org)> wrote:  
Hi Michael,

Here's the quote from Christie:

"Rising flood insurance rates have become a financial burden on the thousands of middle- and working-class families living in the city's waterfront communities, and especially those still recovering from Hurricane Sandy," said Christie Peale, Executive Director of the Center for NYC Neighborhoods. "We thank the City and FEMA for working to cap certain policy rates at 5% this year, a much needed relief that will save New York homeowners millions of dollars across the five boroughs. We encourage homeowners to visit [FloodHelpNY.org](http://FloodHelpNY.org) and contact the Center for free, high-quality assistance if they have questions about their flood risk and rising insurance costs."

Let me know if you need anything else from us.

Best,  
Cristian

On Fri, Apr 1, 2016 at 10:32 AM, Greig, Katherine <[KGreig@cityhall.nyc.gov](mailto:KGreig@cityhall.nyc.gov)> wrote:

+ Michael

Michael will send the latest draft and if we could get a quote from Christie that would be great.

Do you think we should also ask Meg?

Katherine

**KATHERINE GREIG** | [212-788-1464](tel:212-788-1464)

**From:** Cristian Salazar [<mailto:cristian.salazar@cnycn.org>]  
**Sent:** Friday, April 01, 2016 9:59 AM  
**To:** Matthew Hassett  
**Cc:** Greig, Katherine; Christie Peale; Jovana Rizzo  
**Subject:** Re: FW: NFIP rate increases

And can we make sure our name is "Center for NYC Neighborhoods" in the release, following our brand guide?

On Fri, Apr 1, 2016 at 9:56 AM, Matthew Hassett <[matthew.hassett@cnycn.org](mailto:matthew.hassett@cnycn.org)> wrote:  
Oh and second mention is for FoodHelpNY :)

I think that's Amy Schumer's blog

On Friday, April 1, 2016, Matthew Hassett <[matthew.hassett@cnycn.org](mailto:matthew.hassett@cnycn.org)> wrote:  
Thanks no I don't think so actually. Has someone contacted you Christie?

Floodhelpny is spelled out in reverse in first mention.

It appears you'll need a quote from Christie...?

On Friday, April 1, 2016, Greig, Katherine <[KGreig@cityhall.nyc.gov](mailto:KGreig@cityhall.nyc.gov)> wrote:  
FYI – I think Michael has been in touch with you guys on this but just a heads up

Katherine

**KATHERINE GREIG** | [212-788-1464](tel:212-788-1464)

---

**From:** Zarrilli, Dan  
**Sent:** Friday, April 01, 2016 12:02 AM  
**To:** Greig, Katherine; Shaikh, Michael  
**Subject:** RE: NFIP rate increases

Minus Amy

My edits are in here, largely aiming for plain language where possible – I also think we were burying the cost-saving news by only getting to it in the mayor's quote – here's my take for your review first

Please loop in Rebecca if you haven't already to perhaps heads up our federal delegation on this.

**FOR IMMEDIATE RELEASE:** April, 1 2016  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

## **MAYOR DE BLASIO WARNS HOMEOWNERS TO AVOID STEEP FLOOD INSURANCE RATE HIKES**

*FEMA's flood insurance rates will increase dramatically if policies lapse. Efforts to ensure affordability will save New York City coastal households millions of dollars per year.*

**New York City** – Mayor de Blasio today urges New York City homeowners to avoid steep flood insurance rate hikes by renewing their policies before they expire and thanks FEMA for holding certain policies to only a 5% annual increase instead of a possible 18% annual increase. Effective April 1, 2016, policy holders could see increases in their flood insurance rates and those rate hikes would be dramatically higher if those policies were allowed to expire. Thanks to effective advocacy by New York City and others, New York households will save millions of dollars per year as a result.

“Thanks to a successful effort to demonstrate the affordability challenges of the National

Flood Insurance Program, the federal government has agreed to cap increases on certain policies at a 5% annual increase rather than letting them rise by 18%. That increase would have been an added financial burden on New Yorkers, who are still recovering from Hurricane Sandy,” said Mayor de Blasio. “Our effort saves thousands of households in coastal areas across the city millions of dollars in premium hikes annually. This is just another way we’re fighting to keep our city affordable for working and middle-class homeowners.”

The City is still concerned about the rising increases on businesses and will continue to advocate that FEMA provide credits for mitigation options that are more feasible in dense, urban floodplains as a way to reduce risk and cost simultaneously.

In order to avoid the jump to much higher, "full risk" rates, homeowners should immediately do the following:

- Check your policy renewal date.
- Call your insurance broker and ensure you renew your policy before it lapses.
- Learn more about flood insurance at [nyfloodhelp.org](http://nyfloodhelp.org).

The City will continue to advocate for effective reforms to the National Flood Insurance Program, and will continue its successful partnership with the Center for New York City Neighborhoods (CNYCN) to educate New Yorkers on flood risk and insurance and work with policyholders to understand the benefits of maintaining continuous coverage.

“New York City continues to fight to ensure that flood insurance remains available and affordable,” said Daniel Zarrilli, the Mayor’s Senior Director for Climate Policy and Programs, “Thanks to FEMA for hearing our concerns and holding certain policy premiums to only a 5% annual increase instead of what could have been an 18% annual increase, saving New Yorkers millions of dollars every year. Even so, we remain concerned about other elements of the National Flood Insurance Program and will continue to advocate for reforms that promote mitigation and affordability measures that adequately account for the unique characteristics of dense, urban floodplains.”

All property owners should understand their flood risk. New York City resident who have a federally backed mortgage or received federal disaster assistance – including through Build it Back – and live in a high risk area, are required to purchase flood insurance. Homeowners may be able to purchase flood insurance through the same company that provides their homeowners insurance. However, homeowners insurance does not cover damage from floods and federal disaster assistance is not guaranteed in the event of a flood.

Property owners, who are not in a flood zone, could still be at risk and should strongly consider purchasing flood insurance which is much more affordable outside the high risk areas.

**“TK Quote from CNYC,” said Christie Peale, Executive Director, Center for New York City Neighborhoods.**

New Yorkers can understand their property's flood risk by visiting [FoodHelpNY.org](https://www.foodhelpny.org).  
###

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**Matthew Hassett** | Director of Policy & Communications [T 646-786-0895](tel:646-786-0895)

**Center for NYC Neighborhoods**

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[cnycn.org](https://www.cnycn.org)

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**Matthew Hassett** | Director of Policy & Communications [T 646-786-0895](tel:646-786-0895)

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**Cristian Salazar** | Communications Manager [O 646-786-0898](tel:646-786-0898) [M 929-340-8871](tel:929-340-8871)

**Center for NYC Neighborhoods**

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[cnycn.org](https://www.cnycn.org)

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**Cristian Salazar** | Communications Manager [O 646-786-0898](tel:646-786-0898) [M 929-340-8871](tel:929-340-8871)

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**Matthew Hassett** | Director of Policy & Communications [T 646-786-0895](tel:646-786-0895)

**Center for NYC Neighborhoods**  
17 Battery Place, Suite 728 | New York, NY 10004  
[cnycn.org](http://cnycn.org)



**From:** [Hanah Smith](#)  
**To:** [Cooper, Crystal](#); [Szytko, Robert](#); [Scaife, Jennifer](#)  
**Cc:** [Kyle Moler](#); [Oliver Kendall](#); [Samuel Knowles](#)  
**Subject:** Website Blurb for Review & Materials Timeline  
**Date:** Tuesday, April 05, 2016 2:37:53 PM  
**Attachments:** [image003.png](#)  
[New York SJC Website Blurb Draft for Review 4.5.16.docx](#)

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Hi All –

Thanks again for a very productive discussion! In follow up to our call, please find attached the Safety and Justice Challenge NYC website blurb for your review. As I mentioned, this will be posted to the Safety and Justice Challenge website and will replace what's currently there (<http://www.safetyandjusticechallenge.org/challenge-site/new-york-city/>). Once it is approved by both you all and the Foundation, we will send a final copy back to you that you can use at your discretion as well.

One quick note on the blurb: We did already begin to update some of the language we had included about the stability score based on our conversation today but I imagine this will need further refinement based on your internal discussions.

As a recap to our call, please find below a full schedule for the materials review:

- Safety and Justice Challenge Website Blurb
  - o NYC to review and approve by noon on Thursday, April 7
  - o M+R to share with the Foundation
  - o Foundation to review and approve by Friday, April 8 (or Monday, April 11 as a backup)
  - o M+R to share final blurb with NYC once we have the final
  - o Website blurb to go live on [safetyandjusticechallenge.org](http://www.safetyandjusticechallenge.org) on April 13
- Template Press Release
  - o NYC to tailor and approve by noon on Thursday, April 7
  - o M+R to share with the Foundation
  - o Foundation to review and approve by Friday, April 8 (or Monday, April 11 as a backup)
  - o M+R to share final release with NYC as soon as we have the final
- Media Fact Sheet
  - o NYC to tailor and approve by noon on Thursday, April 7
  - o M+R to share with the Foundation
  - o Foundation to review and approve by Friday, April 8 (or Monday, April 11 as a backup)
  - o M+R to share final fact sheet with NYC as soon as we have the final
- Tough Q&A
  - o NYC to update and share internally for reference (M+R does not need to see again)
- Messaging package
  - o Jennifer to re-connect with M+R on Friday about best next steps for updating messaging package, based on final budget

- Social media templates
  - o M+R to share by Friday, April 8
  - o *If applicable based on Twitter functionality*, NYC to tailor for your use on April 13<sup>th</sup> and throughout the first week post-announcement to help further the news
- Stakeholder outreach templates
  - o M+R to share by Friday, April 8
  - o NYC to tailor for your use on April 13<sup>th</sup> and/or post-announcement day to help further the news

Please let me know if you have any questions on the above or if there's anything else we can be helpful with in follow up. Thanks!

Hanah + Team



**Hanah Smith** Vice President



1901 L Street NW Suite 800 | Washington DC 20036

[202-478-6143](tel:202-478-6143) (o) | [734-679-6348](tel:734-679-6348) (m) | [hsmith@mrss.com](mailto:hsmith@mrss.com)

[www.mrss.com](http://www.mrss.com) | [Facebook](#) | [Twitter](#)

**Proposed Website Blurb for New York City – DRAFT**  
**April 5, 2016**

New York City has seen a steep decline in serious crime since the early 1990s, accompanied by a dramatic drop in local jail incarceration, with populations declining 55 percent from 21,688 in 1991 to under 10,000 in 2014. City leaders continue to find ways to further decrease crime and jail populations like increasing pretrial supervised release through a risk-based system. The city has also taken steps to improve services in jail, like mental health resources and more effective reentry planning to curb recidivism. To continue building on past reform efforts, New York was awarded \$2 million from the Safety and Justice Challenge to invest in innovative and commonsense strategies to further reduce the average daily jail population over the next two years.

To reduce the jail population safely, the city will institutionalize systemic changes that will accelerate case processing times, reduce unnecessary detention, and further calibrate the local justice system's response to risk and need. The city, for example, will begin work on a first-of-its kind "stability score" assessment that will look at the short and long-term impacts of detention on a given defendant to provide an individualized projection of how detention will impact that person's housing, job stability, and ability to meet familial or other commitments. To help address racial disparity, the Mayor's office of Criminal Justice, which is leading the reform effort, will also work with members of the judiciary, local law enforcement, prosecutors and the defense bar to conduct implicit bias training and build a feedback loop through which these agencies will receive updated information about disparities at each decision point within the system.

**From:** [Dan Levitan](#)  
**To:** [Hinton, Karen](#)  
**Subject:** RE: INCOMING - Inquiry from the Forward re: describe the relationship between the Mayor's office and Jeremy Reichberg  
**Date:** Tuesday, April 05, 2016 3:30:45 PM

---

Are you callable?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Hinton, Karen [mailto:KHinton@cityhall.nyc.gov]  
**Sent:** Tuesday, April 05, 2016 3:17 PM  
**To:** Dan Levitan <dan@berlinrosen.com>  
**Subject:** FW: INCOMING - Inquiry from the Forward re: describe the relationship between the Mayor's office and Jeremy Reichberg

Dan – Understand you are handling...

---

**From:** Walzak, Phil  
**Sent:** Tuesday, April 05, 2016 2:46 PM  
**To:** Hinton, Karen; @Incoming; @IGA  
**Subject:** RE: INCOMING - Inquiry from the Forward re: describe the relationship between the Mayor's office and Jeremy Reichberg

Lets send these to BR, its abt donations and they are formulating a response

---

**From:** Hinton, Karen  
**Sent:** Tuesday, April 05, 2016 2:45 PM  
**To:** @Incoming; @IGA  
**Subject:** FW: INCOMING - Inquiry from the Forward re: describe the relationship between the Mayor's office and Jeremy Reichberg

Does anybody know anything about this?

---

**From:** Mayor's Press Office  
**Sent:** Tuesday, April 05, 2016 12:57 PM  
**To:** @Incoming; Hinton, Karen  
**Subject:** INCOMING - Inquiry from the Forward re: describe the relationship between the Mayor's office and Jeremy Reichberg

KH -

---

**From:** Josh Nathan-Kazis [mailto:nathankazis@forward.com]  
**Sent:** Tuesday, April 05, 2016 12:53 PM

**To:** Mayor's Press Office  
**Subject:** Inquiry from the Forward

Can you describe the relationship between the Mayor's office and Jeremy Reichberg, the man mentioned in this story: <http://nypost.com/2016/04/05/fbi-investigating-nypd-for-alleged-gifts-for-favors-scandal/>?

I'm on a tight deadline. You can reach me at 212 453 9453.

Thanks,

Josh

--

Josh Nathan-Kazis  
Staff Writer, Forward  
212.453.9453

**From:** [Dan Levitan](#)  
**To:** [Michael Gartland](#); [Hinton, Karen](#)  
**Cc:** [Yoav Gonen](#)  
**Subject:** RE: Reichberg and Rechnitz follow up  
**Date:** Tuesday, April 05, 2016 5:15:28 PM

---

Mike – spoke to Yoav about this earlier. On background, as was reported at the time, there was a fundraiser at his house:

<http://jpupdates.com/2014/05/22/de-blasio-receives-hero-welcome-in-borough-park/>

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** Michael Gartland [mailto:[mgartland@nypost.com](mailto:mgartland@nypost.com)]  
**Sent:** Tuesday, April 05, 2016 5:07 PM  
**To:** Karen Hinton <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Reichberg and Rechnitz follow up

A source is telling us that the mayor personally went to Reichberg's residence to pick up a contribution check.

Is that the case? If not, how was the contribution conveyed?

--

Michael Gartland  
NY Post  
551-208-6570  
[mgartland@nypost.com](mailto:mgartland@nypost.com)  
@michaelgartland

**From:** [Samuel Knowles](#)  
**To:** [Cooper, Crystal](#); [Szytko, Robert](#)  
**Cc:** [Hanah Smith](#); [kmoler@mrss.com](mailto:kmoler@mrss.com)  
**Subject:** RE: AP request for Thursday  
**Date:** Wednesday, April 06, 2016 9:26:24 AM

---

Thanks, Crystal.

---

**From:** Cooper, Crystal [mailto:CCooper2@cityhall.nyc.gov]  
**Sent:** Wednesday, April 06, 2016 9:20 AM  
**To:** Samuel Knowles <[samuel.knowles@berlinrosen.com](mailto:samuel.knowles@berlinrosen.com)>; Szytko, Robert <[RSzytko@cityhall.nyc.gov](mailto:RSzytko@cityhall.nyc.gov)>  
**Cc:** Hanah Smith <[hsmith@mrss.com](mailto:hsmith@mrss.com)>; [kmoler@mrss.com](mailto:kmoler@mrss.com)  
**Subject:** RE: AP request for Thursday

Hi Sam,

Thanks for sending this along. We will confirm who is holding the interview and availability as soon as possible today so that you can connect us with Jake via email.

Best,

**Crystal Cooper**

Senior Press Analyst  
Mayor's Office of Criminal Justice  
212-416-5265  
[Ccooper2@cityhall.nyc.gov](mailto:Ccooper2@cityhall.nyc.gov)

---

**From:** Samuel Knowles [mailto:[samuel.knowles@berlinrosen.com](mailto:samuel.knowles@berlinrosen.com)]  
**Sent:** Wednesday, April 06, 2016 9:03 AM  
**To:** Szytko, Robert; Cooper, Crystal  
**Cc:** Hanah Smith; [kmoler@mrss.com](mailto:kmoler@mrss.com)  
**Subject:** AP request for Thursday

Hi Rob and Crystal,

Jake Pearson at the AP would like to speak with someone Thursday about NYC's work through the initiative. He's written several pieces about the SJC, so he's well versed in the work overall.

Laurie at the Foundation is giving him an overview of the announcement at 11am on Thursday, so ideally some time in the afternoon.

Can you let me know if that's possible and who will be doing the interview? Once that's set, I'll plan to connect him to you two over email so you're in touch on any final logistics. Please let me know any questions or concerns.

Thanks so much,

Sam

—

Sam Knowles

BerlinRosen Public Affairs

[samuel.knowles@berlinrosen.com](mailto:samuel.knowles@berlinrosen.com)

o: 646-200-5292

m: 917-359-3351

**From:** [Samuel Knowles](#)  
**To:** [Cooper, Crystal](#); [Szytko, Robert](#)  
**Cc:** [Hanah Smith](#); [kmoler@mrss.com](mailto:kmoler@mrss.com); [Mark Ro Beyersdorf](#); [Sam Scarrow](#)  
**Subject:** RE: AP request for Thursday  
**Date:** Wednesday, April 06, 2016 1:54:05 PM

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Thanks, Crystal. Separately, Ryan Reilly at the Huffington Post would like to speak to someone Thursday afternoon or Friday if you can let us know a good time to offer him. Copying my colleagues Mark and Sam Scarrow here too, who may be in touch with additional requests.

—  
Sam Knowles  
BerlinRosen Public Affairs  
[samuel.knowles@berlinrosen.com](mailto:samuel.knowles@berlinrosen.com)  
o: 646-200-5292  
m: 917-359-3351

---

**From:** Cooper, Crystal [mailto:CCooper2@cityhall.nyc.gov]  
**Sent:** Wednesday, April 06, 2016 9:20 AM  
**To:** Samuel Knowles <[samuel.knowles@berlinrosen.com](mailto:samuel.knowles@berlinrosen.com)>; Szytko, Robert <[RSzytko@cityhall.nyc.gov](mailto:RSzytko@cityhall.nyc.gov)>  
**Cc:** Hanah Smith <[hsmith@mrss.com](mailto:hsmith@mrss.com)>; [kmoler@mrss.com](mailto:kmoler@mrss.com)  
**Subject:** RE: AP request for Thursday

Hi Sam,

Thanks for sending this along. We will confirm who is holding the interview and availability as soon as possible today so that you can connect us with Jake via email.

Best,

**Crystal Cooper**  
Senior Press Analyst  
Mayor's Office of Criminal Justice  
212-416-5265  
[Ccooper2@cityhall.nyc.gov](mailto:Ccooper2@cityhall.nyc.gov)

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Great, thanks Crystal. Just wanted to circle back on these. Thanks a lot, Sam

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**From:** [Adams Baker, Marti](#)  
**To:** ["Jonathan Rosen"](#)  
**Subject:** RE: Jake Tapper  
**Date:** Thursday, April 07, 2016 9:25:41 AM

---

██████████  
██████████  
-----Original Message-----

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]  
Sent: Thursday, April 07, 2016 9:20 AM  
To: Adams Baker, Marti  
Subject: Re: Jake Tapper

What's your cell?

> On Apr 6, 2016, at 12:09 PM, Adams Baker, Marti <MAdams@cityhall.nyc.gov> wrote:  
>  
> Just spoke to Jake  
> He's doing the show from NYC on Thursday and Friday  
>  
> Would like Mayor either this week or next. Think it would be great to do it in person  
>  
>  
>

> ----- Original Message -----  
> From: Adams Baker, Marti  
> Sent: Wednesday, April 06, 2016 11:58 AM  
> To: 'jonathan@berlinrosen.com' <jonathan@berlinrosen.com>; Hinton, Karen; Walzak, Phil;  
Hagelgans, Andrea  
> Subject: Fw: Jake Tapper  
>  
> Tapper wants Mayor  
> Also have a request from Erin Burnett  
> I understand there's a running list on nat'l requests  
>  
> Who's running point on this?  
>  
>

> ----- Original Message -----  
> From: B  
> Sent: Wednesday, April 06, 2016 11:51 AM  
> To: Adams Baker, Marti  
> Subject: Jake Tepper  
>  
>

> ██████████ Pls follow up with him and loop Rosen/Comms. He wants to interview me re: NY  
primary  
>  
>

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**To:** [Samuel Knowles](#); [Szytko, Robert](#)  
**Cc:** [Hanah Smith](#); [kmoler@mrss.com](mailto:kmoler@mrss.com); [Mark Ro Beyersdorf](#); [Sam Scarrow](#)  
**Subject:** RE: AP request for Thursday  
**Date:** Thursday, April 07, 2016 1:05:13 PM

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Hi Sam,

Just tried to give you a call but couldn't reach you. Nonetheless, to tie up loose ends –

The director of our office, Elizabeth Glazer, would be holding both of these interviews. She very much still wants to speak to Jake even if he's mostly squared away on his story. The only thing is that this week is looking like a tight squeeze for her to do either of these interviews. **Monday, however, is much better. Would it be possible to follow up with Jake and Ryan and ask if they can make Monday work instead?** Apologies for the inconvenience and delay in response.

Also just want to confirm the content of the pre-interviews (with the national and local outlets you've pre-pitched). Have they NYC-specific re: our plan, or about the SJC initiative generally and mentioning NYC among other selected jurisdictions?

Looking forward to your reply when you can.

Best,  
Crystal

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To: NYCFAC Communications Team  
From: Bob Shaver, Liza Starr, Ivan Barkhorn

April 7, 2016

## **NYC FOOD ASSISTANCE COLLABORATIVE**

- CONFIDENTIAL: INTERNAL FAQs -

This confidential document provides draft talking points for sensitive questions that might be fielded by individuals participating in the NYC Food Assistance Collaborative.

### **1. What will the new FeedNYC.org system tell us that we don't already know? How will the Collaborative's work be different from what is already happening?**

FeedNYC.org is an excellent tool for information sharing among members of the Collaborative, and the foundation for future data sharing. All of FeedNYC.org's current functionality will be replicated in the course of making system enhancements. For organizations that choose to participate, an enhanced FeedNYC.org will provide optional reporting on food supply, allocations, and agency data that is more comprehensive, timely, and consistent than anything available to date. In addition, the new system will minimize the effort required to share data, by creating automatic integrations with members' internal systems wherever possible.

### **2. Is Food Bank involved in the Collaborative?**

The Collaborative would not have made it to this point without the participation of Food Bank, which was integrally involved for over a year in the planning stages of the work. Food Bank made a decision not to participate in the implementation phase, though we have left the door open for them to return to the Collaborative and hope they will reconsider.

### **3. How many people will be served?**

The efforts of the Collaborative will impact all 1.4 million New Yorkers that access emergency food programs each year, by providing better information, improved coordination, and increased customer service. In addition, the Collaborative will invest over \$4 million to build the capacity of programs in 22 deeply underserved neighborhoods, and distribute an additional 10-12 million pounds of food to these areas annually. By 2018, these neighborhoods will receive as much as five times the amount of safe, nutritious food they currently receive.

### **4. What are the Collaborative's immediate goals or projects?**

The Collaborative is currently working to enhance FeedNYC.org, develop mobile technology to better serve clients, make initial investments in food programs in four priority neighborhoods, and coordinate a shared site visit form that all participating organizations can use to assess EFP capacity. The initial priority neighborhoods include Jackson Heights / Elmhurst (Queens), Grand Concourse (Bronx), East New York (Brooklyn) and Mid- and South-Island (Staten Island).

### **5. What will this work look like on the ground?**

We anticipate several outcomes of the Collaborative's work on the ground. Emergency food programs will have access to more information on FeedNYC.org about their operations, in an easy-

to-use interface. Clients and programs will have access to new mobile technology for registration and check-in. In some neighborhoods, existing programs will see sizeable investments in their infrastructure, in the form of new refrigeration equipment, shelving, storage, and mobile delivery equipment, and new programs will be established at large community-based organizations.

**6. How did this group come together?**

The Collaborative's work builds on the long-standing efforts of the Policy Committee for NYC Hunger Resources. Funding to convene the Collaborative is provided by the Helmsley Charitable Trust, in partnership with the NYC Mayor's Office of Food Policy.

**7. When will the new data system be up and running?**

Technical vendors are building the data system now. We anticipate a fall 2016 launch.

**8. What are the funding sources and amounts that will support the Collaborative's work?**

Funding for Collaborative investments is being passed through participating organizations. Information about these grants can be found on the Helmsley Charitable Trust website.

CONFIDENTIAL

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**To:** [Samuel Knowles](#); [Szytko, Robert](#)  
**Cc:** [Hanah Smith](#); [kmoler@mrss.com](mailto:kmoler@mrss.com); [Mark Ro Beyersdorf](#); [Sam Scarrow](#)  
**Subject:** RE: AP request for Thursday  
**Date:** Thursday, April 07, 2016 3:01:39 PM

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Great! Let me check in on that now. Thanks!

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**Sent:** Wednesday, April 06, 2016 9:20 AM  
**To:** Samuel Knowles <[samuel.knowles@berlinrosen.com](mailto:samuel.knowles@berlinrosen.com)>; Szytko, Robert <[RSzytko@cityhall.nyc.gov](mailto:RSzytko@cityhall.nyc.gov)>  
**Cc:** Hanah Smith <[hsmith@mrss.com](mailto:hsmith@mrss.com)>; [kmoler@mrss.com](mailto:kmoler@mrss.com)  
**Subject:** RE: AP request for Thursday

Hi Sam,

Thanks for sending this along. We will confirm who is holding the interview and availability as soon as possible today so that you can connect us with Jake via email.

Best,

**Crystal Cooper**  
Senior Press Analyst  
Mayor's Office of Criminal Justice  
212-416-5265  
[Ccooper2@cityhall.nyc.gov](mailto:Ccooper2@cityhall.nyc.gov)

---

**From:** Samuel Knowles [<mailto:samuel.knowles@berlinrosen.com>]  
**Sent:** Wednesday, April 06, 2016 9:03 AM  
**To:** Szytko, Robert; Cooper, Crystal  
**Cc:** Hanah Smith; [kmoler@mrss.com](mailto:kmoler@mrss.com)

**Subject:** AP request for Thursday

Hi Rob and Crystal,

Jake Pearson at the AP would like to speak with someone Thursday about NYC's work through the initiative. He's written several pieces about the SJC, so he's well versed in the work overall.

Laurie at the Foundation is giving him an overview of the announcement at 11am on Thursday, so ideally some time in the afternoon.

Can you let me know if that's possible and who will be doing the interview? Once that's set, I'll plan to connect him to you two over email so you're in touch on any final logistics. Please let me know any questions or concerns.

Thanks so much,

Sam

—

Sam Knowles

BerlinRosen Public Affairs

[samuel.knowles@berlinrosen.com](mailto:samuel.knowles@berlinrosen.com)

o: 646-200-5292

m: 917-359-3351

**From:** [Cooper, Crystal](#)  
**To:** [Samuel Knowles](#); [Szytko, Robert](#)  
**Cc:** [Hanah Smith](#); [kmoler@mrss.com](mailto:kmoler@mrss.com); [Mark Ro Beyersdorf](#); [Sam Scarrow](#)  
**Subject:** RE: NYT -- time sens  
**Date:** Friday, April 08, 2016 1:03:49 PM

---

So great. Our Chief External Strategy Officer Sarah Solon, who I'm sure you've worked with already, can speak with Joseph on background. Do you want to shoot his info over so we can reach out?

Thanks so much,  
Crystal

---

**From:** Samuel Knowles [mailto:samuel.knowles@berlinrosen.com]  
**Sent:** Friday, April 08, 2016 12:53 PM  
**To:** Cooper, Crystal; Szytko, Robert  
**Cc:** Hanah Smith; kmoler@mrss.com; Mark Ro Beyersdorf; Sam Scarrow  
**Subject:** NYT -- time sens  
**Importance:** High

Hi Crystal and Rob,

Reaching out with a time sensitive request if you're able to send a quick response -- Joseph Goldstein at the New York Times is very interested in speaking with someone in New York about the efforts. Probably background initially. Is this something we can mobilize quickly?

Happy to hop on the phone to chat if easier. 646-200-5292.

Thanks,

Sam

—  
Sam Knowles  
BerlinRosen Public Affairs  
[samuel.knowles@berlinrosen.com](mailto:samuel.knowles@berlinrosen.com)  
o: 646-200-5292  
m: 917-359-3351

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**From:** Cooper, Crystal [mailto:CCooper2@cityhall.nyc.gov]  
**Sent:** Thursday, April 07, 2016 3:02 PM  
**To:** Samuel Knowles <[samuel.knowles@berlinrosen.com](mailto:samuel.knowles@berlinrosen.com)>; Szytko, Robert <[RSzytko@cityhall.nyc.gov](mailto:RSzytko@cityhall.nyc.gov)>  
**Cc:** Hanah Smith <[hsmith@mrss.com](mailto:hsmith@mrss.com)>; [kmoler@mrss.com](mailto:kmoler@mrss.com); Mark Ro Beyersdorf <[mark@berlinrosen.com](mailto:mark@berlinrosen.com)>; Sam Scarrow <[Sam.Scarrow@berlinrosen.com](mailto:Sam.Scarrow@berlinrosen.com)>  
**Subject:** RE: AP request for Thursday

Great! Let me check in on that now. Thanks!

---

**From:** Samuel Knowles [<mailto:samuel.knowles@berlinrosen.com>]  
**Sent:** Thursday, April 07, 2016 2:48 PM  
**To:** Cooper, Crystal; Szytko, Robert  
**Cc:** Hanah Smith; [kmoler@mrss.com](mailto:kmoler@mrss.com); Mark Ro Beyersdorf; Sam Scarrow  
**Subject:** RE: AP request for Thursday

Hi Crystal,

Thanks for hopping on the phone. Jake can do Monday. What's the best time? Still waiting on Ryan.

Thanks,

Sam

---

**From:** Samuel Knowles  
**Sent:** Thursday, April 07, 2016 10:04 AM  
**To:** 'Cooper, Crystal' <[Ccooper2@cityhall.nyc.gov](mailto:Ccooper2@cityhall.nyc.gov)>; 'Szytko, Robert' <[RSzytko@cityhall.nyc.gov](mailto:RSzytko@cityhall.nyc.gov)>  
**Cc:** 'Hanah Smith' <[hsmith@mrss.com](mailto:hsmith@mrss.com)>; 'kmoler@mrss.com' <[kmoler@mrss.com](mailto:kmoler@mrss.com)>; Mark Ro Beyersdorf <[mark@berlinrosen.com](mailto:mark@berlinrosen.com)>; Sam Scarrow <[Sam.Scarrow@berlinrosen.com](mailto:Sam.Scarrow@berlinrosen.com)>  
**Subject:** RE: AP request for Thursday

Hi Crystal, we'd like to circle back with these reporters this morning if possible. Just to note the timelines, AP had asked for today and HuffPo had asked for today or Friday. Do you think we'll be able to make that timeline? At least for AP, the reporter might end up being set for reporting if it's not possible to set something up, but wanted to circle back with him on whether an interview today is something we can offer. And HuffPo still interested in setting something up.

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**From:** Cooper, Crystal [<mailto:Ccooper2@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 06, 2016 1:55 PM  
**To:** Samuel Knowles <[samuel.knowles@berlinrosen.com](mailto:samuel.knowles@berlinrosen.com)>; Szytko, Robert <[RSzytko@cityhall.nyc.gov](mailto:RSzytko@cityhall.nyc.gov)>  
**Cc:** Hanah Smith <[hsmith@mrss.com](mailto:hsmith@mrss.com)>; [kmoler@mrss.com](mailto:kmoler@mrss.com); Mark Ro Beyersdorf <[mark@berlinrosen.com](mailto:mark@berlinrosen.com)>; Sam Scarrow <[Sam.Scarrow@berlinrosen.com](mailto:Sam.Scarrow@berlinrosen.com)>  
**Subject:** RE: AP request for Thursday

That's awesome! Thanks for reaching out to these folks. Will let you know timing for this and the AP interview soon.

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**From:** Samuel Knowles [<mailto:samuel.knowles@berlinrosen.com>]  
**Sent:** Wednesday, April 06, 2016 1:54 PM  
**To:** Cooper, Crystal; Szytko, Robert  
**Cc:** Hanah Smith; [kmoler@mrss.com](mailto:kmoler@mrss.com); Mark Ro Beyersdorf; Sam Scarrow  
**Subject:** RE: AP request for Thursday

Thanks, Crystal. Separately, Ryan Reilly at the Huffington Post would like to speak to someone Thursday afternoon or Friday if you can let us know a good time to offer him. Copying my colleagues

Mark and Sam Scarrow here too, who may be in touch with additional requests.

—

Sam Knowles  
BerlinRosen Public Affairs  
[samuel.knowles@berlinrosen.com](mailto:samuel.knowles@berlinrosen.com)  
o: 646-200-5292  
m: 917-359-3351

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**From:** Cooper, Crystal [<mailto:CCooper2@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 06, 2016 9:20 AM  
**To:** Samuel Knowles <[samuel.knowles@berlinrosen.com](mailto:samuel.knowles@berlinrosen.com)>; Szytko, Robert <[RSzytko@cityhall.nyc.gov](mailto:RSzytko@cityhall.nyc.gov)>  
**Cc:** Hanah Smith <[hsmith@mrss.com](mailto:hsmith@mrss.com)>; [kmoler@mrss.com](mailto:kmoler@mrss.com)  
**Subject:** RE: AP request for Thursday

Hi Sam,

Thanks for sending this along. We will confirm who is holding the interview and availability as soon as possible today so that you can connect us with Jake via email.

Best,

**Crystal Cooper**  
Senior Press Analyst  
Mayor's Office of Criminal Justice  
212-416-5265  
[Ccooper2@cityhall.nyc.gov](mailto:Ccooper2@cityhall.nyc.gov)

---

**From:** Samuel Knowles [<mailto:samuel.knowles@berlinrosen.com>]  
**Sent:** Wednesday, April 06, 2016 9:03 AM  
**To:** Szytko, Robert; Cooper, Crystal  
**Cc:** Hanah Smith; [kmoler@mrss.com](mailto:kmoler@mrss.com)  
**Subject:** AP request for Thursday

Hi Rob and Crystal,

Jake Pearson at the AP would like to speak with someone Thursday about NYC's work through the initiative. He's written several pieces about the SJC, so he's well versed in the work overall.

Laurie at the Foundation is giving him an overview of the announcement at 11am on Thursday, so ideally some time in the afternoon.

Can you let me know if that's possible and who will be doing the interview? Once that's set, I'll plan to connect him to you two over email so you're in touch on any final logistics. Please let me know any questions or concerns.

Thanks so much,

Sam

—

Sam Knowles

BerlinRosen Public Affairs

[samuel.knowles@berlinrosen.com](mailto:samuel.knowles@berlinrosen.com)

o: 646-200-5292

m: 917-359-3351

**From:** [Jonathan Rosen](#)  
**To:** [Salazar-Rodriguez, Prisca](#)  
**Subject:** Re:  
**Date:** Friday, April 08, 2016 2:08:21 PM

---

Yep.

On Apr 8, 2016, at 12:43 PM, Salazar-Rodriguez, Prisca <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

HEY!

Can you get on a meet the press prep call today at 630pm?

Prisca

**From:** [Samuel Knowles](#)  
**To:** [Cooper, Crystal](#)  
**Subject:** RE: NYT - joseph goldstein info  
**Date:** Friday, April 08, 2016 4:25:19 PM

---

Thanks so much, Crystal. Appreciate it.

---

**From:** Cooper, Crystal [mailto:CCooper2@cityhall.nyc.gov]  
**Sent:** Friday, April 08, 2016 3:53 PM  
**To:** Samuel Knowles <samuel.knowles@berlinrosen.com>  
**Subject:** RE: NYT - joseph goldstein info

Hi Sam,

Joseph gave me a call after I reached out via email, and we confirmed his background chat with Sarah for 5:30 p.m. today. Will make sure to send you notes on how it went afterwards.

Thanks!  
Crystal

---

**From:** Samuel Knowles [<mailto:samuel.knowles@berlinrosen.com>]  
**Sent:** Friday, April 08, 2016 3:50 PM  
**To:** Cooper, Crystal  
**Subject:** RE: NYT - joseph goldstein info

Hi Crystal, were you able to connect? Just wanted to make sure and would love a recap whenever you have it. If he wants to move forward, I'm planning to offer to connect him with the Foundation, etc. and see what other info we can get him. Thanks, Sam

---

**From:** Samuel Knowles  
**Sent:** Friday, April 08, 2016 1:19 PM  
**To:** 'Cooper, Crystal' <[CCooper2@cityhall.nyc.gov](mailto:CCooper2@cityhall.nyc.gov)>  
**Subject:** NYT - joseph goldstein info

Joseph Goldstein  
212-556-1234 (must be a general number)  
'joseph.goldstein@nytimes.com'

**From:** [Solon, Sarah](#)  
**To:** [Joseph Goldstein](#); [Cooper, Crystal](#)  
**Cc:** [Samuel Knowles](#)  
**Subject:** RE: NYC MacArthur Safety and Justice Challenge Initiative Request  
**Date:** Friday, April 08, 2016 7:44:42 PM

---

Hi Joe,

Is there a time between 2pm and 6pm tomorrow that would be convenient for you?

Thanks,  
Sarah

---

From: Joseph Goldstein [joseph.goldstein@nytimes.com]  
Sent: Friday, April 08, 2016 6:01 PM  
To: Cooper, Crystal  
Cc: Samuel Knowles; Solon, Sarah  
Subject: Re: NYC MacArthur Safety and Justice Challenge Initiative Request

Sorry to have missed the call. Sarah, I will try you in five minutes and if we don't connect then, please let me know a good time tomorrow. Thanks, Joe

Sent from my iPhone

On Apr 8, 2016, at 5:39 PM, Cooper, Crystal  
<CCooper2@cityhall.nyc.gov<<mailto:CCooper2@cityhall.nyc.gov>>> wrote:

Hi Joseph,

Following up. Sarah just tried to ring you but wasn't able to reach you or leave a voicemail. If you want to get in touch, you can call her at this number: [REDACTED] She can also speak at any time tomorrow.

Thanks so much,  
Crystal

Crystal Cooper  
Senior Press Analyst  
Mayor's Office of Criminal Justice  
1 Centre Street, 10th Floor, Rm 1012N  
New York, NY 10007  
O: 212-416-5265  
Ccooper2@cityhall.nyc.gov<<mailto:Ccooper2@cityhall.nyc.gov>>

From: Cooper, Crystal  
Sent: Friday, April 08, 2016 1:28 PM  
To: 'joseph.goldstein@nytimes.com<<mailto:joseph.goldstein@nytimes.com>>'  
Cc: 'Samuel Knowles'  
Subject: NYC MacArthur Safety and Justice Challenge Initiative Request

Hi Joseph,

Crystal Cooper reaching out from the Mayor's office. Good to connect with you.

Samuel notified me of your interest in speaking to someone about New York City's plans to reduce over-incarceration as part of the Safety and Justice Challenge.

Our Chief External Strategy Officer Sarah Solon can speak to you on background this afternoon. Please let me know your preferred time to speak (if any) and best number for contact.

Best,

Crystal Cooper  
Senior Press Analyst  
Mayor's Office of Criminal Justice  
1 Centre Street, 10th Floor, Rm 1012N  
New York, NY 10007  
O: 212-416-5265  
Ccooper2@cityhall.nyc.gov <<mailto:Ccooper2@cityhall.nyc.gov>>

**From:** [Restler, Lincoln](#)  
**To:** [Mary Brosnahan \(MBrosnahan@cfthomeless.org\)](#); [Giselle Routhier \(GRouthier@cfthomeless.org\)](#)  
**Cc:** [dan@berlinrosen.com](#)  
**Subject:** Monday 90 Day Announcement  
**Date:** Saturday, April 09, 2016 2:43:00 PM

---

Hi Mary and Giselle –

Hope you are both enjoying a quiet rainy day.

Mary – heard it was a good conversation with Steve yesterday. I wanted to formally request you join the Mayor and Steve for the 90 day announcement at the BronxWorks HomeBase site on Monday. Suggested arrival time is 1:15pm on Monday at 1130 Grand Concourse (at 167<sup>th</sup> Street).

We would love for you to speak. We are still finalizing the program – but should be able to confirm for you tomorrow evening about the opportunity to speak.

Lastly, would you be game to provide statement for the press release by 11am on Monday?

Thanks so much!

Lincoln

**From:** [Arslanian, Kayla](#)  
**To:** [Caquias, Paula](#); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [Viguers, Jonathan](#); [Hinton, Karen](#); [Almonte, Catherine](#); [Adams Baker, Marti](#); [Salazar-Rodriguez, Prisca](#); [Hagelgans, Andrea](#); [Walzak, Phil](#)  
**Subject:** MBDB: Prep Call for Meet the Press  
**Date:** Saturday, April 09, 2016 3:57:58 PM

---

Hi all. Just gave him a five min time check - will let ppl know when he's ready and when it's time to hop on the call. Thanks!

**MBDB: Prep Call for Meet the Press**

Scheduled: Saturday, Apr 9, 2016 from 4:00 PM to 4:30 PM

Location: Call In: [REDACTED] Code: [REDACTED]

Invitees: Caquias, Paula , Jonathan Rosen , Viguers, Jonathan , Hinton, Karen , Almonte, Catherine , Adams Baker, Marti , Salazar-Rodriguez, Prisca , Hagelgans, Andrea , Walzak, Phil

Sent from my iPhone

**From:** [Arslanian, Kayla](#)  
**To:** [Caquias, Paula](#); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [Viguers, Jonathan](#); [Hinton, Karen](#); [Almonte, Catherine](#); [Adams Baker, Marti](#); [Salazar-Rodriguez, Prisca](#); [Hagelgans, Andrea](#); [Walzak, Phil](#)  
**Subject:** MBDB: Prep Call for Meet the Press  
**Date:** Saturday, April 09, 2016 4:37:21 PM

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Team -

Mayor still tied up. We will aim to do this call while he's en route back to Hilton for TelePrompTer rehearsal. Not completely certain on when that will be - maybe 5/5:30pm. Will keep everyone posted !! Sorry for the delay.

**MBDB: Prep Call for Meet the Press**

Scheduled: Saturday, Apr 9, 2016 from 4:00 PM to 4:30 PM

Location: Call In: [REDACTED] Code: [REDACTED]

Invitees: Caquias, Paula , Jonathan Rosen , Viguers, Jonathan , Hinton, Karen , Almonte, Catherine , Adams Baker, Marti , Salazar-Rodriguez, Prisca , Hagelgans, Andrea , Walzak, Phil

Sent from my iPhone

**From:** [Arslanian, Kayla](#)  
**To:** [Caquias, Paula](#); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [Viguers, Jonathan](#); [Hinton, Karen](#); [Almonte, Catherine](#); [Adams Baker, Marti](#); [Salazar-Rodriguez, Prisca](#); [Hagelgans, Andrea](#); [Walzak, Phil](#)  
**Subject:** MBDB: Prep Call for Meet the Press  
**Date:** Saturday, April 09, 2016 6:15:48 PM

---

Mayor is saying no prep needed. Apologies all.

**MBDB: Prep Call for Meet the Press**

Scheduled: Saturday, Apr 9, 2016 from 4:00 PM to 4:30 PM

Location: Call In: [REDACTED] Code: [REDACTED]

Invitees: Caquias, Paula , Jonathan Rosen , Viguers, Jonathan , Hinton, Karen , Almonte, Catherine , Adams Baker, Marti , Salazar-Rodriguez, Prisca , Hagelgans, Andrea , Walzak, Phil

Sent from my iPhone

**From:** [Restler, Lincoln](#)  
**To:** [mbrosnahan@cft homeless.org](mailto:mbrosnahan@cft homeless.org)  
**Cc:** [GRouthier@cft homeless.org](mailto:GRouthier@cft homeless.org); [Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)  
**Subject:** 90 Day Review  
**Date:** Monday, April 11, 2016 6:37:02 AM  
**Attachments:** [90 Day Review Draft Report FINALv7\\_clean.docx](#)

---

Hey Mary - glad you can join us this afternoon! Press conference is at 1130 Grand Concourse (at 167th Street) at the BronxWorks HomeBase location. Please arrive by 1:15PM

See press release below and draft report attached. I will follow up with Dan about a statement for the release.

Thanks!

Lincoln

**MAYOR DE BLASIO: COMPREHENSIVE HOMELESS SERVICES PLAN INCREASES FOCUS ON PREVENTION & REHOUSING**

***Result of 90-Day Review Includes Streamlined Management Structure That Generates \$38 Million in Administrative Savings***

Mayor Bill de Blasio announced today a comprehensive plan to ensure homeless services are delivered as efficiently and effectively as possible with a focus on both preventing vulnerable New Yorkers from becoming homeless and rehousing individuals and families in shelter into permanent housing. The plan is the result of the 90-day review of homeless services ordered by the Mayor and incorporates and builds on the many reforms that were announced during the review period. The first part of the plan, full implementation of the Home-STAT outreach program for street homeless, was announced last week. The plan also includes measures to improve conditions and safety in shelters.

To ensure all resources are focused on prevention and rehousing:

- The City will implement an integrated management structure with both the Human Resources Administration (HRA) and the Department of Homeless Services (DHS) reporting to a single Commissioner of Social Services (DSS), current DSS/HRA Commissioner Steven Banks.
- Prevention and rehousing operations at DHS will be consolidated with groups that perform the same function at HRA.
  - DHS's Homebase prevention unit will join HRA's Homelessness Prevention Administration.
  - A unified HRA management structure based on the veterans move out initiative will focus on finding permanent housing for shelter residents.
- DHS will focus on managing and improving shelter operations, including developing new types of shelters.
- The two agencies will share administrative support services resulting in substantial savings.
- To advance accountability for preventing and alleviating homelessness across multiple City agencies, the City will create an Interagency Homelessness Accountability Council reporting

to the Deputy Mayor for Health and Human Services Herminia Palacio.

“Since the beginning of the administration, the City has committed to an aggressive focus on preventing homelessness and helping New Yorkers move from shelter into permanent housing. But when it became clear that the seriousness of the problem required fresh thinking and a new approach, I asked for a thorough review,” Mayor de Blasio said. “We now have a comprehensive plan, including significant policy changes and both programmatic and structural reforms that will improve our ability to keep vulnerable New Yorkers in their homes or help them find new permanent homes. I urge the State, the providers, the advocates and homeless New Yorkers to join us in a new partnership to bring the homeless situation that has built up over the years under control.”

There are four key elements to the new plan—prevention, rehousing, street homelessness outreach and improving shelter conditions—and a total of 46 individual systemic reforms. As a result of the proposed reforms, there will be administrative and programmatic savings estimated at \$38 million by eliminating duplicative administrative operations and streamlining management, which will offset new program costs of \$66 million that will be presented in the Executive Budget.

### **PREVENTION**

Preventing homelessness before it occurs is critical to reducing the number of families and individuals living in shelter, and is a cost-effective and common sense solution to our City’s homelessness problem that has gotten worse over the last 20 years. These reforms refocus the system to place greater emphasis on the role of prevention services, expanding the tools and resources available to those in need and pro-actively identifying and serving those who are most at-risk of becoming homeless.

**Structural Reform:** Consolidate the DHS Homebase Program with HRA’s homelessness prevention program.

### **Programmatic Reforms:**

- Expand the scope of Homebase as the first point of entry for those at risk of homelessness so that people are served in their home borough rather than at one city-wide intake center.
- Realign roles of HRA staff at Homebase to prevent evictions and provide assistance.
- Use data analytics to proactively target prevention services for the most at-risk.
- Target rental assistance for at-risk clients with mental health needs cycling between Rikers and homelessness.
- Target services for youth in DYCD shelters before they transition to DHS shelters.
- Target outreach to doubled up families with school-aged children.
- Call on the State to participate in 2 task forces with the City to:
  - Implement alternatives to avert discharges from state prisons to shelter.
  - Implement community-based programs to replace mental health shelters.

### **REHOUSING**

Finding safe and affordable housing is essential to addressing homelessness. Coordinating rehousing resources in the City under one management structure, making the rental assistance program easier

to navigate, enhancing aftercare services, and enforcing housing discrimination laws will improve shelter move outs and housing stability.

**Structural Reform:** Establish a unified HRA management structure based on the veterans move out initiative to promote move outs to reduce the shelter census.

**Programmatic Reforms:**

- Streamline shelter relocation programs by consolidating and streamlining the LINC, SEPS and City FEPS rental assistance programs.
- Increase enforcement of the source of income discrimination law.
- Streamline the housing placement process to connect homeless clients to HPD-financed units that are available and appropriate for their needs.
- Continue to utilize NYCHA apartments within the annual needs-based allocation for clients on the waiting list who are in DHS and HRA domestic violence shelters.
- Enroll qualified shelter residents on SSI/SSD to increase income and promote rehousing.
- Implement more effective aftercare services.
- Incorporate Continuum of Care strategic planning into homeless strategy development and establish a leadership reporting structure:
- Call on the State to permit use of Medicaid funds for apartment search and shelter relocation services for homeless clients with disabilities and to approve FEPS plan modifications.

**STREET HOMELESSNESS**

The City's street homelessness reforms work together to better identify, engage, and transition homeless New Yorkers from the streets to appropriate services and permanent housing. The full launch of HOME-STAT builds on our street homelessness prevention and response initiatives, and enhanced funding for additional safe haven beds, drop in centers, and supportive housing units ensures that those living on the streets have opportunities to come inside and connect to the services and supports they need.

**Programmatic Reforms:**

- Fully launch HOME-STAT to address street homelessness: The HOME-STAT initiative partners existing homeless response and prevention programs with a series of new innovations designed to better identify, engage, and transition homeless New Yorkers from the streets to appropriate services and permanent housing.
- Enhance tools for outreach teams to bring people in from the streets: The City will increase safe haven beds, increase the number of drop in centers, and develop 15,000 units of supportive housing to provide essential tools to address street homelessness.

Last week, the City launched the HOME-STAT daily dashboard, an on-line reporting system that maps requests for homeless outreach assistance from the public and HOME-STAT canvassers, and other related data. A monthly dashboard that reports on aggregate outcomes, conditions and performance will be launched later this month. Together, these dashboards will offer an unprecedented consistent, transparent and broad set of data to track the City's efforts in reducing street homelessness and improving lives for our fellow New Yorkers.

## **IMPROVE SHELTER SERVICES**

The City is committed to providing decent living conditions and high-quality social services to every family and individual living in shelter. These reforms address immediate concerns around shelter security and building conditions and include long-term strategies for sustaining these reforms into the future. These reforms also address pressing social service needs, targeting services to specific high-risk populations and giving clients opportunities to enhance their income-building capacity by developing a career pathway while in shelter.

**Structural Reform:** Focus DHS operations on overseeing the not-for-profit shelters and related services, and implement new accountability systems.

### **Programmatic Reforms:**

- Improve shelter security:
  - Deployment of an NYPD management team to develop an action plan to upgrade security at all shelters
  - NYPD is retraining all DHS Peace Officers.
  - Enhanced domestic violence and family conflict services.
  - Improve reporting and tracking of critical incidents.
- Improve shelter conditions and operations by:
  - Expanding Shelter Repair Squad 2.0 Operations:
    - Establishing a unit of City staff to identify and address conditions and continue reporting on and repairing violations.
    - The Shelter Report Card will be produced regularly to hold the City and providers publicly accountable.
    - The City will ensure that all providers have clear information about the standards and regulations against which they are measured.
  - Continuing semi-annual multi-agency inspections and calling on OTDA and the Comptrollers to participate.
  - Assessing the potential conversion of existing shelters to permanent housing and replacing clusters and hotels with models like Gateway and Homestretch.
  - Expanding the capital repair program.
  - Rationalizing shelter provider rates.
  - Addressing ADA compliance in shelters.
- Promote career pathways for shelter residents by:
  - Implementing adult literacy and High School equivalency programming at shelters.
  - Implementing a training/employment program for residents to learn trades by providing system-wide shelter maintenance services in private shelters.

“The homelessness situation requires immediate action. That’s why we have been announcing reforms throughout the 90-day review period and why we picked a structure—shared management—that produces maximum coordination with the least amount of bureaucratic issues to put in place quickly,” said First Deputy Mayor Anthony Shorris. “Given his 30 years of leadership on homeless issues in New York City and two years of effectively reforming HRA, Commissioner Steven Banks was the obvious choice to implement this new structure.”

“While this reform plan focuses on two City agencies, HRA and DHS, success in dealing with homelessness requires cooperation and coordination throughout City government. The Interagency Homelessness Accountability Council will ensure that all City resources are brought to bear as effectively as possible,” said Deputy Mayor for Health and Human Services Herminia Palacio.

“Our goal is to provide seamless services to clients designed to best help them with their specific problems, whether it’s to prevent homelessness or move from shelter permanently into the community. Since many people are served by both HRA and DHS, the best way to do that is to have the two agencies work closely together and have all the prevention services in one agency,” said DSS/HRA Commissioner Steven Banks.

“This reform plan demonstrates the City’s commitment to efficiency and accountability through its focus on shared services and citywide oversight. It also emphasizes the City’s efforts to be transparent and publicly accountable through the continued public posting of the Shelter Repair Scorecard and the newly launched HOME-STAT dashboard that will allow the public to follow daily street homeless outreach activity,” said Mindy Tarlow, Director of the Mayor’s Office of Operations.

During the course of the 90-day review the City has already announced and begun implementing the following:

- Launched HOME-STAT to address street homelessness.
- Doubled the number of drop-in centers.
- Created the shelter repair scorecard.
- Implemented an enhanced shelter repair program.
- Increased security at all hotels that house homeless families and individuals.
- Provided 24/7 security coverage at mental health shelters.
- Begun enhancements of domestic violence services at shelters.
- Initiated a New York City Police Department (NYPD) shelter security review and retraining of Department of Homeless Services (DHS) peace officers.
- Committed to ending the cluster and commercial hotel programs.
- Implemented a plan to create 15,000 new units of supportive housing over the next 15 years.

In mid-December 2015, Mayor de Blasio ordered a comprehensive operational review of New York City’s homeless operations. Leadership and staff from City Hall, the Human Resources Administration (HRA), the Department of Homeless Services (DHS) and the Mayor’s Office of Operations began a review of the 20-year-old system of providing homeless services to assess the strengths and challenges of the current system and identify how to deliver client services more effectively and improve client outcomes. The review was guided by three key principles: providing quality services to vulnerable residents, efficient use of City resources, and achieving cost effectiveness by avoiding duplication.

The 90-day review included interviews with a variety of stakeholders in order to obtain feedback on service gaps for homeless New Yorkers and how New York City can best address homelessness. HRA Commissioner Steven Banks, Operations Director Mindy Tarlow, and City Hall Health and Human

Services staff interviewed more than 400 people. They met with homeless people in shelters, on the streets and in focus groups; advocates, shelter and homeless services providers, other non-profit organizations, national experts and researchers, former DHS Commissioners, and elected officials; and staff union leadership and managers and staff at DHS, HRA and other City agencies. They also surveyed best practices in other jurisdictions, and received feedback from the United States Department of Housing and Urban Development (HUD). In all, 24 different government agencies and 60 non-profit providers participated in the review process.

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# REVIEW OF HOMELESS SERVICE AGENCIES AND PROGRAMS

April, 2016

## EXECUTIVE SUMMARY:

In mid-December 2015, Mayor de Blasio ordered a comprehensive operational review of New York City's homeless programs to ensure services are delivered as efficiently and effectively as possible in order to prevent, reduce and manage homelessness.

Leadership and staff from City Hall, the Human Resources Administration (HRA), the Department of Homeless Services (DHS) and the Mayor's Office of Operations immediately began a review of the 20-year-old system of providing homeless services to assess the strengths and challenges of the current system and identify how to deliver client services more effectively and improve client outcomes. The review was guided by three key principles: providing quality services to vulnerable residents, efficient use of city resources, and achieving cost effectiveness by avoiding duplication. The reforms in this report build on the initiatives to alleviate homelessness already authorized and are aimed at preventing homelessness, improving conditions and safety in shelter, and helping New Yorkers move from shelter into permanent housing.

As a result of the review and building on reforms announced during the 90-day period, the City will implement an integrated management structure with both HRA and DHS reporting to a single Commissioner of Social Services. This will allow the two agencies to provide more seamless and effective client services. The City will leverage the shared services functions across the two agencies, resulting in better day-to-day management and building a unified mission across agencies. Prevention and rehousing will be moved out of DHS operations and integrated within current HRA operations. To advance accountability for preventing and alleviating homelessness across multiple City agencies, the City will create an Interagency Homelessness Accountability Council reporting to the Deputy Mayor for Health and Human Services.

These major programmatic and structural changes are based on comprehensive input from a range of stakeholders, client interviews and focus groups, client and staff surveys, a process review of functions, and an analysis of national best practices. As a result of the proposed reforms, there will be administrative and programmatic savings estimated at \$38 million by eliminating duplicative operations and streamlining management.

## OVERVIEW:

Since the beginning of the administration, the City has committed to improving the lives of homeless New Yorkers with an aggressive focus on preventing homelessness, improving conditions in shelter, and helping New Yorkers move from shelter into permanent housing. The City covers 56% of the \$954 million annual cost of providing shelter to homeless New Yorkers, with the federal government

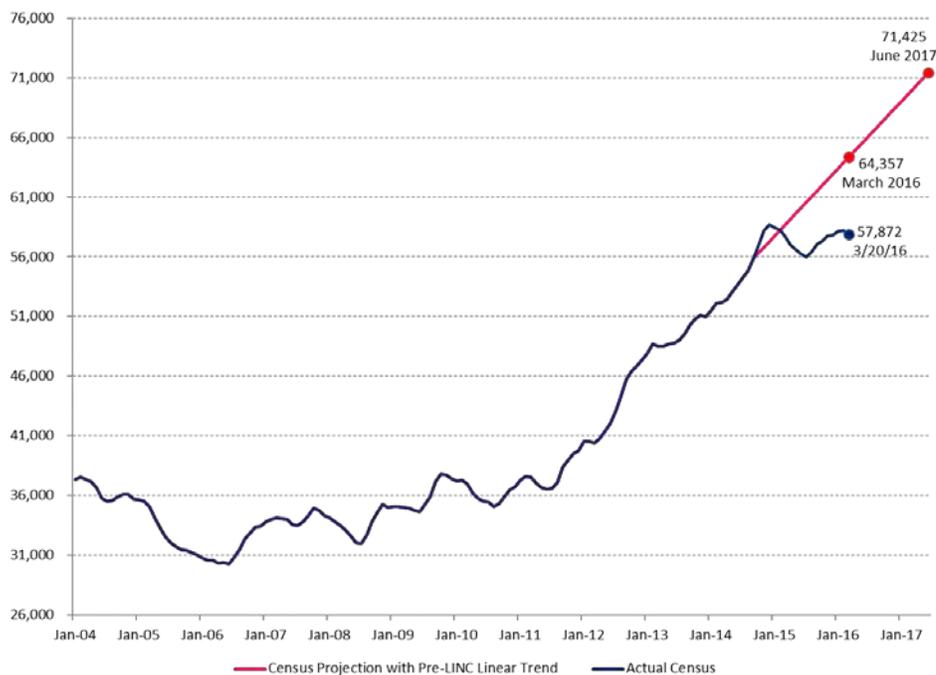
providing 28% and the State providing 15% (including a capped contribution of \$68 million for the cost for shelter for single adults). After the 90-day review began, the City announced a series of new reforms to transform the homeless services system by addressing street homelessness, prevention, shelter conditions and services, shelter safety, and permanent housing. The City has:

- Doubled the number of drop-in centers to provide services to street homeless individuals;
- Created the shelter repair scorecard to track improvements in shelter conditions;
- Created the shelter repair scorecard;
- Implemented an enhanced shelter repair program;
- Increased security at all commercial hotels that house homeless families and individuals;
- Provided 24/7 security coverage at mental health shelters;
- Begun enhancements of domestic violence services at shelters;
- Initiated a New York City Police Department (NYPD) shelter security review and retraining of Department of Homeless Services (DHS) peace officers;
- Committed to ending the cluster and commercial hotel programs;
- Implemented a plan to create 15,000 new units of supportive housing over the next 15 years.

These reforms are significant policy changes, and after a comprehensive review the administration has developed both programmatic and structural recommendations that will further enhance the current work and shift the system in a new direction.

New York City has been facing increasing economic inequality as a result of low wages, the lack of affordable housing, and an increased cost of living. Based on the most recent data available, approximately 45 percent of New Yorkers live at or near poverty; approximately 21 percent live below the poverty line. This income inequality, combined with other causes of homelessness such as domestic violence, overcrowding, eviction, and the loss of affordable housing in recent years are what bring people to our shelter system. Moreover, the precipitous elimination of the Advantage rental assistance program in the 2011 State budget resulted in substantial annual increases in the family shelter census that have exacerbated the homeless problem in New York City. We did not arrive at this crisis overnight and it will take some time to address the multifaceted drivers of homelessness. The chart below shows the trajectory of homelessness that the administration inherited in 2014 and the impact of the administration's programs to stabilize the shelter system census. Without these programs, the shelter census would have continued on a path to more than 71,000. The additional reforms further build on the initiatives to prevent and alleviate homelessness already authorized. A summary of these major policy reforms is set forth at the end of this report.

## Shelter Census Forecast Compared to Historical Growth



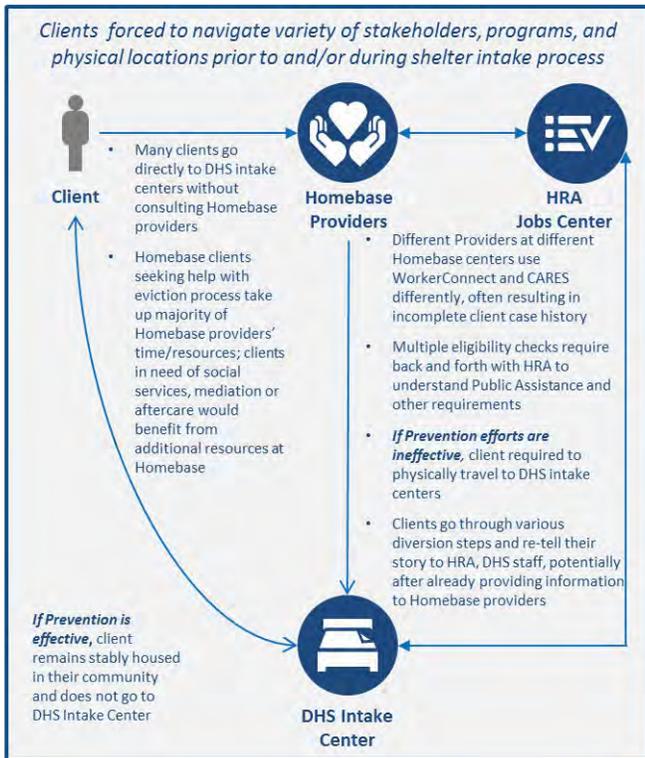
### **KEY PROGRAMMATIC REFORMS:**

Homelessness in New York City as reflected in the DHS shelter system census has increased by approximately 115% over the past two decades. Increasing homelessness is a product of today's economic realities - increasing income inequality, rents rising, and stagnant wages. The additional reforms below will cost an estimated \$66 million which will be offset by the \$38 million in administrative savings mentioned above.

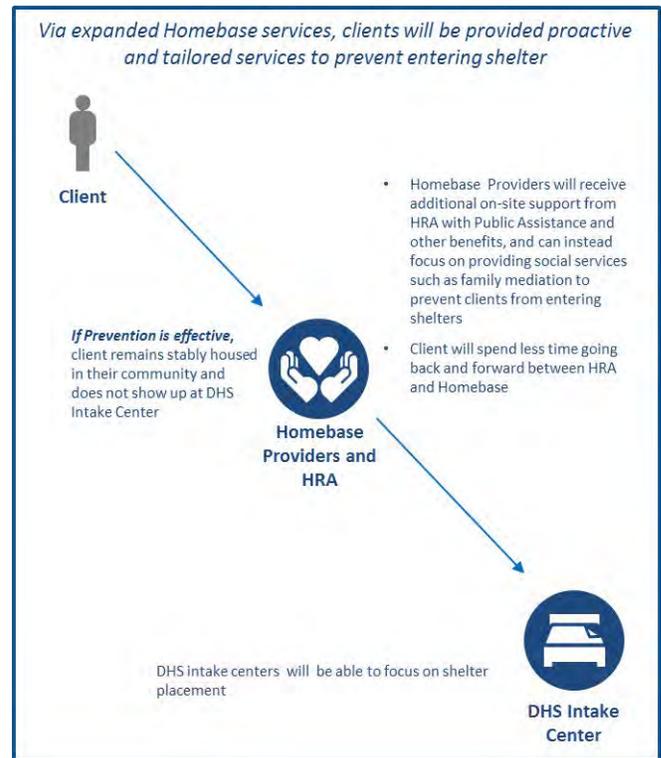
#### ***Prevention:***

Prevention is the common sense and best solution to homelessness, which is why the administration has already added substantial resources to help those on the brink of homelessness and eviction stay housed, resulting in a 24% decrease in evictions over the past two years. By using data analytics, the City can better target and proactively reach out to those at greatest risk of becoming homeless. The City will be implementing new community-based initiatives for families to seek crisis intervention services at Homebase sites instead of at DHS's shelter intake facility, PATH, and will test the effectiveness of the new approach at designated sites before system-wide implementation. Enhancing current prevention efforts and reorienting the system toward a "prevention first" model will help families avoid the trauma of homelessness and reduce the shelter census.

### Current Prevention Process



### Future Prevention Process



### Addressing Street Homelessness:

With the full launch of HOME-STAT, the nation's most comprehensive street outreach program, with nearly 500 workers to help transition homeless individuals into shelters, the City will be able to address more effectively the needs of New Yorkers who are homeless and on the streets. By developing 500 new safe haven beds, the City will increase available low threshold options for those who need assistance but are not willing to enter shelter. The supportive housing plan will provide an additional tool to address street homelessness with a proven track record of success. These reforms coupled with a citywide case management system will enhance City service integration, continuous monitoring and outreach, and rapid response to individuals on the street, improving the quality of life for both clients and City residents.

### Sheltering:

Because the number of clients in shelter has increased as a result of the exponential shelter system census growth from 2011 into 2014 presented in the chart above, it has become increasingly difficult for DHS to adequately oversee and monitor providers, ensure safe, clean and secure conditions, and provide necessary services to clients. Shelter safety can be improved right away through the deployment of an NYPD management team to DHS to develop an action plan to upgrade security at all shelters and the NYPD's retraining of the DHS peace officers. The City will create a multi-pronged approach to improving shelter conditions by: establishing a unit of City staff to observe conditions, monitor services, and determine vacancies; streamlining the inspection process for providers; and developing a capital needs repair program. Creating career employment pathways and enhancing education and training

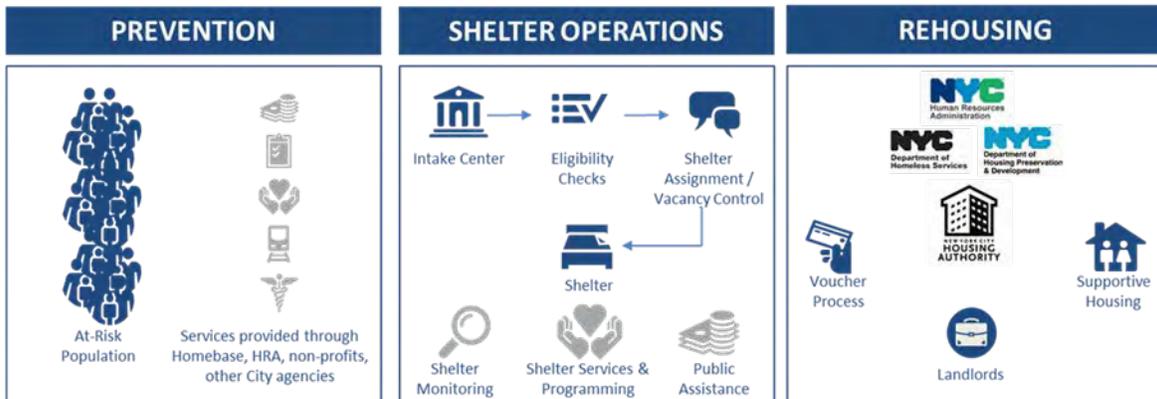
services for clients while in shelter coupled with program-focused shelters with targeted services and better provider accountability will reshape the role shelters play in helping clients move to permanent housing. Phasing out the use of clusters and commercial hotels is also essential to improving shelter conditions and services.

**Rehousing:**

This administration has rebuilt rental assistance programs and shelter prevention and exit strategies and thereby housed or prevented homelessness for more than 32,000 children and adults. It is significantly more cost-effective for taxpayers to keep families and individuals in their homes and assist with rent than to pay the full cost to shelter a family or individual. Establishing a unified management structure was critical to achieving the goal of ending chronic veteran homelessness, and so the City will replicate that structure to promote overall shelter move outs. The current rental assistance programs will be streamlined through consolidation and process improvements. In order to ensure effective usage of the programs, the City will increase enforcement of the source of income discrimination local law.

**Process Finding: Disjointed Client Experience**

*Back-office process inefficiencies impact clients’ abilities to receive services, and move in and out of shelter quickly and efficiently, as they struggle through what is a difficult and traumatic experience. Clients interact with multiple City agencies and/or Providers, sometimes physically traveling across the city to multiple locations.*



**Coordination:** Multiple agencies and Providers responsible for prevention services resulting in potential overlap or inefficient hand-offs

**Intake:** Manually-intensive and often duplicative processes; reliance on self-reported data leads to decisions made without whole context  
**Placement:** Phone-based, manually-intensive system that takes hours and tremendous effort to place clients, who often wait well into the night before being placed in a shelter  
**Services:** Need for more robust oversight processes results in inconsistent level of services for clients across various shelter sites

**Voucher System:** Voucher system confusing to both clients and landlords delays move-outs

**Rehousing:** Need for consolidated real estate processes and information increases the amount of time spent searching for available housing

## REVIEW PROCESS:

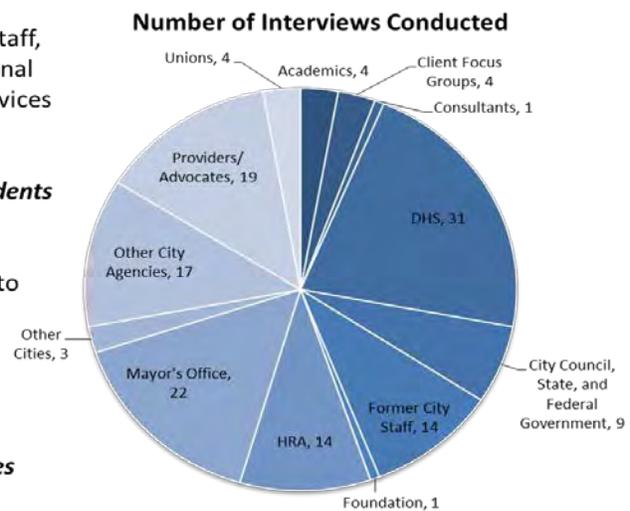
Over the past 90 days, City Hall, HRA, DHS and Operations leadership and staff, supported by PwC<sup>1</sup>, conducted a review of homeless services to assess the strengths and challenges of the current system, and identify how to deliver client services more effectively and improve client outcomes. The programmatic and structural reforms below were informed by comprehensive input from a range of stakeholders, client interviews and focus groups, client and staff surveys, a process review of functions, and an analysis of national best practices.

### *Stakeholder Interviews:*

The 90-day review included interviews with a variety of stakeholders in order to obtain feedback on service gaps for homeless New Yorkers and how New York City can best address homelessness. HRA Commissioner Steve Banks, Operations Director Mindy Tarlow, City Hall Health and Human Services staff, and PwC consultants interviewed more than 400 people. They met with homeless people in shelters, on the streets and in focus groups; advocates, shelter and homeless services providers, other non-profit organizations, national experts and researchers, former DHS Commissioners, and elected officials; and staff union leadership and managers and staff at DHS, HRA and other City agencies. They also surveyed best practices in other jurisdictions, and received feedback from the United States Department of Housing and Urban Development (HUD). In all, 24 different government agencies and 60 non-profit providers participated in the review process. Interviewees were asked what they considered to be DHS's most pressing challenges, what critical changes they would like to see implemented to improve the provision of homeless services, and what benefits or drawbacks they saw in the structural relationship between DHS and HRA. Specific questions regarding homelessness prevention, street homelessness, shelter intake systems, rehousing resources, shelter conditions, safety and services, rental assistance and housing, technology improvements, and special populations were also asked.

#### Inputs:

- **Over 400 people interviewed** including City staff, providers, local and national advocates, external partners, former leaders and providers of services **and 4 focus groups with clients**
- **Survey of 725 DHS staff and 630 shelter residents** across shelter populations and types
- Process mapping of **intake centers** and visits to **shelters**
- Research of **leading practices** from other jurisdictions and academics
- Analysis of **existing City policies and processes**



<sup>1</sup> The City contracted with PwC for support services in the amount of \$200,000 through its Business Consulting Services Contract.

### *Client Focus Groups:*

In addition to the formal interviews, client focus groups were conducted with four homeless advocacy organizations in order to obtain client feedback. The focus groups were convened by the Coalition for the Homeless, the Urban Justice Center's Safety Net Project, Picture the Homeless, and VOCAL. Through this process, more than 80 clients shared their experiences directly with Commissioner Banks and staff and provided feedback on the delivery of services. Clients focused primarily on issues surrounding shelter conditions and policies, social service delivery, and housing. Additional client discussions were conducted in shelters and on the streets.

### *Staff and Client Surveys:*

A survey was sent to DHS staff and a random sample of clients to assess what services are most important to address homelessness. More than 700 DHS staff responded to the online survey and 630 clients across shelter populations and types were surveyed. Both clients and staff overwhelmingly reported that rehousing programs and processes are the biggest area of opportunity for reform, with 34% of clients and 27% of staff citing it as the most critical issue. Within rehousing, staff and clients commented on the need to streamline rental assistance, have greater availability of affordable and supportive housing, and provide recourse for landlord source of income discrimination. In addition to the surveys, the DHS and HRA staffs were also invited to email Commissioner Banks and Health and Human Services staff directly with feedback, and agency staff provided detailed recommendations that were considered in our analysis.

### *Process Analysis:*

A process analysis of prevention and intake, capacity planning and projections, and shelter operations was conducted to identify strengths of the system and areas of opportunity for reform. Through shelter and intake center visits, stakeholder interviews and a review of operations, we were able to identify where clients interact with multiple agencies and where there are gaps and overlap in service delivery.

### *Review of Best Practices:*

Former DHS Commissioner Gilbert Taylor, with support from the Mayor's Office of Operations, conducted a national review of leading practices in homelessness. Best practices were culled based on a review of guidance from the federal government, national and local advocacy groups, academic literature, and

direct interviews with peer cities. The review focused on the following areas: prevention and aftercare, street outreach, shelter services, housing permanency, coordination and governance structure, and data systems. HUD officials provided additional input regarding national practices.

### **STRUCTURAL REFORMS:**

In order to best support the necessary reforms, different organizational structures were reviewed. The guiding principles considered were:

- Efficacy - what delivery model will most effectively provide services;
- Quality - what structure will support quality services; and
- Cost - how can the City leverage current investments and avoid duplication.

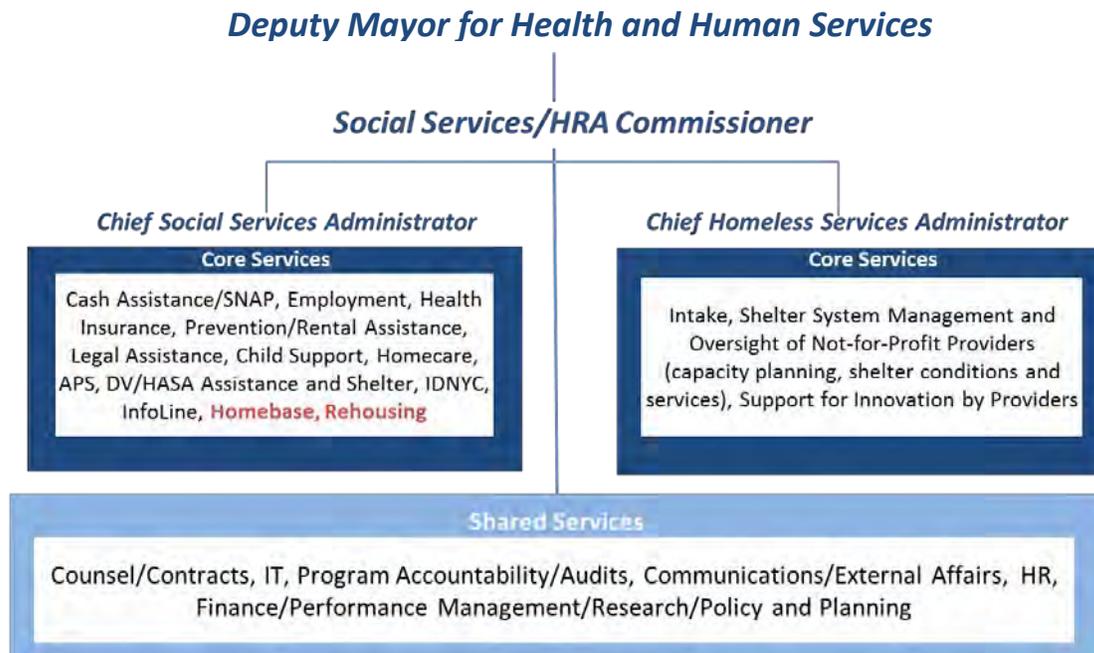
Three models with variations were considered: keeping two separate agencies, combining parts of the two agencies, merging both agencies into one.

The best means of quickly improving homeless services, while avoiding unnecessary bureaucratic details involved in a merger, is to create an integrated management structure with shared administrative services. Both HRA and DHS will report to the Social Services /Human Resources Administration Commissioner. The Commissioner will appoint a chief homeless services administrator for DHS and a chief social services administrator for HRA. The Social Services Commissioner will continue to report the Deputy Mayor for Health and Human Services. Creating an integrated reporting structure for both agencies reporting to a single Commissioner will create better day-to-day management and a unified mission across agencies. Rather than investing additional resources into DHS to support enhanced

administrative operations, the City can leverage the shared services functions across the two agencies. A streamlined structure is the most cost effective because it leverages staff and resources that can be shared across agencies.

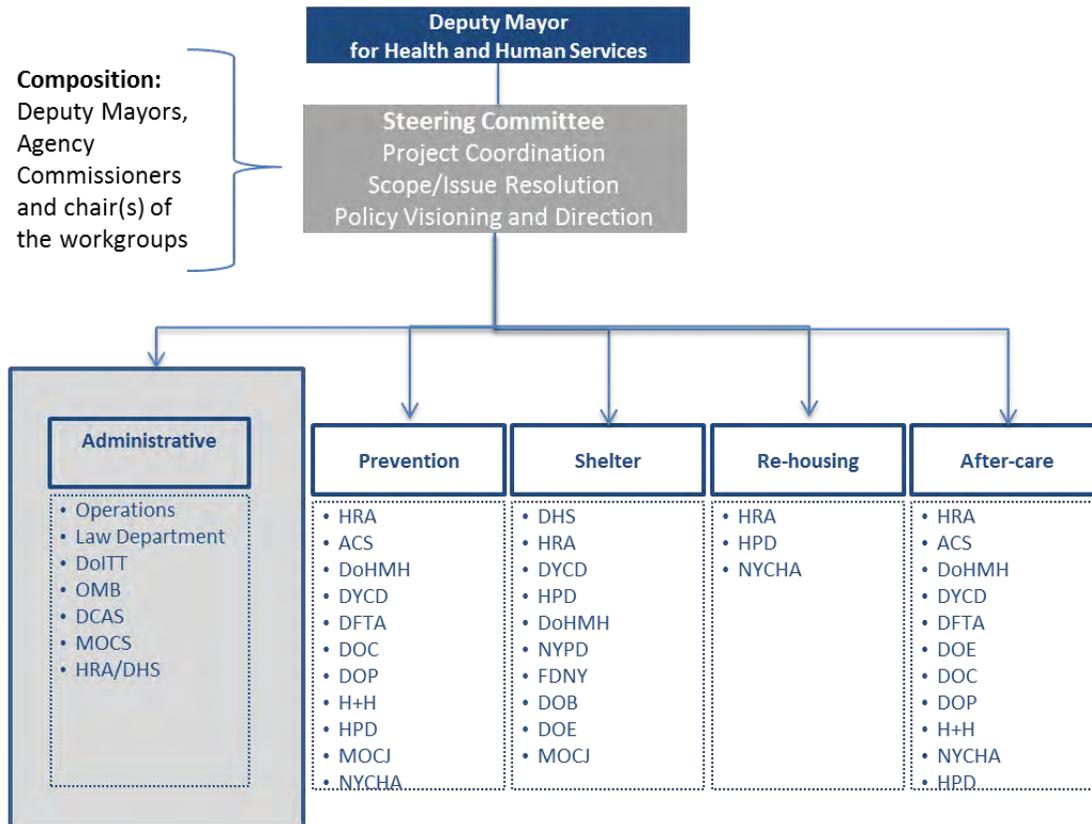
Prevention and rehousing will be integrated within current HRA operations under the new chief social services administrator. The current separation of those tasks leads to duplication, inefficiencies and ineffectiveness. Integrating prevention and rehousing under one agency will allow for more seamless and effective client services.

A shared service model for back office functions will save both time and money. It will allow DHS to have a clear and concrete focus. One of the challenges to delivering services identified during the review is that DHS’ scope of activity has evolved to encompass multiple services that are also being performed by other agencies. Furthermore, due to efficiencies provided by the new structure, \$38 million in city tax levy savings are projected.



The City will also create an Interagency Homelessness Accountability Council. The Council will be led by the Deputy Mayor for Health and Human Services and advance accountability for preventing and alleviating homelessness across agencies. The Council is in addition to the multi-agency HOME-STAT case management program to focus resources and efforts to address street homelessness.

## *Interagency Homelessness Accountability Council*



### **OVERVIEW OF REFORMS:**

#### *Prevention*

Preventing homelessness before it occurs is critical to reducing the number of families and individuals living in shelter, and is a cost-effective and common sense solution to our City's homelessness crisis. These reforms refocus the system to place greater emphasis on the role of prevention services, expanding the tools and resources available to those in need, and pro-actively identifying and serving those who are most at-risk of becoming homeless.

1. **Move Homebase program management from DHS to HRA:** Management of the Homebase program will be moved to HRA, which already runs a number of homeless prevention programs and services. Integrating all prevention services under one agency will reduce inefficiencies and allow for more seamless and effective client services.
2. **Expand Homebase staffing and services:** HRA staff at Homebase offices will provide expanded on-site processing and triage for HRA benefits, including public assistance and rental assistance. Homebase not-for-profit staff will also expand their case management services to include landlord and family mediation, educational advancement, employment, and financial literacy services.

3. **Expand the scope of Homebase as the first point of entry for those at risk of homelessness:** The City will develop an intake model that builds on Homebase to focus greater attention on the role of communities in supporting families at risk of becoming homeless. Families seeking homeless prevention or shelter services will obtain these services within their borough, rather than through the City's centralized intake center in the Bronx.
4. **Use data analytics to proactively target prevention services for at-risk clients:** HRA will use client data collected by the agencies to proactively identify and target prevention services for New Yorkers who are most at risk of becoming homeless, such as families who are at risk of having their public assistance case closed administratively or reapplying for shelter.
5. **Target outreach to doubled-up families with school-aged children:** HRA will work with DOE to identify and proactively target prevention services for students of families living in doubled-up situations who are reported as homeless under the McKinney-Vento Act.
6. **Deploy additional HRA prevention staff to single adult and adult family intake sites:** The City will increase the HRA Diversion staff presence at these intake sites to expand services for clients.
7. **Target services and rental assistance for youth in DYCD shelters:** Eligibility criteria for the City's rental assistance programs will be expanded to include youth ages 18 – 24 living in DYCD youth shelters at risk of entering DHS shelters.
8. **Target services and rental assistance for clients with mental health needs cycling between jail and homelessness:** City rental assistance will be strategically targeted to identified at-risk clients with mental health needs cycling between Rikers Island and DHS shelters.
9. **Create two new City/State Task Forces to increase homelessness prevention:** The City is proposing that the State participate in two new City-State task forces, one that will develop and implement alternatives to avert discharges from State prisons to DHS shelters, and one that will work to implement community-based programs to eliminate the need for DHS mental health shelters. These two client groups account for a large proportion of the census for the City's single adult shelters.

### *Street Homelessness*

The City's street homelessness reforms work together to better identify, engage, and transition homeless New Yorkers from the streets to appropriate services and permanent housing. The full launch of HOME-STAT builds our street homelessness prevention and response initiatives, and enhanced funding for additional safe haven beds, drop in centers, and supportive housing units ensures that those living on the streets have opportunities to come inside and connect to the services and supports they need.

10. **Fully launch HOME-STAT to address street homelessness:** The HOME-STAT initiative partners existing homeless response and prevention programs with a series of new innovations designed to better identify, engage, and transition homeless New Yorkers from the streets to appropriate services and permanent housing.

- 11. Enhance tools for outreach teams to bring people in from the streets:** The City will increase safe haven beds, increase the number of drop in centers, and develop 15,000 units of supportive housing to provide essential tools to address street homelessness.

### *Shelter*

The City is committed to providing decent living conditions and high-quality social services to every family and individual living in shelter. These reforms address immediate concerns around shelter security and building conditions and include long-term strategies for sustaining these reforms into the future. These reforms also address pressing social service needs, targeting services to specific high-risk populations and giving clients opportunities to enhance their income-building capacity by developing a career pathway while in shelter.

- 12. Increase safety in shelters through an NYPD management review and retraining program:**  
The NYPD will begin re-training all Department of Homeless Services security staff and deploy an NYPD management team at DHS to develop an action plan to upgrade security at all shelter facilities.
- 13. Enhanced domestic violence services in DHS shelters:** HRA's NoVA (No Violence Again) out-stationed Domestic Violence Services will be expanded to DHS Tier II family shelters to provide families with access to domestic violence services. Trained staff from HRA will go to designated Tier II shelters to provide these services. Existing social services staff in Tier II shelters will participate in enhanced training that will provide them with the tools to identify and refer families and individuals to the NoVA team, a NYC Family Justice Center, or other community-based domestic violence providers.
- 14. Implement a more extensive reporting system for critical incidents that occur in shelters:**  
DHS has implemented a new, more comprehensive system for the reporting of critical incidents in shelters. To ensure that problems are identified, violence is now defined much more broadly to include wide-ranging definitions of domestic violence, assault, and both child abuse and neglect. DHS is implementing thorough reforms to ensure that all critical incidents, especially violent incidents, are appropriately categorized, and there is appropriate follow-up.
- 15. Expand Shelter Repair Squad 2.0 Operations:** The City will continue to aggressively inspect homeless shelters to identify and address building violations and shelters in need of repairs. Inspections will be conducted twice a year at all sites used to house homeless individuals and families, and the Shelter Report Card will be produced regularly to hold the City and providers publicly accountable. The City will also ensure that all providers have clear information about the standards and regulations against which they are measured, explore ways to reduce the time it takes for violations to be cleared, and create a working group of shelter providers to discuss the best means of working together to improve shelter conditions.
- 16. Increase coordination among inspectors:** To avoid duplication of effort, the City will establish a semi-annual multi-agency inspection process that includes all City agencies that have inspection responsibilities. The City again asks for joint participation by NYS Office of Temporary and Disability Assistance (OTDA) and the City and State Comptrollers.

17. **Phasing out the use of cluster shelters:** The City will phase out the use of cluster shelter units, returning them to the market so that the apartments can be restored as low-rent housing; 260 cluster units have already been designated for closure during this fiscal year. The City will continue with the plan to phase out the 16-year cluster program through a combination of code enforcement to address inadequate conditions; working with owners to return units to the permanent housing stock, rehabilitate the buildings, and permit families to remain in the upgraded units; and, to the extent necessary, replacing units with a new shelter model that combines transitional housing, permanent housing, and community space.
18. **Assessing the potential conversion of existing shelters to permanent housing:** Where feasible, the City will partially convert current shelter sites into permanent housing using new shelter models like Gateway Housing and Homestretch, which include affordable permanent housing, shelter units, and community space at the same location.
19. **Phasing out use of commercial hotels:** As the cluster takedown, the shelter conversion process, and the enhanced shelter move out efforts proceed, the City will prioritize ending reliance on renting blocks of rooms in commercial hotels as shelter.
20. **Implement the domestic violence shelter expansion:** The City will continue to implement the initiative to increase domestic violence services by adding 300 emergency beds and 400 Tier II units.
21. **Implementing a capital repair program:** The City will implement a program to systematically review and fix capital needs at shelters.
22. **Rationalizing shelter provider rates:** The City is evaluating payments to shelter providers to ensure they are sufficient to fund maintenance and services, and is assessing the capital needs of shelters which have not been adequately supported for many years.
23. **Address ADA compliance in shelters:** The City will hire a consultant to evaluate ADA accessibility in the DHS shelter system and formulate a compliance plan.
24. **Expanding the scope of HRA's ADA coordinator to cover the shelter system:** HRA's ADA Coordinator will coordinate and oversee ADA compliance and initiatives in the shelter system. The Coordinator will also develop and implement staff training and address client complaints.
25. **Promote career pathways for shelter residents:** The City will implement new programs to help shelter residents move forward on a career pathway. Adult literacy and High School equivalency programming will be implemented at all shelters for residents who need additional supports in these areas. The City will also implement a training and employment program at select shelters for residents to learn trades by providing system-wide shelter maintenance services in private shelters.
26. **Targeting services for emerging new trends in the single adult population (persons 50 or older and 18 to 24):** More effective targeting will promote our prevention and rehousing efforts.

27. **Provide assistance to obtain federal disability benefits:** The City will dedicate services to focus on enrolling shelter residents on SSI/SSD to increase income and promote rehousing.
28. **Targeting services for families to move away from a one size fits all approach:** The City will develop initiatives that focus on the varying needs of homeless families. The City will work with providers to develop shelter models in which placements may be differentiated based on the family's readiness to be rapidly rehoused; families who are assessed to likely have a shorter stay in shelter may be placed in different programs than families with higher needs and a likely longer length of stay.
29. **Eliminate the requirement for school-age children to be present at PATH for multiple appointments:** School-age children will no longer be required to be present with their families for multiple appointments in the shelter application process.
30. **Align access procedures for adult families with procedures for families with children:** The City will modify the intake process and improve capacity planning to avoid long waits and/or transporting clients in the middle of the night as a result of the delay in identifying available shelter placements.
31. **Streamline access to DYCD shelter for homeless youth:** City staff will be deployed at the entry points of the DHS shelter system to offer youth beds for individuals between the ages of 16 and 21. The plan to triple the number of youth beds is a critical element of this reform.
32. **Implement tripling of DYCD shelter capacity for Runaway and Homeless Youth:** DYCD will continue its expansion of RHY capacity. Nearly 200 additional beds have already been brought online and the City will open 100 beds each year for the following three years. This will bring the total system capacity from 250 when Mayor de Blasio took office to 750 by FY19.
33. **Provide increased notice prior to non-emergency transfers:** In non-emergency situations, clients will be given more notice that they are being transferred to another shelter.
34. **Increasing transportation resources to reduce placement waiting time:** The City will be deploying additional transportation resources to address this problem.
35. **Deploy social workers to accompany families found ineligible who are returning to a community resource to provide on-the-spot assistance:** This will enhance client services and address problems related to repeated reapplications.
36. **Expand the shelter conditions complaint process through HRA's Infoline:** The hotline's current purpose is to address conditions complaints. HRA will expand this to include complaints on all shelter services, including shelter conditions.
37. **Communicate more information to clients through flyers, posters and other media:** Better information for clients will enhance access to services, including employment and housing assistance.

## **Rehousing**

Finding safe and affordable housing is essential to addressing homelessness. Coordinating rehousing resources in the City under one management structure, making the rental assistance programs easier to navigate, enhancing aftercare services, and enforcing housing discrimination laws will improve shelter move outs and housing stability.

38. **Move Rehousing program management from DHS to HRA:** Modeled on the veterans move out effort, HRA will develop a centralized reporting structure to promote move outs.
39. **Streamline the HPD housing placement process:** The City will establish a streamlined process to connect homeless clients to HPD-financed units that are available and appropriate for their needs.
40. **Continue to utilize NYCHA placements to address homelessness:** As provided in the City budget, within the needs-based NYCHA placements that are available during the year, the City will continue to place 1,500 DHS families on the NYCHA waiting list as well as 300 domestic violence survivors in HRA and DHS shelters and on the NYCHA waiting list into vacancies that arise.
41. **Consolidating the LINC, SEPS and CityFEPS rental assistance programs:** The City will consolidate and streamline the operations of its rental assistance programs.
42. **Increasing enforcement of source of income discrimination law:** The City will train and dedicate HRA staff to conduct testing to identify potential discriminatory practices and take enforcement action to supplement the efforts of the City Human Rights Commission.
43. **Implementing a more effective aftercare program:** Using the critical time intervention as a model, the City will enhance aftercare services for rehoused clients.
44. **Incorporate Continuum of Care strategic planning into homeless strategy development and establish a leadership reporting structure:** Drawing on the model in other jurisdictions, the City will enhance the role of the Continuum of Care in the policy and planning process. As part of this initiative, the City will explore ways to further *coordinate access* and *assess need* for those experiencing homelessness following the HUD approach.
45. **Provide clear and concise information and written materials to clients about available assistance and programs:** HRA and DHS will create and distribute more effective informational materials for clients in the community and in shelters.
46. **Call on the State to: (a) permit use of Medicaid funds for apartment search and shelter relocation services for homeless clients with disabilities; and (b) approve HRA's requested FEPS plan modifications:** These policy changes will enhance both rehousing and prevention efforts.

## Glossary

ACS	Administration for Children's Services
DCAS	Department of Citywide Administrative Services
DFTA	Department for the Aging
DHS	Department of Homeless Services
DOB	Department of Buildings
DOC	Department of Corrections
DOE	Department of Education
DOHMH	Department of Health and Mental Hygiene
DoITT	Department of Information Technology & Telecommunications
DOP	Department of Probation
DYCD	Department of Youth and Community Development
FDNY	Fire Department of the City of New York
H + H	New York City Health + Hospitals
HPD	Department of Housing Preservation and Development
HRA	Human Resources Administration
Law	New York City Law Department
MOCJ	Mayor's Office of Criminal Justice
MOCS	Mayor's Office of Contract Services
NYCHA	New York City Housing Authority
NYPD	New York Police Department
OMB	Office of Management and Budget
Operations	Mayor's Office of Operations

**From:** [Samuel Knowles](#)  
**To:** [Cooper, Crystal](#)  
**Subject:** Quick question  
**Date:** Monday, April 11, 2016 11:10:17 AM

---

Hi Crystal,

Do you have a second for a quick call? Have a few time-sensitive Q's if you have a second. I'm at 646-200-5292.

Thanks a lot,

Sam

---

**From:** Cooper, Crystal [mailto:CCooper2@cityhall.nyc.gov]  
**Sent:** Friday, April 08, 2016 3:53 PM  
**To:** Samuel Knowles <samuel.knowles@berlinrosen.com>  
**Subject:** RE: NYT - joseph goldstein info

Hi Sam,

Joseph gave me a call after I reached out via email, and we confirmed his background chat with Sarah for 5:30 p.m. today. Will make sure to send you notes on how it went afterwards.

Thanks!  
Crystal

---

**From:** Samuel Knowles [<mailto:samuel.knowles@berlinrosen.com>]  
**Sent:** Friday, April 08, 2016 3:50 PM  
**To:** Cooper, Crystal  
**Subject:** RE: NYT - joseph goldstein info

Hi Crystal, were you able to connect? Just wanted to make sure and would love a recap whenever you have it. If he wants to move forward, I'm planning to offer to connect him with the Foundation, etc. and see what other info we can get him. Thanks, Sam

---

**From:** Samuel Knowles  
**Sent:** Friday, April 08, 2016 1:19 PM  
**To:** 'Cooper, Crystal' <[CCooper2@cityhall.nyc.gov](mailto:CCooper2@cityhall.nyc.gov)>  
**Subject:** NYT - joseph goldstein info

Joseph Goldstein  
212-556-1234 (must be a general number)  
'joseph.goldstein@nytimes.com'

**From:** [Samuel Knowles](#)  
**To:** [Cooper, Crystal](#); [Hanah Smith](#); [Szytko, Robert](#)  
**Cc:** [Scaife, Jennifer](#)  
**Subject:** RE: Materials for Tuesday Call w/ M+R  
**Date:** Monday, April 11, 2016 11:17:48 AM  
**Attachments:** [image001.png](#)

---

Hi Rob and Crystal,

Hope you had a nice weekend, would love to connect on a couple time-sensitive media pieces if someone is able to hop on the phone for a moment. Let me know if there's a time that might work well.

Thanks a lot,

Sam

---

**From:** Samuel Knowles  
**Sent:** Tuesday, April 05, 2016 1:02 PM  
**To:** 'Cooper, Crystal' <CCooper2@cityhall.nyc.gov>; Hanah Smith <hsmith@mrss.com>; Szytko, Robert <RSzytko@cityhall.nyc.gov>  
**Cc:** Scaife, Jennifer <jscaife@justice.nyc.gov>  
**Subject:** RE: Materials for Tuesday Call w/ M+R

Hi Crystal and Rob,

As we discussed yesterday, I just wanted to shoot you a quick note that we are reaching out to the New York Times, the Brian Lehrer Show, and the New York Daily News on embargo, so we have those outlets covered. Aside from the Times, the New York Daily News and the Brian Lehrer Show are the only New York-focused outlets on our national embargo list.

If you have any questions about other outlets that may be borderline for national v. New York, please let us know and we can get back to you.

Thanks,

Sam

---

**From:** Cooper, Crystal [<mailto:CCooper2@cityhall.nyc.gov>]  
**Sent:** Monday, April 04, 2016 3:25 PM  
**To:** Hanah Smith <[hsmith@mrss.com](mailto:hsmith@mrss.com)>; Szytko, Robert <[RSzytko@cityhall.nyc.gov](mailto:RSzytko@cityhall.nyc.gov)>  
**Cc:** Samuel Knowles <[samuel.knowles@berlinrosen.com](mailto:samuel.knowles@berlinrosen.com)>; Scaife, Jennifer <[jscaife@justice.nyc.gov](mailto:jscaife@justice.nyc.gov)>  
**Subject:** RE: Materials for Tuesday Call w/ M+R

Thanks so much. I realize that my phone was giving trouble, so no worries on jotting down the wrong email address. Look forward to connecting again tomorrow.

-Crystal

---

**From:** Hanah Smith [<mailto:hsmith@mrss.com>]  
**Sent:** Monday, April 04, 2016 3:12 PM  
**To:** Szytko, Robert; Cooper, Crystal  
**Cc:** Samuel Knowles; Scaife, Jennifer  
**Subject:** RE: Materials for Tuesday Call w/ M+R

Thanks, Rob. My mistake!

Crystal – Please find attached the materials that were included with the original email send.

Best,  
Hanah



**Hanah Smith** Vice President



[202-478-6143](tel:202-478-6143) (o) | [734-679-6348](tel:734-679-6348) (m) | [hsmith@mrss.com](mailto:hsmith@mrss.com)

---

**From:** Szytko, Robert [<mailto:RSzytko@cityhall.nyc.gov>]  
**Sent:** Monday, April 4, 2016 3:04 PM  
**To:** 'Hanah Smith'; Cooper, Crystal  
**Cc:** Samuel Knowles; Scaife, Jennifer  
**Subject:** RE: Materials for Tuesday Call w/ M+R

Thanks Hannah, taking off the other Crystal Cooper from City Hall, and adding Crystal from our office.

Thanks,  
Rob

---

**From:** Hanah Smith [<mailto:hsmith@mrss.com>]  
**Sent:** Monday, April 04, 2016 2:56 PM  
**To:** Szytko, Robert; Cooper, Crystal  
**Cc:** Samuel Knowles; Scaife, Jennifer  
**Subject:** Materials for Tuesday Call w/ M+R

Hi Crystal, Rob,

Thanks again for our conversation earlier today. In advance of our call tomorrow, please find attached the:

- **Template press release** - for your use that will need to be reviewed by both you all and the Foundation one last time before finalizing

- ***Draft list of potential media tough questions*** - to be discussed on our call tomorrow

For our call tomorrow, here's an agenda to help guide the discussion:

## **TUESDAY CALL AGENDA**

Overall Messaging

Top level reactions to draft package and fact sheet

Please send any redline edits/comments in advance, if applicable

Tough questions for media

Run through questions and start working through answers together

Discuss other challenges/opposition to be prepared for

Announcement strategy

Press outreach

Press release

Event

Editorial

Social media outreach

Stakeholder engagement

Next steps

Clarify/confirm who does what and deadlines

As an FYI, the additional documents M+R will be sharing include:

- Safety and Justice Challenge website blurb (draft for review)
- Template event media advisory (if needed)
- Template stakeholder and social media outreach materials (for your use)

In addition, once we've discussed the remaining materials tomorrow I will share a full recap of materials with notes about where they stand, which need further review and updating, and by when all materials need to be finalized.

Please let me know if you have any questions on the above and look forward to speaking with you all again tomorrow!

Best,

Hanah



**Hanah Smith** Vice President



1901 L Street NW Suite 800 | Washington DC 20036

[202-478-6143](tel:202-478-6143) (o) | [734-679-6348](tel:734-679-6348) (m) | [hsmith@mrss.com](mailto:hsmith@mrss.com)

[www.mrss.com](http://www.mrss.com) | [Facebook](#) | [Twitter](#)

**From:** [Cooper, Crystal](#)  
**To:** [Ryan Reilly](#)  
**Cc:** [Mark Ro Beyersdorf](#); [Samuel Knowles](#)  
**Subject:** RE: Ryan, connecting you with Crystal in NYC press office  
**Date:** Monday, April 11, 2016 1:31:00 PM

---

It looks like 4 p.m. is the most workable on our end. My apologies. Hope it goes well.

**From:** Ryan Reilly [mailto:ryan.reilly@huffingtonpost.com]  
**Sent:** Monday, April 11, 2016 1:14 PM  
**To:** Cooper, Crystal  
**Cc:** Mark Ro Beyersdorf; Samuel Knowles  
**Subject:** Re: Ryan, connecting you with Crystal in NYC press office

Any chance we could make it 4:30? If not I can make 4 work.

[Ryan J. Reilly](#)  
Justice Reporter  
The Huffington Post  
202-527-9261  
[@ryanjreilly](#)

On Mon, Apr 11, 2016 at 1:08 PM, Cooper, Crystal <[CCooper2@cityhall.nyc.gov](mailto:CCooper2@cityhall.nyc.gov)> wrote:  
To follow up, Sarah Solon can speak with you at 4 p.m. ET today, Ryan.

Please let me know if that works for you.

Thanks again,  
Crystal

---

**From:** Cooper, Crystal  
**Sent:** Monday, April 11, 2016 12:09 PM  
**To:** 'Ryan Reilly'; Mark Ro Beyersdorf  
**Cc:** 'Samuel Knowles'  
**Subject:** RE: Ryan, connecting you with Crystal in NYC press office

Hi Ryan,

Glad to hear that you've taken interest in NYC's plans for the Safety and Justice Challenge.

Our Chief External Strategy Officer, Sarah Solon, should be able to jump on the phone with you this afternoon. She is well-versed in our plans and can answer all of your questions. If you have a preferred time in mind, let me know. Otherwise, I will have her reach out as soon as she is available.

From there, we can connect you with/provide a quote from the director of our office, Elizabeth Glazer.

As an aside, I'm newly at the Mayor's Office of Criminal Justice from a previous media position at the ACLU. I believe you worked with my former colleague Alexandra Ringe most often. Hope to be in close contact re: NYC criminal justice efforts in the near future.

Best,

**Crystal Cooper**

Senior Press Analyst

Mayor's Office of Criminal Justice

1 Centre Street, 10<sup>th</sup> Floor, Rm 1012N

New York, NY 10007

O: [212-416-5265](tel:212-416-5265)

[Ccooper2@cityhall.nyc.gov](mailto:Ccooper2@cityhall.nyc.gov)

**From:** Ryan Reilly [<mailto:ryan.reilly@huffingtonpost.com>]

**Sent:** Monday, April 11, 2016 11:00 AM

**To:** Mark Ro Beyersdorf

**Cc:** Cooper, Crystal

**Subject:** Re: Ryan, connecting you with Crystal in NYC press office

Thanks Mark. Crystal, do you have any time to speak today?

[Ryan J. Reilly](#)

Justice Reporter

The Huffington Post

[202-527-9261](tel:202-527-9261)

[@ryanjreilly](#)

On Mon, Apr 11, 2016 at 9:39 AM, Mark Ro Beyersdorf <[mark@berlinrosen.com](mailto:mark@berlinrosen.com)> wrote:  
Hi Ryan,

For your reporting on the Safety and Justice Challenge announcement, I wanted to connect you with Crystal Cooper (cc-ed), who can help set up a conversation about the City's work.

Thanks,

Mark

Mark Ro Beyersdorf

BerlinRosen Public Affairs

direct: [646.200.5295](tel:646.200.5295)

cell: [858.449.5194](tel:858.449.5194)

[mark@berlinrosen.com](mailto:mark@berlinrosen.com)

**From:** [Samuel Knowles](#)  
**To:** [Cooper, Crystal](#)  
**Subject:** FW: Jake, connecting you with Crystal in NYC  
**Date:** Monday, April 11, 2016 4:57:12 PM

---

Hi Crystal, just wanted to make sure all good with Jake at AP? Thanks, Sam

---

**From:** Samuel Knowles  
**Sent:** Friday, April 08, 2016 6:45 PM  
**To:** 'Pearson, Jacob' <JPearson@ap.org>  
**Cc:** 'Cooper, Crystal' <CCooper2@cityhall.nyc.gov>  
**Subject:** Jake, connecting you with Crystal in NYC

Hi Jake,

Just wanted to connect you with Crystal Cooper (copied), who can help set up a conversation about NYC's work next week.

Thanks,

Sam

—

Sam Knowles  
BerlinRosen Public Affairs  
[samuel.knowles@berlinrosen.com](mailto:samuel.knowles@berlinrosen.com)  
o: 646-200-5292  
m: 917-359-3351

**From:** [Sam Scarrow](#)  
**To:** [Cooper, Crystal](#)  
**Cc:** [Samuel Knowles](#)  
**Subject:** RE: AP request for Thursday + Economist request  
**Date:** Monday, April 11, 2016 7:57:13 PM

---

Hi Crystal,

Thanks for your reply. I'll go ahead and connect you with Rosemarie shortly.

Thanks,

Sam

--

Sam Scarrow  
BerlinRosen Public Affairs  
Office: (646) 755-6106 | Cell: (215) 264-3252  
[sam.scarrow@berlinrosen.com](mailto:sam.scarrow@berlinrosen.com)

---

**From:** Cooper, Crystal [mailto:CCooper2@cityhall.nyc.gov]  
**Sent:** Monday, April 11, 2016 5:54 PM  
**To:** Sam Scarrow  
**Cc:** Samuel Knowles  
**Subject:** RE: AP request for Thursday + Economist request

Hi Sam,

Thanks for confirming interest with the Economist. Would you be able to connect us directly? Liz Glazer, who heads up our office, can speak to Rosemarie tomorrow between 1:30 and 2:30 p.m.

Best,

**Crystal Cooper**

Senior Press Analyst  
Mayor's Office of Criminal Justice  
1 Centre Street, 10<sup>th</sup> Floor, Rm 1012N  
New York, NY 10007  
O: 212-416-5265  
[Ccooper2@cityhall.nyc.gov](mailto:Ccooper2@cityhall.nyc.gov)

---

**From:** Sam Scarrow [mailto:[Sam.Scarrow@berlinrosen.com](mailto:Sam.Scarrow@berlinrosen.com)]  
**Sent:** Thursday, April 07, 2016 7:26 PM  
**To:** Cooper, Crystal; Samuel Knowles; Szytko, Robert  
**Cc:** Hanah Smith; [kmoler@mrss.com](mailto:kmoler@mrss.com); Mark Ro Beyersdorf  
**Subject:** RE: AP request for Thursday + Economist request

Hi Crystal,

Different Sam here! Rosemarie Ward at the Economist would like to speak with someone on Tuesday of next week about NYC's efforts through the initiative. She has a particular focus on mental health and substance abuse issues, along with racial and ethnic disparities.

Would you let me know if Tuesday late afternoon (Laurie is giving her an interview around 2pm ET) would be possible, and who would be doing the interview, if so? Thanks!

Sam

--

Sam Scarrow  
BerlinRosen Public Affairs  
Office: (646) 755-6106 | Cell: (215) 264-3252  
[sam.scarrow@berlinrosen.com](mailto:sam.scarrow@berlinrosen.com)

---

**From:** Cooper, Crystal [<mailto:CCooper2@cityhall.nyc.gov>]  
**Sent:** Thursday, April 07, 2016 3:02 PM  
**To:** Samuel Knowles; Szytko, Robert  
**Cc:** Hanah Smith; [kmoler@mrss.com](mailto:kmoler@mrss.com); Mark Ro Beyersdorf; Sam Scarrow  
**Subject:** RE: AP request for Thursday

Great! Let me check in on that now. Thanks!

---

**From:** Samuel Knowles [<mailto:samuel.knowles@berlinrosen.com>]  
**Sent:** Thursday, April 07, 2016 2:48 PM  
**To:** Cooper, Crystal; Szytko, Robert  
**Cc:** Hanah Smith; [kmoler@mrss.com](mailto:kmoler@mrss.com); Mark Ro Beyersdorf; Sam Scarrow  
**Subject:** RE: AP request for Thursday

Hi Crystal,

Thanks for hopping on the phone. Jake can do Monday. What's the best time? Still waiting on Ryan.

Thanks,

Sam

---

**From:** Samuel Knowles  
**Sent:** Thursday, April 07, 2016 10:04 AM  
**To:** 'Cooper, Crystal' <[CCooper2@cityhall.nyc.gov](mailto:CCooper2@cityhall.nyc.gov)>; 'Szytko, Robert' <[RSzytko@cityhall.nyc.gov](mailto:RSzytko@cityhall.nyc.gov)>  
**Cc:** 'Hanah Smith' <[hsmith@mrss.com](mailto:hsmith@mrss.com)>; 'kmoler@mrss.com' <[kmoler@mrss.com](mailto:kmoler@mrss.com)>; Mark Ro Beyersdorf <[mark@berlinrosen.com](mailto:mark@berlinrosen.com)>; Sam Scarrow <[Sam.Scarrow@berlinrosen.com](mailto:Sam.Scarrow@berlinrosen.com)>  
**Subject:** RE: AP request for Thursday

Hi Crystal, we'd like to circle back with these reporters this morning if possible. Just to note the timelines, AP had asked for today and HuffPo had asked for today or Friday. Do you think we'll be able to make that timeline? At least for AP, the reporter might end up being set for reporting if it's

not possible to set something up, but wanted to circle back with him on whether an interview today is something we can offer. And HuffPo still interested in setting something up.

---

**From:** Cooper, Crystal [<mailto:CCooper2@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 06, 2016 1:55 PM  
**To:** Samuel Knowles <[samuel.knowles@berlinrosen.com](mailto:samuel.knowles@berlinrosen.com)>; Szytko, Robert <[RSzytko@cityhall.nyc.gov](mailto:RSzytko@cityhall.nyc.gov)>  
**Cc:** Hanah Smith <[hsmith@mrss.com](mailto:hsmith@mrss.com)>; [kmoler@mrss.com](mailto:kmoler@mrss.com); Mark Ro Beyersdorf <[mark@berlinrosen.com](mailto:mark@berlinrosen.com)>; Sam Scarrow <[Sam.Scarrow@berlinrosen.com](mailto:Sam.Scarrow@berlinrosen.com)>  
**Subject:** RE: AP request for Thursday

That's awesome! Thanks for reaching out to these folks. Will let you know timing for this and the AP interview soon.

---

**From:** Samuel Knowles [<mailto:samuel.knowles@berlinrosen.com>]  
**Sent:** Wednesday, April 06, 2016 1:54 PM  
**To:** Cooper, Crystal; Szytko, Robert  
**Cc:** Hanah Smith; [kmoler@mrss.com](mailto:kmoler@mrss.com); Mark Ro Beyersdorf; Sam Scarrow  
**Subject:** RE: AP request for Thursday

Thanks, Crystal. Separately, Ryan Reilly at the Huffington Post would like to speak to someone Thursday afternoon or Friday if you can let us know a good time to offer him. Copying my colleagues Mark and Sam Scarrow here too, who may be in touch with additional requests.

—  
Sam Knowles  
BerlinRosen Public Affairs  
[samuel.knowles@berlinrosen.com](mailto:samuel.knowles@berlinrosen.com)  
o: 646-200-5292  
m: 917-359-3351

---

**From:** Cooper, Crystal [<mailto:CCooper2@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 06, 2016 9:20 AM  
**To:** Samuel Knowles <[samuel.knowles@berlinrosen.com](mailto:samuel.knowles@berlinrosen.com)>; Szytko, Robert <[RSzytko@cityhall.nyc.gov](mailto:RSzytko@cityhall.nyc.gov)>  
**Cc:** Hanah Smith <[hsmith@mrss.com](mailto:hsmith@mrss.com)>; [kmoler@mrss.com](mailto:kmoler@mrss.com)  
**Subject:** RE: AP request for Thursday

Hi Sam,

Thanks for sending this along. We will confirm who is holding the interview and availability as soon as possible today so that you can connect us with Jake via email.

Best,

**Crystal Cooper**

Senior Press Analyst

Mayor's Office of Criminal Justice

212-416-5265

[Ccooper2@cityhall.nyc.gov](mailto:Ccooper2@cityhall.nyc.gov)

---

**From:** Samuel Knowles [<mailto:samuel.knowles@berlinrosen.com>]

**Sent:** Wednesday, April 06, 2016 9:03 AM

**To:** Szytko, Robert; Cooper, Crystal

**Cc:** Hanah Smith; [kmoler@mrss.com](mailto:kmoler@mrss.com)

**Subject:** AP request for Thursday

Hi Rob and Crystal,

Jake Pearson at the AP would like to speak with someone Thursday about NYC's work through the initiative. He's written several pieces about the SJC, so he's well versed in the work overall.

Laurie at the Foundation is giving him an overview of the announcement at 11am on Thursday, so ideally some time in the afternoon.

Can you let me know if that's possible and who will be doing the interview? Once that's set, I'll plan to connect him to you two over email so you're in touch on any final logistics. Please let me know any questions or concerns.

Thanks so much,

Sam

—

Sam Knowles

BerlinRosen Public Affairs

[samuel.knowles@berlinrosen.com](mailto:samuel.knowles@berlinrosen.com)

o: 646-200-5292

m: 917-359-3351

**From:** [Jonathan Rosen](#)  
**To:** [Salazar-Rodriguez, Prisca](#)  
**Subject:** Re: Today  
**Date:** Tuesday, April 12, 2016 7:58:11 AM

---

Can you call me [REDACTED]

On Apr 12, 2016, at 7:56 AM, Salazar-Rodriguez, Prisca <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Will reach out after I talk to him but are there times that don't work on your end?

Sent from my iPhone

Begin forwarded message:

**From:** B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)>  
**Date:** April 12, 2016 at 7:45:35 AM EDT  
**To:** "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>  
**Subject:** Today  
**Reply-To:** B <[BCCD@cityhall.nyc.gov](mailto:BCCD@cityhall.nyc.gov)>

I want to see Jonathan Rosen. Let's discuss when and where.  
Thanks

**From:** [Cooper, Crystal](#)  
**To:** [Rosemarie Ward](#)  
**Cc:** [Sam Scarrow](#); [Samuel Knowles](#)  
**Subject:** RE: Crystal, connecting you with Rosemarie Ward at The Economist  
**Date:** Tuesday, April 12, 2016 9:57:00 AM

---

Would 1 p.m. work? If so, I can switch out for another call on Liz's schedule.

**From:** Rosemarie Ward [mailto:[rosemarieward@economist.com](mailto:rosemarieward@economist.com)]  
**Sent:** Tuesday, April 12, 2016 9:43 AM  
**To:** Cooper, Crystal  
**Cc:** Sam Scarrow; Samuel Knowles  
**Subject:** Re: Crystal, connecting you with Rosemarie Ward at The Economist

Thank-you Crystal. I'm afraid I'm not free at 2pm, that's when I'm speaking with Laurie Garduque from the MacArthur Foundation. Does she have any other availability later this afternoon? I'm also not free from 3pm for about a half hour or so. If today does not work, I'm pretty flexible on Thursday. Tomorrow is tricky, but I would try to juggle if tomorrow works better.

Many thanks,  
Rosemarie

On 12 April 2016 at 09:37, Cooper, Crystal <[CCooper2@cityhall.nyc.gov](mailto:CCooper2@cityhall.nyc.gov)> wrote:  
Good morning, all.

Rosemarie, I've confirmed the interview for this afternoon. Turns out that 2 p.m. would be best for Liz. If that works for you, she'll reach out at [REDACTED]

Thanks so much,  
Crystal

**From:** Rosemarie Ward [mailto:[rosemarieward@economist.com](mailto:rosemarieward@economist.com)]  
**Sent:** Monday, April 11, 2016 8:12 PM  
**To:** Sam Scarrow  
**Cc:** Samuel Knowles; Cooper, Crystal  
**Subject:** Re: Crystal, connecting you with Rosemarie Ward at The Economist

Thank you Sam.

And thanks Crystal for your help in arranging this interview.

I am very grateful to you both,  
Rosemarie

On Apr 11, 2016 8:03 PM, "Sam Scarrow" <[Sam.Scarrow@berlinrosen.com](mailto:Sam.Scarrow@berlinrosen.com)> wrote:  
Hi Crystal,

I wanted to connect you directly with Rosemarie Ward (CCed) at The Economist. Her

number is [REDACTED]

Rosemarie, Crystal works in the New York City Mayor's Office of Criminal Justice and can help coordinate an interview with Liz Glazer, who heads up her office. Based on Liz's availability and Rosemarie's slate of interviews tomorrow, I believe the best time for an interview will be 1:30pm ET, but I'll leave that to you to confirm!

Thanks so much,

Sam

--

Sam Scarrow

BerlinRosen Public Affairs

Office: [\(646\) 755-6106](tel:6467556106) | Cell: [\(215\) 264-3252](tel:2152643252)

[sam.scarrow@berlinrosen.com](mailto:sam.scarrow@berlinrosen.com)

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**From:** [Cooper, Crystal](#)  
**To:** [Joseph Goldstein](#)  
**Cc:** [Samuel Knowles](#)  
**Subject:** RE: Interview with Elizabeth Glazer Tomorrow  
**Date:** Tuesday, April 12, 2016 12:27:00 PM

---

Great. She's calling in a few. And will Dave be joining too?

---

**From:** Joseph Goldstein [<mailto:joseph.goldstein@nytimes.com>]  
**Sent:** Monday, April 11, 2016 10:05 PM  
**To:** Cooper, Crystal  
**Cc:** Samuel Knowles  
**Subject:** Re: Interview with Elizabeth Glazer Tomorrow

Yes, thank you.

Sent from my iPhone

On Apr 11, 2016, at 6:12 PM, Cooper, Crystal <[CCooper2@cityhall.nyc.gov](mailto:CCooper2@cityhall.nyc.gov)> wrote:

Hi Joe,

Glad the timing works out. Unfortunately though, Liz is only available by phone tomorrow. She wasn't in the office today and very likely won't be tomorrow either. Should I have her call you at 646-467-3930?

Best,  
Crystal

---

**From:** Samuel Knowles [<mailto:samuel.knowles@berlinrosen.com>]  
**Sent:** Monday, April 11, 2016 5:29 PM  
**To:** Cooper, Crystal  
**Subject:** FW: Interview with Elizabeth Glazer Tomorrow

**From:** Goldstein, Joseph [<mailto:joseph.goldstein@nytimes.com>]  
**Sent:** Monday, April 11, 2016 5:00 PM  
**To:** Cooper, Crystal <[CCooper2@cityhall.nyc.gov](mailto:CCooper2@cityhall.nyc.gov)>  
**Cc:** Samuel Knowles <[samuel.knowles@berlinrosen.com](mailto:samuel.knowles@berlinrosen.com)>  
**Subject:** Re: Interview with Elizabeth Glazer Tomorrow

Hi Crystal,

12:30 is great. Dave Goodman will likely come along as well.

Thank you,  
Joe

Joseph Goldstein  
Reporter, New York Times  
New York: 1 646 467 3930

On Mon, Apr 11, 2016 at 3:56 PM, Cooper, Crystal  
<[CCooper2@cityhall.nyc.gov](mailto:CCooper2@cityhall.nyc.gov)> wrote:

Hi Joe,

Hope you enjoyed your weekend and that the background call with Sarah was helpful re: NYC Safety and Justice Challenge.

Liz Glazer can speak with you on the record tomorrow afternoon. Right now, she has time between 12:30 and 2 p.m. ET. Would you happen to have 20 minutes or so within that time frame to chat? Please let me know your preferences.

Thanks again,

**Crystal Cooper**  
Senior Press Analyst  
Mayor's Office of Criminal Justice  
1 Centre Street, 10<sup>th</sup> Floor, Rm 1012N  
New York, NY 10007  
O: [212-416-5265](tel:212-416-5265)  
[CCooper2@cityhall.nyc.gov](mailto:CCooper2@cityhall.nyc.gov)

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#)  
**Subject:** RE: talk later?  
**Date:** Tuesday, April 12, 2016 4:45:12 PM

---

Are you calling me or me you?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Tuesday, April 12, 2016 1:57 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** RE: talk later?

Yep good with me

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, April 12, 2016 1:56 PM  
**To:** Grybauskas, Natalie  
**Subject:** RE: talk later?

4:30?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Tuesday, April 12, 2016 12:19 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** RE: talk later?

I have calls from 3:30-4:15

Can do before or after.

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, April 12, 2016 11:15 AM  
**To:** Grybauskas, Natalie  
**Subject:** Re: talk later?

3:30?

- Sent from my Galaxy S6 -

On Apr 12, 2016, at 11:08 AM, Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)> wrote:

Have a couple of things I want to talk about with you, have just been making a list because I know you've been busy lately.

I'm tied up for the morning but sometime after 12?

**From:** [Hinton, Karen](#)  
**To:** [Neuman, William](#)  
**Cc:** [Dan Levitan](#)  
**Subject:** Re: Comment  
**Date:** Tuesday, April 12, 2016 6:10:53 PM

---

I'll get back to you.

Sent from my iPhone

On Apr 12, 2016, at 6:07 PM, Neuman, William <[neuman@nytimes.com](mailto:neuman@nytimes.com)> wrote:

I am going to include Karen in these emails because she is the spokeswoman for the mayor. And this question was put to the mayor who promised a substantive answer.

This statement says that campaign staff recommended committee members -- which in this case includes Rechnitz and Reichberg. And that Gabrielle Fialkoff, the chairwoman, chose who was on the committee.

Is that correct?

Now I want to speak to Gabrielle on this issue.

Karen, Gabrielle works for the mayor. It's not up to Berlin Rosen to act as the go-between.

William Neuman  
The New York Times  
+1 917 325 1467  
+58 412 809 8682  
Skype: +1 718 340 3704  
Skype: willieneuman  
Twitter: @willieneuman

On Tue, Apr 12, 2016 at 5:58 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Following up here --

"The De Blasio Transition Committee, Inc. was a not-for-profit corporation funded with private dollars, raised under CFB auspices. It served the purpose of facilitating the Mayor's transition into and inauguration as Mayor.

The Inaugural Committee was a large, ceremonial group of more than 70 New Yorkers, including supporters and community leaders reflecting the diversity of New York. Suggestions for members were recommended by campaign staff and chosen by staff in partnership with the volunteer chairperson. We selected many supporters to join as an acknowledgement of their work and support for the

campaign.

The committee held one conference call with the Chair where they were given details of the Inaugural ceremonies. There were no other meetings or calls."

---

**From:** Neuman, William [[neuman@nytimes.com](mailto:neuman@nytimes.com)]  
**Sent:** Monday, April 11, 2016 7:00 PM  
**To:** Dan Levitan  
**Subject:** Re: Comment

that's the comment? I can count how many people were on the thing. i don't need you to tell me in a statement.

William Neuman  
The New York Times  
[+1 917 325 1467](tel:+19173251467)  
[+58 412 809 8682](tel:+584128098682)  
Skype: [+1 718 340 3704](tel:+17183403704)  
Skype: willieneuman  
Twitter: @willieneuman

On Mon, Apr 11, 2016 at 6:55 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

"The Inaugural Committee was a large, ceremonial group of more than 70 New Yorkers, including supporters and community leaders reflecting the diversity of New York."

--

Dan Levitan

BerlinRosen Public Affairs

O: [646.200.5315](tel:646.200.5315)

C: [201.674.7475](tel:201.674.7475)

@DanLevitan



**From:** [Samuel Knowles](#)  
**To:** [Cooper, Crystal](#); [Hanah Smith](#); [Szytko, Robert](#)  
**Cc:** [Scaife, Jennifer](#)  
**Subject:** RE: Op-ed Q  
**Date:** Tuesday, April 12, 2016 6:50:29 PM  
**Attachments:** [image001.png](#)  
**Importance:** High

---

Hi Crystal,

We're trying on this with USA Today. Given the late stage in the editing process, we're not sure they'll be able to make the change, but we are doing our best. Separately, can you please let us know how things went with the New York Times and whether they're planning anything?

Thank you,

Sam

---

**From:** Cooper, Crystal [mailto:CCooper2@cityhall.nyc.gov]  
**Sent:** Tuesday, April 12, 2016 5:27 PM  
**To:** Samuel Knowles <samuel.knowles@berlinrosen.com>; Hanah Smith <hsmith@mrss.com>; Szytko, Robert <RSzytko@cityhall.nyc.gov>  
**Cc:** Scaife, Jennifer <jscaife@justice.nyc.gov>  
**Subject:** RE: Op-ed Q  
**Importance:** High

Hi Sam,

We are going to have to go with the below. Please let me know if USA Today is able to accept the change. Thank you!

"New York City is developing individualized risk and needs profiles as well as a tool that will match individuals with appropriate, targeted diversion opportunities based on each individual's unique profile. The City is also building a public accountability website that will track progress in reducing case delay -- the single biggest driver of the City's jail population."

---

**From:** Samuel Knowles [mailto:[samuel.knowles@berlinrosen.com](mailto:samuel.knowles@berlinrosen.com)]  
**Sent:** Tuesday, April 12, 2016 2:33 PM  
**To:** Cooper, Crystal; Hanah Smith; Szytko, Robert  
**Cc:** Scaife, Jennifer  
**Subject:** Op-ed Q  
**Importance:** High

Hi Crystal,

Thanks so much for sharing this language with Hanah, and would love to hear how the call with NYT went and if Joe is planning to do any coverage now or down the line. We'll use this approved language if we're asked for more info by national reporters. Quick flag on the op-ed – USA Today

has accepted the piece and is planning to run it online tomorrow. It would be tough to change the language at this point, but here is the paragraph in the op-ed. Is anything inaccurate here that raises a concern? Let us know.

“New York City is developing a special assessment to measure what impact a stay in jail would have on poor defendants— putting them at risk of losing their homes or jobs, or compromising their ability to care for their families—so that judges can consider these factors before setting an out-of-reach bail amount.”

Thanks,

Sam

---

**From:** Cooper, Crystal [<mailto:CCooper2@cityhall.nyc.gov>]  
**Sent:** Monday, April 04, 2016 3:25 PM  
**To:** Hanah Smith <[hsmith@mrss.com](mailto:hsmith@mrss.com)>; Szytko, Robert <[RSzytko@cityhall.nyc.gov](mailto:RSzytko@cityhall.nyc.gov)>  
**Cc:** Samuel Knowles <[samuel.knowles@berlinrosen.com](mailto:samuel.knowles@berlinrosen.com)>; Scaife, Jennifer <[jscaife@justice.nyc.gov](mailto:jscaife@justice.nyc.gov)>  
**Subject:** RE: Materials for Tuesday Call w/ M+R

Thanks so much. I realize that my phone was giving trouble, so no worries on jotting down the wrong email address. Look forward to connecting again tomorrow.

-Crystal

---

**From:** Hanah Smith [<mailto:hsmith@mrss.com>]  
**Sent:** Monday, April 04, 2016 3:12 PM  
**To:** Szytko, Robert; Cooper, Crystal  
**Cc:** Samuel Knowles; Scaife, Jennifer  
**Subject:** RE: Materials for Tuesday Call w/ M+R

Thanks, Rob. My mistake!

Crystal – Please find attached the materials that were included with the original email send.

Best,  
Hanah

.....

**Hanah Smith** Vice President



[202-478-6143](tel:202-478-6143) (o) | [734-679-6348](tel:734-679-6348) (m) | [hsmith@mrss.com](mailto:hsmith@mrss.com)

---

**From:** Szytko, Robert [<mailto:RSzytko@cityhall.nyc.gov>]

**Sent:** Monday, April 4, 2016 3:04 PM  
**To:** 'Hanah Smith'; Cooper, Crystal  
**Cc:** Samuel Knowles; Scaife, Jennifer  
**Subject:** RE: Materials for Tuesday Call w/ M+R

Thanks Hannah, taking off the other Crystal Cooper from City Hall, and adding Crystal from our office.

Thanks,  
Rob

---

**From:** Hanah Smith [<mailto:hsmith@mrss.com>]  
**Sent:** Monday, April 04, 2016 2:56 PM  
**To:** Szytko, Robert; Cooper, Crystal  
**Cc:** Samuel Knowles; Scaife, Jennifer  
**Subject:** Materials for Tuesday Call w/ M+R

Hi Crystal, Rob,

Thanks again for our conversation earlier today. In advance of our call tomorrow, please find attached the:

- **Template press release** - for your use that will need to be reviewed by both you all and the Foundation one last time before finalizing
- **Draft list of potential media tough questions** - to be discussed on our call tomorrow

For our call tomorrow, here's an agenda to help guide the discussion:

#### **TUESDAY CALL AGENDA**

Overall Messaging

Top level reactions to draft package and fact sheet

Please send any redline edits/comments in advance, if applicable

Tough questions for media

Run through questions and start working through answers together

Discuss other challenges/opposition to be prepared for

Announcement strategy

Press outreach

Press release

Event

Editorial

Social media outreach

Stakeholder engagement

Next steps

Clarify/confirm who does what and deadlines

As an FYI, the additional documents M+R will be sharing include:

- Safety and Justice Challenge website blurb (draft for review)
- Template event media advisory (if needed)
- Template stakeholder and social media outreach materials (for your use)

In addition, once we've discussed the remaining materials tomorrow I will share a full recap of materials with notes about where they stand, which need further review and updating, and by when all materials need to be finalized.

Please let me know if you have any questions on the above and look forward to speaking with you all again tomorrow!

Best,  
Hanah



**Hanah Smith** Vice President



1901 L Street NW Suite 800 | Washington DC 20036

[202-478-6143](tel:202-478-6143) (o) | [734-679-6348](tel:734-679-6348) (m) | [hsmith@mrss.com](mailto:hsmith@mrss.com)

[www.mrss.com](http://www.mrss.com) | [Facebook](#) | [Twitter](#)

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [Walzak, Phil](#); [Arslanian, Kayla](#); [Berger, Henry](#); [Jonathan Rosen](#); [Almonte, Catherine](#)  
**Subject:** RE: MBDB: Prep Conference Call  
**Date:** Tuesday, April 12, 2016 7:45:36 PM

---

Correct.

---

**From:** Walzak, Phil  
**Sent:** Tuesday, April 12, 2016 7:45 PM  
**To:** Salazar-Rodriguez, Prisca; Arslanian, Kayla; Berger, Henry; Jonathan Rosen; Almonte, Catherine  
**Subject:** RE: MBDB: Prep Conference Call

And we cant do before?

---

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Tuesday, April 12, 2016 7:41 PM  
**To:** Arslanian, Kayla; Walzak, Phil; Berger, Henry; Jonathan Rosen; Almonte, Catherine  
**Subject:** RE: MBDB: Prep Conference Call

He doesn't want to do while in the car-

Wants to do when he arrive

Can start at 9pm but he may not get on asap

-----Original Appointment-----

**From:** Walzak, Phil **On Behalf Of** Salazar-Rodriguez, Prisca  
**Sent:** Tuesday, April 12, 2016 7:37 PM  
**To:** Salazar-Rodriguez, Prisca; Arslanian, Kayla  
**Subject:** FW: MBDB: Prep Conference Call  
**When:** Tuesday, April 12, 2016 9:30 PM-10:00 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** Call In: [REDACTED] Code: [REDACTED]

Can we not do 930? Can we do earlier? After Chris Hayes?

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Tuesday, April 12, 2016 7:36 PM  
**To:** Salazar-Rodriguez, Prisca; Walzak, Phil; Berger, Henry; Jonathan Rosen; Arslanian, Kayla; Almonte, Catherine  
**Subject:** MBDB: Prep Conference Call  
**When:** Tuesday, April 12, 2016 9:30 PM-10:00 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** Call In: [REDACTED] Code: [REDACTED]

**From:** [Almonte, Catherine](#)  
**To:** [Walzak, Phil](#)  
**Cc:** [Arslanian, Kayla](#); [Salazar-Rodriguez, Prisca](#); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [Berger, Henry](#)  
**Subject:** Re: MBDB: Prep Conference Call  
**Date:** Tuesday, April 12, 2016 9:05:34 PM

---

He said he was going to eat some food before calling. That was 15 mins ago so shouldn't be much longer.

Sent while mobile.

On Apr 12, 2016, at 9:03 PM, Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:

Eta?

[Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.](#)

---

**From:** Almonte, Catherine  
**Sent:** Tuesday, April 12, 2016 9:01 PM  
**To:** Walzak, Phil; Arslanian, Kayla; Salazar-Rodriguez, Prisca; [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); Berger, Henry  
**Subject:** MBDB: Prep Conference Call

---

Please standby...

I will notify you when to dial in

**MBDB: Prep Conference Call**

Scheduled: Tuesday, Apr 12, 2016 from 9:00 PM to 9:30 PM

Location: Call In: [REDACTED] Code: [REDACTED]

Invitees: Walzak, Phil , Arslanian, Kayla , Salazar-Rodriguez, Prisca , Jonathan Rosen , Berger, Henry

Sent while mobile.

**From:** [Almonte, Catherine](#)  
**To:** [Walzak, Phil](#)  
**Cc:** [Arslanian, Kayla](#); [Salazar-Rodriguez, Prisca](#); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [Berger, Henry](#)  
**Subject:** Re: MBDB: Prep Conference Call  
**Date:** Tuesday, April 12, 2016 9:23:58 PM

---

Seems like something is wrong with the conference line.

Standby for a new number.

Sent while mobile.

On Apr 12, 2016, at 9:22 PM, Almonte, Catherine <[CAlmonte@cityhall.nyc.gov](mailto:CAlmonte@cityhall.nyc.gov)> wrote:

Please dial in

Sent while mobile.

On Apr 12, 2016, at 9:03 PM, Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:

Eta?

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Almonte, Catherine  
**Sent:** Tuesday, April 12, 2016 9:01 PM  
**To:** Walzak, Phil; Arslanian, Kayla; Salazar-Rodriguez, Prisca;  
[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); Berger, Henry  
**Subject:** MBDB: Prep Conference Call

---

Please standby...

I will notify you when to dial in

**MBDB: Prep Conference Call**

Scheduled: Tuesday, Apr 12, 2016 from 9:00 PM to 9:30 PM

Location: Call In: [REDACTED] Code: [REDACTED]

Invitees: Walzak, Phil , Arslanian, Kayla , Salazar-Rodriguez, Prisca , Jonathan Rosen , Berger, Henry

Sent while mobile.

**From:** [Almonte, Catherine](#)  
**To:** [Walzak, Phil](#)  
**Cc:** [Arslanian, Kayla](#); [Salazar-Rodriguez, Prisca](#); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [Berger, Henry](#)  
**Subject:** Re: MBDB: Prep Conference Call  
**Date:** Tuesday, April 12, 2016 9:26:32 PM

---

Please use this number instead

Dial In: [REDACTED]

Code: [REDACTED]

Sent while mobile.

On Apr 12, 2016, at 9:24 PM, Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:

Not letting dials in thru  
Due to "heavy calling"

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Almonte, Catherine  
**Sent:** Tuesday, April 12, 2016 9:22 PM  
**To:** Walzak, Phil  
**Cc:** Arslanian, Kayla; Salazar-Rodriguez, Prisca; [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); Berger, Henry  
**Subject:** Re: MBDB: Prep Conference Call

---

Please dial in

Sent while mobile.

On Apr 12, 2016, at 9:03 PM, Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:

Eta?

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Almonte, Catherine  
**Sent:** Tuesday, April 12, 2016 9:01 PM  
**To:** Walzak, Phil; Arslanian, Kayla; Salazar-Rodriguez, Prisca;  
[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); Berger, Henry  
**Subject:** MBDB: Prep Conference Call

---

Please standby...

I will notify you when to dial in

**MBDB: Prep Conference Call**

Scheduled: Tuesday, Apr 12, 2016 from 9:00 PM to 9:30 PM

Location: Call In: [REDACTED] Code: [REDACTED]

Invitees: Walzak, Phil , Arslanian, Kayla , Salazar-Rodriguez,  
Prisca , Jonathan Rosen , Berger, Henry

Sent while mobile.

**From:** [Almonte, Catherine](#)  
**To:** [Walzak, Phil](#)  
**Cc:** [Arslanian, Kayla](#); [Salazar-Rodriguez, Prisca](#); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [Berger, Henry](#)  
**Subject:** Re: MBDB: Prep Conference Call  
**Date:** Tuesday, April 12, 2016 9:43:06 PM

---

That was me that got off the call to give you guys privacy.

Hope it's a quick one!

Sent while mobile

On Apr 12, 2016, at 9:23 PM, Almonte, Catherine <[CAAlmonte@cityhall.nyc.gov](mailto:CAAlmonte@cityhall.nyc.gov)> wrote:

Seems like something is wrong with the conference line.

Standby for a new number.

Sent while mobile.

On Apr 12, 2016, at 9:22 PM, Almonte, Catherine <[CAAlmonte@cityhall.nyc.gov](mailto:CAAlmonte@cityhall.nyc.gov)> wrote:

Please dial in

Sent while mobile.

On Apr 12, 2016, at 9:03 PM, Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:

Eta?

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Almonte, Catherine  
**Sent:** Tuesday, April 12, 2016 9:01 PM  
**To:** Walzak, Phil; Arslanian, Kayla; Salazar-Rodriguez, Prisca;  
[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); Berger, Henry  
**Subject:** MBDB: Prep Conference Call

---

Please standby...

I will notify you when to dial in

**MBDB: Prep Conference Call**

Scheduled: Tuesday, Apr 12, 2016 from 9:00 PM to 9:30 PM

Location: Call In: [REDACTED] Code: [REDACTED]

Invitees: Walzak, Phil , Arslanian, Kayla , Salazar-Rodriguez, Prisca , Jonathan Rosen , Berger, Henry

Sent while mobile.

**From:** [Viguers, Jonathan](#)  
**To:** [Walzak, Phil](#); [Almonte, Catherine](#)  
**Cc:** [Arslanian, Kayla](#); [Salazar-Rodriguez, Prisca](#); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [Berger, Henry](#)  
**Subject:** RE: MBDB: Prep Conference Call  
**Date:** Tuesday, April 12, 2016 11:15:12 PM

---

printed.

---

**From:** Walzak, Phil  
**Sent:** Tuesday, April 12, 2016 10:11 PM  
**To:** Almonte, Catherine  
**Cc:** Arslanian, Kayla; Salazar-Rodriguez, Prisca; Jonathan@berlinrosen.com; Berger, Henry; Viguers, Jonathan  
**Subject:** RE: MBDB: Prep Conference Call

thanks  
impt he has these

---

**From:** Almonte, Catherine  
**Sent:** Tuesday, April 12, 2016 10:08 PM  
**To:** Walzak, Phil  
**Cc:** Arslanian, Kayla; Salazar-Rodriguez, Prisca; Jonathan@berlinrosen.com; Berger, Henry; Viguers, Jonathan  
**Subject:** Re: MBDB: Prep Conference Call

+ JV who will be with him in the morning.

Sent while mobile.

On Apr 12, 2016, at 10:05 PM, Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:

can we get this printed on a card for him in the am ----

- As I've said I am very confident in the integrity of this administration and of my campaign.
- While we have not been contacted by the US Attorney or the FBI, yesterday I instructed representatives of my 2013 campaign and re-election to proactively reach out to the US Attorney and let them know that we looked forward to providing them with any information that may be helpful and that we wanted to fully cooperate with them regarding any issues of interest - and that is our plan.
- They have done so and made contact with the US Attorney and clearly communicated our willingness and desire to assist.
- I have no further details then I did when I last addressed this topic and am still unaware of any investigation.

Q. Anything on investigation:

A. As I've said I am very confident in the integrity of this administration and of my campaign.

While we have not been contacted by the US Attorney or the FBI, yesterday I instructed representatives of my 2013 campaign and re-election to proactively reach out to the US Attorney and let them know that we looked forward to providing them with any information that may be helpful and that we wanted to fully cooperate with them regarding any issues of interest - and that is our plan. They have done so and made contact with the US Attorney and clearly communicated our willingness and desire to assist.

I have no further details than I did when I last addressed this topic and am still unaware of any investigation.

Q. Lawyer?

A. No I have not. Barry Berke, the attorney for our 2013 campaign, is representing the campaign.

Q. Subpoenas?

A. No, but clearly communicated our willingness to assist.

Q. What did US Attorney say?

A. My understanding is they understood and acknowledged the offer. There have been no requests of the campaign, and we have no information as to whether there is an investigation.

Q. JCOPE investigation?

A. Can't speak to that - question for C41NY

Q. Gabrielle knowing these guys?

A. No

Q. How on inaug? Who?

A. Suggestions for members were recommended by campaign staff and chosen by staff in partnership with the volunteer chairperson of the committee. We selected many supporters to join as an acknowledgement of their work for the campaign. The committee was ceremonial

IF PRESSED - ...this was more than 2 yrs ago...not going to go into every detail here....These 2 ppl were obviously selected by our team because of their support for the campaign. Clearly had we known about these allegations they would not have been selected.

---

**From:** Almonte, Catherine

**Sent:** Tuesday, April 12, 2016 9:43 PM

**To:** Walzak, Phil

**Cc:** Arslanian, Kayla; Salazar-Rodriguez, Prisca; [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); Berger, Henry

**Subject:** Re: MBDB: Prep Conference Call

That was me that got off the call to give you guys privacy.

Hope it's a quick one!

Sent while mobile

On Apr 12, 2016, at 9:23 PM, Almonte, Catherine <[CAAlmonte@cityhall.nyc.gov](mailto:CAAlmonte@cityhall.nyc.gov)> wrote:

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Sent while mobile.

On Apr 12, 2016, at 9:22 PM, Almonte, Catherine  
<[CAlmonte@cityhall.nyc.gov](mailto:CAlmonte@cityhall.nyc.gov)> wrote:

Please dial in

Sent while mobile.

On Apr 12, 2016, at 9:03 PM, Walzak, Phil  
<[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:

Eta?

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Almonte, Catherine  
**Sent:** Tuesday, April 12, 2016 9:01 PM  
**To:** Walzak, Phil; Arslanian, Kayla; Salazar-Rodriguez, Prisca;  
[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); Berger, Henry  
**Subject:** MBDB: Prep Conference Call

---

Please standby...

I will notify you when to dial in

**MBDB: Prep Conference Call**

Scheduled: Tuesday, Apr 12, 2016 from 9:00 PM to  
9:30 PM

Location: Call In: [REDACTED] Code: [REDACTED]

Invitees: Walzak, Phil , Arslanian, Kayla , Salazar-  
Rodriguez, Prisca , Jonathan Rosen , Berger, Henry

Sent while mobile.

**From:** [Dan Levitan](#)  
**To:** [Worman, Maya](#); [Grybauskas, Natalie](#)  
**Cc:** [Jennifer Hensley](#); [Jovana Rizzo](#); [Stacey Levine](#)  
**Subject:** FW: Vice request for comment  
**Date:** Wednesday, April 13, 2016 10:23:39 AM

---

See below. Images are very graphic. We deployed a patch this morning to address Google image searches. We are drafting a response now and will share with you shortly.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** Patrick Molloy [mailto:patrick.molloy@intersection.com]  
**Sent:** Wednesday, April 13, 2016 10:07 AM  
**To:** media@link.nyc  
**Subject:** Vice request for comment

Hey all, bringing this to you in separate email from ZD ticket. This was from email [emerson.rosenthal@vice.com](mailto:emerson.rosenthal@vice.com) and in ticket 143345. BE WARNED images are very graphic:

Hi, I'm reporting on a story that transpired last night. Passersby a Link.NYC terminal were treated to an impromptu art installation after an artist used your terminal to display graphic pornography, dead bodies, and graffiti tags to the unsuspecting public. Images below [graphic]:

Do you care to comment on the exploit? How does Link.NYC feel about the use of their terminals for public interventions? Do you have countermeasures in place against this? Can/Will you do anything to prevent such future occurrences?

Also, can you comment on if / how your terminals will be used for wi-fi fingerprinting and/or civilian tracking in the future?

I look forward to your reply,

ER

--

EMERSON ROSENTHAL  
Editor, The Creators Project

VICE MEDIA LLC  
49 South 2nd Street  
Brooklyn, NY 11249

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--

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**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#); [Worman, Maya](#)  
**Cc:** [Jennifer Hensley](#); [Jovana Rizzo](#); [Stacey Levine](#)  
**Subject:** RE: Vice request for comment  
**Date:** Wednesday, April 13, 2016 10:38:49 AM

---

Yes, Google Images, Yes it will go black, and all the Links were patched this morning to force Google Image Search into safe mode.

Statement coming shortly will make these points – then we can hop on phone to discuss if needed.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [mailto:NGrybauskas@cityhall.nyc.gov]  
**Sent:** Wednesday, April 13, 2016 10:27 AM  
**To:** Dan Levitan <dan@berlinrosen.com>; Worman, Maya <mworman@doitt.nyc.gov>  
**Cc:** Jennifer Hensley <Jennifer.Hensley@intersection.com>; Jovana Rizzo <jovana@berlinrosen.com>; Stacey Levine <stacey.levine@intersection.com>  
**Subject:** RE: Vice request for comment

What exactly happened here?

Was this just someone looking stuff up on google images and leaving it up for people to see? doesn't the screen go black if you're not using it for a short time?

I thought there were content restrictions in place?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Wednesday, April 13, 2016 10:24 AM  
**To:** Worman, Maya; Grybauskas, Natalie  
**Cc:** Jennifer Hensley; Jovana Rizzo; Stacey Levine  
**Subject:** FW: Vice request for comment

See below. Images are very graphic. We deployed a patch this morning to address Google image searches. We are drafting a response now and will share with you shortly.

--

Dan Levitan

BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** Patrick Molloy [<mailto:patrick.molloy@intersection.com>]  
**Sent:** Wednesday, April 13, 2016 10:07 AM  
**To:** [media@link.nyc](mailto:media@link.nyc)  
**Subject:** Vice request for comment

Hey all, bringing this to you in separate email from ZD ticket. This was from email [emerson.rosenthal@vice.com](mailto:emerson.rosenthal@vice.com) and in ticket 143345. BE WARNED images are very graphic:

Hi, I'm reporting on a story that transpired last night. Passersby a Link.NYC terminal were treated to an impromptu art installation after an artist used your terminal to display graphic pornography, dead bodies, and graffiti tags to the unsuspecting public. Images below [graphic]:

Do you care to comment on the exploit? How does Link.NYC feel about the use of their terminals for public interventions? Do you have countermeasures in place against this? Can/Will you do anything to prevent such future occurrences?

Also, can you comment on if / how your terminals will be used for wi-fi fingerprinting and/or civilian tracking in the future?

I look forward to your reply,

ER

--

EMERSON ROSENTHAL  
Editor, The Creators Project

VICE MEDIA LLC  
49 South 2nd Street  
Brooklyn, NY 11249

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Thank you.

--

You received this message because you are subscribed to the Google Groups "Media" group. To unsubscribe from this group and stop receiving emails from it, send an email to

[media+unsubscribe@link.nyc](mailto:media+unsubscribe@link.nyc).

**From:** [Snyder, Thomas](#)  
**To:** [O'Brien, Kevin](#); [Walzak, Phil](#); [Wolfe, Emma](#); [Jonathan Rosen](#)  
**Subject:** FW: Resignation from President/Officer role- TPAC  
**Date:** Wednesday, April 13, 2016 10:53:24 AM  
**Attachments:** [PRADO Resignation as President Letter.docx](#)

---

---

**From:** Geri Prado <[REDACTED]>  
**Date:** Wednesday, April 13, 2016 at 10:48 AM  
**To:** Bill de Blasio <[REDACTED]> Tom Snyder <[tsnyder@cityhall.nyc.gov](mailto:tsnyder@cityhall.nyc.gov)>, John Del Ceccato <[jfdc@akpdmedia.com](mailto:jfdc@akpdmedia.com)>  
**Cc:** "Reese, Ezra (Perkins Coie)" <[Ereese@perkinscoie.com](mailto:Ereese@perkinscoie.com)>, "Berger, Henry" <[HBerger@cityhall.nyc.gov](mailto:HBerger@cityhall.nyc.gov)>  
**Subject:** Resignation from President/Officer role- TPAC

Honorable Mayor de Blasio  
Mr. Tom Snyder, Chief of Staff  
Mr. John Del Cecato, Partner of AKPD, Senior Advisory

Attached is my resignation as President of TPAC. Thank you again for this amazing opportunity to serve in an officer position. I will remain in the ED role as we work out details.

Respectfully,

Geri Prado

Geri Prado  
1315 W Street NW, #341  
Washington, D.C. 20009  
303-809-0449

April 13, 2016

The Progressive Agenda Committee  
3220 M Street, #103  
Washington, D.C. 20007

Honorable Mayor Bill de Blasio  
Tom Snyder, Chief of Staff, City of New York  
John Del Cecato, Senior Advisor, Partner of AKPD  
Henry Berger, General Counsel, City of New York  
Ezra Reese, Partner, Perkins Coie and TPAC Counsel

To Interested Parties:

As of today, I resign my position as President of the Board of The Progressive Agenda Committee. It has been an honor to be part of this effort and its mission in this capacity.

All decisions and responsibilities under this position will need to be transferred to another person yet unnamed and filed with the IRS.

Please feel free to call or email me with any questions at [REDACTED] or [REDACTED]. I can also still be reached at my TPAC address at [geri@progressiveagenda.us](mailto:geri@progressiveagenda.us) until my tenure as executive director comes to an end.

Respectfully,

Geri Prado

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** ["Emily Walsh"](#)  
**Cc:** [Reception](#)  
**Subject:** RE: Meeting  
**Date:** Wednesday, April 13, 2016 12:24:28 PM

---

Great. thanks  
He should be there any minute

---

**From:** Emily Walsh [mailto:[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
**Sent:** Wednesday, April 13, 2016 11:19 AM  
**To:** Salazar-Rodriguez, Prisca  
**Cc:** Reception  
**Subject:** RE: Meeting

He can use the 15th floor like yesterday. Please send someone upstairs as well so we can get them refreshments.

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [P[Salazar-Rodriguez@cityhall.nyc.gov](mailto:Salazar-Rodriguez@cityhall.nyc.gov)]  
**Sent:** Wednesday, April 13, 2016 10:52 AM  
**To:** Anna Robinson-Sweet; Emily Walsh  
**Cc:** Jonathan Rosen  
**Subject:** Meeting

Hi guys!

The Mayor would like to have a meeting at your office today at 12noon-  
He will be meeting with Richard Emery.  
Do you have a room avail?

Thanks!  
Prisca

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** ["Reception"](#)  
**Subject:** RE: Meeting  
**Date:** Wednesday, April 13, 2016 12:24:52 PM

---

Thanks!

He should be there any minute

---

**From:** Reception [<mailto:Reception@berlinrosen.com>]  
**Sent:** Wednesday, April 13, 2016 12:24 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: Meeting

Hey Prisca,

Apologies for the late reply. He'll be on the 15<sup>th</sup> floor conference room. I believe his security know here to take him.

---

**From:** Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 13, 2016 11:12 AM  
**To:** Reception  
**Subject:** FW: Meeting

---

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Wednesday, April 13, 2016 10:52 AM  
**To:** 'Anna Robinson-Sweet'; Emily Walsh  
**Cc:** Jonathan Rosen  
**Subject:** Meeting

Hi guys!

The Mayor would like to have a meeting at your office today at 12noon-  
He will be meeting with Richard Emery.  
Do you have a room avail?

Thanks!  
Prisca

**From:** [Reception](#)  
**To:** [Salazar-Rodriguez, Prisca](#); [Emily Walsh](#)  
**Subject:** RE: Meeting  
**Date:** Wednesday, April 13, 2016 1:02:33 PM

---

Thanks!

---

**From:** Salazar-Rodriguez, Prisca [mailto:PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Wednesday, April 13, 2016 1:00 PM  
**To:** Emily Walsh  
**Cc:** Reception  
**Subject:** RE: Meeting

They are going to stay a little longer in the room-  
Maybe till 230

---

**From:** Emily Walsh [mailto:[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
**Sent:** Wednesday, April 13, 2016 11:19 AM  
**To:** Salazar-Rodriguez, Prisca  
**Cc:** Reception  
**Subject:** RE: Meeting

He can use the 15th floor like yesterday. Please send someone upstairs as well so we can get them refreshments.

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [mailto:PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Wednesday, April 13, 2016 10:52 AM  
**To:** Anna Robinson-Sweet; Emily Walsh  
**Cc:** Jonathan Rosen  
**Subject:** Meeting

Hi guys!

The Mayor would like to have a meeting at your office today at 12noon-  
He will be meeting with Richard Emery.  
Do you have a room avail?

Thanks!  
Prisca

**From:** [Litvak, Gwendolyn](#)  
**To:** "[Nicole Kolinsky](#)"; [Connie Chung](#)  
**Subject:** RE: L.A., planning for future growth, seeks a major update of its neighborhood plans - LA Times  
**Date:** Wednesday, April 13, 2016 3:29:36 PM

---

Interesting NK.

**GWEN LITVAK | 212-442-6332**

---

**From:** Nicole Kolinsky [mailto:[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)]  
**Sent:** Wednesday, April 13, 2016 3:29 PM  
**To:** Connie Chung  
**Cc:** Litvak, Gwendolyn  
**Subject:** L.A., planning for future growth, seeks a major update of its neighborhood plans - LA Times

[http://www.latimes.com/local/lanow/la-me-ln-garcetti-planning-20160413-story.html?utm\\_source=dlvr.it&utm\\_medium=twitter&dlvr.it=649324](http://www.latimes.com/local/lanow/la-me-ln-garcetti-planning-20160413-story.html?utm_source=dlvr.it&utm_medium=twitter&dlvr.it=649324)

**From:** [Samuel Knowles](#)  
**To:** [Cooper, Crystal](#)  
**Cc:** [Kyle Moler](#)  
**Subject:** RE: Notes from NYC Interviews on SJC  
**Date:** Wednesday, April 13, 2016 8:48:17 PM

---

Thanks so much for this helpful readout, Crystal. Very strange on NYT.

---

**From:** Cooper, Crystal [mailto:CCooper2@cityhall.nyc.gov]  
**Sent:** Wednesday, April 13, 2016 6:21 PM  
**To:** Samuel Knowles <samuel.knowles@berlinrosen.com>  
**Cc:** Kyle Moler <kmoler@mrss.com>  
**Subject:** Notes from NYC Interviews on SJC

Hi Sam,

Thank you so much for all of your outreach assistance in the lead-up to the announcement today. Here are notes on the interviews that Liz held yesterday. You'll see that the NYT interview went very much off track, but that he may write a longer lead piece in the next few weeks.

We ended up getting our release out a little after 1 p.m. ET, so we will monitor overnight to see if any local papers picked it up with info from the release.

- Jake Pearson of AP:  
<http://bigstory.ap.org/article/c5a876353b4b42d28cb16f0ab1ceebbe/11-us-jails-win-millions-grants-overhaul-operations> (quotes Liz Glazer)
- Interview with Economist went extremely well. Planning a longer lead story to run after the New York primary on April 19
- Haven't seen anything yet from Ryan Reilly at HuffPost, but that interview went very well also.
- New York Times interview was extremely hostile; the interview started with a demand that we send a list of names of the top "churners" in the jail system. He did not seem interested in covering the actual grant. We've been massaging the dialogue via email over the past 24 hours to get things to a place where he might write a longer lead story in the next few weeks.

**Crystal Cooper**

Senior Press Analyst  
Mayor's Office of Criminal Justice  
1 Centre Street, 10<sup>th</sup> Floor, Rm 1012N  
New York, NY 10007  
O: 212-416-5265  
[Ccooper2@cityhall.nyc.gov](mailto:Ccooper2@cityhall.nyc.gov)

**From:** [Litvak, Gwendolyn](#)  
**To:** "[Connie Chung](#)"; [Nicole Kolinsky](#)  
**Subject:** RE: LA mayor answers backlash to "mega-developments" with plan of his own | 89.3 KPCC  
**Date:** Friday, April 15, 2016 4:42:08 PM

---

Wowza. Also, hi.

**GWEN LITVAK | 212-442-6332**

---

**From:** Connie Chung [<mailto:CChung@hraadvisors.com>]  
**Sent:** Friday, April 15, 2016 1:30 PM  
**To:** Nicole Kolinsky; Litvak, Gwendolyn  
**Subject:** RE: LA mayor answers backlash to 'mega-developments' with plan of his own | 89.3 KPCC

Maybe it's just the top-down east coast technocrat in me, but why is 35 separate plans better than a single comprehensive plan?

Also:

<https://twitter.com/HawthorneLAT/status/721021039363264512>

CONNIE J. CHUNG

Director | HR&A ADVISORS, INC.

Direct: (646) 545-6248 | Mobile: (917) 699-7893

[cchung@hraadvisors.com](mailto:cchung@hraadvisors.com)

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Thursday, April 14, 2016 11:26 AM  
**To:** Connie Chung; Litvak, Gwendolyn  
**Subject:** LA mayor answers backlash to 'mega-developments' with plan of his own | 89.3 KPCC

<http://www.scpr.org/news/2016/04/13/59524/la-mayor-counters-proposed-halt-to-mega-developmen/>

**From:** [Breitbart, Joshua](#)  
**To:** [CJ Macklin](#); [Dan Levitan](#); [Jennifer Hensley](#)  
**Cc:** [Stacey Levine](#)  
**Subject:** RE: May 2 event  
**Date:** Friday, April 15, 2016 4:44:00 PM

---

Jen, did you have a chance to finalize?

---

**From:** Breitbart, Joshua  
**Sent:** Thursday, April 14, 2016 4:48 PM  
**To:** 'CJ Macklin'; Dan Levitan; Jennifer Hensley  
**Cc:** Stacey Levine  
**Subject:** RE: May 2 event

Can we finalize by tomorrow whether this will be Jen or Colin? New America is preparing the event announcement. Thanks.

---

**From:** CJ Macklin [<mailto:CJ.Macklin@berlinrosen.com>]  
**Sent:** Thursday, March 31, 2016 12:50 PM  
**To:** Breitbart, Joshua; Dan Levitan; Jennifer Hensley  
**Cc:** Stacey Levine  
**Subject:** RE: May 2 event

Sounds good, Josh. I'll be here ( [REDACTED] ).

-CJ

---

**From:** Breitbart, Joshua [<mailto:JBreitbart@cityhall.nyc.gov>]  
**Sent:** Thursday, March 31, 2016 12:47 PM  
**To:** CJ Macklin; Dan Levitan; Jennifer Hensley  
**Cc:** Stacey Levine  
**Subject:** RE: May 2 event

Can I call you back in about 20 minutes?

---

**From:** CJ Macklin [<mailto:CJ.Macklin@berlinrosen.com>]  
**Sent:** Thursday, March 31, 2016 11:45 AM  
**To:** Breitbart, Joshua; Dan Levitan; Jennifer Hensley  
**Cc:** Stacey Levine  
**Subject:** RE: May 2 event

Hey Josh,

Just tried to reach you to chat further about the event, but got your VM. Let me know when you're free, and I can give you a quick call back.

Thanks,

CJ

---

**From:** Breitbart, Joshua [<mailto:JBreitbart@cityhall.nyc.gov>]  
**Sent:** Thursday, March 31, 2016 10:52 AM  
**To:** Dan Levitan; Jennifer Hensley  
**Cc:** Stacey Levine; CJ Macklin  
**Subject:** RE: May 2 event

Sorry for the delay. It would be great to have Jen for this event. You can reach me at my desk: 212-676-3969.

Josh

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, March 28, 2016 4:48 PM  
**To:** Jennifer Hensley; Breitbart, Joshua  
**Cc:** Stacey Levine; CJ Macklin  
**Subject:** RE: May 2 event

Hi Josh –

We definitely want to participate. Can we connect by phone tomorrow?

Dan

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** Jennifer Hensley [<mailto:jennifer.hensley@intersection.com>]  
**Sent:** Monday, March 28, 2016 4:00 PM  
**To:** Breitbart, Joshua <[JBreitbart@cityhall.nyc.gov](mailto:JBreitbart@cityhall.nyc.gov)>  
**Cc:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Re: May 2 event

Hey Josh -

Sorry I missed you - was in a city planning meeting with DOT on Times Square plazas! I'd passed this on to our press team and I think they were looking into it. I'm happy to participate if we can coordinate schedules. Let me check back with the team and we'll confirm with you as soon as possible.

Thanks!

Jen

On Thu, Mar 24, 2016 at 5:07 PM, Breitbart, Joshua <[JBreitbart@cityhall.nyc.gov](mailto:JBreitbart@cityhall.nyc.gov)> wrote:

|

New America is planning an event at Civic Hall in the evening on May 2<sup>nd</sup> highlighting the City's use of Wi-Fi. We thought it would be good to include someone to speak on behalf of Link.

There's a tie-in to concerns about LTE-U's potential impact on Wi-Fi. Other speakers will include Maya, EDC, Andrew Afflerbach from CTC Energy and Technology, Chris Szymanski from Broadcom.

Give me a call if you want to discuss.

Thanks,  
Josh

---

Joshua Breitbart  
Special Advisor for Broadband  
Office of the Mayor  
City Hall, New York, NY 10007  
o [\(212\) 676-3969](tel:2126763969)  
m [\(347\) 224-4545](tel:3472244545)

--

**Jen Hensley**

General Manager, Link

T: 212 735-8906

C: 917 863-4914

[jen.hensley@intersection.com](mailto:jen.hensley@intersection.com)

**Intersection**

100 Park Avenue 6th Floor New York NY 10017

[intersection.com](http://intersection.com)

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#)  
**Subject:** Bronx  
**Date:** Monday, April 18, 2016 2:02:38 PM

---

Do you have a sec to catch up this afternoon?

I am free after 3.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** [Litvak, Gwendolyn](#)  
**To:** [Connie Chung](#); [Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com); [Daria Siegel](#)  
**Subject:** Re: Yolles  
**Date:** Tuesday, April 19, 2016 9:54:32 AM

---

I saw him at duane reade but avoided him bec I was buying a random assortment of things

Sent from my BlackBerry 10 smartphone.

---

**From:** Connie Chung  
**Sent:** Tuesday, April 19, 2016 9:53 AM  
**To:** [Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com); Daria Siegel; Litvak, Gwendolyn  
**Subject:** Yolles

---

Having a baby. I had no idea! He said due date is in 8 days. Whoa!

CONNIE J. CHUNG  
**Director** | **HR&A ADVISORS, INC.**  
Direct: (646) 545-6248 | Mobile: (917) 699-7893  
[cchung@hraadvisors.com](mailto:cchung@hraadvisors.com)

- sent via mobile -

**From:** [Litvak, Gwendolyn](#)  
**To:** ["Nicole Kolinsky"](#)  
**Subject:** RE: Exclusive Q&A: NYC Mayor's Office Of Sustainability Director Nilda Mesa  
**Date:** Thursday, April 21, 2016 5:16:01 PM

---

Thank you. Some of my best ghost writing I think. ☺

**GWEN LITVAK | 212-442-6332**

---

**From:** Nicole Kolinsky [mailto:[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)]  
**Sent:** Thursday, April 21, 2016 5:15 PM  
**To:** Litvak, Gwendolyn  
**Subject:** Fwd: Exclusive Q&A: NYC Mayor's Office Of Sustainability Director Nilda Mesa

Nice

**Nicole Kolinsky**  
BerlinRosen Public Affairs  
[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)  
[646.200.5296](tel:646.200.5296) (o)  
[646.263.1527](tel:646.263.1527) (c)

Begin forwarded message:

**From:** New York Bisnow <[newsletter@news.bisnow.com](mailto:newsletter@news.bisnow.com)>  
**Date:** April 21, 2016 at 5:05:35 PM EDT  
**To:** Nicole Kolinsky <[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)>  
**Subject:** Exclusive Q&A: NYC Mayor's Office Of Sustainability Director Nilda Mesa

DON'T SEE IMAGES? [CLICK HERE](#)

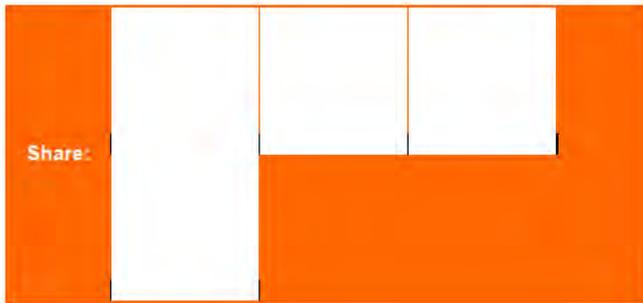
April 21, 2016

## **Exclusive Q&A: NYC Mayor's Office Of Sustainability Director Nilda Mesa**

In an office market where sustainability figures increasingly into tenants' **wish lists**, we can be sure it'll play a huge role in the future of commercial real estate. We caught up with **Nilda Mesa**, director of the Mayor's Office of Sustainability and a speaker at our **Future of Real Estate event** next week, to get her take on where things are headed.

**Bisnow:** Can you explain the Mayor's "80 by 50" plan and say a bit about your office's role in it?  
**Nilda:** In September 2014, Mayor de Blasio announced a plan to reduce greenhouse emissions 80% by the year 2050. When this...

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[Judge Hears Staples/Office Depot Merger Case's Closing Arguments](#)

### More On Sustainable

# Development

[How Sustainability In Development Can Impact The Bottom Line](#)

| |

[The Numbers Are \(Finally\) Making Sense For Sustainability. Here's Why.](#)

| |

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| |

[Nine Next-Level Sustainability Moves](#)

| |

| |

**Chetrit And Yadidi Complete Garment District Assemblage; 80-Story Tower Next?**

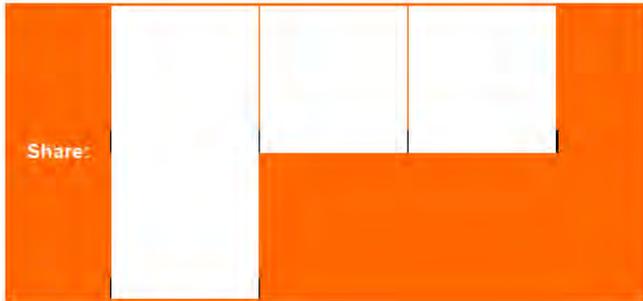
| |

| |

**Isaac Chetrit** and **Ray Yadidi** have closed on the final piece of a **375k SF** assemblage in the Garment District. It includes air rights from the landmarked **Haier Building**, which won't be going

anywhere regardless of what Chetrit and Yadidi do with the site. The plan could include...

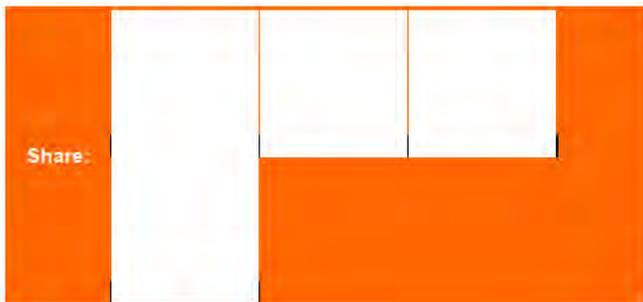
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## South Bronx Warehouse Building Sells For Over 20x 1997 Purchase Price

The latest warehouse property to trade for a previously unheard of sum in the South Bronx is an 85k SF property at 780 East 135th St in Mott Haven. A JV of Bluestone Group, Altmark Capital and Princeton Holdings picked up the six-story building...

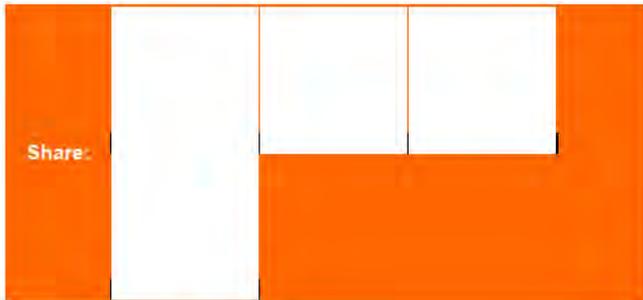
[Read Full Story](#)



## NHL Mulling 1 Manhattan West Spread

The National Hockey League is eyeing a 160k SF spread at Brookfield's 1 Manhattan West. The NHL has been at its current office at 1185 Sixth Ave since 2007. The league has been on the hunt for a new space for...

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## In Case You Missed It...

[Five Tech Unicorns That Could Change The Commercial Real Estate Business](#)

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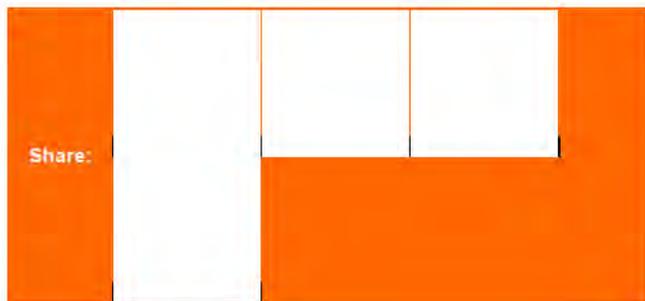
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**Hines And Welltower Pick Up Midtown East Development Site For Senior Housing Project**

**SL Green Unloading CitiCorp HQ For \$2B Sooner Than Planned**

Citigroup's buy of its 2.7M SF HQ building in Tribeca is happening sooner than initially planned. The \$2B purchase of 388-390 Greenwich St is on pace to close in June, current owner SL Green announced yesterday. According to an agreement reached...

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Wells Fargo's market value has **tumbled over \$27B** in the past year, with the bank's market cap sinking to \$253.23B from \$280.66B last April.

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With co-living spaces [popping up around the country](#), co-working giant WeWork has jumped on the micro-unit bandwagon, [recently unveiling WeLive](#), the company's **co-living concept**, in both NYC and DC. *Bisnow* managed to get a tour of the facilities for an inside look at these **amenity-packed adult dorms**.

[Click here for the full story.](#)

National 06.14.2016

# Bisnow's Annual Student Housing

Bob Clark  
Peak Campus

Wesley Rogers  
Landmark Properties

Kristopher Kelley  
American Campus Communities



New York 04.26.2016

# The Future of Real Estate

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**Nilda Mesa**  
NYC Mayor's Office of  
Sustainability

**James Ramsey**  
The Lowline

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**From:** [Hinton, Karen](#)  
**To:** [Jonathan Rosen](#)  
**Cc:** [Dan Levitan](#)  
**Subject:** Re: is BOE letter from you or the campaign? if you, will you forward to me, please?  
**Date:** Sunday, April 24, 2016 6:03:30 PM

---

I sent him a link.

Karen Hinton  
Press Secretary  
917-246-7692

**Follow me on Twitter @KarenHinton**

---

**From:** Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>  
**Date:** Sunday, April 24, 2016 at 5:20 PM  
**To:** Karen Hinton <[khinton@cityhall.nyc.gov](mailto:khinton@cityhall.nyc.gov)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Re: is BOE letter from you or the campaign? if you, will you forward to me, please?

It is from neither.

On Apr 24, 2016, at 5:16 PM, Hinton, Karen <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)> wrote:

Can you send letter to Ben Max?

Karen Hinton  
Press Secretary  
917-246-7692

**Follow me on Twitter @KarenHinton**

**From:** Ben Max <[REDACTED]>  
**Date:** April 24, 2016 at 4:47:22 PM EDT  
**To:** "Hinton, Karen" <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)>  
**Subject:** is BOE letter from you or the campaign? if you, will you forward to me, please?

--

Ben Max  
[@TweetBenMax](#)  
(c) 860 833 0852

Executive Editor, [GothamGazette.com](http://GothamGazette.com)

**From:** [Snyder, Thomas](#)  
**To:** [Jonathan Rosen](#)  
**Subject:** FW: inquiry from City & State  
**Date:** Tuesday, April 26, 2016 10:19:19 AM

---

Is it not the case that Ragone is supposed to be speaking for the record on these type inquiries now?

---

**From:** Geri Prado <[geri@progressiveagenda.us](mailto:geri@progressiveagenda.us)>  
**Date:** Tuesday, April 26, 2016 at 9:28 AM  
**To:** Tom Snyder <[tsnyder@cityhall.nyc.gov](mailto:tsnyder@cityhall.nyc.gov)>  
**Cc:** "Ezra W. Reese" <[EReese@perkinscoie.com](mailto:EReese@perkinscoie.com)>, "Berger, Henry" <[HBerger@cityhall.nyc.gov](mailto:HBerger@cityhall.nyc.gov)>  
**Subject:** Fwd: inquiry from City & State

Tom, Henry and Ezra- reporter Q re filing. We have a line we have given others and the date is coming up where reporters will be asking for this.

Who is handling reporter inquiries for TPAC?

Begin forwarded message:

**From:** Rebecca Katz <[rkatz@hilltoppublicsolutions.com](mailto:rkatz@hilltoppublicsolutions.com)>  
**Date:** April 26, 2016 at 9:21:51 AM EDT  
**To:** Andrew Friedman <[andrew.friedman@berlinrosen.com](mailto:andrew.friedman@berlinrosen.com)>  
**Cc:** Geri Prado <[geri@progressiveagenda.us](mailto:geri@progressiveagenda.us)>  
**Subject: Re: inquiry from City & State**

Adding Geri. I have not worked for TPA in a few months.

Sent from my iPhone

On Apr 26, 2016, at 9:11 AM, Andrew Friedman <[andrew.friedman@berlinrosen.com](mailto:andrew.friedman@berlinrosen.com)> wrote:

Rebecca,  
It's Andrew from BR. Hope all's well.

See below inquiry from C&S at bottom and thoughts from Jonathan below. Before I point Sarina to you re: TPA, just want to make sure JR is right that it's you?

Thanks,

Andrew

---

**From:** Jonathan Rosen  
**Sent:** Tuesday, April 26, 2016 9:04 AM  
**To:** Andrew Friedman  
**Cc:** Dan Levitan  
**Subject:** Re: inquiry from City & State

We need to provide tax info and our most recent disclosure re CONY. Dan has. We do not have united for affordable or tpa. Rebecca Katz for TPA. I think Kwatra for United for Affordable but pls confirm with each before referring.

Coib is a request to the Mayor's press office.

Begin forwarded message:

**From:** Sarina Trangle  
<[strangle@cityandstateny.com](mailto:strangle@cityandstateny.com)>  
>  
**Date:** April 26, 2016 at 6:25:56 AM EDT  
**To:**  
"lafer@kantordavidoff.com"  
<[lafer@kantordavidoff.com](mailto:lafer@kantordavidoff.com)>  
**Subject: inquiry from City & State**

<!--[if !supportLists]-->  
<!--[endif]--> Good Morning,  
<!--[if !supportLists]-->  
<!--[endif]-->  
<!--[if !supportLists]-->  
<!--[endif]--> My name is Sarina, and I'm a reporter with City & State.  
<!--[if !supportLists]-->  
<!--[endif]-->  
<!--[if !supportLists]-->  
<!--[endif]--> Do you represent United for Affordable NYC and the Progressive Agenda in

addition to the Campaign for One New York?

<!--[if !supportLists]-->  
<!--[endif]-->  
<!--[if !supportLists]-->  
<!--[endif]--> I am hoping to reach out to the appropriate person in seeking various documents for all three groups. I heard you may be able to help. If you're not the right person, please let me know, and if possible, direct me to the best person. I'm aiming to get the documents by Wednesday night.

<!--[if !supportLists]-->  
<!--[endif]-->  
<!--[if !supportLists]-->  
<!--[endif]--> We're hoping to get copies of the non-profit tax exemption application, notice of status and annual returns for the Campaign for One New York and for the United for Affordable NYC and Progressive Agenda. Can you help with that?

<!--[if !supportLists]-->  
<!--[endif]-->  
<!--[if !supportLists]-->  
<!--[endif]--> Also, we're wondering if United for Affordable NYC and Progressive Agenda will be voluntarily disclosing their contributions and expenses – as Campaign for One New York will be – and if so, who I should reach out to for that? (The United for Affordable NYC spokesman referred me to the legal team on that.)

<!--[if !supportLists]-->  
<!--[endif]-->  
<!--[if !supportLists]-->  
<!--[endif]--> And lastly, did

Mayor Bill de Blasio, any of his City Hall staff or First Lady Chirlane McCray receive any written guidance from the Conflicts of Interest Board regarding their involvement with the non-profits, and if so, could get a copy of the correspondence(s).

<!--[if !supportLists]-->

<!--[endif]-->

<!--[if !supportLists]-->

<!--[endif]--> Thanks,

**SARINA TRANGLE**  
Reporter



61 Broadway, Suite 2235  
New York, NY 10006  
646-442-1618  
612-834-1894  
[www.cityandstateny.com](http://www.cityandstateny.com)

<CD344D2E-55C0-4314-A7A2-42B3B5DE381F[1].png>

**From:** [Andrew Friedman](#)  
**To:** [Hinton, Karen](#)  
**Subject:** RE: Campaign for One New York  
**Date:** Tuesday, April 26, 2016 1:05:28 PM

---

Got it, thanks.

---

**From:** Hinton, Karen [mailto:[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)]  
**Sent:** Tuesday, April 26, 2016 12:59 PM  
**To:** Andrew Friedman  
**Subject:** Fwd: Campaign for One New York

See below.

Sent from my iPhone

Begin forwarded message:

**From:** Mark Chiusano <[Mark.Chiusano@amny.com](mailto:Mark.Chiusano@amny.com)>  
**Date:** April 26, 2016 at 12:50:34 PM EDT  
**To:** "Hinton, Karen" <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)>  
**Subject: Campaign for One New York**

Hi Karen,

I know you spoke to Randi yesterday, but just wanted to let you know I'm working on a column for tomorrow on the Campaign for One New York and donations it received from Bluestone Corp, in relation to their property Arlington Village in East New York. I have the mayor's comments from yesterday on the campaign finance investigations in general. Do let me know if there's anything else I should know or if you want to touch base today.

Thanks,  
Mark

--

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Mark Chiusano  
Newsday and amNY  
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O: 6462939636  
C: 6464184982  
[@mjchiusano](mailto:mjchiusano)

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-----

**From:** [Leslie Patterson](#)  
**To:** [Steve Barnett](#); [Phillips, Eric Falk](#)  
**Cc:** [Daniel, Michaela](#)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?  
**Date:** Thursday, April 28, 2016 5:13:56 PM

---

Thanks, Steve!

And nice to e-meet you, Eric. Please also let us know about the quote that Steve sent over for the Mayor. We want to make sure that that + the run of show are finalized as soon as possible.

Best,  
Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
646.200.5326 desk // 561.801.5963 cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

---

**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Date:** Thursday, April 28, 2016 at 2:55 PM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric: I am connecting you with Leslie Patterson at Berlin Rosen who is handling press for us on the Yearbook release and this event. We need to get confirmation that the run of show is acceptable for the Mayor among other things.

Best,

Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

On Thu, Apr 28, 2016 at 12:36 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thanks so much – this was really helpful. I'm connecting you with Eric Phillips from our communications team so you guys can coordinate on details.

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]

**Sent:** Thursday, April 28, 2016 11:37 AM

**To:** Daniel, Michaela

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Here you go with proposed quote for the Mayor highlighted in blue.

Here is our plan for run of show for the event.

Welcome from program director, my remarks (3-5 min), Mayor, business person if possible, labor leader (Randi Weingarten AFT possible). Q and A. Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera). Then go to classroom where Mayor reads short book or part of book to kids on camera.

Alternatives as speakers--representative from US DOE (Sec. King not available) or Jacqueline Jones from the Foundation for Child Development, or a parent.

Does the Mayor's office have a business representative they might like to feature or a state legislative leader?

W. Steven Barnett, Ph.D.

Director

National Institute for Early Education Research

Rutgers University

73 Easton Ave

New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:(848)932-4350)

Fax: [\(732\) 932-4360](tel:(732)932-4360)

On Thu, Apr 28, 2016 at 10:31 AM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Steve –

Just a reminder to send those drafts – I am talking to our press folks at 12 and would love to have them with me.

Thanks,

Michaela

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 4:02 PM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

I will have drafts. We have a final messaging meeting Thursday at 2

Sent from my iPhone

On Apr 27, 2016, at 3:59 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thank you! If it's possible for you to send it before noon, that would be fantastic.

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 3:59 PM  
**To:** Daniel, Michaela  
**Cc:** Betty Holcomb; Nancy Kolben  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Yes. I am traveling today but will pull it all together for you tomorrow.

Sent from my iPhone

On Apr 27, 2016, at 3:50 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Everyone -

For now, it seems like I'm still the best point of contact on this.

As you can imagine, with yesterday's budget release, our communications team has been pretty busy, but I'm meeting with them about this tomorrow morning. Steve, if you have a proposed run of show, attendee list, press pitch, etc., can you please send all of that stuff my way?

Steve, I think you've been working with Sophia and her team on some pieces of this - can you please keep me looped on those emails? I just want to make sure we're all on the same page with so many chefs in this kitchen.

Thanks!

Michaela

---

**From:** Betty Holcomb [<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Tuesday, April 26, 2016 7:09 AM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks so much--we look forward to hearing back

Betty

Sent from my iPhone

On Apr 25, 2016, at 6:29 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Sorry for the delay. Working to solidify who the press leads are over here. Should be able to have the right person tomorrow or Wed. Thanks!

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Thursday, April 21, 2016 4:06 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Event-related questions -- can you forward us the contact info?

Michaela,

Steve has a few questions about the event

Can you forward the full contact info for **Devora and Jessica** from DOE and CH communications.

He has a couple questions related to other elected officials, prominent figures to include at the event. Is that the sort of thing that Devora and Jessica can field – or should that type of question come to you?

Just trying to keep things simple,

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb*

*Policy Director*

*Center for Children's Initiatives (formerly Child Care, Inc.)*

[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)

[www.ccinyc.org](http://www.ccinyc.org)

322 Eighth Ave, 4 Fl

New York, NY 10001

[212.381.0009](tel:212.381.0009) direct line

[212.929.7604](tel:212.929.7604) ext 3004

[212.929.5785](tel:212.929.5785) fax

---

**From:** Daniel, Michaela [<mailto:mdaniel@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 20, 2016 4:27 PM  
**To:** Betty Holcomb  
**Cc:** Nancy Kolben  
**Subject:** RE: So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Happy to talk but if these are event-related questions, I'd love to loop you both with Devora and Jessica from DOE and CH communications.

---

**From:** Betty Holcomb  
[\[mailto:bholcomb@centerforchildrensinitiatives.org\]](mailto:bholcomb@centerforchildrensinitiatives.org)  
**Sent:** Wednesday, April 20, 2016 3:09 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben  
**Subject:** So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Michaela

THANK YOU so much for shepherding through the event for the Yearbook!

Nancy and I had a few minutes to catch up with Steve Barnett,

and we have just a few details and questions we'd like to vet with you about the event.

Do you have a few minutes between now and Friday?

We are very flexible. We are thinking this would take not more than 15 minutes or so

Betty

*Please note our new company name, website and email.*

*<image001.jpg>*

*Betty Holcomb*

*Policy Director*

*Center for Children's Initiatives (formerly Child Care, Inc.)*

[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)

[www.ccinyc.org](http://www.ccinyc.org)

*322 Eighth Ave, 4 Fl*

*New York, NY 10001*

[212.381.0009](tel:212.381.0009) *direct line*

[212.929.7604](tel:212.929.7604) *ext 3004*

[212.929.5785](tel:212.929.5785) *fax*

**From:** [Andrew Friedman](#)  
**To:** [Hinton, Karen](#)  
**Subject:** Re: monroe county  
**Date:** Thursday, April 28, 2016 5:33:32 PM

---

Will do

On Apr 28, 2016, at 5:30 PM, Hinton, Karen <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)> wrote:

**Can you get back to her?**

**From:** [REDACTED] [\[mailto:\[REDACTED\]\]](#) **On Behalf Of** Erin Durkin  
**Sent:** Thursday, April 28, 2016 3:29 PM  
**To:** Hinton, Karen  
**Subject:** monroe county

Monroe County Republican Chairman Bill Reilich filed a complaint with the Board of Elections Wednesday asking for an additional investigation into fundraising there for then-Sen. Ted O'Brien. He cited three donations - \$100,000 from CWA District One's PAC, \$100,000 donation from UFT, and \$25,000 from 32BJ - to the Monroe County Democrats which then transferred \$218,663.25 to O'Brien. He said it's the same pattern of "money laundering" seen in Ulster and Putnam counties. Any response to this?

**From:** [Sam Scarrow](#)  
**To:** [Cooper, Crystal](#)  
**Cc:** [Samuel Knowles](#); [Hanah Smith](#); [kmoler@mrss.com](mailto:kmoler@mrss.com)  
**Subject:** RE: The Intercept inquiry  
**Date:** Thursday, April 28, 2016 6:19:56 PM

---

Thanks, Crystal! Glad to hear you two are familiar. We'll go ahead and connect you two directly.

Best,  
Sam  
--

Sam Scarrow  
BerlinRosen Public Affairs  
Office: (646) 755-6106 | Cell: (215) 264-3252  
[sam.scarrow@berlinrosen.com](mailto:sam.scarrow@berlinrosen.com)

---

**From:** Cooper, Crystal [mailto:[CCooper2@cityhall.nyc.gov](mailto:CCooper2@cityhall.nyc.gov)]  
**Sent:** Thursday, April 28, 2016 4:31 PM  
**To:** Sam Scarrow  
**Cc:** Samuel Knowles; Hanah Smith; [kmoler@mrss.com](mailto:kmoler@mrss.com)  
**Subject:** RE: The Intercept inquiry

Hi Sam!

I'm well, thanks for asking. I actually worked with Alice before during her time at VICE. Feel free to connect us directly to set up a time for her to interview Liz.

Best,  
Crystal

---

**From:** Sam Scarrow [mailto:[Sam.Scarrow@berlinrosen.com](mailto:Sam.Scarrow@berlinrosen.com)]  
**Sent:** Thursday, April 28, 2016 1:46 PM  
**To:** Cooper, Crystal  
**Cc:** Samuel Knowles; Hanah Smith; [kmoler@mrss.com](mailto:kmoler@mrss.com)  
**Subject:** The Intercept inquiry

Hi Crystal,

Hope you're well! We have been in touch with a criminal justice and race reporter at The Intercept, Alice Speri. She let us know that she's working on a deep-dive into efforts to address issues around Rikers—including advocacy to reduce its use or close it—and would love to speak with someone to hear more about the city's participation in the SJC. While we know these are sensitive issues, the inquiry does not seem hostile. This would be an on-the-record interview, and she's hoping to speak with someone next week or the week after.

Shall we connect you two directly?

Other things I wanted to note:

- We have provided her with the SJC fact sheet and press release, as well as the link to NYC's plan summary page on the SJC website.
- Alice will likely have already spoken with Laurie Garduque at the Foundation.

Thanks!

Sam

--

Sam Scarrow

BerlinRosen Public Affairs

Office: (646) 755-6106 | Cell: (215) 264-3252

[sam.scarrow@berlinrosen.com](mailto:sam.scarrow@berlinrosen.com)

**From:** [Breitbart, Joshua](#)  
**To:** [CJ Macklin](#)  
**Subject:** RE: May 2 event  
**Date:** Thursday, April 28, 2016 8:02:08 PM

---

Greta Byrum [byrum@newamerica.org](mailto:byrum@newamerica.org) [REDACTED]  
If you have any trouble getting a hold of her (she's on vacation through tomorrow, as well) you can try Tyler Bugg [bugg@newamerica.org](mailto:bugg@newamerica.org) who produces all of their New York events.

---

**From:** Breitbart, Joshua  
**Sent:** Thursday, April 28, 2016 7:53 PM  
**To:** CJ Macklin  
**Subject:** RE: May 2 event

I can speak now if you're available: 347-224-4545.

---

**From:** CJ Macklin [CJ.Macklin@berlinrosen.com]  
**Sent:** Thursday, April 28, 2016 2:00 PM  
**To:** Breitbart, Joshua  
**Subject:** RE: May 2 event

Hey Josh,

I'm pulling together some briefing materials for Colin ahead of the event next week. Had a couple of last-minute questions I wanted to run past you. Could you let me know when you might have a free second to chat, and I can just give you a quick call?

Thanks,  
CJ

---

**From:** Jennifer Hensley [mailto:jennifer.hensley@intersection.com]  
**Sent:** Friday, April 15, 2016 5:53 PM  
**To:** Breitbart, Joshua  
**Cc:** CJ Macklin; Dan Levitan; Stacey Levine  
**Subject:** Re: May 2 event

Colin is confirmed. Thanks!!

**Jen Hensley**  
General Manager, Link

T: [212 735-8906](tel:2127358906)  
C: [917 863-4914](tel:9178634914)  
[jen.hensley@intersection.com](mailto:jen.hensley@intersection.com)

**Intersection**  
[100 Park Avenue 6th Floor New York NY 10017](#)  
[intersection.com](http://intersection.com)

On Apr 15, 2016, at 4:44 PM, Breitbart, Joshua <[JBreitbart@cityhall.nyc.gov](mailto:JBreitbart@cityhall.nyc.gov)> wrote:

Jen, did you have a chance to finalize?

---

**From:** Breitbart, Joshua  
**Sent:** Thursday, April 14, 2016 4:48 PM  
**To:** 'CJ Macklin'; Dan Levitan; Jennifer Hensley  
**Cc:** Stacey Levine  
**Subject:** RE: May 2 event

Can we finalize by tomorrow whether this will be Jen or Colin? New America is preparing the event announcement. Thanks.

---

**From:** CJ Macklin [<mailto:CJ.Macklin@berlinrosen.com>]  
**Sent:** Thursday, March 31, 2016 12:50 PM  
**To:** Breitbart, Joshua; Dan Levitan; Jennifer Hensley  
**Cc:** Stacey Levine  
**Subject:** RE: May 2 event

Sounds good, Josh. I'll be here (██████████).

-CJ

---

**From:** Breitbart, Joshua [<mailto:JBreitbart@cityhall.nyc.gov>]  
**Sent:** Thursday, March 31, 2016 12:47 PM  
**To:** CJ Macklin; Dan Levitan; Jennifer Hensley  
**Cc:** Stacey Levine  
**Subject:** RE: May 2 event

Can I call you back in about 20 minutes?

---

**From:** CJ Macklin [<mailto:CJ.Macklin@berlinrosen.com>]  
**Sent:** Thursday, March 31, 2016 11:45 AM  
**To:** Breitbart, Joshua; Dan Levitan; Jennifer Hensley  
**Cc:** Stacey Levine  
**Subject:** RE: May 2 event

Hey Josh,

Just tried to reach you to chat further about the event, but got your VM. Let me know when you're free, and I can give you a quick call back.

Thanks,  
CJ

---

**From:** Breitbart, Joshua [<mailto:JBreitbart@cityhall.nyc.gov>]  
**Sent:** Thursday, March 31, 2016 10:52 AM  
**To:** Dan Levitan; Jennifer Hensley  
**Cc:** Stacey Levine; CJ Macklin  
**Subject:** RE: May 2 event

Sorry for the delay. It would be great to have Jen for this event. You can reach me at my desk: 212-676-3969.

Josh

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, March 28, 2016 4:48 PM  
**To:** Jennifer Hensley; Breitbart, Joshua  
**Cc:** Stacey Levine; CJ Macklin  
**Subject:** RE: May 2 event

Hi Josh –

We definitely want to participate. Can we connect by phone tomorrow?

Dan

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** Jennifer Hensley [<mailto:jennifer.hensley@intersection.com>]  
**Sent:** Monday, March 28, 2016 4:00 PM  
**To:** Breitbart, Joshua <[JBreitbart@cityhall.nyc.gov](mailto:JBreitbart@cityhall.nyc.gov)>  
**Cc:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Re: May 2 event

Hey Josh -

Sorry I missed you - was in a city planning meeting with DOT on Times Square plazas! I'd passed this on to our press team and I think they were looking into it. I'm happy to participate if we can coordinate schedules. Let me check back with the team and we'll confirm with you as soon as possible.

Thanks!

Jen

On Thu, Mar 24, 2016 at 5:07 PM, Breitbart, Joshua <[JBreitbart@cityhall.nyc.gov](mailto:JBreitbart@cityhall.nyc.gov)> wrote:

New America is planning an event at Civic Hall in the evening on May 2<sup>nd</sup> highlighting the City's use of Wi-Fi. We thought it would be good to include someone to speak on behalf of Link.

There's a tie-in to concerns about LTE-U's potential impact on Wi-Fi. Other

speakers will include Maya, EDC, Andrew Afflerbach from CTC Energy and Technology, Chris Szymanski from Broadcom.

Give me a call if you want to discuss.

Thanks,  
Josh

—  
Joshua Breitbart  
Special Advisor for Broadband  
Office of the Mayor  
City Hall, New York, NY 10007  
o [\(212\) 676-3969](tel:2126763969)  
m [\(347\) 224-4545](tel:3472244545)

--

**Jen Hensley**

General Manager, Link

T: 212 735-8906

C: 917 863-4914

[jen.hensley@intersection.com](mailto:jen.hensley@intersection.com)

**Intersection**

100 Park Avenue 6th Floor New York NY 10017

[intersection.com](http://intersection.com)

**From:** [Leslie Patterson](#)  
**To:** [Phillips, Eric Falk](#)  
**Cc:** [Daniel, Michaela](#); [Steve Barnett](#)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?  
**Date:** Friday, April 29, 2016 4:58:41 PM  
**Attachments:** [NIEER 2015 Yearbook Natl Release 4.29.16.docx](#)

---

Hi Eric,

Thanks for checking in. Attached is the most recent version of the release, with the proposed quote for the Mayor below:

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.”

Steve, can you also send Eric the most up to date version of the report when you have a moment?

For the run of show, we are suggesting:

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

Let me know what else we can get you.

Thanks,

Leslie

--

Leslie Patterson

BerlinRosen Public Affairs

646.200.5326 desk // 561.801.5963 cell

Leslie@berlinrosen.com

---

**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Date:** Thursday, April 28, 2016 at 2:55 PM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric: I am connecting you with Leslie Patterson at Berlin Rosen who is handling press for us on the Yearbook release and this event. We need to get confirmation that the run of show is acceptable for the Mayor among other things.

Best,

Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

On Thu, Apr 28, 2016 at 12:36 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thanks so much – this was really helpful. I'm connecting you with Eric Phillips from our communications team so you guys can coordinate on details.

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Thursday, April 28, 2016 11:37 AM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Here you go with proposed quote for the Mayor highlighted in blue.

Here is our plan for run of show for the event.

Welcome from program director, my remarks (3-5 min), Mayor, business person if possible, labor leader (Randi Weingarten AFT possible). Q and A. Then Mayor leaves stage and has 5 minute conversation

with parents about what pre-K has done for their children and families (on camera). Then go to classroom where Mayor reads short book or part of book to kids on camera.

Alternatives as speakers--representative from US DOE (Sec. King not available) or Jacqueline Jones from the Foundation for Child Development, or a parent.

Does the Mayor's office have a business representative they might like to feature or a state legislative leader?

W. Steven Barnett, Ph.D.

Director

National Institute for Early Education Research

Rutgers University

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Phone: [\(848\) 932-4350](tel:(848)932-4350)

Fax: [\(732\) 932-4360](tel:(732)932-4360)

On Thu, Apr 28, 2016 at 10:31 AM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Steve –

Just a reminder to send those drafts – I am talking to our press folks at 12 and would love to have them with me.

Thanks,

Michaela

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**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 4:02 PM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

I will have drafts. We have a final messaging meeting Thursday at 2

Sent from my iPhone

On Apr 27, 2016, at 3:59 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thank you! If it's possible for you to send it before noon, that would be fantastic.

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 3:59 PM  
**To:** Daniel, Michaela  
**Cc:** Betty Holcomb; Nancy Kolben  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Yes. I am traveling today but will pull it all together for you tomorrow.

Sent from my iPhone

On Apr 27, 2016, at 3:50 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Everyone –

For now, it seems like I'm still the best point of contact on this.

As you can imagine, with yesterday's budget release, our communications team has been pretty busy, but I'm meeting with them about this tomorrow morning. Steve, if you have a proposed run of show, attendee list, press pitch, etc., can you please send all of that stuff my way?

Steve, I think you've been working with Sophia and her team on some pieces of this – can you please keep me looped on those emails? I just want to make sure we're all on the same page with so many chefs in this kitchen.

Thanks!

Michaela

---

**From:** Betty Holcomb [<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Tuesday, April 26, 2016 7:09 AM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks so much--we look forward to hearing back

Betty

Sent from my iPhone

On Apr 25, 2016, at 6:29 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Sorry for the delay. Working to solidify who the press leads are over here. Should be able to have the right person tomorrow or Wed. Thanks!

---

**From:** Betty Holcomb  
[\[mailto:bholcomb@centerforchildrensinitiatives.org\]](mailto:bholcomb@centerforchildrensinitiatives.org)  
**Sent:** Thursday, April 21, 2016 4:06 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Event-related questions -- can you forward us the contact info?

Michaela,

Steve has a few questions about the event

Can you forward the full contact info for **Devora and Jessica from DOE and CH communications.**

He has a couple questions related to other elected officials, prominent figures to include at the event. Is that the sort of thing that Devora and Jessica can field – or should that type of question come to you?

Just trying to keep things simple,

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb*

*Policy Director*

*Center for Children's Initiatives (formerly Child Care, Inc.)*

[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)

[www.ccinyc.org](http://www.ccinyc.org)

*322 Eighth Ave, 4 Fl*

*New York, NY 10001*

[212.381.0009](tel:212.381.0009) *direct line*

[212.929.7604](tel:212.929.7604) *ext 3004*

[212.929.5785](tel:212.929.5785) *fax*

---

**From:** Daniel, Michaela [<mailto:mdaniel@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 20, 2016 4:27 PM  
**To:** Betty Holcomb  
**Cc:** Nancy Kolben  
**Subject:** RE: So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Happy to talk but if these are event-related questions, I'd love to loop you both with Devora and Jessica from DOE and CH communications.

---

**From:** Betty Holcomb  
[\[mailto:bholcomb@centerforchildrensinitiatives.org\]](mailto:bholcomb@centerforchildrensinitiatives.org)  
**Sent:** Wednesday, April 20, 2016 3:09 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben  
**Subject:** So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Michaela

THANK YOU so much for shepherding through the event for the Yearbook!

Nancy and I had a few minutes to catch up with Steve Barnett, and we have just a few details and questions we'd like to vet with you about the event.

Do you have a few minutes between now and Friday?

We are very flexible. We are thinking this would take not more than 15 minutes or so

Betty

*Please note our new company name, website and email.*

*<image001.jpg>*

*Betty Holcomb*

*Policy Director*

*Center for Children's Initiatives (formerly Child Care, Inc.)*

[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)

[www.ccinyc.org](http://www.ccinyc.org)

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*New York, NY 10001*

[212.381.0009](tel:212.381.0009) *direct line*

[212.929.7604](tel:212.929.7604) *ext 3004*

[212.929.5785](tel:212.929.5785) *fax*



## Press Release

73 Easton Avenue • New Brunswick, NJ 08901 • Phone 848.932.4350 • Fax 732.932.4360 • [www.nieer.org](http://www.nieer.org)

For Immediate Release: May 12, 2016

Contact: Leslie Patterson, [leslie@berlinrosen.com](mailto:leslie@berlinrosen.com), 626-200-5326

### **New Report: Nationwide Access to High-Quality Pre-K Remains Low Despite Small Gains in Enrollment and Rising Standards**

*National Institute for Early Education Research Urges Federal and State Legislators to Prioritize State-Funded Pre-K*

**NEW YORK**—Many three- and four-year olds still lack access to high-quality preschool education despite modest gains in enrollment, quality, and funding, according to an [annual report](#) by the nonpartisan National Institute for Early Education Research (NIEER) at Rutgers University. While one state, New York, made dramatic progress through a concerted effort to increase enrollment and funding and improve quality, the slow and uneven progress is mostly due to three states—California, Florida and Texas—that serve nearly 40 percent of all children in the U.S. and are failing on enrollment, quality, and funding.

Comment [L1]: Will insert hyperlink

*The State of Preschool Report* for the 2014-2015 school year, which includes objective state-by-state profiles and rankings, indicates that urgent action is needed from lawmakers at all levels of government to ensure that every child – particularly those from low-income families – have access to high-quality early education. For the first year, NIEER also analyzed states' early education workforce and Dual Language Learner policies, which reveal [FINDINGS](#).

"We're encouraged to see several states increasing in enrollment and improving quality, but access to high-quality pre-K in the United States remains low and highly unequal," said NIEER Director Steve Barnett. "Expanding access to quality pre-K programs is one of the best investments we can make, and it's critical that we raise and standardize salaries for early education teachers and have strong Dual language Learner policies in states with large Hispanic populations. State governments should increase and stabilize funding for pre-K and raise standards for the benefit of all children. For proof that it's possible, one need look no further than New York."

The report's findings indicate that many states have made significant strides in expanding pre-K programs, which were among the hardest hit by the Great Recession. With New York leading the way, total state spending on pre-K programs increased by 10 percent, or \$553 million, since the previous year, bringing state spending in 2014-2015 to over \$6.2 billion. New York's efforts to expand pre-K, in particular in New York City, accounted for two-thirds of this increase. In just one year, New York added over 13,000 new spaces in its pre-K programs, expanded access to full-day services, and allocated \$358 million dollars to improve quality.

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.”

The number of children served by state-funded pre-K served increased by 37,167 in 2014-2105, bringing the total to almost 1.4 million children – the largest number of children ever served by state-funded pre-K. With an average rate of \$4,489, states also made one of the most significant increases in spending per child in recent history. In New York, funding per child increased by 70 percent. The report also indicates that several states made significant progress in terms of quality, with two states – West Virginia and Mississippi – reaching all 10 of the report’s quality standards benchmarks for the first time.

Despite these gains, the report’s findings underscore that those states like California, Florida, and Texas with the largest populations of young children are falling behind. These three states were among the states that met the fewest quality standards benchmarks. Texas and Florida also reduced enrollment and spending in 2014-2015.

NIEER released the report at an event in New York City with Mayor Bill de Blasio, [Deputy Assistant Secretary for Policy and Early Learning at the U.S. Department of Education Dr. Libby Doggett](#), [TKTKTK Secretary of Education John B. King Jr.](#) appeared at the event via video.

Comment [L2]: To be filled in one finalized.

[Sec. King](#) [Dr. Doggett](#) said, “Quality early education programs nurture children’s cognitive, social, and emotional development to enhance their lives now and in the future. In the long run, this increases achievement, makes kids more likely to stay in school, decreases social problems, and leads to higher earnings. It’s heartening to see several states—led by both Republican and Democratic governors—commit to improving their pre-K programs. While we still have a lot of work ahead of us to ensure that all kids have access to high-quality pre-K, this year’s report indicates that many states are moving in the right direction.”

Enrollment nationwide has risen by just one percentage point for both four- and three-year olds over five years. The sluggish pace of change disproportionately impacted low-income families. At this year’s growth rate, it will be decades before all children in low-income families are enrolled. Across all income levels, it would take 150 years to reach 70 percent enrollment.

Comment [L3]: To be updated based on new numbers.

While most pre-K funding comes from state government budgets, local and federal governments also contribute to these programs. The Every Student Succeeds Act (ESSA), which Congress passed in December 2015, encourages state funding of early education by making federal grants available to states for quality pre-K programs. The NIEER report’s findings suggest that the federal government should provide additional incentives to states to fund high-quality pre-K to make more spots available and ensure that children enrolled receive excellent services.

Other key findings of *The State of Preschool 2015* yearbook include:

- Across all public programs—Pre-K general and special education enrollments plus federally funded Head Start—at most 41 percent of 4-year-olds and 16 percent of 3-year-olds were served.

- Arkansas, Connecticut, Michigan, New York, South Carolina and Vermont added five percent or more to enrollment in 2014-2015.
- Mississippi, Indiana and Hawaii made notable new efforts in the 2014-2015 year.
- New York, DC, Michigan, Ohio, Connecticut, Washington, Alabama, New Mexico, California and Arizona increased funding by \$10 million during the same period.
- Six states – Alabama, Alaska, North Carolina, Rhode Island, Mississippi and West Virginia – and one of Louisiana’s programs met all 10 of our quality benchmarks, up from four states in the previous school year; and 24 states met at least eight. West Virginia and Mississippi are the newest states to meet all 10 benchmarks.
- Five states met fewer than half of the benchmarks – California, Ohio and Vermont met four; Florida met three; and Texas met only two.

The State of Preschool Yearbook reviews state-funded pre-K programs on 10 benchmarks of quality standards, including the presence of a qualified instructor, class size, teacher-to-student ratio, presence of an assistant, and length of instruction per day.

For more information on *The State of Preschool 2015* yearbook and detailed state-by-state breakdowns on quality benchmarks, enrollment, and funding, please click [here](#).

Comment [L4]: Will insert hyperlink

###

*The National Institute for Early Education Research ([www.nieer.org](http://www.nieer.org)) at the Graduate School of Education, Rutgers University, New Brunswick, NJ, supports early childhood education policy and practice through independent, objective research.*

**From:** [Steve Barnett](#)  
**To:** [Phillips, Eric Falk](#)  
**Cc:** [Daniel, Michaela](#); [Leslie Patterson](#); [Allison Friedman-Krauss](#)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?  
**Date:** Friday, April 29, 2016 6:58:44 PM

---

Hi Eric: I will send you the most up-to-date copy Monday and the NY state page as soon as possible. Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

On Fri, Apr 29, 2016 at 4:58 PM, Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote:

Hi Eric,

Thanks for checking in. Attached is the most recent version of the release, with the proposed quote for the Mayor below:

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.”

Steve, can you also send Eric the most up to date version of the report when you have a moment?

For the run of show, we are suggesting:

- Welcome from program director
- Steve's remarks (3-5 min)
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- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
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Let me know what else we can get you.

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Leslie

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Director

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[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Tuesday, April 26, 2016 7:09 AM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
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**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
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Can you forward the full contact info for Devora and Jessica from DOE and CH communications.

He has a couple questions related to other elected officials, prominent figures to include at the event. Is that the sort of thing that Devora and Jessica can field – or should that type of question come to you?

Just trying to keep things simple,

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb*

*Policy Director*

*Center for Children's Initiatives (formerly Child Care, Inc.)*

[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)

[www.ccinyc.org](http://www.ccinyc.org)

322 Eighth Ave, 4 Fl

New York, NY 10001

[212.381.0009](tel:212.381.0009) direct line

[212.929.7604](tel:212.929.7604) ext 3004

[212.929.5785](tel:212.929.5785) fax

---

**From:** Daniel, Michaela [<mailto:mdaniel@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 20, 2016 4:27 PM  
**To:** Betty Holcomb  
**Cc:** Nancy Kolben  
**Subject:** RE: So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Happy to talk but if these are event-related questions, I'd love to loop you both with Devora and Jessica from DOE and CH communications.

---

**From:** Betty Holcomb  
[\[mailto:bholcomb@centerforchildrensinitiatives.org\]](mailto:bholcomb@centerforchildrensinitiatives.org)  
**Sent:** Wednesday, April 20, 2016 3:09 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben  
**Subject:** So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Michaela

THANK YOU so much for shepherding through the event for the Yearbook!

Nancy and I had a few minutes to catch up with Steve Barnett, and we have just a few details and questions we'd like to vet with you about the event.

Do you have a few minutes between now and Friday?

We are very flexible. We are thinking this would take not more than 15 minutes or so

Betty

*Please note our new company name, website and email.*

*<image001.jpg>*

*Betty Holcomb*

*Policy Director*

*Center for Children's Initiatives (formerly Child Care, Inc.)*

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[212.929.7604](tel:212.929.7604) *ext 3004*

[212.929.5785](tel:212.929.5785) *fax*

**From:** [Leslie Patterson](#)  
**To:** [Phillips, Eric Falk](#)  
**Cc:** [Daniel, Michaela](#); [Steve Barnett](#)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?  
**Date:** Monday, May 02, 2016 12:09:54 PM  
**Attachments:** [NIEER Op-ed Draft\\_SBF21.docx](#)  
[NYC brief pullout section11.docx](#)

---

Hi Eric,

Hope you're well and had a nice weekend. Wanted to check in on the below, and also share with you an op-ed that we would love for the Mayor to co-sign. It's attached here – would Mayor de Blasio and your office be open to that? We'd welcome feedback and edits, if so, and we're hoping to place in a high-value NYC target around the release.

Additionally, attached is the NYC section of the executive summary in the report, for reference.

Let me know if you have any questions, and what we can move forward on. Thanks!

Leslie

---

**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Date:** Friday, April 29, 2016 at 4:58 PM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Thanks for checking in. Attached is the most recent version of the release, with the proposed quote for the Mayor below:

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.”

Steve, can you also send Eric the most up to date version of the report when you have a moment?

For the run of show, we are suggesting:

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE

- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

Let me know what else we can get you.

Thanks,

Leslie

--

Leslie Patterson

BerlinRosen Public Affairs

646.200.5326 desk // 561.801.5963 cell

[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

---

**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Date:** Thursday, April 28, 2016 at 2:55 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric: I am connecting you with Leslie Patterson at Berlin Rosen who is handling press for us on the Yearbook release and this event. We need to get confirmation that the run of show is acceptable for the Mayor among other things.

Best,

Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350

Fax: (732) 932-4360

On Thu, Apr 28, 2016 at 12:36 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thanks so much – this was really helpful. I’m connecting you with Eric Phillips from our communications team so you guys can coordinate on details.

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]

**Sent:** Thursday, April 28, 2016 11:37 AM

**To:** Daniel, Michaela

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Here you go with proposed quote for the Mayor highlighted in blue.

Here is our plan for run of show for the event.

Welcome from program director, my remarks (3-5 min), Mayor, business person if possible, labor leader (Randi Weingarten AFT possible). Q and A. Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera). Then go to classroom where Mayor reads short book or part of book to kids on camera.

Alternatives as speakers--representative from US DOE (Sec. King not available) or Jacqueline Jones from the Foundation for Child Development, or a parent.

Does the Mayor's office have a business representative they might like to feature or a state legislative leader?

W. Steven Barnett, Ph.D.

Director

National Institute for Early Education Research

Rutgers University

73 Easton Ave

New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:(848)932-4350)

Fax: [\(732\) 932-4360](tel:(732)932-4360)

On Thu, Apr 28, 2016 at 10:31 AM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Steve –

Just a reminder to send those drafts – I am talking to our press folks at 12 and would love to have them with me.

Thanks,

Michaela

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 4:02 PM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

I will have drafts. We have a final messaging meeting Thursday at 2

Sent from my iPhone

On Apr 27, 2016, at 3:59 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thank you! If it's possible for you to send it before noon, that would be fantastic.

---

**From:** Steve Barnett [<mailto:sbarnett@nieer.org>]  
**Sent:** Wednesday, April 27, 2016 3:59 PM  
**To:** Daniel, Michaela  
**Cc:** Betty Holcomb; Nancy Kolben  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Yes. I am traveling today but will pull it all together for you tomorrow.

Sent from my iPhone

On Apr 27, 2016, at 3:50 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Everyone –

For now, it seems like I'm still the best point of contact on this.

As you can imagine, with yesterday's budget release, our communications team has been pretty busy, but I'm meeting with them about this tomorrow morning. Steve, if you have a proposed run of show, attendee list, press pitch, etc., can you please send all of that stuff my way?

Steve, I think you've been working with Sophia and her team on some pieces of this – can you please keep me looped on those emails? I just want to make sure we're all on the same page with so many chefs in this kitchen.

Thanks!

Michaela

---

**From:** Betty Holcomb [<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Tuesday, April 26, 2016 7:09 AM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks so much--we look forward to hearing back

Betty

Sent from my iPhone

On Apr 25, 2016, at 6:29 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Sorry for the delay. Working to solidify who the press leads are over here. Should be able to have the right person tomorrow or Wed. Thanks!

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Thursday, April 21, 2016 4:06 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Event-related questions -- can you forward us the contact info?

Michaela,

Steve has a few questions about the event

Can you forward the full contact info for Devora and Jessica from DOE and CH communications.

He has a couple questions related to other elected officials, prominent figures to include at the event. Is that the sort of thing that Devora and Jessica can field – or should that type of question come to you?

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Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb*

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---

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**Sent:** Wednesday, April 20, 2016 4:27 PM  
**To:** Betty Holcomb  
**Cc:** Nancy Kolben  
**Subject:** RE: So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

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---

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**Cc:** Nancy Kolben  
**Subject:** So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

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## Other States Should Learn from New York on Early Education

By Steve Barnett [\[and Mayor Bill de Blasio\]](#)

At a time of particularly divisive politics in our country, there's widespread bipartisan agreement about at least one thing: smart early investments in our kids pay off for their future, our communities, and our economy. But with quality preschool still out of reach for millions of children, it's clear that we still have a long way to go. Preschool enrolment in the United States falls well below that of other developed countries, and those who need these services most – children from low-income families – have the least access to strong early education programs.

Here in New York, lawmakers have taken decisive action to ensure that every child has the opportunity to enroll in a high-quality preschool program that will pave the way for future success. New York has opened new classrooms across the state and expanded access to full-day services in New York City. New York City's Pre-K for All now serves 68,647 children, or 70% of the city's 4-year-olds in full-day prekindergarten, an increase of more than 250% in just two years while improving program quality. In early education, quality is just as important as quantity.

It's time for other states to follow New York's lead.

A new report from the National Institute for Early Education Research (NIEER) at Rutgers University finds that gains in enrollment and efforts to improve quality aren't keeping pace with the pressing need for these services. Though total state spending on pre-K programs has risen by 10 percent since the 2013-2014 school year, New York alone accounted for two-thirds of this increase.

[Comment \[L1\]: Hyperlink](#)

[Comment \[L2\]: Hyperlink](#)

Meanwhile, states with the largest populations of young children are falling behind. California, Florida, and Texas are home to nearly 40 percent of all children served by pre-K, but the report finds these three states were also among the lowest in terms of quality standards. Texas and Florida also reduced enrollment and spending while California showed signs of improvement.

A closer look at the national picture is equally troubling. Enrollment for three and four year olds crept up during the 2014-2015 school year, but an increase of less than one percentage point each year just isn't going to cut it – especially not for the low-income families who benefit most from these programs. At the current pace, it take the nation more than a century to reach the enrollment rate NYC achieved in just two years of expansion.

There are pockets of hope throughout the country. Six states – Alabama, Alaska, North Carolina, Rhode Island, Mississippi, and West Virginia – and one of Louisiana's programs met all 10 of NIEER's quality benchmarks, up from four states in the previous school year, and 24 states met at least eight. And, as state-funded pre-K begins to grow again, a bipartisan group of governors leads the way, from Alabama to New Mexico, which added significant funding. Six of the 10 leading states for enrollment are led by Republican Governors.

Change is coming for U.S. children, but at a glacial pace. The nation pays a high price for this delay. It's hard to believe, but a kindergartener's math and reading skills often predict his or her success throughout school. Early childhood is the worst time to fall behind. Our failure to make quality preschool accessible to every child helps explain why these achievement gaps have stubbornly persisted since the 1960's. Young children and their families need immediate action from elected officials at all levels of government to make early education a real priority.

The good news is that the solution is simple: high-quality, universal preschool.

A [recent report](#) from the Center for American Progress estimates that access to these programs would significantly reduce the achievement gap between low- and high-income children beginning kindergarten. For African American and Latino kindergarteners, access to high-quality pre-K has the potential to close the achievement gap in reading entirely and lessen the gap in math by large percentages. In addition to improving performance in school, research indicates that access to early education for low-income children [increases productivity](#) when they enter the workforce – further strengthening their chance of finding a good job and boosting American businesses in the process.

Every child deserves a level playing field when they start school, and that's exactly what access to high-quality preschool promises to children. To see that it's possible to make dramatic progress toward that goal in a short amount of time, just look at New York.

*W. Steven Barnett is a Board of Governors Professor and Director of the National Institute for Early Education Research at Rutgers University.*

*[Mayor Bill de Blasio is the 109th Mayor of New York City.]*

Pre-K for All is New York City's historic initiative to provide free, full-day, high-quality pre-kindergarten to every four-year-old in the city. Prior to expansion, 19,287 children attended full-day pre-kindergarten in New York City. The 2014-2015 school year marked the first year of the two-year expansion with 53,120 four-year-olds enrolled in pre-k. Enrollment is high across every community, with the highest participation among low-income families. In 2015-2016 the City's enrolled 68,647 children—a number more than triple the children who attended before expansion and larger than the entire school population of major cities like Boston--about 70 percent of all 4's in the City.

Pre-K for All is delivered in public and privately operated settings including district schools, charters, and independent organizations that contract with the City. Pre-k students receive a full day of education—6 hours and 20 minutes--for 180 days grounded in the Prekindergarten Foundation for the Common Core, the New York State pre-K learning standards covering all aspects of a child's development and learning. The NYCDOE supports all pre-k programs with differentiated support at both the classroom and program level. This includes: targeted professional learning for lead teachers, assistant teachers, and paraprofessionals, on-site support for leaders and teachers, resources, and guidance from 100 Instructional Coordinators and 125 Social Workers.

The expansion required significant investments in new educators, spaces, programming and oversight across more than a dozen City agencies. In the first year of expansion, New York City facilitated the opening of new sites, recruitment and development of new teachers, rigorous multi-agency inspections to ensure quality and safety, and extensive outreach to families to encourage enrollment in new programs.

The city's model is designed to ensure a sustainable high-quality workforce by recruiting, training, and retaining qualified teachers and administrators. All lead teachers have at least a BA, and are either certified or on a study plan for full certification. In order to retain highly qualified teachers, the NYCDOE encourages NYCEECs to pay competitive salaries and took extra steps to increase pay for pre-K teachers across the system with a goal of moving toward parity wherever possible.

**From:** [Kadushin, Peter](#)  
**To:** [Phillip Walzak](#); [Berke, Barry H.](#); [Karen Hinton](#)  
**Cc:** [Jonathan Rosen](#); [Dan Levitan](#); [Andrew Friedman](#); [Laurence Laufer](#); [Henry Berger](#)  
**Subject:** RE: Campaign for One New York COIB Letter  
**Date:** Monday, May 02, 2016 12:50:20 PM

---

Think it is important to say up front that he can raise money from those who do business with the City and would suggest working your background into the statement.

"The COIB letter clearly states solicitations from people who do business with the City are permissible while solicitations cannot be made of someone "with a matter pending or about to be pending" before the City. The Mayor scrupulously followed COIB's guidance."

Thoughts?

---

**From:** Phillip Walzak [REDACTED]  
**Sent:** Monday, May 02, 2016 12:40 PM  
**To:** Berke, Barry H.; Kadushin, Peter; Karen Hinton  
**Cc:** Jonathan Rosen; Dan Levitan; Andrew Friedman; Laurence Laufer; Henry Berger  
**Subject:** Re: Campaign for One New York COIB Letter

i wuld like to craft a response that mirrors what Henry wrote -

Courtney blatantly misstates the language from the COIB letter to reach an entirely incorrect conclusion  
The letter specifically permits hi to solicit funds from people who do business with the City except from a person "with a matter pending or about to be pending" before the City.  
And he scrupulously complied with that prohibition.

Stmnt -- "The COIB letter is clear that solicitations cannot be made of someone "with a matter pending or about to be pending" before the City, and the mayor scrupulously followed that guidance."

Background - The letter specifically permits solicitations from people who do business with the City - the letter does not require a blanket ban,

thoiughts?

On Mon, May 2, 2016 at 12:29 PM, Berke, Barry H. <[BBerke@kramerlevin.com](mailto:BBerke@kramerlevin.com)> wrote:

Do we know what response they are proposing? Barry

**Barry H. Berke**  
Partner

**KRAMER LEVIN**

**NAFTALIS & FRANKEL LLP**  
1177 Avenue of the Americas  
New York, New York 10036  
O: [212-715-7560](tel:212-715-7560) | F: [212-715-7660](tel:212-715-7660)  
[bberke@kramerlevin.com](mailto:bberke@kramerlevin.com)  
[view bio](#)  
[www.kramerlevin.com](http://www.kramerlevin.com)

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---

**From:** Jonathan Rosen [mailto:[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)]  
**Sent:** Monday, May 02, 2016 12:14 PM  
**To:** Phillip Walzak  
**Cc:** Dan Levitan; Andrew Friedman; Laurence Laufer; Berke, Barry H.; Henry Berger  
**Subject:** Re: Campaign for One New York COIB Letter

+ lawyers. See below. City Hall is responding as it is a q about mayor and coib.

On May 2, 2016, at 12:12 PM, Phillip Walzak <[REDACTED]> wrote:

is Laufer/other relevant lawyers aware of this incoming

----- Forwarded message -----

**From:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Date:** Mon, May 2, 2016 at 12:07 PM  
**Subject:** FW: Campaign for One New York COIB Letter  
**To:** Phillip Walzak <[REDACTED]> Karen Hinton  
<[REDACTED]> Peter Kadushin <[REDACTED]>  
**Cc:** Andrew Friedman <[andrew.friedman@berlinrosen.com](mailto:andrew.friedman@berlinrosen.com)>

Referring her over to you guys now.

--

Dan Levitan

BerlinRosen Public Affairs

O: [646.200.5315](tel:646.200.5315)

C: [201.674.7475](tel:201.674.7475)

@DanLevitan

---

**From:** Gross, Courtney [mailto:[courtney.gross@ny1news.com](mailto:courtney.gross@ny1news.com)]  
**Sent:** Monday, May 02, 2016 11:49 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** RE: Campaign for One New York COIB Letter

Ok, so like I said in my message we have been reviewing the donations and have found nearly 80 where the entity/individual had business before the city, was lobbying the city or was a union with a city contract.

In the original letter BDB got for approval to fundraise for the campaign for one new York, it specifically states he cannot solicit donations from people with business before the city or pending business before the city. (I attached the letter for your reference).

The donations clearly violate that. Some examples:

Thousands of dollars from the taxi industry in the midst of the uber fight

Thousands from school bus companies

DDG development 10 grand donation as they look for a variance

Domino

DC 37

UFT

1199

Developers affiliated with the construction of the Brooklyn library

360 tenth ave llc...

And I have a bunch more.

So here are the questions:

Did the mayor personally solicit money from these people?

Do these donation violate the waiver from COIB?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, May 02, 2016 11:30 AM  
**To:** Gross, Courtney  
**Subject:** RE: Campaign for One New York COIB Letter

Are you sending me something? Got your VM

--

Dan Levitan

BerlinRosen Public Affairs

O: [646.200.5315](tel:646.200.5315)

C: [201.674.7475](tel:201.674.7475)

@DanLevitan

---

**From:** Gross, Courtney [<mailto:courtney.gross@ny1news.com>]  
**Sent:** Sunday, May 01, 2016 12:44 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Campaign for One New York COIB Letter  
**Importance:** High

Can you send me the initial letter BDB received from COIB to set up the Campaign for One New York?

If you could send it ASAP, that would be great.

Thanks!

Hope your vacation was good.

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Wednesday, April 27, 2016 4:31 PM  
**To:** Gross, Courtney  
**Subject:** Automatic reply: wsj story on subpeanos

Hi -

I will be out of the office until Monday, May 2, and slow to respond to email.  
If you need immediate assistance please contact [646 452 5637](tel:6464525637).

Thanks,

Dan

---

This E-mail and any of its attachments may contain Time Warner Cable proprietary information, which is privileged, confidential, or subject to copyright belonging to Time Warner Cable. This E-mail is intended solely for the use of the individual or entity to which it is addressed. If you are not the intended recipient of this E-mail, you are hereby notified that any dissemination, distribution, copying, or action taken in relation to the contents of and attachments to this E-mail is strictly prohibited and may be unlawful. If you have received this E-mail in error, please notify the sender immediately and permanently delete the original and any copy of this E-mail and any printout.

<Campaign-for-One-New-York COIB letter.pdf>

**From:** [Henry Berger](#)  
**To:** [Karen Hinton](#)  
**Cc:** [Berke, Barry H.](#); [Laurence Laufer](#); [PhilWalzak \(gmail.com\)](#); [Kadushin, Peter](#); [Jonathan Rosen](#); [Dan Levitan](#); [Andrew Friedman](#); [James, Dani R.](#)  
**Subject:** Re: Campaign for One New York COIB Letter  
**Date:** Monday, May 02, 2016 1:27:52 PM

---

We should issue the statement (with Berke's addition) and nothing more Important to be very tight on this

On May 2, 2016, at 1:18 PM, Karen Hinton  
<[REDACTED]> wrote:

She now has reached out to me. Please send me final to send her. Does it make sense for henry and me to get her on phone?

Sent from my iPhone

On May 2, 2016, at 1:11 PM, Berke, Barry H. <[BBerke@KRAMERLEVIN.com](mailto:BBerke@KRAMERLEVIN.com)> wrote:

How about a slight change to the following: "There was a process in place to insure that this guidance was scrupulously followed."

All subject to Henry's sign off as well.

Sent from my iPhone

**Barry H. Berke**  
Partner

**KRAMER LEVIN  
NAFTALIS & FRANKEL LLP**  
1177 Avenue of the Americas  
New York, New York 10036  
O: 212-715-7560 | F: 212-715-7660  
[bberke@kramerlevin.com](mailto:bberke@kramerlevin.com)  
[view bio](#)  
[www.kramerlevin.com](http://www.kramerlevin.com)

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On May 2, 2016, at 1:08 PM, Laurence Laufer <[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)> wrote:

good

---

**From:** Phillip Walzak [[mailto:\[REDACTED\]](mailto:[REDACTED])]

**Sent:** Monday, May 2, 2016 1:07 PM  
**To:** Berke, Barry H.  
**Cc:** Kadushin, Peter; Karen Hinton; Jonathan Rosen; Dan Levitan; Andrew Friedman; Laurence Laufer; Henry Berger  
**Subject:** Re: Campaign for One New York COIB Letter

i am good w this Barry  
Laufer/Berger?

"The COIB letter is clear. It specifically permits solicitations from people who do business with the City. It only does not allow the solicitation of someone "with a matter pending or about to be pending" before the City. This guidance was scrupulously followed."

On Mon, May 2, 2016 at 12:49 PM, Berke, Barry H. <[BBerke@kramerlevin.com](mailto:BBerke@kramerlevin.com)> wrote:

I like that, but would make the suggested changes below (at least conceptually) subject to Laurence and Henry agreeing. I think it is important that people other than the mayor were responsible for insuring the guidance was followed, which motivated the change to the last sentence.

Sent from my iPhone

**Barry H. Berke**  
Partner

**KRAMER LEVIN  
NAFTALIS & FRANKEL LLP**  
1177 Avenue of the Americas  
New York, New York 10036  
O: [212-715-7560](tel:212-715-7560) | F: [212-715-7660](tel:212-715-7660)  
[bberke@kramerlevin.com](mailto:bberke@kramerlevin.com)  
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Courtney blatantly misstates the language from the

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Background - The letter specifically permits  
solicitations from people who do business with the  
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Barry H. <[BBerke@kramerlevin.com](mailto:BBerke@kramerlevin.com)>  
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Do we know what response they are  
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**To:** Phillip Walzak  
**Cc:** Dan Levitan; Andrew Friedman; Laurence Laufer; Berke, Barry H.; Henry Berger  
**Subject:** Re: Campaign for One New York COIB Letter

+ lawyers. See below. City Hall is responding as it is a q about mayor and coib.

On May 2, 2016, at 12:12 PM, Phillip Walzak <[REDACTED]> wrote:

is Laufer/other relevant lawyers aware of this incoming

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**From:** Dan Levitan  
<[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Date:** Mon, May 2, 2016 at 12:07 PM  
**Subject:** FW: Campaign for One New York COIB Letter  
**To:** Phillip Walzak  
<[REDACTED]>  
Karen Hinton  
<[REDACTED]>  
Peter Kadushin  
<[REDACTED]>  
**Cc:** Andrew Friedman  
<[andrew.friedman@berlinrosen.com](mailto:andrew.friedman@berlinrosen.com)>

Referring her over to you guys now.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: [646.200.5315](tel:646.200.5315)  
C: [201.674.7475](tel:201.674.7475)  
@DanLevitan

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**From:** Gross, Courtney  
[mailto:[courtney.gross@ny1news.com](mailto:courtney.gross@ny1news.com)]  
**Sent:** Monday, May 02, 2016 11:49 AM

**To:** Dan Levitan  
<[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

**Subject:** RE: Campaign for  
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In the original letter BDB got for approval to fundraise for the campaign for one new York, it specifically states he cannot solicit donations from people with business before the city or pending business before the city. (I attached the letter for your reference).

The donations clearly violate that. Some examples:

Thousands of dollars from the taxi industry in the midst of the uber fight

Thousands from school bus companies

DDG development 10 grand donation as they look for a variance

Domino

DC 37

UFT

1199

Developers affiliated with the construction of the Brooklyn library

360 tenth ave llc...

And I have a bunch more.

So here are the questions:

Did the mayor personally solicit money from these people?

Do these donation violate the waiver from COIB?

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**From:** Dan Levitan  
[mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Monday, May 02, 2016  
11:30 AM  
**To:** Gross, Courtney  
**Subject:** RE: Campaign for One  
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Are you sending me something? Got your VM

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BerlinRosen Public Affairs  
O: [646.200.5315](tel:646.200.5315)  
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**From:** Gross, Courtney  
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**To:** Dan Levitan  
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**Subject:** Campaign for One  
New York COIB Letter  
**Importance:** High

Can you send me the initial letter BDB received from COIB to set up the Campaign for One New York?

If you could send it ASAP, that would be great.

Thanks!

Hope your vacation was good.

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**Sent:** Wednesday, April 27, 2016  
4:31 PM

**To:** Gross, Courtney  
**Subject:** Automatic reply: wsj  
story on subpeanos

Hi -

I will be out of the office until  
Monday, May 2, and slow to  
respond to email. If you need  
immediate assistance please  
contact [646 452 5637](tel:6464525637).

Thanks,

Dan

---

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<Campaign-for-One-New-York  
COIB letter.pdf>

**From:** [Henry Berger](#)  
**To:** [PhilWalzak \(gmail.com\)](#)  
**Cc:** [Karen Hinton](#); [Berke, Barry H.](#); [Laurence Laufer](#); [Kadushin, Peter](#); [Jonathan Rosen](#); [Dan Levitan](#); [Andrew Friedman](#); [James, Dani R.](#)  
**Subject:** Re: Campaign for One New York COIB Letter  
**Date:** Monday, May 02, 2016 1:41:33 PM

---

we should not do anything beyond the statement - keep it tight  
Courtney attached the letter to her e-mail - its all in there

On May 2, 2016, at 1:38 PM, Phillip Walzak <[\[REDACTED\]](#)> wrote:

I think CH shd respond  
If HB can and wants to background this, that is good  
Also - I havent seen the letter....does the letter have an affirmative line in it that explicitly says soliccitations permitted from those w business before the City

"The COIB letter is clear. It specifically permits solicitations from people who do business with the City. It only does not allow the solicitation of someone "with a matter pending or about to be pending" before the City. This guidance was scrupulously followed."

On Mon, May 2, 2016 at 1:18 PM, Karen Hinton <[\[REDACTED\]](#)> wrote:

She now has reached out to me. Please send me final to send her.  
Does it make sense for henry and me to get her on phone?

Sent from my iPhone

On May 2, 2016, at 1:11 PM, Berke, Barry H. <[BBerke@KRAMERLEVIN.com](mailto:BBerke@KRAMERLEVIN.com)> wrote:

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All subject to Henry's sign off as well.

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Laufer/Berger?

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**To:** Phillip Walzak  
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To: Phillip Walzak  
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Karen Hinton  
<[karenhinton222@gmail.com](mailto:karenhinton222@gmail.com)>, Peter Kadushin  
<[peterkadushin@gmail.com](mailto:peterkadushin@gmail.com)>  
Cc: Andrew Friedman  
<[andrew.friedman@berlinrosen.com](mailto:andrew.friedman@berlinrosen.com)>

Referring her over to you guys now.

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Dan Levitan

BerlinRosen Public Affairs

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Developers affiliated with the construction of the Brooklyn library

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**Importance:** High

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**To:** Gross, Courtney  
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Thanks,

Dan

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<Campaign-for-One-New-York COIB letter.pdf>

**From:** [Phillip Walzak](#)  
**To:** [Laurence Laufer](#)  
**Cc:** [Henry Berger](#); [Karen Hinton](#); [Berke, Barry H.](#); [Kadushin, Peter](#); [Jonathan Rosen](#); [Dan Levitan](#); [Andrew Friedman](#); [James, Dani R.](#)  
**Subject:** Re: Campaign for One New York COIB Letter  
**Date:** Monday, May 02, 2016 1:47:53 PM

---

very well  
Then lets have CH press ship the stmnt and close this out  
thanks all

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On Mon, May 2, 2016 at 1:42 PM, Laurence Laufer <[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)> wrote:

There's no affirmative line about the permissibility of soliciting donors with City business, only a negative line against soliciting donors with pending business

---

**From:** Phillip Walzak [mailto:████████████████████]  
**Sent:** Monday, May 2, 2016 1:42 PM  
**To:** Henry Berger  
**Cc:** Karen Hinton; Berke, Barry H.; Laurence Laufer; Kadushin, Peter; Jonathan Rosen; Dan Levitan; Andrew Friedman; James, Dani R.  
**Subject:** Re: Campaign for One New York COIB Letter

crossing emails, sorry

here is updated w Barry addition to last line

reupping my question on if there is an affirmative line in letter saying sentence 2 in the stmnt we could point her to

thanks

---

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On Mon, May 2, 2016 at 1:27 PM, Henry Berger <[berger@election-law.com](mailto:berger@election-law.com)> wrote:

We should issue the statement (with Berke's addition) and nothing more  
Important to be very tight on this

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12:07 PM  
Subject: FW: Campaign for  
One New York COIB Letter  
To: Phillip Walzak  
<  
Karen Hinton  
<  
>, Peter Kadushin  
<  
>  
Cc: Andrew Friedman  
<[andrew.friedman@berlinrosen.com](mailto:andrew.friedman@berlinrosen.com)  
>

Referring her over to you  
guys now.

--  
Dan Levitan  
  
BerlinRosen Public Affairs  
  
O: [646.200.5315](tel:646.200.5315)  
  
C: [201.674.7475](tel:201.674.7475)  
  
@DanLevitan

---

**From:** Gross, Courtney  
[mailto:[courtney.gross@ny1news.com](mailto:courtney.gross@ny1news.com)  
]  
**Sent:** Monday, May 02,  
2016 11:49 AM  
**To:** Dan Levitan  
<[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

**Subject:** RE: Campaign  
for One New York COIB  
Letter

Ok, so like I said in my message we have been reviewing the donations and have found nearly 80 where the entity/individual had business before the city, was lobbying the city or was a union with a city contract.

In the original letter BDB got for approval to fundraise for the campaign for one new York, it specifically states he cannot solicit donations from people with business before the city or pending business before the city. (I attached the letter for your reference).

The donations clearly violate that. Some examples:

Thousands of dollars from the taxi industry in the midst of the uber fight

Thousands from school bus companies

DDG development 10 grand donation as they look for a variance

Domino

DC 37

UFT

1199

Developers affiliated with  
the construction of the  
Brooklyn library

360 tenth ave llc...

And I have a bunch more.

So here are the questions:

Did the mayor personally  
solicit money from these  
people?

Do these donation violate  
the waiver from COIB?

---

**From:** Dan Levitan  
[<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, May 02, 2016  
11:30 AM  
**To:** Gross, Courtney  
**Subject:** RE: Campaign for One  
New York COIB Letter

Are you sending me  
something? Got your VM

--

Dan Levitan

BerlinRosen Public Affairs

O: [646.200.5315](tel:646.200.5315)

C: [201.674.7475](tel:201.674.7475)

@DanLevitan

---

**From:** Gross, Courtney  
[<mailto:courtney.gross@ny1news.com>]  
]

**Sent:** Sunday, May 01,  
2016 12:44 PM

**To:** Dan Levitan  
<[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

**Subject:** Campaign for  
One New York COIB Letter

**Importance:** High

Can you send me the  
initial letter BDB received  
from COIB to set up the  
Campaign for One New  
York?

If you could send it ASAP,  
that would be great.

Thanks!

Hope your vacation was  
good.

---

**From:** Dan Levitan  
[<mailto:dan@berlinrosen.com>]  
**Sent:** Wednesday, April 27,  
2016 4:31 PM  
**To:** Gross, Courtney  
**Subject:** Automatic reply: wsj  
story on subpeanos

Hi -

I will be out of the office until Monday, May 2, and slow to respond to email. If you need immediate assistance please contact [646 452 5637](tel:6464525637).

Thanks,

Dan

---

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<Campaign-for-One-New-York COIB letter.pdf>

**From:** [Phillip Walzak](#)  
**To:** [Berke, Barry H.](#)  
**Cc:** [Kadushin, Peter](#); [Karen Hinton](#); [Jonathan Rosen](#); [Dan Levitan](#); [Andrew Friedman](#); [Laurence Laufer](#); [Henry Berger](#)  
**Subject:** Re: Campaign for One New York COIB Letter  
**Date:** Monday, May 02, 2016 1:56:14 PM

---

i am good w this Barry  
Laufer/Berger?

"The COIB letter is clear. It specifically permits solicitations from people who do business with the City. It only does not allow the solicitation of someone "with a matter pending or about to be pending" before the City. This guidance was scrupulously followed."

On Mon, May 2, 2016 at 12:49 PM, Berke, Barry H. <[BBerke@kramerlevin.com](mailto:BBerke@kramerlevin.com)> wrote:

I like that, but would make the suggested changes below (at least conceptually) subject to Laurence and Henry agreeing. I think it is important that people other than the mayor were responsible for insuring the guidance was followed, which motivated the change to the last sentence.

Sent from my iPhone

**Barry H. Berke**  
Partner

**KRAMER LEVIN**  
**NAFTALIS & FRANKEL LLP**  
1177 Avenue of the Americas  
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O: [212-715-7560](tel:212-715-7560) | F: [212-715-7660](tel:212-715-7660)  
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On May 2, 2016, at 12:40 PM, Phillip Walzak <[REDACTED]> wrote:

i wuld like to craft a response that mirrors what Henry wrote -

Courtney blatantly misstates the language from the COIB letter to reach an entirely incorrect conclusion  
The letter specifically permits hi to solicit funds from people who do business with the City except from a person "with a matter pending or about to be pending" before the City.  
And he scrupulously complied with that prohibition.

Stmnt -- "The COIB letter specifically permits solicitations from people

who do business with the City. It only does not allow the solicitation of someone "with a matter pending or about to be pending" before the City. This guidance was scrupulously followed."

Background - The letter specifically permits solicitations from people who do business with the City - the letter does not require a blanket ban,

thoughts?

On Mon, May 2, 2016 at 12:29 PM, Berke, Barry H. <[BBerke@kramerlevin.com](mailto:BBerke@kramerlevin.com)> wrote:

Do we know what response they are proposing? Barry

**Barry H. Berke**  
Partner

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O: [212-715-7560](tel:212-715-7560) | F: [212-715-7660](tel:212-715-7660)  
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**From:** Jonathan Rosen [mailto:[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)]  
**Sent:** Monday, May 02, 2016 12:14 PM  
**To:** Phillip Walzak  
**Cc:** Dan Levitan; Andrew Friedman; Laurence Laufer; Berke, Barry H.; Henry Berger  
**Subject:** Re: Campaign for One New York COIB Letter

+ lawyers. See below. City Hall is responding as it is a q about mayor and coib.

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is Laufer/other relevant lawyers aware of this incoming

----- Forwarded message -----

From: **Dan Levitan** <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
Date: Mon, May 2, 2016 at 12:07 PM  
Subject: FW: Campaign for One New York COIB Letter  
To: Phillip Walzak <[REDACTED]> Karen Hinton  
<[REDACTED]> Peter Kadushin  
<[REDACTED]>  
Cc: Andrew Friedman  
<[andrew.friedman@berlinrosen.com](mailto:andrew.friedman@berlinrosen.com)>

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Dan Levitan

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**Subject:** Campaign for One New York COIB Letter  
**Importance:** High

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If you could send it ASAP, that would be great.

Thanks!

Hope your vacation was good.

---

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**Sent:** Wednesday, April 27, 2016 4:31 PM  
**To:** Gross, Courtney  
**Subject:** Automatic reply: wsj story on subpeanos

Hi -

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Dan

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<Campaign-for-One-New-York COIB letter.pdf>

**From:** [Kadushin, Peter](#)  
**To:** [Phillip Walzak](#); [Karen Hinton](#)  
**Cc:** [Laurence Laufer](#); [Berke, Barry H.](#); [Henry Berger](#); [Jonathan Rosen](#); [Dan Levitan](#); [Andrew Friedman](#); [James, Dani R.](#)  
**Subject:** RE: Campaign for One New York COIB Letter  
**Date:** Monday, May 02, 2016 2:07:55 PM

---

Yep.

---

**From:** Phillip Walzak [REDACTED]  
**Sent:** Monday, May 02, 2016 2:05 PM  
**To:** Karen Hinton  
**Cc:** Laurence Laufer; Berke, Barry H.; Henry Berger; Kadushin, Peter; Jonathan Rosen; Dan Levitan; Andrew Friedman; James, Dani R.  
**Subject:** Re: Campaign for One New York COIB Letter

sure  
PK can you ship pls?  
thanks

On Mon, May 2, 2016 at 2:02 PM, Karen Hinton <[REDACTED]> wrote:  
Is peter sending?

Sent from my iPhone

On May 2, 2016, at 2:02 PM, Phillip Walzak <[REDACTED]> wrote:

ok  
CH press will ship this

On Mon, May 2, 2016 at 1:59 PM, Laurence Laufer  
<[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)> wrote:

Looks good to me

---

**From:** Berke, Barry H. [mailto:[BBerke@KRAMERLEVIN.com](mailto:BBerke@KRAMERLEVIN.com)]  
**Sent:** Monday, May 2, 2016 1:58 PM  
**To:** Laurence Laufer  
**Cc:** Phillip Walzak; Henry Berger; Karen Hinton; Kadushin, Peter; Jonathan Rosen; Dan Levitan; Andrew Friedman; James, Dani R.  
**Subject:** RE: Campaign for One New York COIB Letter

I just made a similar change that has the same effect. Let's combine them and go with the following:

"The COIB letter is clear. It permits solicitations of people who do business with the City. It only bars the solicitation of someone "with a matter pending or about to be pending" before the City. There was a process in place to insure that this guidance was scrupulously followed."

**Barry H. Berke**

Partner

**KRAMER LEVIN**

**NAFTALIS & FRANKEL LLP**

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O: [212-715-7560](tel:212-715-7560) | F: [212-715-7660](tel:212-715-7660)

[bberke@kramerlevin.com](mailto:bberke@kramerlevin.com)

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**From:** [Berke, Barry H.](#)  
**To:** [PhilWalzak \(gmail.com\)](#); [Laurence Laufer](#)  
**Cc:** [Henry Berger](#); [Karen Hinton](#); [Kadushin, Peter](#); [Jonathan Rosen](#); [Dan Levitan](#); [Andrew Friedman](#); [James, Dani R.](#)  
**Subject:** RE: Campaign for One New York COIB Letter  
**Date:** Monday, May 02, 2016 2:13:03 PM

---

How about we make the following change and call it a day:

"The COIB letter is clear. It does not prohibit solicitations from people who do business with the City. It only bars the solicitation of someone "with a matter pending or about to be pending" before the City. There was a process in place to insure that this guidance was scrupulously followed."

**Barry H. Berke**  
Partner

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**From:** Phillip Walzak [mailto:████████████████████]  
**Sent:** Monday, May 02, 2016 1:48 PM  
**To:** Laurence Laufer  
**Cc:** Henry Berger; Karen Hinton; Berke, Barry H.; Kadushin, Peter; Jonathan Rosen; Dan Levitan; Andrew Friedman; James, Dani R.  
**Subject:** Re: Campaign for One New York COIB Letter

very well  
Then lets have CH press ship the stmnt and close this out  
thanks all

"The COIB letter is clear. It specifically permits solicitations from people who do business with the City. It only does not allow the solicitation of someone "with a matter pending or about to be pending" before the City. There was a process in place to insure that this guidance was scrupulously followed."

On Mon, May 2, 2016 at 1:42 PM, Laurence Laufer <[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)> wrote:  
There's no affirmative line about the permissibility of soliciting donors with City business, only a negative line against soliciting donors with pending business

---

**From:** Phillip Walzak [mailto:████████████████████]  
**Sent:** Monday, May 2, 2016 1:42 PM  
**To:** Henry Berger  
**Cc:** Karen Hinton; Berke, Barry H.; Laurence Laufer; Kadushin, Peter; Jonathan Rosen; Dan Levitan; Andrew Friedman; James, Dani R.  
**Subject:** Re: Campaign for One New York COIB Letter

crossing emails, sorry  
here is updated w Barry addition to last line  
reupping my question on if there is an affirmative line in letter saying sentence 2 in the stmt  
we could point her to  
thanks

"The COIB letter is clear. It specifically permits solicitations from people who do business with the City. It only does not allow the solicitation of someone "with a matter pending or about to be pending" before the City. There was a process in place to insure that this guidance was scrupulously followed."

On Mon, May 2, 2016 at 1:27 PM, Henry Berger <[berger@election-law.com](mailto:berger@election-law.com)> wrote:  
We should issue the statement (with Berke's addition) and nothing more  
Important to be very tight on this

On May 2, 2016, at 1:18 PM, Karen Hinton <████████████████████>  
wrote:

She now has reached out to me. Please send me final to send her. Does it make sense for Henry and me to get her on phone?

Sent from my iPhone

On May 2, 2016, at 1:11 PM, Berke, Barry H. <[BBerke@KRAMERLEVIN.com](mailto:BBerke@KRAMERLEVIN.com)> wrote:

How about a slight change to the following: "There was a process in place to insure that this guidance was scrupulously followed."

All subject to Henry's sign off as well.

Sent from my iPhone

**Barry H. Berke**

Partner

**KRAMER LEVIN**

**NAFTALIS & FRANKEL LLP**

1177 Avenue of the Americas

New York, New York 10036

O: [212-715-7560](tel:212-715-7560) | F: [212-715-7660](tel:212-715-7660)

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On May 2, 2016, at 1:08 PM, Laurence Laufer <[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)> wrote:

good

---

**From:** Phillip Walzak [<mailto:> [REDACTED]]  
**Sent:** Monday, May 2, 2016 1:07 PM  
**To:** Berke, Barry H.  
**Cc:** Kadushin, Peter; Karen Hinton; Jonathan Rosen; Dan Levitan; Andrew Friedman; Laurence Laufer; Henry Berger  
**Subject:** Re: Campaign for One New York COIB Letter

i am good w this Barry  
Laufer/Berger?

"The COIB letter is clear. It specifically permits solicitations from people who do business with the City. It only does not allow the solicitation of someone "with a matter pending or about to be pending" before the City. This guidance was scrupulously followed."

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<[BBerke@kramerlevin.com](mailto:BBerke@kramerlevin.com)> wrote:

I like that, but would make the suggested changes below (at least conceptually) subject to Laurence and Henry agreeing. I think it is important that people other than the mayor were responsible for insuring the guidance was followed, which motivated the change to the last sentence.

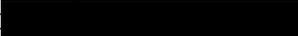
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Partner

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Do we know what response they are proposing? Barry

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**From:** Jonathan Rosen  
[mailto:[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)]  
**Sent:** Monday, May 02, 2016 12:14 PM  
**To:** Phillip Walzak  
**Cc:** Dan Levitan; Andrew Friedman; Laurence Laufer; Berke, Barry H.; Henry Berger  
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**To:** Phillip Walzak

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Referring her over to you guys  
now.

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Did the mayor personally solicit  
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Do these donation violate the  
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11:30 AM

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C: [201.674.7475](tel:201.674.7475)

@DanLevitan

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[<mailto:courtney.gross@ny1news.com>]

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**Sent:** Sunday, May 01, 2016
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**To:** Dan Levitan
<[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>
**Subject:** Campaign for One
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**Importance:** High

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Hope your vacation was good.

---

**From:** Dan Levitan
[<mailto:dan@berlinrosen.com>]
**Sent:** Wednesday, April 27, 2016
4:31 PM
**To:** Gross, Courtney
**Subject:** Automatic reply: wsj
story on subpeanos

Hi -

I will be out of the office until
Monday, May 2, and slow to
respond to email. If you need
immediate assistance please
contact [646 452 5637](tel:6464525637).

Thanks,

Dan

---

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<Campaign-for-One-New-York COIB letter.pdf>

**From:** [Karen Hinton](#)  
**To:** [Berke, Barry H.](#)  
**Cc:** [Laurence Laufer](#); [PhilWalzak \(gmail.com\)](#); [Henry Berger](#); [Kadushin, Peter](#); [Jonathan Rosen](#); [Dan Levitan](#); [Andrew Friedman](#); [James, Dani R.](#)  
**Subject:** Re: Campaign for One New York COIB Letter  
**Date:** Monday, May 02, 2016 2:13:17 PM

---

I think important to get her to understand this. To do that, someone needs to get her on phone. Who can do that with me? We can do off record.

Sent from my iPhone

On May 2, 2016, at 1:52 PM, Berke, Barry H. <[BBerke@KRAMERLEVIN.com](mailto:BBerke@KRAMERLEVIN.com)> wrote:

Laurence, do you believe this is accurate? Should we take out "specifically"? Any other change?

Sent from my iPhone

**Barry H. Berke**  
Partner

**KRAMER LEVIN  
NAFTALIS & FRANKEL LLP**  
1177 Avenue of the Americas  
New York, New York 10036  
O: 212-715-7560 | F: 212-715-7660  
[bberke@kramerlevin.com](mailto:bberke@kramerlevin.com)  
[view bio](#)  
[www.kramerlevin.com](http://www.kramerlevin.com)

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On May 2, 2016, at 1:43 PM, Laurence Laufer  
<[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)> wrote:

There's no affirmative line about the permissibility of soliciting donors with City business, only a negative line against soliciting donors with pending business

---

**From:** Phillip Walzak [<mailto:>   
**Sent:** Monday, May 2, 2016 1:42 PM  
**To:** Henry Berger  
**Cc:** Karen Hinton; Berke, Barry H.; Laurence Laufer; Kadushin, Peter; Jonathan Rosen; Dan Levitan; Andrew Friedman; James, Dani R.  
**Subject:** Re: Campaign for One New York COIB Letter

crossing emails, sorry

here is updated w Barry addition to last line  
reupping my question on if there is an affirmative line in letter  
saying sentence 2 in the stmt we could point her to  
thanks

"The COIB  
letter is clear. It  
specifically  
permits  
solicitations from  
people who do  
business with the  
City. It only  
does not allow  
the solicitation of  
someone "with a  
matter pending  
or about to be  
pending" before  
the City. There  
was a process in  
place to insure  
that this  
guidance was  
scrupulously  
followed."

On Mon, May 2, 2016 at 1:27 PM, Henry Berger <[berger@election-law.com](mailto:berger@election-law.com)> wrote:

We should issue the statement (with Berke's addition) and nothing  
more

Important to be very tight on this

On May 2, 2016, at 1:18 PM, Karen Hinton  
<[REDACTED]> wrote:

She now has reached out to me. Please send me final to send her.  
Does it make sense for henry and me to get her on phone?

Sent from my iPhone

On May 2, 2016, at 1:11 PM, Berke, Barry H.

<[BBerke@KRAMERLEVIN.com](mailto:BBerke@KRAMERLEVIN.com)> wrote:

How about a slight change to the following: "There was a process in place to insure that this guidance was scrupulously followed."

All subject to Henry's sign off as well.

Sent from my iPhone

**Barry H. Berke**  
Partner

**KRAMER LEVIN  
NAFTALIS & FRANKEL LLP**  
1177 Avenue of the Americas  
New York, New York 10036  
O: [212-715-7560](tel:212-715-7560) | F: [212-715-7660](tel:212-715-7660)  
[bberke@kramerlevin.com](mailto:bberke@kramerlevin.com)  
[view bio](#)  
[www.kramerlevin.com](http://www.kramerlevin.com)

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On May 2, 2016, at 1:08 PM, Laurence Laufer  
<[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)> wrote:

good

---

**From:** Phillip Walzak  
[<mailto:>   
**Sent:** Monday, May 2, 2016 1:07 PM  
**To:** Berke, Barry H.  
**Cc:** Kadushin, Peter; Karen Hinton; Jonathan Rosen; Dan Levitan; Andrew Friedman; Laurence Laufer; Henry Berger  
**Subject:** Re: Campaign for One New York COIB Letter

i am good w this Barry  
Laufer/Berger?

"The COIB letter  
is clear. It  
specifically permits  
solicitations from  
people who do  
business with the  


City. It only does not allow the solicitation of someone "with a matter pending or about to be pending" before the City. This guidance was scrupulously followed."

On Mon, May 2, 2016 at 12:49 PM, Berke, Barry H.

<[BBerke@kramerlevin.com](mailto:BBerke@kramerlevin.com)>

wrote:

I like that, but would make the suggested changes below (at least conceptually) subject to Laurence and Henry agreeing. I think it is important that people other than the mayor were responsible for insuring the guidance was followed, which motivated the change to the last sentence.

Sent from my iPhone

**Barry H. Berke**

Partner

**KRAMER LEVIN  
NAFTALIS & FRANKEL LLP**

1177 Avenue of the Americas  
New York, New York 10036

O: [212-715-7560](tel:212-715-7560) | F: [212-715-7660](tel:212-715-7660)

[bberke@kramerlevin.com](mailto:bberke@kramerlevin.com)

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[www.kramerlevin.com](http://www.kramerlevin.com)

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On May 2, 2016, at 12:40 PM,  
Phillip Walzak

< [REDACTED] wrote:

i wuld like to craft  
a response that  
mirrors what Henry  
wrote -

Courtney blatantly  
misstates the language  
from the COIB letter to  
reach an entirely  
incorrect conclusion  
The letter specifically  
permits hi to solicit  
funds from people who  
do business with the  
City except from a  
person "with a matter  
pending or about to be  
pending' before the  
City.  
And he scrupulously  
complied with that  
prohibition.

Stmnt -- "The  
COIB letter  
specifically permits  
solicitations from  
people who do  
business with the  
City. It only does  
not allow the  
solicitation of  
someone "with a  
matter pending or about  
to be pending" before  
the City. This guidance  
was scrupulously  
followed."

Background - The letter  
specifically permits  
solicitations from  
people who do business  
with the City - the letter  
does not require a  
blanket ban,

thoiughts?

On Mon, May 2,  
2016 at 12:29 PM,  
Berke, Barry H.  
<[BBerke@kramerlevin.com](mailto:BBerke@kramerlevin.com)  
> wrote:  
Do we know what  
response they are  
proposing? Barry

**Barry H. Berke**  
Partner

**KRAMER LEVIN  
NAFTALIS &  
FRANKEL LLP**  
1177 Avenue of the  
Americas  
New York, New York  
10036  
O: [212-715-7560](tel:212-715-7560) |  
F: [212-715-7660](tel:212-715-7660)  
[bberke@kramerlevin.com](mailto:bberke@kramerlevin.com)

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[www.kramerlevin.com](http://www.kramerlevin.com)

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prohibited. If you have  
received this communication  
in error, please immediately  
notify the sender by return  
e-mail message and delete  
all copies of the original  
communication. Thank you  
for your cooperation.

**From:** Jonathan  
Rosen  
[mailto:[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)  
]  
**Sent:** Monday, May  
02, 2016 12:14 PM  
**To:** Phillip Walzak  
**Cc:** Dan Levitan;  
Andrew Friedman;  
Laurence Laufer;  
Berke, Barry H.;

Henry Berger  
**Subject:** Re:  
Campaign for One  
New York COIB Letter

+ lawyers. See  
below. City Hall is  
responding as it is  
a q about mayor  
and coib.

On May 2, 2016, at  
12:12 PM, Phillip  
Walzak

< [REDACTED] >  
> wrote:

is  
Laufer/other  
relevant  
lawyers  
aware  
of this  
incoming

-----  
--

Forwarded  
message

-----  
--

From:  
**Dan  
Levitan** <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

>  
Date:  
Mon,  
May 2,  
2016 at  
12:07  
PM  
Subject:  
FW:  
Campaign  
for  
One  
New  
York  
COIB  
Letter  
To:

Phillip  
Walzak

<[REDACTED]>

>

Karen  
Hinton

<[REDACTED]>

>

Peter  
Kadushin

<[REDACTED]>

>

Cc:

Andrew  
Friedman

<[andrew.friedman@berlinrosen.com](mailto:andrew.friedman@berlinrosen.com)>

>

Referring  
her  
over to  
you  
guys  
now.

--

Dan  
Levitan  
BerlinRosen  
Public  
Affairs

O:  
[646.200.5315](tel:646.200.5315)

C:  
[201.674.7475](tel:201.674.7475)  
@DanLevitan

---

**From:**

Gross,  
Courtney

[mailto:[courtney.gross@ny1news.com](mailto:courtney.gross@ny1news.com)]

]

**Sent:**

Monday,  
May  
02,  
2016  
11:49  
AM

**To:**  
Dan  
Levitan  
<[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

**Subject:**  
RE:  
Campaign  
for  
One  
New  
York  
COIB  
Letter

Ok, so  
like I  
said in  
my  
message  
we  
have  
been  
reviewing  
the  
donations  
and  
have  
found  
nearly  
80  
where  
the  
entity/individual  
had  
business  
before  
the  
city,  
was  
lobbying  
the city  
or was  
a  
union  
with a  
city  
contract.

In the

original  
letter  
BDB  
got for  
approval  
to  
fundraise  
for the  
campaign  
for one  
new  
York,  
it  
specifically  
states  
he  
cannot  
solicit  
donations  
from  
people  
with  
business  
before  
the city  
or  
pending  
business  
before  
the  
city. (I  
attached  
the  
letter  
for  
your  
reference).

The  
donations  
clearly  
violate  
that.  
Some  
examples:

Thousands  
of  
dollars  
from

the taxi  
industry  
in the  
midst  
of the  
uber  
fight  
Thousands  
from  
school  
bus  
companies  
DDG  
development  
10  
grand  
donation  
as they  
look  
for a  
variance  
Domino  
DC 37  
UFT  
1199  
Developers  
affiliated  
with  
the  
construction  
of the  
Brooklyn  
library  
360  
tenth  
ave  
llc...

And I  
have a  
bunch  
more.

So  
here  
are the  
questions:

Did the  
mayor

personally  
solicit  
money  
from  
these  
people?  
Do  
these  
donation  
violate  
the  
waiver  
from  
COIB?

---

**From:**  
Dan  
Levitan  
[<mailto:dan@berlinrosen.com>  
]

**Sent:**  
Monday,  
May 02,  
2016  
11:30  
AM

**To:**  
Gross,  
Courtney

**Subject:**  
RE:  
Campaign  
for One  
New  
York  
COIB  
Letter

Are  
you  
sending  
me  
something?  
Got  
your  
VM

--  
Dan  
Levitan  
BerlinRosen

Public  
Affairs  
O:  
[646.200.5315](tel:646.200.5315)  
C:  
[201.674.7475](tel:201.674.7475)  
@DanLevitan

---

**From:**  
Gross,  
Courtney  
[<mailto:courtney.gross@ny1news.com>  
]

**Sent:**  
Sunday,  
May  
01,  
2016  
12:44  
PM

**To:**  
Dan  
Levitan  
<[dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
>

**Subject:**  
Campaign  
for  
One  
New  
York  
COIB  
Letter

**Importance:**  
High

Can  
you  
send  
me the  
initial  
letter  
BDB  
received  
from  
COIB  
to set  
up the  
Campaign

for  
One  
New  
York?

If you  
could  
send it  
ASAP,  
that  
would  
be  
great.

Thanks!

Hope  
your  
vacation  
was  
good.

---

**From:**  
Dan  
Levitan  
[\[mailto:dan@berlinrosen.com\]](mailto:dan@berlinrosen.com)  
]

**Sent:**  
Wednesday,  
April  
27,  
2016  
4:31 PM

**To:**  
Gross,  
Courtney

**Subject:**  
Automatic  
reply:  
wsj  
story on  
subpeanos

Hi -

I will  
be out  
of the  
office  
until  
Monday,  
May 2,

and  
slow to  
respond  
to  
email.  
If you  
need  
immediate  
assistance  
please  
contact  
[646](#)  
[452](#)  
[5637](#).

Thanks,

Dan

---

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strictly  
prohibited  
and may  
be  
unlawful.  
If you  
have  
received  
this E-  
mail in  
error,  
please  
notify the  
sender  
immediately  
and  
permanently  
delete the  
original  
and any  
copy of  
this E-  
mail and  
any  
printout.

<Campaign-  
for-  
One-  
New-  
York  
COIB  
letter.pdf>

**From:** [Phillip Walzak](#)  
**To:** [Karen Hinton](#)  
**Cc:** [Jonathan Rosen](#); [James, Dani R.](#); [Kadushin, Peter](#); [Andrew Friedman](#); [Laurence Laufer](#); [Dan Levitan](#); [Henry Berger](#); [Berke, Barry H.](#)  
**Subject:** Re: Campaign for One New York COIB Letter  
**Date:** Monday, May 02, 2016 2:16:03 PM

---

If you need to do thru maya voice Pls do

On May 2, 2016 14:14, "Karen Hinton" <[REDACTED]> wrote:  
Please copy me

Sent from my iPhone

On May 2, 2016, at 2:07 PM, Kadushin, Peter <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)> wrote:

Yep.

---

**From:** Phillip Walzak [REDACTED]  
**Sent:** Monday, May 02, 2016 2:05 PM  
**To:** Karen Hinton  
**Cc:** Laurence Laufer; Berke, Barry H.; Henry Berger; Kadushin, Peter; Jonathan Rosen; Dan Levitan; Andrew Friedman; James, Dani R.  
**Subject:** Re: Campaign for One New York COIB Letter

sure  
PK can you ship pls?  
thanks

On Mon, May 2, 2016 at 2:02 PM, Karen Hinton  
<[REDACTED]> wrote:

Is peter sending?

Sent from my iPhone

On May 2, 2016, at 2:02 PM, Phillip Walzak <[REDACTED]> wrote:

ok  
CH press will ship this

On Mon, May 2, 2016 at 1:59 PM, Laurence Laufer  
<[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)> wrote:

Looks good to me

---

**From:** Berke, Barry H. [mailto:[BBerke@KRAMERLEVIN.com](mailto:BBerke@KRAMERLEVIN.com)]  
**Sent:** Monday, May 2, 2016 1:58 PM  
**To:** Laurence Laufer  
**Cc:** Phillip Walzak; Henry Berger; Karen Hinton; Kadushin, Peter; Jonathan Rosen; Dan Levitan; Andrew Friedman; James, Dani R.  
**Subject:** RE: Campaign for One New York COIB Letter

I just made a similar change that has the same effect. Let's combine them and go with the following:

"The COIB letter is clear. It permits solicitations of people who do business with the City. It only bars the solicitation of someone "with a matter pending or about to be pending" before the City. There was a process in place to insure that this guidance was scrupulously followed."

**Barry H. Berke**

Partner

**KRAMER LEVIN**

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1177 Avenue of the Americas

New York, New York 10036

O: [212-715-7560](tel:212-715-7560) | F: [212-715-7660](tel:212-715-7660)

[bberke@kramerlevin.com](mailto:bberke@kramerlevin.com)

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[www.kramerlevin.com](http://www.kramerlevin.com)

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**From:** [Karen Hinton](#)  
**To:** [Kadushin, Peter](#)  
**Cc:** [PhilWalzak \(gmail.com\)](#); [Laurence Laufer](#); [Berke, Barry H.](#); [Henry Berger](#); [Jonathan Rosen](#); [Dan Levitan](#); [Andrew Friedman](#); [James, Dani R.](#)  
**Subject:** Re: Campaign for One New York COIB Letter  
**Date:** Monday, May 02, 2016 2:40:57 PM

---

[courtney.gross@ny1news.com](mailto:courtney.gross@ny1news.com)

Sent from my iPhone

On May 2, 2016, at 2:18 PM, Kadushin, Peter <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)> wrote:

Sure. If you forward me her email I'll cc you on a reply.

PK

---

**From:** Karen Hinton [REDACTED]  
**Sent:** Monday, May 02, 2016 2:14 PM  
**To:** Kadushin, Peter  
**Cc:** [PhilWalzak \(gmail.com\)](#); [Laurence Laufer](#); [Berke, Barry H.](#); [Henry Berger](#); [Jonathan Rosen](#); [Dan Levitan](#); [Andrew Friedman](#); [James, Dani R.](#)  
**Subject:** Re: Campaign for One New York COIB Letter

Please copy me

Sent from my iPhone

On May 2, 2016, at 2:07 PM, Kadushin, Peter <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)> wrote:

Yep.

---

**From:** Phillip Walzak [REDACTED]  
**Sent:** Monday, May 02, 2016 2:05 PM  
**To:** Karen Hinton  
**Cc:** [Laurence Laufer](#); [Berke, Barry H.](#); [Henry Berger](#); [Kadushin, Peter](#); [Jonathan Rosen](#); [Dan Levitan](#); [Andrew Friedman](#); [James, Dani R.](#)  
**Subject:** Re: Campaign for One New York COIB Letter

sure  
PK can you ship pls?  
thanks

On Mon, May 2, 2016 at 2:02 PM, Karen Hinton <[\[REDACTED\]](#)> wrote:

Is peter sending?

Sent from my iPhone

On May 2, 2016, at 2:02 PM, Phillip Walzak

<[REDACTED]> wrote:

ok  
CH press will ship this

On Mon, May 2, 2016 at 1:59 PM, Laurence Laufer  
<[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)> wrote:

Looks good to me

---

**From:** Berke, Barry H.  
[mailto:[BBerke@KRAMERLEVIN.com](mailto:BBerke@KRAMERLEVIN.com)]  
**Sent:** Monday, May 2, 2016 1:58 PM  
**To:** Laurence Laufer  
**Cc:** Phillip Walzak; Henry Berger; Karen Hinton; Kadushin, Peter; Jonathan Rosen; Dan Levitan; Andrew Friedman; James, Dani R.  
**Subject:** RE: Campaign for One New York COIB Letter

I just made a similar change that has the same effect.  
Let's combine them and go with the following:

"The COIB letter is clear. It permits solicitations of people who do business with the City. It only bars the solicitation of someone "with a matter pending or about to be pending" before the City. There was a process in place to insure that this guidance was scrupulously followed."

**Barry H. Berke**

Partner

**KRAMER LEVIN**

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1177 Avenue of the Americas

New York, New York 10036

O: [212-715-7560](tel:212-715-7560) | F: [212-715-7660](tel:212-715-7660)

[bberke@kramerlevin.com](mailto:bberke@kramerlevin.com)

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**From:** [Karen Hinton](#)  
**To:** [PhilWalzak \(gmail.com\)](#)  
**Cc:** [Jonathan Rosen](#); [James, Dani R.](#); [Kadushin, Peter](#); [Andrew Friedman](#); [Laurence Laufer](#); [Dan Levitan](#); [Henry Berger](#); [Berke, Barry H.](#)  
**Subject:** Courtney  
**Date:** Monday, May 02, 2016 2:47:21 PM

---

She called me and i gave off record thumbnail of statement. This is what she sent back.

Here are just two examples for my story tonight.

Hudson Companies gives in Febraury 2014  
They are selected to build the Brooklyn library in September of that year.

1199 gives 250,000 in march of 2014. There contract is signed in June

Park tower group gives in march 2015. The renegotiated deal for greenpoint landing is done in [July 1](#) of that year.

Then, there are obviously dozens of examples of people who are just lobbying the city.

-----Original Message-----Sent from my iPhone

On May 2, 2016, at 2:15 PM, Phillip Walzak <[REDACTED]> wrote:

If you need to do thru maya voice Pls do

On May 2, 2016 14:14, "Karen Hinton" <[REDACTED]> wrote:

Please copy me

Sent from my iPhone

On May 2, 2016, at 2:07 PM, Kadushin, Peter  
<[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)> wrote:

Yep.

---

**From:** Phillip Walzak <[REDACTED]>  
**Sent:** Monday, May 02, 2016 2:05 PM  
**To:** Karen Hinton  
**Cc:** Laurence Laufer; Berke, Barry H.; Henry Berger; Kadushin, Peter;  
Jonathan Rosen; Dan Levitan; Andrew Friedman; James, Dani R.  
**Subject:** Re: Campaign for One New York COIB Letter

sure  
PK can you ship pls?  
thanks

On Mon, May 2, 2016 at 2:02 PM, Karen Hinton

<[REDACTED]> wrote:

Is peter sending?

Sent from my iPhone

On May 2, 2016, at 2:02 PM, Phillip Walzak

<[REDACTED]> wrote:

ok  
CH press will ship this

On Mon, May 2, 2016 at 1:59 PM, Laurence Laufer

<[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)> wrote:

Looks good to me

---

**From:** Berke, Barry H.  
[mailto:[BBerke@KRAMERLEVIN.com](mailto:BBerke@KRAMERLEVIN.com)]  
**Sent:** Monday, May 2, 2016 1:58 PM  
**To:** Laurence Laufer  
**Cc:** Phillip Walzak; Henry Berger; Karen Hinton;  
Kadushin, Peter; Jonathan Rosen; Dan Levitan; Andrew  
Friedman; James, Dani R.  
**Subject:** RE: Campaign for One New York COIB Letter

I just made a similar change that has the same effect.  
Let's combine them and go with the following:

"The COIB letter is clear. It permits solicitations of people who do business with the City. It only bars the solicitation of someone "with a matter pending or about to be pending" before the City. There was a process in place to insure that this guidance was scrupulously followed."

**Barry H. Berke**

Partner

**KRAMER LEVIN**

**NAFTALIS & FRANKEL LLP**

1177 Avenue of the Americas

New York, New York 10036

O: [212-715-7560](tel:212-715-7560) | F: [212-715-7660](tel:212-715-7660)

[bberke@kramerlevin.com](mailto:bberke@kramerlevin.com)

[view bio](#)

[www.kramerlevin.com](http://www.kramerlevin.com)

This communication (including any attachments) is intended solely for the recipient(s) named above and may contain information that is confidential, privileged or legally protected. Any unauthorized use or dissemination of this communication is strictly prohibited. If you have received this communication in error, please immediately notify the sender by return e-mail message and delete all copies of the original communication. Thank you for your cooperation.

**From:** [Phillip Walzak](#)  
**To:** [Karen Hinton](#)  
**Cc:** [Jonathan Rosen](#); [James, Dani R.](#); [Kadushin, Peter](#); [Andrew Friedman](#); [Laurence Laufer](#); [Dan Levitan](#); [Henry Berger](#); [Berke, Barry H.](#)  
**Subject:** Re: Campaign for One New York COIB Letter  
**Date:** Monday, May 02, 2016 2:54:19 PM

---

good here

On Mon, May 2, 2016 at 2:42 PM, Karen Hinton <[REDACTED]> wrote:

I like maya name

Sent from my iPhone

On May 2, 2016, at 2:15 PM, Phillip Walzak <[REDACTED]> wrote:

If you need to do thru maya voice Pls do

On May 2, 2016 14:14, "Karen Hinton" <[REDACTED]> wrote:

Please copy me

Sent from my iPhone

On May 2, 2016, at 2:07 PM, Kadushin, Peter <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)> wrote:

Yep.

---

**From:** Phillip Walzak <[REDACTED]>  
**Sent:** Monday, May 02, 2016 2:05 PM  
**To:** Karen Hinton  
**Cc:** Laurence Laufer; Berke, Barry H.; Henry Berger; Kadushin, Peter; Jonathan Rosen; Dan Levitan; Andrew Friedman; James, Dani R.  
**Subject:** Re: Campaign for One New York COIB Letter

sure  
PK can you ship pls?  
thanks

On Mon, May 2, 2016 at 2:02 PM, Karen Hinton <[REDACTED]> wrote:

Is peter sending?

Sent from my iPhone

On May 2, 2016, at 2:02 PM, Phillip Walzak <[REDACTED]> wrote:

ok  
CH press will ship this

On Mon, May 2, 2016 at 1:59 PM, Laurence  
Laufer <[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)> wrote:

Looks good to me

---

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**Sent:** Monday, May 2, 2016 1:58 PM  
**To:** Laurence Laufer  
**Cc:** Phillip Walzak; Henry Berger; Karen Hinton;  
Kadushin, Peter; Jonathan Rosen; Dan Levitan;  
Andrew Friedman; James, Dani R.  
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Letter

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**"The COIB letter is clear. It permits  
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with the City. It only bars the solicitation  
of someone "with a matter pending or  
about to be pending" before the City.  
There was a process in place to insure that  
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**Barry H. Berke**

Partner

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O: [212-715-7560](tel:212-715-7560) | F: [212-715-7660](tel:212-715-7660)

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[view bio](#)

[www.kramerlevin.com](http://www.kramerlevin.com)

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**From:** [Phillip Walzak](#)  
**To:** [Henry Berger](#)  
**Cc:** [Laurence Laufer](#); [Kadushin, Peter](#); [Dan Levitan](#); [Karen Hinton](#); [Henry Berger](#); [Jonathan Rosen](#); [James, Dani R.](#); [Andrew Friedman](#); [Berke, Barry H.](#)  
**Subject:** Re: FYI  
**Date:** Monday, May 02, 2016 6:13:35 PM

---

will need TPs on this for boss

On Mon, May 2, 2016 at 6:11 PM, Henry Berger <[berger@election-law.com](mailto:berger@election-law.com)> wrote:  
glad that wasn't what we did

On May 2, 2016, at 6:09 PM, Phillip Walzak <> wrote:

**Head Of Suffolk Dems: De Blasio Was Wrong In Fundraising Methods**

CBS LOCAL – Marcia Kramer

<http://newyork.cbslocal.com/2016/05/02/de-blasio-fundraising-suffolk/>

The head of the Suffolk County Democratic Committee had a terse message for Mayor Bill de Blasio Monday – “You’re wrong.”

As CBS2 Political Reporter Marcia Kramer reported, Richard Schaffer said it is not a “normal thing” to accept checks that appear to skirt campaign finance laws.

Schaffer said he took immediate action when Steve Allinger, a lobbyist for the New York state teachers’ union, tried to give him a check for \$100,000. The check was issued on the proviso that it be earmarked – sent to 2014 Democratic state senate candidate Adrienne Esposito.

“My take was that it was illegal,” Schaffer said. “If I had taken the action and followed with what they had said they wanted me to do, that I would be committing a violation of the campaign finance law, which is a criminal violation.”

It was a surprising disclosure, since in 2014, Mayor de Blasio was involved in a frantic campaign to help Democrats take control of the New York State Senate. The Esposito race was apparently key to his success.

“It was one of the targeted races that was being targeted in order to flip the senate to the Democrats,” Schaffer said.

The actions of team de Blasio are being investigated by state and federal prosecutors to see if donors, including labor unions, made large contributions to local county committees to evade the \$10,300 individual donation limit.

When CBS2’s Kramer first asked de Blasio about his fundraising in October 2014, the mayor said his actions were completely acceptable campaign practice.

“It’s something that’s been going on a long time in this state,” de Blasio said at the time. “It’s a normal thing to provide support for party organizations.”

De Blasio denied that any “pay to play” was involved in his fundraising efforts.

“There’s nothing new here,” de Blasio said. “For years and years, people have supported party organizations.”

Schaffer, an attorney, said he disagreed – and that is why he sent the contribution back.

“At the outset, as soon as they said, ‘We’re sending you the money and we want you to spend it on Esposito,’ I knew that that was a violation,” Schaffer said.

Kramer asked Schaffer whether he was ever tempted to take the money, given that the race was hotly contested.

“As I’ve always said, the most important thing to me is my law license, and I’m not going to do anything to jeopardize that,” he replied.

When Kramer reached Allinger, he angrily referred her to the union office. A spokesman there insisted the union “has a long track record of adhering to the laws governing political action and campaign finance.”

The spokesman refused to say whether the union had received a subpoena. Schaffer said he will gladly talk to prosecutors.

**From:** [Henry Berger](#)  
**To:** [PhilWalzak \(gmail.com\)](#)  
**Cc:** [Laurence Laufer](#); [Kadushin, Peter](#); [Dan Levitan](#); [Karen Hinton](#); [Henry Berger](#); [Jonathan Rosen](#); [James, Dani R.](#); [Andrew Friedman](#); [Berke, Barry H.](#)  
**Subject:** Re: FYI  
**Date:** Monday, May 02, 2016 6:15:41 PM

---

same statement

don't know what happened with that particular transaction, but anything we were involved with complied with the law

On NY1 story - Any solicitations I made are in full compliance with COIB requirements. Others made solicitations at other times

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glad that wasn't what we did

On May 2, 2016, at 6:09 PM, Phillip Walzak <[REDACTED]> wrote:

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The spokesman refused to say whether the union had received a subpoena. Schaffer said he will gladly talk to prosecutors.



**From:** [Dan Levitan](#)  
**To:** [PhilWalzak \(gmail.com\)](#); [Laurence Laufer](#)  
**Cc:** [Kadushin, Peter](#); [Henry Berger](#); [Karen Hinton](#); [Henry Berger](#); [Jonathan Rosen](#); [James, Dani R.](#); [Andrew Friedman](#); [Berke, Barry H.](#)  
**Subject:** RE: Courtney  
**Date:** Monday, May 02, 2016 8:43:08 PM

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<http://www.ny1.com/nyc/all-boroughs/fundraising-probe/2016/05/2/mayor-s-nonprofit-potentially-violated-directive-from-city-s-conflict-of-interest-board.html>

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** Phillip Walzak [mailto:[\[REDACTED\]](#)]  
**Sent:** Monday, May 02, 2016 6:18 PM  
**To:** Laurence Laufer <[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)>  
**Cc:** Kadushin, Peter <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>; Henry Berger <[berger@election-law.com](mailto:berger@election-law.com)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Karen Hinton <[\[REDACTED\]](#)> Henry Berger <[berger@addaon.com](mailto:berger@addaon.com)>; Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>; James, Dani R. <[DJames@kramerlevin.com](mailto:DJames@kramerlevin.com)>; Andrew Friedman <[andrew.friedman@berlinrosen.com](mailto:andrew.friedman@berlinrosen.com)>; Berke, Barry H. <[BBerke@kramerlevin.com](mailto:BBerke@kramerlevin.com)>  
**Subject:** Re: Courtney

thanks much

not sure at this time in the eve this will make a difference.

moving fwd - if there is any background like this for future stories, the sooner we can get, and have legal greenlight to share, the more effective we can be in (potentially) reducing the harm of these pieces

thanks again

On Mon, May 2, 2016 at 5:57 PM, Laurence Laufer <[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)> wrote:

In case this helps, on background:

The COIB only has jurisdiction over public servants (like the mayor), not not-for-profit entities (like C41NY).

COIB provided guidance to the Mayor, which he followed to a T.

COIB did not and could not restrict potential contribution sources to C41NY that its supporters (OTHER than the Mayor) might choose to solicit

---

**From:** Kadushin, Peter [mailto:[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)]  
**Sent:** Monday, May 2, 2016 5:40 PM  
**To:** PhilWalzak ([gmail.com](mailto:)); Henry Berger  
**Cc:** Dan Levitan; Karen Hinton; Henry Berger; Jonathan Rosen; James, Dani R.; Andrew Friedman; Laurence Laufer; Berke, Barry H.  
**Subject:** RE: Courtney

I have made it explicitly clear that other people and organizations were a part of fundraising effort. Mayor followed all of the requirements of the COIB letter.

---

**From:** Kadushin, Peter  
**Sent:** Monday, May 02, 2016 5:34 PM  
**To:** Phillip Walzak; Henry Berger  
**Cc:** Dan Levitan; Karen Hinton; Henry Berger; Jonathan Rosen; James, Dani R.; Andrew Friedman; Laurence Laufer; Berke, Barry H.  
**Subject:** RE: Courtney

Working on it, but not budging from premise.

---

**From:** Phillip Walzak [REDACTED]  
**Sent:** Monday, May 02, 2016 5:31 PM  
**To:** Henry Berger  
**Cc:** Dan Levitan; Karen Hinton; Henry Berger; Jonathan Rosen; James, Dani R.; Kadushin, Peter; Andrew Friedman; Laurence Laufer; Berke, Barry H.  
**Subject:** Re: Courtney

PK can you confirm w CG

On Mon, May 2, 2016 at 5:27 PM, Henry Berger <[berger@election-law.com](mailto:berger@election-law.com)> wrote:  
ok

On May 2, 2016, at 5:23 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Good here.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: [646.200.5315](tel:646.200.5315)  
C: [201.674.7475](tel:201.674.7475)  
@DanLevitan

**From:** Phillip Walzak [mailto:[REDACTED](mailto:)]  
**Sent:** Monday, May 02, 2016 5:22 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** Henry Berger <[berger@election-law.com](mailto:berger@election-law.com)>; Karen Hinton <[REDACTED](mailto:)> Henry Berger <[berger@addaon.com](mailto:berger@addaon.com)>; Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>; James, Dani R. <[DJames@kramerlevin.com](mailto:DJames@kramerlevin.com)>; Kadushin, Peter <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>; Andrew Friedman

<[andrew.friedman@berlinrosen.com](mailto:andrew.friedman@berlinrosen.com)>; Laurence Laufer <[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)>;  
Berke, Barry H. <[BBerke@kramerlevin.com](mailto:BBerke@kramerlevin.com)>

**Subject:** Re: Courtney

why cant we simply tell her #2 and decline to get into a ton of details?  
the letter applies only to the mayor. the letter says only those w pending business  
cant be solicited. there was a process in place to insure the mayor scrupulously  
and assiduously followed

that work?

On Mon, May 2, 2016 at 5:18 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Even if we decline to say who solicited what, need to underscore with her 1) what  
letter really says 2) that letter only applies to Mayor

--

Dan Levitan  
BerlinRosen Public Affairs  
O: [646.200.5315](tel:646.200.5315)  
C: [201.674.7475](tel:201.674.7475)  
@DanLevitan

---

**From:** Henry Berger [mailto:[berger@addaon.com](mailto:berger@addaon.com)] **On Behalf Of** Henry Berger  
**Sent:** Monday, May 02, 2016 5:16 PM  
**To:** Phillip Walzak <[REDACTED]>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Karen Hinton  
<[REDACTED]> Henry Berger <[berger@addaon.com](mailto:berger@addaon.com)>; Jonathan  
Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>; James, Dani R. <[DJames@kramerlevin.com](mailto:DJames@kramerlevin.com)>;  
Kadushin, Peter <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>; Andrew Friedman  
<[andrew.friedman@berlinrosen.com](mailto:andrew.friedman@berlinrosen.com)>; Laurence Laufer  
<[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)>; Berke, Barry H. <[BBerke@kramerlevin.com](mailto:BBerke@kramerlevin.com)>  
**Subject:** Re: Courtney

her confusion is the she isn't off her original statement that she believes the  
letter says can't solicit from anyone doing business with the City  
Do you want to tell her the Mayor doesn't do all the solicitations - then sh will  
ask which ones he did and we don't know the answer

On May 2, 2016, at 5:12 PM, Phillip Walzak  
<[REDACTED]> wrote:

PK - can you connect w henry ASAP and see abt adding this  
section -- COIB letter related only to mayor's solicitations, and was  
followed scrupulously, and did not / does not apply to rest of C41NY --  
to the background?

On Mon, May 2, 2016 at 5:09 PM, Dan Levitan

<[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

I spoke to Courtney -- She is a bit confused. She seems to think that the mere existence of these donors means that COIB guidance was not followed.

Is it possible for press office to quickly call her back and explain on background that COIB letter related only to mayor's solicitations, and was followed scrupulously, and did not / does not apply to rest of C41NY

--

Dan Levitan  
BerlinRosen Public Affairs  
O: [646.200.5315](tel:646.200.5315)  
C: [201.674.7475](tel:201.674.7475)  
@DanLevitan

---

**From:** Henry Berger [mailto:[berger@addaon.com](mailto:berger@addaon.com)] **On Behalf**

**Of** Henry Berger

**Sent:** Monday, May 02, 2016 5:00 PM

**To:** Phillip Walzak <[REDACTED]>

**Cc:** Karen Hinton <[REDACTED]> Henry Berger

<[berger@addaon.com](mailto:berger@addaon.com)>; Jonathan Rosen

<[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>; James, Dani R.

<[DJames@kramerlevin.com](mailto:DJames@kramerlevin.com)>; Kadushin, Peter

<[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>; Andrew Friedman

<[andrew.friedman@berlinrosen.com](mailto:andrew.friedman@berlinrosen.com)>; Laurence Laufer

<[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>;

Berke, Barry H. <[BBerke@kramerlevin.com](mailto:BBerke@kramerlevin.com)>

**Subject:** Re: Courtney

easy to knock down a couple - 1199 and Brooklyn Public Library - not even us really - but then she will ask about each of the rest

It's endless and a no win

On May 2, 2016, at 4:57 PM, Phillip Walzak

<[REDACTED]> wrote:

Since we are going to take a pounding here in this story, just want to raise something -

I understand there are really impt reasons to not go

beyond the statement. BUT if there are some mitigating facts out there that are known that help, could we pushback on?

For example - 1199 got a contract consistent w the pattern the other city unions received. not a gift but a negotiated settlement the same as other unions.

We get that team legal has very compelling reasons for muting some of this response -- i just dont want to miss opportunities to minimize the hurt of these stories if we can w no other neg consequences.

thanks

On Mon, May 2, 2016 at 4:34 PM, Karen Hinton <[REDACTED]> wrote:

Get ready. This story is going to have legs.

Sent from my iPhone

On May 2, 2016, at 2:55 PM, Henry Berger <[berger@addaon.com](mailto:berger@addaon.com)> wrote:

Yup. It is endless and we shouldn't get into specifics. Just stick to statement. No background

Sent from my iPhone

On May 2, 2016, at 2:47 PM, Karen Hinton <[REDACTED]> wrote:

She called me and i gave off record thumbnail of statement. This is what she sent back.

Here are just two examples for my story tonight.

Hudson Companies gives in Febraury 2014  
They are selected to build the Brooklyn library in September of

that year.

1199 gives 250,000 in  
march of 2014. There  
contract is signed in June

Park tower group gives  
in march 2015. The  
renegotiated deal for  
greenpoint landing is  
done in July 1 of that  
year.

Then, there are obviously  
dozens of examples of  
people who are just  
lobbying the city.

-----Original Message-----  
--Sent from my iPhone

On May 2, 2016, at 2:15  
PM, Phillip Walzak

<[REDACTED]>  
wrote:

If you need  
to do thru  
maya voice  
Pls do  
On May 2,  
2016 14:14,  
"Karen  
Hinton"

<[REDACTED]>  
> wrote:

Please  
copy me

Sent from  
my iPhone

On May 2,  
2016, at  
2:07 PM,  
Kadushin,  
Peter

<[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>

> wrote:

Yep.

.

**From:**

Phillip  
Walzak

[REDACTED]  
]

**Sent:**

Monday,  
May  
02,  
2016  
2:05  
PM

**To:**

Karen  
Hinton

**Cc:**

Laurence  
Laufer;  
Berke,  
Barry  
H.;  
Henry  
Berger;  
Kadushin,  
Peter;  
Jonathan  
Rosen;  
Dan  
Levitan;  
Andrew  
Friedman;  
James,  
Dani  
R.

**Subject:**

Re:  
Campaign  
for  
One  
New  
York  
COIB  
Letter

sure  
PK  
can  
you  
ship  
pls?

thanks

On

Mon,  
May  
2,  
2016  
at  
2:02  
PM,  
Karen  
Hinton

< [REDACTED] >

wrote:

Is  
peter  
sending?

Sent  
from  
my  
iPhone

On  
May  
2,  
2016,  
at  
2:02  
PM,  
Phillip  
Walzak

< [REDACTED] >

wrote:

ok  
CH  
press  
will  
ship  
this

On  
Mon,  
May  
2,  
2016  
at  
1:59  
PM,

Laurence  
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<[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)>

wrote:

Looks  
good  
to  
me

**From:**  
Berke,  
Barry  
H.  
[mailto:[BBerke@KRAMERLEVIN.com](mailto:BBerke@KRAMERLEVIN.com)]

**Sent:**  
Monday,  
May  
2,  
2016  
1:58  
PM

**To:**  
Laurence  
Laufer

**Cc:**  
Phillip  
Walzak;  
Henry  
Berger;  
Karen  
Hinton;  
Kadushin,  
Peter;  
Jonathan  
Rosen;  
Dan  
Levitan;  
Andrew  
Friedman;  
James,  
Dani  
R.

**Subject:**  
RE:  
Campaign  
for  
One  
New  
York  
COIB  
Letter

I  
just  
made  
a  
similar  
change  
that  
has  
the  
same  
effect.  
Let's  
combine  
them  
and  
go  
with  
the  
following:

"The  
COIB  
letter  
is  
clear.  
It  
permits  
solicitations  
of  
people  
who  
do  
business  
with  
the  
City.  
It  
only  
bars  
the  
solicitation  
of  
someone "with  
a  
matter  
"

pending  
or  
about  
to  
be  
pending"  
before  
the  
City.  
There  
was  
a  
process  
in  
place  
to  
insure  
that  
this  
guidance  
was  
scrupulously  
followed."

**Barry  
H.  
Berke**  
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**KRAMER  
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O:  
[212-](tel:212-212-2121)

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212-

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7660

[bberke@kramerlevin.com](mailto:bberke@kramerlevin.com)

[view](#)

[bio](#)

[www.kramerlevin.com](http://www.kramerlevin.com)

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**From:** [Dan Levitan](#)  
**To:** [Rosa Goldensohn](#)  
**Cc:** [Hinton, Karen](#)  
**Subject:** Re: Jan 8 C41NY COIB letter  
**Date:** Tuesday, May 03, 2016 8:42:28 AM

---

I do not have the letter but please call me today for some important context

- Sent from my Galaxy S6 -

- > On May 3, 2016, at 8:41 AM, Rosa Goldensohn <[RGoldensohn@crainsnewyork.com](mailto:RGoldensohn@crainsnewyork.com)> wrote:
- >
- > Hi, Can I have Jan 8 COIB letter on Campaign for One NY that NY 1 got?
- > Thanks,
- > Rosie

**From:** [Hinton, Karen](#)  
**To:** [Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)  
**Subject:** FW: Jan 8 C41NY COIB letter  
**Date:** Tuesday, May 03, 2016 8:49:30 AM

---

The letter is online. She could find it if she googled it.

-----Original Message-----

From: Dan Levitan [<mailto:dan@berlinrosen.com>]  
Sent: Tuesday, May 03, 2016 8:42 AM  
To: Rosa Goldensohn  
Cc: Hinton, Karen  
Subject: Re: Jan 8 C41NY COIB letter

I do not have the letter but please call me today for some important context

- Sent from my Galaxy S6 -

> On May 3, 2016, at 8:41 AM, Rosa Goldensohn <[RGoldensohn@crainsnewyork.com](mailto:RGoldensohn@crainsnewyork.com)> wrote:  
>  
> Hi, Can I have Jan 8 COIB letter on Campaign for One NY that NY 1 got?  
> Thanks,  
> Rosie

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** ["Emily Walsh"](#)  
**Cc:** [Reception](#)  
**Subject:** RE: Meeting  
**Date:** Tuesday, May 03, 2016 5:17:49 PM

---

Thanks

---

**From:** Emily Walsh [mailto:[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
**Sent:** Tuesday, May 03, 2016 5:08 PM  
**To:** Salazar-Rodriguez, Prisca  
**Cc:** Reception  
**Subject:** RE: Meeting

Of course. The 16th floor is yours again.

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Tuesday, May 03, 2016 4:59 PM  
**To:** Emily Walsh  
**Cc:** Reception  
**Subject:** RE: Meeting

Hi!

Can we reserve a conf room for the Mayor for Thursday at 615 to 8pm?

Thanks!

Prisca

---

**From:** Emily Walsh [mailto:[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
**Sent:** Wednesday, April 13, 2016 11:19 AM  
**To:** Salazar-Rodriguez, Prisca  
**Cc:** Reception  
**Subject:** RE: Meeting

He can use the 15th floor like yesterday. Please send someone upstairs as well so we can get them refreshments.

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Wednesday, April 13, 2016 10:52 AM  
**To:** Anna Robinson-Sweet; Emily Walsh  
**Cc:** Jonathan Rosen  
**Subject:** Meeting

Hi guys!

The Mayor would like to have a meeting at your office today at 12noon-  
He will be meeting with Richard Emery.  
Do you have a room avail?

Thanks!  
Prisca

**From:** [Hinton, Karen](#)  
**To:** [Dawsey, Joshua](#); [Dan Levitan](#)  
**Subject:** Re: hey  
**Date:** Tuesday, May 03, 2016 6:09:11 PM

---

Not from City hall.

Karen Hinton  
Press Secretary  
917-246-7692

**Follow me on Twitter @KarenHinton**

---

**From:** Joshua Dawsey <[JOSHUA.DAWSEY@dowjones.com](mailto:JOSHUA.DAWSEY@dowjones.com)>  
**Date:** Tuesday, May 3, 2016 at 5:49 PM  
**To:** Dan Levitan <[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)>, Karen Hinton <[khinton@cityhall.nyc.gov](mailto:khinton@cityhall.nyc.gov)>  
**Subject:** hey

we are doing a story on de Blasio/the state senate. i talked to dan a bit earlier.

in story, Doug Muzzio, a political scientist, says de Blasio is toxic in the senate races.

do you guys want to respond?

best, josh

**From:** [Steve Barnett](#)  
**To:** [Leslie Patterson](#)  
**Cc:** [Phillips, Eric Falk](#); [Daniel, Michaela](#)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?  
**Date:** Tuesday, May 03, 2016 10:13:11 PM

---

OK with me. Thank you!

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

On Tue, May 3, 2016 at 5:54 PM, Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote:

Thanks, Eric! Edits to the quote look great; we'll incorporate. And that tweak to the ROS is fine (Steve, let us know if you have any issue with that).

Look forward to your thoughts on the op-ed, and we'll make sure to get you the name of the book a few days in advance.

Appreciate your help with this!

Leslie

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 3, 2016 at 5:45 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks, Leslie. I'll take a look at the piece and get back to you tomorrow on it. I edited the quote below, and it's approved to use with these small changes. I also edited the ROS, below that. Note the cut on Q&A and, when you can, please send me the title of the book at least a few days beforehand

"High-quality early education is a necessity, not a luxury," said New York City Mayor Bill de Blasio. "Here in New York, we've seen firsthand that action by city and state governments can lift enrollment and the quality of education for tens of thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There's no better way to ensure future success for our kids and our states than to invest in their early education."

- Welcome from program director

Steve's remarks (3-5 min)

- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

---

**From:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Monday, May 2, 2016 at 11:49 AM

**To:** "Eric F. Phillips" <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Hope you're well and had a nice weekend. Wanted to check in on the below, and also share with you an op-ed that we would love for the Mayor to co-sign. It's attached here – would Mayor de Blasio and your office be open to that? We'd welcome feedback and edits, if so, and we're hoping to place in a high-value NYC target around the release.

Additionally, attached is the NYC section of the executive summary in the report, for reference.

Let me know if you have any questions, and what we can move forward on. Thanks!

Leslie

---

**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Friday, April 29, 2016 at 4:58 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Thanks for checking in. Attached is the most recent version of the release, with the proposed quote for the Mayor below:

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our

kids and our states.”

Steve, can you also send Eric the most up to date version of the report when you have a moment?

For the run of show, we are suggesting:

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

Let me know what else we can get you.

Thanks,

Leslie

--

Leslie Patterson

BerlinRosen Public Affairs

[646.200.5326](tel:646.200.5326) desk // [561.801.5963](tel:561.801.5963) cell

[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

---

**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Date:** Thursday, April 28, 2016 at 2:55 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric: I am connecting you with Leslie Patterson at Berlin Rosen who is handling press for us on the Yearbook release and this event. We need to get confirmation that the run of show is acceptable for the Mayor among other things.

Best,

Steve

W. Steven Barnett, Ph.D.

Director

National Institute for Early Education Research

Rutgers University

73 Easton Ave

New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:8489324350)

Fax: [\(732\) 932-4360](tel:7329324360)

On Thu, Apr 28, 2016 at 12:36 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thanks so much – this was really helpful. I'm connecting you with Eric Phillips from our communications team so you guys can coordinate on details.

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]

**Sent:** Thursday, April 28, 2016 11:37 AM

**To:** Daniel, Michaela

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Here you go with proposed quote for the Mayor highlighted in blue.

Here is our plan for run of show for the event.

Welcome from program director, my remarks (3-5 min), Mayor, business person if possible, labor leader (Randi Weingarten AFT possible). Q and A. Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera). Then go to classroom where Mayor reads short book or part of book to kids on camera.

Alternatives as speakers--representative from US DOE (Sec. King not available) or Jacqueline Jones from the Foundation for Child Development, or a parent.

Does the Mayor's office have a business representative they might like to feature or a state legislative leader?

W. Steven Barnett, Ph.D.

Director

National Institute for Early Education Research

Rutgers University

73 Easton Ave

New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:(848)932-4350)

Fax: [\(732\) 932-4360](tel:(732)932-4360)

On Thu, Apr 28, 2016 at 10:31 AM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Steve –

Just a reminder to send those drafts – I am talking to our press folks at 12 and would love to have them with me.

Thanks,

Michaela

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 4:02 PM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

I will have drafts. We have a final messaging meeting Thursday at 2

Sent from my iPhone

On Apr 27, 2016, at 3:59 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thank you! If it's possible for you to send it before noon, that would be fantastic.

---

**From:** Steve Barnett [<mailto:sbarnett@nieer.org>]  
**Sent:** Wednesday, April 27, 2016 3:59 PM  
**To:** Daniel, Michaela

**Cc:** Betty Holcomb; Nancy Kolben

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Yes. I am traveling today but will pull it all together for you tomorrow.

Sent from my iPhone

On Apr 27, 2016, at 3:50 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Everyone -

For now, it seems like I'm still the best point of contact on this.

As you can imagine, with yesterday's budget release, our communications team has been pretty busy, but I'm meeting with them about this tomorrow morning. Steve, if you have a proposed run of show, attendee list, press pitch, etc., can you please send all of that stuff my way?

Steve, I think you've been working with Sophia and her team on some pieces of this - can you please keep me looped on those emails?

I just want to make sure we're all on the same page with so many chefs in this kitchen.

Thanks!

Michaela

---

**From:** Betty Holcomb

[<mailto:bholcomb@centerforchildrensinitiatives.org>]

**Sent:** Tuesday, April 26, 2016 7:09 AM

**To:** Daniel, Michaela

**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks so much--we look forward to hearing back

Betty

Sent from my iPhone

On Apr 25, 2016, at 6:29 PM, Daniel, Michaela  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Sorry for the delay. Working to solidify who the press leads are over here. Should be able to have the right person tomorrow or Wed. Thanks!

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Thursday, April 21, 2016 4:06 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Event-related questions -- can you forward us the contact info?

Michaela,

Steve has a few questions about the event

Can you forward the full contact info for Devora and Jessica from DOE and CH communications.

He has a couple questions related to other elected officials, prominent figures to include at the event. Is that the sort of thing that Devora and Jessica can field – or should that type of question come to you?

Just trying to keep things simple,

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb*

*Policy Director*

*Center for Children's Initiatives (formerly Child Care, Inc.)*

[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)

[www.ccinyc.org](http://www.ccinyc.org)

*322 Eighth Ave, 4 Fl*

*New York, NY 10001*

[212.381.0009](tel:212.381.0009) *direct line*

[212.929.7604](tel:212.929.7604) *ext 3004*

[212.929.5785](tel:212.929.5785) *fax*

---

**From:** Daniel, Michaela [<mailto:mdaniel@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 20, 2016 4:27 PM  
**To:** Betty Holcomb  
**Cc:** Nancy Kolben  
**Subject:** RE: So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Happy to talk but if these are event-related questions, I'd love to loop you both with Devora and Jessica from DOE and CH communications.

---

**From:** Betty Holcomb  
<mailto:bholcomb@centerforchildrensinitiatives.org>  
**Sent:** Wednesday, April 20, 2016 3:09 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben  
**Subject:** So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Michaela

THANK YOU so much for shepherding through the event for the Yearbook!

Nancy and I had a few minutes to catch up with Steve Barnett, and we have just a few details and questions we'd like to vet with you about the event.

Do you have a few minutes between now and Friday?

We are very flexible. We are thinking this would take not more than 15 minutes or so

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb*

*Policy Director*

*Center for Children's Initiatives (formerly Child Care, Inc.)*

[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)

[www.ccinyc.org](http://www.ccinyc.org)

*322 Eighth Ave, 4 Fl*

*New York, NY 10001*

[212.381.0009](tel:212.381.0009) *direct line*

[212.929.7604](tel:212.929.7604) ext 3004

[212.929.5785](tel:212.929.5785) fax

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#)  
**Subject:** RE: Bronx timing  
**Date:** Thursday, May 05, 2016 3:33:59 PM

---

Could slip to week of 23<sup>rd</sup> – that is probably a safer bet. Thoughts?

Want to get started on community / elected outreach when we can.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [mailto:[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)]  
**Sent:** Tuesday, May 03, 2016 3:36 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Re: Bronx timing

No will circle back tho

Sent from mobile

On May 3, 2016, at 3:31 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Any update / feedback on your end ?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** [Gross, Dan](#)  
**To:** "[Leslie Patterson](#)"; [Phillips, Eric Falk](#)  
**Cc:** [Daniel, Michaela](#); "[Steve Barnett](#)"; [Grybauskas, Stefan](#)  
**Subject:** RE: Event-related questions -- can you forward us the contact info?  
**Date:** Friday, May 06, 2016 12:53:11 PM

---

Now with Stefan

---

**From:** Gross, Dan  
**Sent:** Friday, May 06, 2016 12:52 PM  
**To:** 'Leslie Patterson'; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Leslie. Any sense on a visual? I'm adding Stefan, the Mayor's Advance Director to the chain to coordinate a walkthrough.

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: 212.341.0011 | c: 917.428.1692

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Friday, May 06, 2016 12:19 PM  
**To:** Gross, Dan; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Dan,

We're still working to finalize some of these details, but currently the plan is to hold the event in one of the classrooms at the Sugar Hill Museum preschool. There will be an area, possibly elevated, where the speakers make their remarks, and there would also be an area set up for the Mayor to read to a group of kids for a couple minutes in another portion of the room.

We're still working with the preschool to figure out which room and additional details, but do please let me know what specifics you'll need and also if the Mayor be bringing his own podium.

Thanks,

Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
646.200.5326 desk // 561.801.5963 cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

---

**From:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>

**Date:** Friday, May 6, 2016 at 11:29 AM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Eric. Leslie, can you provide me information on the location and the current set up plans? Visuals, ect...

Thanks,

**Dan Gross** | Office of Mayor Bill de Blasio

Deputy Director of Communications for Planning and Execution

o: 212.341.0011 | c: 917.428.1692

---

**From:** Phillips, Eric Falk

**Sent:** Friday, May 06, 2016 11:23 AM

**To:** 'Leslie Patterson'

**Cc:** Daniel, Michaela; Steve Barnett; Gross, Dan

**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks for the offer, but we're going to pass on the op-ed. I'm including a colleague of mine, Dan Gross, who will be leading the discussion on event logistics from our side.

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]

**Sent:** Thursday, May 05, 2016 12:06 PM

**To:** Phillips, Eric Falk

**Cc:** Daniel, Michaela; Steve Barnett

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Wanted to check back on the op-ed and see if you've had a chance to look/make edits at all. Hoping to start pitching this week to place in conjunction with release next Thurs.

Thanks!

Leslie

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Date:** Tuesday, May 3, 2016 at 5:45 PM

**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks, Leslie. I'll take a look at the piece and get back to you tomorrow on it. I edited the quote below, and it's approved to use with these small changes. I also edited the ROS, below that. Note the cut on Q&A and, when you can, please send me the title of the book at least a few days beforehand

"High-quality early education is a necessity, not a luxury," said New York City Mayor Bill de

Blasio. "Here in New York, we've seen firsthand that action by city and state governments can lift enrollment and the quality of education for tens of thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There's no better way to ensure future success for our kids and our states." than to invest in their early education."

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

---

**From:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Monday, May 2, 2016 at 11:49 AM

**To:** "Eric F. Phillips" <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Hope you're well and had a nice weekend. Wanted to check in on the below, and also share with you an op-ed that we would love for the Mayor to co-sign. It's attached here – would Mayor de Blasio and your office be open to that? We'd welcome feedback and edits, if so, and we're hoping to place in a high-value NYC target around the release.

Additionally, attached is the NYC section of the executive summary in the report, for reference.

Let me know if you have any questions, and what we can move forward on. Thanks!

Leslie

---

**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Friday, April 29, 2016 at 4:58 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Thanks for checking in. Attached is the most recent version of the release, with the proposed quote for the Mayor below:

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.”

Steve, can you also send Eric the most up to date version of the report when you have a moment?

For the run of show, we are suggesting:

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

Let me know what else we can get you.

Thanks,  
Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
646.200.5326 desk // 561.801.5963 cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

---

**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Date:** Thursday, April 28, 2016 at 2:55 PM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric: I am connecting you with Leslie Patterson at Berlin Rosen who is handling press for us on the Yearbook release and this event. We need to get confirmation that the run of show is acceptable for the Mayor among other things.

Best,

Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

On Thu, Apr 28, 2016 at 12:36 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:  
Thanks so much – this was really helpful. I’m connecting you with Eric Phillips from our communications team so you guys can coordinate on details.

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Thursday, April 28, 2016 11:37 AM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Here you go with proposed quote for the Mayor highlighted in blue.

Here is our plan for run of show for the event.

Welcome from program director, my remarks (3-5 min), Mayor, business person if possible, labor leader (Randi Weingarten AFT possible). Q and A. Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera). Then go to classroom where Mayor reads short book or part of book to kids on camera.

Alternatives as speakers--representative from US DOE (Sec. King not available) or Jacqueline Jones from the Foundation for Child Development, or a parent.

Does the Mayor's office have a business representative they might like to feature or a state legislative leader?

W. Steven Barnett, Ph.D.  
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Phone: [\(848\) 932-4350](tel:8489324350)  
Fax: [\(732\) 932-4360](tel:7329324360)

On Thu, Apr 28, 2016 at 10:31 AM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Steve –

Just a reminder to send those drafts – I am talking to our press folks at 12 and would love to have them with me.

Thanks,  
Michaela

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**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 4:02 PM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

I will have drafts. We have a final messaging meeting Thursday at 2

Sent from my iPhone

On Apr 27, 2016, at 3:59 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thank you! If it's possible for you to send it before noon, that would be fantastic.

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**From:** Steve Barnett [<mailto:sbarnett@nieer.org>]  
**Sent:** Wednesday, April 27, 2016 3:59 PM  
**To:** Daniel, Michaela  
**Cc:** Betty Holcomb; Nancy Kolben  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Yes. I am traveling today but will pull it all together for you tomorrow.

Sent from my iPhone

On Apr 27, 2016, at 3:50 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Everyone –

For now, it seems like I'm still the best point of contact on this.

As you can imagine, with yesterday's budget release, our communications team has been pretty busy, but I'm meeting with them about this tomorrow morning. Steve, if you have a proposed run of show, attendee list, press pitch, etc., can you please send all of that stuff my way?

Steve, I think you've been working with Sophia and her team on some pieces of this – can you please keep me looped on those

emails? I just want to make sure we're all on the same page with so many chefs in this kitchen.

Thanks!  
Michaela

---

**From:** Betty Holcomb [<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Tuesday, April 26, 2016 7:09 AM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks so much--we look forward to hearing back  
Betty

Sent from my iPhone

On Apr 25, 2016, at 6:29 PM, Daniel, Michaela  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Sorry for the delay. Working to solidify who the press leads are over here. Should be able to have the right person tomorrow or Wed. Thanks!

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**From:** Betty Holcomb  
[\[mailto:bholcomb@centerforchildrensinitiatives.org\]](mailto:bholcomb@centerforchildrensinitiatives.org)  
**Sent:** Thursday, April 21, 2016 4:06 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Event-related questions -- can you forward us the contact info?

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He has a couple questions related to other elected officials, prominent figures to include at the event. Is that the sort of thing that Devora and Jessica can field – or should that type of question come to you?

Just trying to keep things simple,

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*Please note our new company name, website and email.*

<image001.jpg>

Betty Holcomb  
Policy Director  
Center for Children's Initiatives (formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
322 Eighth Ave, 4 Fl  
New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax

---

**From:** Daniel, Michaela [<mailto:mdaniel@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 20, 2016 4:27 PM  
**To:** Betty Holcomb  
**Cc:** Nancy Kolben  
**Subject:** RE: So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Happy to talk but if these are event-related questions, I'd love to loop you both with Devora and Jessica from DOE and CH communications.

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**To:** Daniel, Michaela  
**Cc:** Nancy Kolben  
**Subject:** So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Michaela

THANK YOU so much for shepherding through the event for the Yearbook!

Nancy and I had a few minutes to catch up with Steve Barnett, and we have just a few details and questions we'd like to vet with you about the event.

Do you have a few minutes between now and Friday?

We are very flexible. We are thinking this would take not more than 15 minutes or so

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb*  
*Policy Director*  
*Center for Children's Initiatives (formerly Child Care, Inc.)*  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
*322 Eighth Ave, 4 Fl*  
*New York, NY 10001*  
[212.381.0009](tel:212.381.0009) *direct line*  
[212.929.7604](tel:212.929.7604) *ext 3004*  
[212.929.5785](tel:212.929.5785) *fax*

**From:** [Leslie Patterson](#)  
**To:** [Gross, Dan](#); [Phillips, Eric Falk](#)  
**Cc:** [Daniel, Michaela](#); ["Steve Barnett"](#); [Grybauskas, Stefan](#)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?  
**Date:** Friday, May 06, 2016 1:53:42 PM

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We have the speakers giving their remarks at a podium/elevated stage, an audience of maybe 50 people or so, including parents, the Mayor stepping off stage after the formal remarks to talk to a group of parents, and then the Mayor going to read to a group of kids in another part of the room. It will be a in a classroom, so the visuals of of a pre-K classroom at Sugar Hill Museum's preschool will be incorporated. The run of show we agreed on with Eric is:

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

If that doesn't answer the question, can you let me know a little more specifically what you mean by visuals?

Thanks,  
Leslie

---

**From:** Gross, Dan  
**Sent:** Friday, May 06, 2016 12:52 PM  
**To:** 'Leslie Patterson'; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Leslie. Any sense on a visual? I'm adding Stefan, the Mayor's Advance Director to the chain to coordinate a walkthrough.

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: 212.341.0011 | c: 917.428.1692

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Friday, May 06, 2016 12:19 PM  
**To:** Gross, Dan; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Dan,

We're still working to finalize some of these details, but currently the plan is to hold the event in one of the classrooms at the Sugar Hill Museum preschool. There will be an area, possibly elevated, where the speakers make their remarks, and there would also be an area set up for the Mayor to read to a group of kids for a couple minutes in another portion of the room.

We're still working with the preschool to figure out which room and additional details, but do please let me know what specifics you'll need and also if the Mayor be bringing his own podium.

Thanks,

Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
646.200.5326 desk // 561.801.5963 cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

---

**From:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Date:** Friday, May 6, 2016 at 11:29 AM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Eric. Leslie, can you provide me information on the location and the current set up plans? Visuals, ect...

Thanks,

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: 212.341.0011 | c: 917.428.1692

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**From:** Phillips, Eric Falk  
**Sent:** Friday, May 06, 2016 11:23 AM  
**To:** 'Leslie Patterson'  
**Cc:** Daniel, Michaela; Steve Barnett; Gross, Dan  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks for the offer, but we're going to pass on the op-ed. I'm including a colleague of mine, Dan Gross, who will be leading the discussion on event logistics from our side.

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Thursday, May 05, 2016 12:06 PM  
**To:** Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Wanted to check back on the op-ed and see if you've had a chance to look/make edits at all. Hoping to start pitching this week to place in conjunction with release next Thurs.

Thanks!  
Leslie

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**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 3, 2016 at 5:45 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks, Leslie. I'll take a look at the piece and get back to you tomorrow on it. I edited the quote below, and it's approved to use with these small changes. I also edited the ROS, below that. Note the cut on Q&A and, when you can, please send me the title of the book at least a few days beforehand

“High-quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen firsthand that action by city and state governments can lift enrollment and the quality of education for tens of thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.” than to invest in their early education.”

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

---

**From:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Date:** Monday, May 2, 2016 at 11:49 AM

**To:** "Eric F. Phillips" <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Hope you're well and had a nice weekend. Wanted to check in on the below, and also share with you an op-ed that we would love for the Mayor to co-sign. It's attached here – would Mayor de Blasio and your office be open to that? We'd welcome feedback and edits, if so, and we're hoping to place in a high-value NYC target around the release.

Additionally, attached is the NYC section of the executive summary in the report, for reference.

Let me know if you have any questions, and what we can move forward on. Thanks!

Leslie

---

**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Date:** Friday, April 29, 2016 at 4:58 PM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
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**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Thanks for checking in. Attached is the most recent version of the release, with the proposed quote for the Mayor below:

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.”

Steve, can you also send Eric the most up to date version of the report when you have a moment?

For the run of show, we are suggesting:

- Welcome from program director
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for their children and families (on camera).

- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

Let me know what else we can get you.

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**Date:** Thursday, April 28, 2016 at 2:55 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

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For now, it seems like I'm still the best point of contact on this.

As you can imagine, with yesterday's budget release, our communications team has been pretty busy, but I'm meeting with them about this tomorrow morning. Steve, if you have a proposed run of show, attendee list, press pitch, etc., can you please send all of that stuff my way?

Steve, I think you've been working with Sophia and her team on some pieces of this – can you please keep me looped on those emails? I just want to make sure we're all on the same page with so many chefs in this kitchen.

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*Betty Holcomb  
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[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
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New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
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<image001.jpg>

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives (formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
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New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

**From:** [Leslie Patterson](#)  
**To:** [Phillips, Eric Falk](#)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?  
**Date:** Friday, May 06, 2016 2:00:01 PM

---

:) Not a problem at all!

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Friday, May 6, 2016 at 1:53 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks. Realize it's silly but it's become a silly world

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Friday, May 06, 2016 1:53 PM  
**To:** Phillips, Eric Falk  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Yes – pushing now. Hope to get back to you by the end of the day

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Friday, May 6, 2016 at 12:50 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Can you push your client on getting us the recommended book title as soon as possible?

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Friday, May 06, 2016 12:19 PM  
**To:** Gross, Dan; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Dan,

We're still working to finalize some of these details, but currently the plan is to hold the event in one of the classrooms at the Sugar Hill Museum preschool. There will be an area, possibly elevated, where the speakers make their remarks, and there would also be an area set up for the Mayor to read to a group of kids for a couple minutes in another portion of the room.

We're still working with the preschool to figure out which room and additional details, but do please let me know what specifics you'll need and also if the Mayor be bringing his own podium.

Thanks,  
Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
646.200.5326 desk // 561.801.5963 cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

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**From:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Date:** Friday, May 6, 2016 at 11:29 AM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Eric. Leslie, can you provide me information on the location and the current set up plans? Visuals, ect...

Thanks,

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: 212.341.0011 | c: 917.428.1692

---

**From:** Phillips, Eric Falk  
**Sent:** Friday, May 06, 2016 11:23 AM  
**To:** 'Leslie Patterson'  
**Cc:** Daniel, Michaela; Steve Barnett; Gross, Dan  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks for the offer, but we're going to pass on the op-ed. I'm including a colleague of mine, Dan Gross, who will be leading the discussion on event logistics from our side.

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Thursday, May 05, 2016 12:06 PM  
**To:** Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Wanted to check back on the op-ed and see if you've had a chance to look/make edits at all. Hoping to start pitching this week to place in conjunction with release next Thurs.

Thanks!  
Leslie

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 3, 2016 at 5:45 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks, Leslie. I'll take a look at the piece and get back to you tomorrow on it. I edited the quote below, and it's approved to use with these small changes. I also edited the ROS, below that. Note the cut on Q&A and, when you can, please send me the title of the book at least a few days beforehand

"High-quality early education is a necessity, not a luxury," said New York City Mayor Bill de Blasio. "Here in New York, we've seen firsthand that action by city and state governments can lift enrollment and the quality of education for tens of thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There's no better way to ensure future success for our kids and our states: than to invest in their early education."

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

---

**From:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Monday, May 2, 2016 at 11:49 AM

**To:** "Eric F. Phillips" <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Hope you're well and had a nice weekend. Wanted to check in on the below, and also share with you an op-ed that we would love for the Mayor to co-sign. It's attached here – would Mayor de Blasio and your office be open to that? We'd welcome feedback and edits, if so, and we're hoping to place in a high-value NYC target around the release.

Additionally, attached is the NYC section of the executive summary in the report, for reference.

Let me know if you have any questions, and what we can move forward on. Thanks!

Leslie

---

**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Friday, April 29, 2016 at 4:58 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Thanks for checking in. Attached is the most recent version of the release, with the proposed quote for the Mayor below:

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.”

Steve, can you also send Eric the most up to date version of the report when you have a moment?

For the run of show, we are suggesting:

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
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- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

Let me know what else we can get you.

Thanks,

Leslie

--

Leslie Patterson

BerlinRosen Public Affairs

646.200.5326 desk // 561.801.5963 cell

[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

---

**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Date:** Thursday, April 28, 2016 at 2:55 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric: I am connecting you with Leslie Patterson at Berlin Rosen who is handling press for us on the Yearbook release and this event. We need to get confirmation that the run of show is acceptable for the Mayor among other things.

Best,

Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

On Thu, Apr 28, 2016 at 12:36 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thanks so much – this was really helpful. I’m connecting you with Eric Phillips from our communications team so you guys can coordinate on details.

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Thursday, April 28, 2016 11:37 AM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Here you go with proposed quote for the Mayor highlighted in blue.

Here is our plan for run of show for the event.

Welcome from program director, my remarks (3-5 min), Mayor, business person if possible, labor leader (Randi Weingarten AFT possible). Q and A. Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera). Then go to classroom where Mayor reads short book or part of book to kids on camera.

Alternatives as speakers--representative from US DOE (Sec. King not available) or Jacqueline Jones from the Foundation for Child Development, or a parent.

Does the Mayor's office have a business representative they might like to feature or a state legislative leader?

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University

73 Easton Ave  
New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:(848)932-4350)

Fax: [\(732\) 932-4360](tel:(732)932-4360)

On Thu, Apr 28, 2016 at 10:31 AM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:  
Hi Steve –

Just a reminder to send those drafts – I am talking to our press folks at 12 and would love to have them with me.

Thanks,  
Michaela

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 4:02 PM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

I will have drafts. We have a final messaging meeting Thursday at 2

Sent from my iPhone

On Apr 27, 2016, at 3:59 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thank you! If it's possible for you to send it before noon, that would be fantastic.

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 3:59 PM  
**To:** Daniel, Michaela  
**Cc:** Betty Holcomb; Nancy Kolben  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Yes. I am traveling today but will pull it all together for you tomorrow.

Sent from my iPhone

On Apr 27, 2016, at 3:50 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Everyone –

For now, it seems like I'm still the best point of contact on this.

As you can imagine, with yesterday's budget release, our communications team has been pretty busy, but I'm meeting with them about this tomorrow morning. Steve, if you have a

proposed run of show, attendee list, press pitch, etc., can you please send all of that stuff my way?

Steve, I think you've been working with Sophia and her team on some pieces of this – can you please keep me looped on those emails? I just want to make sure we're all on the same page with so many chefs in this kitchen.

Thanks!  
Michaela

---

**From:** Betty Holcomb [<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Tuesday, April 26, 2016 7:09 AM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks so much--we look forward to hearing back  
Betty

Sent from my iPhone

On Apr 25, 2016, at 6:29 PM, Daniel, Michaela  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Sorry for the delay. Working to solidify who the press leads are over here. Should be able to have the right person tomorrow or Wed. Thanks!

---

**From:** Betty Holcomb  
[\[mailto:bholcomb@centerforchildrensinitiatives.org\]](mailto:bholcomb@centerforchildrensinitiatives.org)  
**Sent:** Thursday, April 21, 2016 4:06 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Event-related questions -- can you forward us the contact info?

Michaela,

Steve has a few questions about the event

Can you forward the full contact info for Devora and Jessica from DOE and CH communications.

He has a couple questions related to other elected officials, prominent figures to include at the event. Is that the sort of thing that Devora and Jessica can field – or should that type of question come to you?

Just trying to keep things simple,

Betty

*Please note our new company name, website and email.*

*<image001.jpg>*

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives (formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
322 Eighth Ave, 4 Fl  
New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

---

**From:** Daniel, Michaela [<mailto:mdaniel@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 20, 2016 4:27 PM  
**To:** Betty Holcomb  
**Cc:** Nancy Kolben  
**Subject:** RE: So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Happy to talk but if these are event-related questions, I'd love to loop you both with Devora and Jessica from DOE and CH communications.

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Wednesday, April 20, 2016 3:09 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben  
**Subject:** So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Michaela

THANK YOU so much for shepherding through the event for the Yearbook!

Nancy and I had a few minutes to catch up with Steve Barnett, and we have just a few details and questions we'd like to vet with you about the event.

Do you have a few minutes between now and Friday?

We are very flexible. We are thinking this would take

not more than 15 minutes or so

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives (formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
322 Eighth Ave, 4 Fl  
New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

**From:** [Phillips, Eric Falk](#)  
**To:** [Leslie Patterson](#)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?  
**Date:** Friday, May 06, 2016 5:35:50 PM

---

Thx

Sent from my BlackBerry 10 smartphone.

---

**From:** Leslie Patterson  
**Sent:** Friday, May 6, 2016 5:31 PM  
**To:** Phillips, Eric Falk  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

---

Hey there – quick update that we'll have this to you Monday morning. Our contact wanted to check with educational director, who'd already left for the day. Apologies for delay and will get you the title Mon morning!

Thanks and have a good weekend,

Leslie

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Friday, May 6, 2016 at 1:53 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks. Realize it's silly but it's become a silly world

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**To:** Phillips, Eric Falk  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

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**Sent:** Friday, May 06, 2016 12:19 PM  
**To:** Gross, Dan; Phillips, Eric Falk  
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Hi Dan,

We're still working to finalize some of these details, but currently the plan is to hold the event in one of the classrooms at the Sugar Hill Museum preschool. There will be an area, possibly elevated, where the speakers make their remarks, and there would also be an area set up for the Mayor to read to a group of kids for a couple minutes in another portion of the room.

We're still working with the preschool to figure out which room and additional details, but do please let me know what specifics you'll need and also if the Mayor be bringing his own podium.

Thanks,

Leslie

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Leslie Patterson

BerlinRosen Public Affairs

646.200.5326 desk // 561.801.5963 cell

[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

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**Date:** Friday, May 6, 2016 at 11:29 AM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Eric. Leslie, can you provide me information on the location and the current set up plans? Visuals, ect...

Thanks,

**Dan Gross** | Office of Mayor Bill de Blasio

Deputy Director of Communications for Planning and Execution

o: 212.341.0011 | c: 917.428.1692

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**Sent:** Friday, May 06, 2016 11:23 AM

**To:** 'Leslie Patterson'

**Cc:** Daniel, Michaela; Steve Barnett; Gross, Dan

**Subject:** RE: Event-related questions -- can you forward us the contact info?

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**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]

**Sent:** Thursday, May 05, 2016 12:06 PM

**To:** Phillips, Eric Falk

**Cc:** Daniel, Michaela; Steve Barnett

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

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"High-quality early education is a necessity, not a luxury," said New York City Mayor Bill de Blasio. "Here in New York, we've seen firsthand that action by city and state governments can lift enrollment and the quality of education for tens of thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There's no better way to ensure future success for our kids and our states than to invest in their early education."

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- Steve's remarks (3-5 min)
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**Date:** Monday, May 2, 2016 at 11:49 AM  
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Additionally, attached is the NYC section of the executive summary in the report, for reference.

Let me know if you have any questions, and what we can move forward on. Thanks!

Leslie

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**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Friday, April 29, 2016 at 4:58 PM

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**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Thanks for checking in. Attached is the most recent version of the release, with the proposed quote for the Mayor below:

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.”

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For the run of show, we are suggesting:

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Leslie

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Leslie Patterson

BerlinRosen Public Affairs  
646.200.5326 desk // 561.801.5963 cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

---

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**Date:** Thursday, April 28, 2016 at 2:55 PM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

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Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
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New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

On Thu, Apr 28, 2016 at 12:36 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:  
Thanks so much – this was really helpful. I’m connecting you with Eric Phillips from our communications team so you guys can coordinate on details.

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Thursday, April 28, 2016 11:37 AM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Here you go with proposed quote for the Mayor highlighted in blue.

Here is our plan for run of show for the event.

Welcome from program director, my remarks (3-5 min), Mayor, business person if possible, labor leader (Randi Weingarten AFT possible). Q and A. Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera). Then go to classroom where Mayor reads short book or part of book to kids on camera.

Alternatives as speakers--representative from US DOE (Sec. King not available) or Jacqueline Jones from the Foundation for Child Development, or a parent.

Does the Mayor's office have a business representative they might like to feature or a state legislative leader?

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:(848)932-4350)  
Fax: [\(732\) 932-4360](tel:(732)932-4360)

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Hi Steve –

Just a reminder to send those drafts – I am talking to our press folks at 12 and would love to have them with me.

Thanks,  
Michaela

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 4:02 PM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

I will have drafts. We have a final messaging meeting Thursday at 2

Sent from my iPhone

On Apr 27, 2016, at 3:59 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thank you! If it's possible for you to send it before noon, that would be fantastic.

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 3:59 PM  
**To:** Daniel, Michaela  
**Cc:** Betty Holcomb; Nancy Kolben  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Yes. I am traveling today but will pull it all together for you tomorrow.

Sent from my iPhone

On Apr 27, 2016, at 3:50 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>

wrote:

Hi Everyone –

For now, it seems like I'm still the best point of contact on this.

As you can imagine, with yesterday's budget release, our communications team has been pretty busy, but I'm meeting with them about this tomorrow morning. Steve, if you have a proposed run of show, attendee list, press pitch, etc., can you please send all of that stuff my way?

Steve, I think you've been working with Sophia and her team on some pieces of this – can you please keep me looped on those emails? I just want to make sure we're all on the same page with so many chefs in this kitchen.

Thanks!  
Michaela

---

**From:** Betty Holcomb [<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Tuesday, April 26, 2016 7:09 AM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks so much--we look forward to hearing back  
Betty

Sent from my iPhone

On Apr 25, 2016, at 6:29 PM, Daniel, Michaela  
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Sorry for the delay. Working to solidify who the press leads are over here. Should be able to have the right person tomorrow or Wed. Thanks!

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**Sent:** Thursday, April 21, 2016 4:06 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Event-related questions -- can you forward us the contact info?

Michaela,

Steve has a few questions about the event

Can you forward the full contact info for Devora and Jessica from DOE and CH communications.

He has a couple questions related to other elected officials, prominent figures to include at the event. Is that the sort of thing that Devora and Jessica can field – or should that type of question come to you?

Just trying to keep things simple,

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives (formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
322 Eighth Ave, 4 Fl  
New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

---

**From:** Daniel, Michaela [<mailto:mdaniel@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 20, 2016 4:27 PM  
**To:** Betty Holcomb  
**Cc:** Nancy Kolben  
**Subject:** RE: So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Happy to talk but if these are event-related questions, I'd love to loop you both with Devora and Jessica from DOE and CH communications.

---

**From:** Betty Holcomb  
[\[mailto:bholcomb@centerforchildrensinitiatives.org\]](mailto:bholcomb@centerforchildrensinitiatives.org)  
**Sent:** Wednesday, April 20, 2016 3:09 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben  
**Subject:** So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Michaela

THANK YOU so much for shepherding through the

event for the Yearbook!

Nancy and I had a few minutes to catch up with Steve Barnett, and we have just a few details and questions we'd like to vet with you about the event.

Do you have a few minutes between now and Friday?

We are very flexible. We are thinking this would take not more than 15 minutes or so

Betty

*Please note our new company name, website and email.*

*<image001.jpg>*

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives (formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
322 Eighth Ave, 4 Fl  
New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

**From:** [Grybauskas, Stefan](#)  
**To:** [Coney, Javon](#); "[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)"; [Gross, Dan](#); [Phillips, Eric Falk](#)  
**Cc:** [Daniel, Michaela](#); "[sbarnett@nieer.org](mailto:sbarnett@nieer.org)"  
**Subject:** Re: Event-related questions -- can you forward us the contact info?  
**Date:** Monday, May 09, 2016 10:38:51 AM

---

Leslie,

Will someone from your team be joining Javon to walk him through your vision of the event?

Stefan Grybauskas  
Director of Advance  
Office of the Mayor  
City of New York  
C: 347-515-5874

Sent from my BlackBerry 10 smartphone.

---

**From:** Coney, Javon  
**Sent:** Monday, May 9, 2016 10:35 AM  
**To:** 'leslie@berlinrosen.com'; Grybauskas, Stefan; Gross, Dan; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; 'sbarnett@nieer.org'  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

---

Hi Leslie,

Thank you! What is the address of the venue? Would 1pm work?

---

**From:** Leslie Patterson [mailto:[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)]  
**Sent:** Monday, May 09, 2016 10:25 AM  
**To:** Grybauskas, Stefan; Gross, Dan; Phillips, Eric Falk; Coney, Javon  
**Cc:** Daniel, Michaela; 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Stefan and Javon,

Yes, I don't think that should be a problem. Let me know what day/time you were thinking and I can see if someone from the preschool can do a walkthrough with you.

Javon – please also see my questions below and let me know the answers when you have a moment.

Thanks,

Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
646.200.5326 desk // 561.801.5963 cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

---

**From:** "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>  
**Date:** Monday, May 9, 2016 at 10:08 AM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>, "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Leslie,

Would someone be able to do a walkthrough with my colleague Javon Coney, cc'ed here, today? He is going to be lead on this event from my team.

Stefan Grybauskas  
Director of Advance  
Office of the Mayor  
City of New York  
C: 347-515-5874

Sent from my BlackBerry 10 smartphone.

---

**From:** Leslie Patterson  
**Sent:** Monday, May 9, 2016 9:41 AM  
**To:** Gross, Dan; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; 'Steve Barnett'; Grybauskas, Stefan  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

---

Hi Dan,

Wanted to make sure you saw this last week. Let me know if you have any questions on it. Also made a couple updates based on new confirmed speakers.

Also wanted to raise a question about timing – we are a little worried about parents starting to come pick up their kids from preschool in the middle of our event. I wonder if there's any possibility of bumping the event up to 1pm or 1:15pm. Understand if the Mayor's schedule doesn't allow for that, but let us know if there's any flexibility.

Additionally, as soon as you can, we need a list of who will be accompanying the Mayor or, at the least, a number of how many people will be with him.

Please let me know when you have a moment.

Thanks,  
Leslie

---

**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Friday, May 6, 2016 at 1:47 PM

**To:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>, "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

We have the speakers giving their remarks at a podium/elevated stage, an audience of maybe 50 people or so, including parents, the Mayor stepping off stage after the formal remarks to talk to a group of parents, and then the Mayor going to read to a group of kids in another part of the room. It will be in a classroom, so the visuals of a pre-K classroom at Sugar Hill Museum's preschool will be incorporated. The run of show we agreed on with Eric is:

- 
- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Randi Weingarten, AFT
- Michael S. Hall, Major General, U.S. Air Force (Retired)
- Libby Doggett from the DOE
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

If that doesn't answer the question, can you let me know a little more specifically what you mean by visuals?

Thanks,  
Leslie

---

**From:** Gross, Dan

**Sent:** Friday, May 06, 2016 12:52 PM

**To:** 'Leslie Patterson'; Phillips, Eric Falk

**Cc:** Daniel, Michaela; Steve Barnett

**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Leslie. Any sense on a visual? I'm adding Stefan, the Mayor's Advance Director to the chain to coordinate a walkthrough.

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: 212.341.0011 | c: 917.428.1692

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]

**Sent:** Friday, May 06, 2016 12:19 PM  
**To:** Gross, Dan; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Dan,

We're still working to finalize some of these details, but currently the plan is to hold the event in one of the classrooms at the Sugar Hill Museum preschool. There will be an area, possibly elevated, where the speakers make their remarks, and there would also be an area set up for the Mayor to read to a group of kids for a couple minutes in another portion of the room.

We're still working with the preschool to figure out which room and additional details, but do please let me know what specifics you'll need and also if the Mayor be bringing his own podium.

Thanks,

Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
646.200.5326 desk // 561.801.5963 cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

---

**From:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Date:** Friday, May 6, 2016 at 11:29 AM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Eric. Leslie, can you provide me information on the location and the current set up plans? Visuals, ect...

Thanks,

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: 212.341.0011 | c: 917.428.1692

---

**From:** Phillips, Eric Falk  
**Sent:** Friday, May 06, 2016 11:23 AM  
**To:** 'Leslie Patterson'  
**Cc:** Daniel, Michaela; Steve Barnett; Gross, Dan  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks for the offer, but we're going to pass on the op-ed. I'm including a colleague of mine, Dan Gross, who will be leading the discussion on event logistics from our side.

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Thursday, May 05, 2016 12:06 PM

**To:** Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Wanted to check back on the op-ed and see if you've had a chance to look/make edits at all. Hoping to start pitching this week to place in conjunction with release next Thurs.

Thanks!  
Leslie

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 3, 2016 at 5:45 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks, Leslie. I'll take a look at the piece and get back to you tomorrow on it. I edited the quote below, and it's approved to use with these small changes. I also edited the ROS, below that. Note the cut on Q&A and, when you can, please send me the title of the book at least a few days beforehand

"High-quality early education is a necessity, not a luxury," said New York City Mayor Bill de Blasio. "Here in New York, we've seen firsthand that action by city and state governments can lift enrollment and the quality of education for tens of thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There's no better way to ensure future success for our kids and our states than to invest in their early education."

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

---

**From:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Date:** Monday, May 2, 2016 at 11:49 AM  
**To:** "Eric F. Phillips" <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Hope you're well and had a nice weekend. Wanted to check in on the below, and also share with you an op-ed that we would love for the Mayor to co-sign. It's attached here – would Mayor de Blasio and your office be open to that? We'd welcome feedback and edits, if so, and we're hoping to place in a high-value NYC target around the release.

Additionally, attached is the NYC section of the executive summary in the report, for reference.

Let me know if you have any questions, and what we can move forward on. Thanks!

Leslie

---

**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Friday, April 29, 2016 at 4:58 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Thanks for checking in. Attached is the most recent version of the release, with the proposed quote for the Mayor below:

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.”

Steve, can you also send Eric the most up to date version of the report when you have a moment?

For the run of show, we are suggesting:

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

Let me know what else we can get you.

Thanks,  
Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
646.200.5326 desk // 561.801.5963 cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

---

**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Date:** Thursday, April 28, 2016 at 2:55 PM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric: I am connecting you with Leslie Patterson at Berlin Rosen who is handling press for us on the Yearbook release and this event. We need to get confirmation that the run of show is acceptable for the Mayor among other things.

Best,

Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

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Here you go with proposed quote for the Mayor highlighted in blue.

Here is our plan for run of show for the event.

Welcome from program director, my remarks (3-5 min), Mayor, business person if possible, labor leader (Randi Weingarten AFT possible). Q and A. Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera). Then go to classroom where Mayor reads short book or part of book to kids on

camera.

Alternatives as speakers--representative from US DOE (Sec. King not available) or Jacqueline Jones from the Foundation for Child Development, or a parent.

Does the Mayor's office have a business representative they might like to feature or a state legislative leader?

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:(848)932-4350)

Fax: [\(732\) 932-4360](tel:(732)932-4360)

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**Sent:** Wednesday, April 27, 2016 4:02 PM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

I will have drafts. We have a final messaging meeting Thursday at 2

Sent from my iPhone

On Apr 27, 2016, at 3:59 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thank you! If it's possible for you to send it before noon, that would be fantastic.

---

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**Sent:** Wednesday, April 27, 2016 3:59 PM  
**To:** Daniel, Michaela  
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**Subject:** Re: Event-related questions -- can you forward us the contact info?

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Hi Everyone –

For now, it seems like I'm still the best point of contact on this.

As you can imagine, with yesterday's budget release, our communications team has been pretty busy, but I'm meeting with them about this tomorrow morning. Steve, if you have a proposed run of show, attendee list, press pitch, etc., can you please send all of that stuff my way?

Steve, I think you've been working with Sophia and her team on some pieces of this – can you please keep me looped on those emails? I just want to make sure we're all on the same page with so many chefs in this kitchen.

Thanks!  
Michaela

---

**From:** Betty Holcomb [<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Tuesday, April 26, 2016 7:09 AM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
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Thanks so much--we look forward to hearing back  
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On Apr 25, 2016, at 6:29 PM, Daniel, Michaela  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Sorry for the delay. Working to solidify who the press leads are over here. Should be able to have the right person tomorrow or Wed. Thanks!

---

**From:** Betty Holcomb  
[\[mailto:bholcomb@centerforchildrensinitiatives.org\]](mailto:bholcomb@centerforchildrensinitiatives.org)  
**Sent:** Thursday, April 21, 2016 4:06 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)

**Subject:** Event-related questions -- can you forward us the contact info?

Michaela,

Steve has a few questions about the event

Can you forward the full contact info for Devora and Jessica from DOE and CH communications.

He has a couple questions related to other elected officials, prominent figures to include at the event. Is that the sort of thing that Devora and Jessica can field – or should that type of question come to you?

Just trying to keep things simple,

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives (formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
322 Eighth Ave, 4 Fl  
New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

---

**From:** Daniel, Michaela [<mailto:mdaniel@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 20, 2016 4:27 PM  
**To:** Betty Holcomb  
**Cc:** Nancy Kolben  
**Subject:** RE: So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Happy to talk but if these are event-related questions, I'd love to loop you both with Devora and Jessica from DOE and CH communications.

---

**From:** Betty Holcomb  
[\[mailto:bholcomb@centerforchildrensinitiatives.org\]](mailto:bholcomb@centerforchildrensinitiatives.org)  
**Sent:** Wednesday, April 20, 2016 3:09 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben  
**Subject:** So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related

details?

Michaela

THANK YOU so much for shepherding through the event for the Yearbook!

Nancy and I had a few minutes to catch up with Steve Barnett, and we have just a few details and questions we'd like to vet with you about the event.

Do you have a few minutes between now and Friday?

We are very flexible. We are thinking this would take not more than 15 minutes or so

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives (formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
322 Eighth Ave, 4 Fl  
New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

**From:** [Coney, Javon](#)  
**To:** "[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)"; "[mbenson@broadwayhousing.org](mailto:mbenson@broadwayhousing.org)"  
**Cc:** [Grybauskas, Stefan](#); [Gross, Dan](#); "[sbarnett@nieer.org](mailto:sbarnett@nieer.org)"  
**Subject:** Re: Sugar Hill Museum Preschool <> City Hall  
**Date:** Monday, May 09, 2016 11:49:50 AM

---

Hi Melissa,

Please let me know if 1pm works today to do the walkthrough. Also, I wanted to confirm the the address of the location is 898 St. Nicholas Ave. @ 155st, New York, NY.

Thank you!

Best,  
Javon Coney

---

**From:** Leslie Patterson [mailto:[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)]  
**Sent:** Monday, May 09, 2016 11:44 AM  
**To:** Melissa Benson <[mbenson@broadwayhousing.org](mailto:mbenson@broadwayhousing.org)>; Coney, Javon  
**Cc:** Grybauskas, Stefan; Gross, Dan; Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Sugar Hill Museum Preschool <> City Hall

Hi Melissa and Javon -

Connecting you two to coordinate a time for a walkthrough of the Thursday NIEER event.

Melissa – Javon suggested 1pm today, so let him know if that could work for you or if there's a better time this week.

Javon – Melissa's contact info is below.

Melissa Benson  
Director of Development  
& Communications  
Broadway Housing Communities  
898 St. Nicholas Avenue  
New York, NY 10032  
[mbenson@bhc.org](mailto:mbenson@bhc.org)  
212.568.2030 x204

Feel free to keep me looped in and happy to answer additional questions.

Thanks,  
Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
646.200.5326 desk // 561.801.5963 cell  
Leslie@berlinrosen.com

**From:** [Leslie Patterson](#)  
**To:** [Gross, Dan](#)  
**Cc:** [Grybauskas, Stefan](#); [Phillips, Eric Falk](#); [Coney, Javon](#); [Daniel, Michaela](#); [Steve Barnett](#)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?  
**Date:** Monday, May 09, 2016 11:59:52 AM

---

Hi Dan,

If we keep event at 1:30, can we please keep the reading? We feel that's a really important part of the event.

Let me know. Thanks so much.

Leslie

---

**From:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Date:** Monday, May 9, 2016 at 11:57 AM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Yes. Let's cut the reading entirely

On May 9, 2016, at 11:43 AM, Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote:

Thanks so much, Dan. Do you mean cut it out entirely or just cut it shorter? If we can keep whole event to 45 mins, do you think we'd be able to keep the reading?

I will send another email connect you, Stefan, Javon with Melissa Benson, Comms Director at Sugar Hill Museum Preschool. She may be able to do a 1pm walkthrough today, if that still works. She and I have been in close touch about the event and our vision for it, and she is very familiar with the space, whereas I am not, so she is better positioned to do a walkthrough with you all.

Look out for the email from me in a moment so you can coordinate directly.

Thanks,  
Leslie

---

**From:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Date:** Monday, May 9, 2016 at 10:49 AM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Cc:** "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Leslie, we will move the timing on our end to 1:15. Would we need to cut the book reading on the back end. Also, can you have someone from your team join Javon for the walkthrough?

Thanks,  
Dan Gross  
Deputy Communications Director  
Office of Mayor Bill de Blasio  
(O) [212-341-0011](tel:212-341-0011)  
(C) [917-428-1692](tel:917-428-1692)  
[dgross@cityhall.nyc.gov](mailto:dgross@cityhall.nyc.gov)

On May 9, 2016, at 10:25 AM, Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote:

Hi Stefan and Javon,

Yes, I don't think that should be a problem. Let me know what day/time you were thinking and I can see if someone from the preschool can do a walkthrough with you.

Javon – please also see my questions below and let me know the answers when you have a moment.

Thanks,  
Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
646.200.5326 desk // 561.801.5963 cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

---

**From:** "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>  
**Date:** Monday, May 9, 2016 at 10:08 AM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>, "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact

info?

Leslie,

Would someone be able to do a walkthrough with my colleague Javon Coney, cc'ed here, today? He is going to be lead on this event from my team.

Stefan Grybauskas  
Director of Advance  
Office of the Mayor  
City of New York  
C: 347-515-5874

Sent from my BlackBerry 10 smartphone.

---

**From:** Leslie Patterson  
**Sent:** Monday, May 9, 2016 9:41 AM  
**To:** Gross, Dan; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; 'Steve Barnett'; Grybauskas, Stefan  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

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Hi Dan,

Wanted to make sure you saw this last week. Let me know if you have any questions on it. Also made a couple updates based on new confirmed speakers.

Also wanted to raise a question about timing – we are a little worried about parents starting to come pick up their kids from preschool in the middle of our event. I wonder if there's any possibility of bumping the event up to 1pm or 1:15pm. Understand if the Mayor's schedule doesn't allow for that, but let us know if there's any flexibility.

Additionally, as soon as you can, we need a list of who will be accompanying the Mayor or, at the least, a number of how many people will be with him.

Please let me know when you have a moment.

Thanks,  
Leslie

---

**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Date:** Friday, May 6, 2016 at 1:47 PM  
**To:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>, "Phillips, Eric Falk"

<[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>, "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

We have the speakers giving their remarks at a podium/elevated stage, an audience of maybe 50 people or so, including parents, the Mayor stepping off stage after the formal remarks to talk to a group of parents, and then the Mayor going to read to a group of kids in another part of the room. It will be in a classroom, so the visuals of a pre-K classroom at Sugar Hill Museum's preschool will be incorporated. The run of show we agreed on with Eric is:

- 
- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Randi Weingarten, AFT
- Michael S. Hall, Major General, U.S. Air Force (Retired)
- Libby Doggett from the DOE
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

If that doesn't answer the question, can you let me know a little more specifically what you mean by visuals?

Thanks,  
Leslie

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**From:** Gross, Dan  
**Sent:** Friday, May 06, 2016 12:52 PM  
**To:** 'Leslie Patterson'; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Leslie. Any sense on a visual? I'm adding Stefan, the Mayor's Advance Director to the chain to coordinate a walkthrough.

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: 212.341.0011 | c: 917.428.1692

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Friday, May 06, 2016 12:19 PM  
**To:** Gross, Dan; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Dan,

We're still working to finalize some of these details, but currently the plan is to hold the event in one of the classrooms at the Sugar Hill Museum preschool. There will be an area, possibly elevated, where the speakers make their remarks, and there would also be an area set up for the Mayor to read to a group of kids for a couple minutes in another portion of the room.

We're still working with the preschool to figure out which room and additional details, but do please let me know what specifics you'll need and also if the Mayor be bringing his own podium.

Thanks,  
Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
646.200.5326 desk // 561.801.5963 cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

---

**From:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Date:** Friday, May 6, 2016 at 11:29 AM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Eric. Leslie, can you provide me information on the location and the current set up plans? Visuals, ect...

Thanks,

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: 212.341.0011 | c: 917.428.1692

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**From:** Phillips, Eric Falk  
**Sent:** Friday, May 06, 2016 11:23 AM  
**To:** 'Leslie Patterson'  
**Cc:** Daniel, Michaela; Steve Barnett; Gross, Dan  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks for the offer, but we're going to pass on the op-ed. I'm including a colleague of mine, Dan Gross, who will be leading the discussion on event logistics from our side.

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Thursday, May 05, 2016 12:06 PM  
**To:** Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Wanted to check back on the op-ed and see if you've had a chance to look/make edits at all. Hoping to start pitching this week to place in conjunction with release next Thurs.

Thanks!  
Leslie

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 3, 2016 at 5:45 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks, Leslie. I'll take a look at the piece and get back to you tomorrow on it. I edited the quote below, and it's approved to use with these small changes. I also edited the ROS, below that. Note the cut on Q&A and, when you can, please send me the title of the book at least a few days beforehand

"High-quality early education is a necessity, not a luxury," said New York City Mayor Bill de Blasio. "Here in New York, we've seen firsthand that action by city and state governments can lift enrollment and the quality of education for tens of thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good

reason. There's no better way to ensure future success for our kids and our states." than to invest in their early education."

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

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**From:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Monday, May 2, 2016 at 11:49 AM

**To:** "Eric F. Phillips" <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Hope you're well and had a nice weekend. Wanted to check in on the below, and also share with you an op-ed that we would love for the Mayor to co-sign. It's attached here – would Mayor de Blasio and your office be open to that? We'd welcome feedback and edits, if so, and we're hoping to place in a high-value NYC target around the release.

Additionally, attached is the NYC section of the executive summary in the report, for reference.

Let me know if you have any questions, and what we can move forward on. Thanks!

Leslie

---

**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Friday, April 29, 2016 at 4:58 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact

info?

Hi Eric,

Thanks for checking in. Attached is the most recent version of the release, with the proposed quote for the Mayor below:

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.”

Steve, can you also send Eric the most up to date version of the report when you have a moment?

For the run of show, we are suggesting:

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

Let me know what else we can get you.

Thanks,

Leslie

--

Leslie Patterson

BerlinRosen Public Affairs

646.200.5326 desk // 561.801.5963 cell

[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

---

**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Date:** Thursday, April 28, 2016 at 2:55 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric: I am connecting you with Leslie Patterson at Berlin Rosen who is handling press for us on the Yearbook release and this event. We need to get confirmation that the run of show is acceptable for the Mayor among other things.

Best,

Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

On Thu, Apr 28, 2016 at 12:36 PM, Daniel, Michaela  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thanks so much – this was really helpful. I’m connecting you with Eric Phillips from our communications team so you guys can coordinate on details.

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Thursday, April 28, 2016 11:37 AM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Here you go with proposed quote for the Mayor highlighted in blue.

Here is our plan for run of show for the event.

Welcome from program director, my remarks (3-5 min), Mayor, business person if possible, labor leader (Randi Weingarten AFT possible). Q and A. Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera). Then go to classroom where Mayor reads short book or part of book to kids on camera.

Alternatives as speakers--representative from US DOE (Sec. King not available) or Jacqueline Jones from the Foundation for Child Development, or a parent.

Does the Mayor's office have a business representative they might

like to feature or a state legislative leader?

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:(848)932-4350)

Fax: [\(732\) 932-4360](tel:(732)932-4360)

On Thu, Apr 28, 2016 at 10:31 AM, Daniel, Michaela  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Steve –

Just a reminder to send those drafts – I am talking to our press  
folks at 12 and would love to have them with me.

Thanks,  
Michaela

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 4:02 PM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact  
info?

I will have drafts. We have a final messaging meeting Thursday at 2

Sent from my iPhone

On Apr 27, 2016, at 3:59 PM, "Daniel, Michaela"  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thank you! If it's possible for you to send it before  
noon, that would be fantastic.

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 3:59 PM  
**To:** Daniel, Michaela  
**Cc:** Betty Holcomb; Nancy Kolben  
**Subject:** Re: Event-related questions -- can you forward us  
the contact info?

Yes. I am traveling today but will pull it all together for  
you tomorrow.

Sent from my iPhone

On Apr 27, 2016, at 3:50 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Everyone –

For now, it seems like I'm still the best point of contact on this.

As you can imagine, with yesterday's budget release, our communications team has been pretty busy, but I'm meeting with them about this tomorrow morning. Steve, if you have a proposed run of show, attendee list, press pitch, etc., can you please send all of that stuff my way?

Steve, I think you've been working with Sophia and her team on some pieces of this – can you please keep me looped on those emails? I just want to make sure we're all on the same page with so many chefs in this kitchen.

Thanks!  
Michaela

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Tuesday, April 26, 2016 7:09 AM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks so much--we look forward to hearing back  
Betty

Sent from my iPhone

On Apr 25, 2016, at 6:29 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Sorry for the delay. Working to solidify who the press leads are over here. Should be able to have the right person tomorrow or Wed. Thanks!

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Thursday, April 21, 2016  
4:06 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben;  
[sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Event-related questions -  
- can you forward us the contact info?

Michaela,

Steve has a few questions about the event

Can you forward the full contact info for Devora and Jessica from DOE and CH communications.

He has a couple questions related to other elected officials, prominent figures to include at the event. Is that the sort of thing that Devora and Jessica can field – or should that type of question come to you?

Just trying to keep things simple,

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives*

*(formerly Child Care, Inc.)*

[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)

[www.ccinyc.org](http://www.ccinyc.org)

322 Eighth Ave, 4 Fl

New York, NY 10001

[212.381.0009](tel:212.381.0009) direct line

[212.929.7604](tel:212.929.7604) ext 3004

[212.929.5785](tel:212.929.5785) fax

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**From:** Daniel, Michaela  
[\[mailto:mdaniel@cityhall.nyc.gov\]](mailto:mdaniel@cityhall.nyc.gov)  
**Sent:** Wednesday, April 20, 2016  
4:27 PM  
**To:** Betty Holcomb  
**Cc:** Nancy Kolben  
**Subject:** RE: So wonderful on  
yearbook release -- do you have a  
few minutes today or tomorrow to  
discuss a few related details?

Happy to talk but if these are  
event-related questions, I'd  
love to loop you both with  
Devora and Jessica from DOE  
and CH communications.

---

**From:** Betty Holcomb  
[\[mailto:bholcomb@centerforchildrensinitiatives.org\]](mailto:bholcomb@centerforchildrensinitiatives.org)  
**Sent:** Wednesday, April 20, 2016  
3:09 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben  
**Subject:** So wonderful on  
yearbook release -- do you have a  
few minutes today or tomorrow to  
discuss a few related details?

Michaela

THANK YOU so much for  
shepherding through the event  
for the Yearbook!

Nancy and I had a few minutes  
to catch up with Steve Barnett,  
and we have just a few details  
and questions we'd like to vet  
with you about the event.

Do you have a few minutes  
between now and Friday?

We are very flexible. We are thinking this would take not more than 15 minutes or so

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb  
Policy Director  
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**From:** [Leslie Patterson](#)  
**To:** [Phillips, Eric Falk](#)  
**Subject:** Re: can you send me the most recent release and if you have the full final report yet? thanks.  
**Date:** Monday, May 09, 2016 5:25:22 PM  
**Attachments:** [NIEER NY press release 5.9.docx](#)  
[NIEER 2015 Yearbook Natl Release almost final 5.9.16.docx](#)  
[2015 Yearbook-5.9.16 draft.pdf](#)

---

Hi Eric,

Attached are the most recent versions of the national and NY-specific press release. Also attached is the most updated version of the report, but they are still making changes, so this isn't quite final.

Thanks,  
Leslie

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Monday, May 9, 2016 at 4:58 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** can you send me the most recent release and if you have the full final report yet? thanks.

Eric Phillips  
Deputy Director of Communications for Special Projects  
New York City Mayor's Office, City Hall  
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## Press Release

73 Easton Avenue • New Brunswick, NJ 08901 • Phone 848.932.4350 • Fax 732.932.4360 • [www.nieer.org](http://www.nieer.org)

For Immediate Release: May 12, 2016

Contact: Michelle Ramjug, [mramjug@nieer.org](mailto:mramjug@nieer.org), 848-932-4350

### IMPROVED ACCESS TO QUALITY PRE-K IN NEW YORK OUTPACES OTHER STATES

*New York's Gains Serve as Example for Others to Follow*

**[NEW YORK, NY]**—Many 3- and 4-year olds still lack access to high-quality preschool education despite modest gains in enrollment, quality, and funding, according to an [annual report](#) by the nonpartisan National Institute for Early Education Research (NIEER) at Rutgers University. While several states, including New York, made significant progress through a concerted effort to increase enrollment and funding and improve quality, progress is slow and uneven nationally and quality standards are particularly low for some of the nation's largest states like California, Florida and Texas. Despite the relatively good news this year, the rate of progress is so slow that it will take 150 years for the nation to reach 75 percent enrollment in state pre-K even at age 4.

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In New York State, enrollment was up by 13,210 children in 2014-2015, a 13 percent increase overall, with a surge in full-day services and the overall pre-K investment nearly doubling. There was no change in terms of quality standards— the state met 7 of NIEER's 10 minimum quality standards benchmarks. However, the latest expansion included supplemental funding to support quality improvement strategies as part-day seats were converted to full-day. New York has made substantial efforts to increase funding for the state's early learners, accounting for two-thirds of the overall national increase in state preschool funding. Governor Cuomo made a commitment to achieving access to universal pre-K within five years, and promised to fund every district that came forward with a plan for quality implementation. In the 2014-2015 school year, the state increased funding by \$364M to expand early childhood education, and continued to grow in 2015-2016 with another funding increase of \$30M to increase enrollment in high-needs districts

The most remarkable expansion in 2014 occurred in New York City, which built from an already strong base to increase access to a full day and raise quality under Mayor de Blasio's leadership. Through diligent effort on the part of the entire early education community, in the last two years, the city added more than 50,000 full-day opportunities through conversions of half day to full-day slots and new seats.

"New York City has proven that by working with a wide array of parties, from community leaders to developers and faith-based groups it is possible to identify capacity quickly and execute plans to good effect," said NIEER director Steve Barnett. "The result is that the number of full-day seats in community settings grew tenfold, expanding families' choices with an array of options in museums, libraries and other community programs."

*The State of Preschool* report for the 2014-2015 school year, which includes objective state-by-state profiles and rankings, indicates that urgent action is needed from lawmakers at all levels of government to ensure that every child – particularly those from low-income families – have access to high-quality early education. For the first year, NIEER also analyzed states’ early education workforce and Dual Language Learner policies, which reveals that New York still has much more to do if it is to adequately support dual language learners and provide teachers salary parity with elementary education.

The report finds that for the nation as a whole, total state spending on pre-K programs increased by 10 percent, or \$553 million, since the previous year, bringing state spending in 2014-2015 to over \$6.2 billion. The number of children served by state-funded pre-K served increased by 37,167 in 2014-2015, bringing the total to almost 1.4 million children – the largest number of children ever served by state-funded pre-K. With an average rate of \$4,489, states also made one of the most significant increases in spending per child in recent history.

Despite these gains, the report’s findings underscore that those states like California, Florida, and Texas with the largest populations of young children are falling behind—they were among the states that met the fewest quality standards benchmarks, and Texas and Florida also reduced enrollment and spending in 2014-2015. Nationally, enrollment has risen by just one percentage point for both 4- and 3-year olds over five years. The sluggish pace of change disproportionately impacts low-income families.

“We’re encouraged to see several states increasing in enrollment and improving quality, but access to high-quality pre-K in the United States remains low and highly unequal,” said Barnett. “Expanding access to quality pre-K programs is one of the best investments we can make, and it’s critical that we raise and standardize salaries for early education teachers and have strong Dual language Learner policies in states with large Hispanic populations. State governments should increase and stabilize funding for pre-K and raise standards for the benefit of all children.”

*The State of Preschool Report* reviews state-funded pre-K programs on 10 benchmarks of quality standards, including the presence of a qualified instructor, class size, teacher-to-student ratio, presence of an assistant, and length of instruction per day.

For more information on *The State of Preschool 2015* yearbook and detailed state-by-state breakdowns on quality benchmarks, enrollment, and funding, please click [here](#).

Comment [L2]: Will insert hyperlink

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*The National Institute for Early Education Research ([www.nieer.org](http://www.nieer.org)) at the Graduate School of Education, Rutgers University, New Brunswick, NJ, supports early childhood education policy and practice through independent, objective research.*



## Press Release

73 Easton Avenue • New Brunswick, NJ 08901 • Phone 848.932.4350 • Fax 732.932.4360 • [www.nieer.org](http://www.nieer.org)

For Immediate Release: May 12, 2016

Contact: Leslie Patterson, [leslie@berlinrosen.com](mailto:leslie@berlinrosen.com), 626-200-5326

### **New Report: Nationwide Access to High-Quality Pre-K Remains Low Despite Small Gains in Enrollment and Rising Standards**

*National Institute for Early Education Research Urges Federal and State Legislators to Prioritize State-Funded Pre-K*

**NEW YORK**—Many three- and four-year olds still lack access to high-quality preschool education despite modest gains in enrollment, quality, and funding, according to an [annual report](#) by the nonpartisan National Institute for Early Education Research (NIEER) at Rutgers University. While some states step forward, others drop back resulting in slow and uneven progress. One state, New York, made dramatic progress through a concerted effort to increase enrollment and funding and improve quality [in New York City](#). Yet, three states—California, Florida and Texas—that enroll nearly 40 percent of all children in state-funded pre-K have particularly low quality standards. Florida and Texas also reduced funding in 2014-2015.

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*The State of Preschool Report* for the 2014-2015 school year, which includes objective state-by-state profiles and rankings, indicates that urgent action is needed from lawmakers at all levels of government to ensure that every child – particularly those from low-income families – have access to high-quality early education. For the first year, NIEER also analyzed states' early education workforce and Dual Language Learner (DLL) policies. These new surveys reveal that pre-K teachers are much more poorly paid and supported than teachers of older children even when they have equivalent qualifications and few states have the policies needed to adequately educate the nearly one in four preschoolers who are Dual Language Learners.

"We're encouraged to see several states increasing in enrollment and improving quality, but access to high-quality pre-K in the United States remains low and highly unequal," said NIEER Director Steve Barnett. "Expanding access to quality pre-K programs is one of the best investments we can make, and it's critical that we raise salaries and benefits for early education teachers and ensure that teachers are prepared to support children from homes speaking a language other than English, including states with large Hispanic populations. State governments should increase and stabilize funding for pre-K and raise standards for the benefit of all children. For proof that it's possible, one need look no further than New York."

The report's findings indicate that many states have made significant strides in expanding pre-K programs, which were among the hardest hit by the Great Recession. With New York leading the way, total state spending on pre-K programs increased by 10 percent, or \$553 million, since the previous

year, bringing state spending in 2014-2015 to over \$6.2 billion. New York's efforts to expand pre-K, in particular in New York City, accounted for two-thirds of this increase. In 2014-2015, New York added over 13,000 new spaces in its pre-K programs, expanded access to full-day services, and allocated an additional \$358 million dollars to improve quality.

"High-quality early education is a necessity, not a luxury," said New York City Mayor Bill de Blasio. "Here in New York, we've seen firsthand that action by city and state governments can lift enrollment and the quality of education for tens of thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There's no better way to ensure future success for our kids than to invest in their early education."

The number of children served by state-funded pre-K served increased by 37,167 in 2014-2105, bringing the total to almost 1.4 million children – the largest number of children ever served by state-funded pre-K. With an average rate of \$4,489, states also made one of the most significant increases in spending per child in recent history. In New York, funding per child increased by 70 percent. The report also indicates that several states made significant progress in terms of quality, with two states – West Virginia and Mississippi – reaching all 10 of the report's minimum quality standards benchmarks for the first time.

Despite these gains, the report's findings underscore that those states like California, Florida, and Texas with the largest populations of young children are falling behind. These three states were among the states that met the fewest quality standards benchmarks and Texas and Florida both reduced enrollment and funding.

NIEER ~~released~~is releasing the report at an event in New York City with Mayor Bill de Blasio, Deputy Assistant Secretary for Policy and Early Learning at the U.S. Department of Education Dr. Libby Doggett, President of the American Federation of Teachers, Randi Weingarten, and retired Major General in the U.S. Air Force Michael S. Hall.  
~~FKTKTK.~~

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Dr. Doggett said, "Quality early education programs nurture children's cognitive, social, and emotional development to enhance their lives now and in the future. In the long run, this increases achievement, makes kids more likely to stay in school, decreases social problems, and leads to higher earnings. It's heartening to see several states—led by both Republican and Democratic governors—commit to improving their pre-K programs. While we still have a lot of work ahead of us to ensure that all kids have access to high-quality pre-K, this year's report indicates that many states are moving in the right direction."

Enrollment nationwide has risen by just one percentage point for both four- and three-year olds over five years. The sluggish pace of change disproportionately impacted low-income families. At this growth rate, it will be decades before all children in low-income families are enrolled. Across all income levels, it would take more than 150 years to reach 75 percent enrollment.

While most pre-K funding comes from state government budgets, local and federal governments also contribute to these programs. The Every Student Succeeds Act (ESSA), which Congress passed in December 2015, encourages state funding of early education by making federal grants available to states for quality pre-K programs. The NIEER report's findings suggest that the federal government should provide additional incentives to states to fund high-quality pre-K to decrease the large numbers of children left out.

Other key findings of *The State of Preschool 2015* yearbook include:

- Across all public programs—Pre-K general and special education enrollments plus federally funded Head Start—at most 41 percent of 4-year-olds and 16 percent of 3-year-olds were served.
- Arkansas, Connecticut, Michigan, New York, South Carolina and Vermont added five percent or more to enrollment in 2014-2015.
- Mississippi, Indiana and Hawaii made notable new efforts in the 2014-2015 year.
- New York, DC, Michigan, Ohio, Connecticut, Washington, Alabama, New Mexico, California and Arizona increased funding by \$10 million during the same period.
- Six states – Alabama, Alaska, North Carolina, Rhode Island, Mississippi and West Virginia – and one of Louisiana’s programs met all 10 of the quality standards benchmarks, up from four states in the previous school year; and 24 states met at least eight. West Virginia and Mississippi are the newest states to meet all 10 benchmarks.
- Five states met fewer than half of the benchmarks – California, Ohio and Vermont met four; Florida met three; and Texas met only two.

The State of Preschool Yearbook reviews state-funded pre-K programs on 10 benchmarks for minimum quality standards, including the presence of a qualified teacher and assistant, class size, teacher-to-student ratio, presence of an assistant, and length of instruction per day.

For more information on *The State of Preschool 2015* yearbook and detailed state-by-state breakdowns on quality standards benchmarks, enrollment, and funding, please click [here](#).

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*The National Institute for Early Education Research ([www.nieer.org](http://www.nieer.org)) at the Graduate School of Education, Rutgers University, New Brunswick, NJ, supports early childhood education policy and practice through independent, objective research.*

# The State of Preschool 2015



STATE PRESCHOOL YEARBOOK

The National Institute for Early Education Research



## THE STATE OF PRESCHOOL 2015

### STATE PRESCHOOL YEARBOOK

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ACKNOWLEDGEMENTS—The opinions expressed in this report are solely those of the authors. We wish to thank the Heising-Simons Foundation for supporting the development, production, and dissemination of this publication. Established in 2007 by husband and wife Mark Heising and Elizabeth (Liz) Simons, The Heising-Simons Foundation is dedicated to advancing sustainable solutions in the environment, supporting groundbreaking research in science, and enhancing the education of the nation's youngest learners. The authors would like to extend their thanks to Basma Cue, Bernice Lee and Miguel Colombani for their assistance on this report.

The primary data source for this report is the 2014 State of Preschool Survey conducted by NIEER under contract to the National Center for Education Statistics (NCES). NCES publications related to the survey are available online at <http://nces.ed.gov/pubsearch/>.

This publication is a product of the National Institute for Early Education Research (NIEER), a unit of the Graduate School of Education at Rutgers, The State University of New Jersey. NIEER supports early childhood education policy by providing objective, nonpartisan information based on research.



NATIONAL INSTITUTE FOR  
EARLY EDUCATION RESEARCH



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# Executive Summary



## DID STATE PRE-K GET BACK ON TRACK IN 2015?

Nationally, the 2014-2015 school year showed continued improvement in state funded pre-K as states recovered from the Great Recession. Enrollment increased. More states met the benchmarks for minimum quality standards. State funding for pre-K increased: for the third year in a row, spending per child exceeded the previous year.

Does this mean that state funded pre-K is back on track after being derailed by the recession? In some states, the answer seems to be a clear “yes.” New York is the most obvious example, but other states made noteworthy progress with enrollment, quality standards, and funding. However, not all states moved forward. Some even moved backwards, including two of the nation’s most populous states, Texas and Florida. For the nation as a whole, this means that access to a high quality preschool program remained highly unequal, and this situation is unlikely to change in the foreseeable future unless many more states follow the leaders.

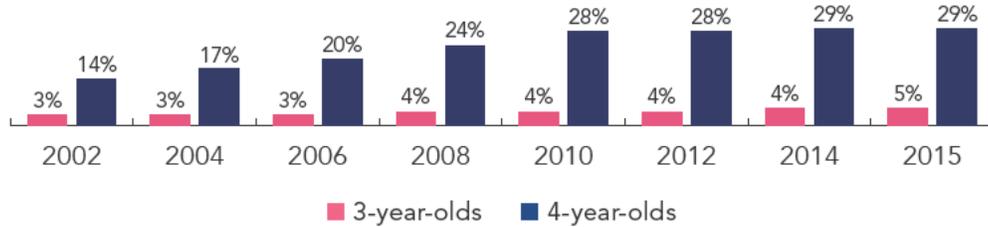
Table 1 summarizes the findings from this year’s report for enrollment, quality standards, and funding of state pre-K. We review findings for each of these three key aspects of state pre-K policy briefly below before considering “what’s new” in further detail.

Enrollment rose very modestly, growing by 37,167 children overall with most of the growth among 3-year-olds and just 7,091 4-year-olds added. New York, Michigan, South Carolina, and Alabama added large numbers of children at age four while Connecticut had a program newly qualify as state pre-K and Mississippi and Hawaii joined the states funding pre-K. Other states—Texas, Florida, Kentucky, Tennessee and Wisconsin-- decreased enrollment significantly.

Quality standards hit a new high. Five programs gained a quality standards benchmark and no programs lost benchmarks. Two Louisiana programs now meet the requirement for site visits as part of their program monitoring. Nebraska now requires that programs provide at least one meal per day and Missouri began requiring all teachers to receive at least 15 hours per year of professional development. West Virginia now meets all 10 benchmarks, and with Mississippi in the rankings for the first time, this raises to 7 the number of state programs that meet all ten of NIEER’s benchmarks for acceptable quality standards.

State funding for pre-K rose by more than \$553 million in 2014-2015, adjusted for inflation, with almost two-thirds of this increase accounted for by New York. Total funding has now surpassed the peak pre-recession level, adjusting for inflation. States’ investments per child also continued an upward trend, with the largest single year increases in nearly a decade.

## PERCENT OF NATIONAL POPULATION ENROLLED



## AVERAGE STATE SPENDING PER CHILD ENROLLED (2015 DOLLARS)



### WHAT'S NEW?

#### Resources:

- Total state funding for pre-K programs increased to \$6.2 billion, an increase of more than \$553 million across the 42 states plus D.C.<sup>1</sup> that offered pre-K in the 2014-2015 year, a 10 percent increase in real dollars. Two thirds of this increase comes from New York, up \$358 million (inflation-adjusted) from the previous year, due largely to new investments in quality full-day preschool in New York City.
- State pre-K funding per child increased by \$287 (inflation-adjusted) from the previous year to \$4,489. New York again had a noticeable impact on the national average from its large increase in funding per child to raise quality and provide a full day.
- In addition to New York, Michigan increased funding by \$62 million, and 8 other states reported increases of more than \$10 million. On the other side, 4 states reported reductions in spending of more than \$10 million each.

#### Enrollment:

- Nearly 1.4 million children attended state-funded pre-K, nearly 1.2 million at age 4. Almost five percent of 3-year-olds and 29 percent of 4-year-olds were served in state-funded pre-K.
- Across all public programs—Pre-K general and special education enrollments plus federally funded Head Start—41 percent of 4-year-olds and 16 percent of 3-year-olds were served. Since 2010, total enrollment in these programs at age 4 has risen by just one percentage point and enrollment at age 3 by one percentage point as well.
- Enrollment has grown little in recent years because unstable funding in many states does not support growth year after year. Instead, each year some states increased enrollment, while others made cuts. In 2014-15, 18 states (15 looking at just 3- and 4-year-olds) reduced enrollment with Florida, Tennessee, Texas, and Wisconsin cutting enrollment by more than 2,000 children each.

<sup>1</sup> For the sake of comparison, the District of Columbia will be referred to as a "state" throughout this report. Hence, there is a total of 43 states providing state funded pre K.

### Quality:

- Five programs improved against NIEER's Quality Standards Benchmarks checklist and six states plus one program in Louisiana now meet all 10 benchmarks for minimum state pre-K quality standards. West Virginia and Mississippi are the newest states to earn all ten benchmarks.
- Also on the plus side, the states meeting all 10 minimums for quality standards include some with the highest percentages of children in poverty (e.g., AL, MS, LA, NC, and WV).
- On the downside, California, Texas, and Florida have the highest numbers of children in poverty, serve the largest numbers of children, and have some of the lowest quality standards in the nation.

### Major Developments:

- Hawaii and Mississippi joined the vast majority of states in offering state-funded pre-K. Indiana began serving students in state-funded pre-K through two pilot initiatives in 2014. Although Indiana is not included in the rankings because these are small pilot programs, it is a noteworthy addition.
- New York's accelerated policy development sets an example for other states. In one year they added over 13,000 new spaces, greatly expanded access to full-day services, and put in place new policies and practices to support high quality. To do this, the state invested an additional \$358 million dollars and raised funding per child by 70 percent.
- The District of Columbia served more 3- and 4-year-olds than ever in 2014-2015, but the percentage of the population served nevertheless fell. Census data reveal that the number of preschool age children (but not older children) in the District has increased since the District introduced new policies to support high quality pre-K for all. It appears families are voting with their feet (and housing choices) for high quality, full day, universal pre-K in the District of Columbia.
- Also good news is the continued expansion of California's Transitional Kindergarten, though not counted as state pre-K it serves children who are too young to enter kindergarten. By itself this program would add 77,274 children to the pre-K rolls, raising the national percentage served to 31 percent and adding \$604 million to funding for a grand total of \$6.8 billion nationally.



## A CALL TO ACTION

State pre-K programs continued moving in the right direction during the 2014-2015 school year with larger increases in spending, spending per child, and enrollment than the previous year and additional states meeting more quality standards. States also moved off of the No Program list. However, state pre-K is still far from where it needs to be to ensure that all children receive a high quality education during the year (or two) before kindergarten.

Expansion of public pre-K is only a worthwhile public investment if children receive a high quality education. Unfortunately, even many of the states that have chosen to fund pre-K have not committed sufficient resources to fund a high quality program. Three of the four states with the largest populations of 3- and 4-year-olds rank toward the bottom on quality standards and spending per child. Florida stands out for offering universal pre-K funded at just \$2,300 per child.

If young children are to receive the high quality education that leaves a sustained impact, state policies will have to change. Standards must be raised. Funding should be increased and stabilized. This will happen only if policy makers recognize that high quality pre-K is a necessity, not a luxury that can be passed over when the budget gets tight. Local and federal governments also can play a role in supporting improvements. Pre-K like public education generally depends on local and, to a lesser extent, federal government policy and funding, as well.

Where states have not led the way, cities often have taken up the challenge. From Boston to San Antonio, San Francisco to Seattle, cities have led the way on expanded access to higher quality pre-K. Hopefully, their states will follow with broader support. New York City provides an example of a city that successfully worked with its state to move an entire state forward, though it remains to be seen how much and how fast progress is extended to the rest of New York State.

Traditionally, the federal government has helped to lead by offering financial incentives for states to improve educational equity and excellence in education. The federal government also funds early childhood services for children in poverty directly through Head Start. Next year (2015-16) we expect to see the first impacts on states of the new federal Preschool Development Grant program that supports increased access to pre-K and which was subsequently included in the Every Student Succeeds Act.

Looking back across the years, it is evident that even this year's rate of progress is not enough to bring high quality pre-K to every child any time soon. Government at every level will need to redouble their efforts, and states, in particular, will have to move forward. Indeed, just one modest step taken by every state could ensure a much greater rate of progress: never take a step backwards. If every state kept a pledge to not cut funding, relax standards, or reduce enrollment, this alone could double annual progress.

## BUILDING QUALITY PRE-K THE NEW YORK WAY

Pre-K for All is New York City's historic initiative to provide free, full-day, high-quality pre-kindergarten to every four-year-old in the city. Prior to expansion, 19,287 children attended full-day pre-kindergarten in New York City. The 2014-2015 school year marked the first year of the two-year expansion with 53,120 four-year-olds enrolled in pre-k. Enrollment is high across every community, with the highest participation among low-income families. In 2015-2016 the City enrolled 68,647 children—a number more than triple the children who attended before expansion and larger than the entire school population of major cities like Boston—about 70 percent of all 4's in the City.

Pre-K for All is delivered in public and privately operated settings including district schools, charters, and independent organizations that contract with the City. Pre-K students receive a full day of education—6 hours and 20 minutes—for 180 days grounded in the Prekindergarten Foundation for the Common Core, the New York State pre-K learning standards covering all aspects of a child's development and learning. The NYCDOE supports all pre-K programs with differentiated support at both the classroom and program level. This includes: targeted professional learning for lead teachers, assistant teachers, and paraprofessionals, on-site support for leaders and teachers, resources, and guidance from 100 Instructional Coordinators and 125 Social Workers.

The expansion required significant investments in new educators, spaces, programming and oversight across more than a dozen City agencies. In the first year of expansion, New York City facilitated the opening of new sites, recruitment and development of new teachers, rigorous multi-agency inspections to ensure quality and safety, and extensive outreach to families to encourage enrollment in new programs.

The city's model is designed to ensure a sustainable high-quality workforce by recruiting, training, and retaining qualified teachers and administrators. All lead teachers have at least a BA, and are either certified or on a study plan for full certification. In order to retain highly qualified teachers, the NYCDOE encourages all providers to pay competitive salaries and took extra steps to increase pay for pre-K teachers across the system with a goal of moving toward parity wherever possible.

**TABLE 1: STATE RANKINGS AND QUALITY CHECKLIST SUMS**

STATE	Access for 4-Year-Olds Rank	Access for 3-Year-Olds Rank	Resource Rank Based on State Spending	Resource Rank Based on All Reported Spending	Quality Standards Checklist Sum (Maximum of 10)
Alabama	29	None served	16	15	10
Alaska	39	None served	14	19	10
Arizona	35	20	32	37	5
Arkansas	12	3	22	27	9
California	28	9	19	24	4
Colorado	22	11	41	39	6
Connecticut	23*	8*	5	3	6
Delaware	33	None served	9	10	8
District of Columbia	1	1	1	1	8
Florida	3	None served	39	41	3†
Georgia	8	None served	24	29	8
Hawaii	42	None served	7	9	8
Illinois	20	4	34	32	8
Iowa	7	18	35	34	6.9
Kansas	25	None served	40	42	6
Kentucky	21	10	25	8	9
Louisiana	16	None served	21	26	9.1
Maine	13	None served	37	40	5
Maryland	14	16	31	35	8
Massachusetts	34	13	29	30	6
Michigan	15	None served	12	18	8
Minnesota	43*	25*	6	7	9
Mississippi	37	27	43	31	10
Missouri	38	22	33	38	8
Nebraska	17	6	36	22	7
Nevada	40	23	38	36	7
New Jersey	19	5	2	2	8.8
New Mexico	18	None served	18	25	8
New York	9	28	10	16	7
North Carolina	24	None served	20	11	10
Ohio	36	21	23	28	4
Oklahoma	4	None served	28	12	8
Oregon	31	14	4	5	9
Pennsylvania	30*	15*	15	23	6.7
Rhode Island	41	None served	3	4	10
South Carolina	11*	17*	42	43	5.7
Tennessee	26*	26*	17	14	9
Texas	10	12	30	33	2
Vermont	2	2	11	17	4
Virginia	27	None served	27	21	6
Washington	32	19	8	6	9
West Virginia	5	7	13	13	10
Wisconsin	6*	24*	26	20	5.1
Idaho	No program	No program	No program	No program	No program
Indiana**	No program	No program	No program	No program	No program
Montana	No program	No program	No program	No program	No program
New Hampshire	No program	No program	No program	No program	No program
North Dakota	No program	No program	No program	No program	No program
South Dakota	No program	No program	No program	No program	No program
Utah	No program	No program	No program	No program	No program
Wyoming	No program	No program	No program	No program	No program

\* At least one program in these states did not break down total enrollment figures into specific numbers of 3 and 4 year olds served. As a result, enrollment by single year of age was estimated.

\*\* Though not included in this year's state comparisons because it is a pilot program serving less than 1% of the state's 4 year olds, Indiana served 415 4 year olds or roughly .5% of 4 year olds in its pre K program.

† Data on Florida's quality standards are from the 2013-2014 school year. However, no policy changes are known that would have affected which benchmarks were met.

## NATIONAL ACCESS

Total state preschool enrollment, all ages .....	1,383,450
State-funded preschool programs .....	57 programs in 42 states and D.C. <sup>1</sup>
Income requirement .....	33 state programs have an income requirement
Minimum hours of operation .....	23 part-day; 22 school-day; 1 extended-day; 11 determined locally <sup>2</sup>
Operating schedule.....	38 academic year, 19 determined locally
Special education enrollment, ages 3 & 4 .....	428,537 <sup>3</sup>
Federal Head Start enrollment, ages 3 & 4.....	763,553 <sup>3</sup>
Total federal Head Start enrollment, all ages .....	780,053 <sup>3</sup>
State-funded Head Start enrollment, ages 3 & 4 .....	23,663 <sup>4</sup>

## STATE PRE-K AND HEAD START ENROLLMENT AS PERCENTAGE OF TOTAL POPULATION



<sup>†</sup> Some Head Start children may also be counted in state pre-K.  
<sup>††</sup> Estimates children in special education not also enrolled in state pre-K or Head Start.

## NATIONAL QUALITY STANDARDS CHECKLIST SUMMARY

POLICY	BENCHMARK	OF THE 57 STATE-FUNDED PRE-K INITIATIVES, NUMBER MEETING BENCHMARKS
Early learning standards .....	Comprehensive .....	57
Teacher degree .....	BA .....	32
Teacher specialized training .....	Specializing in pre-K .....	47
Assistant teacher degree .....	CDA or equivalent .....	21
Teacher in-service .....	At least 15 hours/year .....	47
Maximum class size .....	20 or lower .....	49
3-year-olds		
4-year-olds		
Staff-child ratio .....	1:10 or better .....	50
3-year-olds		
4-year-olds		
Screening/referral .....	Vision, hearing, health; and .....	37
and support services	at least 1 support service	
Meals .....	At least 1/day .....	29
Monitoring .....	Site visits at least every five years .....	38

## NATIONAL RESOURCES

Total state preschool spending .....	\$6,204,297,261 <sup>5</sup>
Local match required?.....	14 state programs require a local match
State Head Start spending .....	\$163,890,322
State spending per child enrolled.....	\$4,489
All reported spending per child enrolled* .....	\$5,031

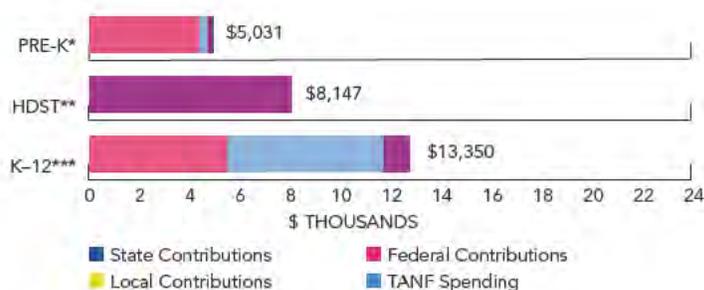
\* Pre-K programs may receive additional funds from federal or local sources that are not included in this figure.

\*\* Head Start per child spending for the 2014-2015 year includes funding only for 3- and 4-year-olds served. Past years figured have unintentionally included funds for Early Head Start.

\*\*\* K-12 expenditures include capital spending as well as current operating expenditures.

Data are for the '14-'15 school year, unless otherwise noted.

## SPENDING PER CHILD ENROLLED



<sup>1</sup> Throughout this report, the District of Columbia is included like a state. Figures indicating change over time have been adjusted to reflect 50 state plus D.C. totals. D.C. is also included in rankings as a "state," creating a list of 43 states for rankings. In 2014-2015, Indiana began offering a state-funded pre-K program enrolling 415 children. Because it served less than 1% of 4-year-olds, it does not meet NIEER's criteria for a pre-K program and these children are not included in the enrollment total.

<sup>2</sup> NIEER's definitions of hours of operations are as follows: part-day programs serve children for fewer than 4 hours per day; school-day programs serve children at least 4 hours but fewer than 8 hours per day; and extended-day programs serve children for 8 or more hours per day. Some pre-K initiatives offer multiple hours of operation, such as a combination of part-day and school-day programs, but only the minimum one offered is listed here.

<sup>3</sup> The enrollment figure for federal Head Start, ages 3 and 4, includes children enrolled in the program in all 50 states, D.C., and the U.S. territories, as well as enrollment in the Migrant and American Indian/Alaskan Native programs. Past years did not include the enrollment of children in the territories. The enrollment figure for total federal Head Start, all ages, includes all children served in any location, including the U.S. territories, and migrant and American Indian programs. These numbers do not include children funded by state match.

<sup>4</sup> This figure is based on the Head Start Enrollment supported by state match as reported by ACE. This figure includes 16,052 children who attended programs that were considered to be state-funded preschool initiatives. These children are also counted in the state-funded preschool enrollment total.

<sup>5</sup> This figure includes federal TANF funds directed toward preschool at states' discretion. In 2014-2015 Indiana began offering a state-funded pre-K program with \$1 million in state funding. Because it served less than 1% of 4-year-olds, these funds are not reflected in the funding total.

# National Overview

## ENROLLMENT INCREASES MODESTLY

State-funded pre-K served 1,383,450 children in 2014-2015. State pre-K continues to be largely a program for 4-year-olds, with 4s accounting for almost 1.2 million, or about 84 percent, of the children enrolled. Table 2 reports the number and percentage of the population enrolled by state and in total.

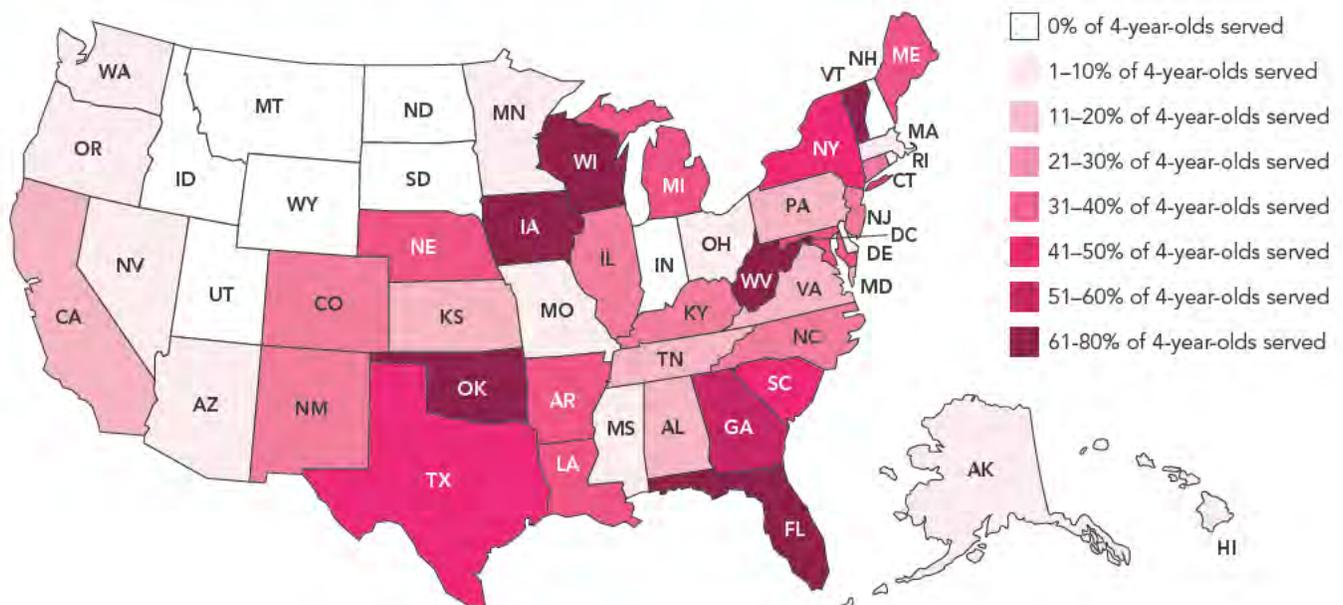
Total enrollment in 2014-2015 increased by 37,167 from the prior year, including 14,577 3-year-olds and 7,091 4-year-olds. And, while some states increased enrollment others cut back. Table 3 reports enrollment changes from the first year we started tracking state pre-K (2001-2002) and from 2013-2014.

Across the nation, 29 percent of 4-year-olds and nearly 5 percent of 3-year-olds were enrolled in state-funded pre-K in 2014-2015. Enrollment varied widely from state-to-state. The District of Columbia served the highest percentage of children at both ages 3 and 4. Vermont, Florida, and Oklahoma followed with each serving over 70 percent of the state's 4-year-olds. Other states enrolling more than half of 4-year-olds include West Virginia, Wisconsin, Iowa, and Georgia. On the other hand, 12 states served less than 10 percent of 4-year-olds. Seven other states had no program and Indiana began a small pilot program. Figure 1 displays a map state of pre-K enrollment at age 4 by state.

Twenty-eight of the 43 states with state pre-K programs enroll 3-year-olds. The highest percentages served are in the District of Columbia (64%), Vermont (26%), Arkansas (21%), Illinois (20%), and New Jersey (19%).

State-funded pre-K is not the only public program serving preschoolers. Both preschool special education and Head Start serve substantial numbers of children. Table 4 adds in children served in those publicly funded programs to yield total numbers and percentage of the population served at ages 3 and 4 by state. To the extent possible, we present unduplicated counts with children served by multiple programs only counted once. Enrollment across all three public programs is at most (because some duplication may remain) 41 percent at age 4 and 16 percent at age 3.

**FIGURE 1: PERCENT OF 4-YEAR-OLDS SERVED IN STATE PRE-K**



## QUALITY STANDARDS

The *Yearbook* compares each state program’s standards against a checklist of 10 research-based quality standards benchmarks. These benchmarks are consistent with what research suggests as minimums for highly effective programs. They do not guarantee quality. Effective pre-K programs also require adequate funding and strong implementation. Funding adequacy is, of course, addressed separately in this report. Unfortunately, survey data do not provide a basis for evaluating implementation. A guide to the benchmarks and supporting research begins on page xx.

**FIGURE 2: PERCENT OF STATE PRE-K PROGRAMS MEETING BENCHMARKS 2002-2015**

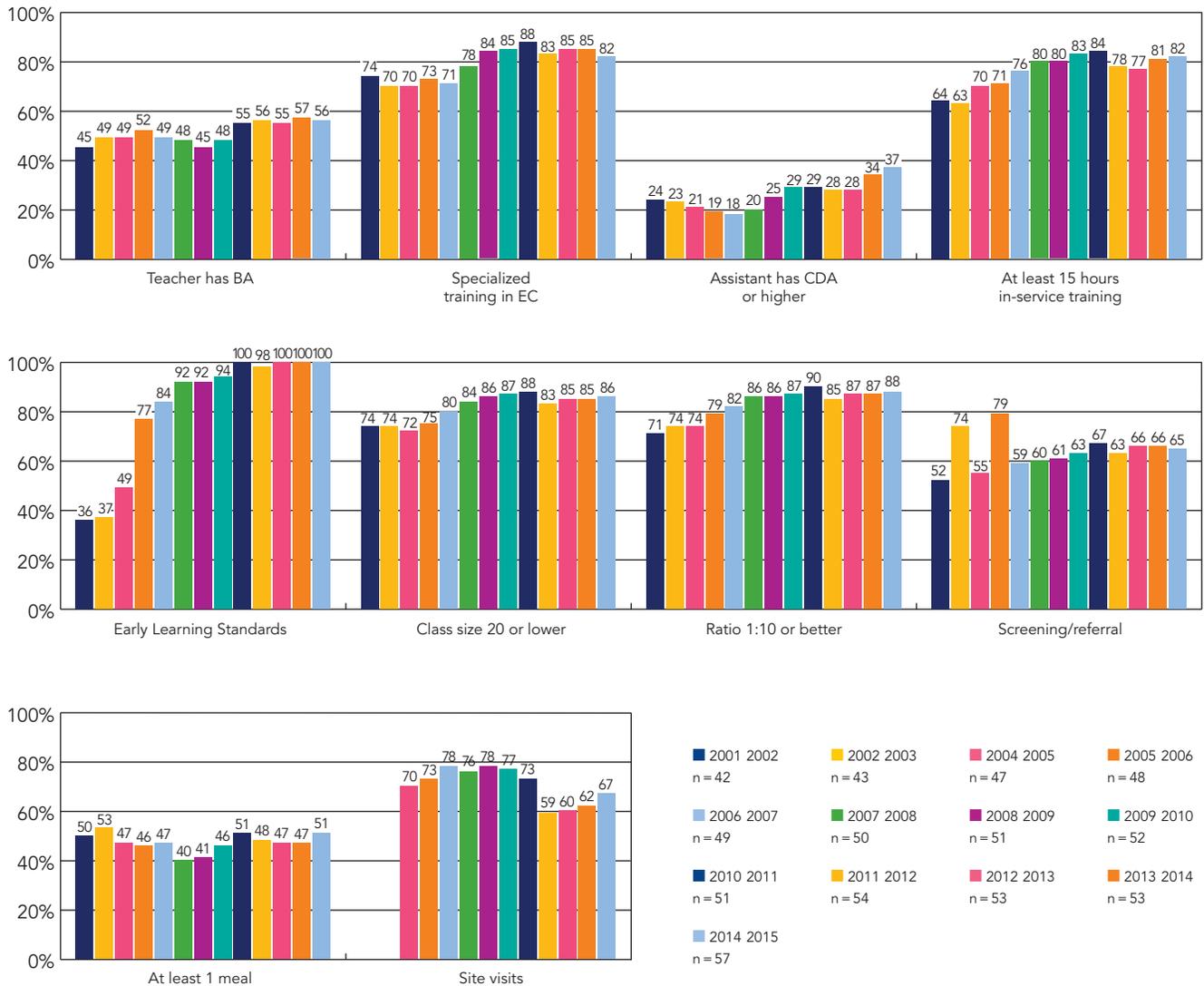


Figure 2 displays the percentage of programs meeting each of the quality standards from 2001-2002 through 2014-2015. Four states' policy changes (five programs) resulted in gaining an additional benchmark in 2014-2015: two of Louisiana's programs, Missouri, Nebraska, and West Virginia. Two Louisiana programs, LA 8(g) and LA 4, now meet the quality standard benchmark for site visits. Missouri now requires at least 15 hours per year of professional development and Nebraska now requires programs to provide at least one meal per day. West Virginia increased their assistant teacher credentials to require at least a CDA or equivalent and now meets all 10 quality standards.

In the 2014-2015 school year, seven state programs met all 10 benchmarks: Alabama, Alaska, Mississippi, North Carolina, Rhode Island, West Virginia, and one Louisiana program (NSECD). Nine states have programs that met nine of 10 benchmarks—Arkansas, Kentucky, Louisiana (LA 4 only), Minnesota, New Jersey (Abbott pre-K only), Oregon, Pennsylvania (HSSAP only), Tennessee, and Washington.

At the other end of the spectrum, seven programs met fewer than half of the 10 benchmarks. California, Ohio, and Vermont (both programs) met four; Florida met three; and Texas met only two. Pennsylvania's K4 program met three benchmarks this year. Particularly concerning, Texas and Pennsylvania's K4 program not only miss the class size and staff-child ratio benchmarks, but set statewide no limits on these at all. California also does not limit class size, but does limit ratio. Table 5 summarizes the quality standards benchmarks received by each program.

## RESOURCES: MAKING REAL GAINS

In 2014-2015, 42 states plus the District of Columbia spent just over \$6.2 billion on pre-K, not including special education funds. The 8 remaining states did not contribute to this total, as they had no pre-K initiative meeting our definition of state-funded pre-K during the 2014-2015 school year. (See page xx for our explanation of what constitutes a state-funded pre-K program.) Indiana spent almost \$1.1 million on its new pre-K pilot but is not included in this year's report. One omission that is particularly noteworthy is the California transitional kindergarten program, which by itself would add almost \$700 million in state spending to the total spent serving children during the year prior to kindergarten. Table 6 reports state spending per child and in total as well as changes in spending from the previous year.

Across the 42 states with pre-K and the District of Columbia, total state spending increased by over \$553 million, a 10 percent increase in real spending from the prior year. Almost two-thirds, or over \$358 million, of this increase is attributed to New York and primarily to expansion of pre-K in New York City.

Average spending per child increased by \$287 (inflation-adjusted) to \$4,489. Spending per child had edged up slightly in recent years, but this year's increase was more substantial. This jump marks the largest single year increase in spending per child in nearly a decade. However, about 40 percent of this increase is due to New York and per child spending is still below where it was in 2008 (in real dollars).

Spending by state varied dramatically. The District of Columbia spends the most per-child at \$16,431, with New Jersey the highest for a state at \$12,149. South Carolina and Mississippi report the lowest spending per child, both under \$2,000 per-child. Year to year fluctuations in spending were dramatic, as well. Arizona, Missouri, New Mexico, New York, and Rhode Island all reported increases in per child spending of more than \$1,000. Arkansas and Maryland reported decreases of about \$1,000 per child. Table 6 reports the state spending per child and total state spending in 2014-2015 for each state as well as changes in spending since last year.

Many state-funded pre-K programs utilize additional funds from local and federal sources to help fund pre-K programs. In some states and local education agencies share the costs through a formula just as they do for K-12 education. Funding from all sources is a better indicator of the total resources available to support pre-K (though not a better indicator of state financial commitment). However, not all states can fully, or even partially, report spending from other sources. As a result the all-sources funding per child figures reported in Table 6 understate total spending nationally, and comparisons across states can be distorted by differences in reporting.

Despite the limitations of the "all reported" spending figures, we can determine that local schools and federal funds added at least \$748 million to state pre-K funds in the 2014-2015 school year, or \$542 per child. All-source spending totals nearly \$7 billion. Non-state funds reported included \$368 million in required local funds, \$96 million in non-required local funds, and \$284 in non-TANF federal funds. Reported spending per-child from all sources was \$5,031 nationwide, up from the previous year's \$4,765 (inflation-adjusted).

**TABLE 2: PRE-K ACCESS BY STATE**

ACCESS FOR 4-YEAR-OLDS RANK	STATE	PERCENT OF CHILDREN ENROLLED IN STATE PREKINDERGARTEN (2014-2015)			NUMBER OF CHILDREN ENROLLED IN STATE PREKINDERGARTEN (2014-2015)		
		4-year-olds	3-year-olds	Total (3s and 4s)	4-year-olds	3-year-olds	Total (3s and 4s)
1	District of Columbia	86.3%	63.6%	74.2%	6,637	5,541	12,178
2	Vermont	83.9%	26.1%	54.6%	5,038	1,609	6,647
3	Florida	76.5%	0.0%	38.2%	166,522	0	166,522
4	Oklahoma	74.8%	0.0%	37.4%	40,085	0	40,085
5	West Virginia	68.0%	11.4%	39.5%	13,779	2,338	16,117
6	Wisconsin	63.7%	0.8%	32.5%	44,364	544	44,907
7	Iowa	61.1%	3.4%	32.8%	24,384	1,331	25,715
8	Georgia	58.8%	0.0%	29.7%	80,430	0	80,430
9	New York	48.7%	0.1%	23.9%	111,973	147	112,120
10	Texas	47.8%	7.3%	27.6%	189,796	28,614	218,410
11	South Carolina	46.9%	4.0%	25.8%	28,102	2,320	30,422
12	Arkansas	38.5%	21.4%	29.9%	14,735	8,216	22,951
13	Maine	36.2%	0.0%	18.3%	4,797	0	4,797
14	Maryland	36.0%	4.6%	20.2%	26,631	3,423	30,054
15	Michigan	32.0%	0.0%	16.1%	37,112	0	37,112
16	Louisiana	31.9%	0.0%	16.0%	19,732	0	19,732
17	Nebraska	30.5%	13.5%	22.1%	8,020	3,511	11,531
18	New Mexico	30.0%	0.0%	15.1%	8,397	0	8,397
19	New Jersey	28.6%	18.6%	23.6%	30,703	20,330	51,033
20	Illinois	27.0%	19.7%	23.4%	43,387	31,525	74,912
21	Kentucky	25.8%	8.1%	17.0%	14,229	4,487	18,716
22	Colorado	23.3%	7.9%	15.7%	15,913	5,375	21,288
23	Connecticut	23.1%	9.3%	16.2%	8,976	3,619	12,595
24	North Carolina	21.5%	0.0%	10.9%	26,851	0	26,851
25	Kansas	20.0%	0.0%	10.1%	8,134	0	8,134
26	Tennessee	19.3%	0.7%	10.1%	15,648	526	16,173
27	Virginia	17.9%	0.0%	8.9%	18,250	0	18,250
28	California	17.5%	8.3%	12.9%	87,794	42,568	130,362
29	Alabama	12.0%	0.0%	6.0%	7,243	0	7,243
30	Pennsylvania	12.0%	5.8%	8.9%	17,093	8,345	25,438
31	Oregon	10.0%	6.4%	8.2%	4,674	2,988	7,662
32	Washington	8.0%	3.3%	5.6%	7,128	2,963	10,091
33	Delaware	7.5%	0.0%	3.7%	843	0	843
34	Massachusetts	7.2%	6.8%	7.0%	5,238	5,036	10,274
35	Arizona	5.5%	2.8%	4.2%	4,850	2,378	7,228
36	Ohio	4.8%	2.2%	3.5%	6,654	2,995	9,649
37	Mississippi	4.1%	0.3%	2.2%	1,641	119	1,760
38	Missouri	3.9%	1.7%	2.8%	2,961	1,298	4,259
39	Alaska	3.1%	0.0%	1.5%	319	0	319
40	Nevada	3.0%	0.9%	1.9%	1,085	313	1,398
41	Rhode Island	2.8%	0.0%	1.4%	306	0	306
42	Hawaii	2.1%	0.0%	1.0%	365	0	365
43	Minnesota	1.0%	0.8%	0.9%	735	542	1,277
No Program	Idaho	0.0%	0.0%	0.0%	0	0	0
No Program	Indiana*	0.0%	0.0%	0.0%	0	0	0
No Program	Montana	0.0%	0.0%	0.0%	0	0	0
No Program	New Hampshire	0.0%	0.0%	0.0%	0	0	0
No Program	North Dakota	0.0%	0.0%	0.0%	0	0	0
No Program	South Dakota	0.0%	0.0%	0.0%	0	0	0
No Program	Utah	0.0%	0.0%	0.0%	0	0	0
No Program	Wyoming	0.0%	0.0%	0.0%	0	0	0
	<b>United States</b>	<b>29.0%</b>	<b>4.8%</b>	<b>16.9%</b>	<b>1,161,554</b>	<b>193,000</b>	<b>1,354,554**</b>

For details about how these figures were calculated, see the Methodology section and Roadmap to the State Profile Pages.

\* Though not included in this year's state comparisons because it is a pilot program serving less than 1% of the state's 4 year olds, Indiana served 415 4 year olds or roughly .5% of 4 year olds in its pre K program.

\*\* Nationwide, an additional 28,896 children of other ages were enrolled in state prekindergarten, for a total enrollment of 1,383,450.

**TABLE 3: CHANGE IN PRESCHOOL ENROLLMENT OVER TIME**

STATE	ENROLLMENT CHANGES FROM 2001-2002 TO 2014-2015				ENROLLMENT CHANGES FROM 2013-2014 TO 2014-2015			
	Change in 3-year-olds		Change in 4-year-olds		Change in 3-year-olds		Change in 4-year-olds	
	Number	Percentage Point	Number	Percentage Point	Number	Percentage Point	Number	Percentage Point
Alabama	0	0%	6,487	11%	0	0%	1,738	3%
Alaska	0	0%	319	3%	0	0%	28	0%
Arizona	2,378	3%	573	0%	1,294	2%	-1,267	-1%
Arkansas	7,274	19%	12,511	32%	3,318	9%	103	1%
California	31,644	6%	43,260	9%	-487	0%	-914	0%
Colorado	4,645	7%	7,593	9%	181	0%	654	1%
Connecticut*	2,083	6%	4,560	14%	1,272	3%	3,595	9%
Delaware	0	0%	0	0%	0	0%	208	2%
District of Columbia	4,416	44%	3,626	42%	177	-6%	21	-12%
Florida	0	0%	166,522	76%	0	0%	-3,744	-3%
Georgia	0	0%	16,817	5%	0	0%	-1,023	-1%
Hawaii	0	0%	365	2%	0	0%	365	2%
Idaho	0	0%	0	0%	0	0%	0	0%
Illinois	17,427	12%	4,485	6%	300	0%	-391	0%
Indiana**	0	0%	0	0%	0	0%	0	0%
Iowa	820	2%	22,828	57%	-204	0%	520	1%
Kansas	0	0%	5,904	14%	0	0%	-134	0%
Kentucky	-385	-1%	1,412	2%	399	1%	-2,241	-4%
Louisiana	0	0%	12,213	20%	0	0%	-36	0%
Maine	0	0%	3,357	27%	0	0%	76	1%
Maryland	2,015	3%	8,257	11%	250	0%	273	0%
Massachusetts	-4,396	-5%	-4,194	-4%	153†	0%†	159†	0%†
Michigan	0	0%	10,635	13%	0	0%	6,560	6%
Minnesota*	-273	0%	-535	-1%	-119	0%	-205	0%
Mississippi	119	0%	1,641	4%	119	0%	1,641	4%
Missouri	-1,248	-2%	-725	-1%	52	0%	333	0%
Montana	0	0%	0	0%	0	0%	0	0%
Nebraska	3,387	13%	7,664	29%	220	1%	25	0%
Nevada	202	0%	764	2%	313	1%	-316	-1%
New Hampshire	0	0%	0	0%	0	0%	0	0%
New Jersey	7,545	7%	6,822	8%	-339	-1%	-435	-1%
New Mexico	-470	-2%	8,027	29%	0	0%	723	3%
New York	-5,688	-2%	48,474	24%	-68	0%	13,278	5%
North Carolina	0	0%	25,611	20%	0	0%	234	0%
North Dakota	0	0%	0	0%	0	0%	0	0%
Ohio	-6,719	-4%	-7,231	-4%	796	1%	865	1%
Oklahoma	0	0%	14,206	19%	0	0%	-738	-2%
Oregon	1,879	4%	2,085	4%	406	1%	47	0%
Pennsylvania*	8,345	6%	14,543	10%	760	0%	68	0%
Rhode Island	0	0%	306	3%	0	0%	72	1%
South Carolina*	1,970	3%	12,452	17%	-1,565	-3%	4,851	8%
South Dakota	0	0%	0	0%	0	0%	0	0%
Tennessee*	-316	0%	13,890	17%	-75	0%	-2,245	-3%
Texas	8,873	1%	62,213	9%	6,049	2%	-13,852	-4%
Utah	0	0%	0	0%	0	0%	0	0%
Vermont*	1,240	21%	4,418	75%	257	4%	222	6%
Virginia	0	0%	12,372	12%	0	0%	229	0%
Washington	1,814	2%	2,343	2%	1,277	1%	73	0%
West Virginia	570	3%	8,694	44%	32	0%	-370	-1%
Wisconsin*	-144	0%	30,860	45%	-189	0%	-1,959	-2%
Wyoming	0	0%	0	0%	0	0%	0	0%
<b>U.S.</b>	<b>89,007</b>	<b>2%</b>	<b>596,423</b>	<b>15%</b>	<b>14,577</b>	<b>0%</b>	<b>7,091</b>	<b>0%</b>

\* At least one program in these states did not break down total enrollment figures into specific numbers of 3- and 4-year olds served. As a result, the figures in this table are estimates.

\*\* Though not included in this year's state comparisons because it is a pilot program serving less than 1% of the state's 4-year olds, Indiana served 415 4-year olds or roughly .5% of 4-year olds in its pre-K program.

† In 2013-2014, MA did not break down total enrollment figures into specific numbers of 3- and 4-year olds served but did so in 2014-2015. We reestimated the number of 3- and 4-year olds served in 2013-2014 using information reported in 2014-2015.

**TABLE 4: 2014-2015 ENROLLMENT OF 3- AND 4-YEAR-OLDS IN STATE PRE-K, PRESCHOOL SPECIAL EDUCATION, AND FEDERAL AND STATE HEAD START**

STATE	Pre-K + Pre-K Special Education				Pre-K + Pre-K Special Education + Head Start <sup>††</sup>			
	3-year-olds		4-year-olds		3-year-olds		4-year-olds	
	Number Enrolled	Percent of State Population	Number Enrolled	Percent of State Population	Number Enrolled	Percent of State Population	Number Enrolled	Percent of State Population
Alabama <sup>††</sup>	841	1.4%	8,651	14.3%	8,099	13.6%	17,373	28.8%
Alaska*	320	2.8%	887	8.5%	1,441	12.6%	2,442	23.5%
Arizona	4,939	5.8%	9,171	10.3%	10,846	12.7%	19,121	21.5%
Arkansas	9,656	25.1%	17,250	45.1%	14,001	36.4%	21,289	55.7%
California*	56,342	11.0%	108,602	21.6%	98,139	19.2%	153,660	30.6%
Colorado	7,875	11.6%	19,617	28.7%	12,142	17.9%	25,005	36.6%
Connecticut <sup>††</sup>	5,477	14.1%	10,928	28.1%	7,708	19.9%	13,164	33.8%
Delaware <sup>†, ††</sup>	356	3.1%	1,428	12.7%	1,115	9.7%	1,474	13.1%
District of Columbia <sup>††</sup>	5,541	63.6%	6,637	86.3%	5,541	63.6%	6,637	86.3%
Florida	6,421	2.9%	166,522	76.5%	20,791	9.5%	185,748	85.3%
Georgia <sup>††</sup>	2,476	1.9%	81,976	59.9%	14,467	10.8%	86,438	63.2%
Hawaii	561	3.0%	989	5.7%	1,499	8.1%	2,675	15.3%
Idaho	584	2.6%	903	3.9%	1,568	6.9%	3,114	13.3%
Illinois <sup>††</sup>	33,130	20.7%	48,500	30.2%	48,754	30.5%	65,784	41.0%
Indiana <sup>**</sup>	3,684	4.4%	4,996	5.9%	9,209	10.9%	12,469	14.7%
Iowa <sup>††</sup>	2,006	5.2%	25,060	62.8%	4,609	11.9%	27,216	68.2%
Kansas	2,204	5.5%	11,116	27.4%	5,287	13.2%	14,349	35.4%
Kentucky	4,487	8.1%	14,229	25.8%	11,233	20.4%	22,112	40.0%
Louisiana*	682	1.1%	20,560	33.2%	12,343	20.0%	27,951	45.2%
Maine*	475	3.7%	5,705	43.1%	1,581	12.3%	7,263	54.9%
Maryland	5,935	7.9%	28,651	38.7%	11,988	16.0%	35,693	48.2%
Massachusetts <sup>††</sup>	7,696	10.4%	9,495	13.1%	12,164	16.4%	13,071	18.0%
Michigan <sup>††</sup>	3,540	3.1%	37,112	32.0%	16,444	14.3%	45,944	39.6%
Minnesota <sup>†, ††</sup>	3,359	4.8%	5,116	7.3%	7,188	10.3%	9,996	14.2%
Mississippi <sup>††</sup>	598	1.5%	3,051	7.7%	11,825	30.2%	15,206	38.2%
Missouri	3,813	5.1%	7,942	10.5%	10,599	14.1%	14,889	19.6%
Montana	126	1.0%	356	2.9%	1,845	15.1%	2,737	22.2%
Nebraska	3,511	13.5%	8,020	30.5%	5,401	20.8%	10,322	39.2%
Nevada <sup>††</sup>	2,196	6.2%	3,738	10.2%	3,512	9.9%	5,118	14.0%
New Hampshire	868	6.5%	1,016	7.7%	1,449	10.8%	1,736	13.2%
New Jersey	25,013	22.9%	36,733	34.2%	31,564	29.0%	43,439	40.5%
New Mexico	1,184	4.3%	10,216	36.5%	4,797	17.3%	14,362	51.3%
New York*	15,700	6.6%	125,172	54.4%	35,435	14.8%	148,122	64.4%
North Carolina <sup>††</sup>	3,417	2.8%	30,772	24.7%	10,675	8.8%	37,843	30.3%
North Dakota	295	3.0%	455	4.7%	1,564	15.8%	2,010	20.8%
Ohio	6,690	4.8%	12,804	9.2%	20,862	15.1%	30,406	21.8%
Oklahoma	940	1.8%	40,564	75.7%	8,801	16.5%	47,363	88.4%
Oregon <sup>††</sup>	4,762	10.3%	6,775	14.5%	4,762	10.3%	6,775	14.5%
Pennsylvania* †, ††	14,271	9.9%	25,366	17.8%	23,435	16.3%	37,395	26.2%
Rhode Island	596	5.4%	1,072	9.8%	1,597	14.5%	2,335	21.4%
South Carolina*	3,140	5.4%	28,501	47.5%	9,567	16.5%	33,628	56.1%
South Dakota	415	3.4%	709	6.0%	2,140	17.6%	2,755	23.3%
Tennessee	2,045	2.6%	17,343	21.4%	8,413	10.6%	26,394	32.6%
Texas	33,295	8.4%	189,796	47.8%	63,108	16.0%	225,501	56.8%
Utah	2,234	4.4%	3,022	5.9%	4,364	8.7%	6,547	12.8%
Vermont <sup>††</sup>	1,609	26.1%	5,038	83.9%	2,088	33.9%	5,629	93.7%
Virginia*	3,175	3.1%	21,775	21.4%	8,156	7.9%	28,826	28.3%
Washington	5,761	6.4%	10,771	12.1%	10,523	11.7%	17,636	19.7%
West Virginia <sup>††</sup>	2,338	11.4%	13,779	68.0%	2,953	14.4%	14,597	72.0%
Wisconsin <sup>†, ††</sup>	2,844	4.1%	44,929	64.5%	9,821	14.3%	49,915	71.7%
Wyoming	569	7.4%	961	12.3%	1,207	15.8%	1,869	24.0%
<b>50 States</b>	<b>309,992</b>	<b>7.7%</b>	<b>1,294,777</b>	<b>32.3%</b>	<b>638,619</b>	<b>15.9%</b>	<b>1,653,342</b>	<b>41.3%</b>

\* These states serve special education children in their state pre K programs but were not able to provide an unduplicated count for at least one of their programs. Estimations were used based on the average percent of special education students in state pre K and enrollment numbers for each program.

\*\* Enrollment information for Indiana reflects only Pre K Special Education and Head Start. Indiana's pilot program is not included as it serves less than 1% of the state's 4 year olds.

† These states serve special education children in their state funded Head Start pre K programs but were not able to provide an unduplicated count for the Head Start program. Estimations were used based on the percent of children with IEPs as reported by the PIR.

†† Total on overstate public enrollment as some or all Head Start children may be served in a state's pre K program. Some states were able to report the number of Head Start children in state pre K for at least one program. This information was used to estimate an unduplicated count of Head Start enrollment.

For details about how these figures were calculated, see the Methodology section and the Roadmap to the State Profile Pages.

**TABLE 5: 2014-2015 STATE PRE-K QUALITY STANDARDS**

STATE/ PROGRAM	Comprehensive early learning standards	Teacher has BA	Specialized training in pre-K	Assistant teacher has CDA or equiv.	At least 15 hrs/yr in-service	Class size 20 or lower	Staff- child ratio 1:10 or better	Vision, hearing, and one support service	At least one meal	Site visits	Quality Standards Checklist Sum 2014-2015
Alabama	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	10
Alaska	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	10
Arizona	✓		✓		✓	✓	✓			✓	5
Arkansas	✓		✓	✓	✓	✓	✓	✓	✓	✓	9
California	✓		✓		✓		✓				4
Colorado	✓		✓		✓	✓	✓			✓	6
Connecticut CDCC	✓		✓		✓	✓	✓		✓		6
Connecticut SRP	✓		✓			✓	✓	✓		✓	6
Delaware	✓		✓		✓	✓	✓	✓	✓	✓	8
District of Columbia	✓	✓	✓		✓	✓	✓	✓	✓		8
Florida†	✓					✓				✓	3
Georgia	✓	✓	✓	✓	✓			✓	✓	✓	8
Hawaii	✓	✓		✓		✓	✓	✓	✓	✓	8
Illinois	✓	✓	✓		✓	✓	✓	✓		✓	8
Iowa Shared Visions	✓		✓			✓	✓	✓	✓		6
Iowa SVPP	✓	✓	✓			✓	✓	✓		✓	7
Kansas Preschool	✓	✓		✓	✓	✓	✓				6
Kansas State Pre-K	✓	✓		✓	✓	✓	✓				6
Kentucky	✓	✓	✓		✓	✓	✓	✓	✓	✓	9
LA 8(g)	✓	✓	✓		✓	✓	✓		✓	✓	8
LA 4	✓	✓	✓		✓	✓	✓	✓	✓	✓	9
LA NSECD	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	10
Maine	✓	✓	✓	✓	✓						5
Maryland	✓	✓	✓		✓		✓	✓	✓	✓	8
Massachusetts 391	✓				✓	✓	✓			✓	5
Massachusetts UPK	✓				✓	✓	✓	✓		✓	6
Michigan	✓	✓	✓	✓		✓	✓	✓		✓	8
Minnesota	✓		✓	✓	✓	✓	✓	✓	✓	✓	9
Mississippi	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	10
Missouri	✓	✓	✓	✓	✓	✓	✓	✓			8
Nebraska	✓	✓	✓	✓		✓	✓		✓		7
Nevada	✓	✓	✓		✓	✓	✓			✓	7
New Jersey Abbott	✓	✓	✓		✓	✓	✓	✓	✓	✓	9
New Jersey ECPA	✓	✓	✓		✓	✓	✓	✓		✓	8
New Jersey ELLI	✓	✓	✓		✓	✓	✓	✓		✓	8
New Mexico	✓		✓		✓	✓	✓	✓	✓	✓	8
New York	✓	✓	✓		✓	✓	✓	✓			7
North Carolina	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	10
Ohio	✓		✓				✓	✓		✓	4
Oklahoma	✓	✓	✓			✓	✓	✓	✓	✓	8
Oregon	✓		✓	✓	✓	✓	✓	✓	✓	✓	9
Pennsylvania RTL	✓		✓		✓	✓	✓				5
Pennsylvania HSSAP	✓		✓	✓	✓	✓	✓	✓	✓	✓	9
Pennsylvania K4	✓	✓			✓						3
Pennsylvania PKC	✓	✓	✓		✓	✓	✓			✓	7
Rhode Island	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	10
South Carolina 4K	✓		✓		✓	✓	✓				5
South Carolina CDEP	✓		✓		✓	✓	✓	✓	✓		7
Tennessee	✓	✓	✓		✓	✓	✓	✓	✓	✓	9
Texas	✓				✓						2
Vermont Act 62	✓				✓	✓	✓				4
Vermont EEI	✓		✓			✓	✓				4
Virginia	✓		✓		✓	✓	✓	✓			6
Washington	✓		✓	✓	✓	✓	✓	✓	✓	✓	9
West Virginia	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	10
WI 4K	✓	✓	✓		✓					✓	5
WI HdSt	✓		✓	✓	✓	✓	✓	✓	✓		8
<b>TOTAL</b>	<b>57</b>	<b>32</b>	<b>47</b>	<b>21</b>	<b>47</b>	<b>49</b>	<b>50</b>	<b>37</b>	<b>29</b>	<b>38</b>	

† Data on Florida's quality standards are from the 2013 2014 school year. However, no policies changes are known that would have changed the benchmarks met.

**TABLE 6: PRE-K RESOURCES PER CHILD ENROLLED BY STATE**

STATE	Resources rank based on state spending	State \$ per child enrolled in pre-K	Change in state \$ per child spending from 2013-2014 Adjusted dollars	Total state spending in 2014-2015	Change in total state spending from 2013-2014 Adjusted dollars	State Reported non-state funds	All reported \$ per child
District of Columbia	1	\$16,431	\$828	\$207,226,639	\$13,344,950	Yes	\$17,509
New Jersey	2	\$12,149	-\$190	\$619,992,300	-\$19,253,069	No	\$12,149
Rhode Island	3	\$9,641	\$1,180	\$2,950,000	\$970,268	No	\$9,641
Oregon	4	\$8,648	\$50	\$66,263,178	\$4,277,239	No	\$8,648
Connecticut	5	\$8,106	-\$933	\$119,151,878	\$35,168,021	Yes	\$10,184
Minnesota	6	\$7,824	-\$371	\$10,804,944	-\$3,454,090	No	\$7,824
Hawaii	7	\$7,671	NA	\$2,800,000	\$2,800,000	No	\$7,671
Washington	8	\$7,599	\$841	\$76,676,973	\$17,605,915	Yes	\$8,232
Delaware	9	\$7,100	-\$304	\$5,985,300	-\$256,239	No	\$7,100
New York	10	\$6,617	\$2,739	\$741,851,094	\$358,312,500	No	\$6,617
Vermont*	11	\$6,589	-\$199	\$44,995,493	\$2,461,849	Yes	\$6,589
Michigan	12	\$6,447	\$658	\$239,275,000	\$62,385,875	No	\$6,447
West Virginia**	13	\$6,427	\$54	\$98,051,203	-\$474,569	Yes	\$6,865
Alaska	14	\$6,270	\$40	\$2,000,000	\$187,210	No	\$6,270
Pennsylvania	15	\$5,630	-\$245	\$146,590,191	-\$1,146,634	No	\$5,630
Alabama	16	\$5,333	\$981	\$38,624,146	\$14,665,969	Yes	\$6,666
Tennessee	17	\$5,219	\$539	\$84,941,414	-\$2,152,962	Yes	\$6,687
New Mexico	18	\$4,722	\$1,114	\$39,654,300	\$11,964,288	Yes	\$4,722
California	19	\$4,694	\$332	\$622,930,873	\$45,409,161	Yes	\$5,441
North Carolina	20	\$4,601	-\$649	\$123,543,465	-\$16,184,861	Yes	\$7,046
Louisiana	21	\$4,570	-\$63	\$90,184,905	-\$1,417,281	Partly	\$4,658
Arkansas	22	\$4,372	-\$1,255	\$111,000,000	-\$1,665,000	Yes	\$4,372
Ohio	23	\$4,000	-\$60	\$44,360,000	\$11,267,981	No	\$4,000
Georgia	24	\$3,880	\$78	\$312,053,998	\$2,393,283	No	\$3,880
Kentucky	25	\$3,835	\$314	\$71,767,687	-\$617,343	Yes	\$7,679
Wisconsin	26	\$3,802	\$221	\$185,264,100	\$7,371,039	Partly	\$6,018
Virginia	27	\$3,742	-\$55	\$68,300,254	-\$135,405	Yes	\$5,887
Oklahoma	28	\$3,709	-\$17	\$148,690,138	-\$3,417,434	Yes	\$6,886
Massachusetts	29	\$3,626	-\$122	\$48,580,099	-\$118,283	Yes	\$3,847
Texas	30	\$3,584	\$52	\$786,601,324	-\$12,352,960	Yes	\$3,639
Maryland	31	\$3,572	-\$996	\$108,517,116	-\$26,365,319	No	\$3,572
Arizona	32	\$3,413	\$1,847	\$35,829,787	\$23,338,395	No	\$3,413
Missouri	33	\$3,211	\$1,172	\$13,677,763	\$5,778,156	No	\$3,211
Illinois	34	\$3,161	-\$50	\$237,573,973	-\$4,034,054	No	\$3,735
Iowa	35	\$2,987	\$92	\$77,506,937	\$2,583,477	Partly	\$3,595
Nebraska	36	\$2,759	\$583	\$33,313,438	\$7,515,693	Yes	\$5,711
Maine	37	\$2,732	-\$11	\$13,877,541	\$350,785	No	\$2,732
Nevada	38	\$2,388	-\$31	\$3,338,875	-\$50,083	Partly	\$3,424
Florida	39	\$2,304	\$32	\$383,703,444	-\$3,121,701	No	\$2,304
Kansas	40	\$2,262	\$121	\$18,397,372	\$693,759	No	\$2,262
Colorado	41	\$2,001	-\$323	\$54,069,211	\$5,610,822	Yes	\$3,116
South Carolina	42	\$1,981	\$136	\$60,252,483	\$9,666,636	Partly	\$1,984
Mississippi	43	\$1,778	NA	\$3,128,426	\$3,128,426	Partly	\$3,762
Idaho	No program	\$0	\$0	\$0	\$0	NA	\$0
Indiana***	No program	\$0	\$0	\$0	\$0	NA	\$0
Montana	No program	\$0	\$0	\$0	\$0	NA	\$0
New Hampshire	No program	\$0	\$0	\$0	\$0	NA	\$0
North Dakota	No program	\$0	\$0	\$0	\$0	NA	\$0
South Dakota	No program	\$0	\$0	\$0	\$0	NA	\$0
Utah	No program	\$0	\$0	\$0	\$0	NA	\$0
Wyoming	No program	\$0	\$0	\$0	\$0	NA	\$0
<b>United States</b>		<b>\$4,489</b>	<b>\$287</b>	<b>\$6,204,297,261</b>	<b>\$553,034,410</b>		<b>\$5,031</b>

For details about how these figures were calculated, see the Methodology section and Roadmap to the State Profile Pages.

\* Vermont could not break out the state, local, and federal spending from the total amount reported. Vermont also provided updated spending information for the 2013-2014 school year, which is reflected in the calculations of change in spending.

\*\* 1366 3 year old children were served in WV's Universal Pre K program but were funded by sources not reported by the state. They were removed from the per child spending calculations. A similar adjustment was made for 2013-2014.

\*\*\* Indiana funded a pilot state pre K program during the 2014-2015 year. It spent about \$1.1 million to enroll 415 4 year olds. It is not included in the rankings because the program served fewer than 1% of 4 year olds.

## WHAT QUALIFIES AS A STATE PRESCHOOL PROGRAM?

NIEER's *State Preschool Yearbook* series focuses on state-funded preschool education initiatives meeting the following criteria:

- The initiative is funded, controlled, and directed by the state.
- The initiative serves children of preschool age, usually 3 and/or 4. Although initiatives in some states serve broader age ranges, programs that serve *only* infants and toddlers are excluded. The program must reach at least one percent of the 3- or 4-year-old population in the state to be included.
- Early childhood education is the primary focus of the initiative. This does not exclude programs that offer parent education but does exclude programs that mainly focus on parent education. Programs that focus on parent work status or programs where child eligibility is tied to work status are also excluded.
- The initiative offers a group learning experience to children at least two days per week.
- State-funded preschool education initiatives must be distinct from the state's system for subsidized child care, preschool initiatives may be *coordinated* and *integrated* with the subsidy system for child care.
- The initiative is *not* primarily designed to serve children with disabilities, but services may be offered to children with disabilities.
- State supplements to the federal Head Start program are considered to constitute *de facto* state preschool programs if they substantially expand the number of children served, and if the state assumes some administrative responsibility for the program. State supplements to fund quality improvements, extended days, or other program enhancements or to fund expanded enrollment only minimally are not considered equivalent to a state preschool program.

While ideally this report would identify all preschool education funding streams at the federal, state, and local levels, there are a number of limitations on the data that make this extremely difficult to do. For example, preschool is only one of several types of education programs toward which local districts can target their Title I funds. Many states do not track how Title I funds are used at the local level, and therefore do not know the extent to which they are spent on preschool education. Another challenge involves tracking total state spending for child care, using a variety of available sources, such as CCDF dollars, TANF funds, and any state funding above and beyond the required matches for federal funds. Although some of these child care funds may be used for high-quality, educational, center-based programs for 3- and 4-year-olds that closely resemble programs supported by state-funded preschool education initiatives, it is nearly impossible to determine what proportion of the child care funds are spent this way.

### AGE GROUPINGS USED IN THIS REPORT

Children considered to be 3 years old during the 2014-2015 school year are those who were eligible to enter kindergarten two years later, during the 2016-2017 school year. Children considered to be 4 years old during the 2014-2015 school year were eligible to enter kindergarten one year later, during the 2015-2016 school year. Children considered to be 5 years old during the 2014-2015 school year were already eligible for kindergarten at the beginning of the 2014-2015 school year.

# Roadmap to the State Profile Pages

## How to interpret data on the individual state profiles

For each state with a preschool education initiative, we include one page with a description of the state's program, followed by a page with data on the program's key features, focusing on access, quality, and resources.

The first page for each state begins with two sets of bar graphs. The first shows percentages of the state's 3-year-olds and 4-year-olds enrolled in the state prekindergarten program. The second set shows the state's spending per child enrolled in the state pre-K initiative. Both sets of bar graphs depict changes in state preschool over time, from fiscal year 2002 (which corresponds to the 2001-2002 school year) through fiscal year 2015 (which corresponds to the 2014-2015 school year). Due to space constraints, not all years can be included. Instead, data is included for the years ending in 2002, 2004, 2006, 2008, 2010, 2012, 2014, and 2015. Most of the data used for comparison purposes come from NIEER's previous *Yearbooks*, although spending figures are adjusted for inflation and represent 2015 dollars. In addition, there are some exceptions in cases where states revised data or reported data differently. The percent of children enrolled is calculated using Census estimates of 3- and 4-year-old children in each state.

Following the bar graphs is a brief narrative providing information on the main features of the state's initiative(s). This includes details such as the initiative's history, the types of settings in which state-funded preschool can be offered, enrollment eligibility criteria, and evaluations if conducted. In many cases, the narrative also describes unique or particularly interesting aspects of the state's initiatives that may not be highlighted elsewhere in the report, as well as relevant new developments in the 2014-2015 school year and expected changes for the 2015-2016 school year. New for the 2014-2015 Yearbook, information from the Dual Language Learner and Workforce supplemental surveys is also included. Some descriptive information in the narratives was originally based on information found in the reports *Seeds of Success* from the Children's Defense Fund and *Quality Counts 2002* from *Education Week*.

For the 42 states with preschool programs and the District of Columbia, the bottom of the first page of each state profile presents four numbers showing the state's ranking on the following measures:

- The percentage of the state's 4-year-old population enrolled in the state's preschool program (Access Rankings – 4-Year-Olds);
- The percentage of the state's 3-year-old population enrolled in the state's preschool program (Access Rankings – 3-Year-Olds);
- State expenditures per child enrolled in the program (Resources Rankings – State Spending);
- All reported expenditures per child enrolled in the program, including local and federal spending as well as state spending (Resources Rankings – All Reported Spending).

The All Reported Spending ranking provides a more complete picture of pre-K spending in states using local and federal funding sources than the State Spending ranking alone. Because states vary in their ability to report spending from these other sources, however, this ranking is imperfect and sometimes underestimates total spending.

New for the 2014-2015 Yearbook, the bottom of the first page of each state profile also presents two boxes indicating whether or not the state has policies in place to support:

- Dual Language Learners
- Workforce (Teachers)

Connecticut, Iowa, Kansas, Louisiana, Massachusetts, New Jersey, Pennsylvania, South Carolina, Vermont, and Wisconsin each have more than one distinct preschool education initiative, therefore information is presented slightly differently for these states and is explained on their individual profiles.

State profile pages are also given for the 8 states that did not fund preschool education initiatives in the 2014-2015 school year. For these states, the table of quality standards is omitted. These profiles do report enrollment data for special education and federally funded Head Start, however. In addition, data on per-child spending for K-12 education and federal Head Start are included. When applicable, state-funded Head Start spending and enrollment are also provided for no-program states. Profile pages are also included for 6 US territories (American Samoa, Guam, Northern Mariana Islands, Palau, Puerto Rico, and the Virgin Islands). For the territories, a narrative is provided but none fund pre-K programs for which we could report on access, quality standards, and resources.



The following sections provide an overview of information contained in the data tables on the state profile pages and explain why these elements are important. Data in the tables are for the 2014-2015 school year except where noted.

## ACCESS

The Access data table begins with the total state program enrollment, which is the number of children of all ages enrolled at a specific point in time. Following that is the percentage of school districts (or other local education authorities, such as counties or parishes) providing state-funded prekindergarten programs. This information shows the extent of the initiative's geographic coverage. Next, the table shows what, if any, income requirement is used in determining eligibility for the program.

Data on the hours of operation (hours per day and days per week) and operating schedule (academic or calendar year) are shown as additional measures of access because working parents may find it difficult to get their children to and from programs that operate only a few hours a day. The amount of time children participate in a preschool program also matters for other reasons, such as influencing the program's effects on children's development and learning.

The Access data table also shows enrollment of 3- and 4-year-old children in two federally funded programs besides the state prekindergarten initiative: preschool special education and Head Start. The Head Start enrollment total includes children in the American Indian/Alaskan Native and Migrant Seasonal programs. The final item in the table reports how many children ages 3 and 4 are participating in Head Start through state supplemental funds.

Two Access pie charts illustrate the percentages of the state's 3- and 4-year-olds enrolled in the state-funded preschool initiative(s), special education, and Head Start. The remaining children are categorized as enrolled in "Other/None." These children may be enrolled in another type of private or publicly funded program (e.g., state-subsidized child care) or may not be attending a center-based program at all. For the 2015 Yearbook, we calculated an unduplicated count for special education enrollment in order to more accurately represent the number of children served in the state. The special education percentage in the pie chart represents children who are in special education but not enrolled in Head Start or state preschool programs. For the first time for the 2015 report, we also calculated an unduplicated count for Head Start enrollment in order to avoid double counting Head Start children enrolled in state prekindergarten. For the states that were able to report this information, the Head Start percentage does not include children also enrolled in state prekindergarten.

## QUALITY STANDARDS CHECKLIST

State policies in 10 critical areas related to quality are shown in the Quality Standards Checklist table. For each area, states receive a checkmark when their policy meets or exceeds the related benchmark standard. On the right side of the page, a box displays the total number of benchmarks met by the state.

The Quality Standards Checklist represents a set of minimum criteria, established by state policy, needed to ensure the effectiveness of preschool education programs, especially when serving children who are at risk for school failure. While the checklist is not intended to be an exhaustive inventory of all the features of a high-quality program, each of these research-based standards is essential. Meeting all 10 standards does not necessarily guarantee that a program is of high quality, but no state's prekindergarten policies should be considered satisfactory unless all 10 benchmarks are met. Although programs may routinely engage in practices meeting criteria for quality standards, credit is given only when the practices are explicitly required in state policy.

The limitations of the research are such that judgment inevitably plays a role in setting specific benchmarks based on evidence. Studies find that the potential benefits from strong preschool education programs are such that the monetary investment in pre-K is returned 7 to 17 times.<sup>1</sup> Therefore, we gave more weight to the risk of losing substantial benefits by setting benchmarks too low than to the risk of raising costs by setting benchmarks too high. Costs of many preschool programs are currently quite low; thus, benchmarks steer closer to the characteristics of programs demonstrated to produce reasonably large education benefits for children in randomized trials and the strongest quasi-experimental studies (e.g., HighScope Perry Preschool and Chicago Child-Parent Centers) and farther from the characteristics of programs found in rigorous studies to have weak effects.<sup>2</sup>

Of the 10 standards we use to gauge the quality of state-funded preschool programs, four involve teacher credentials and training. State preschool policies are evaluated based on whether programs require teachers to have at least a bachelor's degree;<sup>3</sup> whether they require teachers to have specialization in preschool education;<sup>3</sup> whether they require assistant teachers to have at least a Child Development Associate (CDA) or equivalent credential based on coursework;<sup>4</sup> and whether they require teachers to have at least 15 hours of annual in-service training.<sup>5</sup> Teacher qualifications receive this emphasis in our checklist because research shows this area to be crucial in determining program quality. Better education and training for teachers can improve the interaction between children and teachers, which in turn affects children's learning.

Class size and staff-child ratios are also emphasized in the Quality Standards Checklist, with the expectation that states will limit class sizes to 20 children at the most<sup>6</sup> and have no more than 10 children per staff member.<sup>7</sup> With smaller classes and fewer children per teacher, children have greater opportunities for interaction with adults and can receive more individualized attention, resulting in a higher quality program.

<sup>1</sup> Reynolds, A., Temple, J., Robertson, D., & Mann, E. (2002). Age 21 cost benefit analysis of the Title I Chicago Child Parent Centers. *Education Evaluation and Policy Analysis*, 24, 267-303. Belfield, C., Nores, M., Barnett, S., & Schweinhart, L. (2006). The High/Scope Perry Preschool Program: Cost benefit analysis using data from the age 40 follow up. *Journal of Human Resources*, 41(1), 162-190.

<sup>2</sup> Temple, J., & Reynolds, A. (2007). Benefits and costs of investments in preschool education: Evidence from the Child Parent Centers and related programs. *Economics of Education Review*, 26, 126-144. Barnett, W.S., & Belfield, C. (2006). Early childhood and social mobility. *Future of Children*, 16(2), 73-98.

<sup>3</sup> Based on a review of the evidence, a committee of the National Research Council recommended that preschool teachers have a BA with specialization in early childhood education. Bowman, B.T., Donovan, M.S., & Burns, M.S. (Eds.). (2001). *Eager to learn: Educating our preschoolers*. Washington, DC: National Academy Press. Burchinal, M.R., Cryer, D., Clifford, R.M., & Howes, C. (2002). Caregiver training and classroom quality in child care centers. *Applied Developmental Science*, 6, 2-11. Barnett, W.S. (2003). Better teachers, better preschools: Student achievement linked to teacher qualifications. *Preschool Policy Matters*, 2. New Brunswick, NJ: National Institute for Early Education Research. Whitebook, M., Howes, C., & Phillips, D. (1989). *Who cares? Child care teachers and the quality of care in America* (Final report on the National Child Care Staffing Study). Oakland, CA: Child Care Employee Project.

<sup>4</sup> Preschool classrooms typically are taught by a team of a teacher and an assistant. Research focusing specifically on the qualifications of assistant teachers is rare, but the available evidence points to a relationship between assistant teacher qualifications and teaching quality. There is much evidence on the educational importance of the qualifications of teaching staff generally. Bowman, Donovan, & Burns (2001). Burchinal, Cryer, Clifford, & Howes (2002). Barnett (2003). Whitebook, Howes, & Phillips (1989). The CDA has been recommended to prepare assistant teachers who are beginning a career path to become teachers rather than permanent assistants. Kagan, S.L., & Cohen, N.E. (1997). *Not by chance: Creating an early care and education system for America's children* [Abridged report]. New Haven, CT: Bush Center in Child Development and Social Policy, Yale University.

<sup>5</sup> Good teachers are actively engaged in their continuing professional development. Bowman, Donovan, & Burns (2001). Frede, E.C. (1998). Preschool program quality in programs for children in poverty. In W.S. Barnett & S.S. Boocock (Eds.). (1998). *Early care and education for children in poverty: Promises, programs, and long term results* (pp. 77-98). Albany, NY: SUNY Press. Whitebook, Howes, & Phillips (1989) found that teachers receiving more than 15 hours of training were more appropriate, positive, and engaged with children in their teaching practices.

<sup>6</sup> The importance of class size has been demonstrated for both preschool and kindergarten. A class size of 20 children is larger than the class size shown in many programs to produce large gains for disadvantaged children. Barnett, W.S. (1998). Long term effects on cognitive development and school success. In W.S. Barnett & S.S. Boocock (Eds.). (1998). *Early care and education for children in poverty: Promises, programs, and long term results* (pp. 11-44). Albany, NY: SUNY Press. Bowman, Donovan, & Burns (2001). Finn, J.D. (2002). Class size reduction in grades K-3. In A. Molnar (Ed.). (2002). *School reform proposals: The research evidence* (pp. 27-48). Greenwich, CT: Information Age Publishing. Frede (1998). NICHD Early Child Care Research Network (1999). Child outcomes when child care center classes meet recommended standards for quality. *American Journal of Public Health*, 89, 1072-1077. National Association for the Education of Young Children (2005). *NAEYC early childhood program standards and accreditation criteria*. Washington, DC: Author.

<sup>7</sup> A large literature establishes linkages between staff-child ratio, program quality, and child outcomes. A ratio of 1:10 allows more children per teacher than in programs that have demonstrated large gains in disadvantaged children and is the lowest (fewest number of children per teacher) generally accepted by professional opinion. Barnett (1998). Bowman, Donovan, & Burns (2001). Frede (1998). NICHD Early Child Care Research Network (1999). National Association for the Education of Young Children (2005).

Early learning standards are also critical to quality, as they offer programs guidance and ensure that they cover the full range of areas essential to children’s learning and development.<sup>8</sup> States should have comprehensive early learning standards covering all areas identified as fundamental by the National Education Goals Panel<sup>9</sup>—children’s physical well-being and motor development, social/emotional development, approaches toward learning, language development, and cognition and general knowledge. These standards should be specifically tailored to the learning of preschool-age children so that it is appropriate for their level of development.

The Quality Standards Checklist also addresses the comprehensive services that preschool education programs should be expected to offer. Programs should provide at least one meal;<sup>10</sup> vision, hearing, and health screenings and referrals;<sup>11</sup> and other support services, such as parent education, parent conferences and/or home visits, or referrals for such services.<sup>12</sup> These items are included because children’s overall well-being and success in school involves not only their cognitive development but also their physical and social/emotional health.

It is important to note that the Quality Standards Checklist focuses on state preschool policy requirements rather than actual practice. A state with good policies may have some programs that fail to comply with these policies; conversely, a state with weak policies may have many programs that exceed state minimum standards. While evaluating implementation of standards is outside the scope of this report, the checklist does include an indicator of whether states are taking steps to monitor programs’ implementation of the quality standards. Policies requiring strong state quality standards are essential, but it is also necessary to have a means of ascertaining that individual pre-K programs meet those standards.<sup>13</sup> Therefore, programs should require at a minimum that all sites are visited for program quality at least once every five years to enforce standards and to ensure high-quality education in state-funded preschool programs.

## RESOURCES

The table in the Resources section provides the following information: total state spending for the state prekindergarten initiative; whether a local match, monetary or in-kind, is required; amount of state Head Start spending (if applicable); state spending per child enrolled in the program; and all reported (local, state, and federal) spending per child enrolled in the program. These measures show various views of the resources dedicated to pre-K, which allows for a more complete picture of a state’s commitment to preschool education. For example, a state’s total spending may appear low, but may prove to be high relative to the number of children enrolled. On the other hand, a state with a high total funding level may have a low per-pupil spending level if it enrolls a large number of children. In some states, local communities contribute substantial additional funds to state preschool education by using local funding sources or by leveraging federal funding sources. In such cases, the figure that includes all reported spending is the best gauge of the level of available resources, to the extent that information about local and locally allocated federal spending is available.

The bar chart in the Resources section compares per-child spending in state-funded programs to federal Head Start and K-12 per-child spending. Head Start per-child spending for the 2014-2015 year includes funding only for 3- and 4-year-olds served. Past years’ figures have unintentionally included funds for Early Head Start, which made per-child amounts seem artificially higher. Different colors indicate the different funding sources (local, state, and federal). Separate colors are used to indicate any TANF funds that a state directs toward its preschool initiative. While TANF funds are federal dollars, it is the state’s decision to devote these funds to preschool education, as opposed to other purposes. Data on the amounts of local and federal preschool funds are included in the bar chart when available.

<sup>8</sup> Current practice too frequently underestimates children’s abilities to learn during the preschool years. Clear and appropriate expectations for learning and development across all domains are essential to an educationally effective preschool program. Bowman, Donovan, & Burns (2001). Frede (1998). Kendall, J.S. (2003). Setting standards in early childhood education. *Educational Leadership*, 60(7), 64-68.

<sup>9</sup> National Education Goals Panel (1991). *The Goal 1 Technical Planning Subgroup report on school readiness*. Washington, DC: Author.

<sup>10</sup> Good nutrition contributes to healthy brain development and children’s learning. Shonkoff, J.P., & Phillips, D.A. (Eds.). (2000). *From neurons to neighborhoods: The science of early childhood development*. Washington, DC: National Academy Press.

<sup>11</sup> For some children, preschool provides the first opportunity to detect vision, hearing, and health problems that may impair a child’s learning and development. This opportunity should not be missed. Meisels, S.J., & Atkins Burnett, S. (2000). The elements of early childhood assessment. In J.P. Shonkoff & S.J. Meisels (Eds.). (2000). *Handbook of early childhood intervention* (pp. 231-257). New York: Cambridge University Press.

<sup>12</sup> Families are the primary source of support for child development, and the most effective programs have partnered with parents. Bowman, Donovan, & Burns (2001). Frede (1998).

<sup>13</sup> Monitoring of program quality and external accountability for pre-K are essential components of program standards. Bowman, Donovan, & Burns (2001).

# Guide to State Profiles

## ACCESS

Total state program enrollment.....	Number of all-age children in state pre-K program
School districts that offer state program .....	Percentage of school districts in state where program is offered
Income requirement .....	Maximum family income for participants
Hours of operation .....	Hours per day and days per week programs operate <sup>14</sup>
Operating schedule .....	Annual schedule of operation (academic year or calendar year)
Special education enrollment.....	Number of 3- and 4-year-olds served by the Preschool Grants Program of the Individuals with Disabilities Education Act
Federally funded Head Start enrollment .....	Number of slots for 3- and 4-year-olds in Head Start funded with federal money
State-funded Head Start enrollment .....	Number of slots for 3- and 4-year-olds in Head Start funded with state money

## QUALITY STANDARDS CHECKLIST

### POLICY

### STATE PRE-K REQUIREMENT

Early learning standards .....	National Education Goals Panel content areas covered by state learning standards for preschool-age children must be comprehensive
Teacher degree .....	Lead teacher must have a BA, at minimum
Teacher specialized training .....	Lead teacher must have specialized training in a pre-K area
Assistant teacher degree .....	Assistant teacher must have a CDA or equivalent, at minimum
Teacher in-service .....	Teacher must receive at least 15 hours/year of in-service professional development and training
Maximum class size .....	Maximum number of children per classroom must be 20 or fewer
3-year-olds	
4-year-olds	
Staff-child ratio .....	Lowest acceptable ratio of staff to children in classroom (e.g., maximum number of students per teacher) must be 1:10 or better
3-year-olds	
4-year-olds	
Screening/referral and support services .....	Screenings and referrals for vision, hearing, and health must be required; at least one additional support service must be provided to families
Meals .....	At least one meal must be required daily
Monitoring.....	Site visits must be used to demonstrate ongoing adherence to state program standards

## RESOURCES

Total state pre-K spending .....	Total state funds spent on state pre-K program
Local match required? .....	Whether state requires local providers to match state monetary contributions to program
State Head Start spending (when applicable) .....	Total state funds spent to supplement Head Start program
State spending per child enrolled.....	Amount of state funds spent per child participating in pre-K program
All reported spending per child enrolled.....	Amount of all reported funds (local, state, and federal) spent per child participating in pre-K program

<sup>14</sup> In an effort to ensure data is comparable from state to state, NIEER now provides guidelines for characterizing length of program day. "Part day" is defined as fewer than 4 hours per day; "school day" is at least 4 hours but fewer than eight hours per day; and "extended day" is eight or more hours per day.

## GLOSSARY OF ABBREVIATIONS

<b>AA</b>	Associate of Arts	<b>EPSDT</b>	Early Periodic Screening, Diagnosis, and Treatment
<b>ACF</b>	Administration for Children and Families	<b>ESI-R</b>	Early Screening Inventory-Revised
<b>AEPS(i)</b>	Assessment, Evaluation, and Programming System for Infants and Children (interactive)	<b>ESL</b>	English as a Second Language
<b>ARRA</b>	American Recovery and Reinvestment Act	<b>EVT</b>	Expressive Vocabulary Test
<b>ASQ(SE)</b>	Ages and Stages Questionnaires (Social-Emotional)	<b>FCCERS</b>	Family Child Care Environment Rating Scale
<b>AYP</b>	Adequate Yearly Progress (No Child Left Behind)	<b>FPL</b>	Federal Poverty Level
<b>B–</b>	Denotes that the age range covered by a teaching license begins at birth (e.g., B–3 = birth–grade 3)	<b>FTE</b>	Full-time Equivalent
<b>BA</b>	Bachelor of Arts	<b>FY</b>	Fiscal Year
<b>BS</b>	Bachelor of Science	<b>GED</b>	General Equivalency Diploma
<b>BMI</b>	Body Mass Index	<b>GGG</b>	Get It, Got It, Go
<b>BRI</b>	Basic Reading Inventory	<b>HdSt</b>	Head Start
<b>BS</b>	Bachelor of Science	<b>HSD</b>	High School Diploma
<b>CACFP</b>	Child and Adult Care Food Program	<b>IDEA</b>	Individuals with Disabilities Education Act
<b>CBO</b>	Community-Based Organization	<b>IEP</b>	Individualized Education Plan
<b>CC</b>	Child Care	<b>IFSP</b>	Individualized Family Service Plan
<b>CCDF</b>	Child Care and Development Fund	<b>K</b>	Kindergarten
<b>CCSS</b>	Common Core State Standards	<b>KRAL</b>	Kindergarten Readiness Assessment Literacy
<b>CD</b>	Child Development	<b>LEA</b>	Local Education Agency
<b>CDA</b>	Child Development Associate credential	<b>LELA</b>	Language and Emerging Literacy Assessment
<b>CEU</b>	Continuing Education Unit	<b>MA</b>	Master of Arts
<b>CLASS</b>	Classroom Assessment Scoring System	<b>N–</b>	Denotes that the age range covered by a teaching license begins at nursery (e.g., N–3 = nursery–grade 3)
<b>COR</b>	HighScope Child Observation Record	<b>NA</b>	Not Applicable
<b>DIAL</b>	Developmental Indicators for the Assessment of Learning	<b>NAEYC</b>	National Association for the Education of Young Children
<b>DIBELS</b>	Dynamic Indicators of Basic Early Literacy Skills	<b>NCLB</b>	No Child Left Behind
<b>DLL</b>	Dual Language Learner	<b>NEGP</b>	National Education Goals Panel
<b>DOE</b>	Department of Education	<b>NSBP/NSLP</b>	National School Breakfast/Lunch Program
<b>DRA</b>	Developmental Reading Assessment	<b>NSLP</b>	National School Lunch Program
<b>DSC</b>	Developing Skills Checklist	<b>PALS</b>	Phonological Awareness Literacy Screening
<b>EC</b>	Early Childhood	<b>P–</b>	Denotes that the age range covered by a teaching license begins at preschool (e.g., P–4 = preschool–grade 4)
<b>ECE</b>	Early Childhood Education	<b>PIR</b>	Program Information Report (Head Start)
<b>ECERS-R</b>	Early Childhood Environment Rating Scale-Revised	<b>PPVT</b>	Peabody Picture Vocabulary Test
<b>ECSE</b>	Early Childhood Special Education	<b>Pre-K</b>	Prekindergarten
<b>ECHOS</b>	Early Childhood Observation System	<b>QRIS</b>	Quality Rating and Improvement System
<b>Ed.D</b>	Doctor of Education Degree	<b>RTT</b>	Race to the Top
<b>Ed.S</b>	Educational Specialist Degree	<b>SMI</b>	State Median Income
<b>EE</b>	Elementary Education	<b>SpEd</b>	Special Education
<b>ELAS</b>	Early Learning Assessment System	<b>TANF</b>	Temporary Assistance to Needy Families
<b>ELL</b>	English Language Learner	<b>T.E.A.C.H.</b>	Teacher Education and Compensation Helps (T.E.A.C.H. Early Childhood® Project)
<b>ELLCO</b>	Early Language and Literacy Classroom Observation	<b>USDA</b>	United States Department of Agriculture
<b>ELS</b>	Early Learning Standards	<b>WSS</b>	Work Sampling System
<b>EOWPVT</b>	Expressive One-Word Picture Vocabulary Test		

**From:** [Phillips, Eric Falk](#)  
**To:** "[Leslie Patterson](#)"  
**Subject:** RE: can you send me the most recent release and if you have the full final report yet? thanks.  
**Date:** Monday, May 09, 2016 5:27:14 PM

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Thanks a lot

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**From:** Leslie Patterson [mailto:[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)]  
**Sent:** Monday, May 09, 2016 5:25 PM  
**To:** Phillips, Eric Falk  
**Subject:** Re: can you send me the most recent release and if you have the full final report yet? thanks.

Hi Eric,

Attached are the most recent versions of the national and NY-specific press release. Also attached is the most updated version of the report, but they are still making changes, so this isn't quite final.

Thanks,  
Leslie

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**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Monday, May 9, 2016 at 4:58 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** can you send me the most recent release and if you have the full final report yet? thanks.

Eric Phillips  
Deputy Director of Communications for Special Projects  
New York City Mayor's Office, City Hall  
(o) 212-341-5031 (c) 917-291-0166  
[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)

**From:** [Phillips, Eric Falk](#)  
**To:** "Steve Barnett"  
**Cc:** [Leslie Patterson](#); [Daniel, Michaela](#)  
**Subject:** RE: City/State Speakers  
**Date:** Monday, May 09, 2016 6:25:39 PM

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No problem. Will do. Thanks.

**From:** Steve Barnett [mailto:sbarnett@nieer.org]  
**Sent:** Monday, May 09, 2016 6:25 PM  
**To:** Phillips, Eric Falk  
**Cc:** Leslie Patterson; Daniel, Michaela  
**Subject:** Re: City/State Speakers

Hi Eric: The last is best from our perspective. This is a national event and we don't want it to seem too local. Thanks. Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

On Mon, May 9, 2016 at 6:14 PM, Phillips, Eric Falk <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)> wrote: Steve and Leslie – we'd like to invite Speakers Heastie and Viverito to Thursday's event. Odds are low they'll be able to make it, but I think extending the invite is a smart move in the broader effort. With your OK, we'd say a hard two minutes tops for any remarks of theirs. Please let me know if we're clear to extend the offer. Or, similarly, if your team would like to extend it on your own channel. We can also cover them with a purely informational heads-up and extend no official role in the programming. Whatever you feel most comfortable with. Thanks.

Eric

Eric Phillips  
Deputy Director of Communications for Special Projects  
New York City Mayor's Office, City Hall  
(o) [212-341-5031](tel:212-341-5031) (c) [917-291-0166](tel:917-291-0166)  
[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)

**From:** [Grybauskas, Natalie](#)  
**To:** [Dan Levitan](#)  
**Subject:** Re: Bronx  
**Date:** Monday, May 09, 2016 8:07:47 PM

---

I'll find out

Sent from mobile

On May 9, 2016, at 11:05 AM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Looking like week of 23<sup>rd</sup>. Any day that works?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** [Leslie Patterson](#)  
**To:** [Grybauskas, Stefan](#); [Phillips, Eric Falk](#); "Steve Barnett"; [Gross, Dan](#)  
**Cc:** [Coney, Javon](#); [Daniel, Michaela](#)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?  
**Date:** Tuesday, May 10, 2016 10:56:06 AM

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Wonderful – thanks!

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**From:** "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>  
**Date:** Tuesday, May 10, 2016 at 10:49 AM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>, "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Cc:** "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Leslie,

Regarding the podium, sound, etc. Javon will bring and facilitate set up. We can take care of all of that.

Thanks

Stefan Grybauskas  
Director of Advance  
Office of the Mayor  
City of New York  
C: 347-515-5874

Sent from my BlackBerry 10 smartphone.

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**From:** Leslie Patterson  
**Sent:** Tuesday, May 10, 2016 10:45 AM  
**To:** Phillips, Eric Falk; 'Steve Barnett'; Gross, Dan  
**Cc:** Grybauskas, Stefan; Coney, Javon; Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

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Hi Eric -

Thank you so much. This sounds great to us. And just to confirm, since you'll all be bringing the Mayor's podium, we don't need to worry about a mic stand or anything?

Also, below is an updated ROS based on changes we've discussed. Let me know if you see any issues here (also, we know Mayor might not get there until 1:15pm).

1-1:15pm: Speakers in holding room, last minute prep/questions  
1:15pm: Welcome remarks from program director  
1:17pm: Steve Barnett's remarks  
1:22pm: Mayor's remarks

1:30pm: Randi Weingarten's remarks  
1:35pm: General Hall's remarks  
1:40pm: Libby Doggett's remarks  
1:45pm: Mayor speaks to parents (3-5mins)  
1:50pm: Libby reads to children  
2:00pm: End

Thanks!  
Leslie

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**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 10, 2016 at 10:18 AM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>, "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Cc:** "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Steve and Leslie, based on our walkthrough, our thought is that we can do the program in room 6. Backdrop is a classroom that the school will adorn with extra classroomy things. We'll have the mayor's podium and 4 or 5 seats off to the side of the podium for program speakers to sit in when they are not at the podium speaking. The space isn't very large, but we could put down 30-50 chairs and have press set up on the floor along the back of the room. After the speaking program, we could have the mayor move into the foyer area right next to room 6 to talk with some of the parents while standing. Press could capture some of this from the corner of the foyer.

How does this sound to your team?

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**From:** Phillips, Eric Falk  
**Sent:** Monday, May 09, 2016 3:16 PM  
**To:** 'Leslie Patterson'; Steve Barnett; Gross, Dan  
**Cc:** Grybauskas, Stefan; Coney, Javon; Daniel, Michaela  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Sorry – we all agree the book-reading would have been nice but unfortunately the Mayor's had something come up on the backend of the event that is pressing our schedule. We'll have to cut that portion. He'll have a security detail and three or four staff with him for the event. 1:15 push up for a start time works. Thanks.

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**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Monday, May 09, 2016 2:59 PM  
**To:** Steve Barnett; Gross, Dan  
**Cc:** Grybauskas, Stefan; Phillips, Eric Falk; Coney, Javon; Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi all – checking back on reading question and guest count for the Mayor's team.

Thanks so much,  
Leslie

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**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Date:** Monday, May 9, 2016 at 12:21 PM  
**To:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Cc:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>, "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Book reading is probably the best visual the Mayor will get on national networks--people respond emotionally to this demonstration of what the Mayor's initiative is really about and how much he cares in way it is difficult to get with a speech.

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

On Mon, May 9, 2016 at 10:49 AM, Gross, Dan <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)> wrote:  
Hi Leslie, we will move the timing on our end to 1:15. Would we need to cut the book reading on the back end. Also, can you have someone from your team join Javon for the walkthrough?

Thanks,  
Dan Gross  
Deputy Communications Director  
Office of Mayor Bill de Blasio  
(O) [212-341-0011](tel:212-341-0011)  
(C) [917-428-1692](tel:917-428-1692)  
[dgross@cityhall.nyc.gov](mailto:dgross@cityhall.nyc.gov)

On May 9, 2016, at 10:25 AM, Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote:

Hi Stefan and Javon,

Yes, I don't think that should be a problem. Let me know what day/time you were thinking and I can see if someone from the preschool can do a walkthrough with you.

Javon – please also see my questions below and let me know the answers when you have a moment.

Thanks,  
Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
[646.200.5326](tel:646.200.5326) desk // [561.801.5963](tel:561.801.5963) cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

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**From:** "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>  
**Date:** Monday, May 9, 2016 at 10:08 AM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>, "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Leslie,

Would someone be able to do a walkthrough with my colleague Javon Coney, cc'ed here, today? He is going to be lead on this event from my team.

Stefan Grybauskas  
Director of Advance  
Office of the Mayor  
City of New York  
C: [347-515-5874](tel:347-515-5874)

Sent from my BlackBerry 10 smartphone.

---

**From:** Leslie Patterson  
**Sent:** Monday, May 9, 2016 9:41 AM  
**To:** Gross, Dan; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; 'Steve Barnett'; Grybauskas, Stefan  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Dan,

Wanted to make sure you saw this last week. Let me know if you have any questions on it. Also made a couple updates based on new confirmed speakers.

Also wanted to raise a question about timing – we are a little worried about parents starting to come pick up their kids from preschool in the middle of our event. I wonder if there's any possibility of bumping the event up to 1pm or 1:15pm. Understand if the Mayor's schedule doesn't allow for that, but let us know if there's any flexibility.

Additionally, as soon as you can, we need a list of who will be accompanying the Mayor or, at the least, a number of how many people will be with him.

Please let me know when you have a moment.

Thanks,  
Leslie

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**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Date:** Friday, May 6, 2016 at 1:47 PM  
**To:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>, "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

We have the speakers giving their remarks at a podium/elevated stage, an audience of maybe 50 people or so, including parents, the Mayor stepping off stage after the formal remarks to talk to a group of parents, and then the Mayor going to read to a group of kids in another part of the room. It will be in a classroom, so the visuals of a pre-K classroom at Sugar Hill Museum's preschool will be incorporated. The run of show we agreed on with Eric is:

- 
- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Randi Weingarten, AFT
- Michael S. Hall, Major General, U.S. Air Force (Retired)
- Libby Doggett from the DOE
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

If that doesn't answer the question, can you let me know a little more specifically what you mean by visuals?

Thanks,  
Leslie

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**From:** Gross, Dan  
**Sent:** Friday, May 06, 2016 12:52 PM  
**To:** 'Leslie Patterson'; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett

**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Leslie. Any sense on a visual? I'm adding Stefan, the Mayor's Advance Director to the chain to coordinate a walkthrough.

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: [212.341.0011](tel:212.341.0011) | c: [917.428.1692](tel:917.428.1692)

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**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Friday, May 06, 2016 12:19 PM  
**To:** Gross, Dan; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Dan,

We're still working to finalize some of these details, but currently the plan is to hold the event in one of the classrooms at the Sugar Hill Museum preschool. There will be an area, possibly elevated, where the speakers make their remarks, and there would also be an area set up for the Mayor to read to a group of kids for a couple minutes in another portion of the room.

We're still working with the preschool to figure out which room and additional details, but do please let me know what specifics you'll need and also if the Mayor be bringing his own podium.

Thanks,  
Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
[646.200.5326](tel:646.200.5326) desk // [561.801.5963](tel:561.801.5963) cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

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**From:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Date:** Friday, May 6, 2016 at 11:29 AM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Eric. Leslie, can you provide me information on the location and the current set up plans? Visuals, ect...

Thanks,

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: [212.341.0011](tel:212.341.0011) | c: [917.428.1692](tel:917.428.1692)

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**From:** Phillips, Eric Falk  
**Sent:** Friday, May 06, 2016 11:23 AM  
**To:** 'Leslie Patterson'  
**Cc:** Daniel, Michaela; Steve Barnett; Gross, Dan  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks for the offer, but we're going to pass on the op-ed. I'm including a colleague of mine, Dan Gross, who will be leading the discussion on event logistics from our side.

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**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Thursday, May 05, 2016 12:06 PM  
**To:** Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Wanted to check back on the op-ed and see if you've had a chance to look/make edits at all. Hoping to start pitching this week to place in conjunction with release next Thurs.

Thanks!  
Leslie

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 3, 2016 at 5:45 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks, Leslie. I'll take a look at the piece and get back to you tomorrow on it. I edited the quote below, and it's approved to use with these small changes. I also edited the ROS, below that. Note the cut on Q&A and, when you can, please send me the title of the book at least a few days beforehand

“High-quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen firsthand that action by city and state governments can lift enrollment and the quality of education for tens of thousands of children in our communities. At a time of political polarization,

these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids ~~and our states.~~” than to invest in their early education.”

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

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**From:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Monday, May 2, 2016 at 11:49 AM

**To:** "Eric F. Phillips" <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Hope you’re well and had a nice weekend. Wanted to check in on the below, and also share with you an op-ed that we would love for the Mayor to co-sign. It’s attached here – would Mayor de Blasio and your office be open to that? We’d welcome feedback and edits, if so, and we’re hoping to place in a high-value NYC target around the release.

Additionally, attached is the NYC section of the executive summary in the report, for reference.

Let me know if you have any questions, and what we can move forward on. Thanks!

Leslie

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**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Friday, April 29, 2016 at 4:58 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Thanks for checking in. Attached is the most recent version of the release, with the proposed quote for the Mayor below:

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.”

Steve, can you also send Eric the most up to date version of the report when you have a moment?

For the run of show, we are suggesting:

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

Let me know what else we can get you.

Thanks,

Leslie

--

Leslie Patterson

BerlinRosen Public Affairs

[646.200.5326](tel:646.200.5326) desk // [561.801.5963](tel:561.801.5963) cell

[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

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**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Date:** Thursday, April 28, 2016 at 2:55 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric: I am connecting you with Leslie Patterson at Berlin Rosen who is handling press for us on the Yearbook release and this event. We need to get confirmation that the run of show is acceptable for the Mayor among other things.

Best,

Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:(848)932-4350)

Fax: [\(732\) 932-4360](tel:(732)932-4360)

On Thu, Apr 28, 2016 at 12:36 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:  
Thanks so much – this was really helpful. I’m connecting you with Eric Phillips from our communications team so you guys can coordinate on details.

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Thursday, April 28, 2016 11:37 AM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Here you go with proposed quote for the Mayor highlighted in blue.

Here is our plan for run of show for the event.

Welcome from program director, my remarks (3-5 min), Mayor, business person if possible, labor leader (Randi Weingarten AFT possible). Q and A. Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera). Then go to classroom where Mayor reads short book or part of book to kids on camera.

Alternatives as speakers--representative from US DOE (Sec. King not available) or Jacqueline Jones from the Foundation for Child Development, or a parent.

Does the Mayor's office have a business representative they might like to feature or a state legislative leader?

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:(848)932-4350)

Fax: [\(732\) 932-4360](tel:(732)932-4360)

On Thu, Apr 28, 2016 at 10:31 AM, Daniel, Michaela

<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Steve –

Just a reminder to send those drafts – I am talking to our press folks at 12 and would love to have them with me.

Thanks,  
Michaela

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 4:02 PM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

I will have drafts. We have a final messaging meeting Thursday at 2

Sent from my iPhone

On Apr 27, 2016, at 3:59 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thank you! If it's possible for you to send it before noon, that would be fantastic.

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 3:59 PM  
**To:** Daniel, Michaela  
**Cc:** Betty Holcomb; Nancy Kolben  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Yes. I am traveling today but will pull it all together for you tomorrow.

Sent from my iPhone

On Apr 27, 2016, at 3:50 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Everyone –

For now, it seems like I'm still the best point of contact on this.

As you can imagine, with yesterday's budget release, our communications team has been pretty busy, but I'm meeting with them about this tomorrow morning. Steve, if you have a proposed run of show, attendee list, press pitch, etc., can you please send all

of that stuff my way?

Steve, I think you've been working with Sophia and her team on some pieces of this – can you please keep me looped on those emails? I just want to make sure we're all on the same page with so many chefs in this kitchen.

Thanks!  
Michaela

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Tuesday, April 26, 2016 7:09 AM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks so much--we look forward to hearing back  
Betty

Sent from my iPhone

On Apr 25, 2016, at 6:29 PM, Daniel, Michaela  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Sorry for the delay. Working to solidify  
who the press leads are over here.  
Should be able to have the right person  
tomorrow or Wed. Thanks!

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Thursday, April 21, 2016 4:06 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Event-related questions -- can you forward us the contact info?

Michaela,

Steve has a few questions about the event

Can you forward the full contact info for  
Devora and Jessica from DOE and CH  
communications.

He has a couple questions related to other

elected officials, prominent figures to include at the event. Is that the sort of thing that Devora and Jessica can field – or should that type of question come to you?

Just trying to keep things simple,

Betty

*Please note our new company name, website and email.*

*<image001.jpg>*

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives (formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
322 Eighth Ave, 4 Fl  
New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

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**From:** Daniel, Michaela  
[<mailto:mdaniel@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 20, 2016 4:27 PM  
**To:** Betty Holcomb  
**Cc:** Nancy Kolben  
**Subject:** RE: So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Happy to talk but if these are event-related questions, I'd love to loop you both with Devora and Jessica from DOE and CH communications.

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Wednesday, April 20, 2016 3:09 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben  
**Subject:** So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Michaela

THANK YOU so much for shepherding

through the event for the Yearbook!

Nancy and I had a few minutes to catch up with Steve Barnett, and we have just a few details and questions we'd like to vet with you about the event.

Do you have a few minutes between now and Friday?

We are very flexible. We are thinking this would take not more than 15 minutes or so

Betty

*Please note our new company name, website and email.*

*<image001.jpg>*

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives (formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
322 Eighth Ave, 4 Fl  
New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

**From:** [Leslie Patterson](#)  
**To:** [Phillips, Eric Falk](#)  
**Subject:** Re:  
**Date:** Tuesday, May 10, 2016 11:48:01 AM

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Definitely a mix!

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**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 10, 2016 at 11:03 AM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** <no subject>

Who do we think the 50 attendees will be? all parents? Or a mix of parents, teachers, staff, advocates etc.

Eric Phillips  
Deputy Director of Communications for Special Projects  
New York City Mayor's Office, City Hall  
(o) 212-341-5031 (c) 917-291-0166  
[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)

**From:** [Leslie Patterson](#)  
**To:** [Phillips, Eric Falk](#)  
**Cc:** ["Steve Barnett"](#)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?  
**Date:** Tuesday, May 10, 2016 11:48:23 AM

---

+Steve

We're compiling bios today and should have something to share with you a bit later.

Thanks!  
Leslie

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**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 10, 2016 at 11:41 AM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Do you have Hall's bio somewhere?

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Tuesday, May 10, 2016 11:00 AM  
**To:** Phillips, Eric Falk; 'Steve Barnett'; Gross, Dan  
**Cc:** Grybauskas, Stefan; Coney, Javon; Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Great!

Gen. Hall is a retired General in the US Air Force, who will be speaking to the biz/workforce prep case for preschool.

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**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 10, 2016 at 10:54 AM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>, "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Cc:** "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

ROS looks good. Who's General Hall?

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Tuesday, May 10, 2016 10:45 AM  
**To:** Phillips, Eric Falk; 'Steve Barnett'; Gross, Dan  
**Cc:** Grybauskas, Stefan; Coney, Javon; Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric -

Thank you so much. This sounds great to us. And just to confirm, since you'll all be bringing the Mayor's podium, we don't need to worry about a mic stand or anything?

Also, below is an updated ROS based on changes we've discussed. Let me know if you see any issues here (also, we know Mayor might not get there until 1:15pm).

1-1:15pm: Speakers in holding room, last minute prep/questions  
1:15pm: Welcome remarks from program director  
1:17pm: Steve Barnett's remarks  
1:22pm: Mayor's remarks  
1:30pm: Randi Weingarten's remarks  
1:35pm: General Hall's remarks  
1:40pm: Libby Doggett's remarks  
1:45pm: Mayor speaks to parents (3-5mins)  
1:50pm: Libby reads to children  
2:00pm: End

Thanks!  
Leslie

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**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 10, 2016 at 10:18 AM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>, "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Cc:** "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Steve and Leslie, based on our walkthrough, our thought is that we can do the program in room 6. Backdrop is a classroom that the school will adorn with extra classroomy things. We'll have the mayor's podium and 4 or 5 seats off to the side of the podium for program speakers to sit in when they are not at the podium speaking. The space isn't very large, but we could put down 30-50 chairs and have press set up on the floor along the back of the room. After the speaking program, we could have the mayor move into the foyer area right next to room 6 to talk with some of the parents while standing. Press could capture some of this from the corner of the foyer.

How does this sound to your team?

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**From:** Phillips, Eric Falk  
**Sent:** Monday, May 09, 2016 3:16 PM  
**To:** 'Leslie Patterson'; Steve Barnett; Gross, Dan  
**Cc:** Grybauskas, Stefan; Coney, Javon; Daniel, Michaela  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Sorry – we all agree the book-reading would have been nice but unfortunately the Mayor’s had something come up on the backend of the event that is pressing our schedule. We’ll have to cut that portion. He’ll have a security detail and three or four staff with him for the event. 1:15 push up for a start time works. Thanks.

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Monday, May 09, 2016 2:59 PM  
**To:** Steve Barnett; Gross, Dan  
**Cc:** Grybauskas, Stefan; Phillips, Eric Falk; Coney, Javon; Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi all – checking back on reading question and guest count for the Mayor’s team.

Thanks so much,  
Leslie

---

**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Date:** Monday, May 9, 2016 at 12:21 PM  
**To:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Cc:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>, "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Book reading is probably the best visual the Mayor will get on national networks--people respond emotionally to this demonstration of what the Mayor's initiative is really about and how much he cares in way it is difficult to get with a speech.

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

On Mon, May 9, 2016 at 10:49 AM, Gross, Dan <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)> wrote:  
Hi Leslie, we will move the timing on our end to 1:15. Would we need to cut the book reading on the back end. Also, can you have someone from your team join Javon for the walkthrough?

Thanks,  
Dan Gross  
Deputy Communications Director  
Office of Mayor Bill de Blasio  
(O) [212-341-0011](tel:212-341-0011)  
(C) [917-428-1692](tel:917-428-1692)

[dgross@cityhall.nyc.gov](mailto:dgross@cityhall.nyc.gov)

On May 9, 2016, at 10:25 AM, Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote:

Hi Stefan and Javon,

Yes, I don't think that should be a problem. Let me know what day/time you were thinking and I can see if someone from the preschool can do a walkthrough with you.

Javon – please also see my questions below and let me know the answers when you have a moment.

Thanks,

Leslie

--

Leslie Patterson

BerlinRosen Public Affairs

[646.200.5326](tel:646.200.5326) desk // [561.801.5963](tel:561.801.5963) cell

[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

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**From:** "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>

**Date:** Monday, May 9, 2016 at 10:08 AM

**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>, "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Leslie,

Would someone be able to do a walkthrough with my colleague Javon Coney, cc'ed here, today? He is going to be lead on this event from my team.

Stefan Grybauskas

Director of Advance

Office of the Mayor

City of New York

C: [347-515-5874](tel:347-515-5874)

Sent from my BlackBerry 10 smartphone.

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**From:** Leslie Patterson

**Sent:** Monday, May 9, 2016 9:41 AM

**To:** Gross, Dan; Phillips, Eric Falk

**Cc:** Daniel, Michaela; 'Steve Barnett'; Grybauskas, Stefan  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Dan,

Wanted to make sure you saw this last week. Let me know if you have any questions on it. Also made a couple updates based on new confirmed speakers.

Also wanted to raise a question about timing – we are a little worried about parents starting to come pick up their kids from preschool in the middle of our event. I wonder if there's any possibility of bumping the event up to 1pm or 1:15pm. Understand if the Mayor's schedule doesn't allow for that, but let us know if there's any flexibility.

Additionally, as soon as you can, we need a list of who will be accompanying the Mayor or, at the least, a number of how many people will be with him.

Please let me know when you have a moment.

Thanks,  
Leslie

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**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Date:** Friday, May 6, 2016 at 1:47 PM  
**To:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>, "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

We have the speakers giving their remarks at a podium/elevated stage, an audience of maybe 50 people or so, including parents, the Mayor stepping off stage after the formal remarks to talk to a group of parents, and then the Mayor going to read to a group of kids in another part of the room. It will be in a classroom, so the visuals of a pre-K classroom at Sugar Hill Museum's preschool will be incorporated. The run of show we agreed on with Eric is:

- 
- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Randi Weingarten, AFT
- Michael S. Hall, Major General, U.S. Air Force (Retired)
- Libby Doggett from the DOE
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).

- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

If that doesn't answer the question, can you let me know a little more specifically what you mean by visuals?

Thanks,  
Leslie

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**From:** Gross, Dan  
**Sent:** Friday, May 06, 2016 12:52 PM  
**To:** 'Leslie Patterson'; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Leslie. Any sense on a visual? I'm adding Stefan, the Mayor's Advance Director to the chain to coordinate a walkthrough.

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: [212.341.0011](tel:212.341.0011) | c: [917.428.1692](tel:917.428.1692)

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**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Friday, May 06, 2016 12:19 PM  
**To:** Gross, Dan; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Dan,

We're still working to finalize some of these details, but currently the plan is to hold the event in one of the classrooms at the Sugar Hill Museum preschool. There will be an area, possibly elevated, where the speakers make their remarks, and there would also be an area set up for the Mayor to read to a group of kids for a couple minutes in another portion of the room.

We're still working with the preschool to figure out which room and additional details, but do please let me know what specifics you'll need and also if the Mayor be bringing his own podium.

Thanks,  
Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs

[646.200.5326](tel:646.200.5326) desk // [561.801.5963](tel:561.801.5963) cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

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**From:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Date:** Friday, May 6, 2016 at 11:29 AM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Eric. Leslie, can you provide me information on the location and the current set up plans? Visuals, ect...

Thanks,

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: [212.341.0011](tel:212.341.0011) | c: [917.428.1692](tel:917.428.1692)

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**From:** Phillips, Eric Falk  
**Sent:** Friday, May 06, 2016 11:23 AM  
**To:** 'Leslie Patterson'  
**Cc:** Daniel, Michaela; Steve Barnett; Gross, Dan  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks for the offer, but we're going to pass on the op-ed. I'm including a colleague of mine, Dan Gross, who will be leading the discussion on event logistics from our side.

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**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Thursday, May 05, 2016 12:06 PM  
**To:** Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Wanted to check back on the op-ed and see if you've had a chance to look/make edits at all. Hoping to start pitching this week to place in conjunction with release next Thurs.

Thanks!  
Leslie

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**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 3, 2016 at 5:45 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks, Leslie. I'll take a look at the piece and get back to you tomorrow on it. I edited the quote below, and it's approved to use with these small changes. I also edited the ROS, below that. Note the cut on Q&A and, when you can, please send me the title of the book at least a few days beforehand

“High-quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen firsthand that action by city and state governments can lift enrollment and the quality of education for tens of thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states than to invest in their early education.”

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

---

**From:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Monday, May 2, 2016 at 11:49 AM

**To:** "Eric F. Phillips" <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Hope you're well and had a nice weekend. Wanted to check in on the below, and also share with you an op-ed that we would love for the Mayor to co-sign. It's attached here – would Mayor de Blasio and your office be open to that? We'd welcome feedback and edits, if so, and we're hoping to place in a high-value NYC target around the release.

Additionally, attached is the NYC section of the executive summary in the report, for reference.

Let me know if you have any questions, and what we can move forward on. Thanks!

Leslie

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**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Friday, April 29, 2016 at 4:58 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Thanks for checking in. Attached is the most recent version of the release, with the proposed quote for the Mayor below:

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.”

Steve, can you also send Eric the most up to date version of the report when you have a moment?

For the run of show, we are suggesting:

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

Let me know what else we can get you.

Thanks,

Leslie

--

Leslie Patterson

BerlinRosen Public Affairs  
[646.200.5326](tel:646.200.5326) desk // [561.801.5963](tel:561.801.5963) cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

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**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Date:** Thursday, April 28, 2016 at 2:55 PM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric: I am connecting you with Leslie Patterson at Berlin Rosen who is handling press for us on the Yearbook release and this event. We need to get confirmation that the run of show is acceptable for the Mayor among other things.

Best,

Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:(848)932-4350)  
Fax: [\(732\) 932-4360](tel:(732)932-4360)

On Thu, Apr 28, 2016 at 12:36 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:  
Thanks so much – this was really helpful. I'm connecting you with Eric Phillips from our communications team so you guys can coordinate on details.

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Thursday, April 28, 2016 11:37 AM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Here you go with proposed quote for the Mayor highlighted in blue.

Here is our plan for run of show for the event.

Welcome from program director, my remarks (3-5 min), Mayor, business person if possible, labor leader (Randi Weingarten AFT possible). Q and A. Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera). Then go to classroom where Mayor reads short book or part of book to kids on camera.

Alternatives as speakers--representative from US DOE (Sec. King not available) or Jacqueline Jones from the Foundation for Child Development, or a parent.

Does the Mayor's office have a business representative they might like to feature or a state legislative leader?

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:(848)932-4350)  
Fax: [\(732\) 932-4360](tel:(732)932-4360)

On Thu, Apr 28, 2016 at 10:31 AM, Daniel, Michaela  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:  
Hi Steve –

Just a reminder to send those drafts – I am talking to our press folks at 12 and would love to have them with me.

Thanks,  
Michaela

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 4:02 PM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

I will have drafts. We have a final messaging meeting Thursday at 2

Sent from my iPhone

On Apr 27, 2016, at 3:59 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thank you! If it's possible for you to send it before noon, that would be fantastic.

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 3:59 PM  
**To:** Daniel, Michaela  
**Cc:** Betty Holcomb; Nancy Kolben  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Yes. I am traveling today but will pull it all together for you

tomorrow.

Sent from my iPhone

On Apr 27, 2016, at 3:50 PM, "Daniel, Michaela"  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Everyone –

For now, it seems like I'm still the best point of contact on this.

As you can imagine, with yesterday's budget release, our communications team has been pretty busy, but I'm meeting with them about this tomorrow morning. Steve, if you have a proposed run of show, attendee list, press pitch, etc., can you please send all of that stuff my way?

Steve, I think you've been working with Sophia and her team on some pieces of this – can you please keep me looped on those emails? I just want to make sure we're all on the same page with so many chefs in this kitchen.

Thanks!  
Michaela

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Tuesday, April 26, 2016 7:09 AM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks so much--we look forward to hearing back  
Betty

Sent from my iPhone

On Apr 25, 2016, at 6:29 PM, Daniel, Michaela  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Sorry for the delay. Working to solidify who the press leads are over here.  
Should be able to have the right person

tomorrow or Wed. Thanks!

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Thursday, April 21, 2016 4:06 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Event-related questions -- can you forward us the contact info?

Michaela,

Steve has a few questions about the event

Can you forward the full contact info for Devora and Jessica from DOE and CH communications.

He has a couple questions related to other elected officials, prominent figures to include at the event. Is that the sort of thing that Devora and Jessica can field – or should that type of question come to you?

Just trying to keep things simple,

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives (formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
322 Eighth Ave, 4 Fl  
New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

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**From:** Daniel, Michaela  
[<mailto:mdaniel@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 20, 2016 4:27 PM  
**To:** Betty Holcomb  
**Cc:** Nancy Kolben  
**Subject:** RE: So wonderful on yearbook release -- do you have a few minutes today or tomorrow

to discuss a few related details?

Happy to talk but if these are event-related questions, I'd love to loop you both with Devora and Jessica from DOE and CH communications.

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Wednesday, April 20, 2016 3:09 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben  
**Subject:** So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Michaela

THANK YOU so much for shepherding through the event for the Yearbook!

Nancy and I had a few minutes to catch up with Steve Barnett, and we have just a few details and questions we'd like to vet with you about the event.

Do you have a few minutes between now and Friday?

We are very flexible. We are thinking this would take not more than 15 minutes or so

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives (formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
322 Eighth Ave, 4 Fl  
New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

**From:** [Phillips, Eric Falk](#)  
**To:** "[Leslie Patterson](#)"  
**Subject:** RE: ?  
**Date:** Tuesday, May 10, 2016 4:12:13 PM

---

All good.

---

**From:** Leslie Patterson [mailto:[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)]  
**Sent:** Tuesday, May 10, 2016 4:10 PM  
**To:** Phillips, Eric Falk  
**Subject:** Re: ?

So sorry about this, someone from NIEER (who was not supposed to be doing their social media) tweeted this without looking at the headline. It's been taken down, and we're really sorry about the oversight!

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**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 10, 2016 at 3:53 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** ?

**NIEER** [@PreschoolToday](#) 2h2 hours ago  
City Parents Disgruntled Over [@BilldeBlasio](#)'s [#pre-K](#) Program. [#NY#NYC#universal](#)

Eric Phillips  
Deputy Director of Communications for Special Projects  
New York City Mayor's Office, City Hall  
(o) 212-341-5031 (c) 917-291-0166  
[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)

**From:** [Phillips, Eric Falk](#)  
**To:** ["Steve Barnett"](#)  
**Cc:** [Leslie Patterson](#); [Gross, Dan](#); [Grybauskas, Stefan](#); [Coney, Javon](#); [Daniel, Michaela](#)  
**Subject:** RE: Video  
**Date:** Tuesday, May 10, 2016 5:23:03 PM

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Assuming the building doesn't block the signal, our team will be live-streaming on nyc.gov and you and your shop can send out that link from your side if you wish.

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Tuesday, May 10, 2016 5:11 PM  
**To:** Phillips, Eric Falk  
**Cc:** Leslie Patterson; Gross, Dan; Grybauskas, Stefan; Coney, Javon; Daniel, Michaela  
**Subject:** Video

Hi--Is it OK to live stream if we figure out how to do it?

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

**From:** [Grybauskas, Natalie](#)  
**To:** [Dan Levitan](#)  
**Subject:** Cross street?  
**Date:** Tuesday, May 10, 2016 6:34:09 PM

---

As soon as you can!! Pls and thank you.

Sent from mobile

**From:** [Phillips, Eric Falk](#)  
**To:** [Steve Barnett](#)  
**Cc:** [Leslie Patterson](#)  
**Subject:** RE: Mayors Bio and Pic  
**Date:** Wednesday, May 11, 2016 1:56:09 PM

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<http://www1.nyc.gov/office-of-the-mayor/bio.page>

**From:** Steve Barnett [mailto:sbarnett@nieer.org]  
**Sent:** Wednesday, May 11, 2016 11:46 AM  
**To:** Phillips, Eric Falk  
**Cc:** Leslie Patterson; Gross, Dan; Grybauskas, Stefan; Coney, Javon; Daniel, Michaela  
**Subject:** Mayors Bio and Pic

Can you send me a bio and head shot for the Mayor to include in a handout for attendees?

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

**From:** [Phillips, Eric Falk](#)  
**To:** "[Leslie Patterson](#)"  
**Subject:** RE: Do you have more info on this USAF General? Even just a full name  
**Date:** Wednesday, May 11, 2016 2:29:54 PM

---

thx

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**From:** Leslie Patterson [mailto:[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)]  
**Sent:** Wednesday, May 11, 2016 2:22 PM  
**To:** Phillips, Eric Falk  
**Subject:** Re: Do you have more info on this USAF General? Even just a full name

Michael S. Hall

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**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Wednesday, May 11, 2016 at 2:12 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** RE: Do you have more info on this USAF General? Even just a full name

First name?

---

**From:** Leslie Patterson [mailto:[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)]  
**Sent:** Wednesday, May 11, 2016 2:11 PM  
**To:** Phillips, Eric Falk  
**Subject:** Re: Do you have more info on this USAF General? Even just a full name

Yes, sorry. Bio here:

Mr. Hall is a founding member and Vice-President of PFA Consulting, a firm responsible for designing and delivering a wide range of leadership and organizational development programs for private and public clients. Representative client services include mediation, large group facilitation and employee coaching. PFA Consulting also provides strategic planning seminars for senior management and customized risk management programs, in addition to organizational assessments, training and development of policy and programs in sexual harassment prevention, diversity management, employment practices liability and ethics programs.

Prior to forming PFA Consulting, Mr. Hall was Commissioner (1992-1995) of the New York State Division of Military and Naval Affairs, the agency tasked with the administration of the Army and Air National Guard. As the Adjutant General, Mr. Hall provided visionary leadership during a difficult period of transition, effectively managing one-third of a billion dollars of state and federal funds. Mr. Hall devised and implemented a quality management program which resulted in an unprecedented record of excellence. He instituted a comprehensive, top-down ethics program, successfully resolving agency-wide compliance issues and actively recruited and assigned to positions of senior executive level responsibility previously underrepresented minority members.

Mr. Hall served as Chair of the New York State Disaster Preparedness Commission, (1992-1995), a multi-agency commission tasked with disaster preparedness and response for the State of New

York. Mr. Hall was responsible for the integration of the functions of over a dozen diverse agencies to create a cohesive disaster response team to protect the property and welfare of the citizens of the State.

Mr. Hall's distinguished career includes 27 years in the Air Force, including an assignment as the Commander of a Tactical Fighter Wing where he pioneered the use of F-16 aircraft to provide close air support. Mr. Hall served as the Senior Allied Air Liaison Officer during the first Gulf War and attained the rank of Major General before retiring in 1995.

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**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Date:** Wednesday, May 11, 2016 at 2:09 PM

**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Subject:** Do you have more info on this USAF General? Even just a full name

Eric Phillips

Deputy Director of Communications for Special Projects

New York City Mayor's Office, City Hall

(o) 212-341-5031 (c) 917-291-0166

[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)

**From:** [Phillips, Eric Falk](#)  
**To:** ["Leslie Patterson"](#)  
**Date:** Wednesday, May 11, 2016 4:18:06 PM

---

Is Steve MC tomorrow?

Sent from my BlackBerry 10 smartphone.

**From:** [Leslie Patterson](#)  
**To:** [Phillips, Eric Falk](#)  
**Subject:** Re:  
**Date:** Wednesday, May 11, 2016 4:25:07 PM

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will do

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**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Wednesday, May 11, 2016 at 4:23 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** Re:

Yes pls have Steve jump in after mayor

Sent from my BlackBerry 10 smartphone.

---

**From:** Leslie Patterson  
**Sent:** Wednesday, May 11, 2016 4:22 PM  
**To:** Phillips, Eric Falk  
**Subject:** Re:

He will act as a quasi-MC, but our plan is to have each speaker introduce the next speaker when they're wrapping up. If that doesn't work for the Mayor, we'll have Steve jump in after he's finished to do that.

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Wednesday, May 11, 2016 at 4:18 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** <no subject>

Is Steve MC tomorrow?

Sent from my BlackBerry 10 smartphone.

**From:** [Grybauskas, Natalie](#)  
**To:** ["Dan Levitan"](#)  
**Subject:** RE: Timing  
**Date:** Wednesday, May 11, 2016 5:11:39 PM

---

Put in a comms request for this yesterday. I said "may 25<sup>th</sup> or days following" – waiting to hear from AH

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Wednesday, May 11, 2016 5:11 PM  
**To:** Grybauskas, Natalie  
**Subject:** Timing

Later part of week of 23<sup>rd</sup> somewhat better for us, personnel wise. How's it looking on your end?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@DanLevitan](#)

**From:** [Leslie Patterson](#)  
**To:** [Phillips, Eric Falk](#)  
**Subject:** Re: Two Things  
**Date:** Wednesday, May 11, 2016 5:43:06 PM

---

Sounds good – thanks!

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Wednesday, May 11, 2016 at 5:36 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** Re: Two Things

Great. I'll be on site by 12:30 and find you guys before he arrives. I'll be on with Mayor while he's en route and we can make sure the handoff happens.

Sent from my BlackBerry 10 smartphone.

---

**From:** Leslie Patterson  
**Sent:** Wednesday, May 11, 2016 5:33 PM  
**To:** Phillips, Eric Falk  
**Subject:** Re: Two Things

---

Hi Eric,

That's too bad, but thanks for the heads up. Yes, Steve can meet the Mayor at the door. What's best way to facilitate that? Whoever is with the Mayor can call my cell [REDACTED] when he's arriving, or Steve's [REDACTED]

Let me know.

Thanks,  
Leslie

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Wednesday, May 11, 2016 at 5:05 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** Two Things

Mayor has to leave following program tomorrow, unfortunately. We'll have to cut the 5 minutes of parent meets after it.

Can Steve meet the mayor at door when he arrives? Me and Javon from our advance team will be there beforehand to help coordinate the handoff but Mayor will want to meet Steve quick and walk into event with him. That work?

Eric Phillips  
Deputy Director of Communications for Special Projects

New York City Mayor's Office, City Hall  
(o) 212-341-5031 (c) 917-291-0166  
[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)

**From:** [Phillips, Eric Falk](#)  
**To:** [Leslie Patterson](#)  
**Subject:** Fw: UPDATED PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR THURSDAY, MAY 12, 2016  
**Date:** Thursday, May 12, 2016 12:43:45 PM  
**Attachments:** [image001.png](#)

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Sent from my BlackBerry 10 smartphone.

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**From:** Mayor's Press Office <pressoffice@cityhall.nyc.gov>  
**Sent:** Thursday, May 12, 2016 12:13 PM  
**To:** Mayor's Press Office  
**Subject:** UPDATED PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR THURSDAY, MAY 12, 2016

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THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE**

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**UPDATED PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR  
THURSDAY, MAY 12, 2016**

***\*\*Updated address for Sugar Hill Museum Preschool\*\****

*On Thursday, Mayor de Blasio will deliver remarks at the unveiling of the National Institute for Early Education Research's annual State of Preschool report. This event is open press, and there will be no Q-and-A.*

*In the evening, the Mayor will attend his birthday celebration. This event is closed press.*

**Press Schedule**

**1:15 PM – Delivers Remarks at Unveiling of National Institute for Early Education Research's Annual, State of Preschool Report**

Sugar Hill Museum Preschool  
898 St. Nicholas Avenue at 155th Street  
New York, NY 10032

*Footage will be provided by NYC Media and will be available shortly following the event on Encompass Port CTY- 4205. Official photos will be available at [flickr.com/nycmayorsoffice](http://flickr.com/nycmayorsoffice) shortly following the event.*

###

**From:** [Phillips, Eric Falk](#)  
**To:** [Steve Barnett](#)  
**Cc:** [Leslie Patterson](#); [Gross, Dan](#); [Grybauskas, Stefan](#); [Coney, Javon](#); [Daniel, Michaela](#)  
**Subject:** Re: Idea and thank you  
**Date:** Friday, May 13, 2016 2:51:52 AM

---

Great idea. Thanks so much, Steve. Great working with you - and we look forward to more progress together in the future.

Sent from my BlackBerry 10 smartphone.

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**From:** Steve Barnett  
**Sent:** Thursday, May 12, 2016 8:12 PM  
**To:** Phillips, Eric Falk  
**Cc:** Leslie Patterson; Gross, Dan; Grybauskas, Stefan; Coney, Javon; Daniel, Michaela  
**Subject:** Idea and thank you

---

Thanks for our participation the Mayor is great on Pre-K and you might pitch him to Fareed Zakaria GPS as this is an issue he mentions often  
Sent from my iPhone

On May 10, 2016, at 10:54 AM, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)> wrote:

ROS looks good. Who's General Hall?

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Tuesday, May 10, 2016 10:45 AM  
**To:** Phillips, Eric Falk; 'Steve Barnett'; Gross, Dan  
**Cc:** Grybauskas, Stefan; Coney, Javon; Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric -

Thank you so much. This sounds great to us. And just to confirm, since you'll all be bringing the Mayor's podium, we don't need to worry about a mic stand or anything?

Also, below is an updated ROS based on changes we've discussed. Let me know if you see any issues here (also, we know Mayor might not get there until 1:15pm).

1-1:15pm: Speakers in holding room, last minute prep/questions  
1:15pm: Welcome remarks from program director  
1:17pm: Steve Barnett's remarks  
1:22pm: Mayor's remarks  
1:30pm: Randi Weingarten's remarks

1:35pm: General Hall's remarks  
1:40pm: Libby Doggett's remarks  
1:45pm: Mayor speaks to parents (3-5mins)  
1:50pm: Libby reads to children  
2:00pm: End

Thanks!  
Leslie

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 10, 2016 at 10:18 AM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>, "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Cc:** "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Steve and Leslie, based on our walkthrough, our thought is that we can do the program in room 6. Backdrop is a classroom that the school will adorn with extra classroomy things. We'll have the mayor's podium and 4 or 5 seats off to the side of the podium for program speakers to sit in when they are not at the podium speaking. The space isn't very large, but we could put down 30-50 chairs and have press set up on the floor along the back of the room. After the speaking program, we could have the mayor move into the foyer area right next to room 6 to talk with some of the parents while standing. Press could capture some of this from the corner of the foyer.

How does this sound to your team?

---

**From:** Phillips, Eric Falk  
**Sent:** Monday, May 09, 2016 3:16 PM  
**To:** 'Leslie Patterson'; Steve Barnett; Gross, Dan  
**Cc:** Grybauskas, Stefan; Coney, Javon; Daniel, Michaela  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Sorry – we all agree the book-reading would have been nice but unfortunately the Mayor's had something come up on the backend of the event that is pressing our schedule. We'll have to cut that portion. He'll have a security detail and three or four staff with him for the event. 1:15 push up for a start time works. Thanks.

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Monday, May 09, 2016 2:59 PM  
**To:** Steve Barnett; Gross, Dan  
**Cc:** Grybauskas, Stefan; Phillips, Eric Falk; Coney, Javon; Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi all – checking back on reading question and guest count for the Mayor's team.

Thanks so much,  
Leslie

---

**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Date:** Monday, May 9, 2016 at 12:21 PM  
**To:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Cc:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>, "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[FFPhillips@cityhall.nyc.gov](mailto:FFPhillips@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Book reading is probably the best visual the Mayor will get on national networks--people respond emotionally to this demonstration of what the Mayor's initiative is really about and how much he cares in way it is difficult to get with a speech.

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

On Mon, May 9, 2016 at 10:49 AM, Gross, Dan <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)> wrote:  
Hi Leslie, we will move the timing on our end to 1:15. Would we need to cut the book reading on the back end. Also, can you have someone from your team join Javon for the walkthrough?

Thanks,  
Dan Gross  
Deputy Communications Director  
Office of Mayor Bill de Blasio  
(O) [212-341-0011](tel:212-341-0011)  
(C) [917-428-1692](tel:917-428-1692)  
[dgross@cityhall.nyc.gov](mailto:dgross@cityhall.nyc.gov)

On May 9, 2016, at 10:25 AM, Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote:

Hi Stefan and Javon,

Yes, I don't think that should be a problem. Let me know what day/time you were thinking and I can see if someone from the preschool can do a walkthrough with you.

Javon – please also see my questions below and let me know the answers when you have a moment.

Thanks,  
Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
[646.200.5326](tel:646.200.5326) desk // [561.801.5963](tel:561.801.5963) cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

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**From:** "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>  
**Date:** Monday, May 9, 2016 at 10:08 AM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>, "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Leslie,

Would someone be able to do a walkthrough with my colleague Javon Coney, cc'ed here, today? He is going to be lead on this event from my team.

Stefan Grybauskas  
Director of Advance  
Office of the Mayor  
City of New York  
C: [347-515-5874](tel:347-515-5874)

Sent from my BlackBerry 10 smartphone.

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**From:** Leslie Patterson  
**Sent:** Monday, May 9, 2016 9:41 AM  
**To:** Gross, Dan; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; 'Steve Barnett'; Grybauskas, Stefan  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Dan,

Wanted to make sure you saw this last week. Let me know if you have any questions on it. Also made a couple updates based on new confirmed speakers.

Also wanted to raise a question about timing – we are a little worried about parents starting to come pick up their kids from preschool in the middle of our event. I wonder if there's any possibility of bumping the event up to 1pm or 1:15pm. Understand if the Mayor's schedule doesn't allow for that, but let us know if there's any flexibility.

Additionally, as soon as you can, we need a list of who will be accompanying the Mayor or, at the least, a number of how many people will be with him.

Please let me know when you have a moment.

Thanks,  
Leslie

---

**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Date:** Friday, May 6, 2016 at 1:47 PM  
**To:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>, "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

We have the speakers giving their remarks at a podium/elevated stage, an audience of maybe 50 people or so, including parents, the Mayor stepping off stage after the formal remarks to talk to a group of parents, and then the Mayor going to read to a group of kids in another part of the room. It will be in a classroom, so the visuals of a pre-K classroom at Sugar Hill Museum's preschool will be incorporated. The run of show we agreed on with Eric is:

- 
- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Randi Weingarten, AFT
- Michael S. Hall, Major General, U.S. Air Force (Retired)
- Libby Doggett from the DOE
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

If that doesn't answer the question, can you let me know a little more specifically what you mean by visuals?

Thanks,  
Leslie

---

**From:** Gross, Dan  
**Sent:** Friday, May 06, 2016 12:52 PM  
**To:** 'Leslie Patterson'; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Leslie. Any sense on a visual? I'm adding Stefan, the Mayor's Advance Director to the chain to coordinate a walkthrough.

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: [212.341.0011](tel:212.341.0011) | c: [917.428.1692](tel:917.428.1692)

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Friday, May 06, 2016 12:19 PM  
**To:** Gross, Dan; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Dan,

We're still working to finalize some of these details, but currently the plan is to hold the event in one of the classrooms at the Sugar Hill Museum preschool. There will be an area, possibly elevated, where the speakers make their remarks, and there would also be an area set up for the Mayor to read to a group of kids for a couple minutes in another portion of the room.

We're still working with the preschool to figure out which room and additional details, but do please let me know what specifics you'll need and also if the Mayor be bringing his own podium.

Thanks,  
Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
[646.200.5326](tel:646.200.5326) desk // [561.801.5963](tel:561.801.5963) cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

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**From:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Date:** Friday, May 6, 2016 at 11:29 AM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Eric. Leslie, can you provide me information on the location and the current set up plans? Visuals, ect...

Thanks,

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: [212.341.0011](tel:212.341.0011) | c: [917.428.1692](tel:917.428.1692)

---

**From:** Phillips, Eric Falk  
**Sent:** Friday, May 06, 2016 11:23 AM  
**To:** 'Leslie Patterson'  
**Cc:** Daniel, Michaela; Steve Barnett; Gross, Dan  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks for the offer, but we're going to pass on the op-ed. I'm including a colleague of mine, Dan Gross, who will be leading the discussion on event logistics from our side.

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Thursday, May 05, 2016 12:06 PM  
**To:** Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Wanted to check back on the op-ed and see if you've had a chance to look/make edits at all. Hoping to start pitching this week to place in conjunction with release next Thurs.

Thanks!  
Leslie

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Date:** Tuesday, May 3, 2016 at 5:45 PM

**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks, Leslie. I'll take a look at the piece and get back to you tomorrow on it. I edited the quote below, and it's approved to use with these small changes. I also edited the ROS, below that. Note the cut on Q&A and, when you can, please send me the title of the book at least a few days beforehand

"High-quality early education is a necessity, not a luxury," said New York City Mayor Bill de Blasio. "Here in New York, we've seen firsthand that action by city and state governments can lift enrollment and the quality of education for tens of thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There's no better way to ensure future success for our kids ~~and our states.~~ than to invest in their early education."

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

---

**From:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Monday, May 2, 2016 at 11:49 AM

**To:** "Eric F. Phillips" <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Hope you're well and had a nice weekend. Wanted to check in on the below,

and also share with you an op-ed that we would love for the Mayor to co-sign. It's attached here – would Mayor de Blasio and your office be open to that? We'd welcome feedback and edits, if so, and we're hoping to place in a high-value NYC target around the release.

Additionally, attached is the NYC section of the executive summary in the report, for reference.

Let me know if you have any questions, and what we can move forward on. Thanks!

Leslie

---

**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Friday, April 29, 2016 at 4:58 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Thanks for checking in. Attached is the most recent version of the release, with the proposed quote for the Mayor below:

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.”

Steve, can you also send Eric the most up to date version of the report when you have a moment?

For the run of show, we are suggesting:

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents

- about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

Let me know what else we can get you.

Thanks,

Leslie

--

Leslie Patterson

BerlinRosen Public Affairs

[646.200.5326](tel:646.200.5326) desk // [561.801.5963](tel:561.801.5963) cell

[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

---

**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Date:** Thursday, April 28, 2016 at 2:55 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric: I am connecting you with Leslie Patterson at Berlin Rosen who is handling press for us on the Yearbook release and this event. We need to get confirmation that the run of show is acceptable for the Mayor among other things.

Best,

Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:(848)932-4350)

Fax: [\(732\) 932-4360](tel:(732)932-4360)

On Thu, Apr 28, 2016 at 12:36 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thanks so much – this was really helpful. I’m connecting you with Eric Phillips from our communications team so you guys can coordinate on details.

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]

**Sent:** Thursday, April 28, 2016 11:37 AM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Here you go with proposed quote for the Mayor highlighted in blue.

Here is our plan for run of show for the event.

Welcome from program director, my remarks (3-5 min), Mayor, business person if possible, labor leader (Randi Weingarten AFT possible). Q and A. Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera). Then go to classroom where Mayor reads short book or part of book to kids on camera.

Alternatives as speakers--representative from US DOE (Sec. King not available) or Jacqueline Jones from the Foundation for Child Development, or a parent.

Does the Mayor's office have a business representative they might like to feature or a state legislative leader?

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:8489324350)  
Fax: [\(732\) 932-4360](tel:7329324360)

On Thu, Apr 28, 2016 at 10:31 AM, Daniel, Michaela  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:  
Hi Steve –

Just a reminder to send those drafts – I am talking to our press folks at 12 and would love to have them with me.

Thanks,  
Michaela

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 4:02 PM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

I will have drafts. We have a final messaging meeting Thursday at 2

Sent from my iPhone

On Apr 27, 2016, at 3:59 PM, "Daniel, Michaela"  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thank you! If it's possible for you to send it before noon, that would be fantastic.

---

**From:** Steve Barnett [<mailto:sbarnett@nieer.org>]  
**Sent:** Wednesday, April 27, 2016 3:59 PM  
**To:** Daniel, Michaela  
**Cc:** Betty Holcomb; Nancy Kolben  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Yes. I am traveling today but will pull it all together for you tomorrow.

Sent from my iPhone

On Apr 27, 2016, at 3:50 PM, "Daniel, Michaela"  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Everyone -

For now, it seems like I'm still the best point of contact on this.

As you can imagine, with yesterday's budget release, our communications team has been pretty busy, but I'm meeting with them about this tomorrow morning. Steve, if you have a proposed run of show, attendee list, press pitch, etc., can you please send all of that stuff my way?

Steve, I think you've been working with Sophia and her team on some pieces of this - can you please keep me looped on those emails? I just want to make sure we're all on the same page with so many chefs in this kitchen.

Thanks!

Michaela

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
]  
**Sent:** Tuesday, April 26, 2016 7:09 AM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks so much--we look forward to hearing back  
Betty

Sent from my iPhone

On Apr 25, 2016, at 6:29 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Sorry for the delay. Working to solidify who the press leads are over here. Should be able to have the right person tomorrow or Wed.  
Thanks!

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
]  
**Sent:** Thursday, April 21, 2016 4:06 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Event-related questions -  
- can you forward us the contact info?

Michaela,

Steve has a few questions about the event

Can you forward the full contact info for Devora and Jessica from DOE and CH communications.

He has a couple questions

related to other elected officials, prominent figures to include at the event. Is that the sort of thing that Devora and Jessica can field – or should that type of question come to you?

Just trying to keep things simple,

Betty

*Please note our new company name, website and email.*

*<image001.jpg>*

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives  
(formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
322 Eighth Ave, 4 Fl  
New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

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**From:** Daniel, Michaela  
[<mailto:mdaniel@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 20, 2016  
4:27 PM  
**To:** Betty Holcomb  
**Cc:** Nancy Kolben  
**Subject:** RE: So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Happy to talk but if these are event-related questions, I'd love to loop you both with Devora and Jessica from DOE and CH communications.

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Wednesday, April 20, 2016  
3:09 PM  
**To:** Daniel, Michaela

**Cc:** Nancy Kolben  
**Subject:** So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Michaela

THANK YOU so much for shepherding through the event for the Yearbook!

Nancy and I had a few minutes to catch up with Steve Barnett, and we have just a few details and questions we'd like to vet with you about the event.

Do you have a few minutes between now and Friday?

We are very flexible. We are thinking this would take not more than 15 minutes or so

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives  
(formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
322 Eighth Ave, 4 Fl  
New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

**From:** [Hinton, Karen](#)  
**To:** [Mayor's Press Office](#); [Finan, Austin](#)  
**Cc:** [@JustPressOffice](#); [Walzak, Phil](#); [Hagelgans, Andrea](#); [Dan Levitan](#)  
**Subject:** Re: INCO - A few fundraiser questions from Gawker  
**Date:** Friday, May 13, 2016 5:17:24 PM

---

This goes to Dan at Berlin Rosen.

Karen Hinton  
Press Secretary  
917-246-7692

**Follow me on Twitter @KarenHinton**

---

**From:** Mayor's Office <[pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov)>  
**Date:** Friday, May 13, 2016 at 4:38 PM  
**To:** Austin Finan <[AFinan@cityhall.nyc.gov](mailto:AFinan@cityhall.nyc.gov)>  
**Cc:** "@justpressoffice" <[JustPressOffice@cityhall.nyc.gov](mailto:JustPressOffice@cityhall.nyc.gov)>, Phil Walzak <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>, Andrea Hagelgans <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>  
**Subject:** INCO - A few fundraiser questions from Gawker

AF -

**From:** Jordan Sargent [<mailto:jordan@gawker.com>]  
**Sent:** Friday, May 13, 2016 4:21 PM  
**To:** Mayor's Press Office  
**Subject:** A few fundraiser questions from Gawker

To whom it may concern:

I'm writing up a story on the Louis CK fundraiser last night for Gawker and I had a few questions I was hoping you could clarify for me:

1. Reports in Politico/DNAinfo etc quoted you guys as saying you raised \$500,000 once matching donations are counted. Is it equal matching on those donations or some other structure?
2. Who is matching those funds?
3. Was there a target amount you guys were expecting to hit w/ the fundraiser?
4. The NY Post in particular has insinuated that sales of tickets at the thousand-dollar level and above were low and instead you guys filled the crowd with attendees at the hundred dollar level. Can you confirm/deny that assertion?

Thanks  
Jordan

**From:** [Grybauskas, Natalie](#)  
**To:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** FW: Bronx  
**Date:** Monday, May 16, 2016 4:01:04 PM

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**From:** Hagelgans, Andrea  
**Sent:** Monday, May 16, 2016 4:00 PM  
**To:** Grybauskas, Natalie; Richardson, Jerika  
**Subject:** RE: Bronx

I can't get you a date at this time. If they need to set a date, should move forward and I'll let you know if he could stop by

---

**From:** Grybauskas, Natalie  
**Sent:** Monday, May 16, 2016 12:15 PM  
**To:** Hagelgans, Andrea; Richardson, Jerika  
**Subject:** RE: Bronx

Should I tell them next week is possible or they should shoot for following week if they want him to go?

---

**From:** Grybauskas, Natalie  
**Sent:** Monday, May 16, 2016 11:51 AM  
**To:** Hagelgans, Andrea; Richardson, Jerika  
**Subject:** RE: Bronx

They are talking about next week, but would push back if there were a chance he could go.

---

**From:** Hagelgans, Andrea  
**Sent:** Monday, May 16, 2016 11:47 AM  
**To:** Grybauskas, Natalie; Richardson, Jerika  
**Subject:** RE: Bronx

He's not able to do it this week. We were looking at the next few weeks

---

**From:** Grybauskas, Natalie  
**Sent:** Monday, May 16, 2016 11:46 AM  
**To:** Richardson, Jerika; Hagelgans, Andrea  
**Subject:** FW: Bronx

Is this being considered or should I let Dan know to go ahead and plan event without considering mayor schedule?

---

**From:** Dan Levitan [\[mailto:dan@berlinrosen.com\]](mailto:dan@berlinrosen.com)  
**Sent:** Monday, May 16, 2016 11:45 AM  
**To:** Worman, Maya; Grybauskas, Natalie  
**Cc:** Jennifer Hensley; Stacey Levine; Ruth Fasoldt; Jovana Rizzo; CJ Macklin  
**Subject:** Bronx

Reaching out to see if we can set up a time to talk tomorrow or Wednesday to plan the Bronx event.  
Any word back on which day will be best?

Dan

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** [Dan Levitan](#)  
**To:** [Hinton, Karen](#)  
**Cc:** [Finan, Austin](#)  
**Subject:** RE: Response to Cuomo?  
**Date:** Tuesday, May 17, 2016 4:09:15 PM

---

Yup. Anyone else requesting?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

-----Original Message-----

From: Hinton, Karen [<mailto:KHinton@cityhall.nyc.gov>]  
Sent: Tuesday, May 17, 2016 4:06 PM  
To: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
Cc: Finan, Austin <[AFinan@cityhall.nyc.gov](mailto:AFinan@cityhall.nyc.gov)>  
Subject: FW: Response to Cuomo?

Are you handling this?

-----Original Message-----

From: Walzak, Phil  
Sent: Tuesday, May 17, 2016 3:12 PM  
Cc: Hinton, Karen; Finan, Austin  
Subject: Re: Response to Cuomo?

I'd fwd to BR pls

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

Original Message  
From: Siff, Andrew (NBCUniversal)  
Sent: Tuesday, May 17, 2016 2:09 PM  
To: Walzak, Phil  
Cc: Hinton, Karen; Finan, Austin  
Subject: Response to Cuomo?

The Governor today said if the mayor is going to argue there's a conspiracy that would mean Bharara, Vance and Schneiderman are in on the conspiracy.  
He also added all he knows about fundraising investigations he's read in the papers. Any response?

Sent from my iPhone

**From:** [Grybauskas, Natalie](#)  
**To:** "[Dan Levitan](#)"; [Worman, Maya](#)  
**Cc:** [Jennifer Hensley](#); [Stacey Levine](#); [Ruth Fasoldt](#); [Jovana Rizzo](#); [CJ Macklin](#); [Richardson, Jerika](#)  
**Subject:** RE: Bronx  
**Date:** Wednesday, May 18, 2016 11:12:25 AM

---

+ Jerika

Maya should lead on inviting electeds on city's behalf

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Tuesday, May 17, 2016 3:44 PM  
**To:** Worman, Maya; Grybauskas, Natalie  
**Cc:** Jennifer Hensley; Stacey Levine; Ruth Fasoldt; Jovana Rizzo; CJ Macklin  
**Subject:** RE: Bronx

We are looking at 12:30 on Thursday the 26<sup>th</sup> for this now.

Please let us know when you can who will be attending.

Are you available for a quick call tomorrow to talk this through further? We'd like to invite a few local community groups to participate – assuming you are still handling invitations to electeds?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Dan Levitan  
**Sent:** Monday, May 16, 2016 11:45 AM  
**To:** 'Worman, Maya' <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Cc:** Jennifer Hensley <[jennifer.hensley@intersection.com](mailto:jennifer.hensley@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; CJ Macklin <[CJ.Macklin@berlinrosen.com](mailto:CJ.Macklin@berlinrosen.com)>  
**Subject:** Bronx

Reaching out to see if we can set up a time to talk tomorrow or Wednesday to plan the Bronx event. Any word back on which day will be best?

Dan

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** [Grybauskas, Natalie](#)  
**To:** ["Stacey Levine"](#)  
**Cc:** ["Worman, Maya"](#); ["Ruth Fasoldt"](#); ["Dan Levitan"](#); ["CJ Macklin"](#)  
**Subject:** RE: [Update] Bronx Groundbreaking Prep  
**Date:** Friday, May 20, 2016 10:16:58 AM

---

Sorry, 1 and 3:30 – I'm on a 3:30 call.

---

**From:** Grybauskas, Natalie  
**Sent:** Friday, May 20, 2016 10:17 AM  
**To:** Stacey Levine  
**Cc:** Worman, Maya; Ruth Fasoldt; Dan Levitan; CJ Macklin  
**Subject:** RE: [Update] Bronx Groundbreaking Prep

Can we do sometime between 1 and 4?

---

**From:** Grybauskas, Natalie  
**Sent:** Friday, May 20, 2016 10:00 AM  
**To:** Stacey Levine  
**Cc:** Worman, Maya; Ruth Fasoldt; Dan Levitan; CJ Macklin  
**Subject:** Re: [Update] Bronx Groundbreaking Prep

I'm in council hearings this morning - thought maya could stand in for me, but if she didn't jump on we should reschedule for this afternoon.

Sent from mobile

On May 20, 2016, at 9:50 AM, Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)> wrote:

I will open the line again at 10am.

On Fri, May 20, 2016 at 9:48 AM, Worman, Maya <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)> wrote:

I thought it was for 10am. Sorry – still happening? Can dial in now?

**From:** Google Calendar [mailto:[calendar-notification@google.com](mailto:calendar-notification@google.com)] **On Behalf Of** Stacey Levine  
**Sent:** Friday, May 20, 2016 9:37 AM  
**To:** Worman, Maya; [ngrybauskas@cityhall.nyc.gov](mailto:ngrybauskas@cityhall.nyc.gov); [cj.macklin@berlinrosen.com](mailto:cj.macklin@berlinrosen.com); [jovana@berlinrosen.com](mailto:jovana@berlinrosen.com); [ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com); [dan@berlinrosen.com](mailto:dan@berlinrosen.com); [stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)  
**Subject:** [Update] Bronx Groundbreaking Prep

Maya / Natalie, Are you able to join us for this call?

### **Bronx Groundbreaking Prep**

When Fri May 20, 2016 9:30am – 10:30am Eastern Time

Where [712.770.4010](tel:712.770.4010) | 205-728 ([map](#))

Who

- Stacey Levine - organizer
- [ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)

- [dan@berlinrosen.com](mailto:dan@berlinrosen.com)
- [jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)
- [mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)
- [ngrybauskas@cityhall.nyc.gov](mailto:ngrybauskas@cityhall.nyc.gov)
- [cj.macklin@berlinrosen.com](mailto:cj.macklin@berlinrosen.com)

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**Stacey Levine**

Communications Director

T: 646-834-9657

M: 202-422-7558

[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

**Intersection**

233 Broadway, 21st Floor, New York, NY 10279

[intersection.com](http://intersection.com)

**From:** [Viguers, Jonathan](#)  
**To:** [Kadushin, Peter](#); [jfdc](#); [Snyder, Thomas](#); [O'Brien, Kevin](#); [nbaldick@hilltoppublicsolutions.com](#); [Caquias, Paula](#); [Berger, Henry](#); [Almonte, Catherine](#); [Wiley, Maya](#); [Arslanian, Kayla](#); [Wolfe, Emma](#); [Jonathan@berlinrosen.com](#); [Salazar-Rodriguez, Prisca](#)  
**Subject:** MBDB: Conference Call  
**Date:** Sunday, May 22, 2016 6:31:58 PM

---

Please dial in

**MBDB: Conference Call**

Scheduled: Sunday, May 22, 2016 from 6:30 PM to 7:00 PM

Location: Call In # [REDACTED] Code: [REDACTED]

Invitees: Kadushin, Peter , jfdc , Snyder, Thomas , O'Brien, Kevin , Nick Baldick , Caquias, Paula , Berger, Henry , Almonte, Catherine , Wiley, Maya , Arslanian, Kayla , Wolfe, Emma , Jonathan Rosen , Salazar-Rodriguez, Prisca

sent from a mobile device.

**From:** [Grybauskas, Natalie](#)  
**To:** "[Dan Levitan](#)"; [Stacey Levine](#)  
**Cc:** [Jovana Rizzo](#); [CJ Macklin](#)  
**Subject:** RE: bronx event  
**Date:** Monday, May 23, 2016 10:58:42 AM

---

She can definitely make 1 if we can push to then. Is that ok? I know ruth might have to let some folks know but it's not a huge change so shouldn't be the end of the world.

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Monday, May 23, 2016 10:49 AM  
**To:** Grybauskas, Natalie; Stacey Levine  
**Cc:** Jovana Rizzo; CJ Macklin  
**Subject:** RE: bronx event

+

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [mailto:[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)]  
**Sent:** Monday, May 23, 2016 10:44 AM  
**To:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Re: bronx event

Yeah 1 or 1:30 - still trying to find out more from Maya's asst

Sent from mobile

On May 23, 2016, at 10:33 AM, Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)> wrote:

Does that mean start at 1pm?

On Mon, May 23, 2016 at 10:27 AM, Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)> wrote:

Might need to push back the time because Maya has a conflict....would only be by half hour or an hour, is that a possibility?

--

**Stacey Levine**

Communications Director

T: 646-834-9657

M: 202-422-7558

[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

**Intersection**

233 Broadway, 21st Floor, New York, NY 10279

[intersection.com](http://intersection.com)

**From:** [Kadushin, Peter](#)  
**To:** [Brigid Bergin](#); [Dan Levitan](#); [Hinton, Karen](#)  
**Cc:** [Annmarie Fertoli](#); [Julianne Welby](#)  
**Subject:** RE: Reax to Cuomo comments?  
**Date:** Wednesday, June 01, 2016 5:34:59 PM

---

Hi Brigid,

Adding Karen who can assist.

---

**From:** Brigid Bergin [[bbergin@wnyc.org](mailto:bbergin@wnyc.org)]  
**Sent:** Wednesday, June 01, 2016 5:28 PM  
**To:** Dan Levitan; Kadushin, Peter  
**Cc:** Annmarie Fertoli; Julianne Welby  
**Subject:** Reax to Cuomo comments?

Hey Peter, Dan – Are either of you sending out a response to Cuomo’s comments saying the mayor should apologize, etc?

Thanks,  
Brigid

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, May 31, 2016 4:56 PM  
**To:** Brigid Bergin  
**Subject:** RE: Statement of Risa Sugarman

Here is a statement from Laurence Laufer:

“The IG’s report confirms that Ms. Sugarman’s office failed to secure the confidentiality of the memo, and raises serious questions about the BOE’s management and policies. If anyone should apologize, it is surely the BOE.”

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@DanLevitan](#)

---

**From:** Brigid Bergin [<mailto:bbergin@wnyc.org>]  
**Sent:** Tuesday, May 31, 2016 4:33 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** Karen Rouse <[krouse@wnyc.org](mailto:krouse@wnyc.org)>  
**Subject:** FW: Statement of Risa Sugarman

Hey Dan – Can you send me a response to this?

Thanks,  
Brigid

---

**From:** Hinton, Karen [<mailto:KHinton@cityhall.nyc.gov>]  
**Sent:** Tuesday, May 31, 2016 4:33 PM  
**To:** Brigid Bergin; Kadushin, Peter  
**Subject:** RE: Statement of Risa Sugarman

Actually Dan Levitan is handling. Sending this to him.

---

**From:** Brigid Bergin [<mailto:bbergin@wnyc.org>]  
**Sent:** Tuesday, May 31, 2016 4:28 PM  
**To:** Hinton, Karen; Kadushin, Peter  
**Subject:** RE: Statement of Risa Sugarman

Thank you.

---

**From:** Hinton, Karen [<mailto:KHinton@cityhall.nyc.gov>]  
**Sent:** Tuesday, May 31, 2016 4:27 PM  
**To:** Brigid Bergin; Kadushin, Peter  
**Subject:** RE: Statement of Risa Sugarman

Peter handling.

---

**From:** Brigid Bergin [<mailto:bbergin@wnyc.org>]  
**Sent:** Tuesday, May 31, 2016 4:21 PM  
**To:** Hinton, Karen  
**Subject:** FW: Statement of Risa Sugarman

Hey Karen – Any response coming from the mayor’s office to this?

Thanks,  
Brigid

---

**From:** Sugarman, Risa (ELECTIONS) [<mailto:Risa.Sugarman@elections.ny.gov>]  
**Sent:** Tuesday, May 31, 2016 4:16 PM  
**Subject:** Statement of Risa Sugarman

I requested the Inspector General conduct an investigation immediately after the leak of a confidential document prepared by my Division. Allegations were made primarily by the New York City Mayor that I leaked the report due to political motivations. Now that we know the facts, I hope the mayor will apologize for maligning my integrity and professionalism.

Leaks at the New York State Board of Elections cannot be tolerated and the confidential nature of the work of my Division must be honored.

Risa S. Sugarman

Chief Enforcement Counsel  
Division of Election Law Enforcement  
40 North Pearl  
Albany, New York 12207  
518.486.7858

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**From:** [Grybauskas, Natalie](#)  
**To:** "[Dan Levitan](#)"  
**Subject:** RE: Village Voice response  
**Date:** Friday, June 03, 2016 12:44:42 PM

---

I know. I'm asking DoITT to hustle and they are on it. Need to notify commissioner first

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Friday, June 03, 2016 12:44 PM  
**To:** Grybauskas, Natalie  
**Subject:** RE: Village Voice response

Ok – time sensitive

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Friday, June 03, 2016 12:38 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** RE: Village Voice response

Can you hold until Stanley says ok

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Friday, June 03, 2016 12:34 PM  
**To:** Grybauskas, Natalie  
**Subject:** FW: Village Voice response

FYI

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Dan Levitan  
**Sent:** Friday, June 03, 2016 11:14 AM  
**To:** 'Jennifer Hensley' <[jennifer.hensley@intersection.com](mailto:jennifer.hensley@intersection.com)>; 'Shor, Stanley' <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>;

'Stacey Levine' <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; 'Ruth Fasoldt' <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** 'Worman, Maya' <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>  
**Subject:** RE: Village Voice response

Please let us know if this is approved, we'd like to get it over to the Voice midday today. Thank you!

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Dan Levitan  
**Sent:** Thursday, June 02, 2016 7:26 PM  
**To:** 'Jennifer Hensley' <[jennifer.hensley@intersection.com](mailto:jennifer.hensley@intersection.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Worman, Maya <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>  
**Subject:** RE: Village Voice response

Hi Stanley –

Revised camera language below:

Links include cameras on the tablet to enable user-initiated video features, and above each 55" display. They are not currently turned on, but in the future they will be used to monitor and maintain the Links. Any footage or images created by those cameras will be subject to our privacy policy, and not sold or shared with third parties. CityBridge would require a subpoena or similar lawful request before sharing any camera data with any law enforcement agency.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** Jennifer Hensley [<mailto:jennifer.hensley@intersection.com>]  
**Sent:** Thursday, June 02, 2016 6:28 PM  
**To:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** Worman, Maya <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>  
**Subject:** Re: Village Voice response

Thanks Stanley. This looks good to us and we have some language on the cameras that Dan will share. Thanks!

On Thu, Jun 2, 2016 at 5:27 PM, Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)> wrote:

Here is what we propose to add to the response regarding browser history:

CityBridge and DoITT are currently reviewing the privacy policy with an eye to updating the terms to better reflect actual practices.

Stanley Shor  
Assistant Commissioner, Franchise Administration  
New York City Department of  
Information Technology & Telecommunications  
2 MetroTech Center, 4th Floor  
Brooklyn, NY 11201

[718-403-8024](tel:718-403-8024)

[sshor@doitt.nyc.gov](mailto:sshor@doitt.nyc.gov)<mailto:[Name@doitt.nyc.gov](mailto:Name@doitt.nyc.gov)>

[[cid:image003.jpg@01CB1936.E85BA680](#)]

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**Jen Hensley**

General Manager, Link

T: 212 735-8906

C: 917 863-4914

[jen.hensley@intersection.com](mailto:jen.hensley@intersection.com)

**Intersection**

100 Park Avenue 6th Floor New York NY 10017

[intersection.com](http://intersection.com)

**From:** [Grybauskas, Natalie](mailto:Natalie.Grybauskas@cityhall.nyc.gov)  
**To:** "[Dan Levitan](mailto:dan@berlinrosen.com)"  
**Subject:** RE: Village Voice response  
**Date:** Friday, June 03, 2016 1:05:54 PM

---

Can I see revised answer re: browser history?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Friday, June 03, 2016 12:44 PM  
**To:** Grybauskas, Natalie  
**Subject:** RE: Village Voice response

Ok – time sensitive

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Friday, June 03, 2016 12:38 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** RE: Village Voice response

Can you hold until Stanley says ok

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Friday, June 03, 2016 12:34 PM  
**To:** Grybauskas, Natalie  
**Subject:** FW: Village Voice response

FYI

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Dan Levitan  
**Sent:** Friday, June 03, 2016 11:14 AM  
**To:** 'Jennifer Hensley' <[jennifer.hensley@intersection.com](mailto:jennifer.hensley@intersection.com)>; 'Shor, Stanley' <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>;

'Stacey Levine' <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; 'Ruth Fasoldt' <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** 'Worman, Maya' <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>  
**Subject:** RE: Village Voice response

Please let us know if this is approved, we'd like to get it over to the Voice midday today. Thank you!

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Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
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@DanLevitan

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**Cc:** Worman, Maya <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>  
**Subject:** RE: Village Voice response

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--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** Jennifer Hensley [<mailto:jennifer.hensley@intersection.com>]  
**Sent:** Thursday, June 02, 2016 6:28 PM  
**To:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** Worman, Maya <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>  
**Subject:** Re: Village Voice response

Thanks Stanley. This looks good to us and we have some language on the cameras that Dan will share. Thanks!

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Here is what we propose to add to the response regarding browser history:

CityBridge and DoITT are currently reviewing the privacy policy with an eye to updating the terms to better reflect actual practices.

Stanley Shor  
Assistant Commissioner, Franchise Administration  
New York City Department of  
Information Technology & Telecommunications  
2 MetroTech Center, 4th Floor  
Brooklyn, NY 11201

[718-403-8024](tel:718-403-8024)

[sshor@doitt.nyc.gov](mailto:sshor@doitt.nyc.gov)<mailto:[Name@doitt.nyc.gov](mailto:Name@doitt.nyc.gov)>

[[cid:image003.jpg@01CB1936.E85BA680](#)]

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[intersection.com](http://intersection.com)

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** ["Emily Walsh"](#)  
**Subject:** RE: Meeting  
**Date:** Tuesday, June 07, 2016 10:56:18 AM

---

Thanks!

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Tuesday, June 07, 2016 10:55 AM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: Meeting

He can use the one on the 11th floor!

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)]  
**Sent:** Tuesday, June 07, 2016 10:50 AM  
**To:** Emily Walsh  
**Subject:** RE: Meeting

Hey!

Can Mayor use a conference room at 230pm-

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Monday, May 09, 2016 10:01 AM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: Meeting

OK, thanks!

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)]  
**Sent:** Monday, May 09, 2016 9:58 AM  
**To:** Emily Walsh  
**Subject:** RE: Meeting

Hey!

Will no longer need the office-

Thanks!

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Friday, May 06, 2016 3:57 PM

**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: Meeting

OK, he can take the smaller room on our 15th floor. It fits 2 people.

He's all set. Thank you.

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Friday, May 06, 2016 3:46 PM  
**To:** Emily Walsh  
**Subject:** RE: Meeting

2

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Friday, May 06, 2016 3:46 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: Meeting

And for how many people?

Thanks!

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Emily Walsh  
**Sent:** Friday, May 06, 2016 3:44 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: Meeting

How long does he need the room for?

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Friday, May 06, 2016 3:20 PM  
**To:** Emily Walsh  
**Subject:** RE: Meeting

Can Mayor have a meeting at your location on Monday at 11:15am?

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Thursday, May 05, 2016 6:30 PM

**To:** Salazar-Rodriguez, Prisca  
**Subject:** Re: Meeting

Thank you.

On Thu, May 5, 2016 at 3:28 PM -0700, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Sure.

Sent from my iPhone

On May 5, 2016, at 6:22 PM, Emily Walsh <[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)> wrote:

Thanks! Would you mind just telling whoever he is with if they are the last ones there to just shut the glass door?

Thanks!

On Thu, May 5, 2016 at 3:20 PM -0700, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Should be. Yes.

Sent from my iPhone

On May 5, 2016, at 4:46 PM, Emily Walsh <[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)> wrote:

Just confirming he'll be here until 8 pm tonight.

Thanks!  
Emily

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)]  
**Sent:** Wednesday, May 04, 2016 9:49 AM  
**To:** Emily Walsh  
**Cc:** Reception  
**Subject:** RE: Meeting

Thanks!

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Tuesday, May 03, 2016 5:08 PM  
**To:** Salazar-Rodriguez, Prisca  
**Cc:** Reception  
**Subject:** RE: Meeting

Of course. The 16th floor is yours again.

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)]  
**Sent:** Tuesday, May 03, 2016 4:59 PM  
**To:** Emily Walsh  
**Cc:** Reception  
**Subject:** RE: Meeting

Hi!

Can we reserve a conf room for the Mayor for Thursday at 615 to 8pm?

Thanks!

Prisca

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Wednesday, April 13, 2016 11:19 AM  
**To:** Salazar-Rodriguez, Prisca  
**Cc:** Reception  
**Subject:** RE: Meeting

He can use the 15th floor like yesterday. Please send someone upstairs as well so we can get them refreshments.

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)]  
**Sent:** Wednesday, April 13, 2016 10:52 AM  
**To:** Anna Robinson-Sweet; Emily Walsh  
**Cc:** Jonathan Rosen  
**Subject:** Meeting

Hi guys!

The Mayor would like to have a meeting at your office today at 12noon-

He will be meeting with Richard Emery.

Do you have a room avail?

Thanks!

**From:** [Litvak, Gwendolyn](#)  
**To:** [Daria Siegel](#); [Connie Chung](#)  
**Cc:** [Nicole Kolinsky](#)  
**Subject:** Re: Dinner Friday?  
**Date:** Tuesday, June 07, 2016 2:52:11 PM

---

No

Sent from my BlackBerry 10 smartphone.

---

**From:** Daria Siegel  
**Sent:** Tuesday, June 7, 2016 2:51 PM  
**To:** Litvak, Gwendolyn; Connie Chung  
**Cc:** Nicole Kolinsky  
**Subject:** RE: Dinner Friday?

---

I can do Fri – would be great to catch up. Lots of ADNY stuff going on.

Did you guys get the invite for the luncheon next week?

---

**From:** Litvak, Gwendolyn [mailto:[GLitvak@cityhall.nyc.gov](mailto:GLitvak@cityhall.nyc.gov)]  
**Sent:** Tuesday, June 07, 2016 2:42 PM  
**To:** Connie Chung <[CChung@hraadvisors.com](mailto:CChung@hraadvisors.com)>; Daria Siegel <[dsiegel@downtownny.com](mailto:dsiegel@downtownny.com)>  
**Cc:** Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>  
**Subject:** Re: Dinner Friday?

Yeah. I have a drink at 615 but can meet up later like 830. He has to get a train so I don't think we'll be that long.

Sent from my BlackBerry 10 smartphone.

---

**From:** Connie Chung  
**Sent:** Tuesday, June 7, 2016 2:41 PM  
**To:** Daria Siegel; Litvak, Gwendolyn  
**Cc:** Nicole Kolinsky  
**Subject:** Dinner Friday?

Yo – NK and I were just discussing doing dinner on Friday. Anyone else free to join?

**CONNIE J. CHUNG**

Director | HR&A ADVISORS, INC.

99 Hudson Street, 3rd Floor, New York, NY 10013  
Direct: (646) 545-6248 | Mobile: (917) 699-7893  
[CChung@hraadvisors.com](mailto:CChung@hraadvisors.com) | [www.hraadvisors.com](http://www.hraadvisors.com)

**From:** [Litvak, Gwendolyn](#)  
**To:** "[Nicole Kolinsky](#)"; [Daria Siegel](#); [Connie Chung](#)  
**Subject:** RE: Dinner Friday?  
**Date:** Friday, June 10, 2016 1:22:11 PM

---

Let's drink your wine!

**GWEN LITVAK | 212-442-6332**

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Friday, June 10, 2016 1:21 PM  
**To:** Litvak, Gwendolyn; Daria Siegel; Connie Chung  
**Subject:** RE: Dinner Friday?

no gonna lie... we have a lotta wine...

---

**From:** Litvak, Gwendolyn [<mailto:GLitvak@cityhall.nyc.gov>]  
**Sent:** Friday, June 10, 2016 1:21 PM  
**To:** Daria Siegel; Nicole Kolinsky; Connie Chung  
**Subject:** Re: Dinner Friday?

8pm at nicole k's house and then order in National? Or go to some place more fun? I'll be done by 715 in midtown.

Sent from my BlackBerry 10 smartphone.

---

**From:** Daria Siegel  
**Sent:** Friday, June 10, 2016 1:14 PM  
**To:** Litvak, Gwendolyn; 'Nicole Kolinsky'; Connie Chung  
**Subject:** RE: Dinner Friday?

When and where should we meet?!

---

**From:** Litvak, Gwendolyn [<mailto:GLitvak@cityhall.nyc.gov>]  
**Sent:** Tuesday, June 07, 2016 3:44 PM  
**To:** 'Nicole Kolinsky' <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>; Daria Siegel <[dsiegel@downtownny.com](mailto:dsiegel@downtownny.com)>; Connie Chung <[CChung@hraadvisors.com](mailto:CChung@hraadvisors.com)>  
**Subject:** RE: Dinner Friday?

I'm flex too!

**GWEN LITVAK | 212-442-6332**

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Tuesday, June 07, 2016 3:01 PM  
**To:** Litvak, Gwendolyn; Daria Siegel; Connie Chung  
**Subject:** RE: Dinner Friday?

ill try to be there.

also we can do dinner at my place Friday if people want to... or go out. open to both!

---

**From:** Litvak, Gwendolyn [<mailto:GLitvak@cityhall.nyc.gov>]  
**Sent:** Tuesday, June 07, 2016 2:59 PM  
**To:** Daria Siegel; Nicole Kolinsky; Connie Chung  
**Subject:** Re: Dinner Friday?

It's OK. No prob. I probs have work anywya

Sent from my BlackBerry 10 smartphone.

---

**From:** Daria Siegel  
**Sent:** Tuesday, June 7, 2016 2:57 PM  
**To:** Nicole Kolinsky; Litvak, Gwendolyn; Connie Chung  
**Subject:** RE: Dinner Friday?

Ugh, I gave them a personal list of invites for it which included all of you + more. I'll check in. It's Wednesday lunch, fyi.

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Tuesday, June 07, 2016 2:54 PM  
**To:** Litvak, Gwendolyn <[GLitvak@cityhall.nyc.gov](mailto:GLitvak@cityhall.nyc.gov)>; Daria Siegel <[dsiegel@downtownny.com](mailto:dsiegel@downtownny.com)>;  
Connie Chung <[CChung@hraadvisors.com](mailto:CChung@hraadvisors.com)>  
**Subject:** RE: Dinner Friday?

nope!

---

**From:** Litvak, Gwendolyn [<mailto:GLitvak@cityhall.nyc.gov>]  
**Sent:** Tuesday, June 07, 2016 2:52 PM  
**To:** Daria Siegel; Connie Chung  
**Cc:** Nicole Kolinsky  
**Subject:** Re: Dinner Friday?

No

Sent from my BlackBerry 10 smartphone.

---

**From:** Daria Siegel  
**Sent:** Tuesday, June 7, 2016 2:51 PM  
**To:** Litvak, Gwendolyn; Connie Chung  
**Cc:** Nicole Kolinsky  
**Subject:** RE: Dinner Friday?

I can do Fri – would be great to catch up. Lots of ADNY stuff going on.

Did you guys get the invite for the luncheon next week?

---

**From:** Litvak, Gwendolyn [<mailto:GLitvak@cityhall.nyc.gov>]

**Sent:** Tuesday, June 07, 2016 2:42 PM

**To:** Connie Chung <[CChung@hraadvisors.com](mailto:CChung@hraadvisors.com)>; Daria Siegel <[dsiegel@downtownny.com](mailto:dsiegel@downtownny.com)>

**Cc:** Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>

**Subject:** Re: Dinner Friday?

Yeah. I have a drink at 615 but can meet up later like 830. He has to get a train so I don't think we'll be that long.

Sent from my BlackBerry 10 smartphone.

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**From:** Connie Chung

**Sent:** Tuesday, June 7, 2016 2:41 PM

**To:** Daria Siegel; Litvak, Gwendolyn

**Cc:** Nicole Kolinsky

**Subject:** Dinner Friday?

Yo – NK and I were just discussing doing dinner on Friday. Anyone else free to join?

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[CChung@hraadvisors.com](mailto:CChung@hraadvisors.com) | [www.hraadvisors.com](http://www.hraadvisors.com)

**From:** [Litvak, Gwendolyn](mailto:Litvak.Gwendolyn)  
**To:** "[Nicole Kolinsky](mailto:Nicole.Kolinsky)"; [Daria Siegel](mailto:Daria.Siegel); [Connie Chung](mailto:Connie.Chung)  
**Subject:** RE: Dinner Friday?  
**Date:** Friday, June 10, 2016 1:34:25 PM

---

Ok see you at 8pm an NK's. I'll be coming from something so have to skip pedicure. Enjoy!

**GWEN LITVAK | 212-442-6332**

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Friday, June 10, 2016 1:33 PM  
**To:** Daria Siegel; Litvak, Gwendolyn; Connie Chung  
**Subject:** RE: Dinner Friday?

also, im going to get a pedi after work if anyone is interested

---

**From:** Daria Siegel [<mailto:dsiegel@downtownny.com>]  
**Sent:** Friday, June 10, 2016 1:14 PM  
**To:** Litvak, Gwendolyn; Nicole Kolinsky; Connie Chung  
**Subject:** RE: Dinner Friday?

When and where should we meet?!

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**To:** Litvak, Gwendolyn <[GLitvak@cityhall.nyc.gov](mailto:GLitvak@cityhall.nyc.gov)>; Daria Siegel <[dsiegel@downtownny.com](mailto:dsiegel@downtownny.com)>;  
Connie Chung <[CChung@hraadvisors.com](mailto:CChung@hraadvisors.com)>  
**Subject:** RE: Dinner Friday?

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**Sent:** Tuesday, June 07, 2016 2:52 PM  
**To:** Daria Siegel; Connie Chung  
**Cc:** Nicole Kolinsky  
**Subject:** Re: Dinner Friday?

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**Sent:** Tuesday, June 7, 2016 2:51 PM  
**To:** Litvak, Gwendolyn; Connie Chung  
**Cc:** Nicole Kolinsky  
**Subject:** RE: Dinner Friday?

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**Sent:** Tuesday, June 7, 2016 2:41 PM  
**To:** Daria Siegel; Litvak, Gwendolyn  
**Cc:** Nicole Kolinsky  
**Subject:** Dinner Friday?

Yo – NK and I were just discussing doing dinner on Friday. Anyone else free to join?

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[CChung@hraadvisors.com](mailto:CChung@hraadvisors.com) | [www.hraadvisors.com](http://www.hraadvisors.com)

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#)  
**Cc:** [Stacey Levine](#)  
**Subject:** Re: Ok on statement  
**Date:** Monday, June 13, 2016 6:48:45 PM

---

Thanks!

- Sent from my Galaxy S6 -

> On Jun 13, 2016, at 6:42 PM, Grybauskas, Natalie <NGrybauskas@cityhall.nyc.gov> wrote:

>

> Maya good

>

>

>

> Sent from a mobile device

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** ["Emily Walsh"](#)  
**Subject:** Meeting  
**Date:** Tuesday, June 14, 2016 9:29:31 AM

---

Hi! Can the Mayor use a conference room today from 3-5pm?

**From:** [Gold, Jacqueline](#)  
**To:** [Stacey Levine](#)  
**Cc:** [Worman, Maya](#); [Grybauskas, Natalie](#); [Dan Levitan](#); [Ruth Fasoldt](#); [Shor, Stanley](#)  
**Subject:** RE: Fiber / Deployment Announcement  
**Date:** Tuesday, June 14, 2016 5:40:38 PM

---

Best time for me would be 3.30-4.30 pm on Friday.

Thanks and best,  
jackey

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]  
**Sent:** Tuesday, June 14, 2016 5:25 PM  
**To:** Gold, Jacqueline  
**Cc:** Worman, Maya; Grybauskas, Natalie; Dan Levitan; Ruth Fasoldt; Shor, Stanley  
**Subject:** Re: Fiber / Deployment Announcement

Thanks Jackey. Let's look to Thursday and Friday. Ruth and I are free:

Thur 1:00 - 2:00  
Thur 4:30 - 6:00  
Fri 9:00 - 9:30  
Fri 1:00 - 2:00  
Fri 3:30 - 4:30

On Tue, Jun 14, 2016 at 5:07 PM, Gold, Jacqueline <[jacgold@doitt.nyc.gov](mailto:jacgold@doitt.nyc.gov)> wrote:  
Hi Stacey. Sorry for the delay in getting back to you. I am available tomorrow (Wednesday) from 1-2 pm and 4.30-5 pm. Let me know if that works or you would like more times for Thursday and Friday.  
Thanks and best,  
jackey

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]  
**Sent:** Monday, June 13, 2016 5:53 PM  
**To:** Worman, Maya; Grybauskas, Natalie; Dan Levitan; Ruth Fasoldt; Shor, Stanley; Gold, Jacqueline  
**Subject:** Fiber / Deployment Announcement

Hi All,

I was wondering if we could all re-group and jump on a call over the next day or two to discuss the timing and approach for the fiber announcement?

Please let me know what works best for you.

Stacey

--

**Stacey Levine**  
Communications Director

T: [646-834-9657](tel:646-834-9657)  
M: [202-422-7558](tel:202-422-7558)  
[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

**Intersection**

233 Broadway, 21st Floor, New York, NY 10279  
[intersection.com](http://intersection.com)

---

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**Stacey Levine**

Communications Director

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[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

**Intersection**

233 Broadway, 21st Floor, New York, NY 10279  
[intersection.com](http://intersection.com)

**From:** [Shor, Stanley](#)  
**To:** [Stacey Levine](#); [Gold, Jacqueline](#)  
**Cc:** [Worman, Maya](#); [Grybauskas, Natalie](#); [Dan Levitan](#); [Ruth Fasoldt](#)  
**Subject:** RE: Fiber / Deployment Announcement  
**Date:** Tuesday, June 14, 2016 5:46:23 PM  
**Attachments:** [image001.png](#)

---

I'm not available until Friday at 3:30.

Stanley Shor  
Assistant Commissioner, Franchise Administration  
**New York City Department of  
Information Technology & Telecommunications**  
2 MetroTech Center, 4th Floor  
Brooklyn, NY 11201

718-403-8024  
[sshor@doitt.nyc.gov](mailto:sshor@doitt.nyc.gov)



**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]  
**Sent:** Tuesday, June 14, 2016 5:25 PM  
**To:** Gold, Jacqueline  
**Cc:** Worman, Maya; Grybauskas, Natalie; Dan Levitan; Ruth Fasoldt; Shor, Stanley  
**Subject:** Re: Fiber / Deployment Announcement

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Thur 4:30 - 6:00  
Fri 9:00 - 9:30  
Fri 1:00 - 2:00  
Fri 3:30 - 4:30

On Tue, Jun 14, 2016 at 5:07 PM, Gold, Jacqueline <[jacgold@doitt.nyc.gov](mailto:jacgold@doitt.nyc.gov)> wrote:  
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Thanks and best,  
jackey

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]  
**Sent:** Monday, June 13, 2016 5:53 PM

**To:** Worman, Maya; Grybauskas, Natalie; Dan Levitan; Ruth Fasoldt; Shor, Stanley; Gold, Jacqueline  
**Subject:** Fiber / Deployment Announcement

Hi All,

I was wondering if we could all re-group and jump on a call over the next day or two to discuss the timing and approach for the fiber announcement?

Please let me know what works best for you.

Stacey

--

**Stacey Levine**

Communications Director

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---

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--

**Stacey Levine**

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**From:** [Grybauskas, Natalie](#)  
**To:** [Jovana Rizzo](#)  
**Cc:** [Dan Levitan](#); [Stacey Levine](#); [Worman, Maya](#); [Ruth Fasoldt](#)  
**Subject:** Re: Media inquiry -- New York Post -- Messing  
**Date:** Friday, June 17, 2016 6:00:56 PM

---

Ugh can he just run it tomorrow??

Sent from mobile

On Jun 17, 2016, at 5:59 PM, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)> wrote:

Reporter says story probably not running tomorrow — possibly on Monday. Will keep you posted.

---

**From:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Date:** Friday, June 17, 2016 5:38 PM  
**To:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Cc:** "Grybauskas, Natalie" <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>, "Worman, Maya" <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>, Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Subject:** Re: Media inquiry -- New York Post -- Messing

Per Natalie we are using previous statements, but we are avail to discuss.

- Sent from my Galaxy S6 -

On Jun 17, 2016, at 5:15 PM, Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)> wrote:

Ruth and I are free,

On Fri, Jun 17, 2016 at 5:13 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Can you guys talk? We have an update.

--

Dan Levitan

BerlinRosen Public Affairs

O: [646.200.5315](tel:646.200.5315)

C: [201.674.7475](tel:201.674.7475)

@DanLevitan

**From:** Philip Messing [mailto:[pmessing@nypost.com](mailto:pmessing@nypost.com)]  
**Sent:** Friday, June 17, 2016 4:06 PM  
**To:** [media@link.nyc](mailto:media@link.nyc)  
**Subject:** Re: Media inquiry -- New York Post -- Messing

To whom it may concern,

My name is Philip Messing and I'm a reporter for The New York Post.

I am preparing a story for tomorrow's paper that deals with the LinkedNYC effort to provide kiosks to people in Manhattan so they can make free phone calls and use the Internet -- and I'm hoping to discuss a part of this effort with a LinkedNYC spokesman, or spokeswoman.

I am on deadline and I'm hoping that someone can contact me about this story that I'm working on.

I can be reached at this email address --  
[pmessing@nypost.com](mailto:pmessing@nypost.com)

I would also be appreciative if you also replied to my personal email -- [REDACTED].

Additionally, I can be reached at either of these phone numbers:

Work: [212-930-8633](tel:212-930-8633)

Cell: [REDACTED]

Thank you so much.

Best,  
Philip Messing  
New York Post reporter

--

You received this message because you are subscribed to the Google Groups "Media" group.  
To unsubscribe from this group and stop receiving emails from it, send an email to [media+unsubscribe@link.nyc](mailto:media+unsubscribe@link.nyc).

--

**Stacey Levine**

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**From:** [Grybauskas, Natalie](#)  
**To:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Date:** Friday, June 17, 2016 8:48:58 PM

---

Can you show me exactly what you sent Post just for awareness?

Sent from mobile

**From:** [Grybauskas, Natalie](#)  
**To:** [Phillips, Eric Falk](#)  
**Cc:** [Dan Levitan](#); [Worman, Maya](#); [Jovana Rizzo](#)  
**Subject:** Re: New York Post inquiry -- Messing  
**Date:** Sunday, June 19, 2016 5:34:00 PM

---

Got it

Disregard my email just now

Sent from mobile

On Jun 19, 2016, at 5:33 PM, Phillips, Eric Falk <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)> wrote:

Nobody knows what hearsay means. Keep first sentence and go. Make them prove it. And deal with any issue in the future.

On Jun 19, 2016, at 4:56 PM, Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)> wrote:

Eric?

Sent from mobile

On Jun 19, 2016, at 4:39 PM, Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)> wrote:

Seriously? There is no evidence. It's hearsay.

Happy to exchange that sentence for "this accusation is based on hearsay."

Sent from mobile

On Jun 19, 2016, at 4:34 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Would skip first sentence

- Sent from my Galaxy S6 -

On Jun 19, 2016, at 4:32 PM,  
Grybauskas, Natalie  
<[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
wrote:

Can we do:

There's  
no  
evidence  
anyone  
was  
watching  
porn.  
Link  
kiosks  
have  
the  
same  
content  
filtering  
systems  
in  
place  
as  
schools  
or  
libraries.  
And  
while  
the  
Post  
is  
interested  
in  
embarrassing  
homeless  
people,  
our  
goal  
is  
to  
help  
them.

Sent from mobile

On Jun 19, 2016, at 4:12  
PM, Grybauskas, Natalie  
<[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)  
> wrote:

There's no  
evidence anyone  
was watching  
porn - because  
people can't  
watch porn on

these kiosks.  
While the Post is  
interested in  
embarrassing  
homeless people,  
our goal is to  
help them.

**From:** [Jovana Rizzo](#)  
**To:** [Grybauskas, Natalie](#); [Dan Levitan](#)  
**Cc:** [Stacey Levine](#)  
**Subject:** Re: daily mail  
**Date:** Monday, June 20, 2016 10:46:54 AM

---

I'm reaching out w statement/background/corrections. Here's the reporter's info:

**Mia de Graaf**

Reporter

**Daily Mail** | 51 Astor Place, 9th Floor, New York, NY 10003

Phone: [REDACTED]  
Email: [mia.degraaf@dailymail.com](mailto:mia.degraaf@dailymail.com)  
Twitter: [@miadegraaf](#)

---

**From:** "Grybauskas, Natalie" <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Date:** Monday, June 20, 2016 10:37 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>, Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Subject:** RE: daily mail

Don't I know it! Let me know when you have a phone number or email. Thanks

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, June 20, 2016 10:33 AM  
**To:** Grybauskas, Natalie  
**Cc:** Jovana Rizzo; Stacey Levine  
**Subject:** RE: daily mail

We are reaching out. Inaccurately copied Post stories are the Mail's bread and butter.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Monday, June 20, 2016 10:32 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** daily mail

Article says they reached out to citybridge. Completely inaccurate story here. Need to make a couple of corrections (including that there is no taxpayer money invested in this project)

<http://www.dailymail.co.uk/news/article-3650526/Homeless-men-school-boys-watching-PORN-free-internet-connected-tablets-Times-Square.html>

Can you let me know when you have contact info?

**From:** [Grybauskas, Natalie](#)  
**To:** [Jovana Rizzo](#)  
**Cc:** [Stacey Levine](#); [Dan Levitan](#)  
**Subject:** Re: daily mail  
**Date:** Monday, June 20, 2016 11:24:07 AM

---

Great. Thanks

Sent from mobile

On Jun 20, 2016, at 11:14 AM, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)> wrote:

Story has been updated w quotes and took out taxpayer  
\$ <http://www.dailymail.co.uk/news/article-3650526/Homeless-men-school-boys-watching-PORN-free-internet-connected-tablets-Times-Square.html>

---

**From:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Date:** Monday, June 20, 2016 10:40 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** "Grybauskas, Natalie" <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Subject:** Re: daily mail

This is so incredibly ridiculous.

On Mon, Jun 20, 2016 at 10:33 AM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

We are reaching out. Inaccurately copied Post stories are the Mail's bread and butter.

--

Dan Levitan

BerlinRosen Public Affairs

O: [646.200.5315](tel:646.200.5315)

C: [201.674.7475](tel:201.674.7475)

@DanLevitan

---

**From:** Grybauskas, Natalie [mailto:[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)]  
**Sent:** Monday, June 20, 2016 10:32 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

**Subject:** daily mail

Article says they reached out to citybridge. Completely inaccurate story here. Need to make a couple of corrections (including that there is no taxpayer money invested in this project)

<http://www.dailymail.co.uk/news/article-3650526/Homeless-men-school-boys-watching-PORN-free-internet-connected-tablets-Times-Square.html>

Can you let me know when you have contact info?

--

**Stacey Levine**

Communications Director

T: 646-834-9657

M: 202-422-7558

[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

**Intersection**

233 Broadway, 21st Floor, New York, NY 10279

[intersection.com](http://intersection.com)

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#)  
**Subject:** RE: NY Times  
**Date:** Wednesday, June 22, 2016 2:59:35 PM

---

Grt

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [mailto:[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)]  
**Sent:** Wednesday, June 22, 2016 2:59 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Re: NY Times

3:30?

Sent from mobile

On Jun 22, 2016, at 2:58 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Can you talk for a quick sec?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** [Grybauskas, Natalie](#)  
**To:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** hesitant  
**Date:** Friday, June 24, 2016 11:41:55 AM

---

I just wonder if instead of dumping the story now we should wait until we have a better sense of how far off CB is going to be from the goal? Also maybe would rather see mcgeehan story come out and be a positive story before injecting worse news into the cycle?

**From:** [Dawsey, Joshua](#)  
**To:** [Phillips, Eric Falk](#); [Dan Levitan](#)  
**Subject:** Story  
**Date:** Monday, June 27, 2016 12:20:09 PM

---

I'm working on a story on what gov has already done/might do in upcoming months to affect the mayor's re-elect chances. I've got some material from reporting over last few days but welcome a chat with someone on record or on background (assuming you will send me the typical statement about crime being down, pre-K, affordable housing etc.)

Thanks, Dawsey

**From:** [Dan Levitan](#)  
**To:** [Rich Calder](#); [Phillips, Eric Falk](#)  
**Subject:** RE: Blog post  
**Date:** Monday, June 27, 2016 4:27:09 PM

---

Just tried you, can you talk by phone?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** Rich Calder [mailto:rcalder@nypost.com]  
**Sent:** Monday, June 27, 2016 4:18 PM  
**To:** Dan Levitan <dan@berlinrosen.com>; Phillips, Eric Falk <EFPhillips@cityhall.nyc.gov>  
**Subject:** Fwd: Blog post

Our paper wants to see if the mayor's office and/or his campaign wants to comment about this blog post.

Thanks  
Rich Calder, staff reporter  
New York Post  
718-744-8304 (cell)

<http://citycouncilwatch.net/blog/2016/6/27/i6mtfh0pls67bcsilnczx9hcx722jq>

**From:** [Grybauskas, Natalie](#)  
**To:** "[Dan Levitan](#)"  
**Subject:** RE: Got a sec?  
**Date:** Thursday, June 30, 2016 12:41:40 PM

---

Just tried you back

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Thursday, June 30, 2016 12:32 PM  
**To:** Grybauskas, Natalie  
**Subject:** Got a sec?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@DanLevitan](#)

**From:** [Dan Levitan](#)  
**To:** [Phillips, Eric Falk](#)  
**Cc:** [PhilWalzak \(gmail.com\)](#)  
**Subject:** Re: Later today  
**Date:** Wednesday, July 06, 2016 9:56:26 AM

---

Yup, thanks

- Sent from my Galaxy S6 -

On Jul 6, 2016, at 9:55 AM, Phillips, Eric Falk <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)> wrote:

FYI

Begin forwarded message:

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** July 6, 2016 at 9:54:54 AM EDT  
**To:** "Evans, Dave B." <[Dave.B.Evans@abc.com](mailto:Dave.B.Evans@abc.com)>  
**Cc:** "Finan, Austin" <[AFinan@cityhall.nyc.gov](mailto:AFinan@cityhall.nyc.gov)>  
**Subject:** Re: Later today

I'm the king of pith! Austin is widely known for his ability to put young children to sleep with his statements. But it will probably be the guys at BerlinRosen. Id check in with them.

On Jul 6, 2016, at 9:52 AM, Evans, Dave B.  
<[Dave.B.Evans@abc.com](mailto:Dave.B.Evans@abc.com)> wrote:

Good morning

Later today I'll be at campaign finance board. Will someone from Mayor's office be there--and be able to give us a pithy response?

Or a boring statement at least later?

Yours in news,

Dave

347-647-1251

Sent from my iPhone

**From:** [Phillips, Eric Falk](#)  
**To:** [Dan Levitan](#)  
**Subject:** Fwd: Campaign finance board announcement  
**Date:** Wednesday, July 06, 2016 3:26:48 PM

---

Begin forwarded message:

**From:** Samar Khurshid <[skhurshid@gothamgazette.com](mailto:skhurshid@gothamgazette.com)>  
**Date:** July 6, 2016 at 3:25:58 PM EDT  
**To:** <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>  
**Subject: Campaign finance board announcement**

Eric,

Does the Mayor have any comment about the Campaign Finance Board's advisory opinion and determination that were approved at their public meeting this afternoon?

thanks

Samar Khurshid  
City Government Reporter  
Gotham Gazette  
+1-347-784-8163

**From:** [Walzak, Phil](#)  
**To:** [Finan, Austin](#); [Dan Levitan](#); [Phillips, Eric Falk](#)  
**Subject:** FW: Trump comments  
**Date:** Wednesday, July 06, 2016 4:02:24 PM

---

**From:** Carl Campanile [mailto:[ccampanile@nypost.com](mailto:ccampanile@nypost.com)]  
**Sent:** Wednesday, July 06, 2016 4:02 PM  
**To:** Walzak, Phil  
**Subject:** Re: Trump comments

Post Edit Board.

On Wed, Jul 6, 2016 at 3:57 PM, Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:  
Thanks Carl  
Press ofc will be in touch though out of curiosity, what interview was this?

---

**From:** Finan, Austin  
**Sent:** Wednesday, July 06, 2016 3:55 PM  
**To:** 'Carl Campanile'; Walzak, Phil; Dan Levitan; Phillips, Eric Falk  
**Subject:** RE: Trump comments

+Eric Phillips

**From:** Carl Campanile [mailto:[ccampanile@nypost.com](mailto:ccampanile@nypost.com)]  
**Sent:** Wednesday, July 06, 2016 3:53 PM  
**To:** Walzak, Phil; Finan, Austin; Dan Levitan  
**Subject:** Trump comments

Hey there. Carl Campanile of the NY Post here. Can one of you folks get a comment from the mayor for me?

In an interview today, presumptive GOP presidential nominee Donald Trump teed off on Mayor de Blasio.

Trump called de Blasio "the single worst mayor in the history of New York City."

Asked about the investigations in de Blasio's fundraising activities, Trump said, "What he's done is really criminal."

Trump claimed the city's quality of life has declined under de Blasio.

"All of a sudden the squeegee guys are at the cars. All of a sudden you have homeless people living on streets you didn't see a few years ago, which is sad for the people."

He's letting a great deal go to hell. The city has a lot less spirit under him . . .

Trump even complained that he never got a phone call or a letter of thanks for completing and opening the Ferry Point golf course in The Bronx.

"We got it done in less than a year. It's open and it's very successful. I never a got a note of congratulations from this maniac. I never got a thank you letter," he said.

"I save the city's ass. I never got a phone call."

Let me know. Thanks. CC



**From:** [Walzak, Phil](#)  
**To:** [Finan, Austin](#); [Dan Levitan](#); [Phillips, Eric Falk](#)  
**Subject:** RE: Trump comments  
**Date:** Wednesday, July 06, 2016 4:08:00 PM

---

Just rip his face off

---

**From:** Walzak, Phil  
**Sent:** Wednesday, July 06, 2016 4:02 PM  
**To:** Finan, Austin; Dan Levitan; Phillips, Eric Falk  
**Subject:** FW: Trump comments

**From:** Carl Campanile [<mailto:ccampanile@nypost.com>]  
**Sent:** Wednesday, July 06, 2016 4:02 PM  
**To:** Walzak, Phil  
**Subject:** Re: Trump comments

Post Edit Board.

On Wed, Jul 6, 2016 at 3:57 PM, Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:  
Thanks Carl  
Press ofc will be in touch though out of curiosity, what interview was this?

---

**From:** Finan, Austin  
**Sent:** Wednesday, July 06, 2016 3:55 PM  
**To:** 'Carl Campanile'; Walzak, Phil; Dan Levitan; Phillips, Eric Falk  
**Subject:** RE: Trump comments

+Eric Phillips

**From:** Carl Campanile [<mailto:ccampanile@nypost.com>]  
**Sent:** Wednesday, July 06, 2016 3:53 PM  
**To:** Walzak, Phil; Finan, Austin; Dan Levitan  
**Subject:** Trump comments

Hey there. Carl Campanile of the NY Post here. Can one of you folks get a comment from the mayor for me?

In an interview today, presumptive GOP presidential nominee Donald Trump teed off on Mayor de Blasio.

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Asked about the investigations in de Blasio's fundraising activities, Trump said, "What he's done is really criminal."

Trump claimed the city's quality of life has declined under de Blasio.

"All of a sudden the squeegee guys are at the cars. All of a sudden you have homeless people living on streets you didn't see a few years ago, which is sad for the people."

He's letting a great deal go to hell. The city has a lot less spirit under him . . .

Trump even complained that he never got a phone call or a letter of thanks for completing and opening the Ferry Point golf course in The Bronx.

“We got it done in less than a year. It’s open and it’s very successful. I never a got a note of congratulations from this maniac. I never got a thank you letter,” he said.

"I save the city’s ass. I never got a phone call."

Let me know. Thanks. CC



**From:** [Dan Levitan](#)  
**To:** [Rosa Goldensohn](#); [Mayor's Press Office](#)  
**Subject:** RE: please send comment on CFB ruling if there is any  
**Date:** Wednesday, July 06, 2016 2:59:08 PM

---

“The Campaign for One New York was formed to advocate for New York City’s progressive policy agenda. It never engaged in any election campaign activity for any candidate and shut down more than a year and a half before next year’s election. We are pleased with today’s CFB decision.”

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@DanLevitan](#)

---

**From:** Rosa Goldensohn [mailto:[RGoldensohn@crainsnewyork.com](mailto:RGoldensohn@crainsnewyork.com)]  
**Sent:** Wednesday, July 06, 2016 2:54 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Mayor's Press Office <[pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov)>  
**Subject:** please send comment on CFB ruling if there is any

Thanks. RG

**From:** [Phillips, Eric Falk](#)  
**To:** [Dawsey, Joshua](#)  
**Cc:** [Dan Levitan](#); [Mike Vilensky](#)  
**Subject:** Re: Cuomo story  
**Date:** Saturday, July 09, 2016 2:58:42 PM

---

We'll get back to you today. Are you saying he's trying to help a specific oppo, or just undermining mayor generally?

On Jul 9, 2016, at 1:06 PM, Dawsey, Joshua <[joshua.dawsey@dowjones.com](mailto:joshua.dawsey@dowjones.com)> wrote:

FYI, this is scheduled to run in Monday's paper, so let me know if you guys want to add anything. I'm in Dallas but reachable by phone.

On Fri, Jul 8, 2016 at 11:28 AM, Dawsey, Joshua <[joshua.dawsey@dowjones.com](mailto:joshua.dawsey@dowjones.com)> wrote:

Eric, Dan:

We're doing a story on what gov is doing behind the scenes to shape 2017.

Want to offer you guys a chance to comment, if you'd like, on the following pieces:

-- Do you expect the governor's support in the election, or do you think he will back someone else/encourage someone else to run?

-- What do you say to the constant public comments by the governor that seem designed to undermine the mayor's competency?

-- Are you aware of the governor's efforts behind the scenes to encourage other candidates, sew discord against the mayor?

-- How do you think the feud shapes the re-election campaign? (We have many others weighing in on this but welcome any opinion from you.)

-- Do you have a plan to combat any possible influence by the governor into the 2017 race, should he get fully involved?

-- Has the governor and mayor chatted at all about the mayor's re-election? (I think I know the answer to this!)

-- Do you see any downsides for the governor should he decide to get involved in the mayor's re-election effort?

I am not expecting a long or candid answer, necessarily, to all of these questions and imagine I'll get a statement saying pre-K, affordable housing is great, crime is down, etc. but want to give you a chance to address the points in our story - should you choose!

Best, Josh

**From:** [Phillips, Eric Falk](#)  
**To:** [Dawsey, Joshua](#); [Dan Levitan](#)  
**Cc:** [Mike Vilensky](#)  
**Subject:** Re: Cuomo story  
**Date:** Sunday, July 10, 2016 4:19:27 PM

---

NYC kids are 3 times less likely to be attacked by a shark since Mayor de Blasio's rolled out free, high-quality pre-k for all.

---

**From:** Joshua Dawsey <[joshua.dawsey@dowjones.com](mailto:joshua.dawsey@dowjones.com)>  
**Date:** Sunday, July 10, 2016 at 4:16 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** "Eric F. Phillips" <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>, Mike Vilensky <[Mike.Vilensky@dowjones.com](mailto:Mike.Vilensky@dowjones.com)>  
**Subject:** Re: Cuomo story

one day i want to ask you guys about a random topic, like a beached whale or shark attack on rockaway beach, and see if you can get pre-K in the statement!

On Sun, Jul 10, 2016 at 4:12 PM, Dawsey, Joshua <[joshua.dawsey@dowjones.com](mailto:joshua.dawsey@dowjones.com)> wrote:

On Sun, Jul 10, 2016 at 4:08 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Here's a quote you can use from me:

"It would be pretty shocking to a lot of progressives and struggling New Yorkers if the Governor was trying to the undermine the progress the Mayor has made on crime, pre-k for everyone, affordable housing, and help for working families."

- Sent from my Galaxy S6 -

> On Jul 8, 2016, at 11:28 AM, Dawsey, Joshua <[joshua.dawsey@dowjones.com](mailto:joshua.dawsey@dowjones.com)> wrote:

>

> Eric, Dan:

> We're doing a story on what gov is doing behind the scenes to shape 2017.

> Want to offer you guys a chance to comment, if you'd like, on the following pieces:

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> -- What do you say to the constant public comments by the governor that seem designed to undermine the mayor's competency?

> -- Are you aware of the governor's efforts behind the scenes to encourage other candidates, sew discord against the mayor?

> -- How do you think the feud shapes the re-election campaign? (We have many others weighing in on this but welcome any opinion from you.)

> -- Do you have a plan to combat any possible influence by the governor into the 2017 race, should he get fully involved?

> -- Has the governor and mayor chatted at all about the mayor's re-election? (I think I know the

answer to this!)

> -- Do you see any downsides for the governor should he decide to get involved in the mayor's re-election effort?

>

> I am not expecting a long or candid answer, necessarily, to all of these questions and imagine I'll get a statement saying pre-K, affordable housing is great, crime is down, etc. but want to give you a chance to address the points in our story - should you choose!

>

> Best, Josh

>

>

**From:** [Grybauskas, Natalie](#)  
**To:** [Dan Levitan](#)  
**Subject:** Re: Can you talk this afternoon?  
**Date:** Tuesday, July 12, 2016 12:59:45 PM

---

K

Sent from mobile

On Jul 12, 2016, at 12:23 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

2:15?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Tuesday, July 12, 2016 12:23 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Re: Can you talk this afternoon?

Yeah 2 pm?

Sent from mobile

On Jul 12, 2016, at 12:20 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** [Restler, Lincoln](#)  
**To:** [Giselle Routhier](#)  
**Cc:** [Mary Brosnahan](#); [Dan Levitan](#)  
**Subject:** Re: Feminine Hygiene Bill Signing  
**Date:** Wednesday, July 13, 2016 10:57:55 AM

---

Great! Thanks so much

Written with my thumbs. Sorry for typos.

On Jul 13, 2016, at 10:56 AM, Giselle Routhier <[GRouthier@cfthomeless.org](mailto:GRouthier@cfthomeless.org)> wrote:

Lincoln -

You can submit this from me:

“Feminine hygiene products are a basic and critical need for homeless women. This new legislation will expand access and availability of feminine hygiene products across all types of New York City shelters, reducing one small stressor in the lives of homeless women.”

Giselle Routhier, Policy Director, Coalition for the Homeless

---

**From:** Restler, Lincoln <[lrestler@cityhall.nyc.gov](mailto:lrestler@cityhall.nyc.gov)>

**Sent:** Tuesday, July 12, 2016 7:02:08 PM

**To:** Mary Brosnahan; Giselle Routhier

**Subject:** Feminine Hygiene Bill Signing

Hi Mary and Giselle – Hope you are both well!

Mayor is signing new legislation that will make feminine hygiene products available in all DHS and HRA family with children, adult family, and single adult female shelters.

Would you be interested in including statement in the release? Would need by 11am tomorrow if so.

Thanks in advance for considering.

Lincoln

<image001.png>  
THE CITY OF NEW YORK  
OFFICE OF THE MAYOR

NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE: July 13, 2016**

**CONTACT: [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958**

**MAYOR DE BLASIO SIGNS LEGISLATION INCREASING ACCESS TO  
FEMININE HYGIENE PRODUCTS FOR STUDENTS, SHELTER  
RESIDENTS AND INMATES**

**NEW YORK**—Mayor Bill de Blasio today signed a package of legislation increasing access to feminine hygiene products for New York City’s shelter residents, students and inmates. With Intros 1122-A, 1123-A and 1128-A, New York City guarantees these essential products to all Department of Corrections inmates; any person residing in a City shelter or under the care of Children’s Services – including transgender, intersex and gender non-conforming New Yorkers; and all public school students. The Mayor signed the legislation at **XPLACE**, further solidifying NYC as a national leader in advocating for women and girls.

“There should be no stigma around something as fundamental as menstruation. These laws recognize that feminine hygiene products are a necessity – not a luxury,” said **Mayor Bill de Blasio**. “Students should be able to concentrate on their studies, New Yorkers in shelter should be able to focus on rebuilding their lives, and women in our Corrections Department should be able to work toward rehabilitation and release without the indignity of inadequate access to tampons and pads. As a father, husband and feminist, I am proud to sign these bills into law.”

**FLONYC**

**Azadeh Khalili, Executive Director of the Mayor’s Commission on Gender Equity**, said, “No one should have to worry about whether they have access to feminine hygiene products when they’re already worrying about an upcoming math final or finding a permanent and safe home for their family. The Commission on Gender Equity was formed to ensure City government creates policy supportive of women and girls, regardless of gender expression, and today’s laws are a great sign of more to come in increasing fairness and access for our city’s female-bodied residents.”

The first bill, Intro. 1122-A, requires the Department of Correction to ensure that all female inmates are guaranteed access to feminine hygiene products, codifying an existing practice into law. This bill reaffirms that everyone under the care of the City should have access to the hygiene products they need. In his remarks, the Mayor thanked the bill’s sponsors, Council Speaker Melissa Mark-Viverito and Council Member Julissa Ferreras-Copeland.

The second bill, Intro. 1123-A, requires the Department of Citywide Administrative Services to make feminine hygiene products available to agencies that operate temporary shelters or have oversight of providers operating temporary shelters. This includes the Department of Homeless Services family

shelters and single adult shelters; HIV/AIDS Services Administration shelters; and Human Resources Administration domestic violence shelters. The bill also requires DCAS to make such products available to youth in secure detention facilities, and youth awaiting placement with a licensed foster care agency in congregate care facilities, both of which are operated by the Administration for Children's Services.

By making feminine hygiene products available in all single-adult shelters – not just women's shelters – the bill guarantees that transgender, intersex and gender non-conforming New Yorkers will all have access to the products, regardless of their gender identity or expression. In his remarks, the Mayor thanked the bill's sponsors, Council Speaker Melissa Mark-Viverito and Council Member Stephen Levin.

The third bill, Intro. 1128-A, requires the Department of Education to make free feminine hygiene products available to students in the bathrooms of school buildings, making New York City's the largest program of its kind nationwide. This bill ensures that students have the support they need to focus on learning and feel comfortable in the classroom.

This policy will apply to school buildings in which there are students in grades 6 to 12, including charter schools in DOE controlled and operated spaces. To better educate New York City families on this program, schools will host parent workshops and student information sessions about feminine hygiene products during the 2015-2016 school year. In his remarks, the Mayor thanked the bill's sponsors, Council Speaker Melissa Mark-Viverito and Council Member Julissa Ferreras-Copeland.

Intro. 1128-A comes after a successful pilot program during the 2015-2016 school year. The City placed 380 dispensers across 25 middle and high schools and trained staff members in assisting students and parents in any concerns with the program. School principals responded positively to the pilot.

###

**From:** [Viguers, Jonathan](#)  
**To:** [Snyder, Thomas](#); [dkieve@hilltoppublicsolutions.com](mailto:dkieve@hilltoppublicsolutions.com); [O'Brien, Kevin](#); [nbaldick@hilltoppublicsolutions.com](mailto:nbaldick@hilltoppublicsolutions.com); [Collins-McNeil, Christopher](#); [Berger, Henry](#); [Walzak, Phil](#); [laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com); [Wolfe, Emma](#); [dan@berlinrosen.com](mailto:dan@berlinrosen.com); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [Salazar-Rodriguez, Prisca](#)  
**Subject:** Private Call  
**Date:** Wednesday, July 13, 2016 3:05:32 PM

---

Please dial in

**Private Call**

Scheduled: Wednesday, Jul 13, 2016 from 3:00 PM to 3:30 PM

Location: Call In#: [REDACTED] Code: [REDACTED]

Invitees: Snyder, Thomas , David Kieve , O'Brien, Kevin , Nick Baldick , Collins-McNeil, Christopher , Berger, Henry , Walzak, Phil , 'Laurence Laufer' , Wolfe, Emma , '[dan@berlinrosen.com](mailto:dan@berlinrosen.com)' , Jonathan Rosen , Salazar-Rodriguez, Prisca

sent from a mobile device.

**From:** [O'Brien, Kevin](#)  
**To:** [Viguers, Jonathan](#); [Snyder, Thomas](#); [dkieve@hilltoppublicsolutions.com](mailto:dkieve@hilltoppublicsolutions.com); [nbaldick@hilltoppublicsolutions.com](mailto:nbaldick@hilltoppublicsolutions.com); [Collins-McNeil, Christopher](#); [Berger, Henry](#); [Walzak, Phil](#); [laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com); [Wolfe, Emma](#); [dan@berlinrosen.com](mailto:dan@berlinrosen.com); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [Salazar-Rodriguez, Prisca](#)  
**Subject:** RE: Private Call  
**Date:** Wednesday, July 13, 2016 3:08:00 PM

---

now

---

**From:** Viguers, Jonathan  
**Sent:** Wednesday, July 13, 2016 3:08 PM  
**To:** Snyder, Thomas; [dkieve@hilltoppublicsolutions.com](mailto:dkieve@hilltoppublicsolutions.com); O'Brien, Kevin; [nbaldick@hilltoppublicsolutions.com](mailto:nbaldick@hilltoppublicsolutions.com); Collins-McNeil, Christopher; Berger, Henry; Walzak, Phil; [laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com); Wolfe, Emma; [dan@berlinrosen.com](mailto:dan@berlinrosen.com); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); Salazar-Rodriguez, Prisca  
**Subject:** Private Call

Please let me know when the mayor should dial in

**Private Call**

Scheduled: Wednesday, Jul 13, 2016 from 3:00 PM to 3:30 PM

Location: Call In#: [REDACTED] Code: [REDACTED]

Invitees: Snyder, Thomas , David Kieve , O'Brien, Kevin , Nick Baldick , Collins-McNeil, Christopher , Berger, Henry , Walzak, Phil , 'Laurence Laufer' , Wolfe, Emma , ['dan@berlinrosen.com'](mailto:dan@berlinrosen.com) , Jonathan Rosen , Salazar-Rodriguez, Prisca

sent from a mobile device.

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [Aidinoff, Charles](#); [Berger, Henry](#); [O'Brien, Kevin](#); [Schnake Mahl, Gabriel](#); [Thornton, Demetrius](#); [Seignious, Sandy](#); [Markham, Max](#); [McMoore, Marvin](#); [Wolfe, Emma](#); [Walzak, Phil](#); [Williams, Dominic](#); [Snyder, Thomas](#); [Lauter, Rachel](#); [Darlington, Mandy \(OMB\)](#); [Gil, Claudia](#); [Lupo, Jon Paul](#); ["dkieve@hilltoppublicsolutions.com"](#); [Ryan, Kristine](#); [Viguers, Jonathan](#); ["nbaldick@hilltoppublicsolutions.com"](#); ["Laurence Laufer"](#); [Fuleihan, Dean \(OMB\)](#); [Collins-McNeil, Christopher](#); [Khanyile-Lynch, Celi](#); [Caquias, Paula](#); [Gonzalez, Melissa](#); [Jonathan Rosen](#)  
**Cc:** ["nbaldick@hilltoppublicsolutions.com"](#); [Fuleihan, Dean \(OMB\)](#)  
**Subject:** RE: MBDB: Reform Meeting  
**Date:** Thursday, July 14, 2016 4:23:22 PM

---

Apologies, But this meeting will be rescheduled.

-----Original Appointment-----

**From:** Salazar-Rodriguez, Prisca

**Sent:** Thursday, July 07, 2016 7:59 AM

**To:** Salazar-Rodriguez, Prisca; Aidinoff, Charles; Berger, Henry; O'Brien, Kevin; Schnake Mahl, Gabriel; Thornton, Demetrius; Seignious, Sandy; Markham, Max; McMoore, Marvin; Wolfe, Emma; Walzak, Phil; Williams, Dominic; Snyder, Thomas; Lauter, Rachel; Darlington, Mandy (OMB); Gil, Claudia; Lupo, Jon Paul; 'dkieve@hilltoppublicsolutions.com'; Ryan, Kristine; Viguers, Jonathan;

'nbaldick@hilltoppublicsolutions.com'; 'Laurence Laufer'; Fuleihan, Dean (OMB); Collins-McNeil, Christopher; Khanyile-Lynch, Celi; Caquias, Paula; Gonzalez, Melissa; Jonathan Rosen

**Cc:** 'nbaldick@hilltoppublicsolutions.com'; Fuleihan, Dean (OMB)

**Subject:** MBDB: Reform Meeting

**When:** Thursday, July 14, 2016 3:30 PM-5:30 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** Gracie Mansion - Call In # [REDACTED] Code: [REDACTED]

**From:** [Grybauskas, Natalie](#)  
**To:** [Worman, Maya](#)  
**Cc:** [Stacey Levine](#); [Dan Levitan](#); [Jovana Rizzo](#); [Shor, Stanley](#)  
**Subject:** Re: WSJ Request  
**Date:** Wednesday, July 20, 2016 10:24:02 AM

---

m.o

> On Jul 20, 2016, at 10:11 AM, Worman, Maya <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)> wrote:  
>  
> Added Natalie so she is aware.  
>  
> On Jul 20, 2016, at 10:10 AM, Stacey Levine  
<[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)<<mailto:stacey.levine@intersection.com>>> wrote:  
>  
> Maya/Stanley, See below.  
>  
> BR can give him a call to get more info before we respond.  
>  
>  
> ----- Forwarded message -----  
> From: Kanno-Youngs, Zolan <[zolan.kanno-youngs@wsj.com](mailto:zolan.kanno-youngs@wsj.com)<<mailto:zolan.kanno-youngs@wsj.com>>>  
> Date: Wed, Jul 20, 2016 at 10:04 AM  
> Subject: WSJ Request  
> To: [Media@link.nyc](mailto:Media@link.nyc)<<mailto:Media@link.nyc>>  
>  
>  
> Hello,  
>  
> I'm writing a follow up story to the rolling out of Link NYC kiosks and I'm hoping I can speak to an official to get comments about some reactions I've gotten from residents on the Upper East side. Residents have said they either don't use the kiosks, they congest sidewalks or they've seen homeless people camp out around them for hours. The one person I saw using the kiosk yesterday was homeless.  
>  
> Many residents also wondered why the beta phase was rolling out in the Upper East Side when other neighborhoods might have a greater need for internet access. Is it because of the exposure of advertisements?  
>  
>  
> I would love to have a graphic go along with story that shows the number of kiosks that are working, the number of kiosks installed and the number of kiosks that are planned to be installed in the city. Could someone please send me that data and info?  
>  
> Feel free to give me a call.  
>  
> Zolan Kanno-Youngs  
> REPORTER  
> [The Wall Street Journal]<<http://www.wsj.com/>>  
> O: 212-416-2695<tel:212-416-2695> M:617-233-9507<tel:617-233-9507>  
> E: [zolan.kanno-youngs@wsj.com](mailto:zolan.kanno-youngs@wsj.com)<<mailto:zolan.kanno-youngs@wsj.com>>  
> @kannoyoungs<<mailto:zolan.kanno-youngs@wsj.com>>  
> A: 1211 Avenue of the Americas, New York, NY 10036  
> [Dow Jones]<<http://www.dowjones.com/>>  
>  
>  
> --  
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> To unsubscribe from this group and stop receiving emails from it, send an email to

media+unsubscribe@link.nyc<<mailto:media+unsubscribe@link.nyc>>.

>

>

>

> --

> Stacey Levine

> Communications Director

>

> T: 646-834-9657

> M: 202-422-7558

> stacey.levine@intersection.com<<mailto:stacey.levine@intersection.com>>

>

> Intersection

> 233 Broadway, 21st Floor, New York, NY 10279

> intersection.com<<http://www.intersection.com/>>

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**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#); "[Worman, Maya](#)"; [Stacey Levine](#)  
**Cc:** [Jovana Rizzo](#); [Shor, Stanley](#)  
**Subject:** RE: WSJ Request  
**Date:** Wednesday, July 20, 2016 10:38:08 AM

---

The reporter is calling us back in one hour.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

-----Original Message-----

From: Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
Sent: Wednesday, July 20, 2016 10:25 AM  
To: 'Worman, Maya' <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
Cc: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>  
Subject: RE: WSJ Request

Do we know when he's writing for?

-----Original Message-----

From: Worman, Maya [<mailto:mworman@doitt.nyc.gov>]  
Sent: Wednesday, July 20, 2016 10:12 AM  
To: Stacey Levine  
Cc: Dan Levitan; Jovana Rizzo; Shor, Stanley; Grybauskas, Natalie  
Subject: Re: WSJ Request

Added Natalie so she is aware.

On Jul 20, 2016, at 10:10 AM, Stacey Levine  
<[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)<<mailto:stacey.levine@intersection.com>>> wrote:

Maya/Stanley, See below.

BR can give him a call to get more info before we respond.

----- Forwarded message -----

From: Kanno-Youngs, Zolan <[zolan.kanno-youngs@wsj.com](mailto:zolan.kanno-youngs@wsj.com)<<mailto:zolan.kanno-youngs@wsj.com>>>  
Date: Wed, Jul 20, 2016 at 10:04 AM  
Subject: WSJ Request  
To: [Media@link.nyc](mailto:Media@link.nyc)<<mailto:Media@link.nyc>>

Hello,

I'm writing a follow up story to the rolling out of Link NYC kiosks and I'm hoping I can speak to an official to get comments about some reactions I've gotten from residents on the Upper East side. Residents have said they either don't use the kiosks, they congest sidewalks or they've seen homeless people camp out around them for hours. The one person I saw using the kiosk yesterday was homeless.

Many residents also wondered why the beta phase was rolling out in the Upper East Side when other

neighborhoods might have a greater need for internet access. Is it because of the exposure of advertisements?

I would love to have a graphic go along with story that shows the number of kiosks that are working, the number of kiosks installed and the number of kiosks that are planned to be installed in the city. Could someone please send me that data and info?

Feel free to give me a call.

Zolan Kanno-Youngs

REPORTER

[The Wall Street Journal] <<http://www.wsj.com/>>

O: 212-416-2695 <tel:212-416-2695> M: 617-233-9507 <tel:617-233-9507>

E: zolan.kanno-youngs@wsj.com <<mailto:zolan.kanno-youngs@wsj.com>>

@kannoyoungs <<mailto:zolan.kanno-youngs@wsj.com>>

A: 1211 Avenue of the Americas, New York, NY 10036 [Dow Jones] <<http://www.dowjones.com/>>

--

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--

Stacey Levine

Communications Director

T: 646-834-9657

M: 202-422-7558

[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com) <<mailto:stacey.levine@intersection.com>>

Intersection

233 Broadway, 21st Floor, New York, NY 10279 [intersection.com](http://www.intersection.com/) <<http://www.intersection.com/>>

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**From:** [Dan Levitan](#)  
**To:** [Worman, Maya](#)  
**Cc:** [Grybauskas, Natalie](#); [Stacey Levine](#); [Jovana Rizzo](#); [Shor, Stanley](#)  
**Subject:** RE: WSJ Request  
**Date:** Wednesday, July 20, 2016 11:05:59 AM

---

Anne may be the right person, he had it in his head to ask for Maya, but what he really wants is an articulation of why the city is doing this.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

-----Original Message-----

From: Worman, Maya [<mailto:mworman@doitt.nyc.gov>]  
Sent: Wednesday, July 20, 2016 11:04 AM  
To: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
Cc: Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>  
Subject: Re: WSJ Request

Do you mean Anne Roest?

> On Jul 20, 2016, at 11:01 AM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

>

> Believe an interview with Maya Wiley or someone else who can talk about the City's big picture goals for the project

>

> --

> Dan Levitan  
> BerlinRosen Public Affairs  
> O: 646.200.5315  
> C: 201.674.7475  
> @DanLevitan

>

>

> -----Original Message-----

> From: Worman, Maya [<mailto:mworman@doitt.nyc.gov>]  
> Sent: Wednesday, July 20, 2016 10:57 AM  
> To: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
> Cc: Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>  
> Subject: Re: WSJ Request

>

> Great. Any sense of what they need/are looking for from us?

>

>> On Jul 20, 2016, at 10:53 AM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

>>

>> Also, just heard NY Times is going to circle back to DoITT today and wrap up the story this week. Think we should try to help them as much as possible

>>

>> --

>> Dan Levitan  
>> BerlinRosen Public Affairs  
>> O: 646.200.5315  
>> C: 201.674.7475  
>> @DanLevitan  
>>  
>>  
>> -----Original Message-----  
>> From: Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
>> Sent: Wednesday, July 20, 2016 10:25 AM  
>> To: 'Worman, Maya' <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
>> Cc: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>  
>> Subject: RE: WSJ Request  
>>  
>> Do we know when he's writing for?  
>>  
>> -----Original Message-----  
>> From: Worman, Maya [<mailto:mworman@doitt.nyc.gov>]  
>> Sent: Wednesday, July 20, 2016 10:12 AM  
>> To: Stacey Levine  
>> Cc: Dan Levitan; Jovana Rizzo; Shor, Stanley; Grybauskas, Natalie  
>> Subject: Re: WSJ Request  
>>  
>> Added Natalie so she is aware.  
>>  
>> On Jul 20, 2016, at 10:10 AM, Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)<<mailto:stacey.levine@intersection.com>>> wrote:  
>>  
>> Maya/Stanley, See below.  
>>  
>> BR can give him a call to get more info before we respond.  
>>  
>>  
>> ----- Forwarded message -----  
>> From: Kanno-Youngs, Zolan <[zolan.kanno-youngs@wsj.com](mailto:zolan.kanno-youngs@wsj.com)<<mailto:zolan.kanno-youngs@wsj.com>>>  
>> Date: Wed, Jul 20, 2016 at 10:04 AM  
>> Subject: WSJ Request  
>> To: Media@link.nyc<<mailto:Media@link.nyc>>  
>>  
>>  
>> Hello,  
>>  
>> I'm writing a follow up story to the rolling out of Link NYC kiosks and I'm hoping I can speak to an official to get comments about some reactions I've gotten from residents on the Upper East side. Residents have said they either don't use the kiosks, they congest sidewalks or they've seen homeless people camp out around them for hours. The one person I saw using the kiosk yesterday was homeless.  
>>  
>> Many residents also wondered why the beta phase was rolling out in the Upper East Side when other neighborhoods might have a greater need for internet access. Is it because of the exposure of advertisements?  
>>  
>>  
>> I would love to have a graphic go along with story that shows the number of kiosks that are working, the number of kiosks installed and the number of kiosks that are planned to be installed in the city. Could someone please send me that data and info?  
>>  
>> Feel free to give me a call.  
>>

>> Zolan Kanno-Youngs  
>> REPORTER  
>> [The Wall Street Journal]<<http://www.wsj.com/>>  
>> O: 212-416-2695<tel:212-416-2695> M:617-233-9507<tel:617-233-9507>  
>> E: zolan.kanno-youngs@wsj.com<<mailto:zolan.kanno-youngs@wsj.com>>  
>> @kannoyoungs<<mailto:zolan.kanno-youngs@wsj.com>>  
>> A: 1211 Avenue of the Americas, New York, NY 10036 [Dow Jones]<<http://www.dowjones.com/>>

>>

>>

>> --

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>> To unsubscribe from this group and stop receiving emails from it, send an email to  
media+unsubscribe@link.nyc<<mailto:media+unsubscribe@link.nyc>>.

>>

>>

>>

>> --

>> Stacey Levine  
>> Communications Director

>>

>> T: 646-834-9657

>> M: 202-422-7558

>> stacey.levine@intersection.com<<mailto:stacey.levine@intersection.com>>

>>

>> Intersection

>> 233 Broadway, 21st Floor, New York, NY 10279 intersection.com<<http://www.intersection.com/>>

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your system.

**From:** [Grybauskas, Natalie](#)  
**To:** "[Worman, Maya](#)"; "[dan@berlinrosen.com](#)"; "[stacey.levine@intersection.com](#)"  
**Cc:** "[jovana@berlinrosen.com](#)"; [Shor, Stanley](#)  
**Subject:** RE: WSJ Request  
**Date:** Wednesday, July 20, 2016 12:05:24 PM

---

Yes

---

**From:** Worman, Maya [<mailto:mworman@doitt.nyc.gov>]  
**Sent:** Wednesday, July 20, 2016 12:04 PM  
**To:** '[dan@berlinrosen.com](#)'; Grybauskas, Natalie; '[stacey.levine@intersection.com](#)'  
**Cc:** '[jovana@berlinrosen.com](#)'; Shor, Stanley  
**Subject:** Re: WSJ Request

I'm available

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Wednesday, July 20, 2016 12:03 PM  
**To:** Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; 'Stacey Levine' <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Worman, Maya  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Shor, Stanley  
**Subject:** RE: WSJ Request

Just spoke to them. Stacey is headed into a meeting but can I call you guys and catch you up?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@DanLevitan](#)

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Wednesday, July 20, 2016 11:57 AM  
**To:** 'Stacey Levine' <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; 'Worman, Maya' <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; 'Shor, Stanley' <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>  
**Subject:** RE: WSJ Request

Pls let us know how WSJ call goes.

---

**From:** Grybauskas, Natalie  
**Sent:** Wednesday, July 20, 2016 11:13 AM  
**To:** 'Stacey Levine'; Worman, Maya  
**Cc:** Dan Levitan; Jovana Rizzo; Shor, Stanley  
**Subject:** RE: WSJ Request

Brittney Saunders is interim counsel to the mayor now that Maya has left. She has worked on Maya's

team throughout this whole process and is very familiar with Link.

**From:** Stacey Levine [<mailto:stacey.levine@intersection.com>]  
**Sent:** Wednesday, July 20, 2016 11:11 AM  
**To:** Worman, Maya  
**Cc:** Grybauskas, Natalie; Dan Levitan; Jovana Rizzo; Shor, Stanley  
**Subject:** Re: WSJ Request

Who is Brittny and what is her role?

On Wed, Jul 20, 2016 at 11:07 AM, Worman, Maya <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)> wrote:  
I can make Anne available but have no visibility into Brittny's availability. I prefer Anne speak for big picture at this point.

> On Jul 20, 2016, at 11:05 AM, Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)> wrote:

>

> Brittny is the new Maya for now, I'm going to flag this for her too.

>

>

> -----Original Message-----

> From: Worman, Maya [<mailto:mworman@doitt.nyc.gov>]

> Sent: Wednesday, July 20, 2016 11:04 AM

> To: Dan Levitan

> Cc: Grybauskas, Natalie; Stacey Levine; Jovana Rizzo; Shor, Stanley

> Subject: Re: WSJ Request

>

> Do you mean Anne Roest?

>

>> On Jul 20, 2016, at 11:01 AM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

>>

>> Believe an interview with Maya Wiley or someone else who can talk about the City's big picture goals for the project

>>

>> --

>> Dan Levitan

>> BerlinRosen Public Affairs

>> O: [646.200.5315](tel:646.200.5315)

>> C: [201.674.7475](tel:201.674.7475)

>> @DanLevitan

>>

>>

>> -----Original Message-----

>> From: Worman, Maya [<mailto:mworman@doitt.nyc.gov>]

>> Sent: Wednesday, July 20, 2016 10:57 AM

>> To: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

>> Cc: Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>

>> Subject: Re: WSJ Request

>>

>> Great. Any sense of what they need/are looking for from us?

>>

>>> On Jul 20, 2016, at 10:53 AM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

>>>

>>> Also, just heard NY Times is going to circle back to DoITT today and wrap up the story this week. Think we should try to help them as much as possible

>>>

>>> --

>>> Dan Levitan

>>> BerlinRosen Public Affairs

>>> O: [646.200.5315](tel:646.200.5315)

>>> C: [201.674.7475](tel:201.674.7475)

>>> @DanLevitan

>>>

>>>

>>> -----Original Message-----

>>> From: Grybauskas, Natalie [mailto:[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)]

>>> Sent: Wednesday, July 20, 2016 10:25 AM

>>> To: 'Worman, Maya' <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>

>>> Cc: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>

>>> Subject: RE: WSJ Request

>>>

>>> Do we know when he's writing for?

>>>

>>> -----Original Message-----

>>> From: Worman, Maya [mailto:[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)]

>>> Sent: Wednesday, July 20, 2016 10:12 AM

>>> To: Stacey Levine

>>> Cc: Dan Levitan; Jovana Rizzo; Shor, Stanley; Grybauskas, Natalie

>>> Subject: Re: WSJ Request

>>>

>>> Added Natalie so she is aware.

>>>

>>> On Jul 20, 2016, at 10:10 AM, Stacey Levine

>>> <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)><mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>> wrote:

>>>

>>> Maya/Stanley, See below.

>>>

>>> BR can give him a call to get more info before we respond.

>>>

>>>

>>> ----- Forwarded message -----

>>> From: Kanno-Youngs, Zolan <[zolan.kanno-youngs@wsj.com](mailto:zolan.kanno-youngs@wsj.com)><mailto:[zolan.kanno-youngs@wsj.com](mailto:zolan.kanno-youngs@wsj.com)>>

>>> Date: Wed, Jul 20, 2016 at 10:04 AM

>>> Subject: WSJ Request

>>> To: Media@link.nyc<mailto:[Media@link.nyc](mailto:Media@link.nyc)>

>>>

>>>

>>> Hello,

>>>

>>> I'm writing a follow up story to the rolling out of Link NYC kiosks and I'm hoping I can speak to an official to get comments about some reactions I've gotten from residents on the Upper East side. Residents have said they either don't use the kiosks, they congest sidewalks or they've seen homeless people camp out around them for hours. The one person I saw using the kiosk yesterday was homeless.

>>>

>>> Many residents also wondered why the beta phase was rolling out in the Upper East Side when other neighborhoods might have a greater need for internet access. Is it because of the exposure of advertisements?

>>>

>>>

>>> I would love to have a graphic go along with story that shows the number of kiosks that are working, the number of kiosks installed and the number of kiosks that are planned to be installed in the city. Could someone please send me that data and info?

>>>

>>> Feel free to give me a call.

>>>

>>> Zolan Kanno-Youngs

>>> REPORTER

>>> [The Wall Street Journal]<<http://www.wsj.com/>>

>>> O: [212-416-2695](tel:212-416-2695)<tel:[212-416-2695](tel:212-416-2695)> M: [617-233-9507](tel:617-233-9507)<tel:[617-233-9507](tel:617-233-9507)>

>>> E: [zolan.kanno-youngs@wsj.com](mailto:zolan.kanno-youngs@wsj.com)<mailto:[zolan.kanno-youngs@wsj.com](mailto:zolan.kanno-youngs@wsj.com)>

>>> @kannoyoungs<mailto:[zolan.kanno-youngs@wsj.com](mailto:zolan.kanno-youngs@wsj.com)>

>>> A: 1211 Avenue of the Americas, New York, NY 10036 [Dow Jones]<<http://www.dowjones.com/>>

>>>

>>>

>>> --

>>> You received this message because you are subscribed to the Google Groups "Media" group.

>>> To unsubscribe from this group and stop receiving emails from it, send an email to [media+unsubscribe@link.nyc](mailto:media+unsubscribe@link.nyc)<mailto:[media+unsubscribe@link.nyc](mailto:media+unsubscribe@link.nyc)>.

>>>

>>>

>>>

>>> --

>>> Stacey Levine

>>> Communications Director

>>>

>>> T: [646-834-9657](tel:646-834-9657)

>>> M: [202-422-7558](tel:202-422-7558)

>>> [stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)<mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>

>>>

>>> Intersection

>>> 233 Broadway, 21st Floor, New York, NY 10279

[intersection.com](http://www.intersection.com)<<http://www.intersection.com>>

>>>

>>> \_\_\_\_\_

>>>

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--

**Stacey Levine**

Communications Director

T: 646-834-9657

M: 202-422-7558

[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

**Intersection**

233 Broadway, 21st Floor, New York, NY 10279

[intersection.com](http://www.intersection.com)

**From:** [Shor, Stanley](#)  
**To:** [Worman, Maya](#); "[dan@berlinrosen.com](#)"; [Grybauskas, Natalie](#); "[stacey.levine@intersection.com](#)"  
**Cc:** "[jovana@berlinrosen.com](#)"  
**Subject:** RE: WSJ Request  
**Date:** Wednesday, July 20, 2016 12:10:34 PM

---

So am I.

Sent Via DoITT Mobile Device

----- Original message -----

**From:** "Worman, Maya" <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>  
**Date:** 07/20/2016 12:04 PM (GMT-05:00)  
**To:** "'[dan@berlinrosen.com](mailto:dan@berlinrosen.com)'" <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>, "'[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)'" <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>, "'[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)'" <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Cc:** "'[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)'" <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>, "Shor, Stanley" <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>  
**Subject:** Re: WSJ Request

I'm available

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Wednesday, July 20, 2016 12:03 PM  
**To:** Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; 'Stacey Levine' <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Worman, Maya  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Shor, Stanley  
**Subject:** RE: WSJ Request

Just spoke to them. Stacey is headed into a meeting but can I call you guys and catch you up?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@DanLevitan](#)

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Wednesday, July 20, 2016 11:57 AM  
**To:** 'Stacey Levine' <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; 'Worman, Maya' <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; 'Shor, Stanley' <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>  
**Subject:** RE: WSJ Request

Pls let us know how WSJ call goes.

**From:** Grybauskas, Natalie  
**Sent:** Wednesday, July 20, 2016 11:13 AM  
**To:** 'Stacey Levine'; Worman, Maya  
**Cc:** Dan Levitan; Jovana Rizzo; Shor, Stanley  
**Subject:** RE: WSJ Request

Brittney Saunders is interim counsel to the mayor now that Maya has left. She has worked on Maya's team throughout this whole process and is very familiar with Link.

**From:** Stacey Levine [<mailto:stacey.levine@intersection.com>] <[mailto:\[mailto:stacey.levine@intersection.com\]](mailto:[mailto:stacey.levine@intersection.com])>  
**Sent:** Wednesday, July 20, 2016 11:11 AM  
**To:** Worman, Maya  
**Cc:** Grybauskas, Natalie; Dan Levitan; Jovana Rizzo; Shor, Stanley  
**Subject:** Re: WSJ Request

Who is Brittany and what is her role?

On Wed, Jul 20, 2016 at 11:07 AM, Worman, Maya

<mworman@doitt.nyc.gov<<mailto:mworman@doitt.nyc.gov>>> wrote:

I can make Anne available but have no visibility into Brittany's availability. I prefer Anne speak for big picture at this point.

> On Jul 20, 2016, at 11:05 AM, Grybauskas, Natalie

<NGrybauskas@cityhall.nyc.gov<<mailto:NGrybauskas@cityhall.nyc.gov>>> wrote:

>

> Brittany is the new Maya for now, I'm going to flag this for her too.

>

>

> -----Original Message-----

> From: Worman, Maya [<mailto:mworman@doitt.nyc.gov><<mailto:mworman@doitt.nyc.gov>>]

> Sent: Wednesday, July 20, 2016 11:04 AM

> To: Dan Levitan

> Cc: Grybauskas, Natalie; Stacey Levine; Jovana Rizzo; Shor, Stanley

> Subject: Re: WSJ Request

>

> Do you mean Anne Roest?

>

>> On Jul 20, 2016, at 11:01 AM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)<<mailto:dan@berlinrosen.com>>> wrote:

>>

>> Believe an interview with Maya Wiley or someone else who can talk about the City's big picture goals for the project

>>

>> --

>> Dan Levitan

>> BerlinRosen Public Affairs

>> O: 646.200.5315<tel:646.200.5315>

>> C: 201.674.7475<tel:201.674.7475>

>> @DanLevitan

>>

>>

>> -----Original Message-----

>> From: Worman, Maya [<mailto:mworman@doitt.nyc.gov><<mailto:mworman@doitt.nyc.gov>>]

>> Sent: Wednesday, July 20, 2016 10:57 AM

>> To: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)<<mailto:dan@berlinrosen.com>>>

>> Cc: Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)<<mailto:NGrybauskas@cityhall.nyc.gov>>>; Stacey

Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)<<mailto:stacey.levine@intersection.com>>>; Jovana Rizzo

<[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)<<mailto:jovana@berlinrosen.com>>>; Shor, Stanley

<[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)<<mailto:SShor@doitt.nyc.gov>>>

>> Subject: Re: WSJ Request

>>

>> Great. Any sense of what they need/are looking for from us?

>>

>>> On Jul 20, 2016, at 10:53 AM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)<<mailto:dan@berlinrosen.com>>> wrote:

>>>

>>> Also, just heard NY Times is going to circle back to DoITT today and wrap up the story this week. Think we should try to help them as much as possible

>>>

>>> --

>>> Dan Levitan

>>> BerlinRosen Public Affairs

>>> O: 646.200.5315<tel:646.200.5315>

>>> C: 201.674.7475<tel:201.674.7475>

>>> @DanLevitan

>>>

>>>

>>> -----Original Message-----

>>> From: Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov><<mailto:NGrybauskas@cityhall.nyc.gov>>]

>>> Sent: Wednesday, July 20, 2016 10:25 AM

>>> To: 'Worman, Maya' <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)<<mailto:mworman@doitt.nyc.gov>>>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)<<mailto:stacey.levine@intersection.com>>>

>>> Cc: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)<<mailto:dan@berlinrosen.com>>>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)<<mailto:jovana@berlinrosen.com>>>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)<<mailto:SShor@doitt.nyc.gov>>>

>>> Subject: RE: WSJ Request

>>>

>>> Do we know when he's writing for?

>>>

>>> -----Original Message-----

>>> From: Worman, Maya [<mailto:mworman@doitt.nyc.gov><<mailto:mworman@doitt.nyc.gov>>]

>>> Sent: Wednesday, July 20, 2016 10:12 AM

>>> To: Stacey Levine

>>> Cc: Dan Levitan; Jovana Rizzo; Shor, Stanley; Grybauskas, Natalie

>>> Subject: Re: WSJ Request

>>>

>>> Added Natalie so she is aware.

>>>

>>> On Jul 20, 2016, at 10:10 AM, Stacey Levine

>>> <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)<<mailto:stacey.levine@intersection.com>><<mailto:stacey.levine@intersection.com>>  
<A>>>> wrote:

>>>

>>> [Maya/Stanley. See below.](#)

>>>

>>> [BR can give him a call to get more info before we respond.](#)

>>>

>>>

>>> ----- Forwarded message -----

>>> From: Kanno-Youngs, Zolan <[zolan.kanno-youngs@wsj.com](mailto:zolan.kanno-youngs@wsj.com)<<mailto:zolan.kanno-youngs@wsj.com>><<mailto:zolan.kanno-youngs@wsj.com><A>>>>

>>> Date: Wed, Jul 20, 2016 at 10:04 AM

>>> Subject: WSJ Request

>>> To: [Media@link.nyc](mailto:Media@link.nyc)<<mailto:Media@link.nyc><A>>>

>>>

>>>

>>> Hello.

>>>

>>> [I'm writing a follow up story to the rolling out of Link NYC kiosks and I'm hoping I can speak to an official to get comments about some reactions I've gotten from residents on the Upper East side. Residents have said they either don't use the kiosks, they congest sidewalks or they've seen homeless people camp out around them for hours. The one person I saw using the kiosk yesterday was homeless.](#)

>>>

>>> [Many residents also wondered why the beta phase was rolling out in the Upper East Side when other neighborhoods might have a greater need for internet access. Is it because of the exposure of advertisements?](#)

>>>

>>>

>>> [I would love to have a graphic go along with story that shows the number of kiosks that are working, the number of kiosks installed and the number of kiosks that are planned to be installed in the city. Could someone please send me that data and info?](#)

>>>

>>> [Feel free to give me a call.](#)

>>>

>>> [Zolan Kanno-Youngs](#)

>>> [REPORTER](#)

>>> [\[The Wall Street Journal\]](http://www.wsj.com/)<<http://www.wsj.com/>>

>>> O: 212-416-2695<tel:212-416-2695><tel:212-416-2695><tel:212-416-2695>> M:617-233-9507<tel:617-233-9507><tel:617-233-9507><tel:617-233-9507>>

>>> E: [zolan.kanno-youngs@wsj.com](mailto:zolan.kanno-youngs@wsj.com)<<mailto:zolan.kanno-youngs@wsj.com>><<mailto:zolan.kanno-youngs@wsj.com><A>>>>

>>> [@kannoyoungs](mailto:zolan.kanno-youngs@wsj.com)<<mailto:zolan.kanno-youngs@wsj.com><A>>>>

>>> A: 1211 Avenue of the Americas, New York, NY 10036 [[Dow Jones](http://www.dowjones.com/)]<<http://www.dowjones.com/>>

>>>

>>>

>>> --

>>> You received this message because you are subscribed to the Google Groups "Media" group.

>>> To unsubscribe from this group and stop receiving emails from it, send an email to

media+unsubscribe@link.nyc<<mailto:media+unsubscribe@link.nyc>< A>>>.

>>>

>>>

>>>

>>> --

>>> [Stacey Levine](mailto:Stacey.Levine@intersection.com)

>>> [Communications Director](mailto:Stacey.Levine@intersection.com)

>>>

>>> T: [646-834-9657](tel:646-834-9657)<<tel:646-834-9657>>

>>> M: [202-422-7558](tel:202-422-7558)<<tel:202-422-7558>>

>>>

>>> [stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)<<mailto:stacey.levine@intersection.com>><<mailto:stacey.levine@intersection.com>>  
< A>>>

>>>

>>> [Intersection](http://www.intersection.com/)

>>> [233 Broadway, 21st Floor, New York, NY 10279](http://www.intersection.com/)

>>> [intersection.com](http://www.intersection.com/)<<http://www.intersection.com/>><<http://www.intersection.com/>>

>>>

>>> \_\_\_\_\_

>>>

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--

Stacey Levine

Communications Director

T: [646-834-9657](tel:646-834-9657)

M: [202-422-7558](tel:202-422-7558)

[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)<<mailto:stacey.levine@intersection.com>>

Intersection

233 Broadway, 21st Floor, New York, NY 10279

[intersection.com](http://www.intersection.com/)<<http://www.intersection.com/>>

<><><><><><><><>

**From:** [Grybauskas, Natalie](#)  
**To:** "[Dan Levitan](#)"; [Shor, Stanley](#); [Worman, Maya](#)  
**Cc:** [Stacey Levine \(stacey.levine@intersection.com\)](#); [Jovana Rizzo](#)  
**Subject:** RE: News 12  
**Date:** Thursday, July 21, 2016 12:18:23 PM

---

Thanks dan

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Thursday, July 21, 2016 12:18 PM  
**To:** Shor, Stanley; Worman, Maya; Grybauskas, Natalie  
**Cc:** Stacey Levine ([stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)); Jovana Rizzo  
**Subject:** News 12

As discussed, we approached News 12 about the Per Scholas story. They swung by a Link today to meet our Per Scholas street team, though the story seems to be also focused on excitement on how the Bronx got to get Links before the other outerboroughs.

Clip should air shortly, we'll send around when it does.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@DanLevitan](#)

**From:** [Michael Gartland](#)  
**To:** [Dan Levitan](#)  
**Cc:** [Phillips, Eric Falk](#)  
**Subject:** Re: Trump Jr.  
**Date:** Sunday, July 24, 2016 5:09:10 PM

---

Nice. Thanks.

On Sun, Jul 24, 2016 at 5:00 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

From a campaign spox:

"It's a free country, and assuming his dad loses it will still be in 2017."

- Sent from my Galaxy S6 -

On Jul 24, 2016, at 3:45 PM, Michael Gartland <[mgartland@nypost.com](mailto:mgartland@nypost.com)> wrote:

Trump Jr. is telling us he would "love to run for mayor" in NYC.

Not sure who'd field this, but would one of you like to comment?

--

Michael Gartland  
NY Post  
[551-208-6570](tel:551-208-6570)  
[mgartland@nypost.com](mailto:mgartland@nypost.com)  
[@michaelgartland](#)

--

Michael Gartland  
NY Post  
551-208-6570  
[mgartland@nypost.com](mailto:mgartland@nypost.com)  
[@michaelgartland](#)

**From:** [Jonathan Rosen](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [Jeremy Soffin](#)  
**Subject:** Draft SLG press release  
**Date:** Tuesday, August 09, 2016 7:03:15 PM  
**Attachments:** [Ex B - Press Release.docx](#)  
[ATT00001.txt](#)

---

Wiley,

Per your request attached please find draft press release from SL Green announcing their settlement of litigation w Midtown Trackage. While some wording and details may change this is far enough along to share. As of now the plan is to announce this tomorrow but that is not yet final.

Let me know any questions or concerns.

Thanks,

Jonathan

## SL Green Announces ~~Settlement Agreement~~ with Midtown TDR Ventures to ~~End~~ Withdraw One Vanderbilt Litigation

NEW YORK – SL Green Realty Corp. (NYSE: SLG) today announced an agreement with Midtown TDR Ventures to settle their litigation regarding SL Green’s One Vanderbilt, an iconic new office tower under construction adjacent to Grand Central Terminal. The settlement resolves the legal claims that Midtown TDR Ventures asserted to invalidate the Vanderbilt Corridor rezoning amendment and the One Vanderbilt special permit, thereby eliminating uncertainty surrounding the building.

“This is a major milestone for the future of East Midtown, clearing the way for One Vanderbilt to deliver state-of-the-art Class A office space and unprecedented investment in Grand Central’s transit infrastructure,” said Marc Holliday, CEO of SL Green Realty Corp. “We’re ~~pleased~~ grateful that the new ownership of Midtown TDR Ventures shares our commitment to development in East Midtown and worked with us to quickly reach this ~~settlement agreement~~. ~~With demolition nearly complete and work already underway on public improvements, progress can now continue without delay being~~ tweaked! One Vanderbilt is well on the way to becoming a reality.”

One Vanderbilt is bounded by Vanderbilt Avenue and Madison Avenue between East 42<sup>nd</sup> and East 43<sup>rd</sup> Streets in Manhattan’s East Midtown business district. The 63-story skyscraper will be 1,501 feet tall and contain 1.6 million square feet of Class A commercial space. Designed by Kohn Pedersen Fox (KPF), One Vanderbilt’s architecture and building materials pay homage to the landmarked Terminal and the surrounding East Midtown business district. One Vanderbilt features open floor plans, efficient use of space, and the highest level of sustainable design in New York City. As part of the development, SL Green will invest \$220 million in public infrastructure in and around Grand Central Terminal.

**From:** [Jonathan Rosen](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [Jeremy Soffin](#)  
**Subject:** Look at this version  
**Date:** Tuesday, August 09, 2016 7:22:09 PM  
**Attachments:** [Ex B - Press Release.v5.docx](#)  
[ATT00001.txt](#)

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## **SL Green Announces Agreement with Midtown TDR Ventures to Resolve One Vanderbilt Litigation**

NEW YORK – SL Green Realty Corp. (NYSE: SLG) today announced an agreement with Midtown TDR Ventures whereby the litigation regarding SL Green’s One Vanderbilt, an iconic new office tower under construction adjacent to Grand Central Terminal, was withdrawn. The settlement will resolve the legal claims that Midtown TDR Ventures asserted to invalidate the Vanderbilt Corridor rezoning amendment and the One Vanderbilt special permit, thereby eliminating uncertainty surrounding the building.

“This is a major milestone for the future of East Midtown, clearing the way for One Vanderbilt to deliver state-of-the-art Class A office space and unprecedented investment in Grand Central’s transit infrastructure,” said Marc Holliday, CEO of SL Green Realty Corp. “We’re pleased that the new ownership of Midtown TDR Ventures shares our commitment to development in East Midtown and worked with us to quickly reach this agreement. With demolition nearly complete and work already underway on public improvements, One Vanderbilt is well on the way to becoming a reality.”

One Vanderbilt is bounded by Vanderbilt Avenue and Madison Avenue between East 42<sup>nd</sup> and East 43<sup>rd</sup> Streets in Manhattan’s East Midtown business district. The 63-story skyscraper will be 1,501 feet tall and contain 1.6 million square feet of Class A commercial space. Designed by Kohn Pedersen Fox (KPF), One Vanderbilt’s architecture and building materials pay homage to the landmarked Terminal and the surrounding East Midtown business district. One Vanderbilt features open floor plans, efficient use of space, and the highest level of sustainable design in New York City. As part of the development, SL Green will invest \$220 million in public infrastructure in and around Grand Central Terminal.

**From:** [Norvell, Wiley](#)  
**To:** [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)  
**Subject:** release w/tracked changes  
**Date:** Tuesday, August 09, 2016 10:02:13 PM  
**Attachments:** [Ex B - Press Release.v5.docx](#)

---

This work?

And here's the quote from AG we will provide to incoming inquiries:

"We are pleased the two parties could resolve the litigation, and that work can proceed as planned on the new office tower and major transit upgrades to Grand Central. This is a promising development as we move ahead with our comprehensive East Midtown plan."

## SL Green Announces Agreement with Midtown TDR Ventures to Resolve One Vanderbilt Litigation

NEW YORK – SL Green Realty Corp. (NYSE: SLG) today announced an agreement with Midtown TDR Ventures whereby the litigation regarding SL Green’s One Vanderbilt, an iconic new office tower under construction adjacent to Grand Central Terminal, was withdrawn. The settlement will resolve the legal claims [against SL Green and the City of New York](#) that Midtown TDR Ventures asserted to invalidate the Vanderbilt Corridor rezoning amendment and the One Vanderbilt special permit, thereby eliminating uncertainty surrounding the building. [The new office tower and \\$220 million in planned transit improvements will move forward as planned.](#)

“This is a major milestone for the future of East Midtown, clearing the way for One Vanderbilt to deliver state-of-the-art Class A office space and [unprecedented \\$220 million](#) investment in Grand Central’s transit infrastructure,” said Marc Holliday, CEO of SL Green Realty Corp. “We’re pleased that the new ownership of Midtown TDR Ventures shares our commitment to development in East Midtown and worked with us to quickly reach this agreement. With demolition nearly complete and work already underway on public improvements, One Vanderbilt is well on the way to becoming a reality.”

One Vanderbilt is bounded by Vanderbilt Avenue and Madison Avenue between East 42<sup>nd</sup> and East 43<sup>rd</sup> Streets in Manhattan’s East Midtown business district. The 63-story skyscraper will be 1,501 feet tall and contain 1.6 million square feet of Class A commercial space. Designed by Kohn Pedersen Fox (KPF), One Vanderbilt’s architecture and building materials pay homage to the landmarked Terminal and the surrounding East Midtown business district. One Vanderbilt features open floor plans, efficient use of space, and the highest level of sustainable design in New York City. As part of the development, SL Green will invest \$220 million in public infrastructure in and around Grand Central Terminal.

**From:** [Norvell, Wiley](#)  
**To:** [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)  
**Subject:** Re: release w/tracked changes  
**Date:** Tuesday, August 09, 2016 10:04:24 PM  
**Attachments:** [Ex B - Press Release.v5.docx](#)

---

Sorry—one more. Attached.

---

**From:** <Norvell>, Wiley Norvell <[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)>  
**Date:** Tuesday, August 9, 2016 at 10:02 PM  
**To:** "[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)" <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>  
**Subject:** release w/tracked changes

This work?

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"We are pleased the two parties could resolve the litigation, and that work can proceed as planned on the new office tower and major transit upgrades to Grand Central. This is a promising development as we move ahead with our comprehensive East Midtown plan."

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“This is a major milestone for the future of East Midtown, clearing the way for One Vanderbilt to deliver state-of-the-art Class A office space and [unprecedented \\$220 million](#) investment in Grand Central’s transit infrastructure,” said Marc Holliday, CEO of SL Green Realty Corp. “We’re pleased that the new ownership of Midtown TDR Ventures shares our commitment to development in East Midtown and worked with us to quickly reach this agreement. With demolition nearly complete and work already underway on public improvements, One Vanderbilt is well on the way to becoming a reality.”

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**From:** [Jonathan Rosen](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** Re: your rls out?  
**Date:** Wednesday, August 10, 2016 7:25:25 AM

---

Not yet

> On Aug 10, 2016, at 7:24 AM, Norvell, Wiley <WNorvell@cityhall.nyc.gov> wrote:  
>  
>

**From:** [Jonathan Rosen](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** Re: your rls out?  
**Date:** Wednesday, August 10, 2016 7:25:51 AM

---

Shortly

> On Aug 10, 2016, at 7:24 AM, Norvell, Wiley <WNorvell@cityhall.nyc.gov> wrote:  
>  
>

**From:** [Norvell, Wiley](#)  
**To:** ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Subject:** you aware Bagli is digging around?  
**Date:** Wednesday, August 10, 2016 11:48:29 AM

---

Wiley Norvell  
Communications Advisor for Housing and Economic Development  
Office of Mayor Bill de Blasio  
[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)  
212-788-8491

**From:** [Norvell, Wiley](#)  
**To:** ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Subject:** Bagli went as planned  
**Date:** Wednesday, August 10, 2016 2:38:13 PM

---

Emphasized the two points/topics we discussed.

Wiley Norvell  
Communications Advisor for Housing and Economic Development  
Office of Mayor Bill de Blasio  
[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)  
212-788-8491

**From:** [Grybauskas, Natalie](#)  
**To:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** 1 in 5  
**Date:** Wednesday, August 10, 2016 4:57:16 PM

---

From OneNYC progress report: "Twenty-one percent of New York City households do not have broadband at home, according to the 2014 American Community Survey. That figure jumps to 35 percent for those living in poverty, according to an analysis by the City's Commission on Economic Opportunity."

**From:** [Dan Levitan](#)  
**To:** [Worman, Maya](#)  
**Cc:** [Shor, Stanley](#); [Stacey Levine](#); [Jennifer Hensley](#); [ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com); [Grybauskas, Natalie](#)  
**Subject:** Re: AP Story  
**Date:** Friday, August 12, 2016 10:48:07 AM  
**Attachments:** [image001.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)

---

We will send this over. There is nothing new we haven't said before.

- Sent from my Galaxy S6 -

On Aug 12, 2016, at 10:28 AM, Worman, Maya <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)> wrote:

Can you send any information you plan to share or use during the AP interview we discussed this morning?

Thank you!

Maya

<image001.png>

Maya Worman

Assistant Commissioner for External Affairs and Communications

**New York City Department of  
Information Technology & Telecommunications**

2 Metro Tech Center, 5<sup>th</sup> Floor

Brooklyn, NY 11201

**Direct Line: 718-403-8247 or 646-745-0577**

[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)

<image002.jpg>

[<image003.png>](#) [<image004.png>](#) [<image005.png>](#)

---

This e-mail, including any attachments, may be confidential, privileged or otherwise legally protected. It is intended only for the addressee. If you received this e-mail in error or from someone who was not authorized to send it to you, do not disseminate, copy or otherwise use this e-mail or its attachments. Please notify the sender immediately by replying to this e-mail and delete the e-mail from your system.

**From:** [Grybauskas, Natalie](#)  
**To:** "[Dan Levitan](#)"  
**Subject:** RE: Got a sec?  
**Date:** Wednesday, August 17, 2016 5:32:43 PM

---

Ok. let's touch base closer to that week

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Wednesday, August 17, 2016 3:09 PM  
**To:** Grybauskas, Natalie  
**Subject:** RE: Got a sec?

I am out next week – week after?

Not until this weekend at the earliest.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Wednesday, August 17, 2016 3:08 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** RE: Got a sec?

Can we do next week instead?

Also when is that AP story running? I think I need to make sure she gets a comment

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, August 16, 2016 1:09 PM  
**To:** Grybauskas, Natalie  
**Subject:** RE: Got a sec?

Lunch Friday?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475

@DanLevitan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]

**Sent:** Tuesday, August 16, 2016 1:03 PM

**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

**Subject:** Re: Got a sec?

I'm back tomorrow- can it wait?

Sent from mobile

On Aug 16, 2016, at 12:22 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** [Browne, Chris](#)  
**To:** [Norvell, Wiley](#); "[Dani Simons](#)"  
**Cc:** [Gastel, Scott](#); [Finan, Austin](#); [Madeline Kaye](#)  
**Subject:** RE: citibike milestone  
**Date:** Thursday, September 08, 2016 2:57:38 PM

---

We at DOT put together Mayoral release as long as we know the specifics. Assume it was new daily ridership record?

Christopher Browne  
Chief Communications Officer  
NYC Department of Transportation  
55 Water Street, 9<sup>th</sup> Floor  
New York, NY 10041  
212-839-4853  
[cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Thursday, September 08, 2016 2:56 PM  
**To:** 'Dani Simons'  
**Cc:** Gastel, Scott; Finan, Austin; Browne, Chris; Madeline Kaye  
**Subject:** RE: citibike milestone

Looking for 1 paragraph on breaking records, and then short quotes from Mayor, Polly and Jay.

**From:** Dani Simons [<mailto:danisimons@motivateco.com>]  
**Sent:** Thursday, September 08, 2016 2:55 PM  
**To:** Norvell, Wiley  
**Cc:** Gastel, Scott; Finan, Austin; Browne, Chris ([cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)); Madeline Kaye  
**Subject:** Re: citibike milestone

Hey there,

We've gotten some interest from print so far, amNY and potentially NYPost. We'd love to do a release, let me know if you need help from us. I am looping in Madeline from Berlin Rosen, she's up to speed. I am tied up with a big announcement in SF that's happening first thing tomorrow.

Best,

Dani

On Thu, Sep 8, 2016 at 11:34 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:  
Heard we broke a record today. Can we pump out a short and sweet release for tomorrow AM? Would be great for TV!

Wiley Norvell  
Communications Advisor for Housing and Economic Development  
Office of Mayor Bill de Blasio  
[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)

[212-788-8491](tel:212-788-8491)

--

Dani Simons  
Director of Communications & External Affairs

**Motivate**

347-916-0215 direct

203-980-8820 mobile

5202 3rd Ave. Brooklyn, NY 11220

[email](#) | [offices](#) | [website](#)

**From:** [Norvell, Wiley](#)  
**To:** "Madeline Kaye"; "Dani Simons"  
**Cc:** [Gastel, Scott](#); [Finan, Austin](#); [Browne, Chris \(cbrowne@dot.nyc.gov\)](#); [Jeremy Soffin](#); [Cathy Rought](#)  
**Subject:** RE: citibike milestone  
**Date:** Thursday, September 08, 2016 2:59:10 PM

---

DOT can draft, but needs you to provide the metrics/records we are making news with.

---

**From:** Madeline Kaye [mailto:Madeline.Kaye@berlinrosen.com]  
**Sent:** Thursday, September 08, 2016 2:58 PM  
**To:** Norvell, Wiley; 'Dani Simons'  
**Cc:** Gastel, Scott; Finan, Austin; Browne, Chris (cbrowne@dot.nyc.gov); Jeremy Soffin; Cathy Rought  
**Subject:** Re: citibike milestone

Hi Wiley;

Do you want me to put something together or will the city? Up to you, I can do this afternoon if you want.  
CC'ing my team for FYI.

--

Madeline Kaye  
BerlinRosen Public Affairs  
O: (646) 200-5297 C: (646) 369-8226

---

**From:** <Norvell>, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Date:** Thursday, September 8, 2016 2:55 PM  
**To:** Dani Simons <[danisimons@motivateco.com](mailto:danisimons@motivateco.com)>  
**Cc:** "Gastel, Scott" <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>, "Finan, Austin" <[AFinan@cityhall.nyc.gov](mailto:AFinan@cityhall.nyc.gov)>, "Browne, Chris ([cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov))" <[cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)>, Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>  
**Subject:** RE: citibike milestone

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**From:** Dani Simons [mailto:[danisimons@motivateco.com](mailto:danisimons@motivateco.com)]  
**Sent:** Thursday, September 08, 2016 2:55 PM  
**To:** Norvell, Wiley  
**Cc:** Gastel, Scott; Finan, Austin; Browne, Chris ([cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)); Madeline Kaye  
**Subject:** Re: citibike milestone

Hey there,

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Best,

Dani

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[212-788-8491](tel:212-788-8491)

--

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[email](#) | [offices](#) | [website](#)

**From:** [Norvell, Wiley](#)  
**To:** "[Dani Simons](#)"  
**Cc:** [Gastel, Scott](#); [Finan, Austin](#); [Browne, Chris \(cbrowne@dot.nyc.gov\)](#); [Madeline Kaye](#)  
**Subject:** RE: citibike milestone  
**Date:** Thursday, September 08, 2016 3:01:54 PM

---

Cool. Our previous daily ridership record would also be helpful for context. As well as how our annual ridership is looking so far this year compared to last, current size of the system, etc...

**From:** Dani Simons [mailto:[danisimons@motivateco.com](mailto:danisimons@motivateco.com)]  
**Sent:** Thursday, September 08, 2016 2:59 PM  
**To:** Norvell, Wiley  
**Cc:** Gastel, Scott; Finan, Austin; Browne, Chris ([cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)); Madeline Kaye  
**Subject:** Re: citibike milestone

Maybe something like this for starters?

Citi Bike continues to break records both at home and abroad, and it saw it's first day over 60,000 trips on Wednesday. Citi Bike is the busiest bike share system in North America and one of the busiest in the world. London's program which is larger and older has only beaten 60,000 trips twice in their history.

On Thu, Sep 8, 2016 at 11:55 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:  
Looking for 1 paragraph on breaking records, and then short quotes from Mayor, Polly and Jay.

**From:** Dani Simons [mailto:[danisimons@motivateco.com](mailto:danisimons@motivateco.com)]  
**Sent:** Thursday, September 08, 2016 2:55 PM  
**To:** Norvell, Wiley  
**Cc:** Gastel, Scott; Finan, Austin; Browne, Chris ([cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)); Madeline Kaye  
**Subject:** Re: citibike milestone

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Dani

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[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)

[212-788-8491](tel:212-788-8491)

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[email](#) | [offices](#) | [website](#)

**From:** [Browne, Chris](#)  
**To:** [Madeline Kaye](#); [Norvell, Wiley](#)  
**Cc:** [Finan, Austin](#); [Gastel, Scott](#)  
**Subject:** Re: citibike milestone  
**Date:** Friday, September 09, 2016 8:07:03 AM

---

Our current draft of release. Would be great if you all could please update stats and perhaps add some of your latest boiler plate at end?

#### CITI BIKE SETS NEW DAILY RIDERSHIP RECORDS

Mayor Bill de Blasio today announced that Citi Bike, New York City's bike-share system had set new daily ridership records this week. For the first time, more than 60,000 Citi Bike rides were taken on both Wednesday and Thursday. With more than 9 million rides taken so far in 2016, Citi Bike should exceed the annual record of 10 million rides it achieved during 2015 sometime within the next month.

"Now that it is reaching even more and more diverse neighborhoods of New York City, Citi Bikes are now being ridden in record numbers – breaking 60,000 rides for the first time on Wednesday and then hitting a new daily record of XXXXX yesterday," said Mayor de Blasio. "With 565 stations and counting in Manhattan, Queens and Brooklyn, Citi Bike is growing and we remain committed to bringing this great transit alternative to even more New Yorkers in the years ahead."

"In Brooklyn neighborhoods like Park Slope, where Citi Bikes arrived only in the last two weeks, they have become so well-used and popular, it's already hard to remember what it was like without them," said DOT Commissioner Trottenberg. "Getting around brownstone Brooklyn -- along with other new Citi Bike neighborhoods like East Harlem and Red Hook -- has never been so easy, convenient and affordable."

"With this new 60,000 trip milestone, Citi Bike is the busiest bike share system in North America and one of the busiest across the globe," said Jay Walder, the CEO of Motivate, which operates Citi Bike. "The system is becoming not just a leader in bike share internationally, but a leader in transit right here in New York— on par with green cabs or the Staten Island Ferry. It is a useful part of our city's transit network, and we encourage everyone to strap on a helmet and give it a try."

[Insert Motivate Citi Bike boilerplate...]

On Thu, Sep 8, 2016 at 5:13 PM -0400, "Madeline Kaye" <[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)> wrote:

Quote from Jay, approved by Dani & Jay:

"With this new 60,000 trip milestone, Citi Bike is the busiest bike share system in North America and one of the busiest across the globe. The system is becoming not just a leader in bike share internationally, but a leader in transit right here in New York— on par with green cabs or the Staten Island Ferry. It is a useful part of our city's transit network, and we encourage everyone to strap on a helmet and give it a try."

--

Madeline Kaye  
BerlinRosen Public Affairs  
O: (646) 200-5297 C: (646) 369-8226

---

**From:** <Browne>, Chris <[cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)>  
**Date:** Thursday, September 8, 2016 4:45 PM  
**To:** Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>, "Norvell, Wiley" <[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)>  
**Cc:** "Finan, Austin" <[afinan@cityhall.nyc.gov](mailto:afinan@cityhall.nyc.gov)>, "Gastel, Scott" <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>  
**Subject:** Re: citibike milestone

Thanks Madeline. Since I am going to bet that the Thursday number will exceed yesterday's record, will keep that as a placeholder in the release. Please send along as soon as you have.

Please also send quote from Jay.

Many thanks, cb

---

From: Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>  
Sent: Thursday, September 8, 2016 4:22 PM  
Subject: Re: citibike milestone  
To: Norvell, Wiley <[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)>, Browne, Chris <[cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)>  
Cc: Finan, Austin <[afinan@cityhall.nyc.gov](mailto:afinan@cityhall.nyc.gov)>, Gastel, Scott <[sgastel@dot.nyc.gov](mailto:sgastel@dot.nyc.gov)>

Hi guys;

Here are some answers to your questions:

**Did today's record break yesterday's?** -- will not know until the end of the day

**What was our previous daily ridership record?** 23 Aug 2016, 58665 trips

**How is our annual ridership looking so far this year as compared to last**

5,936,430 as of 9/7/15;

8,949,075 as of 9/7/16

(and for what it's worth, on that date last year there were just over 30,000 rides— so the day more than doubled)

**Current size of the system**-- 565 stations and growing daily

Let me know if you have others.

Thanks!

Madeline

--

Madeline Kaye  
BerlinRosen Public Affairs  
O: (646) 200-5297 C: (646) 369-8226

---

**From:** Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>  
**Date:** Thursday, September 8, 2016 3:04 PM  
**To:** "Browne, Chris" <[cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)>, "Norvell, Wiley" <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Cc:** "Gastel, Scott" <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>, "Finan, Austin" <[AFinan@cityhall.nyc.gov](mailto:AFinan@cityhall.nyc.gov)>  
**Subject:** Re: citibike milestone

I'll find out. In the interest of saving Dani a million emails during a crazy day for her I'm going to move her to BCC for now— Dani I'll let you know if anything pops that we need your guidance on.

--

Madeline Kaye  
BerlinRosen Public Affairs  
O: (646) 200-5297 C: (646) 369-8226

---

**From:** <Browne>, Chris <[cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)>  
**Date:** Thursday, September 8, 2016 3:02 PM  
**To:** Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>, Dani Simons <[danisimons@motivateco.com](mailto:danisimons@motivateco.com)>, "Norvell, Wiley" <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Cc:** "Gastel, Scott" <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>, "Finan, Austin" <[AFinan@cityhall.nyc.gov](mailto:AFinan@cityhall.nyc.gov)>  
**Subject:** RE: citibike milestone

That is Wednesday's record number? Might today's be even higher?

Christopher Browne  
Chief Communications Officer  
NYC Department of Transportation  
55 Water Street, 9<sup>th</sup> Floor  
New York, NY 10041  
212-839-4853  
[cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)

---

**From:** Madeline Kaye [<mailto:Madeline.Kaye@berlinrosen.com>]  
**Sent:** Thursday, September 08, 2016 3:01 PM  
**To:** Dani Simons; Norvell, Wiley  
**Cc:** Gastel, Scott; Finan, Austin; Browne, Chris  
**Subject:** Re: citibike milestone

Exact number: 60,278

--

Madeline Kaye  
BerlinRosen Public Affairs  
O: (646) 200-5297 C: (646) 369-8226

---

**From:** Dani Simons <[danisimons@motivateco.com](mailto:danisimons@motivateco.com)>  
**Date:** Thursday, September 8, 2016 2:59 PM  
**To:** "Norvell, Wiley" <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Cc:** "Gastel, Scott" <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>, "Finan, Austin" <[AFinan@cityhall.nyc.gov](mailto:AFinan@cityhall.nyc.gov)>, "Browne, Chris ([cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov))" <[cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)>, Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>  
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**To:** Norvell, Wiley  
**Cc:** Gastel, Scott; Finan, Austin; Browne, Chris ([cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)); Madeline Kaye  
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Best,

Dani

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Office of Mayor Bill de Blasio

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212-788-8491

--  
Dani Simons  
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203-980-8820 mobile  
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Thank you.

NYC – Department of Transportation

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\*\*\*\*\*

**From:** [Norvell, Wiley](#)  
**To:** [Dani Simons](#); [Browne, Chris](#)  
**Cc:** [Madeline Kaye](#); [Gastel, Scott](#); [Finan, Austin](#); [Bennett, Rob](#)  
**Subject:** Re: citibike milestone  
**Date:** Friday, September 09, 2016 9:23:43 AM

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Nice. Adding rob from our digital team. Rob, we hit a new citibike ridership record yesterday. 2nd record this week. We're doing short rls but might be best to announce via mbdb tweet a few min before.

Sent from my BlackBerry 10 smartphone.

---

**From:** Dani Simons  
**Sent:** Friday, September 9, 2016 8:10 AM  
**To:** Browne, Chris  
**Cc:** Madeline Kaye; Norvell, Wiley; Gastel, Scott; Finan, Austin  
**Subject:** Re: citibike milestone

---

Chris FTW!

We broke the record again yesterday (Thursday) - 61,266

On Thu, Sep 8, 2016 at 12:02 PM, Browne, Chris <[cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)> wrote:

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Christopher Browne

Chief Communications Officer

NYC Department of Transportation

55 Water Street, 9<sup>th</sup> Floor

New York, NY 10041

[212-839-4853](tel:212-839-4853)

[cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)

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**Sent:** Thursday, September 08, 2016 3:01 PM  
**To:** Dani Simons; Norvell, Wiley  
**Cc:** Gastel, Scott; Finan, Austin; Browne, Chris  
**Subject:** Re: citibike milestone

Exact number: 60,278

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Madeline Kaye

BerlinRosen Public Affairs

O: [\(646\) 200-5297](tel:(646)200-5297) C: [\(646\) 369-8226](tel:(646)369-8226)

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**From:** Dani Simons <[danisimons@motivateco.com](mailto:danisimons@motivateco.com)>

**Date:** Thursday, September 8, 2016 2:59 PM

**To:** "Norvell, Wiley" <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>

**Cc:** "Gastel, Scott" <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>, "Finan, Austin" <[AFinan@cityhall.nyc.gov](mailto:AFinan@cityhall.nyc.gov)>, "Browne, Chris" ([cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov))" <[cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)>, Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>

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**From:** Dani Simons [mailto:[danisimons@motivateco.com](mailto:danisimons@motivateco.com)]

**Sent:** Thursday, September 08, 2016 2:55 PM

**To:** Norvell, Wiley

**Cc:** Gastel, Scott; Finan, Austin; Browne, Chris ([cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)); Madeline Kaye

**Subject:** Re: citibike milestone

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Best,

Dani

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--

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Director of Communications & External Affairs

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Thank you.

NYC – Department of Transportation

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**From:** [Madeline Kaye](#)  
**To:** [Browne, Chris](#); [Norvell, Wiley](#)  
**Cc:** [Finan, Austin](#); [Gastel, Scott](#); [Jeremy Soffin](#)  
**Subject:** Re: citibike milestone  
**Date:** Friday, September 09, 2016 9:37:26 AM

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Boiler plate & new stat in red below.

Thanks,  
Madeline

--

Madeline Kaye  
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O: (646) 200-5297 C: (646) 369-8226

---

**From:** <Browne>, Chris <[cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)>  
**Date:** Friday, September 9, 2016 8:07 AM  
**To:** Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>, "Norvell, Wiley" <[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)>  
**Cc:** "Finan, Austin" <[afinan@cityhall.nyc.gov](mailto:afinan@cityhall.nyc.gov)>, "Gastel, Scott" <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>  
**Subject:** Re: citibike milestone

Our current draft of release. Would be great if you all could please update stats and perhaps add some of your latest boiler plate at end?

#### CITI BIKE SETS NEW DAILY RIDERSHIP RECORDS

Mayor Bill de Blasio today announced that Citi Bike, New York City's bike-share system had set new daily ridership records this week. For the first time, more than 60,000 Citi Bike rides were taken on both Wednesday and Thursday. With more than 9 million rides taken so far in 2016, Citi Bike should exceed the annual record of 10 million rides it achieved during 2015 sometime within the next month.

“Now that it is reaching even more and more diverse neighborhoods of New York City, Citi Bikes are now being ridden in record numbers – breaking 60,000 rides for the first time on Wednesday and then hitting a new daily record of **61,266 rides** yesterday,” said Mayor de Blasio. “With 565 stations and counting in Manhattan, Queens and Brooklyn, Citi Bike is growing and we remain committed to bringing this great transit alternative to even more New Yorkers in the years ahead.”

“In Brooklyn neighborhoods like Park Slope, where Citi Bikes arrived only in the last two weeks, they have become so well-used and popular, it’s already hard to remember what it was like without them,” said DOT Commissioner Trottenberg. “Getting around brownstone Brooklyn -- along with other new Citi Bike neighborhoods like East Harlem and Red Hook -- has never been so easy, convenient and affordable.”

"With this new 60,000 trip milestone, Citi Bike is the busiest bike share system in North America and one of

the busiest across the globe,” said Jay Walder, the CEO of Motivate, which operates Citi Bike. “The system is becoming not just a leader in bike share internationally, but a leader in transit right here in New York— on par with green cabs or the Staten Island Ferry. It is a useful part of our city's transit network, and we encourage everyone to strap on a helmet and give it a try.”

**About Citi Bike:** The Citi Bike program is New York’s bike share system. It will have 10,000 bikes at over 600 stations by the end of 2016. Stations are located in Manhattan below 86<sup>th</sup> Street and in the Brooklyn neighborhoods of Downtown Brooklyn, DUMBO, Brooklyn Heights, Fort Greene, Clinton Hill, Bedford-Stuyvesant, Williamsburg, and Greenpoint and in Long Island City, Queens, with stations located every few blocks, and the program is expanding this year – into Harlem, Park Slope, Boerum Hill, Cobble Hill, Carroll Gardens, Gowanus, and Red Hook. Annual members receive an electronic key to undock a bike from any station, allowing unlimited trips up to 45 minutes without incurring any additional costs. Twenty-four-hour passes are available for purchase at any Citi Bike station or through the Citi Bike app and provide unlimited 30-minute trips. Reduced cost memberships are available for NYCHA residents and members of select credit unions throughout the city, and for IDNYC holders in their first year of membership. For more info visit: [www.citibikenyc.com/expansion](http://www.citibikenyc.com/expansion).

On Thu, Sep 8, 2016 at 5:13 PM -0400, "Madeline Kaye" <[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)> wrote:

Quote from Jay, approved by Dani & Jay:

"With this new 60,000 trip milestone, Citi Bike is the busiest bike share system in North America and one of the busiest across the globe. The system is becoming not just a leader in bike share internationally, but a leader in transit right here in New York— on par with green cabs or the Staten Island Ferry. It is a useful part of our city's transit network, and we encourage everyone to strap on a helmet and give it a try."

--

Madeline Kaye  
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O: (646) 200-5297 C: (646) 369-8226

---

**From:** <Browne>, Chris <[cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)>  
**Date:** Thursday, September 8, 2016 4:45 PM  
**To:** Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>, "Norvell, Wiley" <[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)>  
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**Subject:** Re: citibike milestone

Thanks Madeline. Since I am going to bet that the Thursday number will exceed yesterday's record,

will keep that as a placeholder in the release. Please send along as soon as you have.

Please also send quote from Jay.

Many thanks, cb

---

From: Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>  
Sent: Thursday, September 8, 2016 4:22 PM  
Subject: Re: citibike milestone  
To: Norvell, Wiley <[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)>, Browne, Chris <[cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)>  
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Hi guys;

Here are some answers to your questions:

**Did today's record break yesterday's?** -- will not know until the end of the day

**What was our previous daily ridership record?** 23 Aug 2016, 58665 trips

**How is our annual ridership looking so far this year as compared to last**

5,936,430 as of 9/7/15;

8,949,075 as of 9/7/16

(and for what it's worth, on that date last year there were just over 30,000 rides— so the day more than doubled)

**Current size of the system**-- 565 stations and growing daily

Let me know if you have others.

Thanks!

Madeline

--

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I'll find out. In the interest of saving Dani a million emails during a crazy day for her I'm going to move her to BCC for now— Dani I'll let you know if anything pops that we need your guidance on.

--

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Thank you.

NYC – Department of Transportation

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**From:** [Valerie Berlin](#)  
**To:** [Hatch, Peter](#)  
**Subject:** FW: Thank you + Resume  
**Date:** Friday, September 09, 2016 10:21:01 AM  
**Attachments:** [REDACTED] [Resume.pdf](#)

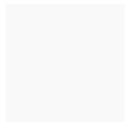
---

Hey Peter – was lovely to see you, Hillary and the kids out east!  
Sending this resume along – thought you might be interested given the work he did at [REDACTED]  
Hope all is well!  
Talk soon.  
Valerie

Valerie Berlin  
BerlinRosen Public Affairs  
15 Maiden Lane, Suite 1600  
New York, NY 10038  
646.452.5637  
[www.berlinrosen.com](http://www.berlinrosen.com)

---

**From:** [REDACTED]  
**Reply-To:** [REDACTED]  
**Date:** Friday, September 9, 2016 12:07 AM  
**To:** Valerie <[valerie@berlinrosen.com](mailto:valerie@berlinrosen.com)>  
**Subject:** Thank you + Resume



Hi Valerie,

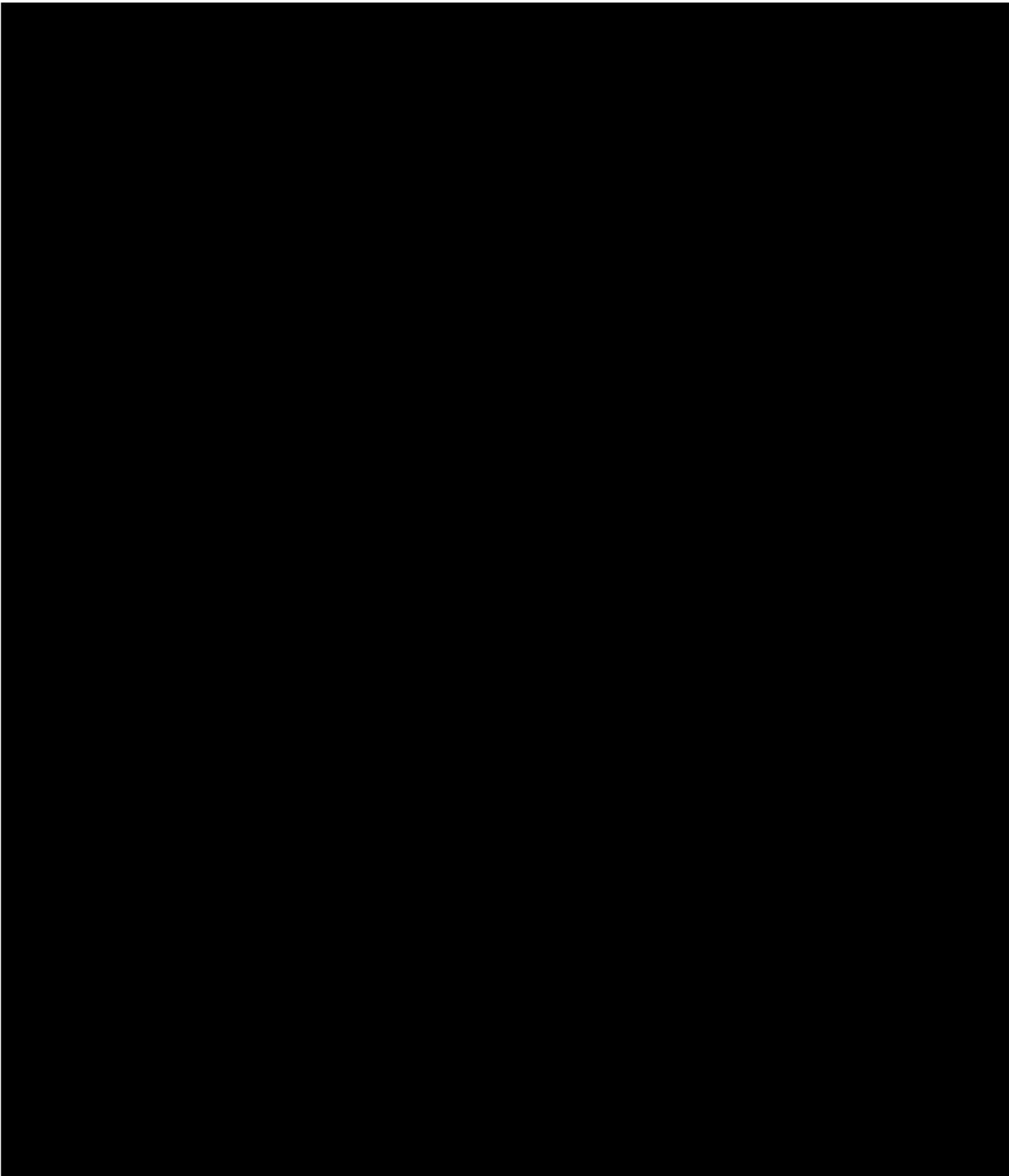
Thank you so much for speaking with me today and offering assistance as I execute my job search. It was a real pleasure to finally talk to you as Evan speaks of you and Amy often.

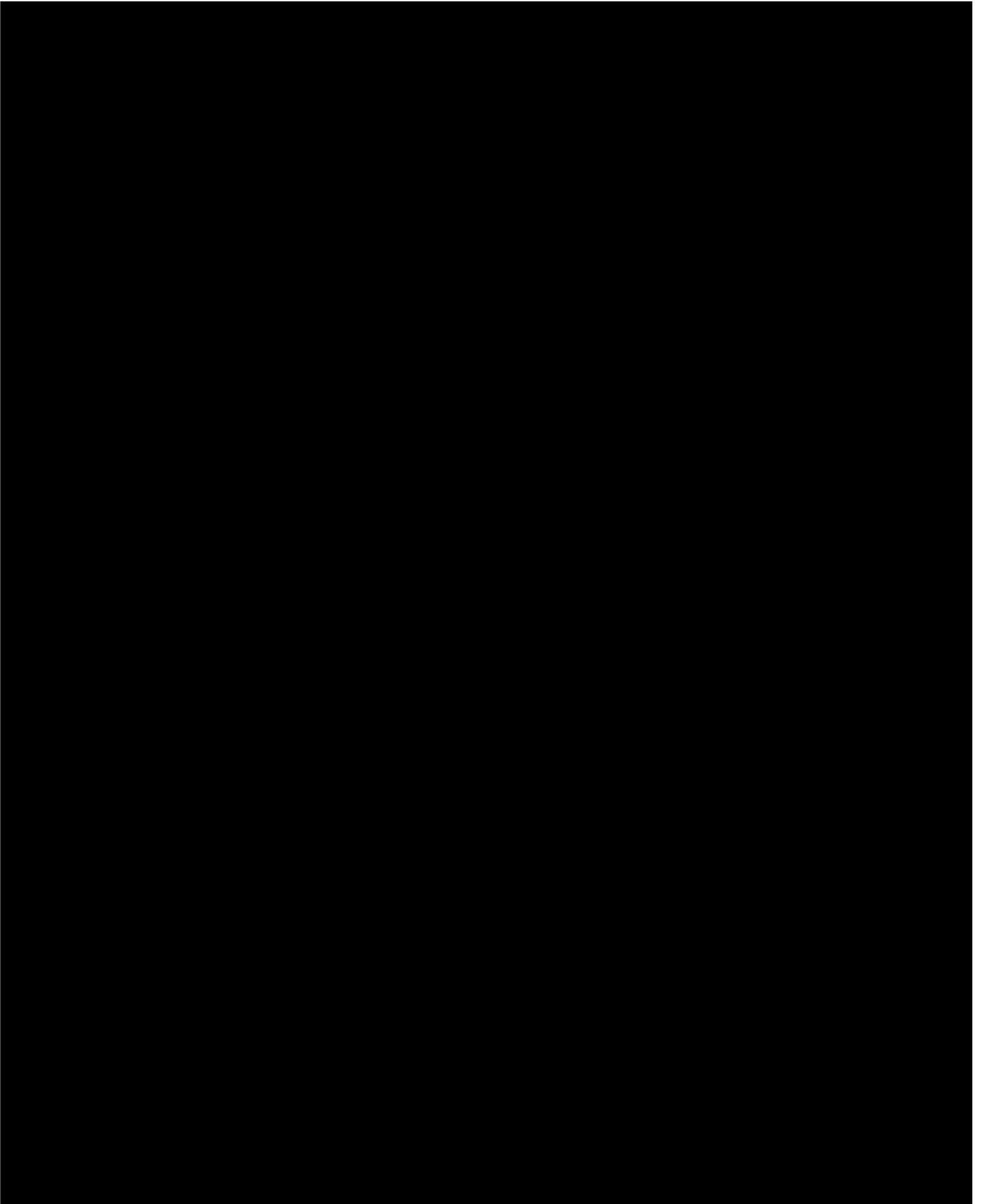
As promised, attached is my resume. Please feel free to share it as you see fit. The position I applied for at DYCD is Deputy Director of Employer Engagement and Partnerships; the NYCHA role is Executive Vice President for Community Programs and Development. Both opportunities match my desire for a leadership role in a city agency committed to serving the highest need communities. I would like to capitalize on my experience building relationships with a diverse group of stakeholders, and designing and managing systems and programs that help disenfranchised families access vital resources. If you become aware of other positions you think would be a fit for someone with my background and experience, please let me know.

Thank you again for all your help.

Have a great evening!







**From:** [Hagelgans, Andrea](#)  
**To:** "[Alison Hirsh](#)"; [Elaine Kim](#)  
**Cc:** [Walzak, Phil](#); [Rachel Cohen](#); [Daniel Massey](#); [Autumn Weintraub \(SEIU\)](#); [Phillips, Eric Falk](#)  
**Subject:** RE: Sept. 15th  
**Date:** Monday, September 12, 2016 9:58:33 AM

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We can do between 2-3. Thanks

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**From:** Alison Hirsh [mailto:[alisonh@seiu32bj.org](mailto:alisonh@seiu32bj.org)]  
**Sent:** Sunday, September 11, 2016 3:48 PM  
**To:** Elaine Kim  
**Cc:** Hagelgans, Andrea; Walzak, Phil; Rachel Cohen; Daniel Massey; Autumn Weintraub (SEIU); Phillips, Eric Falk  
**Subject:** Re: Sept. 15th

I may be able to join 2-3

Alison Hirsh  
32BJ SEIU  
[alisonh@seiu32bj.org](mailto:alisonh@seiu32bj.org)  
917-254-5597

Sent from my iPhone

On Sep 11, 2016, at 3:42 PM, Elaine Kim <[EKim@seiu32bj.org](mailto:EKim@seiu32bj.org)> wrote:

I can do anytime between noon and 3.

Sent from my iPhone

On Sep 11, 2016, at 1:01 PM, Alison Hirsh <[alisonh@seiu32bj.org](mailto:alisonh@seiu32bj.org)> wrote:

I can talk at 5. If others are available earlier you should go ahead without me

Alison Hirsh  
32BJ SEIU  
[alisonh@seiu32bj.org](mailto:alisonh@seiu32bj.org)  
917-254-5597

Sent from my iPhone

On Sep 11, 2016, at 12:44 PM, Hagelgans, Andrea  
<[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)> wrote:

Hi- can we set up a time to connect tomorrow? We're available early afternoon and on. Thanks!

Sent from my BlackBerry 10 smartphone.

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**From:** Elaine Kim  
**Sent:** Sunday, September 11, 2016 10:42 AM  
**To:** Walzak, Phil  
**Cc:** Hagelgans, Andrea; Rachel Cohen; Daniel Massey; Alison Hirsh; Autumn Weintraub (SEIU); Phillips, Eric Falk  
**Subject:** Re: Sept. 15th

Morning all -- any thoughts on this? Would love to be able to hit the ground running tomorrow morning.

Elaine

Sent from my iPhone

On Sep 9, 2016, at 3:47 PM, Walzak, Phil  
<[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:

We will huddle here and get back to you  
+efp

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Elaine Kim  
**Sent:** Friday, September 9, 2016 3:32 PM  
**To:** Hagegans, Andrea; Walzak, Phil; Rachel Cohen; Daniel Massey  
**Cc:** Alison Hirsh; Autumn Weintraub (SEIU)  
**Subject:** Sept. 15th

Hi -- wanted to follow up with the communications folks from our call yesterday; adding Danny Massey from Berlin Rosen. We're really excited about the scheduling legislation and want to get the biggest splash we can from the announcement next week. A few things:

- It'd be powerful to be able to frame the scheduling issue as the Mayor's cutting edge response to a serious, widespread problem that deeply affects the lives of fast food workers across the country, and that the Mayor in partnership with 32BJ is responding to a call from workers as part of a national movement and finding a way to change the lives of thousands in NYC.

- With that in mind, we'd love to be able to pitch an advance exclusive to a reporter who'd understand and respect the worker aspect of this, as opposed to focusing on the politics. Some ideas are Noam Scheiber or Patty Cohen at the Times, and Steve Greenhouse.

- We know it gets dicey for you all to pitch exclusives, so we'd be happy to have the pitch come from us, and of course work collaboratively on the substance of it.

Let me know what you think. Thanks,

Elaine

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#); [Worman, Maya \(mworman@doitt.nyc.gov\)](#)  
**Subject:** RE: INCO: Inquiry RE: WiFi Kiosks from WCBS Channel 2  
**Date:** Monday, September 12, 2016 3:45:16 PM

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Thanks, we'll reach out.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

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**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Monday, September 12, 2016 3:43 PM  
**To:** Worman, Maya ([mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)) <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** FW: INCO: Inquiry RE: WiFi Kiosks from WCBS Channel 2

Hey. I think CB needs to talk about filtering here. I also think we should encourage people to call police (instead of NY Post) when they see something illegal.

Maya, do we have an old comment on filtering too?

---

**From:** Mayor's Press Office  
**Sent:** Monday, September 12, 2016 3:41 PM  
**To:** Grybauskas, Natalie; [@JustPressOffice](#); Walzak, Phil; Hagelgans, Andrea  
**Subject:** INCO: Inquiry RE: WiFi Kiosks from WCBS Channel 2

NG -

---

**From:** Layton, Jessica [<mailto:jlayton@cbs.com>]  
**Sent:** Monday, September 12, 2016 3:19 PM  
**To:** Mayor's Press Office  
**Subject:** Inquiry RE: WiFi Kiosks from WCBS Channel 2

Good afternoon,

I wanted to reach out to learn a bit more about the filters used at the WiFi kiosks around the city. After an incident in front of Third & 31<sup>st</sup> this weekend, families in that area are concerned (They say a man was watching pornography and masturbating). They say this is not the first instance of people using the wifi for inappropriate things.

How is it possible that inappropriate videos are being accessed? What time of controls are in place to prevent this? Is there a way to implement stricter controls at this kiosks?

I appreciate your help. We are going to be looking into the problems parents have presented, however I have no exact deadline for when we'd like to air the piece. I would like to receive comment from the city before we decide and move forward.

Best,  
Jessica Layton  
CBS 2 News Reporter  
347-461-0908

**From:** [Grybauskas, Natalie](#)  
**To:** ["Dan Levitan"; "Worman, Maya"](#)  
**Cc:** ["Stacey Levine"](#)  
**Subject:** RE: Press updates  
**Date:** Wednesday, September 14, 2016 1:42:05 PM

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Also pls send mcgeehan's email address?

---

**From:** Grybauskas, Natalie  
**Sent:** Wednesday, September 14, 2016 1:42 PM  
**To:** 'Dan Levitan'; Worman, Maya  
**Cc:** Stacey Levine  
**Subject:** RE: Press updates

Is mcgeehan the one who's asking around with electeds? Did he already know about this? someone from times is talking to ppl

---

**From:** Dan Levitan [\[mailto:dan@berlinrosen.com\]](mailto:dan@berlinrosen.com)  
**Sent:** Wednesday, September 14, 2016 1:41 PM  
**To:** Worman, Maya; Grybauskas, Natalie  
**Cc:** Stacey Levine  
**Subject:** Press updates

We are talking to McGeehan at 1:45 and CBS is coming in at 2:30.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#); [Worman, Maya](#)  
**Cc:** [Stacey Levine](#)  
**Subject:** RE: Press updates  
**Date:** Wednesday, September 14, 2016 1:43:24 PM

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'McGeehan, Patrick' [mcgeehan@nytimes.com](mailto:mcgeehan@nytimes.com)

He could be.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Wednesday, September 14, 2016 1:42 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Worman, Maya <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>  
**Cc:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Subject:** RE: Press updates

Is mcgeehan the one who's asking around with electeds? Did he already know about this? someone from times is talking to ppl

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Wednesday, September 14, 2016 1:41 PM  
**To:** Worman, Maya; Grybauskas, Natalie  
**Cc:** Stacey Levine  
**Subject:** Press updates

We are talking to McGeehan at 1:45 and CBS is coming in at 2:30.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** [Jordan Fitzgerald](#)  
**To:** [Hagelgans, Andrea](#); [Becca Rueble](#); [Vivien Labaton](#); [Heidi Overbeck](#)  
**Cc:** [Kletter, Joni](#); [Goldstein, Freddi](#)  
**Subject:** Re: Follow up  
**Date:** Wednesday, September 14, 2016 2:04:18 PM

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Hi Andrea,

Thanks again for thinking of us; what a great push for family friendly policies!

I'm looping in our comms team who are already working on a quote from Vivien. We will send an update shortly.

Best,  
Jordan

On Wed, Sep 14, 2016 at 1:49 PM, Hagelgans, Andrea  
<[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)> wrote:

Hey Jordan,  
Hope Nevada is going well!

Here's more info. We'd love a quote for our release. We will need it by 9am tomorrow. Copied colleagues in case you need more info. Cheers! Would love to see you soon when you are in nyc!

On Thursday, Mayor de Blasio will be making an announcement about the City's next big policy push: fair scheduling. As you know, hourly employees too often have very little control over their work schedules, particularly in the fast food industry. They are typically not asked for input during scheduling and their hours can change with very little notice. This makes it very hard for workers to plan ahead for childcare and eldercare.

My colleague Joni, ccd here, can brief you on the announcement more specifically if desired.

Sent from my BlackBerry 10 smartphone.

--

**Jordan Fitzgerald**

*Organizing and Political Director, Make It Work Campaign*  
[jordan@makeitworkcampaign.org](mailto:jordan@makeitworkcampaign.org)  
202-550-5887

*Make it Work is a campaign working to advance economic security for women, men and families across the country, specifically equal pay, paid family and sick leave, and childcare issues. For more information or to get involved visit <http://www.makeitworkcampaign.org>.*

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#)  
**Subject:** FW: WCBS Radio / service changes  
**Date:** Wednesday, September 14, 2016 2:23:32 PM

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--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

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**From:** Silverman, Alex [mailto:asilverman@wcbs880.com]  
**Sent:** Wednesday, September 14, 2016 2:19 PM  
**To:** media@link.nyc  
**Subject:** WCBS Radio / service changes

Hello, is anyone available for a brief phone interview re the changes announced today? This would be recorded, not live, and no more than 5 minutes. Please let me know - I'm at 212-524-2910. Thanks!

----

**Alex Silverman**  
Anchor/Reporter | WCBS Newsradio 880  
212.524.2910 (o) | 646.580.6397 (c)  
[@AlexSilverman](#) | [CBSNewYork.com](#)

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You received this message because you are subscribed to the Google Groups "Media" group. To unsubscribe from this group and stop receiving emails from it, send an email to [media+unsubscribe@link.nyc](mailto:media+unsubscribe@link.nyc).

**From:** [Goldstein, Freddi](#)  
**To:** [Hagelgans, Andrea](#); [Jordan Fitzgerald](#)  
**Cc:** [Kletter, Joni](#); [Heidi Overbeck](#); [Becca Rueble](#); [Vivien Labaton](#)  
**Subject:** RE: Follow up  
**Date:** Wednesday, September 14, 2016 6:32:28 PM

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Thank you!

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**From:** Hagelgans, Andrea  
**Sent:** Wednesday, September 14, 2016 6:30 PM  
**To:** Jordan Fitzgerald  
**Cc:** Kletter, Joni; Goldstein, Freddi; Heidi Overbeck; Becca Rueble; Vivien Labaton  
**Subject:** Re: Follow up

Thank you!

Sent from my BlackBerry 10 smartphone.

---

**From:** Jordan Fitzgerald  
**Sent:** Wednesday, September 14, 2016 6:22 PM  
**To:** Hagelgans, Andrea  
**Cc:** Kletter, Joni; Goldstein, Freddi; Heidi Overbeck; Becca Rueble; Vivien Labaton  
**Subject:** Re: Follow up

Hi Andrea, Joni and Freddi -

Below is our statement on the Mayor's fair scheduling policy; please let us know if you would like us to make any changes or additions.

"Every worker deserves a family friendly workplace," said Vivien Labaton, co-director of Make It Work. "It doesn't matter who you work for, what you do, or how much you're paid — none of us should have to choose between earning a paycheck and caring for our loved ones. Mayor de Blasio's proposal to ensure fair scheduling is not only an important move toward a more stable workforce and a stronger economy, but also in strengthening families and communities in New York City."

Thanks again for the opportunity to be part of this effort! If you have social media assets you would like us to promote, please let us know.

Best,  
Jordan

On Wed, Sep 14, 2016 at 1:49 PM, Hagelgans, Andrea <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)> wrote:

Hey Jordan,

Hope Nevada is going well!

Here's more info. We'd love a quote for our release. We will need it by 9am tomorrow. Copied colleagues in case you need more info. Cheers! Would love to see you soon when you

are in nyc!

On Thursday, Mayor de Blasio will be making an announcement about the City's next big policy push: fair scheduling. As you know, hourly employees too often have very little control over their work schedules, particularly in the fast food industry. They are typically not asked for input during scheduling and their hours can change with very little notice. This makes it very hard for workers to plan ahead for childcare and eldercare.

My colleague Joni, ccd here, can brief you on the announcement more specifically if desired.

Sent from my BlackBerry 10 smartphone.

--

**Jordan Fitzgerald**

*Organizing and Political Director, Make It Work Campaign*

[jordan@makeitworkcampaign.org](mailto:jordan@makeitworkcampaign.org)

202-550-5887

***Make it Work** is a campaign working to advance economic security for women, men and families across the country, specifically equal pay, paid family and sick leave, and childcare issues. For more information or to get involved visit <http://www.makeitworkcampaign.org>.*

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#); [Worman, Maya](#)  
**Subject:** TV Hits  
**Date:** Wednesday, September 14, 2016 8:14:54 PM

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These are mostly pretty good / accurate:

[Eyewitness News on WABC-NY](#)

WABC, 9.14.16

[Eyewitness News First at 4 on WABC-NY](#)

WABC, 9.14.16

[News 4 New York at 4 on WNBC-NY](#)

WNBC, 9.15.16

[CBS 2 News at 5 on WCBS-NY](#)

WCBS, 9.14.16

[FOX 5 News at 5 on WNYW-NY](#)

WNYW, 9.14.16

[PIX News at 6P on WPIX-TV](#)

WPIX, 9.14.16

[News All Evening on NY1](#)

NY1, 9.14.16

[New York Minute on NY1](#)

NY1, 9.14.16

[News 12 Bronx](#)

News12 Bronx, 9.14.16

[WCBS-NY \(Radio\)](#)

WBCS 880, 9.14.16

[WINS-AM](#)

1010 WINS, 9.14.16

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315

C: 201.674.7475  
@DanLevitan

**From:** [Schnake Mahl, Gabriel](#)  
**To:** [Elaine Kim](#)  
**Cc:** [Rachel Cohen](#); [Ramos, Jessica](#); [Hagelgans, Andrea](#); [Jack Temple](#); [Andy McDonald](#); [Alison Hirsh](#); [Autumn Weintraub \(SEIU\)](#)  
**Subject:** Re: Hector's quote  
**Date:** Wednesday, September 14, 2016 9:38:00 PM

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Thanks for suggestions!

- 1) Definitely
- 2) hmm.. Other municipalities (sf, Seattle) have leg that covers ff workers + others, no?
- 3) let me see. We'll definitely put hector quote high up and big appreciation for leadership/partnership in mayor remarks + the op ed

Sent from my iPhone

On Sep 14, 2016, at 8:54 PM, Elaine Kim <[EKim@seiu32bj.org](mailto:EKim@seiu32bj.org)> wrote:

And Alison and Autumn. Few things:

-- It'd be powerful to locate this action by the Mayor as part of the movement of fast food workers that started right here in NYC and has grown nationally and even internationally. Their courage and perseverance has been and continues to be the heart of this fight.

-- seems like an opportunity to recognize that this scheduling bill for fast food workers would be the first of its kind (specifically for these workers) in the country. The Mayor and his administration are making a bold move here that will hopefully reverberate around the country; he is leading the way on an issue workers feel passionately about and will literally change lives.

-- we'd like Hector and 32BJ to be mentioned specifically -- we've been key to the growth and successes of the fast food movement in New York, will continue to do so in an increasingly public way and have been an important partner to the administration over the years.

Thanks,

Elaine

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**From:** Elaine Kim  
**Sent:** Wednesday, September 14, 2016 8:28 PM  
**To:** Schnake Mahl, Gabriel  
**Cc:** Rachel Cohen; Ramos, Jessica; Hagelgans, Andrea; Jack Temple; Andy McDonald  
**Subject:** RE: Hector's quote

Thanks. Adding our colleagues from Berlin Rosen.

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**From:** Schnake Mahl, Gabriel [[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)]  
**Sent:** Wednesday, September 14, 2016 8:26 PM  
**To:** Elaine Kim  
**Cc:** Rachel Cohen; Ramos, Jessica; Hagelgans, Andrea  
**Subject:** Re: Hector's quote

Folks still working on but here's a draft of rls. At end will include some info about OLPS + list of other admin policies to help working New Yorkers.

**MAYOR DE BLASIO, COUNCILMEMBERS, ADVOCATES ANNOUNCE PLAN TO ENSURE  
NEW YORK CITY'S FAST FOOD WORKERS ARE PROTECTED BY FAIR WORK WEEK  
LEGISLATION**

*Tens of thousands of hourly workers in NYC lack predictable, stable, and transparent work hours  
Absence of fair scheduling makes planning for days and months ahead nearly impossible for  
working families*

*Mayor calls for advance notice and public posting of schedules; additional compensation for  
working unscheduled hours; addressing problems caused by "clopenings"*

**NEW YORK** — Today, standing outside of a McDonald's in Brooklyn, Mayor Bill de Blasio was joined by elected officials, labor leaders, workers, clergy and community members to announce support for "Fair Work Week" legislation to ensure that 65,000 hourly employees in the fast food industry receive fair notification on their work hours. Currently, employers aren't required to provide their hourly employees with advance notice of upcoming shifts. As a result, too many families cannot budget in advance, plan for education or family care, or secure a necessary second job.

Across the country, nearly one in five Americans has an unstable work schedule and about 40 percent of early career workers, defined as workers aged 26-32, have less than one week advance notice of their schedules. We know this is particularly an issue with fast food workers, whose national average age is 29 and more than a quarter of whom are parents raising children. Too many of New York City's 65,000 fast food workers can't make the necessary arrangements for child care or the care of elderly parents. Unpredictable schedules make it nearly impossible to budget expenses or plan for the future.

In the coming months, Mayor de Blasio will work with members of the City Council, advocates, labor groups, and the business community and to draft specific legislation to support hardworking fast food hourly employees who are currently hit hardest by these practices.

Specifically, Fair Work Week legislation would:

- Require employers, beginning with the fast food industry, to schedule a majority of expected shifts and publicly post a workplace schedule two weeks in advance;
- Protect workers by requiring employers to provide additional compensation when workers are required to accommodate last-minute changes to their schedules for reasons within employers' ability to plan or control;
- Address problems created by the practice of "clopenings," or shifts that require employees to consecutively work closing and opening shifts with fewer than ten hours between them.

These measures will give hourly fast food employees more stability and predictability, while preventing employers from deliberately under scheduling workers and forcing them to remain "on call," a state in which employees do not know if they will be called into work or not. These measures will also allow employers and employees flexibility to adjust schedules when unforeseen issues arise outside of either party's control.

By knowing their schedules ahead of time, employees will have more certainty over their income and finances, and a greater ability to accommodate extra work if it's available. Most importantly, this proposal means employees will now have more flexibility: flexibility to take classes, care for their children, accompany an ailing parent to a doctor's appointment, or work a second job.

Sent from my iPhone

On Sep 14, 2016, at 8:15 PM, Elaine Kim <[EKim@seiu32bj.org](mailto:EKim@seiu32bj.org)> wrote:

Any sense of when we'll get to take look at Q&A & release?

---

**From:** Schnake Mahl, Gabriel [[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)]  
**Sent:** Wednesday, September 14, 2016 8:02 PM  
**To:** Rachel Cohen  
**Cc:** Elaine Kim; Ramos, Jessica; Hagelgans, Andrea  
**Subject:** Re: Hector's quote

Great quote. Thx

Sent from my iPhone

On Sep 14, 2016, at 8:01 PM, Rachel Cohen <[RCohen@seiu32bj.org](mailto:RCohen@seiu32bj.org)> wrote:

"Fast food workers won the fight for a \$15 minimum wage in New York but their fight continues for a union and a voice on the job," said 32BJ President Hector Figueroa. "When I talk

to fast food workers they say that, along with fair pay, fair scheduling is one of the most pressing issues they face. Being able to plan your time, your education, your childcare and your life is something that all working people should be able to do. We're glad Mayor de Blasio is tackling this important issue that will help tens of thousands of New Yorkers plan their work time and family time. We look forward to working with him and the members of City Council to pass legislation that will lead to a better quality of life and a more powerful voice for these men and women in their workplaces.”

---

**From:** Schnake Mahl, Gabriel  
[<mailto:GSchnakeMahl@cityhall.nyc.gov>]  
**Sent:** Wednesday, September 14, 2016 6:51 PM  
**To:** Elaine Kim  
**Cc:** Ramos, Jessica; Hagelgans, Andrea; Rachel Cohen  
**Subject:** RE: Oped for review

thanks!

---

**From:** Elaine Kim [<mailto:EKim@seiu32bj.org>]  
**Sent:** Wednesday, September 14, 2016 6:51 PM  
**To:** Schnake Mahl, Gabriel  
**Cc:** Ramos, Jessica; Hagelgans, Andrea; Rachel Cohen  
**Subject:** Re: Oped for review

We'll send one over soon

Sent from my iPhone

On Sep 14, 2016, at 6:12 PM, Schnake Mahl, Gabriel  
<[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)> wrote:

have we received quote for rls from you guys yet?  
thanks

---

**From:** Schnake Mahl, Gabriel  
**Sent:** Wednesday, September 14, 2016 6:12 PM  
**To:** Ramos, Jessica; 'Elaine Kim'; Hagelgans, Andrea  
**Cc:** Rachel Cohen  
**Subject:** RE: Oped for review

Confirmed: CMs Lander, Ferreras-Copeland, Johnson;  
PA James

Will update if others attending

---

**From:** Schnake Mahl, Gabriel  
**Sent:** Wednesday, September 14, 2016 4:00 PM  
**To:** Ramos, Jessica; 'Elaine Kim'; Hagelgans, Andrea  
**Cc:** Rachel Cohen  
**Subject:** RE: Oped for review

Will share confirmed electeds later today. Will have

Brad + some other CMs and maybe BP Adams / Tish

---

**From:** Ramos, Jessica  
**Sent:** Wednesday, September 14, 2016 3:46 PM  
**To:** 'Elaine Kim'; Hagelgans, Andrea  
**Cc:** Rachel Cohen; Schnake Mahl, Gabriel  
**Subject:** RE: Oped for review

+ Gabe

---

**From:** Elaine Kim [<mailto:EKim@seiu32bj.org>]  
**Sent:** Wednesday, September 14, 2016 3:41 PM  
**To:** Ramos, Jessica; Hagelgans, Andrea  
**Cc:** Rachel Cohen  
**Subject:** RE: Oped for review

Who are the other electeds?

---

**From:** Ramos, Jessica  
[\[mailto:JRamos@cityhall.nyc.gov\]](mailto:JRamos@cityhall.nyc.gov)  
**Sent:** Wednesday, September 14, 2016 3:25 PM  
**To:** Elaine Kim; Hagelgans, Andrea  
**Cc:** Rachel Cohen  
**Subject:** RE: Oped for review

This is our run of show:

- ? Alvin Major delivers remarks, introduces Mayor Bill de Blasio
- ? MBdB delivers remarks, introduces Hector Figueroa
- ? Hector Figueroa delivers remarks
- ? Mayor introduces electeds
- ? Electeds deliver remarks
- ? On-Topic Q&A

---

**From:** Elaine Kim [<mailto:EKim@seiu32bj.org>]  
**Sent:** Wednesday, September 14, 2016 3:04 PM  
**To:** Hagelgans, Andrea  
**Cc:** Ramos, Jessica; Rachel Cohen  
**Subject:** RE: Oped for review

Could someone also send us run of show? Thanks.

---

**From:** Elaine Kim  
**Sent:** Wednesday, September 14, 2016 8:04 AM  
**To:** Hagelgans, Andrea  
**Cc:** Ramos, Jessica; Rachel Cohen  
**Subject:** Re: Oped for review

Great, thanks. We will review and get back to you. Could you also send along the Q and A? And I assume you all are putting together a press release? We would love to take a look at that as well and give you a quote from Hector.

Sent from my iPhone

On Sep 14, 2016, at 7:30 AM, Hagelgans, Andrea  
<[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)> wrote:

Here is a draft of the joint oped we discussed. Could you all review and send edits by noon? We then will show the Mayor and pitch to daily news for Friday

When Flavia Cabral leaves her first job at XXpm to head to her second job at a McDonald's in WHERE?, she doesn't know when she's coming home. She doesn't know when she'll see her family or even when she'll get a full night's sleep next.

That's because Flavia's schedule, like that of so many of her fellow 65,000 fast food workers in New York City, is at the mercy of her employer. McDonald's and other similar fast food chains country aren't currently required to provide hourly workers with sufficiently advance notice of upcoming shifts – how many they're getting or even when those shifts are. A manager can call a worker who's just gotten home and tell them they have to be back at work in an hour.

And if that short-notice assignment conflicts with a long-scheduled doctor's appointment for an elderly parent or a parent-teacher conference, or if the number of hours you get isn't enough to pay the rent or buy groceries, there's not much you can do. Often, if you can't or don't agree to the assigned hours, your hours could be cut or you could lose their job altogether.

All this adds up to hardworking New Yorkers being forced into untenable situations. While they're taking care of growing kids or aging parents, they have to deal with an arbitrary schedule at a job where they still don't necessarily make ends meet.

Every worker in our city has the right to a stable, healthy life, whether they go to work at a burger joint, the local coffee shop, a favorite take-out spot, or

anywhere else.

Unsurprisingly, when fair scheduling practices aren't in place, there's a negative impact on children and families.

Kids in homes where parents have unpredictable schedules tend to have poorer health, don't do as well in school, and have challenges developing memory and communications skills.

It makes it much harder to find a second job because working in fast food isn't enough to keep food on the table.

And it hurts the workers themselves, whose health suffers.

Perhaps most importantly, it prevents the next generation from breaking the cycle that can lead to working in fast food in the first place. [We can't tie affordability to fluctuating hours]. Many of Flavia's college-age coworkers face the same fate, unable to afford or commit to attending classes when they never know in advance how much they're going to take home or even when they can go home.

As Flavia says, without an education our young people are much more likely to get and stay in the same job she has now. "It won't be a successful country," she says, "if so many families can't send people to go to school."

She's right.

That is why today, we begin to create change for our families, our communities, our city, and our country.

In the months ahead, we're going to work together with our partners in the City Council, advocates, and the business community to craft a law that helps make sure that fast food employees have fair and transparent scheduling practices. This law will require employers to publicly post a schedule two weeks in advance, and, if hours need to be changed on short notice, require employers to appropriately compensate employees.

We're also going to address the problem of "clopenings," or shifts that require employees to consecutively work closing

and opening shifts with fewer than 10 hours between them.

Making our fellow New Yorkers in the fast food industry and healthier and stronger will lift our economy, too.

Since January 2014, the City of New York has expanded Paid Sick Leave to more than half a million more New Yorkers. Employers with 20 or more employees are now required to provide pre-tax benefits you can use to buy your monthly Metrocard. There's even a new City office – the Office of Labor Policy and Standards, the first of its kind in New York, focused on protecting workers.

And while we've been working on this, our city has added more than 290,000 private sector jobs and the number of people employed in our city is at an all-time high of 4.3 million.

Flavia says, "we don't want to be rich... we just want to have a decent salary and educate our children."

By creating a fair work week, we're not just doing right by Flavia. Treating workers with respect and fairness lifts up all our communities, our city, and our country.

[Sent from my BlackBerry 10 smartphone.](#)

**From:** Ramos, Jessica  
**Sent:** Wednesday, September 14, 2016 5:09 AM  
**To:** Hagelgans, Andrea; Rachel Cohen  
**Cc:** Elaine Kim; Adams Baker, Marti  
**Subject:** Re: updates on workers

Rachel, can you share with us the mother's name and info so we can start vetting, just in case?

And yes, let's sked that 1030 with



Thank you.

[Sent from my BlackBerry 10 smartphone.](#)

**From:** Hagelgans, Andrea  
**Sent:** Tuesday, September 13, 2016

10:59 PM  
**To:** Rachel Cohen  
**Cc:** Ramos, Jessica; Elaine Kim; Adams  
Baker, Marti  
**Subject:** Re: updates on workers

These are great!

Sent from my BlackBerry 10 smartphone.

**From:** Rachel Cohen  
**Sent:** Tuesday, September 13, 2016  
10:51 PM  
**To:** Hagelgans, Andrea  
**Cc:** Ramos, Jessica; Elaine Kim  
**Subject:** Re: updates on workers

Ok so we have a single mom with a young child who wants to do it but is scheduled to work Thursday and trying to get someone to switch shifts with her. She's making calls tonight to try to arrange it.

As back-up I have [REDACTED] confirmed. He's already been vetted. He has 2 kids in hS and 2 in college. His wife has health problems and can't work right now so he is sole support of his family. His schedule is changed all the time the day before/day of and his hours are often cut by these changes. So not only does this make it hard to meet commitments with his kids but he doesn't even know how much money he'll earn each week. [REDACTED] is also available to do a call at 10:30 tomorrow morning if you want to get more details from him.

We're still connecting with more workers so I hope to have a few more options by the morning.

Sent from my iPhone

On Sep 13, 2016, at 8:15 PM,  
Hagelgans, Andrea  
<[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>  
wrote:

Thank you! That's the  
type of story we're  
hoping for. Appreciate

all your help and  
flexibility!

Sent from my BlackBerry 10 smartphone.

**From:** Rachel Cohen  
**Sent:** Tuesday, September  
13, 2016 8:04 PM  
**To:** Hagelgans, Andrea  
**Cc:** Ramos, Jessica; Elaine  
Kim  
**Subject:** Re: updates on  
workers

We do have some of  
those stories but we're  
still trying to confirm if  
there's a mom who can  
make it on Thursday.  
Organizers are talking to  
more workers tonight.  
Hope to have more info  
shortly.

Sent from my iPhone

On Sep 13, 2016, at 7:09  
PM, Hagelgans, Andrea  
<[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)  
> wrote:

Thanks,  
Rachel. Are  
there any  
stories of  
working  
moms?  
While he  
obviously is  
very  
compelling, I  
think we  
want to  
make this  
issue  
relatable to  
a broader  
audience  
and I worry  
it may make

media too  
focused on  
homeless  
issues.  
Thanks so  
much

Sent from my BlackBerry 10 smartphone.

**From:** Rachel  
Cohen  
**Sent:**  
Tuesday,  
September  
13, 2016 7:06  
PM  
**To:**  
Hagelgans,  
Andrea;  
Ramos,  
Jessica  
**Cc:** Elaine  
Kim  
**Subject:**  
updates on  
workers

I am trying to  
confirm  
another  
worker who  
has a very  
compelling  
story and  
should be  
available at  
11:30 on  
Thursday. The  
issue for him  
is that he  
doesn't have  
a cell phone  
so he is very  
hard to reach.  
One of our  
organizers is  
reaching out  
to his family  
members and  
will also try to  
meet him at  
his job tonight  
to talk to him.  
He usually  
starts work  
around 11pm  
so I may not  
have  
confirmation  
until then but  
the organizers

think that this should work for his schedule.

Info so far:

[REDACTED]

lives in a shelter

[REDACTED]

in Brooklyn  
He is a student-- but recently had to drop out because of scheduling issues that made it too difficult for him to keep up with his classes.

When organizer confirms with [REDACTED] she'll also ask him for the shelter address and his DOB.

We are still working on getting in touch with [REDACTED] as a back-up but he also doesn't have a cell phone and his work schedule is not very fixed so he's harder to find at work but I'm hoping to have more news this evening.

I will keep you all posted.

Thanks,

Rachel

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#)  
**Subject:** FW: Still need a quote from me?  
**Date:** Thursday, September 15, 2016 4:38:21 PM

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--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

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**From:** Fermino, Jennifer [mailto:jfermino@nydailynews.com]  
**Sent:** Thursday, September 15, 2016 4:37 PM  
**To:** Dan Levitan <dan@berlinrosen.com>  
**Subject:** RE: Still need a quote from me?

Yes, sorry. Really the lead is people fear it won't stop homeless from congregating at the hot spots.

Carmine Soprano, manager of Iron Bar on the corner of 45th Street and 8th Avenue, said the kiosk has been an issue ever since the city put one up on 8th right in front of the restaurant.

"They've become these little homeless hubs. They come in groups of six or seven people, they bring all their friends, and they camp out, start smoking weed, and are just having a little party out. They'll take up half the sidewalk and just hang out. For a place that's open like this, it's very disruptive for us and our customers."

"I've seen drug deals happening through it. They'll (a homeless person) will contact someone through the phone on there and the person with the drugs will come and meet them (the caller) right out front."

Also, head of Garment District BID said shes happy, but worried hoomless with cell phones will congregate with their own phones

Jennifer Fermino  
City Hall Bureau Chief  
New York Daily News  
646 734 0320

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**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Thursday, September 15, 2016 4:20 PM

**To:** Fermino, Jennifer  
**Subject:** Still need a quote from me?

Didn't see anything come through from you?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

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\*\*\*\*\***(NJ)**

**From:** [Valerie Berlin](#)  
**To:** [Hatch, Peter](#)  
**Subject:** Re: Thank you + Resume  
**Date:** Sunday, September 18, 2016 7:53:22 PM

---

Thanks much!

Sent from my iPhone

On Sep 18, 2016, at 1:50 PM, Hatch, Peter <[PHatch@cityhall.nyc.gov](mailto:PHatch@cityhall.nyc.gov)> wrote:

Thanks. Have shared around, including w Appointments Office.

---

**From:** Valerie Berlin [<mailto:Valerie@berlinrosen.com>]  
**Sent:** Friday, September 09, 2016 10:21 AM  
**To:** Hatch, Peter  
**Subject:** FW: Thank you + Resume

Hey Peter – was lovely to see you, Hillary and the kids out east!

Sending this resume along – thought you might be interested given the work he did at [REDACTED]

[REDACTED]  
Hope all is well!

Talk soon.

Valerie

Valerie Berlin  
BerlinRosen Public Affairs  
15 Maiden Lane, Suite 1600  
New York, NY 10038  
646.452.5637  
[www.berlinrosen.com](http://www.berlinrosen.com)

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**From:** [REDACTED]  
**Reply-To:** [REDACTED]  
**Date:** Friday, September 9, 2016 12:07 AM  
**To:** Valerie <[valerie@berlinrosen.com](mailto:valerie@berlinrosen.com)>  
**Subject:** Thank you + Resume

<!--[if !supportLists]-->• <!--[endif]-->

Hi Valerie,

Thank you so much for speaking with me today and offering assistance as

I execute my job search. It was a real pleasure to finally talk to you as Evan speaks of you and Amy often.

As promised, attached is my resume. Please feel free to share it as you see fit. The position I applied for at DYCD is Deputy Director of Employer Engagement and Partnerships; the NYCHA role is Executive Vice President for Community Programs and Development. Both opportunities match my desire for a leadership role in a city agency committed to serving the highest need communities. I would like to capitalize on my experience building relationships with a diverse group of stakeholders, and designing and managing systems and programs that help disenfranchised families access vital resources. If you become aware of other positions you think would be a fit for someone with my background and experience, please let me know.

Thank you again for all your help.

Have a great evening!



**From:** [Kenneth Londono](#)  
**Subject:** Interested? Children's Defense Fund Releases New Recommendations For School-Based Health Centers  
**Date:** Monday, September 26, 2016 10:34:04 AM  
**Attachments:** [Key Details- Children's Defense Fund.pdf](#)

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Hello,

The Children's Defense Fund- New York has released its policy recommendations on how school-based health centers can stay afloat in a political landscape in flux.

School-based health centers are critical lifelines for New York City's underserved children. Today, these comprehensive service providers serve thousands of children in 345 schools throughout New York City. **However, in a few short months, many of these school-based health centers could find themselves in financial jeopardy. A mandate that school-based health centers transition to a Medicaid managed care reimbursement model by July 1, 2017 could threaten their viability.**

CDF-NY's recommendations will help ensure that existing school-based health centers keep their doors open, and high-need schools aren't deterred from opening these much-needed centers.

Recommendations include:

- Creating a transition to Medicaid managed care
- Developing a pathway for SBHCs to bill for services delivered to children covered by Child Health Plus
- Building the necessary infrastructure to claim Medicaid reimbursement for non-SBHC services

To watch a webinar on the recommendations, please click [here](#). The briefs discussed in the film can be found at [www.cdfny.org](http://www.cdfny.org); you can also refer to the one-pager attached to this email.

Let us know if you plan to cover this.

Thanks,  
Ken

Kenneth Londono  
BerlinRosen Public Affairs  
Office: 646.335.0420 | Cell: 917.574.8756  
[Kenneth.Londono@berlinrosen.com](mailto:Kenneth.Londono@berlinrosen.com)



## Children's Defense Fund

A strong, effective, independent voice for all the children of America

### Key Information on School-Based Health Centers: Keeping Students Healthy, Keeping School-Based Care Financially Sound

**Summary:** New York City educates 1.1 million students across roughly 1,800 schools. Schools are now recognized as critical health care access points, ones that uniquely bridge the city's health and education systems by reaching children who would otherwise go without medical care. Over the past several years, New York City has created a number of school-based health centers (SBHCs) aimed at expanding the delivery of health services in schools. While SBHCs are proven to be incredibly effective in improving health outcomes, schools must take requisite steps to ensure these valuable institutions remain financially sound.

#### Children must be healthy in order to learn:

- Research has proven that children with unmet health needs are far less likely to succeed in school:
  - New York City children who are considered to be in excellent or very good health are more likely to receive mostly As and Bs than children who are in fair or poor health.
  - In New York City, neighborhoods with the highest rates of chronic elementary school absenteeism are communities where both child and adult residents continue to face overwhelming health disparities.
- In many New York City neighborhoods, children face significant barriers accessing high-quality primary care.
  - While in New York City the percentage of children under 18 with health insurance is approximately 97 percent, only about 60 percent of adolescents received the recommended number of well child visits.

#### School-based health centers provide students with much-needed care:

- As of March 2016, 145 SBHCs were serving 345 schools throughout New York City:
  - SBHCs, which are located within schools and deliver health care to children at no cost, offer students, primary and preventative care, chronic disease management and treatment of urgent care needs.
  - For many underserved children, SBHCs are the first and only place in which they are able to access health care services.
- We know that SBHCs are effective:
  - Research has shown that these clinics have helped secure significant gains to children's physical health, weight and nutrition, dental and vision care, mental health and reproductive health.
  - SBHCs have improved attendance rates and decreased tardiness, in many cases improving educational outcomes as well.

#### Recommendations to keep SBHCs solvent:

SBHCs are cost-intensive, and schools must work to maximize available funds to keep these institutions afloat, especially in light of recent NYS policy changes. Steps to maximize funds include:

- Creating a transition to Medicaid managed care:
  - NYS' Department of Health has scheduled school-based health center providers to transition into a Medicaid-managed care reimbursement model by July 1, 2017. This could potentially weaken the financial viability of SBHCs.
  - SBHCs will need to secure guaranteed reimbursement for services delivered to students. SBHCs must also be able to provide chronic disease, urgent, behavioral and reproductive care without first securing authorization.
- Developing a pathway for SBHCs to bill for services delivered to children covered by [Child Health Plus](#):
  - As SBHCs transition into Medicaid managed care, they will need to develop the capacity to bill multiple managed care organizations.
  - More complete billing will enable SBHCs to secure a greater amount of revenue and decrease the amount of uncompensated care delivered.
- Building the necessary infrastructure to claim Medicaid reimbursement for non-SBHC services:
  - Since 2009, the New York City DOE has claimed only a small portion of the Medicaid reimbursement for which it is eligible. A recent study from the City Comptroller reports that DOE has lost \$356 million in potential Medicaid reimbursement because of insufficient data collection and overly burdensome federal and state regulations.
  - The DOE can better position itself to generate the Medicaid dollars for which it is eligible by improving its data collections systems and investing in administrative support to appropriately claim this reimbursement.
- Implementing the free care policy change in New York State:
  - In December 2014, the Centers for Medicare and Medicaid Services (CMS) reversed a longstanding policy that heavily restricted school districts' ability to bill Medicaid for preventative, evaluative and medically necessary health and mental health services offered to all students at no cost.
  - The free care policy change is the opportunity for the New York City Department of Education to more broadly bill Medicaid for preventative, evaluative and medically necessary health and mental health services.

**From:** [Norvell, Wiley](#)  
**To:** ["Jeremy Soffin"](#); [Patchett, James](#); ["Cotton, Ashley"](#)  
**Subject:** RE: Modular sale  
**Date:** Tuesday, October 04, 2016 2:00:07 PM

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Gotcha. Think we'll sit out release.

-----Original Message-----

From: Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
Sent: Tuesday, October 04, 2016 1:42 PM  
To: Patchett, James; 'Cotton, Ashley'; Norvell, Wiley  
Subject: RE: Modular sale

Update: Bagli is writing on this, embargoed to mid-morning tomorrow.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

-----Original Message-----

From: Jeremy Soffin  
Sent: Tuesday, October 04, 2016 11:53 AM  
To: 'Patchett, James'; 'Cotton, Ashley'; Norvell, Wiley  
Subject: RE: Modular sale

Release is below, with quotes still being added.

Full Stack Modular LLC Purchases Core Assets of FC Modular, LLC from Forest City Ratner Companies

Leading Member of FC Modular and Award-Winning Inventor of High-Rise Modular Technology Acquires Company's Core Assets, Launches Full Stack Modular

Full Stack Modular to Build on the Success of 461 Dean Street, The World's Tallest Modular Residential High Rise

Brooklyn, NY – October 5, 2016 – Full Stack Modular, LLC announced today that it has purchased the core assets of FC Modular from Forest City Ratner Companies (FCRC), a wholly owned subsidiary of Forest City Realty Trust, Inc., (NYSE: FCEA and FCEB). Full Stack Modular will offer turn-key modular solutions for developers of new multi-family buildings, hotels and dormitories and will continue to operate out of the 100,000+ square foot factory in the Brooklyn Navy Yard.

Full Stack Modular's CEO and founder, Roger Krulak, was formerly Senior Vice President of Modular Construction at FCRC where he was a leading member of the team that built the modular business that formed the foundation of FCRC's flagship project, 461 Dean Street, the tallest modular building in the world. 461 Dean is now leasing and will welcome its first tenants this fall to breathtaking views and amenities made possible by its modular construction.

The deal includes the long-term lease at the Brooklyn Navy Yard, all equipment and Intellectual Property, as well as the bespoke technology created for this manufacturing process. Full Stack Modular will also maintain the groundbreaking collective bargaining agreement with the Building and Construction Trades Council of New York and its members, and anticipates rehiring much of the original workforce responsible for 461 Dean Street.

"I am very proud to own a company that will continue to build upon our original mission at Forest City,

and further grow the valuable relationships with the community, the unions and the talented workers who help bring our vision to life," said Krulak. "Modular is the future of multifamily construction and Full Stack Modular will be at the forefront of innovation in our industry. Our systems are not only more efficient and cost effective than conventional building, but also more sustainable and community-friendly."

"We have always been firm believers in modular construction and we are incredibly proud of the breakthroughs we've made that will soon be seen at 461 Dean Street," said MaryAnne Gilmartin, President and CEO of Forest City Ratner Companies. "The sale allows us to put our focus on our core strengths – management of our assets and our incredible pipeline of development. We are thrilled that the high-rise residential modular industry we launched will continue its ground-breaking innovations in the skilled hands of Roger Krulak at Full Stack Modular. We know it will be a great success."

An internationally recognized expert in modular construction and innovation, Roger Krulak was the recipient of the 2014 Popular Mechanics 'Breakthrough Award' for his work on the creation of the high-rise modular process, has been appointed to the Building Innovation Panel for the Country of Singapore and regularly speaks all over the world.

#### About Full Stack Modular

Full Stack Modular provides turn-key modular solutions for developers of new multi-family buildings, hotels and dormitories. Full Stack Modular is dedicated to the innovation and creation of environmentally-conscious, cost-effective and labor-friendly development of multi-family housing. The company is located in New York City, in the Brooklyn Navy Yard.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

-----Original Message-----

From: Patchett, James [<mailto:JPatchett@cityhall.nyc.gov>]  
Sent: Tuesday, October 04, 2016 11:05 AM  
To: 'Cotton, Ashley'; Norvell, Wiley  
Cc: Jeremy Soffin  
Subject: RE: Modular sale

Thank you! Who is the buyer? Are they committing to the below?

-----Original Message-----

From: Cotton, Ashley [<mailto:acotton@frc.com>]  
Sent: Tuesday, October 04, 2016 9:55 AM  
To: Norvell, Wiley; Patchett, James  
Cc: Jeremy Soffin  
Subject: Modular sale

Good news, we have sold the business and will be announcing tomorrow. The DM mentioned her desire to be helpful - perhaps she wants to put a quote in the new buyers release? Keeping factory, rehiring workers, union jobs

Ashley

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**From:** [Phillips, Eric Falk](#)  
**To:** [Rich Calder](#)  
**Cc:** [Dan Levitan](#)  
**Subject:** Re:  
**Date:** Monday, October 10, 2016 1:10:35 PM

---

No thanks

On Oct 10, 2016, at 12:08 PM, Rich Calder <[rcalder@nypost.com](mailto:rcalder@nypost.com)> wrote:

I have to write for web. Either of you want to comment on Huma's Dec. 2014 email on Hillary's relationship with de Blasio?

Bill de Blasio: I stay in touch with him and his team a lot. He has recently asked to have increased direct access to her so he can tell his progressive partners what she thinks about issues important to them. He also thinks he can be most helpful to her if he has that kind of relationship. He wants to be seen as the loudest progressive voice for her and in order to do that he needs access. In the next 6 months, someone else will have to inherit this relationship because it will not be tenable for HRC.

<https://wikileaks.org/podesta-emails/emailid/3577>

**From:** [Grybauskas, Natalie](#)  
**To:** "[Dan Levitan](#)"  
**Subject:** RE: give a shout?  
**Date:** Tuesday, October 11, 2016 4:03:40 PM

---

Yep. On a call. Call you after

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Tuesday, October 11, 2016 4:03 PM  
**To:** Grybauskas, Natalie  
**Subject:** give a shout?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@DanLevitan](#)

**From:** [Worman, Maya](#)  
**To:** [Dan Levitan](#)  
**Cc:** [Grybauskas, Natalie](#); [Jovana Rizzo](#)  
**Subject:** RE: DNAinfo incoming  
**Date:** Thursday, October 13, 2016 10:14:39 AM  
**Attachments:** [image001.png](#)

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Great. Thank you.

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Thursday, October 13, 2016 10:11 AM  
**To:** Worman, Maya <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>  
**Cc:** Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Subject:** RE: DNAinfo incoming

We can reach out to her and give her date the first ones were turned on, we don't have an estimate for the others.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@DanLevitan](mailto:@DanLevitan)

---

**From:** Worman, Maya [mailto:[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)]  
**Sent:** Thursday, October 13, 2016 10:07 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** DNAinfo incoming

Good morning!

DNAinfo looking for exact date of activation in Jamaica and when others in the immediate area will be activated.

Do you have this info?

[ekern@dnainfo.com](mailto:ekern@dnainfo.com)

Maya

---

Maya Worman  
Assistant Commissioner for External Affairs and Communications

**New York City Department of  
Information Technology & Telecommunications**

2 Metro Tech Center, 5<sup>th</sup> Floor  
Brooklyn, NY 11201

**Direct Line: 718-403-8247 or 646-745-0577**

[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)



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**From:** [Jovana Rizzo](#)  
**To:** [Dan Levitan](#); [Worman, Maya](#)  
**Cc:** [Grybauskas, Natalie](#); [Stacey Levine](#)  
**Subject:** Re: DNAinfo incoming  
**Date:** Thursday, October 13, 2016 10:47:54 AM  
**Attachments:** [image001.png](#)

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+Stacey. DNAinfo doing a quick "Link live in Jamaica" story, we'll provide the Jamaica activation date (Sept 23) and some background (replacing city's pay phones, 7500 to be installed throughout NYC over next several years).

Reporter covered when Link went live in Kew Gardens/Forest Hills - <https://www.dnainfo.com/new-york/20160810/forest-hills/forest-hills-kew-gardens-get-first-free-wi-fi-hotspots-queens>

Thanks,  
Jovana

--

Jovana Rizzo  
BerlinRosen Public Affairs  
O: 646-200-5329  
C: 917-836-0618  
[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)

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**From:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Date:** Thursday, October 13, 2016 10:11 AM  
**To:** "Worman, Maya" <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>  
**Cc:** Natalie Grybauskas <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Subject:** RE: DNAinfo incoming

We can reach out to her and give her date the first ones were turned on, we don't have an estimate for the others.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Worman, Maya [<mailto:mworman@doitt.nyc.gov>]  
**Sent:** Thursday, October 13, 2016 10:07 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>

**Subject:** DNAinfo incoming

Good morning!

DNAinfo looking for exact date of activation in Jamaica and when others in the immediate area will be activated.

Do you have this info?

[ekern@dnainfo.com](mailto:ekern@dnainfo.com)



Maya

---

Maya Worman  
Assistant Commissioner for External Affairs and Communications  
**New York City Department of  
Information Technology & Telecommunications**  
2 Metro Tech Center, 5<sup>th</sup> Floor  
Brooklyn, NY 11201

**Direct Line: 718-403-8247 or 646-745-0577**

[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)



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This e-mail, including any attachments, may be confidential, privileged or otherwise legally protected. It is intended only for the addressee. If you received this e-mail in error or from someone who was not authorized to send it to you, do not disseminate, copy or otherwise use this e-mail or its attachments. Please notify the sender immediately by reply e-mail and delete the e-mail from your system.

**From:** [Grybauskas, Natalie](#)  
**To:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** voting line  
**Date:** Thursday, October 13, 2016 12:52:46 PM

---

We have a voting reg related release going out – I want to add one bullet point under voting reg efforts re: link. Can you send a line?

**From:** [Rich Calder](#)  
**To:** [Phillips, Eric Falk](#); [Dan Levitan](#); [Finan, Austin](#)  
**Subject:** worst landlords list  
**Date:** Thursday, October 13, 2016 2:41:41 PM

---

We are writing an article off Tish's James' worst landlord list. The No. 3 person on list, Efstathios Valiotis, was also a key contributor to Mayor de Blasio's Campaign for One New York and to his 2013 campaign. Records show that his firm Alma Realty gave \$5,000 to the non-profit and his employees donated another \$5,525 to de Blasio's 2013 campaign as the company was trying to get zoning changes approved in the Rockaways and its Astoria Cove plan approved by the city.

Please let me know if you'd like to comment.

Thanks  
Rich Calder, staff reporter  
New York Post  
[718-744-8304](tel:718-744-8304) (cell)

**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [Grace, Melissa](#)  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Thursday, October 13, 2016 5:14:23 PM

---

Emails just crossed. Probably worth talking for a minute if you can, site plan not 100% self-explanatory.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Thursday, October 13, 2016 5:13 PM  
**To:** Jeremy Soffin  
**Cc:** Grace, Melissa  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Hey—sorry, was swamped today. Meeting about this with senior team at 9am tomorrow, so looking for details tonight on Run of Show, what visuals would look like, staging, etc...

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Thursday, October 13, 2016 12:00 PM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

I'll put a package together for you today. Will probably be EOD when I'll have release, would be happy to talk through ROS and setup before that if helpful.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Thursday, October 13, 2016 11:41 AM  
**To:** Jeremy Soffin  
**Cc:** Grace, Melissa  
**Subject:** can you send me whatever you have on 1 Vanderbilt groundbreaking?

Visuals, ROS, draft release, etc...

Wiley Norvell

Communications Advisor for Housing and Economic Development

Office of Mayor Bill de Blasio

[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)

212-788-8491

**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [Grace, Melissa](#)  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Thursday, October 13, 2016 5:14:43 PM  
**Attachments:** [OVA Groundbreaking Overview Packet.pdf](#)

---

Attached please find a pdf that has the site plan, visual for the stage and ROS. We should have a release to share in the morning.

Please let me know if you want to talk through, since the site plan may not be completely clear (especially re the shovel shot, for instance).

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212-788-8491

# SITE PLAN

A

B

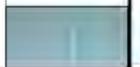
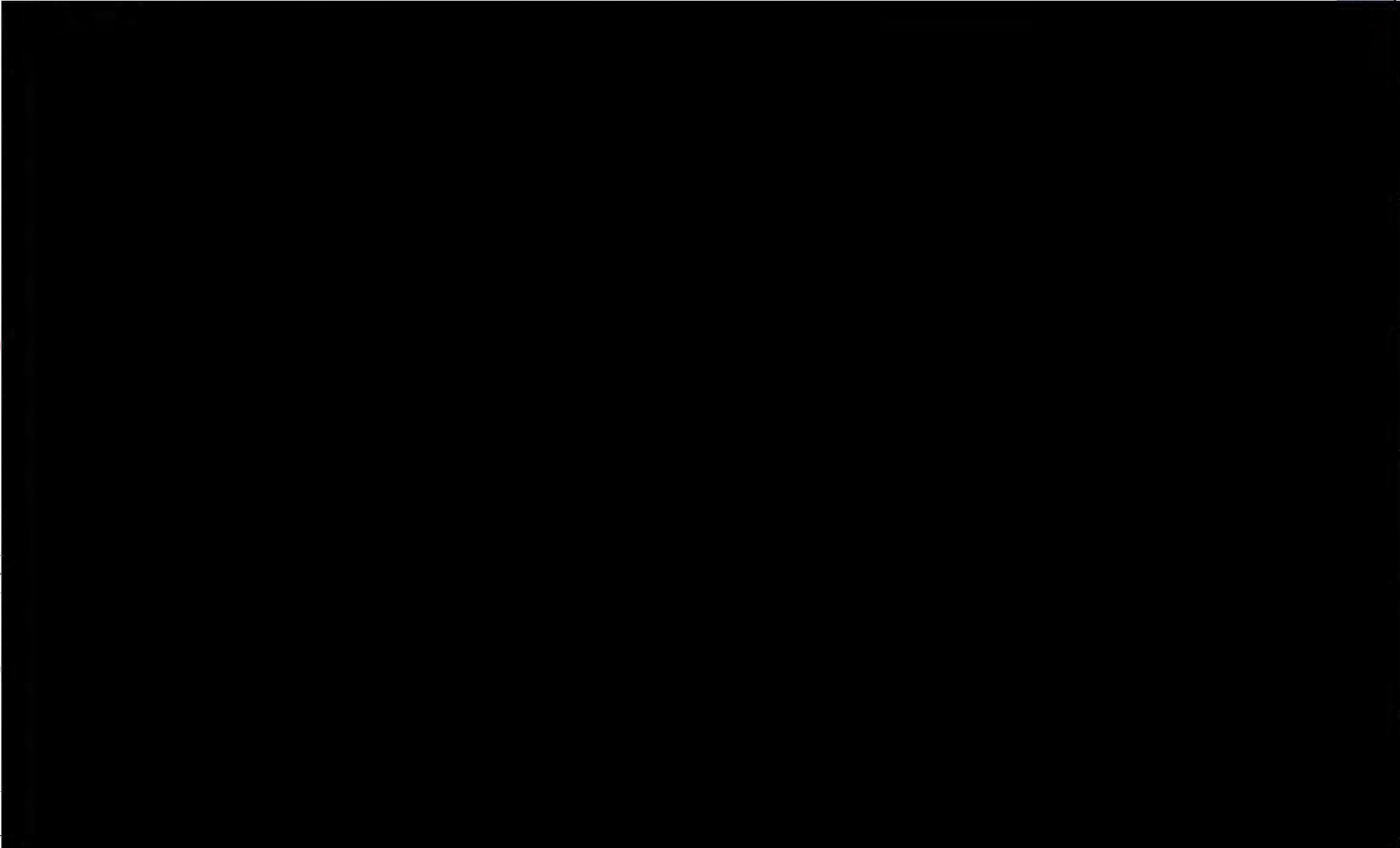
C

D

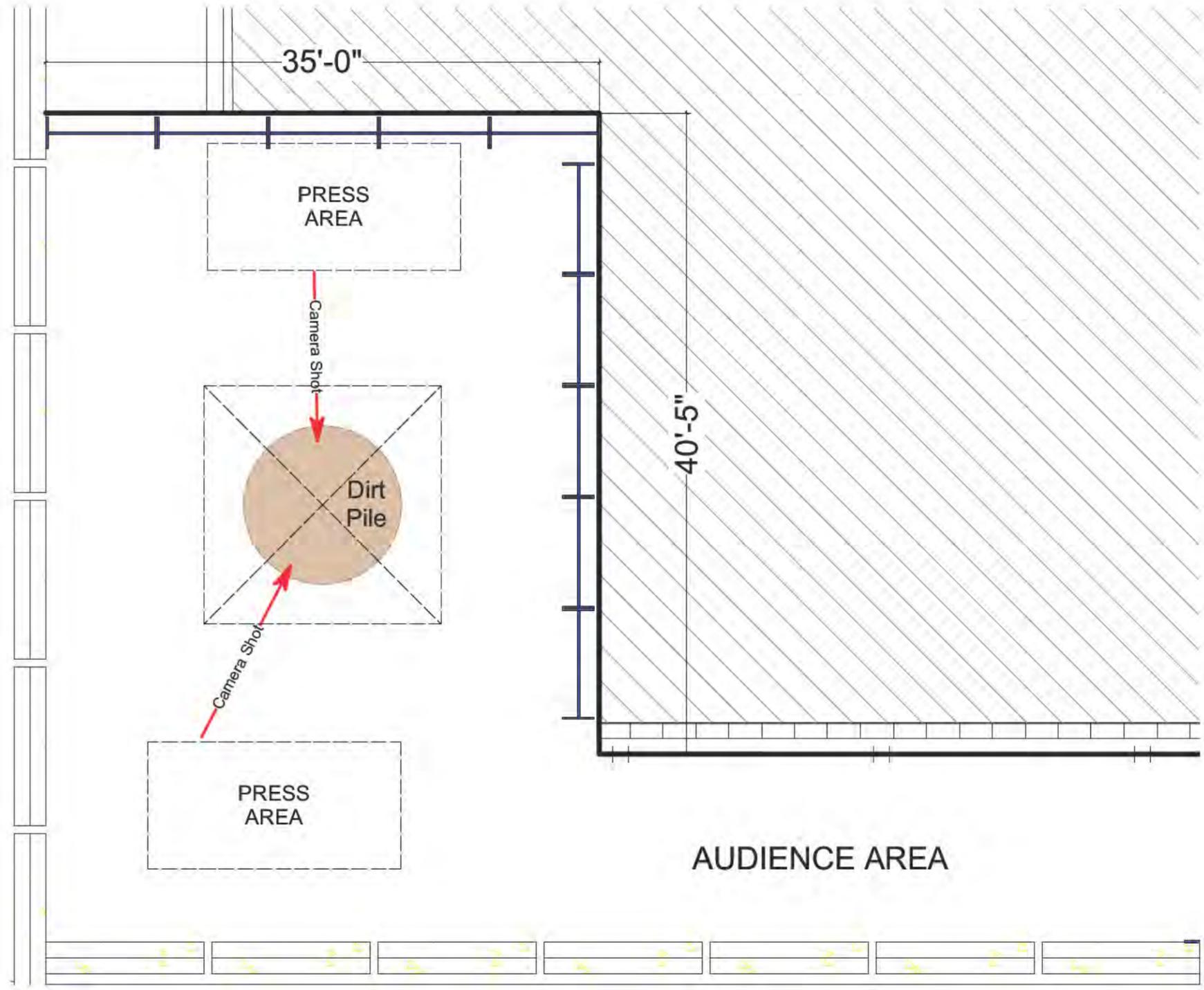
E

F

G



# PHOTO OP PLAN



Scale: 1/8" = 1'-0"

12 A B C D E F G

PROJECT IN CHARGE:  
www.professionalengineer.com

bs

NORTH

Ashley Capner  
607.336.7366  
ashley@brookhogan.com

Bryan Frywes  
609.419.6277  
bryan@brookhogan.com

**DRAFT**  
**DO NOT BUILD**

VERSION 2.0  
11.17.17 NATIVE  
DATE: October 12, 2016  
FILE: BR Groundbreaking.vwr  
JOB CODE: 80216-880A-Groundbreaking

Photo Op Plan  
One Vanderbilt - Groundbreaking  
One Vanderbilt  
1 Vanderbilt Ave.  
New York, NY

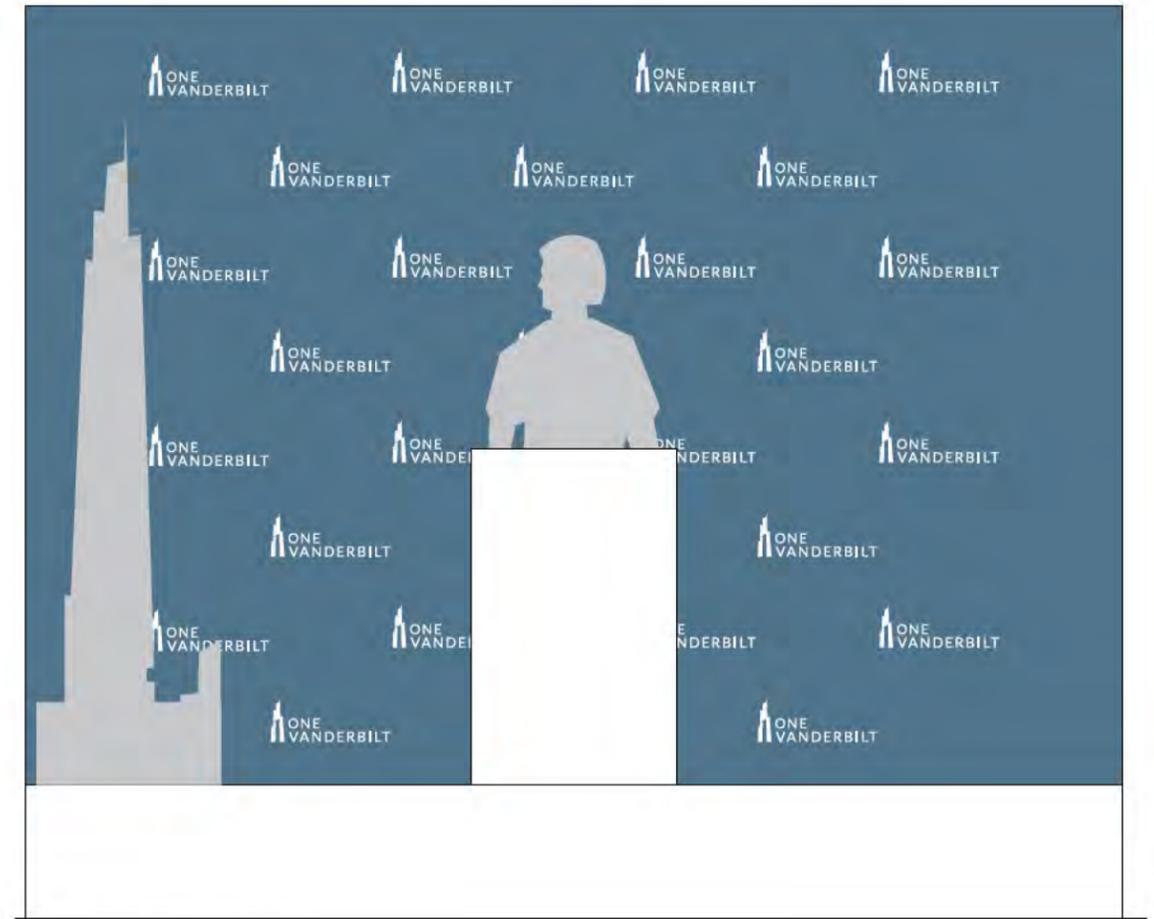
October 18, 2016  
Load Date

PG-05

# STAGE



LAYOUT - STEP AND REPEAT  
SCALE: 3/4" = 1'



ELEVATION - STAGE  
SCALE: 1/2" = 1'

OVA Groundbreaking: Run of Show

08:00 – 09:45	Event team walkthrough and trouble shooting
09:45 – 10:00	Team members report to stations
10:00 – 10:30	Guests and media arrive, check in and pick up gifts in reception area
10:20 – 10:30	Brand ambassadors direct unseated guests to seats
10:30 – 10:38	Marc Holliday gives opening remarks and introduces Mayor de Blasio
10:38 – 10:48	New York City Mayor de Blasio*
10:48 – 10:53	Congresswoman Carolyn Maloney*
10:53 – 10:58	Manhattan Borough President Gale Brewer*
10:58 – 11:03	City Councilman Dan Garodnick*
11:03 – 11:08	Marc Holliday thanks guests and invites them to watch ceremonial groundbreaking along Vanderbilt; Brand ambassadors escort VIPs and press to photo area, and direct guests to Vanderbilt Ave viewing section
11:08	Shovel shot #1
11:13	Shovel shot #2
11:20	Photo shoot concludes and brand ambassadors direct guests to exit

\*During opening remarks, Marc Holliday will acknowledge each guest. Brand ambassadors will escort each speaker to stage as previous speaker concludes.

**From:** [Norvell, Wiley](#)  
**To:** ["Jeremy Soffin"](#)  
**Cc:** [Grace, Melissa](#)  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Thursday, October 13, 2016 5:16:03 PM

---

Makes sense.

---

**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Thursday, October 13, 2016 5:14 PM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

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Please let me know if you want to talk through, since the site plan may not be completely clear (especially re the shovel shot, for instance).

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

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**Sent:** Thursday, October 13, 2016 11:41 AM  
**To:** Jeremy Soffin  
**Cc:** Grace, Melissa  
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Visuals, ROS, draft release, etc...

Wiley Norvell  
Communications Advisor for Housing and Economic Development  
Office of Mayor Bill de Blasio  
[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)  
212-788-8491

**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Thursday, October 13, 2016 5:50:33 PM

---

Give me another quick call?

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Norvell, Wiley [mailto:WNorvell@cityhall.nyc.gov]  
**Sent:** Thursday, October 13, 2016 5:28 PM  
**To:** Jeremy Soffin  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

How bout this:

\$220 Million for Better Commutes

---

**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Thursday, October 13, 2016 5:14 PM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa  
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Visuals, ROS, draft release, etc...

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Communications Advisor for Housing and Economic Development  
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[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)  
212-788-8491

**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Thursday, October 13, 2016 6:58:50 PM

---

We're moving forward on a solution here, will keep you posted.  
We're also planning to put out an advisory tomorrow, which won't list any of the speakers.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
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212-788-8491

**From:** [Norvell, Wiley](#)  
**To:** "[Jeremy Soffin](#)"  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Friday, October 14, 2016 11:52:59 AM

---

Great.

On release, we may actually do our own alongside yours. Will know later today. Would focus on zoning, transit, keeping East Midtown competitive.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, October 14, 2016 11:28 AM  
**To:** Norvell, Wiley  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

“\$220 Million for Better Commutes”

(Advisory going out momentarily...)

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, October 14, 2016 11:25 AM  
**To:** Jeremy Soffin  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Got it. With the \$220 million message?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, October 14, 2016 11:05 AM  
**To:** Norvell, Wiley  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

We’re looking at doing a kickstand that will sit in front of the dirt and be about 6 feet long, ensures the whole message gets in every shot. There wasn’t a good way to do something overhead that would be in all the shots and look nice.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, October 14, 2016 11:03 AM  
**To:** Jeremy Soffin  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Your good with text I sent? Will it be big? Like 10-15 feet long?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, October 14, 2016 10:59 AM  
**To:** Norvell, Wiley  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Going to production on this shortly so please confirm it's good, and also that we're okay to send out an advisory today that doesn't mention the mayor or any other speakers.

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**Sent:** Thursday, October 13, 2016 11:41 AM

**To:** Jeremy Soffin

**Cc:** Grace, Melissa

**Subject:** can you send me whatever you have on 1 Vanderbilt groundbreaking?

Visuals, ROS, draft release, etc...

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Communications Advisor for Housing and Economic Development

Office of Mayor Bill de Blasio

[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)

212-788-8491

**From:** [Norvell, Wiley](#)  
**To:** ["Jeremy Soffin"](#)  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Friday, October 14, 2016 2:54:54 PM

---

Can you help me quickly fact check/add in missing pieces?

People served by area transit:

- **154,000 commuters use the Grand Central Lexington Line stop—2<sup>nd</sup> busiest in city**

Transit Improvements at Grand Central: \$220 million, paid for by SL Green

- Refurbish Grand Central's crumbling subway mezzanine
- New exits at ends of both 4-5-6 platforms
- More room on 4-5-6 platforms, by narrowing obstructions
  - Narrowed staircases
  - Narrowed columns
- More turnstiles
- More connections from mezzanine directly to streets (reducing crowding at existing exits)
- **Reduced overcrowding will allow for 1 extra train per hour—making room for 1,100 more riders each hour**
- Direct connections from the new tower to subway, MetroNorth and future LIRR
- 4,000 s/f transit hall/waiting room in ground floor of tower
- Vanderbilt between 42<sup>nd</sup> and 43<sup>rd</sup> closed to traffic, becomes pedestrian plaza—more room to breathe in crowded heart of Midtown
- Completed January 2020
- **New building CANNOT be occupied until transit work is complete**

-  
**About the Building: 1 Vanderbilt**

- 65-story
- New headquarters for TD Bank
- TKTK temporary jobs
- TKTK permanent jobs

---

**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Friday, October 14, 2016 2:08 PM  
**To:** Norvell, Wiley  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Yes, attending not speaking. I'll get you a name.

Jeremy Soffin

BerlinRosen Public Affairs  
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917-860-9076

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**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, October 14, 2016 2:06 PM  
**To:** Jeremy Soffin  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Hey—will someone from TD Bank be there that we should recognize?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
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**To:** Norvell, Wiley  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

“\$220 Million for Better Commutes”

(Advisory going out momentarily...)

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212-788-8491

**From:** [Norvell, Wiley](#)  
**To:** ["Jeremy Soffin"](#)  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Friday, October 14, 2016 3:35:33 PM

---

Awesome. Thanks bud.

---

**From:** Jeremy Soffin [mailto:jeremy@berlinrosen.com]  
**Sent:** Friday, October 14, 2016 3:08 PM  
**To:** Norvell, Wiley  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Edits in CAPS or highlights.

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- New exits at ends of both 4-5-6 platforms
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**(NONE OF OUR STUFF TALKS ABOUT TURNSTILES, NOT SURE ABOUT THIS, ASSUME NEW ENTRANCES MEANS MORE TURNSTILES)**
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- **Reduced overcrowding will allow for 1 extra train per hour—making room for 1,100 more riders each hour**
- Direct connections from the new tower to subway, MetroNorth and future LIRR
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**THIS IS ONLY TRUE FOR THE BONUSABLE SPACE.**

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- 65-story  
**1,401 FEET TALL, 58 STORIES**
  - New headquarters for TD Bank
-

TD BANK IS ANCHOR COMMERCIAL AND RETAIL TENANT BUT IT IS NOT THEIR HQ

- TKTk temporary jobs
- TKTk permanent jobs
- 8,000 workers
- 5,200 construction jobs
- 190 permanent union jobs
- Desperately needed modern office space adjacent to Grand Central Terminal
- Significantly increased tax revenues

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
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**Sent:** Friday, October 14, 2016 11:05 AM  
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Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
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**To:** Jeremy Soffin  
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**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, October 14, 2016 10:59 AM  
**To:** Norvell, Wiley  
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**Sent:** Thursday, October 13, 2016 5:28 PM  
**To:** Jeremy Soffin

**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

How bout this:

\$220 Million for Better Commutes

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]

**Sent:** Thursday, October 13, 2016 5:14 PM

**To:** Norvell, Wiley

**Cc:** Grace, Melissa

**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

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Visuals, ROS, draft release, etc...

Wiley Norvell

Communications Advisor for Housing and Economic Development

Office of Mayor Bill de Blasio

[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)

212-788-8491

**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Friday, October 14, 2016 3:39:36 PM

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Gregg Gerken, Head of Commercial Real Estate

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
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**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, October 14, 2016 2:06 PM  
**To:** Jeremy Soffin  
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Hey—will someone from TD Bank be there that we should recognize?

---

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**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Sunday, October 16, 2016 10:34:40 PM  
**Attachments:** [OVA Groundbreaking Press Release Draft 101416.docx](#)

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**Date:** Friday, October 14, 2016 at 7:14 PM  
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212-788-8491

**Contact:**

BerlinRosen

Josh Berkman

646-616-6768

joshua.berkman@berlinrosen.com

Draft:10/14/16

## **SL Green Breaks Ground on One Vanderbilt Avenue**

*Cutting-edge, 1,401-foot-tall skyscraper at doorstep of Grand Central Terminal to reshape city skyline and transform the 21<sup>st</sup> century workplace*

**New York, NY (October 18, 2016)** – SL Green Realty Corp. (NYSE: SLG) today broke ground on [One Vanderbilt Avenue](#), a state-of-art office skyscraper that will anchor the modernization of the East Midtown business district and stand as the second tallest tower in New York City. Rising adjacent to Grand Central Terminal, One Vanderbilt will include direct connections to its network of mass transit, improved by \$220 million in upgrades SL Green is implementing as part of the project.

To mark the construction milestone, SL Green Chief Executive Officer Marc Holliday was joined by elected officials and partners, including New York City Mayor Bill de Blasio, Congresswoman Carolyn Maloney, Manhattan Borough President Gale Brewer, Councilmember Dan Garodnick and Gregg Gerken, Head of Commercial Real Estate at TD Bank, at an on-site groundbreaking ceremony.

“One Vanderbilt will be the best of the best, an ultra-modern, high-performing addition to the skyline that will retain the global companies that East Midtown needs to continue as the business capital of the world,” said **SL Green CEO Marc Holliday**. “As the largest commercial property owner in New York, we are proud to partner with the City to create a model for unsubsidized development that drives our economy and makes a critical contribution to its infrastructure.”

Insert Mayor de Blasio quote

Insert Rep. Maloney quote

Insert BP Brewer quote

Insert CM Garodnick quote

Designed by Kohn Pedersen Fox (KPF) Associates, One Vanderbilt will encompass an entire city block, bounded by Madison and Vanderbilt Avenues to the west and east, and East 43rd and East 42nd Streets to the north and south. Standing 1,401 feet tall,

the building's tapered form will pay tribute to New York's iconic skyscrapers, while its sharp lines and bold angles will punctuate Manhattan's skyline with an elegant, 21<sup>st</sup>-century articulation. At its base along 42nd Street, the building will set back at an angle to permanently reveal Grand Central's majestic Vanderbilt cornice – a view which has been obstructed for nearly a century.

Expected to achieve the highest possible LEED certification, the trophy tower will offer 1.6 million rentable square feet of Class A office space across 58 floors, featuring column-free floors and stunning views through floor-to-ceiling windows. One Vanderbilt will also offer tenants floor to ceiling slab heights ranging from 14'6" to 20', a 30,000 square foot tenant-only amenity floor and world-class dining.

Insert KPF quote

Through SL Green's unprecedented \$220 million public infrastructure investment, One Vanderbilt will transform the commuting experience for hundreds of thousands of travelers commuting through Grand Central each day. Specifically, this package of infrastructure upgrades will create a new jewel box transit hall in the base of One Vanderbilt, a new 14,000 square foot pedestrian plaza on Vanderbilt Avenue, and enhanced access into and out of the Grand Central complex for riders of the city subway system, Metro-North and future Long Island Railroad East Side Access.

SL Green has secured TD Bank as an anchor tenant set to occupy approximately 200,000 square feet of office and retail space in One Vanderbilt, including a flagship store at the corner of 42nd Street and Madison Avenue. Hines is SL Green's development manager and AECOM's Tishman Construction is the construction manager. Construction is expected to be complete in 2020.

Insert quote from TD Bank

Insert quotes from Hines, Tishman and REBNY.

Learn more about One Vanderbilt at [www.onevanderbilt.com](http://www.onevanderbilt.com) and follow its progress at @one\_vanderbilt on [Instagram](#) and [Twitter](#). High-resolution images of One Vanderbilt can be downloaded at [xxx](#).

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SLG-FIN

DRAFT

**From:** [Norvell, Wiley](#)  
**To:** [Jeremy Soffin \(jeremy@berlinrosen.com\)](#); [Schwartz, Regina](#); [DeLoach, Michael](#)  
**Cc:** [Grace, Melissa](#)  
**Subject:** FW: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Monday, October 17, 2016 9:55:50 AM  
**Attachments:** [OVA Groundbreaking Press Release Draft 101416.docx](#)

---

Jeremy, looping you with our team. We are going to write up our own rls on this to blast from CH. Let's share quotes from electeds/notables. Want to put you on same thread with our IGA folks who will do outreach from here to make sure we have all bases covered.

---

**From:** Jeremy Soffin [mailto:jeremy@berlinrosen.com]  
**Sent:** Sunday, October 16, 2016 10:35 PM  
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**Contact:**

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**Cc:** [Grace, Melissa](#)  
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Yes, pls connect Melissa ASAP.

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Also AMNY is putting the transit piece of this on the cover tomorrow. I can connect you with the reporter if you're not already in touch.

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BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Norvell, Wiley [mailto:[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)]  
**Sent:** Monday, October 17, 2016 10:14 AM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Expect around 5pm.

---

**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Monday, October 17, 2016 10:13 AM  
**To:** Norvell, Wiley; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Great I will send over quotes we have so far later this morning.  
We're going to advise again today, any sense of when Mayor's schedule will be out so we can include?

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318

917-860-9076

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Monday, October 17, 2016 9:56 AM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** FW: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Jeremy, looping you with our team. We are going to write up our own rls on this to blast from CH. Let's share quotes from electeds/notables. Want to put you on same thread with our IGA folks who will do outreach from here to make sure we have all bases covered.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Sunday, October 16, 2016 10:35 PM  
**To:** Norvell, Wiley  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Here you go. This has not been approved internally yet but facts here are correct.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, October 14, 2016 8:50 PM  
**To:** Jeremy Soffin  
**Subject:** Re: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Yup. I'd like to crib from yours. Can you send me latest draft?

---

**From:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Date:** Friday, October 14, 2016 at 7:14 PM  
**To:** Wiley Norvell <[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)>  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Where'd you guys end up on release? I'm still waiting for approved draft on my end, but if you guys are doing one too we should share quotes.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, October 14, 2016 11:53 AM  
**To:** Jeremy Soffin  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Great.

On release, we may actually do our own alongside yours. Will know later today. Would focus on zoning, transit, keeping East Midtown competitive.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, October 14, 2016 11:28 AM  
**To:** Norvell, Wiley  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

“\$220 Million for Better Commutes”

(Advisory going out momentarily...)

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, October 14, 2016 11:25 AM  
**To:** Jeremy Soffin  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Got it. With the \$220 million message?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, October 14, 2016 11:05 AM  
**To:** Norvell, Wiley  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

We’re looking at doing a kickstand that will sit in front of the dirt and be about 6 feet long, ensures the whole message gets in every shot. There wasn’t a good way to do something overhead that would be in all the shots and look nice.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, October 14, 2016 11:03 AM  
**To:** Jeremy Soffin  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Your good with text I sent? Will it be big? Like 10-15 feet long?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, October 14, 2016 10:59 AM  
**To:** Norvell, Wiley  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Going to production on this shortly so please confirm it's good, and also that we're okay to send out an advisory today that doesn't mention the mayor or any other speakers.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Thursday, October 13, 2016 5:28 PM  
**To:** Jeremy Soffin  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

How bout this:

\$220 Million for Better Commutes

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Thursday, October 13, 2016 5:14 PM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Attached please find a pdf that has the site plan, visual for the stage and ROS. We should have a release to share in the morning.

Please let me know if you want to talk through, since the site plan may not be completely clear (especially re the shovel shot, for instance).

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318

917-860-9076

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Thursday, October 13, 2016 11:41 AM  
**To:** Jeremy Soffin  
**Cc:** Grace, Melissa  
**Subject:** can you send me whatever you have on 1 Vanderbilt groundbreaking?

Visuals, ROS, draft release, etc...

Wiley Norvell  
Communications Advisor for Housing and Economic Development  
Office of Mayor Bill de Blasio  
[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)  
212-788-8491

**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** Re: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Monday, October 17, 2016 11:00:02 AM

---

One per direction

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Oct 17, 2016, at 10:32 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

One more Q:

<!--[if !supportLists]-->• <!--[endif]-->**Reduced overcrowding will allow for 1 extra train per hour—making room for 1,100 more riders each hour**

Is this one more train PER DIRECTION, or one train total in both directions?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, October 14, 2016 3:08 PM  
**To:** Norvell, Wiley  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Edits in CAPS or highlights.

People served by area transit:

<!--[if !supportLists]-->• <!--[endif]-->**154,000 commuters use the Grand Central Lexington Line stop—2<sup>nd</sup> busiest in city**

Transit Improvements at Grand Central: \$220 million, paid for by SL Green

<!--[if !supportLists]-->• <!--[endif]-->**Approximately two thirds of the \$220 million in public infrastructure funding will go to enhancing connections and circulation spaces along the Lexington Avenue 4/5/6 subway line.**

<!--[if !supportLists]-->• <!--[endif]-->Refurbish Grand Central's crumbling subway mezzanine

<!--[if !supportLists]-->• <!--[endif]-->New exits at ends of both 4-5-6 platforms

<!--[if !supportLists]-->• <!--[endif]-->More room on 4-5-6 platforms, by narrowing obstructions

<!--[if !supportLists]-->○ <!--[endif]-->Narrowed staircases

<!--[if !supportLists]-->○ <!--[endif]-->Narrowed columns

<!--[if !supportLists]-->• <!--[endif]-->More turnstiles

**(NONE OF OUR STUFF TALKS ABOUT TURNSTILES, NOT SURE ABOUT THIS, ASSUME NEW ENTRANCES MEANS MORE TURNSTILES)**

- <!--[if !supportLists]-->• <!--[endif]-->More connections from mezzanine directly to streets (reducing crowding at existing exits)
- <!--[if !supportLists]-->• <!--[endif]-->**Reduced overcrowding will allow for 1 extra train per hour—making room for 1,100 more riders each hour**
- <!--[if !supportLists]-->• <!--[endif]-->Direct connections from the new tower to subway, MetroNorth and future LIRR
- <!--[if !supportLists]-->• <!--[endif]-->4,000 s/f transit hall/waiting room in ground floor of tower
- <!--[if !supportLists]-->• <!--[endif]-->Vanderbilt between 42<sup>nd</sup> and 43<sup>rd</sup> closed to traffic, becomes pedestrian plaza—more room to breathe in crowded heart of Midtown
- <!--[if !supportLists]-->• <!--[endif]-->Completed January 2020
- <!--[if !supportLists]-->• <!--[endif]-->**New building CANNOT be occupied until transit work is complete**  
**THIS IS ONLY TRUE FOR THE BONUSABLE SPACE.**

**About the Building: 1 Vanderbilt**

- <!--[if !supportLists]-->• <!--[endif]-->65-story  
1,401 FEET TALL, 58 STORIES
- <!--[if !supportLists]-->• <!--[endif]-->New headquarters for TD Bank  
TD BANK IS ANCHOR COMMERCIAL AND RETAIL TENANT BUT IT IS NOT THEIR HQ
- <!--[if !supportLists]-->• <!--[endif]-->TKTK temporary jobs
- <!--[if !supportLists]-->• <!--[endif]-->TKTK permanent jobs
- <!--[if !supportLists]-->• <!--[endif]-->8,000 workers
- <!--[if !supportLists]-->• <!--[endif]-->5,200 construction jobs
- <!--[if !supportLists]-->• <!--[endif]-->190 permanent union jobs
- <!--[if !supportLists]-->• <!--[endif]-->Desperately needed modern office space adjacent to Grand Central Terminal
- <!--[if !supportLists]-->• <!--[endif]-->Significantly increased tax revenues

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]

**Sent:** Friday, October 14, 2016 2:08 PM

**To:** Norvell, Wiley

**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Yes, attending not speaking. I'll get you a name.

Jeremy Soffin

BerlinRosen Public Affairs

646-200-5318  
917-860-9076

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, October 14, 2016 2:06 PM  
**To:** Jeremy Soffin  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Hey—will someone from TD Bank be there that we should recognize?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, October 14, 2016 11:28 AM  
**To:** Norvell, Wiley  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

“\$220 Million for Better Commutes”

(Advisory going out momentarily...)

Jeremy Soffin  
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**Sent:** Friday, October 14, 2016 11:25 AM  
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**Sent:** Thursday, October 13, 2016 5:28 PM  
**To:** Jeremy Soffin  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

How bout this:

\$220 Million for Better Commutes

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**Sent:** Thursday, October 13, 2016 5:14 PM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa  
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Visuals, ROS, draft release, etc...

Wiley Norvell  
Communications Advisor for Housing and Economic Development  
Office of Mayor Bill de Blasio  
[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)  
212-788-8491

**From:** [Grace, Melissa](#)  
**To:** [Norvell, Wiley](#); [Jeremy Soffin](#); [Schwartz, Regina](#); [DeLoach, Michael](#)  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Monday, October 17, 2016 12:34:53 PM

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Hi all, working on the release, got below. Thanks. Will circulate this afternoon.

---

**From:** Norvell, Wiley  
**Sent:** Monday, October 17, 2016 12:06 PM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** Re: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Yup

Sent from my BlackBerry 10 smartphone.

---

**From:** Jeremy Soffin  
**Sent:** Monday, October 17, 2016 11:49 AM  
**To:** Norvell, Wiley; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Quotes so far are below. Still waiting on Garodnick.

You'll get us one from your side to use in ours? Thanks.

Congresswoman Carolyn B. Maloney (D-NY12): "Not only will One Vanderbilt Avenue be a new iconic tower in the heart of New York City, but with \$220 million in public improvements, it will revolutionize the way we use Grand Central Terminal and midtown. This is a great example of a public-private partnership, where the public gets new open space and better access to transportation. I want to thank SL Green for being a thoughtful and generous participant in a land use process that really took into account the community's needs."

"It's gratifying to be breaking ground not just on this building, but on what it represents: a massive investment in our transit and pedestrian infrastructure, and a first step toward the future of East Midtown," said Manhattan Borough President Gale A. Brewer. "When development is done carefully, collaboratively, and produces real investments in the public realm that improve the neighborhood, everyone wins."

"One Vanderbilt will be the best of the best, an ultra-modern, high-performing addition to the skyline that will retain the global companies that East Midtown needs to continue as the business capital of the world," said **SL Green CEO Marc Holliday**. "As the largest commercial property owner in New York, we are proud to partner with the City to create a model for unsubsidized development that drives our economy and makes a critical contribution to its infrastructure."

"The One Vanderbilt building is a historic addition to the New York City skyline and we're proud to participate in the financing of this transformational project," said Gregg Gerken, Head of Commercial Real Estate for TD Bank. "We also look forward to becoming a tenant. This building is

designed to exceed LEED Gold requirements, which aligns with our commitment to being an environmental leader - and that's something we know is important to our employees and customers."

"It is a privilege to be a partner with SL Green in this transformational development," said Tommy Craig, Senior Managing Director of Hines. "The property's direct connection to Grand Central Terminal, its remarkable open space at grade, aspirational architecture and best-in-class technology, will have a catalytic effect on midtown Manhattan for decades to come."

"As the leading builder of New York's greatest iconic towers, we're excited to be breaking ground such a distinctive and visually stunning building, which will be the cornerstone of a revitalized East Midtown," said Jay Badame, President of AECOM Tishman. "By demonstrating a tremendous commitment to an area of New York that needs new building, SL Green is transforming a neighborhood, and that's something we are always proud to be a part of."

Jamie von Klemperer, Kohn Pedersen Fox Associates: "One Vanderbilt will not only emerge as an elegant, tapered new icon on the New York skyline, but will also serve as a leading example of a global trend of connecting train stations to tall towers. This building will change its neighborhood for the better. It will provide a new gateway to the city made possible only through the unusually harmonious partnership between architect, developer, and the City of New York.

Jeremy Soffin  
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646-200-5318  
917-860-9076

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Monday, October 17, 2016 9:56 AM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** FW: can you send me whatever you have on 1 Vanderbilt groundbreaking?

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**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#); [Schwartz, Regina](#); [DeLoach, Michael](#)  
**Cc:** [Grace, Melissa](#)  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Monday, October 17, 2016 1:36:29 PM

---

Here's Garodnick:

“This is an exciting new day for East Midtown, where our rules are not only promoting growth but also matching it with extraordinary transit improvements,” **said Councilmember Dan Garodnick**. “The result will be class A office buildings, and just as importantly, a class A office district. We expect that One Vanderbilt is going to set an important precedent for the rest of East Midtown.”

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Jeremy Soffin  
**Sent:** Monday, October 17, 2016 11:38 AM  
**To:** 'Norvell, Wiley'; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

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“It's gratifying to be breaking ground not just on this building, but on what it represents: a massive investment in our transit and pedestrian infrastructure, and a first step toward the future of East Midtown,” said Manhattan Borough President Gale A. Brewer. “When development is done carefully, collaboratively, and produces real investments in the public realm that improve the neighborhood, everyone wins.”

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**From:** [Grace, Melissa](#)  
**To:** [Norvell, Wiley](#); [Jeremy Soffin](#); [Schwartz, Regina](#); [DeLoach, Michael](#)  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Monday, October 17, 2016 4:00:20 PM

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Draft City release / missing some quotes.

## **Mayor de Blasio, SL Green, Local Officials Break Ground on New Office Tower, \$220 Million in Transit Upgrades for Riders at Grand Central**

### **New model in East Midtown demands developers invest in public transit as city grows**

#### **Congestion relief on 4-5-6 line, renovating Grand Central's subway mezzanine, more exits and stairs to ease overcrowding, more space for pedestrians on Vanderbilt Avenue**

**New York, NY**— Mayor de Blasio joined SL Green and local officials today to break ground on a new office building and \$220 million in transit improvements to Grand Central Terminal. The upgrades are part of a new development model, secured by the de Blasio administration, Council Member Dan Garodnick and Borough President Gale Brewer, that demands new development in East Midtown invest in better commutes and reducing congestion.

“This new office tower, pedestrian plaza, and key upgrades at Grand Central Station, including much improved subway platforms, is what I call smart growth. I congratulate our elected officials and business and community leaders for their bold vision – one that puts the public and hundreds of thousands of commuters first. With this project, we ensure New York City continues to lead the global economy.”

Grand Central's Lexington Line stop is the second busiest in the city, with 154,000 riders each day. With the unprecedented \$220 million public infrastructure investment, One Vanderbilt will transform the commuting experience and reduce overcrowding. Specifically, this package of infrastructure upgrades will add more staircases to ease crowding on the 4-5-6 subway platforms, a renovated subway mezzanine and new exits directly to street level. When completed in 2020, the upgrades will increase the Lexington Avenue line's capacity by an extra train per hour in each direction—or 2,200 riders.

One Vanderbilt, the 1,401-foot-tall commercial office building rising a block west of the E. 42<sup>nd</sup> Street station, will include a new transit hall and waiting room in the base of the building, a new 14,000-square-foot pedestrian plaza on Vanderbilt Avenue, and enhanced access into and out of the Grand Central complex for riders of the city subway system, Metro-North and future Long Island Railroad East Side Access.

The City's proposed 73-block [Midtown East](#) rezoning plan, which encompasses the area surrounding Grand Terminal, is in on track for a full public review, including by the New York City Council. Like the proposed rezoning, the construction and infrastructure improvements announced today will play a leading role keeping New York growing and competitive.

**Congresswoman Carolyn B. Maloney (D-NY12):** “Not only will One Vanderbilt Avenue be a new iconic tower in the heart of New York City, but with \$220 million in public improvements, it will revolutionize the way we use Grand Central Terminal and midtown. This is a great example of a

public-private partnership, where the public gets new open space and better access to transportation. I want to thank SL Green for being a thoughtful and generous participant in a land use process that really took into account the community's needs."

"It's gratifying to be breaking ground not just on this building, but on what it represents: a massive investment in our transit and pedestrian infrastructure, and a first step toward the future of East Midtown," said **Manhattan Borough President Gale A. Brewer**. "When development is done carefully, collaboratively, and produces real investments in the public realm that improve the neighborhood, everyone wins."

"This is an exciting new day for East Midtown, where our rules are not only promoting growth but also matching it with extraordinary transit improvements," said **Councilmember Dan Garodnick**. "The result will be class A office buildings, and just as importantly, a class A office district. We expect that One Vanderbilt is going to set an important precedent for the rest of East Midtown."

"One Vanderbilt will be the best of the best, an ultra-modern, high-performing addition to the skyline that will retain the global companies that East Midtown needs to continue as the business capital of the world," said **SL Green CEO Marc Holliday**. "As the largest commercial property owner in New York, we are proud to partner with the City to create a model for unsubsidized development that drives our economy and makes a critical contribution to its infrastructure."

As part of a deal with SL Green, the company will make the improvements to Grand Central Station, create a block-long public plaza, and also build a public waiting area for commuters on the ground floor of the new building.

The access upgrades include:

- Refurbish Grand Central's crumbling subway mezzanine
  - More connections from mezzanine directly to streets (reducing crowding at existing exits)
- Approximately 2/3 of the \$220 million in public infrastructure funding will go to enhancing connections and circulation spaces along the Lexington Avenue 4/5/6 subway line.
  - New exits at ends of both 4-5-6 platforms
  - More room on 4-5-6 platforms, by narrowing obstructions
  - Narrowed staircases
  - Narrowed columns
- Reduced overcrowding will allow for one additional train per hour in each direction—making room for 1,100 more riders each hour in each direction
- Direct connections from the new tower to subway, MetroNorth and future LIRR
- A 4,000-square-foot public transit hall on the ground floor of One Vanderbilt
- Vanderbilt between 42<sup>nd</sup> and 43<sup>rd</sup> will become a pedestrian plaza in the heart of Midtown
- The upper floors of the tower cannot be occupied until transit work is complete

The project means important and permanent boosts to private and union jobs, and tax revenue for the City. It represents 5,200 construction jobs. Once complete, the tower will be home to 8,000 workers, 190 of them with permanent union jobs. TD Bank, the anchor commercial tenant, will also have retail space in the building.

Marking the beginning of construction, the mayor today joined Congresswoman Carolyn Maloney, Manhattan Borough President Gale Brewer, Councilmember Dan Garodnick, SL Green Chief Executive Officer Marc Holliday, and Gregg Gerken, Head of Commercial Real Estate at TD Bank, at an on-site groundbreaking ceremony.

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Designed by Kohn Pedersen Fox (KPF) Associates, One Vanderbilt will encompass an entire city block, bounded by Madison and Vanderbilt Avenues to the west and east, and East 43rd and East 42nd Streets to the north and south. Standing 1,401 feet tall, the building’s tapered form pays tribute to New York’s iconic skyscrapers, while its sharp lines and bold angles will punctuate Manhattan’s skyline with a 21<sup>st</sup>-century articulation. At its base along 42nd Street, the building will set back at an angle to permanently reveal Grand Central’s majestic Vanderbilt cornice – a view which has been obstructed for nearly a century.

Expected to achieve the highest possible LEED certification, the tower will offer 1.6 million rentable square feet of Class A office space across 58 floors, featuring column-free floors and views through floor-to-ceiling windows. One Vanderbilt will also offer tenants floor to ceiling slab heights ranging from 14’6” to 20’, a 30,000 square foot tenant-only amenity floor and world-class dining.

"As the leading builder of New York's greatest iconic towers, we're excited to be breaking ground such a distinctive and visually stunning building, which will be the cornerstone of a revitalized East Midtown," said **Jay Badame, President of AECOM Tishman**. "By demonstrating a tremendous commitment to an area of New York that needs new building, SL Green is transforming a neighborhood, and that's something we are always proud to be a part of."

**Jamie von Klemperer, of Kohn Pedersen Fox Associates** said, “One Vanderbilt will not only emerge as an elegant, tapered new icon on the New York skyline, but will also serve as a leading example of a global trend of connecting train stations to tall towers. This building will change its neighborhood for the better. It will provide a new gateway to the city made possible only through the unusually harmonious partnership between architect, developer, and the City of New York.”

SL Green has secured TD Bank as an anchor tenant set to occupy approximately 200,000 square feet of office and retail space in One Vanderbilt, including a flagship store at the corner of 42nd Street and Madison Avenue. Hines is SL Green’s development manager and AECOM’s Tishman Construction is the construction manager. Construction is expected to be complete in 2020.

"The One Vanderbilt building is a historic addition to the New York City skyline and we're proud to participate in the financing of this transformational project," said **Gregg Gerken, Head of Commercial Real Estate for TD Bank**. "We also look forward to becoming a tenant. This building is designed to exceed LEED Gold requirements, which aligns with our commitment to being an environmental leader - and that's something we know is important to our employees and customers."

“It is a privilege to be a partner with SL Green in this transformational development,” said Tommy Craig, Senior Managing Director of Hines. “The property’s direct connection to Grand Central Terminal, its remarkable open space at grade, aspirational architecture and best-in-class technology, will have a catalytic effect on midtown Manhattan for decades to come.”

Insert quotes from Hines, Tishman and REBNY.

Learn more about One Vanderbilt at [www.onevanderbilt.com](http://www.onevanderbilt.com) and follow its progress at @one\_vanderbilt on [Instagram](#) and [Twitter](#). High-resolution images of One Vanderbilt can be downloaded at [xxx](#).

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**From:** Norvell, Wiley  
**Sent:** Monday, October 17, 2016 12:06 PM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** Re: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Yup

Sent from my BlackBerry 10 smartphone.

---

**From:** Jeremy Soffin  
**Sent:** Monday, October 17, 2016 11:49 AM  
**To:** Norvell, Wiley; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Quotes so far are below. Still waiting on Garodnick.  
You’ll get us one from your side to use in ours? Thanks.

Congresswoman Carolyn B. Maloney (D-NY12): “Not only will One Vanderbilt Avenue be a new iconic tower in the heart of New York City, but with \$220 million in public improvements, it will revolutionize the way we use Grand Central Terminal and midtown. This is a great example of a public-private partnership, where the public gets new open space and better access to transportation. I want to thank SL Green for being a thoughtful and generous participant in a land use process that really took into account the community’s needs.”

“It’s gratifying to be breaking ground not just on this building, but on what it represents: a massive investment in our transit and pedestrian infrastructure, and a first step toward the future of East Midtown,” said Manhattan Borough President Gale A. Brewer. “When development is done carefully, collaboratively, and produces real investments in the public realm that improve the neighborhood, everyone wins.”

“One Vanderbilt will be the best of the best, an ultra-modern, high-performing addition to the skyline that will retain the global companies that East Midtown needs to continue as the business capital of the world,” said **SL Green CEO Marc Holliday**. “As the largest commercial property owner

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Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Monday, October 17, 2016 9:56 AM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** FW: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Jeremy, looping you with our team. We are going to write up our own rls on this to blast from CH. Let’s share quotes from electeds/notables. Want to put you on same thread with our IGA folks who will do outreach from here to make sure we have all bases covered.

**From:** [Norvell, Wiley](#)  
**To:** ["Jeremy Soffin"](#); [Grace, Melissa](#)  
**Cc:** [Schwartz, Regina](#); [DeLoach, Michael](#)  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Monday, October 17, 2016 4:07:04 PM

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Might make a couple tweaks. Hold a bit.

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**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Monday, October 17, 2016 4:07 PM  
**To:** Grace, Melissa  
**Cc:** Norvell, Wiley; Schwartz, Regina; DeLoach, Michael  
**Subject:** Re: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Thanks can we pull that top quote for our release?

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Oct 17, 2016, at 4:00 PM, Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)> wrote:

Draft City release / missing some quotes.

**Mayor de Blasio, SL Green, Local Officials Break Ground on New Office Tower, \$220 Million in Transit Upgrades for Riders at Grand Central**

**New model in East Midtown demands developers invest in public transit as city grows**

**Congestion relief on 4-5-6 line, renovating Grand Central's subway mezzanine, more exits and stairs to ease overcrowding, more space for pedestrians on Vanderbilt Avenue**

**New York, NY**— Mayor de Blasio joined SL Green and local officials today to break ground on a new office building and \$220 million in transit improvements to Grand Central Terminal. The upgrades are part of a new development model, secured by the de Blasio administration, Council Member Dan Garodnick and Borough President Gale Brewer, that demands new development in East Midtown invest in better commutes and reducing congestion.

“This new office tower, pedestrian plaza, and key upgrades at Grand Central Station, including much improved subway platforms, is what I call smart growth. I congratulate our elected officials and business and community leaders for their bold vision – one that puts the public and hundreds of thousands of commuters first. With this project, we ensure New York City continues to lead the global economy.”

Grand Central's Lexington Line stop is the second busiest in the city, with 154,000 riders each day. With the unprecedented \$220 million public infrastructure

investment, One Vanderbilt will transform the commuting experience and reduce overcrowding. Specifically, this package of infrastructure upgrades will add more staircases to ease crowding on the 4-5-6 subway platforms, a renovated subway mezzanine and new exits directly to street level. When completed in 2020, the upgrades will increase the Lexington Avenue line's capacity by an extra train per hour in each direction—or 2,200 riders.

One Vanderbilt, the 1,401-foot-tall commercial office building rising a block west of the E. 42<sup>nd</sup> Street station, will include a new transit hall and waiting room in the base of the building, a new 14,000-square-foot pedestrian plaza on Vanderbilt Avenue, and enhanced access into and out of the Grand Central complex for riders of the city subway system, Metro-North and future Long Island Railroad East Side Access.

The City's proposed 73-block [Midtown East](#) rezoning plan, which encompasses the area surrounding Grand Terminal, is in on track for a full public review, including by the New York City Council. Like the proposed rezoning, the construction and infrastructure improvements announced today will play a leading role keeping New York growing and competitive.

**Congresswoman Carolyn B. Maloney (D-NY12):** “Not only will One Vanderbilt Avenue be a new iconic tower in the heart of New York City, but with \$220 million in public improvements, it will revolutionize the way we use Grand Central Terminal and midtown. This is a great example of a public-private partnership, where the public gets new open space and better access to transportation. I want to thank SL Green for being a thoughtful and generous participant in a land use process that really took into account the community's needs.”

“It's gratifying to be breaking ground not just on this building, but on what it represents: a massive investment in our transit and pedestrian infrastructure, and a first step toward the future of East Midtown,” said **Manhattan Borough President Gale A. Brewer**. “When development is done carefully, collaboratively, and produces real investments in the public realm that improve the neighborhood, everyone wins.”

“This is an exciting new day for East Midtown, where our rules are not only promoting growth but also matching it with extraordinary transit improvements,” said **Councilmember Dan Garodnick**. “The result will be class A office buildings, and just as importantly, a class A office district. We expect that One Vanderbilt is going to set an important precedent for the rest of East Midtown.”

“One Vanderbilt will be the best of the best, an ultra-modern, high-performing addition to the skyline that will retain the global companies that East Midtown needs to continue as the business capital of the world,” said **SL Green CEO Marc Holliday**. “As the largest commercial property owner in New York, we are proud to partner with the City to create a model for unsubsidized development that drives our economy and makes a critical contribution to its infrastructure.”

As part of a deal with SL Green, the company will make the improvements to Grand Central Station, create a block-long public plaza, and also build a public waiting area for commuters on the ground floor of the new building.

The access upgrades include:

- Refurbish Grand Central's crumbling subway mezzanine
  - More connections from mezzanine directly to streets (reducing crowding at existing exits)
- Approximately 2/3 of the \$220 million in public infrastructure funding will go to enhancing connections and circulation spaces along the Lexington Avenue 4/5/6 subway line.
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Insert quotes from Hines, Tishman and REBNY.

Learn more about One Vanderbilt at [www.onevanderbilt.com](http://www.onevanderbilt.com) and follow its progress at @one\_vanderbilt on [Instagram](#) and [Twitter](#). High-resolution images of One Vanderbilt can be downloaded at [xxx](#).

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**From:** Norvell, Wiley  
**Sent:** Monday, October 17, 2016 12:06 PM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** Re: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Yup

Sent from my BlackBerry 10 smartphone.

---

**From:** Jeremy Soffin  
**Sent:** Monday, October 17, 2016 11:49 AM  
**To:** Norvell, Wiley; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

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Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

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**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Monday, October 17, 2016 9:56 AM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** FW: can you send me whatever you have on 1 Vanderbilt groundbreaking?

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**From:** [Jeremy Soffin](#)  
**To:** [DeLoach, Michael](#)  
**Subject:** Re: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Monday, October 17, 2016 4:21:08 PM

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I'll mention to press office, have been talking to them on an AMNY story.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Oct 17, 2016, at 4:17 PM, DeLoach, Michael <[mdeloach@cityhall.nyc.gov](mailto:mdeloach@cityhall.nyc.gov)> wrote:

At least a heads up  
Their call on quote

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**From:** Jeremy Soffin  
**Sent:** Monday, October 17, 2016 4:16 PM  
**To:** DeLoach, Michael  
**Subject:** Re: can you send me whatever you have on 1 Vanderbilt groundbreaking?

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You want an MTA quote or you don't?

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Oct 17, 2016, at 4:15 PM, DeLoach, Michael  
<[mdeloach@cityhall.nyc.gov](mailto:mdeloach@cityhall.nyc.gov)> wrote:

Who's talking to MTA?

Thanks can we pull that top quote for our release?

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Oct 17, 2016, at 4:00 PM, Grace, Melissa  
<[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)> wrote:

Draft City release / missing some quotes.

**Mayor de Blasio, SL Green, Local Officials Break Ground on  
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**Jamie von Klemperer, of Kohn Pedersen Fox Associates** said, “One Vanderbilt will not only emerge as an elegant, tapered new icon on the New York skyline, but will also serve as a leading example of a global trend of connecting train stations to tall towers. This building will change its neighborhood for the better. It will provide a new gateway to the city made possible only through the unusually harmonious partnership between architect, developer, and

the City of New York.”

SL Green has secured TD Bank as an anchor tenant set to occupy approximately 200,000 square feet of office and retail space in One Vanderbilt, including a flagship store at the corner of 42nd Street and Madison Avenue. Hines is SL Green’s development manager and AECOM’s Tishman Construction is the construction manager. Construction is expected to be complete in 2020.

"The One Vanderbilt building is a historic addition to the New York City skyline and we're proud to participate in the financing of this transformational project," said **Gregg Gerken, Head of Commercial Real Estate for TD Bank**. "We also look forward to becoming a tenant. This building is designed to exceed LEED Gold requirements, which aligns with our commitment to being an environmental leader - and that's something we know is important to our employees and customers."

"It is a privilege to be a partner with SL Green in this transformational development," said Tommy Craig, Senior Managing Director of Hines. "The property's direct connection to Grand Central Terminal, its remarkable open space at grade, aspirational architecture and best-in-class technology, will have a catalytic effect on midtown Manhattan for decades to come."

Insert quotes from Hines, Tishman and REBNY.

Learn more about One Vanderbilt at [www.onevanderbilt.com](http://www.onevanderbilt.com) and follow its progress at @one\_vanderbilt on [Instagram](#) and [Twitter](#). High-resolution images of One Vanderbilt can be downloaded at [xxx](#).

---

**From:** Norvell, Wiley  
**Sent:** Monday, October 17, 2016 12:06 PM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** Re: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Yup

Sent from my BlackBerry 10 smartphone.

---

**From:** Jeremy Soffin  
**Sent:** Monday, October 17, 2016 11:49 AM  
**To:** Norvell, Wiley; Schwartz, Regina; DeLoach, Michael

**Cc:** Grace, Melissa

**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Quotes so far are below. Still waiting on Garodnick. You'll get us one from your side to use in ours? Thanks.

Congresswoman Carolyn B. Maloney (D-NY12): "Not only will One Vanderbilt Avenue be a new iconic tower in the heart of New York City, but with \$220 million in public improvements, it will revolutionize the way we use Grand Central Terminal and midtown. This is a great example of a public-private partnership, where the public gets new open space and better access to transportation. I want to thank SL Green for being a thoughtful and generous participant in a land use process that really took into account the community's needs."

"It's gratifying to be breaking ground not just on this building, but on what it represents: a massive investment in our transit and pedestrian infrastructure, and a first step toward the future of East Midtown," said Manhattan Borough President Gale A. Brewer. "When development is done carefully, collaboratively, and produces real investments in the public realm that improve the neighborhood, everyone wins."

"One Vanderbilt will be the best of the best, an ultra-modern, high-performing addition to the skyline that will retain the global companies that East Midtown needs to continue as the business capital of the world," said **SL Green CEO Marc Holliday**. "As the largest commercial property owner in New York, we are proud to partner with the City to create a model for unsubsidized development that drives our economy and makes a critical contribution to its infrastructure."

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Jamie von Klemperer, Kohn Pedersen Fox Associates: "One Vanderbilt will not only emerge as an elegant, tapered new icon on the New York skyline, but will also serve as a leading example of a global trend of connecting train stations to tall towers. This building will change its neighborhood for the better. It will provide a new gateway to the city made possible only through the unusually harmonious partnership between architect, developer, and the City of New York.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Monday, October 17, 2016 9:56 AM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** FW: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Jeremy, looping you with our team. We are going to write up our own rls on this to blast from CH. Let's share quotes from electeds/notables. Want to put you on same thread with our IGA folks who will do outreach from here to make sure we

have all bases covered.

**From:** [Norvell, Wiley](#)  
**To:** [Grybauskas, Natalie](#)  
**Cc:** [Grace, Melissa](#); [Jeremy Soffin \(jeremy@berlinrosen.com\)](mailto:Jeremy.Soffin@berlinrosen.com)  
**Subject:** RE: vanderbilt  
**Date:** Monday, October 17, 2016 4:37:12 PM

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*+developer rep for awareness. Jeremy, this is our sched language:*

*On Tuesday, Mayor de Blasio will deliver remarks at a groundbreaking ceremony for a new office building, One Vanderbilt, and \$220 million in local transit upgrades. This event is open press, and there will be no Q-and-A.*

**From:** [Jeremy Soffin](#)  
**To:** [Grace, Melissa](#)  
**Cc:** [Norvell, Wiley](#); [Schwartz, Regina](#); [DeLoach, Michael](#)  
**Subject:** Re: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Monday, October 17, 2016 4:52:07 PM

---

Thank you.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Oct 17, 2016, at 4:50 PM, Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)> wrote:

Jeremy,

For your release:

“This new office building, transit upgrades at Grand Central, and expanded pedestrian space are what I call smart growth. We demanded and secured private investments into important City infrastructure that put hundreds of thousands of commuters first. This strategy helps to keep our city competitive while improving the lives of New Yorkers,” Mayor de Blasio said

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**From:** Norvell, Wiley  
**Sent:** Monday, October 17, 2016 4:07 PM  
**To:** 'Jeremy Soffin'; Grace, Melissa  
**Cc:** Schwartz, Regina; DeLoach, Michael  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Might make a couple tweaks. Hold a bit.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, October 17, 2016 4:07 PM  
**To:** Grace, Melissa  
**Cc:** Norvell, Wiley; Schwartz, Regina; DeLoach, Michael  
**Subject:** Re: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Thanks can we pull that top quote for our release?

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Oct 17, 2016, at 4:00 PM, Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)> wrote:

Draft City release / missing some quotes.

**Mayor de Blasio, SL Green, Local Officials Break Ground on New Office Tower, \$220 Million in Transit Upgrades for Riders at Grand Central**

**New model in East Midtown demands developers invest in public transit as city grows**

**Congestion relief on 4-5-6 line, renovating Grand Central's subway mezzanine, more exits and stairs to ease overcrowding, more space for pedestrians on Vanderbilt Avenue**

**New York, NY**— Mayor de Blasio joined SL Green and local officials today to break ground on a new office building and \$220 million in transit improvements to Grand Central Terminal. The upgrades are part of a new development model, secured by the de Blasio administration, Council Member Dan Garodnick and Borough President Gale Brewer, that demands new development in East Midtown invest in better commutes and reducing congestion.

“This new office tower, pedestrian plaza, and key upgrades at Grand Central Station, including much improved subway platforms, is what I call smart growth. I congratulate our elected officials and business and community leaders for their bold vision – one that puts the public and hundreds of thousands of commuters first. With this project, we ensure New York City continues to lead the global economy.”

Grand Central's Lexington Line stop is the second busiest in the city, with 154,000 riders each day. With the unprecedented \$220 million public infrastructure investment, One Vanderbilt will transform the commuting experience and reduce overcrowding. Specifically, this package of infrastructure upgrades will add more staircases to ease crowding on the 4-5-6 subway platforms, a renovated subway mezzanine and new exits directly to street level. When completed in 2020, the upgrades will increase the Lexington Avenue line's capacity by an extra train per hour in each direction—or 2,200 riders.

One Vanderbilt, the 1,401-foot-tall commercial office building rising a block west of the E. 42<sup>nd</sup> Street station, will include a new transit hall and waiting room in the base of the building, a new 14,000-square-foot pedestrian plaza on Vanderbilt Avenue, and enhanced access into and out of the Grand Central complex for riders of the city subway system, Metro-North and future Long Island Railroad East Side Access.

The City's proposed 73-block [Midtown East](#) rezoning plan, which encompasses the area surrounding Grand Terminal, is in on track for a full public review, including by the New York City Council. Like the proposed rezoning, the construction and infrastructure improvements announced today will play a leading role keeping New York growing and competitive.

**Congresswoman Carolyn B. Maloney (D-NY12):** “Not only will One Vanderbilt Avenue be a new iconic tower in the heart of New York City, but with \$220 million in public improvements, it will revolutionize the way we use Grand Central Terminal and midtown. This is a great example of a public-private partnership, where the public gets new open space and better access to transportation. I want to thank SL Green for being a thoughtful and generous participant in a land use process that really took into account the community’s needs.”

“It’s gratifying to be breaking ground not just on this building, but on what it represents: a massive investment in our transit and pedestrian infrastructure, and a first step toward the future of East Midtown,” said **Manhattan Borough President Gale A. Brewer**. “When development is done carefully, collaboratively, and produces real investments in the public realm that improve the neighborhood, everyone wins.”

“This is an exciting new day for East Midtown, where our rules are not only promoting growth but also matching it with extraordinary transit improvements,” said **Councilmember Dan Garodnick**. “The result will be class A office buildings, and just as importantly, a class A office district. We expect that One Vanderbilt is going to set an important precedent for the rest of East Midtown.”

“One Vanderbilt will be the best of the best, an ultra-modern, high-performing addition to the skyline that will retain the global companies that East Midtown needs to continue as the business capital of the world,” said **SL Green CEO Marc Holliday**. “As the largest commercial property owner in New York, we are proud to partner with the City to create a model for unsubsidized development that drives our economy and makes a critical contribution to its infrastructure.”

As part of a deal with SL Green, the company will make the improvements to Grand Central Station, create a block-long public plaza, and also build a public waiting area for commuters on the ground floor of the new building.

The access upgrades include:

- Refurbish Grand Central’s crumbling subway mezzanine
- More connections from mezzanine directly to streets (reducing crowding at existing exits)
- Approximately 2/3 of the \$220 million in public infrastructure funding will go to enhancing connections and circulation spaces along the Lexington Avenue 4/5/6 subway line.

- <!--[if !supportLists]-->○ <!--[endif]-->New exits at ends of both 4-5-6 platforms
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- <!--[if !supportLists]-->• <!--[endif]-->Direct connections from the new tower to subway, MetroNorth and future LIRR
- <!--[if !supportLists]-->• <!--[endif]-->A 4,000-square-foot public transit hall on the ground floor of One Vanderbilt
- <!--[if !supportLists]-->• <!--[endif]-->Vanderbilt between 42<sup>nd</sup> and 43<sup>rd</sup> will become a pedestrian plaza in the heart of Midtown
- <!--[if !supportLists]-->• <!--[endif]-->The upper floors of the tower cannot be occupied until transit work is complete

The project means important and permanent boosts to private and union jobs, and tax revenue for the City. It represents 5,200 construction jobs. Once complete, the tower will be home to 8,000 workers, 190 of them with permanent union jobs. TD Bank, the anchor commercial tenant, will also have retail space in the building.

Marking the beginning of construction, the mayor today joined Congresswoman Carolyn Maloney, Manhattan Borough President Gale Brewer, Councilmember Dan Garodnick, SL Green Chief Executive Officer Marc Holliday, and Gregg Gerken, Head of Commercial Real Estate at TD Bank, at an on-site groundbreaking ceremony.

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Insert quotes from Hines, Tishman and REBNY.

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**From:** Norvell, Wiley  
**Sent:** Monday, October 17, 2016 12:06 PM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** Re: can you send me whatever you have on 1 Vanderbilt groundbreaking?

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Sent from my BlackBerry 10 smartphone.

---

**From:** Jeremy Soffin  
**Sent:** Monday, October 17, 2016 11:49 AM  
**To:** Norvell, Wiley; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

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You'll get us one from your side to use in ours? Thanks.

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Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

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**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Monday, October 17, 2016 9:56 AM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** FW: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Jeremy, looping you with our team. We are going to write up our own rls on this to blast from CH. Let's share quotes from electeds/notables. Want to put you on same thread with our IGA folks who will do outreach from here to make sure we have all bases covered.

**From:** [Grace, Melissa](#)  
**To:** [vin.barone@amny.com](mailto:vin.barone@amny.com)  
**Cc:** [Jeremy Soffin](#)  
**Subject:** Re: One Vanderbilt  
**Date:** Monday, October 17, 2016 5:53:14 PM

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Hi Vin,

What is your number?

Also, a quote from the mayor for your story:

"This new office building, transit upgrades at Grand Central, and expanded pedestrian space are what I call smart growth. We demanded and secured private investments into important City infrastructure that put hundreds of thousands of commuters first. This strategy helps to keep our city competitive while improving the lives of New Yorkers," Mayor de Blasio said

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Oct 17, 2016, at 10:33 AM, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

Hey Vin connecting you here to Melissa from City Hall, I'm sure they'd have things to add to your story.

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

**From:** [Jeremy Soffin](#)  
**To:** [Grace, Melissa](#)  
**Subject:** FW: 1 Vanderbilt  
**Date:** Monday, October 17, 2016 6:23:23 PM

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Quote from REBNY.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

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**From:** Jamie McShane [mailto:JMcShane@rebny.com]  
**Sent:** Monday, October 17, 2016 5:27 PM  
**To:** Jeremy Soffin  
**Cc:** James Whelan  
**Subject:** RE: 1 Vanderbilt

Jeremy: Here's a quote from John Banks, good luck with event tomorrow. -jm

"Today's groundbreaking is an important step forward in the modernization and future of Midtown East," said John H. Banks III, President of the Real Estate Board of New York. "We congratulate SL Green on this milestone, One Vanderbilt will now become a catalyst for the creation of good middle class jobs and important tax revenue. This project will serve the needs of Midtown East's aging office supply and set new standards in sustainability and design, further ensuring that New York City remains the center of world commerce, culture, media, and finance."

**From:** [Jeremy Soffin](#)  
**To:** [Grace, Melissa](#)  
**Subject:** RE: WORKING FINAL  
**Date:** Monday, October 17, 2016 6:38:33 PM

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<http://bit.ly/2dvv60k>

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

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**From:** Grace, Melissa [mailto:MGrace@cityhall.nyc.gov]  
**Sent:** Monday, October 17, 2016 6:37 PM  
**To:** Jeremy Soffin  
**Subject:** RE: WORKING FINAL

I think I have all the quotes now – see below.

Also, do you/we have links for the high resolution images line below?

## **Mayor de Blasio, SL Green, Local Officials Break Ground on New Office Tower, \$220 Million in Transit Upgrades for Riders at Grand Central**

### **New model in East Midtown demands developers invest in public transit as city grows**

**New York, NY**– Mayor de Blasio joined SL Green and local officials today to break ground on a new office building and \$220 million in transit improvements to Grand Central Terminal. The upgrades are part of a new development model, secured by the de Blasio administration, Council Member Dan Garodnick and Borough President Gale Brewer, that demands new development in East Midtown invest in better commutes and reducing congestion.

“This new office building, transit upgrades at Grand Central, and expanded pedestrian space are what I call smart growth. We demanded and secured private investments into important City infrastructure that put hundreds of thousands of commuters first. This strategy helps to keep our city competitive while improving the lives of New Yorkers,” Mayor de Blasio said.

Grand Central’s Lexington Line stop is the second busiest in the city, with 154,000 riders each day. With the unprecedented \$220 million public infrastructure investment, One Vanderbilt will

transform the commuting experience and reduce overcrowding. Specifically, this package of infrastructure upgrades will add more staircases to ease crowding on the 4-5-6 subway platforms, a renovated subway mezzanine and new exits directly to street level. When completed in 2020, the upgrades will increase the Lexington Avenue line's capacity by an extra train per hour in each direction—or 2,200 riders.

One Vanderbilt, the 1,401-foot-tall commercial office building rising a block west of the E. 42<sup>nd</sup> Street station, will include a new transit hall and waiting room in the base of the building, a new 14,000-square-foot pedestrian plaza on Vanderbilt Avenue, and enhanced access into and out of the Grand Central complex for riders of the city subway system, Metro-North and future Long Island Railroad East Side Access.

The City's proposed 73-block [Midtown East](#) rezoning plan, which encompasses the area surrounding Grand Terminal, is in on track for a full public review, including by the New York City Council. Like the proposed rezoning, the construction and infrastructure improvements announced today will play a leading role keeping New York growing and competitive.

**Congresswoman Carolyn B. Maloney (D-NY12):** “Not only will One Vanderbilt Avenue be a new iconic tower in the heart of New York City, but with \$220 million in public improvements, it will revolutionize the way we use Grand Central Terminal and midtown. This is a great example of a public-private partnership, where the public gets new open space and better access to transportation. I want to thank SL Green for being a thoughtful and generous participant in a land use process that really took into account the community's needs.”

“It's gratifying to be breaking ground not just on this building, but on what it represents: a massive investment in our transit and pedestrian infrastructure, and a first step toward the future of East Midtown,” said **Manhattan Borough President Gale A. Brewer**. “When development is done carefully, collaboratively, and produces real investments in the public realm that improve the neighborhood, everyone wins.”

“This is an exciting new day for East Midtown, where our rules are not only promoting growth but also matching it with extraordinary transit improvements,” said **Councilmember Dan Garodnick**. “The result will be class A office buildings, and just as importantly, a class A office district. We expect that One Vanderbilt is going to set an important precedent for the rest of East Midtown.”

“One Vanderbilt will be the best of the best, an ultra-modern, high-performing addition to the skyline that will retain the global companies that East Midtown needs to continue as the business capital of the world,” said **SL Green CEO Marc Holliday**. “As the largest commercial property owner in New York, we are proud to partner with the City to create a model for unsubsidized development that drives our economy and makes a critical contribution to its infrastructure.”

As part of a deal with SL Green, the company will make the improvements to Grand Central Station, create a block-long public plaza, and also build a public waiting area for commuters on the ground floor of the new building.

The access upgrades include:

- Refurbish Grand Central's crumbling subway mezzanine

- More connections from mezzanine directly to streets (reducing crowding at existing exits)
- Approximately 2/3 of the \$220 million in public infrastructure funding will go to enhancing connections and circulation spaces along the Lexington Avenue 4/5/6 subway line.
  - New exits at ends of both 4-5-6 platforms
  - More room on 4-5-6 platforms, by narrowing obstructions
  - Narrowed staircases
  - Narrowed columns
- Reduced overcrowding will allow for one additional train per hour in each direction—making room for 1,100 more riders each hour in each direction
- Direct connections from the new tower to subway, MetroNorth and future LIRR
- A 4,000-square-foot public transit hall on the ground floor of One Vanderbilt
- Vanderbilt between 42<sup>nd</sup> and 43<sup>rd</sup> will become a pedestrian plaza in the heart of Midtown
- The upper floors of the tower cannot be occupied until transit work is complete

The project means important and permanent boosts to private and union jobs, and tax revenue for the City. It represents 5,200 construction jobs. Once complete, the tower will be home to 8,000 workers, 190 of them with permanent union jobs. TD Bank, the anchor commercial tenant, will also have retail space in the building.

Marking the beginning of construction, the mayor today joined Congresswoman Carolyn Maloney, Manhattan Borough President Gale Brewer, Councilmember Dan Garodnick, SL Green Chief Executive Officer Marc Holliday, and Gregg Gerken, Head of Commercial Real Estate at TD Bank, among others at an on-site groundbreaking ceremony.

“One Vanderbilt will be the best of the best, an ultra-modern, high-performing addition to the skyline that will retain the global companies that East Midtown needs to continue as the business capital of the world,” said **SL Green CEO Marc Holliday**. “As the largest commercial property owner in New York, we are proud to partner with the City to create a model for unsubsidized development that drives our economy and makes a critical contribution to its infrastructure.”

Designed by Kohn Pedersen Fox (KPF) Associates, One Vanderbilt will encompass an entire city block, bounded by Madison and Vanderbilt Avenues to the west and east, and East 43rd and East 42nd Streets to the north and south. Standing 1,401 feet tall, the building’s tapered form pays tribute to New York’s iconic skyscrapers, while its sharp lines and bold angles will punctuate Manhattan’s skyline with a 21<sup>st</sup>-century articulation. At its base along 42nd Street, the building will set back at an angle to permanently reveal Grand Central’s majestic Vanderbilt cornice – a view which has been obstructed for nearly a century.

Expected to achieve the highest possible LEED certification, the tower will offer 1.6 million rentable square feet of Class A office space across 58 floors, featuring column-free floors and views through floor-to-ceiling windows. One Vanderbilt will also offer tenants floor to ceiling slab heights ranging from 14’6” to 20’, a 30,000 square foot tenant-only amenity floor and world-class dining.

SL Green has secured TD Bank as an anchor tenant set to occupy approximately 200,000 square feet of office and retail space in One Vanderbilt, including a flagship store at the corner of 42nd Street

and Madison Avenue. Hines is SL Green's development manager and AECOM's Tishman Construction is the construction manager. Construction is expected to be complete in 2020.

"As the leading builder of New York's greatest iconic towers, we're excited to be breaking ground such a distinctive and visually stunning building, which will be the cornerstone of a revitalized East Midtown," said **Jay Badame, President of AECOM Tishman**. "By demonstrating a tremendous commitment to an area of New York that needs new building, SL Green is transforming a neighborhood, and that's something we are always proud to be a part of."

**Jamie von Klemperer, of Kohn Pedersen Fox Associates** said, "One Vanderbilt will not only emerge as an elegant, tapered new icon on the New York skyline, but will also serve as a leading example of a global trend of connecting train stations to tall towers. This building will change its neighborhood for the better. It will provide a new gateway to the city made possible only through the unusually harmonious partnership between architect, developer, and the City of New York."

"The One Vanderbilt building is a historic addition to the New York City skyline and we're proud to participate in the financing of this transformational project," said **Gregg Gerken, Head of Commercial Real Estate for TD Bank**. "We also look forward to becoming a tenant. This building is designed to exceed LEED Gold requirements, which aligns with our commitment to being an environmental leader - and that's something we know is important to our employees and customers."

"Today's groundbreaking is an important step forward in the modernization and future of Midtown East," said **John H. Banks III, President of the Real Estate Board of New York**. "We congratulate SL Green on this milestone, One Vanderbilt will now become a catalyst for the creation of good middle class jobs and important tax revenue. This project will serve the needs of Midtown East's aging office supply and set new standards in sustainability and design, further ensuring that New York City remains the center of world commerce, culture, media, and finance."

"It is a privilege to be a partner with SL Green in this transformational development," said **Tommy Craig, Senior Managing Director of Hines**. "The property's direct connection to Grand Central Terminal, its remarkable open space at grade, aspirational architecture and best-in-class technology, will have a catalytic effect on midtown Manhattan for decades to come."

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Learn more about One Vanderbilt at [www.onevanderbilt.com](http://www.onevanderbilt.com) and follow its progress at @one\_vanderbilt on [Instagram](#) and [Twitter](#). High-resolution images of One Vanderbilt can be downloaded at [xxx](#).

**Sent:** Monday, October 17, 2016 12:06 PM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** Re: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Yup

Sent from my BlackBerry 10 smartphone.

---

**From:** Jeremy Soffin  
**Sent:** Monday, October 17, 2016 11:49 AM  
**To:** Norvell, Wiley; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Quotes so far are below. Still waiting on Garodnick.  
You'll get us one from your side to use in ours? Thanks.

Congresswoman Carolyn B. Maloney (D-NY12): "Not only will One Vanderbilt Avenue be a new iconic tower in the heart of New York City, but with \$220 million in public improvements, it will revolutionize the way we use Grand Central Terminal and midtown. This is a great example of a public-private partnership, where the public gets new open space and better access to transportation. I want to thank SL Green for being a thoughtful and generous participant in a land use process that really took into account the community's needs."

"It's gratifying to be breaking ground not just on this building, but on what it represents: a massive investment in our transit and pedestrian infrastructure, and a first step toward the future of East Midtown," said Manhattan Borough President Gale A. Brewer. "When development is done carefully, collaboratively, and produces real investments in the public realm that improve the neighborhood, everyone wins."

"One Vanderbilt will be the best of the best, an ultra-modern, high-performing addition to the skyline that will retain the global companies that East Midtown needs to continue as the business capital of the world," said **SL Green CEO Marc Holliday**. "As the largest commercial property owner in New York, we are proud to partner with the City to create a model for unsubsidized development that drives our economy and makes a critical contribution to its infrastructure."

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Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Monday, October 17, 2016 9:56 AM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** FW: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Jeremy, looping you with our team. We are going to write up our own rls on this to blast from CH. Let's share quotes from electeds/notables. Want to put you on same thread with our IGA folks who will do outreach from here to make sure we have all bases covered.

**From:** [Norvell, Wiley](#)  
**To:** [Jeremy Soffin](#)  
**Cc:** [Grace, Melissa](#)  
**Subject:** Re: AMNY: One Vanderbilt's Grand Central station improvements: A glimpse at changes to come  
**Date:** Monday, October 17, 2016 8:06:39 PM

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Just for 100% clarification, can you affirm what we should say? 1 train per direction, per hour =  $1100 \times 2 = 2200$  extra people worth of capacity per hour?

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**From:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Date:** Monday, October 17, 2016 at 8:01 PM  
**To:** Wiley Norvell <[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)>  
**Cc:** "Grace, Melissa" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>  
**Subject:** Re: AMNY: One Vanderbilt's Grand Central station improvements: A glimpse at changes to come

MTA is saying same. I think he took that number from another part of the presentation. I'll correct.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Oct 17, 2016, at 7:58 PM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

Want to make sure MTA isn't saying something different. I'm agnostic as to what we use— just need it to be consistent/right!

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**From:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Date:** Monday, October 17, 2016 at 7:40 PM  
**To:** Wiley Norvell <[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)>  
**Cc:** "Grace, Melissa" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>  
**Subject:** Re: AMNY: One Vanderbilt's Grand Central station improvements: A glimpse at changes to come

Car doesn't make sense, he means train. Not sure where the numbers come from. I'll ask Vin.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Oct 17, 2016, at 7:37 PM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

Jeremy—can you clarify facts on capacity increase? Below says 4-6K increased capacity, one CAR per hour. We thought it was an additional train with 1,100 passengers per direction per hour. Impt we be on same page.

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**From:** Clips

**Sent:** Monday, October 17, 2016 7:16 PM

**To:** Clips

**Subject:** AMNY: One Vanderbilt's Grand Central station improvements: A glimpse at changes to come

**One Vanderbilt's Grand Central station improvements: A glimpse at changes to come**

AM NY - Vincent Barone, Ivan Pereira

<http://www.amny.com/transit/one-vanderbilt-s-grand-central-station-improvements-a-glimpse-at-changes-to-come-1.12466831>

New York's next supertall skyscraper aims to complement Grand Central Terminal—above ground and below.

Developers SL Green will hold a ceremonial groundbreaking on Tuesday for One Vanderbilt, its glassy, angular 1,401-foot tower that will be among the tallest in the city. Located between Vanderbilt and Madison avenues and 42nd and 43rd streets, the building will soar over the neighboring transit hub and stretch above midtown's Chrysler and Empire State buildings.

“One of the key elements for our architectural design is how our building will relate to Grand Central,” said Robert Schiffer, a managing director at SL Green. “From an architectural perspective — one consideration is the fact that Grand Central is New York City's foremost landmark ... so we didn't want to do something that was very commercial, orthogonal and standard and boring.”

The firm will also be delivering \$220 million in transit improvements for the terminal, streetscape and nearby subway facilities as part of an agreement for air rights — marking the first time a private developer will be leading such substantial MTA construction.

All improvements should be ready by 2020, when the commercial building is slated to open. They're the result of hard-fought negotiations involving the firm, local community leaders, and city and state agencies.

“This new office building, transit upgrades at Grand Central, and expanded pedestrian space are what I call smart growth,” said Mayor Bill de Blasio in a statement. “We demanded and secured private investments into important City infrastructure that put hundreds of thousands of commuters first.”

On the street level, SL Green will transform Vanderbilt Avenue between 42nd and 43rd streets into a pedestrian plaza. Down below, the MTA's notoriously congested Grand Central subway complex, which served 160,294 commuters on an average weekday last year, will get upgrades to increase capacity.

That starts with two new subway entrances. The firm will also raze the Hyatt Hotel basement that dips into the subway station, creating 40% more commuter space in the station's mezzanine.

On the subway station platforms of the 4, 5 and 6 trains, SL Green will build three new staircases, reconfigure existing stairs and, to find more commuter space, remove bulky encasements of columns that rise up to support the Hyatt.

Ultimately, the MTA estimates that these adjustments will allow for the accommodation of roughly 4,000 to 6,000 additional passengers per hour, which translates into running an additional subway car per hour along the Lexington Avenue line.

The improvements to Grand Central Terminal itself are proactive. One Vanderbilt's footprint sits above the MTA's massive East Side Access Project to bring the Long Island Railroad to Grand Central. The firm will build a new concourse under One Vanderbilt to give future LIRR riders a direct connection to the Grand Central subway complex.

"The MTA supports innovative proposals that link development with transit investment," said MTA Spokesman Kevin Ortiz in an email, "and we believe the One Vanderbilt proposal offers significant benefits for our customers and for the entire city."

Layla Law-Gisiko, chair of the landmarks committee of Manhattan Community Board 5 said she was opposed to building so tall on a site sitting just across the street from Grand Central and didn't care for some aspects of One Vanderbilt's final design.

"The base of the building had these slanted lines," Law-Gisiko said. "You have these angles that make the base of the building very aggressive. It looks like the mouth of a Pac-Man that is going to eat Grand Central. We thought it wasn't ideal."

But she added that the streetscape upgrades will be a "vast improvement."

"It's one of those situations where is everyone happy? No, but it's a better building than the one that was proposed," she said. "If it does function the way it was supposed to function and be an anchor tenant and bring in jobs ... it's a good thing."

**From:** [Jeremy Soffin](#)  
**To:** [Grace, Melissa](#)  
**Subject:** Re: release edits  
**Date:** Tuesday, October 18, 2016 7:01:00 AM

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The 1,100 times two is right. If it's a concern I'd just leave out that number though, we don't have it in our version.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Oct 18, 2016, at 6:59 AM, Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)> wrote:

Hey -- we will have a few edits too and likely to the Mayor's quote. Back to you as soon as I have sign off.  
Also- need answer to Wiley's question about trains per hour.

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Oct 18, 2016, at 6:44 AM, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

Minor edits:

--We're saying 1.7 million square feet (instead of 1.6 million sf of rentable)

--Marc updated his quote: "One Vanderbilt will be a high-performing addition to the Manhattan skyline serving as a blueprint for 21<sup>st</sup> century commercial development," **said SL Green CEO Marc Holliday**. "As the largest commercial property owner in New York, we are proud to partner with the City to create a model for unsubsidized development that drives our economy and makes a critical contribution to its infrastructure."

Jeremy Soffin

BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

**From:** [Grace, Melissa](#)  
**To:** "[Jeremy Soffin](#)"  
**Subject:** RE: release edits  
**Date:** Tuesday, October 18, 2016 8:46:41 AM

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"This new office building, transit upgrades at Grand Central, and expanded pedestrian space are what I call smart growth. We demanded and secured private investments into important City infrastructure that put hundreds of thousands of straphangers first. This strategy helps to keep our city competitive while improving the lives of New Yorkers," **Mayor de Blasio** said.

Also, we added this one:

**City Planning Commission Chairman Carl Weisbrod** said, "East Midtown has been the premier economic engine of New York City for many years, a title that One Vanderbilt will help it retain. By committing to \$220 million in public investment, One Vanderbilt will benefit not only its tenants but the city as a whole. As we move forward with a proposal to revitalize Greater East Midtown, we believe that One Vanderbilt will signal this neighborhood's full potential. For East Midtown, the best is yet to come."

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**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, October 18, 2016 8:45 AM  
**To:** Grace, Melissa  
**Subject:** Re: release edits

Are you still expecting update BDB quote? Hoping to print this shortly. Thanks.  
Also on arrival mayor should get dropped on the 43rd street end where the green room is

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Oct 18, 2016, at 8:25 AM, Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)> wrote:

Got it.

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**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, October 18, 2016 8:10 AM  
**To:** Grace, Melissa  
**Subject:** RE: release edits

Updated TD quote to be consistent re LEED:

"The One Vanderbilt building is a historic addition to the New York City skyline and we're proud to participate in the financing of this transformational project," said **Gregg Gerken, Head of Commercial Real Estate for TD Bank**. "We also

look forward to becoming a tenant. This building is designed to achieve the highest possible LEED certification, which aligns with our commitment to being an environmental leader - and that's something we know is important to our employees and customers."

Jeremy Soffin  
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**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, October 18, 2016 6:59 AM  
**To:** Jeremy Soffin  
**Subject:** Re: release edits

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Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
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Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

**From:** [Grace, Melissa](#)  
**To:** ["Jeremy Soffin"](#)  
**Subject:** RE: release edits  
**Date:** Tuesday, October 18, 2016 9:12:30 AM

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This should be our final:

**MAYOR DE BLASIO, SL GREEN, LOCAL OFFICIALS BREAK GROUND ON  
NEW OFFICE TOWER, \$220 MILLION IN TRANSIT UPGRADES FOR RIDERS AT  
GRAND CENTRAL**

*New model in Midtown East secures new investment in public transit as city grows*

**NEW YORK**—Mayor Bill de Blasio joined SL Green and local officials today to break ground on a new office building and \$220 million in transit improvements to Grand Central Terminal. The upgrades are part of a new development model, secured by the de Blasio Administration, Council Member Dan Garodnick and Manhattan Borough President Gale Brewer. That approach demands more of developers, securing private investment in better commutes and reducing congestion as Midtown East grows.

“The new office building, transit upgrades at Grand Central and expanded pedestrian space are what I call smart growth. We demanded and secured private investments into important City infrastructure that put hundreds of thousands of straphangers first. This strategy helps to keep our city competitive while improving the lives of New Yorkers,” said **Mayor Bill de Blasio**.

Grand Central’s Lexington Line stop is the second busiest in the city, with 154,000 riders each day. With the unprecedented \$220 million public infrastructure investment, One Vanderbilt will transform the commuting experience and reduce overcrowding. Specifically, this package of infrastructure upgrades will add more staircases to ease crowding on the 4-5-6 subway platforms, a renovated subway mezzanine and new exits directly to street level. When completed in 2020, the upgrades will increase the Lexington Avenue line’s capacity by an extra train per hour in each direction – or 2,200 riders.

One Vanderbilt, the 1,401-foot-tall commercial office building rising a block west of the E. 42nd Street station, will include a new transit hall and waiting room in the base of the building, a new 14,000-square-foot pedestrian plaza on Vanderbilt Avenue, and enhanced access into and out of the Grand Central complex for riders of the city subway system, Metro-North and future Long Island Rail Road East Side Access.

The City’s proposed 78-block Greater East [Midtown](#) rezoning plan, which encompasses the area surrounding Grand Central Terminal, will enter into public review by the end of the year. Building on a vision process led by Manhattan Borough President Brewer and Council Member Garodnick, the proposal couples strategies for promoting office development with specific transit and public realm improvements as well as support for landmarks that distinguish this iconic district. Like the proposed rezoning, the construction and infrastructure improvements announced today will play a leading role in keeping New York growing and competitive.

“This is an exciting new day for East Midtown, where our rules are not only promoting

growth but also matching it with extraordinary transit improvements,” said **Councilmember Dan Garodnick**. “The result will be class A office buildings, and just as importantly, a class A office district. We expect that One Vanderbilt is going to set an important precedent for the rest of East Midtown.”

“It’s gratifying to be breaking ground not just on this building, but on what it represents: a massive investment in our transit and pedestrian infrastructure, and a first step toward the future of East Midtown,” said **Manhattan Borough President Gale A. Brewer**. “When development is done carefully, collaboratively, and produces real investments in the public realm that improve the neighborhood, everyone wins.”

**Congresswoman Carolyn B. Maloney** said, “Not only will One Vanderbilt Avenue be a new iconic tower in the heart of New York City, but with \$220 million in public improvements, it will revolutionize the way we use Grand Central Terminal and midtown. This is a great example of a public-private partnership, where the public gets new open space and better access to transportation. I want to thank SL Green for being a thoughtful and generous participant in a land use process that really took into account the community’s needs.”

**City Planning Commission Chairman Carl Weisbrod** said, "East Midtown has been the premier economic engine of New York City for many years, a title that One Vanderbilt will help it retain. By committing to \$220 million in public investment, One Vanderbilt will benefit not only its tenants but the city as a whole. As we move forward with a proposal to revitalize Greater East Midtown, we believe that One Vanderbilt will signal this neighborhood's full potential. For East Midtown, the best is yet to come."

“One Vanderbilt will be a high-performing addition to the Manhattan skyline serving as a blueprint for 21<sup>st</sup> century commercial development,” said **SL Green CEO Marc Holliday**. “As the largest commercial property owner in New York, we are proud to partner with the City to create a model for unsubsidized development that drives our economy and makes a critical contribution to its infrastructure.”

SL Green will make improvements to Grand Central Terminal, create a block-long public plaza, and also build a public waiting area for commuters on the ground floor of the new building. The access upgrades include:

- Refurbish Grand Central’s crumbling subway mezzanine
  - More connections from mezzanine directly to streets (reducing crowding at existing exits)
- Approximately 2/3 of the \$220 million in public infrastructure funding will go to enhancing connections and circulation spaces along the Lexington Avenue 4/5/6 subway line.
  - New exits at ends of both 4-5-6 platforms
  - More room on 4-5-6 platforms, by narrowing obstructions
  - Narrowed staircases
  - Narrowed columns
- Reduced overcrowding will allow for one additional train per hour in each direction—making room for 1,100 more riders each hour in each direction
- Direct connections from the new tower to subway, MetroNorth and future LIRR

- A 4,000-square-foot public transit hall on the ground floor of One Vanderbilt
- Vanderbilt between 42<sup>nd</sup> and 43<sup>rd</sup> will become a pedestrian plaza in the heart of Midtown
- The upper floors of the tower cannot be occupied until transit work is complete

The project means important and permanent boosts to private and union jobs, and tax revenue for the City. It represents 5,200 construction jobs. Once complete, the tower will be home to 8,000 workers, 190 of them with permanent union jobs. TD Bank, the anchor commercial tenant, will also have retail space in the building.

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Expected to achieve the highest possible LEED certification, the tower will offer 1.7 million square feet of Class A office space across 58 floors, featuring column-free floors and views through floor-to-ceiling windows. One Vanderbilt will also offer tenants floor to ceiling slab heights ranging from 14'6" to 20', a 30,000 square foot tenant-only amenity floor and world-class dining.

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"Today's groundbreaking is an important step forward in the modernization and future of Midtown East," said **John H. Banks III, President of the Real Estate Board of New York**. "We congratulate SL Green on this milestone, One Vanderbilt will now become a catalyst for the creation of good middle class jobs and important tax revenue. This project will serve the needs of Midtown East's aging office supply and set new standards in sustainability and design, further ensuring that New York City remains the center of world commerce, culture, media, and finance."

"It is a privilege to be a partner with SL Green in this transformational development," said **Tommy Craig, Senior Managing Director of Hines**. "The property's direct connection to Grand Central Terminal, its remarkable open space at grade, aspirational architecture and best-in-class technology, will have a catalytic effect on midtown Manhattan for decades to come."

As the leading builder of New York's greatest iconic towers, we're excited to be breaking ground such a distinctive and visually stunning building, which will be the cornerstone of a revitalized East Midtown," said **Jay Badame, President of AECOM Tishman**. "By demonstrating a tremendous commitment to an area of New York that needs new building, SL Green is transforming a neighborhood, and that's something we are always proud to be a part of."

Learn more about One Vanderbilt at [www.onevanderbilt.com](http://www.onevanderbilt.com) and follow its progress at @one\_vanderbilt on [Instagram](#) and [Twitter](#). High-resolution images of One Vanderbilt can be downloaded [here](#).

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**From:** Jeremy Soffin [mailto:jeremy@berlinrosen.com]  
**Sent:** Tuesday, October 18, 2016 8:45 AM  
**To:** Grace, Melissa  
**Subject:** Re: release edits

Are you still expecting update BDB quote? Hoping to print this shortly. Thanks.  
Also on arrival mayor should get dropped on the 43rd street end where the green room is

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Oct 18, 2016, at 8:25 AM, Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)> wrote:

Got it.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, October 18, 2016 8:10 AM  
**To:** Grace, Melissa  
**Subject:** RE: release edits

Updated TD quote to be consistent re LEED:

"The One Vanderbilt building is a historic addition to the New York City skyline and we're proud to participate in the financing of this transformational project," **said Gregg Gerken, Head of Commercial Real Estate for TD Bank.** "We also look forward to becoming a tenant. This building is designed to achieve the highest possible LEED certification, which aligns with our commitment to being an environmental leader - and that's something we know is important to our employees and customers."

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, October 18, 2016 6:59 AM  
**To:** Jeremy Soffin  
**Subject:** Re: release edits

Hey -- we will have a few edits too and likely to the Mayor's quote. Back to you as soon as I have sign off.

Also- need answer to Wiley's question about trains per hour.

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Oct 18, 2016, at 6:44 AM, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

Minor edits:

--We're saying 1.7 million square feet (instead of 1.6 million sf of rentable)

--Marc updated his quote: "One Vanderbilt will be a high-performing

addition to the Manhattan skyline serving as a blueprint for 21<sup>st</sup> century commercial development,” **said SL Green CEO Marc Holliday**. “As the largest commercial property owner in New York, we are proud to partner with the City to create a model for unsubsidized development that drives our economy and makes a critical contribution to its infrastructure.”

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

**From:** [Grace, Melissa](#)  
**To:** [Jeremy Soffin](#)  
**Subject:** Re: Add for later versions  
**Date:** Tuesday, October 18, 2016 10:53:17 AM

---

Thought that might be you. Will say hi.

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Oct 18, 2016, at 10:52 AM, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

Yes I'm the one doing all the pacing.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Oct 18, 2016, at 10:51 AM, Grace, Melissa  
<[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)> wrote:

Thanks.  
Are you here/at event?

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Oct 18, 2016, at 10:46 AM, Jeremy Soffin  
<[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

Just came in:

The MTA worked closely with SL Green as it developed plans for this iconic new building next to Grand Central securing private sector investment in transit infrastructure that will make commutes better for hundreds of thousands of our customers every day," MTA Chairman and CEO Thomas F. Prendergast said. "The MTA will continue to support innovative proposals that link development with transit investment, and we hope that One

Vanderbilt is the first of many to come."

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

**From:** [Grace, Melissa](#)  
**To:** ["Jeremy Soffin"](#)  
**Subject:** RE: Post question.  
**Date:** Tuesday, October 18, 2016 1:53:06 PM

---

Can you send me the developer's press release?

And, I told NY Post to talk to the developer about the MTA presence (he was asking why Tom wasn't there and if they were invited to speak).

Should I send him your way?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, October 18, 2016 12:57 PM  
**To:** Grace, Melissa; Norvell, Wiley  
**Subject:** RE: Post question.

Did you guys close this loop with him? He just reached out over here.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, October 18, 2016 11:59 AM  
**To:** Jeremy Soffin; Norvell, Wiley  
**Subject:** RE: Post question.

Okay – thanks.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, October 18, 2016 11:36 AM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa  
**Subject:** Re: Post question.

They were there, Jeff Rosen. Tom def invited too

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Oct 18, 2016, at 11:35 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

Not removed, just slimmed down I think, creating more room on platforms.  
Jeremy has info on MTA invite. Note both Mayor and SL Green thanked them in remarks, and the 'deal' here is between City and developer.

---

**From:** Grace, Melissa  
**Sent:** Tuesday, October 18, 2016 11:30 AM  
**To:** Norvell, Wiley; Jeremy Soffin  
**Subject:** Post question.

-Post thinks they heard Maloney say pillars in subway station platforms will be removed. He asks if that is correct.  
-He also asks if MTA was invite/why not there?

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

**From:** [Phillips, Eric Falk](#)  
**To:** ["Anna Sanders"](#); [Dan Levitan](#)  
**Subject:** RE: Broadway Stages/donors  
**Date:** Tuesday, October 25, 2016 11:29:43 AM

---

Thanks. Let us know if there's something specific to respond to.

---

**From:** Anna Sanders [mailto:[asanders@siadvance.com](mailto:asanders@siadvance.com)]  
**Sent:** Tuesday, October 25, 2016 11:14 AM  
**To:** Dan Levitan; Phillips, Eric Falk  
**Subject:** Broadway Stages/donors

Hey—I'm working on a story that mentions the investigations into the mayor's political nonprofit, specifically donors from Broadway Stages. The story is about a state studio project on SI, not anything city-related yet. (tho city actions will one day be necessary)

Don't think comment from you guys is necessary, but figured I'd check. I will say neither the mayor nor anyone in his admin have been accused of any wrongdoing.

--

Anna Sanders  
City Hall Reporter, Staten Island Advance  
917-525-9025 (cell)  
[asanders@siadvance.com](mailto:asanders@siadvance.com) | @AnnaESanders

**From:** [Phillips, Eric Falk](#)  
**To:** [Laura Nahmias](#); [Dan Levitan](#)  
**Subject:** Re: Story on de Blasio's role in the 2016 election  
**Date:** Monday, November 07, 2016 6:55:18 PM

---

I'm declining from govt side. Thanks, Laura.

---

**From:** Laura Nahmias <[LNahmias@politico.com](mailto:LNahmias@politico.com)>  
**Date:** Monday, November 7, 2016 at 7:53 PM  
**To:** Eric Phillips <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Fw: Story on de Blasio's role in the 2016 election

Hi!

I just wanted to check in on this again. Did you guys want to comment for the story?

Push back on the premise?

I'm still planning to run it.

Laura Nahmias  
Reporter, Politico New York  
[LNahmias@politico.com](mailto:LNahmias@politico.com)  
twitter: @nahmias  
mobile: 718-612-3751

---

**From:** Laura Nahmias  
**Sent:** Monday, November 7, 2016 11:58 AM  
**To:** [EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)  
**Cc:** Dan Levitan  
**Subject:** Story on de Blasio's role in the 2016 election

Hi,

I'm cc-ing both of you on this because I'm writing a story that either of you might want to respond to, that we're planning to run later this afternoon.

It's about the role that de Blasio was trying to play in the 2016 election, and his attempts to help push the presidential agenda leftward.

It's not anything particularly new, just a synthesis of everything that's happened — from his launch of the progressive agenda campaign, to the correspondence laid out in the Wikileaks hack, to the failure of the forum.

My argument is that de Blasio correctly anticipated the political moment, and the economic populism on the left that fueled Bernie Sanders' rise, but that he made missteps and also experienced some bad political timing, and hasn't particularly elevated his standing or reputation as a progressive within the party.

I talked to Symone Sanders, from Bernie Sanders' campaign. She argued that de Blasio's timing just didn't work out -- and that he's a member of the Democratic political establishment, which made his non-endorsement of Clinton difficult.

Quotes from Symone:

**"I just don't think the timing was right for bill de Blasio."**

**"He wanted to position himself as this progressive champion, which he is, But when Sen. Sanders had clearly emerged in the 2016 primary as the progressive candidate...and you've got sec. Clinton who very much represents establishment politics on the democratic side, it makes it tough for bill de Blasio to come out and keep his bearings and leanings as a staunch progressive rabble rouser," she said.**

**"I really think it damaged his ability to be effective in the way he wanted to be, in the primary," Sanders said.**

**"His rhetoric and how he is and what he believes in met with the harsh realities of what the primary election was on the 2016 side. it was a fight for the soul of the democratic party."**

Here's a quote from George Arzt:

**"I think Bill wanted to be Elizabeth Warren."**

de Blasio "had put all his chips down on trying to look like a hero to the progressive wing at the beginning by saying no i'm not going to reflexively endorse her until i see something, and then trying to pressure the hillary people into a bigger role and i think it kind of backfired on him."

Let me know if you want to comment for this, or push back?

Laura Nahmias

Reporter, Politico New York

[LNahmias@politico.com](mailto:LNahmias@politico.com)

twitter: @nahmias

mobile: 718-612-3751

**From:** [Caplan, Ariana](#)  
**To:** ["Anne Rabe"](#); [Arthur Malkin](#); [Christine Tramontano \(ctramontano@malkinross.com\)](#); [Floyd Chatodd](#); [Button, Stephen](#); [Jonathan Gradess](#); [rperry@nyclu.org](#); [Susan Gottehrer](#); [Ed Wassermann](#); [Patrick Cummings](#); [Nes Geffrad](#); [Mardi Crawford](#); [Mike Rabinowitz](#)  
**Cc:** [Diane DuBois](#)  
**Subject:** RE: Tuesday 10 AM Conference Call - Two New Resolutions  
**Date:** Tuesday, November 15, 2016 10:20:26 AM  
**Attachments:** [S8114-16 M2G Indigent Legal Services:AC- S.pdf](#)  
[image001.png](#)

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NYC Mayor to Governor Letter in Support

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**From:** Anne Rabe [mailto:ARabe@nysda.org]  
**Sent:** Tuesday, November 15, 2016 9:48 AM  
**To:** Arthur Malkin; Christine Tramontano (ctramontano@malkinross.com); Caplan, Ariana; Floyd, Chatodd; Button, Stephen; Jonathan Gradess; rperry@nyclu.org; Susan Gottehrer; Ed Wassermann; Patrick Cummings; Nes Geffrad; Mardi Crawford; Mike Rabinowitz  
**Cc:** Diane DuBois  
**Subject:** Tuesday 10 AM Conference Call - Two New Resolutions

Hi all,

FYI, here is a long article on two new resolutions.

Columbia & Greene Counties Pass Resolutions Supporting Justice Equality Act.

"It is a fundamental right of all persons in the United States to be represented by counsel in all criminal prosecutions," according to the resolution passed by the Columbia County Board of Supervisors. "The United States Supreme Court ruled that persons who were unable to afford counsel had a constitutional right to be defended by an appointed attorney paid by the state."

[http://m.registerstar.com/news/article\\_a017486a-aadf-11e6-a2a5-03a1aff12b21.html?mode=jqm](http://m.registerstar.com/news/article_a017486a-aadf-11e6-a2a5-03a1aff12b21.html?mode=jqm)

Anne Rabe  
Campaign Coordinator



NYS Defenders Association  
518-465-3524 X15  
[arabe@nysda.org](mailto:arabe@nysda.org)

---

**From:** Anne Rabe  
**Sent:** Monday, November 14, 2016 3:24 PM  
**To:** 'Arthur Malkin'; 'Christine Tramontano ([ctramontano@malkinross.com](mailto:ctramontano@malkinross.com))'; 'Caplan, Ariana'; 'Floyd, Chatodd'; 'Button, Stephen'; Jonathan Gradess; 'rperry@nyclu.org'; 'Susan Gottehrer'; 'Ed Wassermann'; 'Patrick Cummings'; Nes Geffrad; Mardi Crawford; 'Mike Rabinowitz'  
**Cc:** Diane DuBois  
**Subject:** Tuesday 10 AM Conference Call - Berlin Rosen joining call.

Hi everyone,

Mike Rabinowitz of Berlin Rosen will be joining this call. So, I added a few things to the agenda. Thanks.

We are having the Justice Equality Act strategy call tomorrow at 10:00 AM. Please call [REDACTED] The code is [REDACTED]#

We have a lot to discuss and report on, so we hope you can make it.

*Proposed Agenda:*

- Updates on mtg. with Governor staff, etc.
- Black, Puerto Rican Legislative Caucus mtg. with Governor and Video 11/17
- Proposed NYC News Conference – polling speakers for 11/28, 29 or 11/30
- Social media campaign
- Op/Eds updates – County executives and Caucus members (El Diario/Moya; Daily News/Blake; City&State/Hooper)
- Editorial Board outreach
- Resolutions
- Letters to Governor – any new prominent signers, NYCLU's letter?
- Justice Day news conference upstate
- Samantha Bee

Anne Rabe  
Campaign Coordinator



NYS Defenders Association  
518-465-3524 X15  
[arabe@nysda.org](mailto:arabe@nysda.org)

November 4, 2016

S.8114 – DeFrancisco

**AN ACT** to amend the county law, the executive law and the state finance law, in relation to indigent defense services

---

APPROVAL RECOMMENDED

Hon. Andrew M. Cuomo  
Governor of the State of New York  
Executive Chamber  
Albany, New York 12224

Dear Governor Cuomo:

The above-referenced bill is now before you for executive action.

This bill requires that the State reimburse, over a four-year phase-in period, counties and cities in which a county is wholly located, the full amount of expenses of counsel services for indigent legal defendants. This bill also requires the Office of Indigent Legal Services to ensure the presence of counsel at the first appearance of any eligible defendant charged with a crime, establish caseload/workload regulations for attorneys providing mandated representation that allow for meaningful and effective assistance of counsel, and improve the quality of mandated representation.

In *Gideon v. Wainwright*, the Supreme Court ruled that it is a fundamental right of all persons in the United States to be represented by counsel in all criminal prosecutions. In the *Hurrell-Harring, et al. v. State of New York* lawsuit settled in 2014, New York State acknowledged the lack of adequate State funding, resources and oversight to the public defense system, which threatened to deprive these defendants and the class they represent of their constitutional right to meaningful and effective assistance of counsel. Under the agreement announced in 2014, the State agreed to adopt major reforms focusing on five New York counties – Ontario, Onondaga (Syracuse), Schuyler, Suffolk and Washington.

While the settlement agreement pertains to only five counties, its criteria establish a standard for providing indigent legal services that should apply statewide. The State should implement statewide standards to improve the quality of indigent defense and ensure representation at all criminal proceedings, as required under *Gideon*.

Financing indigent legal services on the State level ensures that indigent defense providers will be properly funded throughout the State in order to uphold the Supreme Court's mandate to provide the constitutional right to effective assistance of counsel.

Accordingly, it is urged that this bill be approved.

Very truly yours,

BILL DE BLASIO, Mayor

By: Sherif Soliman  
Director

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#); [Jovana Rizzo](#)  
**Subject:** RE:  
**Date:** Tuesday, November 15, 2016 2:02:36 PM

---

Getting.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [mailto:[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)]  
**Sent:** Tuesday, November 15, 2016 1:55 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Subject:** Fwd:

Boro breakdowns of current links - something you can help with?

Sent from mobile

Begin forwarded message:

**From:** Erin Durkin <[edurkin@nydailynews.com](mailto:edurkin@nydailynews.com)>  
**Date:** November 15, 2016 at 1:47:43 PM EST  
**To:** "Grybauskas, Natalie" <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>

What are the #s for each borough, how many were activated and how many were supposed to be pursuant to 1st year schedule?

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#); [Jovana Rizzo](#)  
**Subject:** RE:  
**Date:** Tuesday, November 15, 2016 2:05:49 PM

---

Current:

	Installed	Live
Bronx	33	22
Manhattan	482	391
Queens	30	19
Brooklyn	11	2
Staten Island	2	

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [mailto:[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)]  
**Sent:** Tuesday, November 15, 2016 1:55 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Subject:** Fwd:

Boro breakdowns of current links - something you can help with?

Sent from mobile

Begin forwarded message:

**From:** Erin Durkin <[edurkin@nydailynews.com](mailto:edurkin@nydailynews.com)>  
**Date:** November 15, 2016 at 1:47:43 PM EST  
**To:** "Grybauskas, Natalie" <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>

What are the #s for each borough, how many were activated and how many were supposed to be pursuant to 1st year schedule?

**From:** [Grybauskas, Natalie](#)  
**To:** ["Dan Levitan"](#)  
**Subject:** RE: Can you guys talk quickly by phone?  
**Date:** Tuesday, November 15, 2016 3:29:24 PM

---

I called you back

-----Original Message-----

From: Dan Levitan [<mailto:dan@berlinrosen.com>]  
Sent: Tuesday, November 15, 2016 3:27 PM  
To: Grybauskas, Natalie; Gardener, Stacy (DOITT)  
Cc: Jovana Rizzo  
Subject: Can you guys talk quickly by phone?

- Sent from my Galaxy S6 -

**From:** [Gardener, Stacy](#)  
**To:** [Dan Levitan](#); [Grybauskas, Natalie](#)  
**Cc:** [Jovana Rizzo](#)  
**Subject:** RE: Can you guys talk quickly by phone?  
**Date:** Tuesday, November 15, 2016 3:32:07 PM

---

I'm on my way back to Brooklyn at the moment. I can get on a call at 4:00

Sent Via DoITT Mobile Device

----- Original message -----

**From:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Date:** 11/15/16 3:27 PM (GMT-05:00)  
**To:** Natalie Grybauskas <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>, "Gardener, Stacy" <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Subject:** Can you guys talk quickly by phone?

- Sent from my Galaxy S6 -

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This e-mail, including any attachments, may be confidential, privileged or otherwise legally protected. It is intended only for the addressee. If you received this e-mail in error or from someone who was not authorized to send it to you, do not disseminate, copy or otherwise use this e-mail or its attachments. Please notify the sender immediately by reply e-mail and delete the e-mail from your system.

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#)  
**Cc:** [Jovana Rizzo](#)  
**Subject:** Re: active kiosks  
**Date:** Thursday, November 17, 2016 1:15:13 PM

---

I can check. Someone asking?

- Sent from my Galaxy S6 -

On Nov 17, 2016, at 1:14 PM, Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)> wrote:

how many right now? still 434 or more now?

**From:** [Mike Rabinowitz](#)  
**To:** [Anne Rabe](#); [Caplan, Ariana](#); [Floyd, Chatodd](#); [sbutton@stlawco.org](mailto:sbutton@stlawco.org); [Susan Gottehrer](#); [Ed Wassermann](#); [Christine Tramontano](#); [amalkin](#); [Nes Geffrard](#)  
**Cc:** [Legal](#)  
**Subject:** RE: Albany Tuesday Statewide News Conference  
**Date:** Tuesday, November 29, 2016 2:43:22 PM

---

This is great!!!

Do you know if they are producing materials or need my help with that? They never responded to that question when I asked it.

Sent from my Samsung Galaxy smartphone

Michael Rabinowitz Gold  
646.200.5308 (o)  
646.342.3469 (c)

----- Original message -----

**From:** Anne Rabe <ARabe@nysda.org>  
**Date:** 11/29/16 2:37 PM (GMT-05:00)  
**To:** "Caplan, Ariana" <ACaplan@cityhall.nyc.gov>, "Floyd, Chatodd" <CFloyd@cityhall.nyc.gov>, [sbutton@stlawco.org](mailto:sbutton@stlawco.org), Susan Gottehrer <SGottehrer@nyclu.org>, Ed Wassermann <ed@wassermannngs.com>, Christine Tramontano <ctramontano@malkinross.com>, [amalkin](mailto:amalkin@malkinross.com) <[amalkin@malkinross.com](mailto:amalkin@malkinross.com)>, Nes Geffrard <NGeffrard@nysda.org>  
**Cc:** Legal <Legal@nysda.org>, Mike Rabinowitz <Rabinowitz@berlinrosen.com>  
**Subject:** Albany Tuesday Statewide News Conference

Hi everyone,

Albany County Executive Dan McCoy and the NYS Association of Counties will be holding a news conference in support of the Justice Equality Act, A.10706/S. 8114 next Tuesday, December 6th at 10:30 AM at the LCA Press Room (Room 130) on the Concourse level of the Legislative Office Building, State Street, Albany, NY.

Also in attendance will be the NYS Bar Association, Bishop Howard Hubbard, NAACP, and other County Executives. Assemblymember Fahy and Senator DeFrancisco have also been asked to attend. Capital District groups are asked to come and stand in solidarity, to represent the 80 organizations in support of the bill.

Anne Rabe  
Campaign Coordinator  
NYS Defenders Association  
518-465-3524 X15  
[arabe@nysda.org](mailto:arabe@nysda.org)

**From:** [Anne Rabe](#)  
**To:** [Caplan, Ariana](#); [Floyd, Chatodd](#); [sbutton@stlawco.org](mailto:sbutton@stlawco.org); [Susan Gottehrer](#); [Ed Wassermann](#); [Patrick Cummings](#); [Christine Tramontano](#); [Arthur Malkin](#); [Nes Geffrard](#); [Jonathan Gradess](#)  
**Cc:** [Mike Rabinowitz](#)  
**Subject:** Clarification on sponsorship of Albany Tuesday Statewide News Conference  
**Date:** Tuesday, November 29, 2016 5:25:03 PM

---

Hi everyone,

My apologies for misstating the sponsorship of the Albany news conference. It is being sponsored by Albany County Executive Dan McCoy and the Justice Equality campaign.

Today, NYSAC was asked and agreed to speak at the event. In addition, NYS Bar Association President Clare Gutekunst, Bishop Howard Hubbard, an NAACP representative, and St. Lawrence County Attorney Steve Button will be speaking, as well as other County Executives.

Assemblymember Fahy and Senator DeFrancisco have been asked to attend and speak. Capital District groups are asked to come and stand in solidarity, to represent the 80 organizations in support of the bill.

Anne Rabe  
Campaign Coordinator  
NYS Defenders Association  
518-465-3524 X15  
[arabe@nysda.org](mailto:arabe@nysda.org)

**From:** [Grybauskas, Natalie](#)  
**To:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** how many links right now?  
**Date:** Monday, December 05, 2016 12:43:07 PM

---

Not for any story - internal

**From:** [Jovana Rizzo](#)  
**To:** [Grybauskas, Natalie](#); [sshor@doitt.nyc.gov](mailto:sshor@doitt.nyc.gov); [Gardener, Stacy \(DOITT\)](#)  
**Cc:** [Stacey Levine](#); [Dan Levitan](#)  
**Subject:** RE: Comment on Telebeam settlement  
**Date:** Monday, December 05, 2016 5:30:03 PM

---

Great, thanks

---

**From:** Grybauskas, Natalie [[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)]  
**Sent:** Monday, December 05, 2016 5:11 PM  
**To:** Jovana Rizzo; [sshor@doitt.nyc.gov](mailto:sshor@doitt.nyc.gov); Gardener, Stacy (DOITT)  
**Cc:** Stacey Levine; Dan Levitan  
**Subject:** RE: Comment on Telebeam settlement

That sounds fine. ours will sound quite similar. Thanks.

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Monday, December 05, 2016 5:10 PM  
**To:** [sshor@doitt.nyc.gov](mailto:sshor@doitt.nyc.gov); Gardener, Stacy (DOITT); Grybauskas, Natalie  
**Cc:** Stacey Levine; Dan Levitan  
**Subject:** FW: Comment on Telebeam settlement

Hi all, see below from Miranda -- is the City putting out a statement on the Telebeam settlement?

Here's our proposed response:

"We are pleased that this litigation is resolved and that these payphone sites can now become part of the world's fastest and largest free public wifi network."

Let us know what you think.

Thanks,  
Jovana

BerlinRosen Public Affairs  
646-200-5329

---

**From:** Miranda Neubauer [[mneubauer@politico.com](mailto:mneubauer@politico.com)]  
**Sent:** Monday, December 05, 2016 4:19 PM  
**To:** Jovana Rizzo  
**Subject:** Comment on Telebeam settlement

Hi,

I was wondering what comment you had on the settlement with Telebeam and what it means for the project as a whole (also in terms of previous buildout delays and incorporating those sites into system now).

Thanks,

Miranda N.

**From:** [Dan Levitan](#)  
**To:** [DeLoach, Michael](#)  
**Subject:** RE: Happy bday  
**Date:** Tuesday, December 06, 2016 9:11:58 AM

---

Thanks!

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

-----Original Message-----

From: DeLoach, Michael [<mailto:mdeloach@cityhall.nyc.gov>]  
Sent: Tuesday, December 06, 2016 9:10 AM  
To: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
Subject: Happy bday

Michael DeLoach  
Office of the Mayor  
Intergovernmental Affairs  
(212) 341-5089

**From:** [Dodge, Ryan](#)  
**To:** ["Emma Woods"](#)  
**Subject:** RE: H.O.P.E. Event  
**Date:** Monday, December 12, 2016 4:36:04 PM

---

B/t 5-5:30 works – thanks.

---

**From:** Emma Woods [mailto:[emma@berlinrosen.com](mailto:emma@berlinrosen.com)]  
**Sent:** Monday, December 12, 2016 4:26 PM  
**To:** Dodge, Ryan  
**Subject:** Re: H.O.P.E. Event

Hi, Ryan — will do. I could call you between 5-530 unless you prefer tomorrow morning.

—

Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

---

**From:** "Dodge, Ryan" <[RDodge@cityhall.nyc.gov](mailto:RDodge@cityhall.nyc.gov)>  
**Date:** Monday, December 12, 2016 at 3:28 PM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Subject:** H.O.P.E. Event

Hi, Emma. Can you give me a call at 212-676-3984 when you get a sec? I have some questions about the First Lady's remarks. Thanks.

Ryan

***Ryan Dodge***  
*Senior Speechwriter*  
*Office of the Mayor*  
*(212) 676-3984*

**From:** [Camonghne Felix](#)  
**To:** [White, Erin](#); [Emma Woods](#); [Cereceda, Claudia](#)  
**Cc:** [Louis Espiritusanto, Jose](#); [Schustek, Andrew](#); [Sharon Charles-Chancie](#)  
**Subject:** RE: HOPE Center Ribbon Cutting  
**Date:** Tuesday, December 13, 2016 10:37:23 AM  
**Attachments:** [FCBC Hope Center Advisory -- Final Draft.docx](#)

---

Good morning Erin,

Attached you'll find the finalized advisory. We plan to start getting this out soon, so if you could send us some feedback as soon as possible, that would be ideal. Run of show soon to follow, we waiting on the finalized version from FCBC. We are also drafting a release for this ribbon-cutting, so if your office could send us a quote from the First Lady, that would be great!

Camonghne

---

**From:** White, Erin [mailto:[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)]  
**Sent:** Monday, December 12, 2016 2:59 PM  
**To:** Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Great!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Emma Woods  
**Sent:** Monday, December 12, 2016 2:55 PM  
**To:** White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Will do — we'll send you the finalized advisory and run of show as soon as possible.

—  
Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

---

**From:** "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>  
**Date:** Monday, December 12, 2016 at 2:51 PM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, Camonghne Felix

<[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>

**Subject:** Re: HOPE Center Ribbon Cutting

Hi Emma,

I'd like to review the advisory.

Thanks!

Erin White

Communications Advisor, Office of the Mayor

347-789-0501

---

**From:** Emma Woods

**Sent:** Monday, December 12, 2016 2:50 PM

**To:** Cereceda, Claudia; White, Erin

**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix

**Subject:** Re: HOPE Center Ribbon Cutting

Hi, Erin — we're finalizing the media advisory for the HOPE Center ribbon cutting, which will mention that the First Lady is attending and giving remarks. We're planning to start pitching that tomorrow morning to broadcast, Harlem press, city hall reporters, health reporters, and others. Let us know if you'd like to chat in advance.

Best,

Emma

—

Emma Woods

BerlinRosen Public Affairs

O: 646-200-5303

C: 203-568-4780

[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

---

**From:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>

**Date:** Friday, December 9, 2016 at 12:44 PM

**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>

**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>

**Subject:** Re: HOPE Center Ribbon Cutting

+Erin White

Our communications advisor

Sent while mobile

On Dec 9, 2016, at 12:20 PM, Emma Woods <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)> wrote:

Hi Jose and team — very exciting that the First Lady will be attending the ceremony on Thursday! We're currently working on a media advisory and press release, so please let me know who in your shop we should connect with on anything press-related.

Best,

Emma

—

Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

---

**From:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Date:** Thursday, December 8, 2016 at 12:51 PM  
**To:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>  
**Cc:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Subject:** RE: HOPE Center Ribbon Cutting

Dear Jose and Company,

Again, deep, deep thanks for all of your assistance in securing a spot on the First Lady's calendar for our upcoming H.O.P.E. Center ribbon cutting ceremony. We are over-the-moon thrilled!

Our phenomenal PR firm, Berlin Rosen is feverishly assisting us with getting the word out about the ceremony. With that said, I wanted to introduce our lead PR professional, Emma Woods to you. We wanted to make certain that the work of Emma's office did not conflict with any of the First Lady's press corps initiatives. If you would kindly connect Emma to the person(s) who oversee Ms. McCray's media coverage I would greatly appreciate the gesture (Emma is copied on this communique).

As always, please feel free to reach out to me with any additional questions you may have surrounding this event.

MAKE it a great day!

Sharon

---

**From:** Louis Espiritusanto, Jose [<mailto:jlouis@cityhall.nyc.gov>]  
**Sent:** Wednesday, December 07, 2016 3:47 PM  
**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Cc:** Cereceda, Claudia <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>; Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>  
**Subject:** RE: HOPE Center Ribbon Cutting

++  
Sharon,

The First Lady is **confirmed** to attend. Copy the rest of the team here to discuss logistics. Please note the First Lady timing will be 10AM-10:30AM. We need to make sure ribbon cutting happens during that time.

Thanks so much!

---

**From:** Sharon Charles-Chancie [<mailto:schancie@fbcnyc.org>]  
**Sent:** Tuesday, December 06, 2016 11:56 AM  
**To:** Louis Espiritusanto, Jose  
**Subject:** RE: HOPE Center Ribbon Cutting

YOU ROCK!

Thank you and I look forward to hearing back when you have a definitive.

Best,

SRC

---

**From:** Louis Espiritusanto, Jose [<mailto:jlouis@cityhall.nyc.gov>]  
**Sent:** Tuesday, December 06, 2016 12:02 PM  
**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi Sharon, still discussing with the team. we want to make this happens, but still few items to move around.  
Give me until later today. Thanks so much!

---

**From:** Sharon Charles-Chancie [<mailto:schancie@fbcnyc.org>]  
**Sent:** Tuesday, December 06, 2016 11:51 AM  
**To:** Louis Espiritusanto, Jose  
**Subject:** RE: HOPE Center Ribbon Cutting

Happy Tuesday Jose,

Just circling back (with my hands clasped in a prayer-like position).  
Any word from our First Lady on her interest in attending our  
H.O.P.E. Center ribbon cutting ceremony?

Thanks and MAKE it a great day! 😊

Sharon

**Sharon R. Chancie**

Senior Administrative Assistant to Senior Pastor Michael A. Walrond, Jr.  
First Corinthian Baptist Church  
1912 Adam Clayton Powell Jr. Blvd  
New York, NY 10026 USA  
Phone: (212) 864-5976 Ext: 21; (**Monday – Friday**)  
Fax: (212) 864-0830  
Email: [schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)  
Website: [www.fbcnyc.org](http://www.fbcnyc.org)

***“For with God nothing shall be impossible” Luke 1:37***

***Kingdom of God business IS my business!***

**For Planning Purposes Only:** December 15<sup>th</sup>, 2016 at 10 a.m

**Contact:** Camonghne Felix, 646.517.6796, [Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

## **Historic Harlem Church Cuts Ribbon on first-of-its-kind Mental Health Center with First Lady Chirlane McCray**

*First Corinthian Baptist Church to Open New HOPE Center, Will Offer High-Quality, Affordable Mental Health Services to Harlem Community*

*Groundbreaking Facility Takes a New Approach to Breaking Down Mental Health Stigmas in the Black Church*

**WHAT:** First Corinthian Baptist Church Cuts Ribbon on New HOPE Center Facility, Offering High-Quality, Affordable Mental Health Services to Harlem Community

**WHERE:** HOPE Center, 228 W. 116<sup>th</sup> St, Harlem

**WHEN:** December 15<sup>th</sup>, 2016 at 10 a.m.

**WHO:** Pastor Michael A. Walrond, Jr., First Lady Chirlane McCray, Reverend Kyndra Frazier, Congregation and Church Leadership from First Corinthian Baptist Church

**VISUALS:** First Lady Chirlane McCray delivering remarks; Pastor Walrond cutting ribbon with First Lady McCray in front of HOPE Center entrance; elected officials standing beside First Lady McCray and Pastor Walrond, applauding; crowd of church congregants; post-program tour of new facility.

### **BACKGROUND:**

First Corinthian Baptist Church has provided informal counseling on its premises for years, but the new HOPE Center, located a few blocks from the church on 116<sup>th</sup> St, will provide hands-on, high-quality, affordable mental health services, staffed by two highly experienced counselors. With this opening, FCBC and Sr. Pastor Mike Walrond lead the charge in providing better mental health care to historically neglected African-American communities.

The program includes remarks from First Lady Chirlane McCray, who founded ThriveNYC, a comprehensive mental health plan for New York City, Rev. Kyndra Frazier, FCBC's new Associate Pastor of Pastoral Care and Counseling, Dr. Sidney Hankerson Assistant Professor of Clinical Psychiatry at

Columbia University, and Pastor Mike Walrond who will also deliver remarks. Following the speaking program, a guided tour of the new facility will be available.

###

**From:** [Dodge, Ryan](#)  
**To:** ["Emma Woods"](#)  
**Subject:** RE: H.O.P.E. Event  
**Date:** Tuesday, December 13, 2016 11:29:07 AM

---

Just following up – could you send whatever materials you have on the Center? Thanks.

---

**From:** Emma Woods [mailto:[emma@berlinrosen.com](mailto:emma@berlinrosen.com)]  
**Sent:** Monday, December 12, 2016 4:26 PM  
**To:** Dodge, Ryan  
**Subject:** Re: H.O.P.E. Event

Hi, Ryan — will do. I could call you between 5-530 unless you prefer tomorrow morning.

—

Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

---

**From:** "Dodge, Ryan" <[RDodge@cityhall.nyc.gov](mailto:RDodge@cityhall.nyc.gov)>  
**Date:** Monday, December 12, 2016 at 3:28 PM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Subject:** H.O.P.E. Event

Hi, Emma. Can you give me a call at 212-676-3984 when you get a sec? I have some questions about the First Lady's remarks. Thanks.

Ryan

***Ryan Dodge***  
*Senior Speechwriter*  
*Office of the Mayor*  
*(212) 676-3984*

**From:** [Emma Woods](#)  
**To:** [Dodge, Ryan](#)  
**Subject:** FW: HOPE Center Ribbon Cutting  
**Date:** Tuesday, December 13, 2016 12:16:57 PM  
**Attachments:** [FCBC Hope Center Advisory -- Final Draft.docx](#)  
[FCBC Biof11.doc](#)

---

Here is the advisory we asked your team to provide feedback on.

Also attached is Kyndra's bio and headshot.

Below is some pitch language you might find helpful.

And here is the church's calendar listing for the event: <http://m.fbcnyc.org/event/save-date-ribbon-cutting-hope-center>

[Over 6.8 million African Americans have a diagnosable mental illness](#), but due to long-standing stigma and lack of affordable resources, only a fraction get the help they need. Within the black church, with its history of "pray it away" solutions to mental health, the silence is even more pronounced. Following recent public battles of celebrities [Kanye West](#) and [Kid Cudi](#), leaders in the black community have placed an imperative on tackling this crisis.

That's why **First Corinthian Baptist Church, a prominent historically black church in Harlem, is taking a new approach: hands-on, high-quality, inexpensive mental health services offered by the church at a standalone mental health center** -- a move that pivots away from the black church's long history of ignoring or sidestepping issues plaguing its congregants, now more than ever.

With the HOPE Center, opening on December 15, FCBC's leader Pastor Mike Walrond is helping the church become a key player in breaking down mental health taboos in New York City's black community, with nationwide implications. **Thought you'd be interested in an exclusive on this first-of-its-kind initiative ahead of the Center's ribbon cutting.**

The church has provided informal counseling on its premises for years, but the new facility, located a few blocks from the church on 116<sup>th</sup> St, is over 700 square feet and contains a waiting area, private meeting rooms, and a large group meeting room. It will be staffed by two highly experienced counselors, including Rev. Kyndra Frazier, FCBC's new Associate Pastor of Pastoral Care and Counseling.

Happy to give you a tour of the HOPE Center and set you up to interview key figures:

- Senior Pastor Mike Walrond, who's grown the church from 300 to 11,000 congregants

in just over a decade, most of whom are millennials with no prior religious affiliation.

- Executive Pastor Lakeesha Walrond, a strong advocate for accessibility to health services in Harlem and a sexual assault survivor.
- Rev. Kyndra Frazier and Joyce Johnson, lead counselors for the Center.

–

Emma Woods

BerlinRosen Public Affairs

O: 646-200-5303

C: 203-568-4780

[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

---

**From:** Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>

**Date:** Tuesday, December 13, 2016 at 10:36 AM

**To:** "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>

**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>

**Subject:** RE: HOPE Center Ribbon Cutting

Good morning Erin,

Attached you'll find the finalized advisory. We plan to start getting this out soon, so if you could send us some feedback as soon as possible, that would be ideal. Run of show soon to follow, we waiting on the finalized version from FCBC. We are also drafting a release for this ribbon-cutting, so if your office could send us a quote from the First Lady, that would be great!

Camonghne

---

**From:** White, Erin [<mailto:EWhite@cityhall.nyc.gov>]

**Sent:** Monday, December 12, 2016 2:59 PM

**To:** Emma Woods; Cereceda, Claudia

**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix

**Subject:** Re: HOPE Center Ribbon Cutting

Great!

Erin White

Communications Advisor, Office of the Mayor

347-789-0501

---

**From:** Emma Woods

**Sent:** Monday, December 12, 2016 2:55 PM

**To:** White, Erin; Cereceda, Claudia

**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix

**Subject:** Re: HOPE Center Ribbon Cutting

Will do — we'll send you the finalized advisory and run of show as soon as possible.

—  
Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

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**Date:** Monday, December 12, 2016 at 2:51 PM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>  
**Subject:** Re: HOPE Center Ribbon Cutting

Hi Emma,

I'd like to review the advisory.

Thanks!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Emma Woods  
**Sent:** Monday, December 12, 2016 2:50 PM  
**To:** Cereceda, Claudia; White, Erin  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Hi, Erin — we're finalizing the media advisory for the HOPE Center ribbon cutting, which will mention that the First Lady is attending and giving remarks. We're planning to start pitching that tomorrow morning to broadcast, Harlem press, city hall reporters, health reporters, and others. Let us know if you'd like to chat in advance.

Best,

Emma

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Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

---

**From:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Date:** Friday, December 9, 2016 at 12:44 PM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>  
**Subject:** Re: HOPE Center Ribbon Cutting

+Erin White

Our communications advisor

Sent while mobile

On Dec 9, 2016, at 12:20 PM, Emma Woods <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)> wrote:

Hi Jose and team — very exciting that the First Lady will be attending the ceremony on Thursday! We're currently working on a media advisory and press release, so please let me know who in your shop we should connect with on anything press-related.

Best,

Emma

—  
Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

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**From:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Date:** Thursday, December 8, 2016 at 12:51 PM  
**To:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>  
**Cc:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Subject:** RE: HOPE Center Ribbon Cutting

Dear Jose and Company,

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As always, please feel free to reach out to me with any additional questions you may have surrounding this event.

MAKE it a great day!

Sharon

---

**From:** Louis Espiritusanto, Jose [<mailto:jlouis@cityhall.nyc.gov>]  
**Sent:** Wednesday, December 07, 2016 3:47 PM  
**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Cc:** Cereceda, Claudia <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>; Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>  
**Subject:** RE: HOPE Center Ribbon Cutting

++  
Sharon,

The First Lady is **confirmed** to attend. Copy the rest of the team here to discuss logistics. Please note the First Lady timing will be 10AM-10:30AM. We need to make sure ribbon cutting happens during that time.

Thanks so much!

---

**From:** Sharon Charles-Chancie [<mailto:schancie@fbcnyc.org>]  
**Sent:** Tuesday, December 06, 2016 11:56 AM  
**To:** Louis Espiritusanto, Jose  
**Subject:** RE: HOPE Center Ribbon Cutting

YOU ROCK!

Thank you and I look forward to hearing back when you have a definitive.

Best,

SRC

---

**From:** Louis Espiritusanto, Jose [<mailto:jlouis@cityhall.nyc.gov>]  
**Sent:** Tuesday, December 06, 2016 12:02 PM  
**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi Sharon, still discussing with the team. we want to make this happens, but still few items to move around.  
Give me until later today. Thanks so much!

---

**From:** Sharon Charles-Chancie [<mailto:schancie@fbcnyc.org>]  
**Sent:** Tuesday, December 06, 2016 11:51 AM  
**To:** Louis Espiritusanto, Jose  
**Subject:** RE: HOPE Center Ribbon Cutting

Happy Tuesday Jose,

Just circling back (with my hands clasped in a prayer-like position).  
Any word from our First Lady on her interest in attending our  
H.O.P.E. Center ribbon cutting ceremony?

Thanks and MAKE it a great day! ☺

Sharon

### **Sharon R. Chancie**

Senior Administrative Assistant to Senior Pastor Michael A. Walrond, Jr.  
First Corinthian Baptist Church  
1912 Adam Clayton Powell Jr. Blvd  
New York, NY 10026 USA  
Phone: (212) 864-5976 Ext: 21; (**Monday – Friday**)  
Fax: (212) 864-0830  
Email: [schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)  
Website: [www.fbcnyc.org](http://www.fbcnyc.org)

***“For with God nothing shall be impossible” Luke 1:37***

***Kingdom of God business IS my business!***

**For Planning Purposes Only:** December 15<sup>th</sup>, 2016 at 10 a.m

**Contact:** Camonghne Felix, 646.517.6796, [Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

## **Historic Harlem Church Cuts Ribbon on first-of-its-kind Mental Health Center with First Lady Chirlane McCray**

*First Corinthian Baptist Church to Open New HOPE Center, Will Offer High-Quality, Affordable Mental Health Services to Harlem Community*

*Groundbreaking Facility Takes a New Approach to Breaking Down Mental Health Stigmas in the Black Church*

**WHAT:** First Corinthian Baptist Church Cuts Ribbon on New HOPE Center Facility, Offering High-Quality, Affordable Mental Health Services to Harlem Community

**WHERE:** HOPE Center, 228 W. 116<sup>th</sup> St, Harlem

**WHEN:** December 15<sup>th</sup>, 2016 at 10 a.m.

**WHO:** Pastor Michael A. Walrond, Jr., First Lady Chirlane McCray, Reverend Kyndra Frazier, Congregation and Church Leadership from First Corinthian Baptist Church

**VISUALS:** First Lady Chirlane McCray delivering remarks; Pastor Walrond cutting ribbon with First Lady McCray in front of HOPE Center entrance; elected officials standing beside First Lady McCray and Pastor Walrond, applauding; crowd of church congregants; post-program tour of new facility.

### **BACKGROUND:**

First Corinthian Baptist Church has provided informal counseling on its premises for years, but the new HOPE Center, located a few blocks from the church on 116<sup>th</sup> St, will provide hands-on, high-quality, affordable mental health services, staffed by two highly experienced counselors. With this opening, FCBC and Sr. Pastor Mike Walrond lead the charge in providing better mental health care to historically neglected African-American communities.

The program includes remarks from First Lady Chirlane McCray, who founded ThriveNYC, a comprehensive mental health plan for New York City, Rev. Kyndra Frazier, FCBC's new Associate Pastor of Pastoral Care and Counseling, Dr. Sidney Hankerson Assistant Professor of Clinical Psychiatry at

Columbia University, and Pastor Mike Walrond who will also deliver remarks. Following the speaking program, a guided tour of the new facility will be available.

###

## **Bio/Hopes for The H.O.P.E. Center**

Rev. Kyndra Frazier is a native of Charlotte, North Carolina. She holds a Bachelor's of Science in Business Management from North Carolina A&T State University, and is a 2010 Master of Divinity graduate of Candler School of Theology, Emory University, concentrating in church and community leadership. Kyndra is also a Licensed Master Social Worker, holding a Master of Science in Social Work from Columbia University in the city of New York, concentrating in clinical social work in the health and mental health fields. Kyndra has held a variety of clinical pastoral and therapeutic positions. The most recent was as Lead Therapist at The Imara Center, where she worked with Kindergarten through Fifth graders at Dunbar Elementary School in Atlanta, GA. During her two years with the behavioral health agency she specialized in Trauma-Focused Cognitive Behavioral Therapy, as the students she served navigated a variety of behavioral and mental health challenges ranging from sexual abuse, ODD, ADHD, to PTSD. Kyndra is currently the Associate Pastor of Pastoral Care and Counseling at First Corinthian Baptist Church. A great deal of her pastoral responsibilities are to create a system of care for this ecclesial community, as well as direct The H.O.P.E (Healing On Purpose and Evolving) Center, a counseling center that is it's own incorporated ministry located within walking distance of the church.

I find the H.O.P.E. Center to be such a unique gem for the Harlem community, as it is the manifestation of Senior Pastor Michael A. Walrond's vision to address the vast mental health needs of the congregants of FCBC and the community at large. Often fundamentalist theological suppositions and religious dogma can hinder faith communities from engaging mental health services. However, FCBC recognizes the importance of addressing psychological and socio-emotional issues in light of our faith. This holistic approach to caring for people has the potential to be a model for faith communities around the world. I am looking forward to The H.O.P.E Center becoming one of the world's premier models for addressing religious trauma particularly, and trauma in general. Too often spiritual abuse and religious trauma syndrome can go overlooked and be misdiagnosed, particularly for persons within socially constructed minority groups such as those within the LGBTQ community. Due to the stigma shrouding so many communities of color when seeking mental health services, persons often incur wounds ranging from various traumas (i.e. domestic violence, severe accidents, sexual abuse, death, etc.) and embrace them as normative, not realizing that

their destinies don't have to be tied to their wounds. Our commitment to heal is what catapults our destinies into living the lives we were created to live. This is where the acronym Healing On Purpose and Evolving (H.O.P.E.) comes from. The time is now for persons to accept the invitation to engage in their healing on purpose, so our individual and collective evolutionary journeys can be centered in thriving.

**From:** [Dodge, Ryan](#)  
**To:** ["Emma Woods"](#)  
**Subject:** RE: HOPE Center Ribbon Cutting  
**Date:** Tuesday, December 13, 2016 12:22:10 PM

---

Great – thanks.

---

**From:** Emma Woods [mailto:emma@berlinrosen.com]  
**Sent:** Tuesday, December 13, 2016 12:17 PM  
**To:** Dodge, Ryan  
**Subject:** FW: HOPE Center Ribbon Cutting

Here is the advisory we asked your team to provide feedback on.

Also attached is Kyndra's bio and headshot.

Below is some pitch language you might find helpful.

And here is the church's calendar listing for the event: <http://m.fcbcnyc.org/event/save-date-ribbon-cutting-hope-center>

[Over 6.8 million African Americans have a diagnosable mental illness](#), but due to long-standing stigma and lack of affordable resources, only a fraction get the help they need. Within the black church, with its history of "pray it away" solutions to mental health, the silence is even more pronounced. Following recent public battles of celebrities [Kanye West](#) and [Kid Cudi](#), leaders in the black community have placed an imperative on tackling this crisis.

That's why **First Corinthian Baptist Church, a prominent historically black church in Harlem, is taking a new approach: hands-on, high-quality, inexpensive mental health services offered by the church at a standalone mental health center** -- a move that pivots away from the black church's long history of ignoring or sidestepping issues plaguing its congregants, now more than ever.

With the HOPE Center, opening on December 15, FCBC's leader Pastor Mike Walrond is helping the church become a key player in breaking down mental health taboos in New York City's black community, with nationwide implications. **Thought you'd be interested in an exclusive on this first-of-its-kind initiative ahead of the Center's ribbon cutting.**

The church has provided informal counseling on its premises for years, but the new facility, located a few blocks from the church on 116<sup>th</sup> St, is over 700 square feet and contains a waiting area, private meeting rooms, and a large group meeting room. It will be staffed by two highly experienced counselors, including Rev. Kyndra Frazier, FCBC's new Associate Pastor of Pastoral Care and Counseling.

Happy to give you a tour of the HOPE Center and set you up to interview key figures:

- Senior Pastor Mike Walrond, who's grown the church from 300 to 11,000 congregants in just over a decade, most of whom are millennials with no prior religious affiliation.
- Executive Pastor Lakeesha Walrond, a strong advocate for accessibility to health services in Harlem and a sexual assault survivor.
- Rev. Kyndra Frazier and Joyce Johnson, lead counselors for the Center.

—  
Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

---

**From:** Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>  
**Date:** Tuesday, December 13, 2016 at 10:36 AM  
**To:** "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fcbcnyc.org](mailto:schancie@fcbcnyc.org)>  
**Subject:** RE: HOPE Center Ribbon Cutting

Good morning Erin,

Attached you'll find the finalized advisory. We plan to start getting this out soon, so if you could send us some feedback as soon as possible, that would be ideal. Run of show soon to follow, we waiting on the finalized version from FCBC. We are also drafting a release for this ribbon-cutting, so if your office could send us a quote from the First Lady, that would be great!

Camonghne

---

**From:** White, Erin [<mailto:EWhite@cityhall.nyc.gov>]  
**Sent:** Monday, December 12, 2016 2:59 PM  
**To:** Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Great!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Emma Woods  
**Sent:** Monday, December 12, 2016 2:55 PM  
**To:** White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Will do — we'll send you the finalized advisory and run of show as soon as possible.

—  
Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

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**From:** "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>  
**Date:** Monday, December 12, 2016 at 2:51 PM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
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**Subject:** Re: HOPE Center Ribbon Cutting

Hi Emma,

I'd like to review the advisory.

Thanks!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Emma Woods  
**Sent:** Monday, December 12, 2016 2:50 PM  
**To:** Cereceda, Claudia; White, Erin  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Hi, Erin — we're finalizing the media advisory for the HOPE Center ribbon cutting, which will mention that the First Lady is attending and giving remarks. We're planning to start pitching that tomorrow morning to broadcast, Harlem press, city hall reporters, health reporters, and others. Let us know if you'd like to chat in advance.

Best,

Emma

—

Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

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**From:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Date:** Friday, December 9, 2016 at 12:44 PM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>  
**Subject:** Re: HOPE Center Ribbon Cutting

+Erin White

Our communications advisor

Sent while mobile

On Dec 9, 2016, at 12:20 PM, Emma Woods <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)> wrote:

Hi Jose and team — very exciting that the First Lady will be attending the ceremony on Thursday! We're currently working on a media advisory and press release, so please let me know who in your shop we should connect with on anything press-related.

Best,

Emma

—

Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

---

**From:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Date:** Thursday, December 8, 2016 at 12:51 PM  
**To:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>  
**Cc:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>, "Schustek, Andrew"

<[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>

**Subject:** RE: HOPE Center Ribbon Cutting

Dear Jose and Company,

Again, deep, deep thanks for all of your assistance in securing a spot on the First Lady's calendar for our upcoming H.O.P.E. Center ribbon cutting ceremony. We are over-the-moon thrilled!

Our phenomenal PR firm, Berlin Rosen is feverishly assisting us with getting the word out about the ceremony. With that said, I wanted to introduce our lead PR professional, Emma Woods to you. We wanted to make certain that the work of Emma's office did not conflict with any of the First Lady's press corps initiatives. If you would kindly connect Emma to the person(s) who oversee Ms. McCray's media coverage I would greatly appreciate the gesture (Emma is copied on this communique).

As always, please feel free to reach out to me with any additional questions you may have surrounding this event.

MAKE it a great day!

Sharon

---

**From:** Louis Espiritusanto, Jose [<mailto:jlouis@cityhall.nyc.gov>]

**Sent:** Wednesday, December 07, 2016 3:47 PM

**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>

**Cc:** Cereceda, Claudia <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>; Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>

**Subject:** RE: HOPE Center Ribbon Cutting

++

Sharon,

The First Lady is **confirmed** to attend. Copy the rest of the team here to discuss logistics. Please note the First Lady timing will be 10AM-10:30AM. We need to make sure ribbon cutting happens during that time.

Thanks so much!

---

**From:** Sharon Charles-Chancie [<mailto:schancie@fbcnyc.org>]

**Sent:** Tuesday, December 06, 2016 11:56 AM

**To:** Louis Espiritusanto, Jose

**Subject:** RE: HOPE Center Ribbon Cutting

YOU ROCK!

Thank you and I look forward to hearing back when you have a definitive.

Best,

SRC

---

**From:** Louis Espiritusanto, Jose [<mailto:jlouis@cityhall.nyc.gov>]

**Sent:** Tuesday, December 06, 2016 12:02 PM

**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>

**Subject:** RE: HOPE Center Ribbon Cutting

Hi Sharon, still discussing with the team. we want to make this happens, but still few items to move around.

Give me until later today. Thanks so much!

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**Sent:** Tuesday, December 06, 2016 11:51 AM

**To:** Louis Espiritusanto, Jose

**Subject:** RE: HOPE Center Ribbon Cutting

Happy Tuesday Jose,

Just circling back (with my hands clasped in a prayer-like position). Any word from our First Lady on her interest in attending our H.O.P.E. Center ribbon cutting ceremony?

Thanks and MAKE it a great day! 😊

Sharon

### **Sharon R. Chancie**

Senior Administrative Assistant to Senior Pastor Michael A. Walrond, Jr.

First Corinthian Baptist Church

1912 Adam Clayton Powell Jr. Blvd

New York, NY 10026 USA

Phone: (212) 864-5976 Ext: 21; (**Monday – Friday**)

Fax: (212) 864-0830

Email: [schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)

Website: [www.fbcnyc.org](http://www.fbcnyc.org)

***“For with God nothing shall be impossible” Luke 1:37***

***Kingdom of God business IS my business!***

**From:** [Emma Woods](#)  
**To:** [White, Erin](#); [Cereceda, Claudia](#)  
**Cc:** [Louis Espiritusanto, Jose](#); [Schustek, Andrew](#); [Sharon Charles-Chancie](#); [Camonghne Felix](#)  
**Subject:** Re: HOPE Center Ribbon Cutting  
**Date:** Tuesday, December 13, 2016 2:01:27 PM

---

Erin, any issues with the media advisory before we start getting that out?

Thanks,

Emma

—  
Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

---

**From:** Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>  
**Date:** Tuesday, December 13, 2016 at 1:56 PM  
**To:** "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi Erin,

Below is our tentative run of show, pending confirmation of other elected officials. If you have any feedback, please send our way. Thanks!

*Ribbon Cutting Program (Draft)*  
*First Corinthian Baptist Church's H.O.P.E. Center*

Welcome:  
Rev. Michael A. Walrond, Jr.,  
Master of Ceremony and Senior Pastor  
First Corinthian Baptist Church

Remarks:  
Chirlane I. McCray,  
First Lady of New York City,  
Creator of ThriveNYC

Introduction of Center:

Pastor Kyndra Fraizer  
Associate Pastor of Pastoral Care and Counseling  
The H.O.P.E. Center at First Corinthian Baptist Church

Remarks:  
Dr. Sydney Hankerson,  
Assistant Professor of Clinical Psychiatry at Columbia University,

Dedication:  
Ribbon Cutting

*You are welcome to enjoy a tour and reception immediately following*

Camonghne Felix  
[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

--

(d): 646.517.6796 | (c): 646.675.4009

---

**From:** Camonghne Felix  
**Sent:** Tuesday, December 13, 2016 10:37 AM  
**To:** 'White, Erin'; Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie  
**Subject:** RE: HOPE Center Ribbon Cutting

Good morning Erin,

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**Sent:** Monday, December 12, 2016 2:59 PM  
**To:** Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
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Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

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**Subject:** Re: HOPE Center Ribbon Cutting

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Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

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**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>  
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Our communications advisor

Sent while mobile

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BerlinRosen Public Affairs  
O: 646-200-5303  
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[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

---

**From:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Date:** Thursday, December 8, 2016 at 12:51 PM  
**To:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>  
**Cc:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Subject:** RE: HOPE Center Ribbon Cutting

Dear Jose and Company,

Again, deep, deep thanks for all of your assistance in securing a spot on the First Lady's calendar for our upcoming H.O.P.E. Center ribbon cutting ceremony. We are over-the-moon thrilled!

Our phenomenal PR firm, Berlin Rosen is feverishly assisting us with getting the word out about the ceremony. With that said, I wanted to introduce our lead PR professional, Emma Woods to you. We wanted to make certain that the work of Emma's office did not conflict with any of the First Lady's press corps initiatives. If you would kindly connect Emma to the person(s) who oversee Ms. McCray's media coverage I would greatly appreciate the gesture (Emma is copied on this communique).

As always, please feel free to reach out to me with any additional questions you may have surrounding this event.

MAKE it a great day!

Sharon

---

**From:** Louis Espiritusanto, Jose [<mailto:jlouis@cityhall.nyc.gov>]  
**Sent:** Wednesday, December 07, 2016 3:47 PM  
**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Cc:** Cereceda, Claudia <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>; Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>  
**Subject:** RE: HOPE Center Ribbon Cutting

++  
Sharon,

The First Lady is **confirmed** to attend. Copy the rest of the team here to discuss logistics. Please note the First Lady timing will be 10AM-10:30AM. We need to make sure ribbon cutting happens during that time.

Thanks so much!

---

**From:** Sharon Charles-Chancie [<mailto:schancie@fbcnyc.org>]  
**Sent:** Tuesday, December 06, 2016 11:56 AM  
**To:** Louis Espiritusanto, Jose  
**Subject:** RE: HOPE Center Ribbon Cutting

YOU ROCK!

Thank you and I look forward to hearing back when you have a definitive.

Best,

SRC

---

**From:** Louis Espiritusanto, Jose [<mailto:jlouis@cityhall.nyc.gov>]

**Sent:** Tuesday, December 06, 2016 12:02 PM

**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>

**Subject:** RE: HOPE Center Ribbon Cutting

Hi Sharon, still discussing with the team. we want to make this happens, but still few items to move around.

Give me until later today. Thanks so much!

---

**From:** Sharon Charles-Chancie [<mailto:schancie@fbcnyc.org>]

**Sent:** Tuesday, December 06, 2016 11:51 AM

**To:** Louis Espiritusanto, Jose

**Subject:** RE: HOPE Center Ribbon Cutting

Happy Tuesday Jose,

Just circling back (with my hands clasped in a prayer-like position). Any word from our First Lady on her interest in attending our H.O.P.E. Center ribbon cutting ceremony?

Thanks and MAKE it a great day! ☺

Sharon

### **Sharon R. Chancie**

Senior Administrative Assistant to Senior Pastor Michael A. Walrond, Jr.

First Corinthian Baptist Church

1912 Adam Clayton Powell Jr. Blvd

New York, NY 10026 USA

Phone: (212) 864-5976 Ext: 21; (**Monday – Friday**)

Fax: (212) 864-0830

Email: [schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)

Website: [www.fbcnyc.org](http://www.fbcnyc.org)

***“For with God nothing shall be impossible” Luke 1:37***

***Kingdom of God business IS my business!***



**From:** [White, Erin](#)  
**To:** [Emma Woods](#); [Camonghne Felix](#); [Cereceda, Claudia](#)  
**Cc:** [Louis Espiritusanto, Jose](#); [Schustek, Andrew](#); [Sharon Charles-Chancie](#)  
**Subject:** Re: HOPE Center Ribbon Cutting  
**Date:** Tuesday, December 13, 2016 2:34:21 PM

---

Will do my best!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Emma Woods  
**Sent:** Tuesday, December 13, 2016 2:29 PM  
**To:** White, Erin; Camonghne Felix; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie  
**Subject:** Re: HOPE Center Ribbon Cutting

---

Thanks, Erin. Will you be able to provide a quote for the press release? We're finalizing that now, but it will be similar to the advisory.

---

**From:** "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>  
**Date:** Tuesday, December 13, 2016 at 2:01 PM  
**To:** Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Subject:** Re: HOPE Center Ribbon Cutting

All is fine! Advisory is fine, too.

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Camonghne Felix  
**Sent:** Tuesday, December 13, 2016 1:56 PM  
**To:** White, Erin; Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie  
**Subject:** RE: HOPE Center Ribbon Cutting

---

Hi Erin,

Below is our tentative run of show, pending confirmation of other elected officials. If you have any feedback, please send our way. Thanks!

*Ribbon Cutting Program (Draft)*  
*First Corinthian Baptist Church's H.O.P.E. Center*

Welcome:  
Rev. Michael A. Walrond, Jr.,  
Master of Ceremony and Senior Pastor  
First Corinthian Baptist Church

Remarks:  
Chirlane I. McCray,  
First Lady of New York City,  
Creator of ThriveNYC

Introduction of Center:  
Pastor Kyndra Fraizer  
Associate Pastor of Pastoral Care and Counseling  
The H.O.P.E. Center at First Corinthian Baptist Church

Remarks:  
Dr. Sydney Hankerson,  
Assistant Professor of Clinical Psychiatry at Columbia University,

Dedication:  
Ribbon Cutting

*You are welcome to enjoy a tour and reception immediately following*

Camonghne Felix  
[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

--

(d): 646.517.6796 | (c): 646.675.4009

---

**From:** Camonghne Felix  
**Sent:** Tuesday, December 13, 2016 10:37 AM  
**To:** 'White, Erin'; Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie  
**Subject:** RE: HOPE Center Ribbon Cutting

Good morning Erin,

Attached you'll find the finalized advisory. We plan to start getting this out soon, so if you could send us some feedback as soon as possible, that would be ideal. Run of show soon to follow, we waiting on the finalized version from FCBC. We are also drafting a release for this ribbon-cutting, so if your office could send us a quote from the First Lady, that would be great!

Camonghne

---

**From:** White, Erin [<mailto:EWhite@cityhall.nyc.gov>]  
**Sent:** Monday, December 12, 2016 2:59 PM  
**To:** Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Great!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Emma Woods  
**Sent:** Monday, December 12, 2016 2:55 PM  
**To:** White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Will do — we'll send you the finalized advisory and run of show as soon as possible.

—  
Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

---

**From:** "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>  
**Date:** Monday, December 12, 2016 at 2:51 PM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>  
**Subject:** Re: HOPE Center Ribbon Cutting

Hi Emma,

I'd like to review the advisory.

Thanks!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Emma Woods  
**Sent:** Monday, December 12, 2016 2:50 PM  
**To:** Cereceda, Claudia; White, Erin  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix

**Subject:** Re: HOPE Center Ribbon Cutting

Hi, Erin — we're finalizing the media advisory for the HOPE Center ribbon cutting, which will mention that the First Lady is attending and giving remarks. We're planning to start pitching that tomorrow morning to broadcast, Harlem press, city hall reporters, health reporters, and others. Let us know if you'd like to chat in advance.

Best,

Emma

—  
Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

---

**From:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Date:** Friday, December 9, 2016 at 12:44 PM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>  
**Subject:** Re: HOPE Center Ribbon Cutting

+Erin White

Our communications advisor

Sent while mobile

On Dec 9, 2016, at 12:20 PM, Emma Woods <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)> wrote:

Hi Jose and team — very exciting that the First Lady will be attending the ceremony on Thursday! We're currently working on a media advisory and press release, so please let me know who in your shop we should connect with on anything press-related.

Best,

Emma

—

Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

---

**From:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Date:** Thursday, December 8, 2016 at 12:51 PM  
**To:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>  
**Cc:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Subject:** RE: HOPE Center Ribbon Cutting

Dear Jose and Company,

Again, deep, deep thanks for all of your assistance in securing a spot on the First Lady's calendar for our upcoming H.O.P.E. Center ribbon cutting ceremony. We are over-the-moon thrilled!

Our phenomenal PR firm, Berlin Rosen is feverishly assisting us with getting the word out about the ceremony. With that said, I wanted to introduce our lead PR professional, Emma Woods to you. We wanted to make certain that the work of Emma's office did not conflict with any of the First Lady's press corps initiatives. If you would kindly connect Emma to the person(s) who oversee Ms. McCray's media coverage I would greatly appreciate the gesture (Emma is copied on this communique).

As always, please feel free to reach out to me with any additional questions you may have surrounding this event.

MAKE it a great day!

Sharon

---

**From:** Louis Espiritusanto, Jose [<mailto:jlouis@cityhall.nyc.gov>]  
**Sent:** Wednesday, December 07, 2016 3:47 PM  
**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Cc:** Cereceda, Claudia <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>; Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>  
**Subject:** RE: HOPE Center Ribbon Cutting

++

Sharon,

The First Lady is **confirmed** to attend. Copy the rest of the team here to discuss logistics. Please note the First Lady timing will be 10AM-10:30AM. We need to make

sure ribbon cutting happens during that time.

Thanks so much!

---

**From:** Sharon Charles-Chancie [<mailto:schancie@fbcnyc.org>]  
**Sent:** Tuesday, December 06, 2016 11:56 AM  
**To:** Louis Espiritusanto, Jose  
**Subject:** RE: HOPE Center Ribbon Cutting

YOU ROCK!

Thank you and I look forward to hearing back when you have a definitive.

Best,

SRC

---

**From:** Louis Espiritusanto, Jose [<mailto:jlouis@cityhall.nyc.gov>]  
**Sent:** Tuesday, December 06, 2016 12:02 PM  
**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi Sharon, still discussing with the team. we want to make this happens, but still few items to move around.

Give me until later today. Thanks so much!

---

**From:** Sharon Charles-Chancie [<mailto:schancie@fbcnyc.org>]  
**Sent:** Tuesday, December 06, 2016 11:51 AM  
**To:** Louis Espiritusanto, Jose  
**Subject:** RE: HOPE Center Ribbon Cutting

Happy Tuesday Jose,

Just circling back (with my hands clasped in a prayer-like position).  
Any word from our First Lady on her interest in attending our  
H.O.P.E. Center ribbon cutting ceremony?

Thanks and MAKE it a great day! 😊

Sharon

**Sharon R. Chancie**

Senior Administrative Assistant to Senior Pastor Michael A. Walrond, Jr.  
First Corinthian Baptist Church  
1912 Adam Clayton Powell Jr. Blvd  
New York, NY 10026 USA  
Phone: (212) 864-5976 Ext: 21; (**Monday – Friday**)  
Fax: (212) 864-0830  
Email: [schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)  
Website: [www.fbcnyc.org](http://www.fbcnyc.org)

***“For with God nothing shall be impossible” Luke 1:37***

***Kingdom of God business IS my business!***

**From:** [Emma Woods](#)  
**To:** [Schustek, Andrew](#)  
**Subject:** Re: also  
**Date:** Wednesday, December 14, 2016 12:05:26 PM

---

Yes it's outdoors, and yes there will be amplified sound.

If it's incredibly cold they may move it indoors, but for now it's outside.

—  
Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

---

**From:** "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>  
**Date:** Wednesday, December 14, 2016 at 11:57 AM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Subject:** also

I'm assuming this is an outdoor event? Can you confirm?

**From:** [Camonghne Felix](#)  
**To:** [Schustek, Andrew](#); [Carmen Williams](#); [Emma Woods](#); [White, Erin](#); [Cereceda, Claudia](#)  
**Cc:** [Louis Espiritusanto, Jose](#); [Sharon Charles-Chancie](#); [Dodge, Ryan](#)  
**Subject:** RE: HOPE Center Ribbon Cutting  
**Date:** Wednesday, December 14, 2016 4:44:59 PM  
**Attachments:** [HOPE Center Release\\_final.docx](#)

---

Hi Andrew,

Attached is the final version of our release. Also, there's been an addition to the run of show: Manhattan Borough President Gale Brewer will be in attendance.

Any luck on getting a quote for the release?

Camonghne Felix  
[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

--

(d): 646.517.6796 | (c): 646.675.4009

---

**From:** Schustek, Andrew [mailto:aschustek@cityhall.nyc.gov]  
**Sent:** Tuesday, December 13, 2016 3:35 PM  
**To:** Carmen Williams; Emma Woods; Camonghne Felix; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** RE: HOPE Center Ribbon Cutting

Thank you!

---

**From:** Carmen Williams [mailto:CWilliams@fbcnyc.org]  
**Sent:** Tuesday, December 13, 2016 3:24 PM  
**To:** Emma Woods; Schustek, Andrew; Camonghne Felix; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi,

Yes, Rev. Walrond will be acting as MC and will handle the transition between speakers.

Thanks,  
Carmen

---

**From:** Emma Woods [emma@berlinrosen.com]  
**Sent:** Tuesday, December 13, 2016 3:28 PM  
**To:** Schustek, Andrew; Camonghne Felix; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan; Carmen Williams  
**Subject:** Re: HOPE Center Ribbon Cutting

Yes, there is a podium. Rev Walrond will act as MC. Sharon/Carmen, correct me if I'm wrong.

—  
Emma Woods

BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

---

**From:** "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>  
**Date:** Tuesday, December 13, 2016 at 3:12 PM  
**To:** Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>, "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, "Dodge, Ryan" <[RDodge@cityhall.nyc.gov](mailto:RDodge@cityhall.nyc.gov)>  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi there,

Will there be a podium, and is the first lady expected to introduce pastor Fraizer? Or will Rev Walrond handle that and function as an MC?

---

**From:** Camonghne Felix [<mailto:Camonghne.Felix@berlinrosen.com>]  
**Sent:** Tuesday, December 13, 2016 1:56 PM  
**To:** White, Erin; Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi Erin,

Below is our tentative run of show, pending confirmation of other elected officials. If you have any feedback, please send our way. Thanks!

*Ribbon Cutting Program (Draft)*  
*First Corinthian Baptist Church's H.O.P.E. Center*

Welcome:

Rev. Michael A. Walrond, Jr.,  
Master of Ceremony and Senior Pastor  
First Corinthian Baptist Church

Remarks:

Chirlane I. McCray,  
First Lady of New York City,  
Creator of ThriveNYC

Introduction of Center:

Pastor Kyndra Frazier  
Associate Pastor of Pastoral Care and Counseling  
The H.O.P.E. Center at First Corinthian Baptist Church

Remarks:  
Dr. Sydney Hankerson,  
Assistant Professor of Clinical Psychiatry at Columbia University,

Dedication:  
Ribbon Cutting

*You are welcome to enjoy a tour and reception immediately following*

Camonghne Felix  
[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

--

(d): 646.517.6796 | (c): 646.675.4009

---

**From:** Camonghne Felix  
**Sent:** Tuesday, December 13, 2016 10:37 AM  
**To:** 'White, Erin'; Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie  
**Subject:** RE: HOPE Center Ribbon Cutting

Good morning Erin,

Attached you'll find the finalized advisory. We plan to start getting this out soon, so if you could send us some feedback as soon as possible, that would be ideal. Run of show soon to follow, we waiting on the finalized version from FCBC. We are also drafting a release for this ribbon-cutting, so if your office could send us a quote from the First Lady, that would be great!

Camonghne

---

**From:** White, Erin [<mailto:EWhite@cityhall.nyc.gov>]  
**Sent:** Monday, December 12, 2016 2:59 PM  
**To:** Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Great!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Emma Woods  
**Sent:** Monday, December 12, 2016 2:55 PM  
**To:** White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Will do — we'll send you the finalized advisory and run of show as soon as possible.

—

Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

---

**From:** "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>  
**Date:** Monday, December 12, 2016 at 2:51 PM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>  
**Subject:** Re: HOPE Center Ribbon Cutting

Hi Emma,

I'd like to review the advisory.

Thanks!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Emma Woods  
**Sent:** Monday, December 12, 2016 2:50 PM  
**To:** Cereceda, Claudia; White, Erin  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Hi, Erin — we're finalizing the media advisory for the HOPE Center ribbon cutting, which will mention that the First Lady is attending and giving remarks. We're planning to start pitching that tomorrow morning to broadcast, Harlem press, city hall reporters, health reporters, and others. Let us know if you'd like to chat in advance.

Best,

Emma

—

Emma Woods  
BerlinRosen Public Affairs

O: 646-200-5303

C: 203-568-4780

[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

---

**From:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>

**Date:** Friday, December 9, 2016 at 12:44 PM

**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>

**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>

**Subject:** Re: HOPE Center Ribbon Cutting

+Erin White

Our communications advisor

Sent while mobile

On Dec 9, 2016, at 12:20 PM, Emma Woods <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)> wrote:

Hi Jose and team — very exciting that the First Lady will be attending the ceremony on Thursday! We're currently working on a media advisory and press release, so please let me know who in your shop we should connect with on anything press-related.

Best,

Emma

—

Emma Woods

BerlinRosen Public Affairs

O: 646-200-5303

C: 203-568-4780

[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

---

**From:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>

**Date:** Thursday, December 8, 2016 at 12:51 PM

**To:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>

**Cc:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>

**Subject:** RE: HOPE Center Ribbon Cutting

Dear Jose and Company,

Again, deep, deep thanks for all of your assistance in securing a spot on the First Lady's calendar for our upcoming H.O.P.E. Center ribbon cutting ceremony. We are over-the-moon thrilled!

Our phenomenal PR firm, Berlin Rosen is feverishly assisting us with getting the word out about the ceremony. With that said, I wanted to introduce our lead PR professional, Emma Woods to you. We wanted to make certain that the work of Emma's office did not conflict with any of the First Lady's press corps initiatives. If you would kindly connect Emma to the person(s) who oversee Ms. McCray's media coverage I would greatly appreciate the gesture (Emma is copied on this communique).

As always, please feel free to reach out to me with any additional questions you may have surrounding this event.

MAKE it a great day!

Sharon

---

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**Sent:** Wednesday, December 07, 2016 3:47 PM  
**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Cc:** Cereceda, Claudia <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>; Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>  
**Subject:** RE: HOPE Center Ribbon Cutting

++  
Sharon,

The First Lady is **confirmed** to attend. Copy the rest of the team here to discuss logistics. Please note the First Lady timing will be 10AM-10:30AM. We need to make sure ribbon cutting happens during that time.

Thanks so much!

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YOU ROCK!

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**Subject:** RE: HOPE Center Ribbon Cutting

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Give me until later today. Thanks so much!

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**To:** Louis Espiritusanto, Jose  
**Subject:** RE: HOPE Center Ribbon Cutting

Happy Tuesday Jose,

Just circling back (with my hands clasped in a prayer-like position).  
Any word from our First Lady on her interest in attending our  
H.O.P.E. Center ribbon cutting ceremony?

Thanks and MAKE it a great day! ☺

Sharon

### **Sharon R. Chancie**

Senior Administrative Assistant to Senior Pastor Michael A. Walrond, Jr.  
First Corinthian Baptist Church  
1912 Adam Clayton Powell Jr. Blvd  
New York, NY 10026 USA  
Phone: (212) 864-5976 Ext: 21; (**Monday – Friday**)  
Fax: (212) 864-0830  
Email: [schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)  
Website: [www.fbcnyc.org](http://www.fbcnyc.org)

***“For with God nothing shall be impossible” Luke 1:37***

***Kingdom of God business IS my business!***

**For Immediate Release:** December 15<sup>th</sup>, 2016

**Contact:** Camonghne Felix, 646.517.6796, [Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

**\*Photos Available Upon Request**

## **Historic Harlem Church Cuts Ribbon on First-of-its-Kind Mental Health Center with First Lady Chirlane McCray, Elected Officials**

*First Corinthian Baptist Church Opens New HOPE Center, Will Offer High-Quality, Affordable Mental Health Services to Harlem Community*

*Groundbreaking Facility Takes a New Approach to Breaking Down Mental Health Stigmas in the Black Church*

**Harlem, NY** – First Corinthian Baptist Church (FCBC) today marked the official opening of the HOPE Center, a new facility on West 116<sup>th</sup> street in Harlem that will offer affordable, hands-on, high-quality mental health counseling services to an underserved community. With this new resource, FCBC and Senior Pastor Rev. Michael A. Walrond, Jr. lead the charge in providing better mental health care to historically neglected African American communities, breaking down longstanding stigmas in the church and reducing cost barriers to care.

Pastor Walrond, who leads FCBC's congregation of more than 11,000 and heads New York City's Clergy Advisory Council, was joined by New York City First Lady Chirlane McCray, Assistant Professor of Clinical Psychiatry at Columbia University Dr. Sidney Hankerson, and members of the Harlem community to celebrate the occasion with a ribbon cutting at the HOPE Center.

"For too long, the response from church leaders to real mental health problems has been silence – or worse, a call to 'pray it away.' Today, we take a step toward healing and empowering our community by providing access to inexpensive, quality mental health counseling right here in Harlem," **said Rev. Michael A. Walrond Jr., Senior Pastor at First Corinthian Baptist Church.** "Getting help should not be taboo – in fact, it is the first step toward realizing one's full potential. I look forward to welcoming New Yorkers through the doors of the HOPE Center."

**"XXX," said New York City First Lady Chirlane McCray.**

The HOPE Center, which stands for Healing On Purpose and Evolving, will be staffed by licensed clinicians and led by Rev. Kyndra Frazier, FCBC's new Associate Pastor of Pastoral Care and Counseling. The counselors will provide affordable, effective therapeutic services to those in need, with the ability to support a variety of everyday challenges likely to impact members of the community, including depression, anxiety, trauma, sexual assault, domestic violence,

bereavement counseling and marriage guidance. The 735 square foot facility, within walking distance of the church, contains space for both one-on-one and group counseling.

**Rev. Kyndra Frazier, Associate Pastor of Pastoral Care and Counseling at First Corinthian Baptist Church, said:** “Too often, faith communities are held back from engaging in mental health services – but First Corinthian Baptist Church recognizes the importance of addressing psychological and socio-emotional issues in light of our faith. This holistic approach to caring for people has the potential to be a model for faith communities around the world. I am looking forward to the HOPE Center becoming one of the world’s premier models for addressing religious trauma, and trauma in general.”

**About First Corinthian Baptist Church**

FCBC is an ever-evolving church community of visionaries and dreamers located in New York, NY. Currently led by Senior Pastor Michael A. Walrond Jr., it was founded in 1933. The 10,000+ plus congregation serves the greater Harlem community through 21 dynamic ministries. For more information, please visit [fbcnyc.org](http://fbcnyc.org).

###

**From:** [Camonghne Felix](#)  
**To:** [Schustek, Andrew](#); [Carmen Williams](#); [Emma Woods](#); [White, Erin](#); [Cereceda, Claudia](#)  
**Cc:** [Louis Espiritusanto, Jose](#); [Sharon Charles-Chancie](#); [Dodge, Ryan](#)  
**Subject:** RE: HOPE Center Ribbon Cutting  
**Date:** Wednesday, December 14, 2016 4:51:15 PM

---

I believe her remarks will follow the First Lady's – Carmen, correct me if I'm wrong.

Camonghne Felix  
[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

--

(d): 646.517.6796 | (c): 646.675.4009

---

**From:** Schustek, Andrew [mailto:aschustek@cityhall.nyc.gov]  
**Sent:** Wednesday, December 14, 2016 4:49 PM  
**To:** Camonghne Felix; Carmen Williams; Emma Woods; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** Re: HOPE Center Ribbon Cutting

Also, where is the BP in the run of show?

Mobile, please excuse typos and brevity

---

**From:** Schustek, Andrew  
**Sent:** Wednesday, December 14, 2016 4:48 PM  
**To:** Camonghne Felix; Carmen Williams; Emma Woods; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** Re: HOPE Center Ribbon Cutting

Erin can handle all questions related to press and comms. Thanks!

Mobile, please excuse typos and brevity

---

**From:** Camonghne Felix  
**Sent:** Wednesday, December 14, 2016 4:44 PM  
**To:** Schustek, Andrew; Carmen Williams; Emma Woods; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi Andrew,

Attached is the final version of our release. Also, there's been an addition to the run of show: Manhattan Borough President Gale Brewer will be in attendance.

Any luck on getting a quote for the release?

Camonghne Felix  
[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

--

(d): 646.517.6796 | (c): 646.675.4009

---

**From:** Schustek, Andrew [<mailto:aschustek@cityhall.nyc.gov>]  
**Sent:** Tuesday, December 13, 2016 3:35 PM  
**To:** Carmen Williams; Emma Woods; Camonghne Felix; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** RE: HOPE Center Ribbon Cutting

Thank you!

---

**From:** Carmen Williams [<mailto:CWilliams@fbcnyc.org>]  
**Sent:** Tuesday, December 13, 2016 3:24 PM  
**To:** Emma Woods; Schustek, Andrew; Camonghne Felix; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi,

Yes, Rev. Walrond will be acting as MC and will handle the transition between speakers.

Thanks,  
Carmen

---

**From:** Emma Woods [[emma@berlinrosen.com](mailto:emma@berlinrosen.com)]  
**Sent:** Tuesday, December 13, 2016 3:28 PM  
**To:** Schustek, Andrew; Camonghne Felix; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan; Carmen Williams  
**Subject:** Re: HOPE Center Ribbon Cutting

Yes, there is a podium. Rev Walrond will act as MC. Sharon/Carmen, correct me if I'm wrong.

—  
Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

---

**From:** "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>  
**Date:** Tuesday, December 13, 2016 at 3:12 PM  
**To:** Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>, "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, "Dodge, Ryan" <[RDodge@cityhall.nyc.gov](mailto:RDodge@cityhall.nyc.gov)>  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi there,

Will there be a podium, and is the first lady expected to introduce pastor Fraizer? Or will Rev

Walrond handle that and function as an MC?

---

**From:** Camonghne Felix [<mailto:Camonghne.Felix@berlinrosen.com>]  
**Sent:** Tuesday, December 13, 2016 1:56 PM  
**To:** White, Erin; Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi Erin,

Below is our tentative run of show, pending confirmation of other elected officials. If you have any feedback, please send our way. Thanks!

*Ribbon Cutting Program (Draft)*  
*First Corinthian Baptist Church's H.O.P.E. Center*

Welcome:

Rev. Michael A. Walrond, Jr.,  
Master of Ceremony and Senior Pastor  
First Corinthian Baptist Church

Remarks:

Chirlane I. McCray,  
First Lady of New York City,  
Creator of ThriveNYC

Introduction of Center:

Pastor Kyndra Frazier  
Associate Pastor of Pastoral Care and Counseling  
The H.O.P.E. Center at First Corinthian Baptist Church

Remarks:

Dr. Sydney Hankerson,  
Assistant Professor of Clinical Psychiatry at Columbia University,

Dedication:

Ribbon Cutting

*You are welcome to enjoy a tour and reception immediately following*

Camonghne Felix  
[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

--

(d): 646.517.6796 | (c): 646.675.4009

---

**From:** Camonghne Felix

**Sent:** Tuesday, December 13, 2016 10:37 AM  
**To:** 'White, Erin'; Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie  
**Subject:** RE: HOPE Center Ribbon Cutting

Good morning Erin,

Attached you'll find the finalized advisory. We plan to start getting this out soon, so if you could send us some feedback as soon as possible, that would be ideal. Run of show soon to follow, we waiting on the finalized version from FCBC. We are also drafting a release for this ribbon-cutting, so if your office could send us a quote from the First Lady, that would be great!

Camonghne

---

**From:** White, Erin [<mailto:EWhite@cityhall.nyc.gov>]  
**Sent:** Monday, December 12, 2016 2:59 PM  
**To:** Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Great!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Emma Woods  
**Sent:** Monday, December 12, 2016 2:55 PM  
**To:** White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Will do — we'll send you the finalized advisory and run of show as soon as possible.

—

Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

---

**From:** "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>  
**Date:** Monday, December 12, 2016 at 2:51 PM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
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**Subject:** Re: HOPE Center Ribbon Cutting

Hi Emma,

I'd like to review the advisory.

Thanks!

Erin White

Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Emma Woods  
**Sent:** Monday, December 12, 2016 2:50 PM  
**To:** Cereceda, Claudia; White, Erin  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Hi, Erin — we're finalizing the media advisory for the HOPE Center ribbon cutting, which will mention that the First Lady is attending and giving remarks. We're planning to start pitching that tomorrow morning to broadcast, Harlem press, city hall reporters, health reporters, and others. Let us know if you'd like to chat in advance.

Best,

Emma

—

Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

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**Cc:** Cereceda, Claudia <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>; Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>  
**Subject:** RE: HOPE Center Ribbon Cutting

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Sharon,

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YOU ROCK!

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**Subject:** RE: HOPE Center Ribbon Cutting

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Thanks and MAKE it a great day! ☺

Sharon

**Sharon R. Chancie**

Senior Administrative Assistant to Senior Pastor Michael A. Walrond, Jr.  
First Corinthian Baptist Church  
1912 Adam Clayton Powell Jr. Blvd  
New York, NY 10026 USA  
Phone: (212) 864-5976 Ext: 21; (**Monday – Friday**)  
Fax: (212) 864-0830  
Email: [schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)  
Website: [www.fbcnyc.org](http://www.fbcnyc.org)

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***Kingdom of God business IS my business!***

**From:** [White, Erin](#)  
**To:** "[Camonghne Felix](#)"; [Schustek, Andrew](#); [Carmen Williams](#); [Emma Woods](#); [Cereceda, Claudia](#)  
**Cc:** [Louis Espiritusanto, Jose](#); [Sharon Charles-Chancie](#); [Dodge, Ryan](#)  
**Subject:** RE: HOPE Center Ribbon Cutting  
**Date:** Wednesday, December 14, 2016 4:59:49 PM

---

Great – thanks!

Erin White  
Communications Advisor, Office of the Mayor  
O: 212-341-5030  
C: 347-789-0501  
[ewhite@cityhall.nyc.gov](mailto:ewhite@cityhall.nyc.gov)

---

**From:** Camonghne Felix [<mailto:Camonghne.Felix@berlinrosen.com>]  
**Sent:** Wednesday, December 14, 2016 4:58 PM  
**To:** White, Erin; Schustek, Andrew; Carmen Williams; Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi Erin,

We have Amsterdam News & DNA info confirmed. Daily News, CityLab, WNYC, El Diario and The Root are all considering. We'll know more about broadcast in the morning.

Camonghne Felix  
[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

--

(d): 646.517.6796 | (c): 646.675.4009

---

**From:** White, Erin [<mailto:EWhite@cityhall.nyc.gov>]  
**Sent:** Wednesday, December 14, 2016 4:50 PM  
**To:** Schustek, Andrew; Camonghne Felix; Carmen Williams; Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi all,

Still working on the quote. Do we have any press confirmed for tomorrow?

Thanks!

Erin White  
Communications Advisor, Office of the Mayor  
O: 212-341-5030  
C: 347-789-0501  
[ewhite@cityhall.nyc.gov](mailto:ewhite@cityhall.nyc.gov)

---

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**Sent:** Wednesday, December 14, 2016 4:49 PM  
**To:** Camonghne Felix; Carmen Williams; Emma Woods; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** Re: HOPE Center Ribbon Cutting

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Mobile, please excuse typos and brevity

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**Sent:** Wednesday, December 14, 2016 4:48 PM  
**To:** Camonghne Felix; Carmen Williams; Emma Woods; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** Re: HOPE Center Ribbon Cutting

Erin can handle all questions related to press and comms. Thanks!

Mobile, please excuse typos and brevity

---

**From:** Camonghne Felix  
**Sent:** Wednesday, December 14, 2016 4:44 PM  
**To:** Schustek, Andrew; Carmen Williams; Emma Woods; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi Andrew,

Attached is the final version of our release. Also, there's been an addition to the run of show: Manhattan Borough President Gale Brewer will be in attendance.

Any luck on getting a quote for the release?

Camonghne Felix  
[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

--

(d): 646.517.6796 | (c): 646.675.4009

---

**From:** Schustek, Andrew [<mailto:aschustek@cityhall.nyc.gov>]  
**Sent:** Tuesday, December 13, 2016 3:35 PM  
**To:** Carmen Williams; Emma Woods; Camonghne Felix; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** RE: HOPE Center Ribbon Cutting

Thank you!

---

**From:** Carmen Williams [<mailto:CWilliams@fbcnyc.org>]  
**Sent:** Tuesday, December 13, 2016 3:24 PM  
**To:** Emma Woods; Schustek, Andrew; Camonghne Felix; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi,

Yes, Rev. Walrond will be acting as MC and will handle the transition between speakers.

Thanks,  
Carmen

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**Sent:** Tuesday, December 13, 2016 3:28 PM  
**To:** Schustek, Andrew; Camonghne Felix; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan; Carmen Williams  
**Subject:** Re: HOPE Center Ribbon Cutting

Yes, there is a podium. Rev Walrond will act as MC. Sharon/Carmen, correct me if I'm wrong.

—  
Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

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**From:** "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>  
**Date:** Tuesday, December 13, 2016 at 3:12 PM  
**To:** Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>, "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, "Dodge, Ryan" <[RDodge@cityhall.nyc.gov](mailto:RDodge@cityhall.nyc.gov)>  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi there,

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**From:** Camonghne Felix [[mailto:Camonghne.Felix@berlinrosen.com](mailto:mailto:Camonghne.Felix@berlinrosen.com)]  
**Sent:** Tuesday, December 13, 2016 1:56 PM  
**To:** White, Erin; Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi Erin,

Below is our tentative run of show, pending confirmation of other elected officials. If you have any feedback, please send our way. Thanks!

*Ribbon Cutting Program (Draft)*  
*First Corinthian Baptist Church's H.O.P.E. Center*

Welcome:

Rev. Michael A. Walrond, Jr.,  
Master of Ceremony and Senior Pastor  
First Corinthian Baptist Church

Remarks:

Chirlane I. McCray,  
First Lady of New York City,  
Creator of ThriveNYC

Introduction of Center:

Pastor Kyndra Frazier  
Associate Pastor of Pastoral Care and Counseling  
The H.O.P.E. Center at First Corinthian Baptist Church

Remarks:

Dr. Sydney Hankerson,  
Assistant Professor of Clinical Psychiatry at Columbia University,

Dedication:

Ribbon Cutting

*You are welcome to enjoy a tour and reception immediately following*

Camonghne Felix  
[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

--

(d): 646.517.6796 | (c): 646.675.4009

---

**From:** Camonghne Felix  
**Sent:** Tuesday, December 13, 2016 10:37 AM  
**To:** 'White, Erin'; Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie  
**Subject:** RE: HOPE Center Ribbon Cutting

Good morning Erin,

Attached you'll find the finalized advisory. We plan to start getting this out soon, so if you could send us some feedback as soon as possible, that would be ideal. Run of show soon to follow, we waiting on the finalized version from FCBC. We are also drafting a release for this ribbon-cutting, so if your office could send us a quote from the First Lady, that would be great!

Camonghne

---

**From:** White, Erin [<mailto:EWhite@cityhall.nyc.gov>]  
**Sent:** Monday, December 12, 2016 2:59 PM  
**To:** Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Great!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Emma Woods  
**Sent:** Monday, December 12, 2016 2:55 PM  
**To:** White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Will do — we'll send you the finalized advisory and run of show as soon as possible.

—

Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

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**From:** "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>  
**Date:** Monday, December 12, 2016 at 2:51 PM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>  
**Subject:** Re: HOPE Center Ribbon Cutting

Hi Emma,

I'd like to review the advisory.

Thanks!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Emma Woods  
**Sent:** Monday, December 12, 2016 2:50 PM

**To:** Cereceda, Claudia; White, Erin  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Hi, Erin — we're finalizing the media advisory for the HOPE Center ribbon cutting, which will mention that the First Lady is attending and giving remarks. We're planning to start pitching that tomorrow morning to broadcast, Harlem press, city hall reporters, health reporters, and others. Let us know if you'd like to chat in advance.

Best,

Emma

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BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

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**From:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Date:** Friday, December 9, 2016 at 12:44 PM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>  
**Subject:** Re: HOPE Center Ribbon Cutting

+Erin White

Our communications advisor

Sent while mobile

On Dec 9, 2016, at 12:20 PM, Emma Woods <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)> wrote:

Hi Jose and team — very exciting that the First Lady will be attending the ceremony on Thursday! We're currently working on a media advisory and press release, so please let me know who in your shop we should connect with on anything press-related.

Best,

Emma

–  
Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

---

**From:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Date:** Thursday, December 8, 2016 at 12:51 PM  
**To:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>  
**Cc:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Subject:** RE: HOPE Center Ribbon Cutting

Dear Jose and Company,

Again, deep, deep thanks for all of your assistance in securing a spot on the First Lady's calendar for our upcoming H.O.P.E. Center ribbon cutting ceremony. We are over-the-moon thrilled!

Our phenomenal PR firm, Berlin Rosen is feverishly assisting us with getting the word out about the ceremony. With that said, I wanted to introduce our lead PR professional, Emma Woods to you. We wanted to make certain that the work of Emma's office did not conflict with any of the First Lady's press corps initiatives. If you would kindly connect Emma to the person(s) who oversee Ms. McCray's media coverage I would greatly appreciate the gesture (Emma is copied on this communique).

As always, please feel free to reach out to me with any additional questions you may have surrounding this event.

MAKE it a great day!

Sharon

---

**From:** Louis Espiritusanto, Jose [<mailto:jlouis@cityhall.nyc.gov>]  
**Sent:** Wednesday, December 07, 2016 3:47 PM  
**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Cc:** Cereceda, Claudia <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>; Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>  
**Subject:** RE: HOPE Center Ribbon Cutting

++  
Sharon,

The First Lady is **confirmed** to attend. Copy the rest of the team here to discuss

logistics. Please note the First Lady timing will be 10AM-10:30AM. We need to make sure ribbon cutting happens during that time.

Thanks so much!

---

**From:** Sharon Charles-Chancie [<mailto:schancie@fbcnyc.org>]  
**Sent:** Tuesday, December 06, 2016 11:56 AM  
**To:** Louis Espiritusanto, Jose  
**Subject:** RE: HOPE Center Ribbon Cutting

YOU ROCK!

Thank you and I look forward to hearing back when you have a definitive.

Best,

SRC

---

**From:** Louis Espiritusanto, Jose [<mailto:jlouis@cityhall.nyc.gov>]  
**Sent:** Tuesday, December 06, 2016 12:02 PM  
**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi Sharon, still discussing with the team. we want to make this happens, but still few items to move around.

Give me until later today. Thanks so much!

---

**From:** Sharon Charles-Chancie [<mailto:schancie@fbcnyc.org>]  
**Sent:** Tuesday, December 06, 2016 11:51 AM  
**To:** Louis Espiritusanto, Jose  
**Subject:** RE: HOPE Center Ribbon Cutting

Happy Tuesday Jose,

Just circling back (with my hands clasped in a prayer-like position). Any word from our First Lady on her interest in attending our H.O.P.E. Center ribbon cutting ceremony?

Thanks and MAKE it a great day! 😊

Sharon

**Sharon R. Chancie**

Senior Administrative Assistant to Senior Pastor Michael A. Walrond, Jr.

First Corinthian Baptist Church

1912 Adam Clayton Powell Jr. Blvd

New York, NY 10026 USA

Phone: (212) 864-5976 Ext: 21; (**Monday – Friday**)

Fax: (212) 864-0830

Email: [schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)

Website: [www.fbcnyc.org](http://www.fbcnyc.org)

***“For with God nothing shall be impossible” Luke 1:37***

***Kingdom of God business IS my business!***

**From:** [Carmen Williams](#)  
**To:** [Schustek, Andrew](#); [Camonghne Felix](#); [Emma Woods](#); [White, Erin](#); [Cereceda, Claudia](#)  
**Cc:** [Louis Espiritusanto, Jose](#); [Sharon Charles-Chancie](#); [Dodge, Ryan](#)  
**Subject:** RE: HOPE Center Ribbon Cutting  
**Date:** Wednesday, December 14, 2016 5:04:28 PM

---

Yes, correct. After the First lady.

---

**From:** Schustek, Andrew [aschustek@cityhall.nyc.gov]  
**Sent:** Wednesday, December 14, 2016 4:48 PM  
**To:** Camonghne Felix; Carmen Williams; Emma Woods; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** Re: HOPE Center Ribbon Cutting

Also, where is the BP in the run of show?

Mobile, please excuse typos and brevity

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**From:** Schustek, Andrew  
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Erin can handle all questions related to press and comms. Thanks!

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**To:** Schustek, Andrew; Carmen Williams; Emma Woods; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** RE: HOPE Center Ribbon Cutting

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Any luck on getting a quote for the release?

Camonghne Felix  
[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

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**Subject:** RE: HOPE Center Ribbon Cutting

Thank you!

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**Sent:** Tuesday, December 13, 2016 3:24 PM  
**To:** Emma Woods; Schustek, Andrew; Camonghne Felix; White, Erin; Cereceda, Claudia  
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Emma Woods  
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C: 203-568-4780  
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**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie  
**Subject:** RE: HOPE Center Ribbon Cutting

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*First Corinthian Baptist Church's H.O.P.E. Center*

Welcome:

Rev. Michael A. Walrond, Jr.,  
Master of Ceremony and Senior Pastor  
First Corinthian Baptist Church

Remarks:

Chirlane I. McCray,  
First Lady of New York City,  
Creator of ThriveNYC

Introduction of Center:

Pastor Kyndra Frazier  
Associate Pastor of Pastoral Care and Counseling  
The H.O.P.E. Center at First Corinthian Baptist Church

Remarks:

Dr. Sydney Hankerson,  
Assistant Professor of Clinical Psychiatry at Columbia University,

Dedication:  
Ribbon Cutting

*You are welcome to enjoy a tour and reception immediately following*

Camonghne Felix  
[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

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**Sent:** Tuesday, December 13, 2016 10:37 AM  
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Camonghne

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**From:** White, Erin [<mailto:EWhite@cityhall.nyc.gov>]  
**Sent:** Monday, December 12, 2016 2:59 PM  
**To:** Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Great!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

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**From:** Emma Woods  
**Sent:** Monday, December 12, 2016 2:55 PM  
**To:** White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

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**Date:** Monday, December 12, 2016 at 2:51 PM  
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Thanks!

Erin White

Communications Advisor, Office of the Mayor

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**Sent:** Monday, December 12, 2016 2:50 PM

**To:** Cereceda, Claudia; White, Erin

**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix

**Subject:** Re: HOPE Center Ribbon Cutting

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**From:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>

**Date:** Friday, December 9, 2016 at 12:44 PM

**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>

**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>

**Subject:** Re: HOPE Center Ribbon Cutting

+Erin White

Our communications advisor

Sent while mobile

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Thursday! We're currently working on a media advisory and press release, so please let me know who in your shop we should connect with on anything press-related.

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Emma

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Emma Woods  
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Dear Jose and Company,

Again, deep, deep thanks for all of your assistance in securing a spot on the First Lady's calendar for our upcoming H.O.P.E. Center ribbon cutting ceremony. We are over-the-moon thrilled!

Our phenomenal PR firm, Berlin Rosen is feverishly assisting us with getting the word out about the ceremony. With that said, I wanted to introduce our lead PR professional, Emma Woods to you. We wanted to make certain that the work of Emma's office did not conflict with any of the First Lady's press corps initiatives. If you would kindly connect Emma to the person(s) who oversee Ms. McCray's media coverage I would greatly appreciate the gesture (Emma is copied on this communique).

As always, please feel free to reach out to me with any additional questions you may have surrounding this event.

MAKE it a great day!

Sharon

---

**From:** Louis Espiritusanto, Jose [<mailto:jlouis@cityhall.nyc.gov>]  
**Sent:** Wednesday, December 07, 2016 3:47 PM  
**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>

**Cc:** Cereceda, Claudia <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>; Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>

**Subject:** RE: HOPE Center Ribbon Cutting

++  
Sharon,

The First Lady is **confirmed** to attend. Copy the rest of the team here to discuss logistics. Please note the First Lady timing will be 10AM-10:30AM. We need to make sure ribbon cutting happens during that time.

Thanks so much!

---

**From:** Sharon Charles-Chancie [<mailto:schancie@fbcnyc.org>]

**Sent:** Tuesday, December 06, 2016 11:56 AM

**To:** Louis Espiritusanto, Jose

**Subject:** RE: HOPE Center Ribbon Cutting

YOU ROCK!

Thank you and I look forward to hearing back when you have a definitive.

Best,

SRC

---

**From:** Louis Espiritusanto, Jose [<mailto:jlouis@cityhall.nyc.gov>]

**Sent:** Tuesday, December 06, 2016 12:02 PM

**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>

**Subject:** RE: HOPE Center Ribbon Cutting

Hi Sharon, still discussing with the team. we want to make this happens, but still few items to move around.

Give me until later today. Thanks so much!

---

**From:** Sharon Charles-Chancie [<mailto:schancie@fbcnyc.org>]

**Sent:** Tuesday, December 06, 2016 11:51 AM

**To:** Louis Espiritusanto, Jose

**Subject:** RE: HOPE Center Ribbon Cutting

Happy Tuesday Jose,

Just circling back (with my hands clasped in a prayer-like position). Any word from our First Lady on her interest in attending our H.O.P.E. Center ribbon cutting ceremony?

Thanks and MAKE it a great day! 😊

Sharon

**Sharon R. Chancie**

Senior Administrative Assistant to Senior Pastor Michael A. Walrond, Jr.

First Corinthian Baptist Church

1912 Adam Clayton Powell Jr. Blvd

New York, NY 10026 USA

Phone: (212) 864-5976 Ext: 21; (**Monday – Friday**)

Fax: (212) 864-0830

Email: [schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)

Website: [www.fbcnyc.org](http://www.fbcnyc.org)

***“For with God nothing shall be impossible” Luke 1:37***

***Kingdom of God business IS my business!***

**From:** [Boeglin, Rosemary](#)  
**To:** "[Camonghne Felix](#)"  
**Subject:** RE: Great Meeting You Today  
**Date:** Monday, December 19, 2016 1:55:17 PM

---

Hey Camonghne!

Likewise, so good to meet you and great to work with you. Let' definitely try to get something on the calendar for after the New Year. I'm sure we can find ONE day where we both have a free lunch hour to spare ☺

Happiest holidays and I'll talk to you soon!

Rosemary

Rosemary Boeglin | Assistant Press Secretary | Mayor's Press Office  
o: (212) 788-3112 | c: (347) 244-9900 | [@RosemaryBoeglin](#)

---

**From:** Camonghne Felix [mailto:[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)]  
**Sent:** Thursday, December 15, 2016 9:47 PM  
**To:** Boeglin, Rosemary  
**Subject:** Great Meeting You Today

Hey lady!

Thanks for all of your great work today - your team helped make today's press conference a breeze!

Would love to chat/grab coffee or drinks at some point. I know we're both super busy so all good if that's not possible until June LOL. You're at city hall and I'm on Wall Street, so it seems doable. I've attached my business card -- keep in touch!



Sent from my iPhone

**From:** [McMorrow, Matthew](#)  
**To:** [Michael Czaczkes](#); [Kelsey Louie](#)  
**Cc:** [Danielle Filson](#)  
**Subject:** RE: Request for a quote  
**Date:** Monday, December 19, 2016 10:24:38 PM

---

Beautiful. Thank you!!

Sent from my Verizon, Samsung Galaxy smartphone

----- Original message -----

**From:** Michael Czaczkes <MichaelC@GMHC.org>  
**Date:** 12/19/16 9:13 PM (GMT-05:00)  
**To:** "McMorrow, Matthew" <MMcMorrow@cityhall.nyc.gov>, Kelsey Louie <KelseyL@GMHC.org>  
**Cc:** Danielle Filson <Danielle.Filson@berlinrosen.com>  
**Subject:** RE: Request for a quote

Matt -

Here's a quote from Kelsey for the release.

Can you also make sure we get a copy of the final one? We would like to share on social media and with staff and clients. Thanks!

**“Health care coverage plays a key role in reducing costs and improving outcomes for serious and life-threatening conditions, including HIV and AIDS. For that reason, GMHC has patient care navigators on staff to assist and advise our clients who are seeking enrollment. Thank you Mayor de Blasio for launching this critical initiative that seeks to increase enrollment rates and expand access to affordable health care.” - Kelsey Louie, CEO of GMHC**

Michael Czaczkes  
*he, him, his*  
Director of Policy and Public Affairs  
Gay Men's Health Crisis  
212-367-1185

---

**From:** McMorrow, Matthew [MMcMorrow@cityhall.nyc.gov]  
**Sent:** Monday, December 19, 2016 5:29 PM  
**To:** Michael Czaczkes; Kelsey Louie  
**Cc:** Danielle Filson  
**Subject:** RE: Request for a quote

Awesome. Thanks, Michael. If we can get it by 9AM, that would be great. Sooner would be better, of course. Also, please let me know if anyone from your team can attend the press conference. I know it's short notice.

Thanks,  
Matt

---

Matthew T. McMorrow  
Senior Advisor  
Community Affairs Unit  
Office of the Mayor  
mmcmorrow@cityhall.nyc.gov  
212-748-0342 (o)  
646-951-6774 (m)

---

**From:** Michael Czaczkes [mailto:MichaelC@GMHC.org]  
**Sent:** Monday, December 19, 2016 4:13 PM  
**To:** McMorrow, Matthew; Kelsey Louie  
**Cc:** Danielle Filson  
**Subject:** RE: Request for a quote

Hi Matt –

We will get something to you.

**Michael Czaczkes, MPA**

Director, Public Affairs and Policy  
Gay Men's Health Crisis (GMHC)  
*Pronouns: he, him, his*  
Office (212) 367-1185 | Cell (347) 458-6020

---

**From:** McMorrow, Matthew [mailto:MMcMorrow@cityhall.nyc.gov]  
**Sent:** Monday, December 19, 2016 3:35 PM  
**To:** Kelsey Louie <KelseyL@GMHC.org>  
**Cc:** Michael Czaczkes <MichaelC@GMHC.org>  
**Subject:** Request for a quote

Hi Kelsey and Michael,

Hope you are both well. As you know, I just joined the Mayor's Office (thanks for the Tweet!) and look forward to working with you in my new capacity. I was wondering if you would be willing to provide a quote to go out with this press release to be issued tomorrow morning? You and other

members of your staff are also invited to join the mayor at the press conference tomorrow morning at 10AM at Gouverneur Hospital, 227 Madison St, New York, NY 10002.

Thanks,  
Matt

---

Matthew T. McMorrow  
Senior Advisor  
Community Affairs Unit  
Office of the Mayor  
[mmcmorrow@cityhall.nyc.gov](mailto:mmcmorrow@cityhall.nyc.gov)  
212-748-0342 (o)  
646-951-6774 (m)

**CONFIDENTIAL DRAFT:**

**Mayor de Blasio Launches GetCoveredNYC Initiative To Enroll More New Yorkers In Health Insurance Programs**

*Long-term initiative to enroll New Yorkers in no-and-low-cost- insurance; XYZ eligible New Yorkers not receiving health insurance today*

*Open enrollment period ends Jan 31st, 2017*

**NEW YORK--** Mayor Bill de Blasio was today joined by Health and Hospitals Interim CEO Stan Brezenoff, XYZtktk at XYZtktk to launch the GetCoveredNYC campaign focused on enrolling more New Yorkers in health insurance, and providing them with access to primary and preventive care at public Health + Hospitals facilities. An estimated XYZ New Yorkers who are otherwise eligible for health insurance are not taking advantage of existing enrollment options.

The mayor's office has partnered with Health + Hospitals, the Human Resources Administration, the Department of Health and Mental Hygiene, and MetroPlus to launch this ambitious campaign. On December 10th, the city hosted five enrollment events focused on engaging potential youth applicants and assisting them in applying for coverage.

“We don't know the future of the Affordable Care Act, but we do know that Obamacare and Medicaid expansion are helping New Yorkers daily,” said **Mayor de Blasio**. “We must continue to enroll eligible residents in these vital programs, paying special attention to those most appealing to low-income residents— such as Medicaid and the Essential plan.”

Throughout the campaign, GetCoveredNYC outreach teams will proactively engage uninsured New Yorkers who have visited Health + Hospitals facilities. In order to reach the maximum number of New Yorkers, the campaign will include office hours at community partner or elected officials' offices, providing direct access to in-person assistance from

outreach specialists. Specialists will schedule individuals for an enrollment appointment and case-manage each applicant through the entire process. **The open enrollment period will end on January 31, 2017.**

Depending on income and other criteria, applicants may be eligible for Medicaid at no cost. Those whose earnings exceed Medicaid limits may be eligible for the Essential Plan, which also offers a comprehensive coverage package for either \$20 monthly premium or nothing, depending on income. Those earning more— between 200 and 400 percent of the federal poverty level—may be eligible for Qualified Health Plan coverage, offered by MetroPlus and others, with public subsidies on a sliding scale, reflecting income. All the plans cover inpatient and outpatient care, physician services, diagnostic services, and prescription drugs.

While NYC Health + Hospitals makes care available to all New Yorkers, regardless of ability to pay, the public health system emphasizes the importance of insurance enrollment as a tool to best engage patients in their health and health care— as opposed to waiting until health issues reach critical levels and require emergency room or inpatient care, the most expensive care for the system. Further, to address its financial challenges, NYC Health + Hospitals needs more of its patient population to gain access to insurance to help close its growing budget gap.

“Our national healthcare landscape has changed, and much as we’ve had to re-imagine ways to more effectively deliver care, we’ve also had to think creatively as to how that care will be paid for,” said **Health + Hospitals Interim President and CEO Stan Brezenoff**.

“Increasing healthcare enrollment is the best thing for New Yorkers in need, and the best thing for our growing healthcare network.”

#### **[ADDITIONAL QUOTES]**

On November 21st at a Cooper Union speech, Mayor de Blasio spoke on the importance of enrollment in Obamacare: **“We need you to help your friends and family members sign up for health insurance under the Affordable Care Act right now.”**

New Yorkers may connect with free in-person GetCoveredNYC enrollment assistance near them through calling 311 or texting CoveredNYC to 877-877.

###

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*GMHC fights to end the AIDS epidemic and uplift the lives of all affected.*



Gay Men's Health Crisis (GMHC), Main Offices: 446 West 33rd Street, New York, NY 10001  
The David Geffen Center for HIV Prevention and Health Education: 224 West 29th Street, New York, NY 10001

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*GMHC fights to end the AIDS epidemic and uplift the lives of all affected.*



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The David Geffen Center for HIV Prevention and Health Education: 224 West 29th Street, New York, NY 10001

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**From:** [Mike Rabinowitz](#)  
**To:** [Anne Rabe](#); [Patrick Cummings](#); [sbutton@stlawco.org](mailto:sbutton@stlawco.org); [Susan Gottehrer](#); [Caplan, Ariana](#)  
**Cc:** [amalkin](#); [Christine Tramontano](#); [Jonathan Gradess](#)  
**Subject:** RE: List of newspapers to contact  
**Date:** Tuesday, December 20, 2016 11:28:21 AM

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Here's the Times Union story.

- [LATEST NEWS FROM THE TIMES UNION CAPITOL BUREAU](#)

## Indigent legal services bill hits Cuomo's desk

By [Matthew Hamilton](#) on December 20, 2016 at 11:11 AM

- **0**

Gov. Andrew Cuomo has until just before the end of the year to act on [legislation](#) sent to him Tuesday that would shift the cost of legal services for the poor from counties to



the state in the coming years.

The indigent legal services bill is one of 13 that was sent to the governor on Tuesday. He has until Jan. 30 to act on those bills, otherwise they would automatically become law.

The indigent legal services legislation [has been pushed](#) by a number of county-level officials for much of the past year. Albany County Executive Dan McCoy's office has been among those adamant that the costs for such services are over burdensome for the counties to shoulder. It's estimated that with full funding of indigent legal services (advocates maintain they are currently underfunded), the statewide costs are somewhere near \$500 million.

The bill would shift the full cost of services to the state by 2023.

Whether the governor will sign or veto the bill is unknown, though supporters have been optimistic. It's possible that the governor could coordinate with the Legislature to pass chapter amendments of some kind should he sign the bill.

Cuomo's office in recent weeks has said only that the bill is under review.

The legislation would not take effect until April 1, after the next state budget deadline, should the governor approve it.

Also sent to Cuomo on Tuesday is [legislation](#) that would require drinking water suppliers to analyze their vulnerability to a cyber attack every five years in addition to a statutorily required analyses of vulnerability to a terrorist threat. That bill is a response to an [attempted hack](#) of the computer-guided controls of a Westchester County dam by Iranian hackers.

Still not yet handed up is the [NYRA privatization bill](#), which would transfer the control of the New York Racing Association back to private hands after being in state control for the past few years. The governor said in August his hope always was to privatize the once-beleaguered entity when it got back on solid footing. But "the state should continue to regulate it because we have a significant investment in NYRA," he said. "We subsidize by about \$58 million a year. The state has to perform its role. But the best way to do it ultimately is to privatize it with continued state regulation."

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
rabinowitz@berlinrosen.com

-----Original Message-----

From: Mike Rabinowitz

Sent: Tuesday, December 20, 2016 11:19 AM

To: 'Anne Rabe' <ARabe@nysda.org>; Patrick Cummings <PCummings@nysac.org>; sbutton@stlawco.org; Susan Gottehrer <SGottehrer@nyclu.org>; Caplan, Ariana <ACaplan@cityhall.nyc.gov>

Cc: amalkin <amalkin@malkinross.com>; Christine Tramontano <ctramontano@malkinross.com>; Jonathan Gradess <jgradess@nysda.org>

Subject: RE: List of newspapers to contact

Just an update:

\*Politico already wrote

\*I emailed the AP and Daily News and am waiting to hear back \*The Buffalo News will do something short if they do it at all \*Newsday is looking for a quote \*The Post-Standard is considering doing a story \*The NY Times news section is interested, but wants to wait until "day 8,9 or 10" of the 10-day period. So they aren't writing now.

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

-----Original Message-----

From: Anne Rabe [<mailto:ARabe@nysda.org>]

Sent: Tuesday, December 20, 2016 11:13 AM

To: Patrick Cummings <[PCummings@nysac.org](mailto:PCummings@nysac.org)>; Mike Rabinowitz <[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)>; [sbutton@stlawco.org](mailto:sbutton@stlawco.org); Susan Gottehrer <[SGottehrer@nyclu.org](mailto:SGottehrer@nyclu.org)>; Caplan, Ariana <[ACaplan@cityhall.nyc.gov](mailto:ACaplan@cityhall.nyc.gov)>

Cc: amalkin <[amalkin@malkinross.com](mailto:amalkin@malkinross.com)>; Christine Tramontano <[ctramontano@malkinross.com](mailto:ctramontano@malkinross.com)>; Jonathan Gradess <[jgradess@nysda.org](mailto:jgradess@nysda.org)>

Subject: List of newspapers to contact

Hi everyone,

Below is Mike's list of papers he will contact on the bill. We ask that he also add the Syracuse Post Standard.

Are there any of these papers where you have a contact or a County Executive or Mayor or group leader who would speak in support? Please let Mike and I know asap. Thanks alot.

#### NEWSPAPERS

- 1) I am going to push the AP and Times to write and article.
- 2) On the ed board front, going to go back to the Times Union, Buffalo News, NY Times and Daily News first, and then to the rest of the list:
- 3)
  - \* Newsday (7/1)
  - \* Buffalo News (8/17)
  - \* Schenectady Daily Gazette (6/24)
  - \* Jamestown Post-Journal (6/29)
  - \* Lockport Union Sun & Journal (7/4)
  - \* Niagara Gazette (7/7)
  - \* Syracuse Post Standard

\*Journal News

Michael Rabinowitz-Gold  
646.200.5308 (office)  
646.342.3469 (cell)  
[rabinowitz@berlinrosen.com](mailto:rabinowitz@berlinrosen.com)

---

**From:** [McMorrow, Matthew](#)  
**To:** "[Michael Czaczkes](#)"; [Kelsey Louie](#); [Danielle Filson](#)  
**Subject:** FW: MAYOR DE BLASIO LAUNCHES GETCOVEREDNYC INITIATIVE TO ENROLL MORE NEW YORKERS IN HEALTH INSURANCE PROGRAMS  
**Date:** Tuesday, December 20, 2016 10:48:25 AM  
**Attachments:** [image001.png](#)

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Thank you for the quick turnaround! Below is the final release that went out a few minutes ago.

Happy holidays!  
Matt

---

Matthew T. McMorrow  
Senior Advisor  
Community Affairs Unit  
Office of the Mayor  
[mmcmorrow@cityhall.nyc.gov](mailto:mmcmorrow@cityhall.nyc.gov)  
212-748-0342 (o)  
646-951-6774 (m)

---

**From:** Mayor's Press Office  
**Sent:** Tuesday, December 20, 2016 10:28 AM  
**To:** Mayor's Press Office  
**Subject:** MAYOR DE BLASIO LAUNCHES GETCOVEREDNYC INITIATIVE TO ENROLL MORE NEW YORKERS IN HEALTH INSURANCE PROGRAMS



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE:** December 20, 2016  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO LAUNCHES GETCOVEREDNYC INITIATIVE TO ENROLL MORE NEW YORKERS IN HEALTH INSURANCE PROGRAMS**

*Goal to enroll 50,000 New Yorkers through 2017; open enrollment period ends Jan 31, 2017*

**NEW YORK**—Mayor Bill de Blasio was today joined by Health + Hospitals Interim CEO Stan Brezenoff, Department of Health Commissioner Dr. Mary T Bassett, Community Service Society President and CEO David R. Jones and Public Health Solutions President and

CEO Lisa David at Health + Hospital/Gouverneur to launch the GetCoveredNYC campaign focused on enrolling more New Yorkers in health insurance and providing them with access to primary and preventive care at public Health + Hospitals facilities. The campaign's goal is to enroll 50,000 New Yorkers through 2017 who are eligible for health insurance but are not taking advantage of existing enrollment options.

The Mayor's Office has partnered with Health + Hospitals, the Human Resources Administration, the Department of Health and Mental Hygiene and MetroPlus to launch this ambitious campaign. On December 10, the City hosted five enrollment events focused on engaging potential youth applicants and assisting them in applying for coverage.

"We don't know the future of the Affordable Care Act, but we do know that Obamacare and Medicaid expansion are helping New Yorkers every day," said **Mayor Bill de Blasio**. "We must continue to enroll eligible residents in these vital programs, paying special attention to those most appealing to low-income residents, such as Medicaid and the Essential plan."

Throughout the campaign, GetCoveredNYC outreach teams will proactively engage uninsured New Yorkers who have visited Health + Hospitals facilities. In order to reach the maximum number of New Yorkers, the campaign will include at-home outreach as well as office hours at community partner or elected officials' offices, providing direct access to in-person assistance from outreach specialists. Specialists will schedule individuals for an enrollment appointment and case-manage each applicant through the entire process. **The open enrollment period will end on January 31, 2017.**

Depending on income and other criteria, applicants may be eligible for Medicaid at no cost. Those whose earnings exceed Medicaid limits may be eligible for the Essential Plan, which also offers a comprehensive coverage package for either \$20 monthly premium or no cost, depending on income. Those earning more – between 200 and 400 percent of the federal poverty level – may be eligible for Qualified Health Plan coverage, offered by MetroPlus and others, with public subsidies on a sliding scale reflecting income. All the plans cover inpatient and outpatient care, physician services, diagnostic services, mental healthcare and prescription drugs.

While NYC Health + Hospitals makes care available to all New Yorkers, regardless of ability to pay, the public health system emphasizes the importance of insurance enrollment as a tool to best engage patients in their healthcare – as opposed to waiting until health issues reach critical levels and require emergency room or inpatient care, the most expensive care for the system. Further, to address its financial challenges, Health + Hospitals needs more of its patient population to gain access to insurance to help close its growing budget gap.

"Our national healthcare landscape has changed, and much as we've had to re-imagine ways to more effectively deliver care, we've also had to think creatively as to how that care will be paid for," said **Health + Hospitals Interim President and CEO Stan Brezenoff**.

"Increasing healthcare enrollment is the best thing for New Yorkers in need, and the best thing for our essential healthcare network."

"Health insurance makes it easier to see a primary care physician regularly and catch health problems early," said **Health Commissioner Mary T. Bassett**. "As we work to address health disparities among New Yorkers, the Health Department encourages everyone to apply before the January 31st deadline. Health insurance is a right, not a privilege."

“The public service professionals AFSCME represents in H+H facilities work hard every day to keep New Yorkers healthy and safe. At a time when some are eager to take health care away from 30 million Americans, we need more leaders like Mayor de Blasio who stand up for working families and fight to give them access to quality, affordable health coverage,” said **AFSCME President Lee Saunders**.

"This critical initiative will help even more New Yorkers access the health care they need and deserve," said **Center for American Progress President and CEO Neera Tanden**. "As President-elect Trump and Republicans in Congress plan to strip coverage from millions of Americans, Mayor de Blasio is showing them what true leadership looks like."

“Medical coverage can be an enormous expense for New York’s working families and it is vital we collaborate at all levels of government to expand access to insurance and healthcare,” said **Congresswoman Nydia Velazquez**. GetCoveredNYC is critical to helping spread the word and inform New Yorkers about the resources available to them. I look forward to working with the Mayor to ensure more New York residents are able to secure quality coverage and care.”

“New York City has done an admirable job of signing people up for health insurance through the Affordable Care Act,” said **Congressman Eliot Engel**. “Though more Americans are now covered than ever before, there are still many who are eligible for coverage that have yet to enroll. GetCoveredNYC is a wonderful campaign that will help raise awareness about the current open enrollment period and the health care options available to New Yorkers. I encourage all those who have yet to get covered to sign-up before the enrollment period ends on January 31st, 2017.”

**Congressman Joe Crowley** said, “Since the enactment of the Affordable Care Act, millions of previously uninsured Americans have finally secured health insurance, but the effort to cover every single New Yorker continues. The GetCoveredNYC campaign will work to make every enrollment option easily accessible and readily available. I thank the Mayor’s office for its commitment to making sure everyone, especially our vulnerable communities, has quality and affordable healthcare.”

“I’m glad the Mayor has made enrolling New Yorkers in health insurance plans a priority,” said **Manhattan Borough President Gale A. Brewer**. “New Yorkers’ health, financial well-being and the future of our safety net and public hospitals all depend on it.”

"All New Yorkers should have the information and support they need to get the best healthcare plan they can," said **State Senator Daniel Squadron**. "As we continue to push for stronger healthcare policies on the state level, I encourage all eligible New Yorkers to access needed information on how to make the best healthcare decisions. Thank you to the City, HHC, HRA, DOHMH, MetroPlus and my colleagues for helping spread the word."

“It’s important that Mayor de Blasio is helping to get the word out that we have extra time for enrolling in the Affordable Care Act. For millions of working people in New York, the coverage is free or very low cost, under the ACA, New York’s Essential Plan or Medicaid,” said **Assembly Member Richard N. Gottfried, Chair of the Committee on Health**. “Whatever happens in Washington down the road, it’s important to get signed up now.”

“I applaud Mayor de Blasio’s efforts to enroll more New Yorkers in health insurance. Especially as we enter the dark days of the Trump Era, it is more important than ever that we do everything possible to make sure as many people as possible have access to primary and preventative care,” said **Assembly Member Jeffrey Dinowitz**.

“By enrolling more New Yorkers in affordable healthcare plans, we provide New Yorkers with increased access to primary and preventive care,” said **Assembly Member David Weprin**. “With the future of the Affordable Care Act up in the air, I am glad to see that Mayor Bill de Blasio has taken this step to increase insurance coverage in New York City. By identifying potential applicants and assisting with applications, Get Covered NYC will help many New Yorkers gain access to health insurance.”

“Though the future course of our federal government’s healthcare policy remains in doubt, one thing is clear: every New Yorker, especially those in our low-income and immigrant communities, needs to get covered,” said **Council Member Margaret S. Chin**. “By engaging in this important outreach effort, we are helping to improve the health of thousands of uninsured New Yorkers, as well as the healthcare network they rely on.”

**Council Member Mathieu Eugene** said, “The GetCoveredNYC outreach program is vital to the wellbeing of New Yorkers who require health insurance, but may not be aware of their eligibility. This important initiative addresses an ongoing issue within our community, and I encourage all residents who are in need of specific medical resources to take part in this program.”

“The federal health reform law works no place better than New York. But with the promise of health coverage under attack, it is imperative that those still uninsured in our state get insured, and in doing so send a clear message to our leaders in Washington that they value the safety and security of health coverage more than ever,” said **David R. Jones, President and CEO of the Community Service Society**.

“As the Affordable Care Act Navigators for Kings County – with five staff members speaking six languages and working in locations across Brooklyn – we know how crucial it is for every eligible resident to have health insurance. GetCoveredNYC is a terrific approach to increasing enrollment, and the Brooklyn Chamber looks forward to participating in the campaign and helping as many New Yorkers as possible get coverage,” said **Brooklyn Chamber of Commerce CEO Andrew Hoan**. “Congratulations to Mayor Bill de Blasio, Health and Hospitals Interim CEO Stan Brezenoff and Department of Health and Mental Hygiene Commissioner Mary Bassett on this wonderful initiative.”

“We applaud the Mayor’s Office’s expansion of GetCoveredNYC. It literally ‘takes a village’ to do this work,” said **Lisa David, President and CEO of Public Health Solutions**. “There are many supporting organizations doing great work reaching different populations. PHS, for instance, provides enrollment in 20 different languages. In addition, we use a co-location model that allows families to access Navigator services at locations where they go for other services like PHS’ Neighborhood WIC sites.”

“Doctors working in New York City’s public hospital system – the City’s safety net hospitals – serve the most at-risk and vulnerable New Yorkers. Often these patients come to our hospitals already quite sick. The frontline doctors have a pulse on the communities we serve

and we know that access to comprehensive insurance coverage, as well as timely primary and preventive care, will lower health care costs and improve health outcomes for our patients and communities," said **Dr. Frank Proscia, President, Doctors Council SEIU**. "Our hospitals, especially public institutions, which serve large numbers of uninsured New Yorkers will be stronger and more viable with greater numbers of insured patients."

"Every day, uninsured New Yorkers are forced to make the decision to go without care because of prohibitive costs," said **Donovan Purrier, Licensed Practical Nurse at Metropolitan Hospital and member, 1199SEIU**. "Through the Mayor's GetCoveredNYC program, more people from across the five boroughs would no longer have to choose between seeing the doctor and putting food on the table. Our City's public Health + Hospital facilities are ready to continue providing the quality care every New Yorker deserves."

"The Asian American Federation applauds Mayor de Blasio for his GetCoveredNYC Initiative, which will help low-income Asian New Yorkers enroll in affordable/no-cost healthcare," said **Jo-Ann Yoo, Executive Director of the Asian American Federation**. "With more than 1 in 8 Asian New Yorkers lacking health insurance – the majority of whom are foreign-born, with particularly high uninsured rates in the Korean community – this program will be crucial in providing the uninsured self-employed and seniors and children living in poverty in our community access to healthcare."

"Make the Road New York applauds Mayor Bill De Blasio, Health + Hospitals and the Human Resources Administration for their increased efforts to inform New Yorkers of health insurance options currently available to them, and to encourage them to apply. The Affordable Care Act (ACA) has had an enormous impact on the lives of New Yorkers and it is essential that the ACA is protected so these individuals can continue to access quality, low cost health insurance options," said **Becca Telzak, Director of Health Programs at Make the Road New York**.

**Barbara Bowen, President of PSC/CUNY**, said, "We in New York City cannot control everything that will happen at the federal level, but we must do what we can to protect the rights of all New Yorkers. And no right is more fundamental than the right to healthcare. I applaud Mayor de Blasio for taking this important step to identify and enroll New Yorkers in need of health coverage. It is exactly the kind of initiative that is needed now."

**Ron Pollack, Executive Director of Families U.S.A.**, said, "While some in Washington look backwards, we should look forwards to adding life-saving health coverage to New Yorkers so they can get good, affordable care to keep their families healthy. Families U.S.A. applauds the efforts Mayor de Blasio and his Administration have taken to launch GetCovered NYC at this important time."

"We've seen a huge surge in enrollment following National Youth Enrollment Day, so we're thrilled to see Mayor de Blasio and others working hard to sustain this momentum and help more young people get covered and take advantage of the financial help they are guaranteed under the ACA," said **Kevin Stump, Northeast Director of Young Invincibles**.

"We applaud Mayor de Blasio for launching GetCoveredNYC to keep New Yorkers of all ages healthy. We are also pleased to work with several City agencies to ensure that older New Yorkers have access to Medicaid and other benefits," said **Allison Nickerson**,

## **Executive Director of LiveOn NY.**

"As a patient navigator for the Affordable Care Act, The Center knows first-hand how crucial it is for LGBT community members to be able to access affordable insurance coverage and quality care," said **Glennnda Testone, Executive Director of NYC's Lesbian, Gay, Bisexual and Transgender Community Center**. "We applaud Mayor de Blasio for introducing the GetCoveredNYC initiative and demonstrating the City's commitment to caring for its community in these uncertain times."

"We know just how critical it is for vulnerable communities to have access to affordable, affirming and appropriate care," said **Wendy Stark, Executive Director of Callen-Lorde Community Health Center**, which has provided LGBTQ-centric health care in New York City for nearly 50 years. "Since the inception of the Affordable Care Act, the percentage of our uninsured patients dropped from 37 percent to 26 percent, which means more New Yorkers have access to the care they need. We applaud the Mayor and his administration for promoting open enrollment through the GetCoveredNYC initiative."

"We commend Mayor de Blasio for taking action and creating the GetCoveredNYC initiative within the Public Engagement Unit, utilizing person to person outreach tactics and in-person enrollers to ensure every New Yorker knows what is available to them under the Affordable Care Act," said **Rachel Linstead Goldsmith, State Assistance Director of the Eastern Region at Enroll America**.

"I applaud the Mayor for this new initiative to help New Yorkers learn about free and low-cost health insurance available to them," said **Rabbi David Niederman of the United Jewish Organizations of Williamsburg and North Brooklyn**. "After helping thousands enroll in the various health insurance plans, we know firsthand the importance of increasing outreach and assistance with enrollment, so that people don't lack health coverage and don't hesitate to schedule medical appointments or seek treatment. This new initiative will reduce the number of uninsured and will help make New Yorkers healthier."

"Health care coverage plays a key role in reducing costs and improving outcomes for serious and life-threatening conditions, including HIV and AIDS. For that reason, GMHC has patient care navigators on staff to assist and advise our clients who are seeking enrollment. Thank you Mayor de Blasio for launching this critical initiative that seeks to increase enrollment rates and expand access to affordable health care," said **Kelsey Louie, CEO of GMHC**.

"It's about time all New Yorkers get covered with health insurance. I fully support this worthwhile effort. Thank you Mayor de Blasio," said **Dorothy Turano, District Manager of Community Board 18 in Brooklyn, NY**

"This is wonderful! I applaud The Mayor for creating GetCoveredNYC. Let's get New Yorkers enrolled," said **Viola Greene-Walker, District Manager of Community Board 16 in Brooklyn, NY**

"It is imperative that the administration raise awareness to all New Yorkers the options that are available within the healthcare system," said **NYS Committeewoman Dorita Clarke**. "It is a great advantage that young people up to the age of 26 are able to remain on their parents health insurance. I am confident that through GetCoveredNYC campaign, the number of enrollment will increase."

"For the past three years, American Muslim Health Professionals (AMHP) has been at the forefront of connecting Muslims to healthcare coverage. We recognize the value of person-to-person outreach effort and thank Mayor Bill de Blasio for taking the initiative to launch GetCoveredNYC to increase enrollment," said **Madiha Shahid, co-Founder and President of NY/NJ Chapter of American Muslim Health Professionals.**

New Yorkers may connect with free in-person GetCoveredNYC enrollment assistance near them through calling 311 or texting CoveredNYC to 877-877.

###

**From:** [Boeglin, Rosemary](#)  
**To:** ["Camonghne Felix"](#)  
**Subject:** Looking for more but here"s a couple!  
**Date:** Thursday, December 22, 2016 3:03:01 PM  
**Attachments:** [DSC8297.jpg](#)  
[ELR5845.jpg](#)

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Rosemary Boeglin | Assistant Press Secretary | Mayor's Press Office  
o: (212) 788-3112 | c: (347) 244-9900 | [@RosemaryBoeglin](#)





**From:** [Camonghne Felix](#)  
**To:** [Boeglin, Rosemary](#)  
**Subject:** RE: Looking for more but here"s a couple!  
**Date:** Thursday, December 22, 2016 3:42:07 PM

---

You're the best, thank you!

Camonghne Felix  
[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

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(d): 646.517.6796 | (c): 646.675.4009

---

**From:** Boeglin, Rosemary [mailto:RBoeglin@cityhall.nyc.gov]  
**Sent:** Thursday, December 22, 2016 3:31 PM  
**To:** Camonghne Felix  
**Subject:** RE: Looking for more but here's a couple!

Ok more here!

[http://photo.cityofnewyork.us/gallery/FL-H-O-P-E-visit/G0000LojLU7M05bo/C0000Om\\_ciPWyvDA](http://photo.cityofnewyork.us/gallery/FL-H-O-P-E-visit/G0000LojLU7M05bo/C0000Om_ciPWyvDA)  
password: hope

---

**From:** Boeglin, Rosemary  
**Sent:** Thursday, December 22, 2016 3:03 PM  
**To:** 'Camonghne Felix'  
**Subject:** Looking for more but here's a couple!

Rosemary Boeglin | Assistant Press Secretary | Mayor's Press Office  
o: (212) 788-3112 | c: (347) 244-9900 | [@RosemaryBoeglin](#)

**From:** [Fialkoff, Gabrielle](#)  
**To:** ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Subject:** 2016: A Year of Accomplishments  
**Date:** Wednesday, January 04, 2017 5:33:49 PM

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Dear Jonathan –

Happy New Year. Three years into Mayor de Blasio's tenure, New York City has never been more prosperous than it is right now. 2016 has been a year of record job growth, crime driven to historic lows, significant gains for students on state exams, a second historic rent freeze, thousands of working families protected against bad landlords – and many other achievements.

I wanted to share with you these facts, and while we still have challenges, let us take a moment to celebrate NYC's success in 2016.

Best Regards, Gabrielle

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Mayor de Blasio believes all New Yorkers deserve a chance to succeed in the greatest city on earth. That means every child gets a quality education, every community is safe, and every New Yorker has an affordable place to call home. In 2016, we built on our record of progress.

**Modern approach to public safety – safer streets, safer every day.**

- January was the safest January on record – followed by the safest summer, safest September and safest October.
- Expanded neighborhood policing, launched force-wide trainings on implicit bias, alternatives to physical force, and conflict de-escalation → Stop-and-Frisk has declined by 97% from an all-time high in 2011.
- Arrests are down, murders and shootings at historic lows, record low numbers of robberies, burglaries, and auto thefts.
- Vision Zero efforts made 2015 the safest year on New York City streets since 1910, and 2016 is on course to be even safer.

**Bolstering the economy with good-paying jobs and fiscal responsibility, creating opportunities for people to get ahead.**

- For three years running, added to the City's financial reserves, preparing us for any potential shocks to the system.
- 60,000 new jobs created in 2016, and nearly 277,000 jobs since the Mayor took office.
- Unveiled a \$500 million life science initiative, LifeSci NYC, to spur 16,000 new, good-paying jobs and establish New York City as a global leader in life sciences research and innovation.
- Signed a personnel order to provide paid parental leave to approximately 20,000 New York City employees – putting the City at the forefront of city and state policies around the country.
- Created a \$250 million tech hub in Union Square, the heart of NYC's Silicon Alley.
- Rezoned Midtown East to increase office space and improve access to infrastructure.

**Equity and excellence in all schools, preparing our students for the 21st century economy.**

- High school graduation rate over 70% for the first time ever.
- 70,000 kids enrolled in Pre-K, more than triple the 20,000 children who attended before the Pre-K for All expansion.
- Computer Science For All launched, bringing CS education to all students – in year one, 450

- teachers were trained and CS education rolled out to 250 schools
- 103 reading coaches hired, trained, and on the job to get our students reading at grade level.
- City students scoring much higher on English exams, now in lockstep with NYS peers.
- Lowest-ever high school dropout rate, and the highest-ever rate of students enrolling in college.

**Easing financial burden, tackling the affordability crisis, and creating opportunity.**

- **Fought for New Yorkers struggling to make the rent or find affordable housing.**
  - On track to build and preserve 200,000 affordable housing apartments over the coming decade, benefitting half-a-million people.
  - Secured 55,309 affordable apartments since taking office, an all-time high for new, affordable construction.
  - Two consecutive rent freezes (2015 and 2016), keeping rent stable for 2.5 million tenants.
  - 150,000 people benefited from the expanded use of emergency rent assistance.
  - Stood up to bad landlords using all available tools – such as withholding rent and increasing funding for New Yorkers to access legal services – to hold landlords accountable.
  - Evictions down by 24 percent, meaning 21,000 people are still in their homes.
  - Replaced voluntary rules with a mandatory affordable housing requirement in new buildings.
- **Fought for New York City’s homeowners.**
  - Proposed a \$183 water credit on the water bills of over 664,000 homeowners, in keeping with the City's past efforts to ensure bills stay as low as possible.
  - Saved 35,000 homeowners tens of millions of dollars in flood insurance premiums by working with FEMA.
- **Fought for New Yorkers who need to get to work on time.**
  - Eligible workers can now use pre-tax income to pay for their commuting costs, saving commuters \$800 to \$1,000 dollars a year.
  - Added 18 miles of new protected bike lanes.
  - Expansion of CitiBike to more New Yorkers, adding thousands of new bikes and hundreds of stations in 2016 across Red Hook, Brownstone Brooklyn, and Harlem.
  - Filled the administration’s one-millionth pothole and made a historic investment in repaving, reducing the need for future pothole repair.
  - Repaved city streets equivalent to the distance between New York City and Miami, Florida.
- **Fought for the city’s most vulnerable.**
  - HOME-STAT fully operational: outreach workers are identifying, engaging, and transitioning homeless New Yorkers to services and, ultimately, permanent housing.
  - Nearly 48,000 New Yorkers moved into permanent housing and avoided or exited shelters through permanent housing programs.
  - About 12,000 more households have been able to receive services from the HomeBase homelessness prevention program in each of the past two years.

**Launched ThriveNYC: a holistic mental health plan**

- Launched NYC Well, a 24/7 phone, text, or chat connection to mental health and substance misuse services.
- Convened 1,000 houses of worship to talk about mental illness and addiction, reaching 250,000 New Yorkers.
- Created a system to screen and treat 80 percent of pregnant women and new moms, with a goal of screening and treating ALL pregnant women and new moms for maternal

depression.

- Mental health support for every school in the city.
- Placed over 100 Mental Health Service Corps (MHSC) members in neighborhoods with the highest need across the city.
- Launched the first, city-based movement for mental health – Cities Thrive. More than 80 cities have committed to mental health as a municipal policy and programming priority and to federal advocacy.

### **Progressive Governance**

- Defended New York values. We are #AlwaysNewYork.
  - Stood up for the 65,000 hourly employees in the fast food industry who deserve fair notification on their work hours.
  - Funded major improvements in city parks and purchased the last site needed to complete the 28-acre Bushwick Inlet Park, fulfilling a promise made to the families of North Brooklyn.
  - Expanded graffiti removal, introduced sidewalk power washing in commercial corridors citywide, expanded Sunday and holiday litter basket service, and expanded highway shoulder and ramp cleanup.
  - Shattered enrollment expectations for the country's most ambitious municipal identification program, IDNYC.
  - Opened the Damian Family Care Center in the Bronx to serve 10,000 community residents.
  - Launched the nation's first government-led citywide ad campaign affirming every New Yorker's right to use the bathroom consistent with their gender identity.
-

**From:** [Grybauskas, Natalie](#)  
**To:** ["Dan Levitan"](#); [Gardener, Stacy \(DOITT\)](#)  
**Cc:** [Stacey Levine](#)  
**Subject:** RE: INCO:City of London and New York City  
**Date:** Tuesday, January 10, 2017 4:46:47 PM

---

Phew. I will just ignore. Assuming you guys also wouldn't want to get into that. So just letting it go altogether

-----Original Message-----

From: Dan Levitan [<mailto:dan@berlinrosen.com>]  
Sent: Tuesday, January 10, 2017 4:42 PM  
To: Grybauskas, Natalie; Gardener, Stacy (DOITT)  
Cc: Stacey Levine  
Subject: RE: INCO:City of London and New York City

This is not about LinkUK, this is a totally separate project using different technology. We happen to think it is not superior to Link, but not sure if you would want to get into that with whatever rando outlet this is.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

-----Original Message-----

From: Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
Sent: Tuesday, January 10, 2017 4:30 PM  
To: Gardener, Stacy (DOITT) <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
Subject: FW: INCO:City of London and New York City

Dan, why is London saying that their link is going to be better than our link?

-----Original Message-----

From: Paul Liptrot [<mailto:paul@liptrot.me.uk>]  
Sent: Tuesday, January 10, 2017 12:29 PM  
To: Mayor's Press Office  
Subject: City of London and New York City

Dear Press Office (because I cannot find any names!),

I'm putting together a piece for Networking+, a UK IT magazine and website, about an announcement by the City of London Corporation of a new wi-fi network.

You'll see that it is described as "world-class" and says (in the second paragraph) that it will "surpass" your city.

I'm sure that someone in your mayor's office, perhaps even the mayor himself, would like to comment.

(It's worth having in mind that the City of London has only a handful of residents -- it's packed with offices -- and is surrounded by 32 London boroughs. Together they form Greater London which has

8.5m residents.)

I look forward to hearing from you.

The release is pasted below my signature.

Kind regards,

Paul

Paul Liptrot  
for Networking+

Tel +44 1932 254400

## SQUARE MILE TO GET WORLD-CLASS WIRELESS NETWORK

Residents, employees and visitors to the City of London will be able to use a new world-class wireless network this year as proposals to expand free Wi-Fi and improve mobile coverage across the Square Mile have been given the green light.

A new network will replace the current free Wi-Fi service provided by the Cloud. State of the art equipment will provide gigabit speeds and see users able to enjoy high bandwidth services like video on demand over free City Wi-Fi for the first time. The service will surpass that found in the world's other major international financial centre - New York.

The project is the single largest investment in wireless infrastructure ever seen in the City of London and will be rolled out from late spring 2017. The winning provider for the delivery of this work will be announced in the next few weeks.

London currently suffers from poor broadband speeds with four of the 12 constituencies with the worst superfast broadband being found in the capital - including the City and Westminster. London ranks 26th out of 33 European capitals in terms of broadband speed.

Over 400 'small cells', which will be built in the coming months, will boost the strength and reliability of the current wireless coverage by using street objects like lampposts, street signs, buildings and CCTV columns.

The combination of the Square Mile's tall buildings and narrow, historic streets mean that in some areas mobile service has been unreliable for some of the 400,000 City workers and 10 million yearly visitors. The new technology will enhance coverage, making working on-the-go easier. By utilising these street objects, the City will be able to boost the strength and reliability of the current wireless offer.

Mark Boleat, Chairman of the City of London Corporation's Policy and Resources Committee said: "As the world's leading financial hub, we are thrilled to bring our wireless connectivity up to speed. At a time when other major financial centres are competing with us, the Square Mile is boosting its appeal through initiatives such as this. The new service will allow City workers to become better connected than ever before."

Deputy Mayor for Business, Rajesh Agrawal, said: "Fast and reliable digital connectivity is crucial for businesses and I'm really pleased the City of London Corporation is taking this significant step in improving speed and coverage in the Square Mile. The Mayor is committed to improving London's connectivity, including tackling the capital's 'notspots' and ensuring providers have better access to public-sector property for digital infrastructure."

While London is the number one global financial centre according to the Global Financial Centres Index published by the Z/Yen Group, other centres like New York, Tokyo, Singapore and Hong Kong have

invested in their information and communications (ICT) technology infrastructure in recent years. ICT is set to become more of a major competitive issue and something that will attract more investment into centres with enhanced connectivity.

The new service will pave the way for easier adoption of 5G technology, which is expected to be launched by the end of this decade.

#### Notes to editors

1. In addition, the City of London Corporation launched a new standardised legal document in July 2016 which will speed up the process for businesses to get superfast broadband. By working with London's main developers, landlords, broadband operators, including Virgin Media, property managers, Government, legal firms and key trade associations set of tools were produced which make it easier and faster to agree digital connections.

2. A key element is a standardised legal agreement - known as a wayleave. Previously, business tenants faced long negotiations with providers to agree new wayleaves from scratch each time they wanted to get broadband fibre installed. Previously, business tenants faced long negotiations with providers to agree new wayleaves from scratch each time they wanted to get broadband fibre installed. The toolkit can be found [here](#).

#### 3. About the City of London Corporation

The City of London Corporation provides local government and policing services for the financial and commercial heart of Britain, the 'Square Mile'. In addition, the City Corporation has three roles:

. We support London's communities by working in partnership with neighbouring boroughs on economic regeneration, education and skills projects. In addition, the City of London Corporation's charity City Bridge Trust makes grants of around £20 million annually to charitable projects across London and we also support education with three independent schools, three City Academies, a primary school and the world-renowned Guildhall School of Music and Drama.

. We also help look after key London's heritage and green spaces including Tower Bridge, Museum of London, Barbican Arts Centre, City gardens, Hampstead Heath, Epping Forest, Burnham Beeches, and important 'commons' in south London.

. We also support and promote the 'City' as a world-leading financial and business hub, with outward and inward business delegations, high-profile civic events and research-driven policies all reflecting a long-term approach.

**From:** [Koenig, Anne J.](#)  
**To:** [Dan Levitan](#); [Grybauskas, Natalie](#); [Gardener, Stacy \(DOITT\)](#); [Jovana Rizzo](#)  
**Cc:** [Shor, Stanley](#); [Stacey Levine](#)  
**Subject:** RE: Link rally  
**Date:** Thursday, January 12, 2017 2:20:36 PM  
**Attachments:** [image001.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)

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I just checked the Facebook post for the event. The current stats are 169 invited, 3 interested, and 4 went. The main Rethinklinknyc page has 7 followers.

**Anne J. Koenig**

Senior Director of Public Communications Structures  
**New York City Department of  
Information Technology & Telecommunications**  
2 Metro Tech Center, 4th Floor, 4.109F  
Brooklyn, NY 11201

Phone (718) 804-4814  
Fax (718) 403-8586  
[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)



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**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Thursday, January 12, 2017 2:11 PM  
**To:** Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Cc:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Subject:** RE: Link rally

That was government humor.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475

@DanLevitan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Thursday, January 12, 2017 2:09 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Gardener, Stacy (DOITT) <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Cc:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Subject:** RE: Link rally

Why would cardboard link violate siting criteria?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Thursday, January 12, 2017 2:07 PM  
**To:** Gardener, Stacy (DOITT); Jovana Rizzo  
**Cc:** Shor, Stanley; Koenig, Anne J.; Stacey Levine; Grybauskas, Natalie  
**Subject:** RE: Link rally

Very small and no press. They had a cardboard Link which we believe violates siting criteria.

<https://twitter.com/NYCPrivBoardAdv/status/819598760821002240/photo/1>

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

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**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]  
**Sent:** Thursday, January 12, 2017 2:00 PM  
**To:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Cc:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** RE: Link rally

How'd this go? Any press there?

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Wednesday, January 11, 2017 12:16 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Gardener, Stacy

<[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>

**Subject:** Re: Link rally

Yes

Sent from mobile

On Jan 11, 2017, at 12:03 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

We definitely want to make that point clear to anyone who asks, but given that that could be changing soon, I think we would like to focus on our underlying privacy principles about who has access to your data, if that makes sense.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Shor, Stanley [<mailto:SShor@doitt.nyc.gov>]

**Sent:** Wednesday, January 11, 2017 11:26 AM

**To:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>

**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Grybauskas, Natalie ([NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)) <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>

**Subject:** RE: Link rally

+ Natalie

Since they are pointing out the cameras and microphone, I think the statement needs to say that no video and no audio is being recorded by the Links.

<[image003.png](#)> Stanley Shor

Assistant Commissioner, Franchise Administration

**New York City Department of  
Information Technology & Telecommunications**

2 MetroTech Center, 4th Floor  
Brooklyn, NY 11201

718-403-8024

[sshor@doitt.nyc.gov](mailto:sshor@doitt.nyc.gov)

<[image004.jpg](#)>

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**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Wednesday, January 11, 2017 10:59 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Subject:** Link rally

Hi all,  
Wanted to flag this post about a Link privacy rally tomorrow: <http://rethinklink.nyc/2017/01/12/rally-for-privacy.html>

If we get any inquiries, we drafted the following response and can clarify other questions on background:

“New York City and LinkNYC have created a user-first privacy policy. We do not track or store your online activity, and we will never sell or share your personal information with any third party -- including city agencies -- unless lawfully required. Nearly one million people have signed up to use LinkNYC, which now offers all five boroughs access to free, super-fast Wi-Fi, free phone calls, access to 311 and emergency services, and more.” -- Jen Hensley, General Manager, LinkNYC

I'm planning to stop by tomorrow to check it out.

Thanks,  
Jovana

BerlinRosen Public Affairs  
646-200-5329

---

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**From:** [Grybauskas, Natalie](mailto:Grybauskas.Natalie)  
**To:** "[Dan Levitan](mailto:Dan.Levitan)"  
**Subject:** RE: Link rally  
**Date:** Thursday, January 12, 2017 2:21:34 PM

---

Lol my bad

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Thursday, January 12, 2017 2:11 PM  
**To:** Grybauskas, Natalie; Gardener, Stacy (DOITT); Jovana Rizzo  
**Cc:** Shor, Stanley; Koenig, Anne J.; Stacey Levine  
**Subject:** RE: Link rally

That was government humor.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Thursday, January 12, 2017 2:09 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Gardener, Stacy (DOITT) <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Cc:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Subject:** RE: Link rally

Why would cardboard link violate siting criteria?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Thursday, January 12, 2017 2:07 PM  
**To:** Gardener, Stacy (DOITT); Jovana Rizzo  
**Cc:** Shor, Stanley; Koenig, Anne J.; Stacey Levine; Grybauskas, Natalie  
**Subject:** RE: Link rally

Very small and no press. They had a cardboard Link which we believe violates siting criteria.

<https://twitter.com/NYCPrivBoardAdv/status/819598760821002240/photo/1>

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315

C: 201.674.7475  
@DanLevitan

---

**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]  
**Sent:** Thursday, January 12, 2017 2:00 PM  
**To:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Cc:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** RE: Link rally

How'd this go? Any press there?

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Wednesday, January 11, 2017 12:16 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Subject:** Re: Link rally

Yes

Sent from mobile

On Jan 11, 2017, at 12:03 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

We definitely want to make that point clear to anyone who asks, but given that that could be changing soon, I think we would like to focus on our underlying privacy principles about who has access to your data, if that makes sense.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Shor, Stanley [<mailto:SShor@doitt.nyc.gov>]  
**Sent:** Wednesday, January 11, 2017 11:26 AM  
**To:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Grybauskas, Natalie

([NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)) <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>

**Subject:** RE: Link rally

+ Natalie

Since they are pointing out the cameras and microphone, I think the statement needs to say that no video and no audio is being recorded by the Links.

<image003.png> Stanley Shor

Assistant Commissioner, Franchise Administration

**New York City Department of  
Information Technology & Telecommunications**

2 MetroTech Center, 4th Floor  
Brooklyn, NY 11201

718-403-8024

[sshor@doitt.nyc.gov](mailto:sshor@doitt.nyc.gov)

<image004.jpg>

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]

**Sent:** Wednesday, January 11, 2017 10:59 AM

**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>

**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>

**Subject:** Link rally

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Wanted to flag this post about a Link privacy rally tomorrow: <http://rethinklink.nyc/2017/01/12/rally-for-privacy.html>

If we get any inquiries, we drafted the following response and can clarify other questions on background:

“New York City and LinkNYC have created a user-first privacy policy. We do not track or store your online activity, and we will never sell or share your personal information with any third party -- including city agencies -- unless lawfully required. Nearly one million people have signed up to use LinkNYC, which now offers all five boroughs access to free, super-fast Wi-Fi, free phone calls, access to 311 and emergency services, and more.” -- Jen Hensley, General Manager, LinkNYC

I'm planning to stop by tomorrow to check it out.

Thanks,  
Jovana

BerlinRosen Public Affairs  
646-200-5329

---

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**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#)  
**Subject:** Call me back when you can?  
**Date:** Thursday, January 12, 2017 3:40:45 PM

---

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** [Danielle Filson](#)  
**To:** [jpeltz@ap.org](mailto:jpeltz@ap.org)  
**Cc:** [Goldstein, Freddi](#)  
**Subject:** Connecting you with Freddi  
**Date:** Saturday, January 14, 2017 1:22:19 PM

---

Hi Jenn,

Freddi from the Mayor's press shop is cc'ed here, should you have any questions for her.

Thanks,  
Danielle

Danielle Filson  
BerlinRosen Public Affairs  
(O) 646.335.0443  
(C) 860.707.3584  
[danielle.filson@berlinrosen.com](mailto:danielle.filson@berlinrosen.com)

**From:** [Gardener, Stacy](#)  
**To:** [Dan Levitan](#); [Shor, Stanley](#); [Koenig, Anne J.](#)  
**Cc:** [Ruth Fasoldt](#); [Stacey Levine](#); [Jovana Rizzo](#); [Grybauskas, Natalie](#); [Hines, Evan \(DOITT\)](#)  
**Subject:** RE: Draft 1MM Release  
**Date:** Tuesday, January 17, 2017 10:48:03 AM

---

Great thanks!

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Tuesday, January 17, 2017 10:45 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Yes, we have a portable mic stand.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@DanLevitan](mailto:@DanLevitan)

---

**From:** Gardener, Stacy [mailto:[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)]  
**Sent:** Tuesday, January 17, 2017 10:45 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Dan/Stacey/Jovana/Ruth – are you able to bring a podium/stand like the one we used at the Bronx event?

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Tuesday, January 17, 2017 7:41 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>

Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>

**Subject:** RE: Draft 1MM Release

Mayoral release would be great.

I think our best shot at getting cameras tomorrow is a good lead-in story. Can you catch up quickly by phone this morning?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

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**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]

**Sent:** Tuesday, January 17, 2017 6:48 AM

**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>

**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>

**Subject:** RE: Draft 1MM Release

Thanks Dan. I thought the plan was to send a press release along with the mayors office?

Also if this is in the daily news wed morning, will reporters show up to the event?

Sent Via DoITT Mobile Device

----- Original message -----

**From:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

**Date:** 1/16/17 5:51 PM (GMT-05:00)

**To:** "Shor, Stanley" <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>, "Koenig, Anne J." <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>, "Gardener, Stacy" <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>

**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>, Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>

**Subject:** Draft 1MM Release

Hi all –

Attached please find a draft 1 million user release. Please let us know any edits or comments. We'd love to pitch an exclusive on this tomorrow morning to the Daily News for Wednesday's paper.

Dan

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
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---

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**From:** [Gardener, Stacy](#)  
**To:** [Dan Levitan](#); [Shor, Stanley](#); [Koenig, Anne J.](#)  
**Cc:** [Ruth Fasoldt](#); [Stacey Levine](#); [Jovana Rizzo](#); [Grybauskas, Natalie](#); [Hines, Evan \(DOITT\)](#)  
**Subject:** RE: Draft 1MM Release  
**Date:** Tuesday, January 17, 2017 10:58:12 AM  
**Attachments:** [Link 1MM Release SG edits.docx](#)

---

Just a few edits/comments on the release, attached.

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
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**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
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**Subject:** RE: Draft 1MM Release

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**Subject:** Draft 1MM Release

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Dan

--

Dan Levitan  
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O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

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**FOR IMMEDIATE RELEASE**

January 18, 2017

Contact: Jovana Rizzo, media@link.nyc

## **LinkNYC Reaches 1,000,000 Users in Less than 1 Year**

*Link Usage Rises to 4 Million Wi-Fi Sessions Every Week*

*78% of New Yorkers Have a Favorable Opinion of World's Largest and Fastest Free Public Wi-Fi Network*

NEW YORK -- LinkNYC announced today that the world's largest and fastest free public Wi-Fi network has added its millionth user less than a year after publicly launching on the streets of New York City. As of January 4th, over 1,040,000 people -- more than the populations of San Jose, San Francisco, Seattle, or Denver -- have signed up to use its gigabit Wi-Fi service, with approximately 40,000 people joining the network for the first time each week.

"With Link kiosks now in all five boroughs, we have helped more than a million New Yorkers and visitors get online at the fastest speeds available in New York City, for free." said **Jen Hensley, General Manager of LinkNYC**. "Less than one year in, we are thrilled with the response to LinkNYC."

### **LinkNYC By the Numbers (As of January 4, 2017)**

- Total Wi-Fi Users: 1,040,000
- New Wi-Fi Sign-ups Per Week: 40,000
- Wi-Fi Sessions Per Week: 4,000,000
- Wi-Fi Sessions Since Launch: 75,000,000
- Data downloaded by LinkNYC users since launch: 555,710 Gigabytes
- Busiest day by users: Jan 4, 2017: 125,756 unique users
- Busiest day by data transferred: Dec 31, 2016: 4,656 GB

### **New Yorkers Know -- and Love -- LinkNYC**

71% of New Yorkers are aware of LinkNYC, and of them, 92% believe it has positive benefits for New York City, according to research conducted by Sachs Insights. Among those aware of LinkNYC:

- 78% have a favorable opinion of the network.
- 89% believe LinkNYC makes NYC more innovative than other cities.
- 89% appreciate that LinkNYC's services are free thanks to advertising.

### **Where to Find the World's Most Popular Links**

The ~~world's~~ City's most popular Link stands in Herald Square (at 1313 Broadway) and has recorded about 600,000 Wi-Fi sessions all by itself. [Here are the most popular Links in every borough:](#)

<i>Borough</i>	<i>Location</i>
Brooklyn	Bed-Stuy (1874 Fulton St)

**Comment [GS1]:** Since there aren't that many in BK and Staten Island, I don't know if we want to put this in the release. Maybe have handy for Q&A?

Bronx	Yankee Stadium (52 East 161 Street)
Manhattan	Herald Square (1313 Broadway)
Queens	Jamaica Station (147-05 Jamaica Ave)
Staten Island	New Dorp (381 New Dorp Ln)

### About LinkNYC

LinkNYC is the privately-funded, first-of-its-kind communications network replacing the city's payphones to build the world's fastest, largest free public Wi-Fi network. Since Mayor Bill de Blasio announced the public launch of LinkNYC in February, more than 600 Links have been installed across all five boroughs. Each Link provides New Yorkers with free, fast Wi-Fi, free domestic calling, two USB charging ports, and direct access to 911 and 311.

To find a Link near you, visit: [link.nyc/find-a-link.html](http://link.nyc/find-a-link.html)

###

**From:** [Dan Levitan](#)  
**To:** [Gardener, Stacy \(DOITT\)](#); [Shor, Stanley](#); [Koenig, Anne J.](#)  
**Cc:** [Ruth Fasoldt](#); [Stacey Levine](#); [Jovana Rizzo](#); [Grybauskas, Natalie](#); [Hines, Evan \(DOITT\)](#)  
**Subject:** RE: Draft 1MM Release  
**Date:** Tuesday, January 17, 2017 11:28:17 AM  
**Attachments:** [Link 1MM Release V2.docx](#)

---

Thanks. I accepted those changes and made a few more that Natalie requested. Attached should be near final.

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Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

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**Subject:** RE: Draft 1MM Release

Mayoral release would be great.

I think our best shot at getting cameras tomorrow is a good lead-in story. Can you catch up quickly by phone this morning?

--

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BerlinRosen Public Affairs  
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**Subject:** RE: Draft 1MM Release

Thanks Dan. I thought the plan was to send a press release along with the mayors office?

Also if this is in the daily news wed morning, will reporters show up to the event?

Sent Via DoITT Mobile Device

----- Original message -----

From: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

Date: 1/16/17 5:51 PM (GMT-05:00)

To: "Shor, Stanley" <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>, "Koenig, Anne J." <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>, "Gardener, Stacy" <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>

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<[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>

Subject: Draft IMM Release

Hi all –

Attached please find a draft 1 million user release. Please let us know any edits or comments. We'd love to pitch an exclusive on this tomorrow morning to the Daily News for Wednesday's paper.

Dan

--

Dan Levitan

BerlinRosen Public Affairs

O: 646.200.5315

C: 201.674.7475

@DanLevitan

---

This e-mail, including any attachments, may be confidential, privileged or otherwise legally protected. It is intended only for the addressee. If you received this e-mail in error or from someone who was not authorized to send it to you, do not disseminate, copy or otherwise use this e-mail or its attachments. Please notify the sender immediately by reply e-mail and delete the e-mail from your system.

Draft Press Release

**FOR IMMEDIATE RELEASE**

January 18, 2017

Contact: Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc)

## **LinkNYC Reaches 1,000,000 Users in Less than 1 Year**

*Link Usage Rises to 4 Million Wi-Fi Sessions Every Week*

*78% of New Yorkers Have a Favorable Opinion of World's Largest and Fastest Free Public Wi-Fi Network*

NEW YORK -- LinkNYC announced today that the world's largest and fastest free public Wi-Fi network has added its millionth user less than a year after publicly launching on the streets of New York City. As of January 4th, over 1,040,000 people -- more than the populations of San Jose, San Francisco, Seattle, or Denver -- have signed up to use its gigabit Wi-Fi service, with approximately 40,000 people joining the network for the first time each week.

“With Link kiosks now in all five boroughs, we have helped more than a million New Yorkers and visitors get online at the fastest speeds available in New York City, for free.” said **Jen Hensley, General Manager of LinkNYC**. “Less than one year in, we are thrilled with the response to LinkNYC.”

### **LinkNYC By the Numbers (As of January 4, 2017)**

- Total Wi-Fi Users: 1,040,000
- New Wi-Fi Sign-ups Per Week: 40,000
- Wi-Fi Sessions Per Week: 4,000,000
- Data downloaded by LinkNYC users since launch: 555,710 Gigabytes
- Busiest day by users: Jan 4, 2017: 125,756 unique users
- Busiest day by data transferred: Dec 31, 2016: 4,656 GB

### **New Yorkers Know -- and Love -- LinkNYC**

71% of New Yorkers are aware of LinkNYC, and of them, 92% believe it has positive benefits for New York City, according to a survey conducted by Sachs Insights of 1,000 people across the New York City region. Among those aware of LinkNYC:

- 78% have a favorable opinion of the network.
- 89% believe LinkNYC makes NYC more innovative than other cities.
- 89% appreciate that LinkNYC's services are free thanks to advertising, which reaches over 11 million people weekly.

### **Where to Find the World's Most Popular Link**

The city's most popular Link stands in Herald Square (at 1313 Broadway) and has served about 600,000 Wi-Fi sessions all by itself.

### **About LinkNYC**

LinkNYC is the first-of-its-kind communications network replacing the city's payphones to build the world's fastest, largest free public Wi-Fi network at no cost to taxpayers. Since Mayor Bill de Blasio announced the public launch of LinkNYC in February, more than 600 Links have been installed across all five boroughs. Each Link provides New Yorkers with free, fast Wi-Fi, free domestic calling, two USB charging ports, Maps, and direct access to 911 and 311.

To find a Link near you, visit: [link.nyc/find-a-link.html](http://link.nyc/find-a-link.html)

###

**From:** [Gardener, Stacy](#)  
**To:** [Dan Levitan](#); [Shor, Stanley](#); [Koenig, Anne J.](#)  
**Cc:** [Ruth Fasoldt](#); [Stacey Levine](#); [Jovana Rizzo](#); [Grybauskas, Natalie](#); [Hines, Evan \(DOITT\)](#)  
**Subject:** RE: Draft 1MM Release  
**Date:** Tuesday, January 17, 2017 12:32:55 PM

---

I'm going to ask folks I reached out to for a quote by 4:00 today. Does that timeline work?

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Tuesday, January 17, 2017 11:28 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
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Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>

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Sent Via DoITT Mobile Device

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**Subject:** Draft 1MM Release

Hi all –

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Dan

--

Dan Levitan  
BerlinRosen Public Affairs  
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C: 201.674.7475  
@DanLevitan

---

This e-mail, including any attachments, may be confidential, privileged or otherwise legally protected. It

is intended only for the addressee. If you received this e-mail in error or from someone who was not authorized to send it to you, do not disseminate, copy or otherwise use this e-mail or its attachments. Please notify the sender immediately by reply e-mail and delete the e-mail from your system.

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#); [Gardener, Stacy \(DOITT\)](#)  
**Subject:** FW: LinkNYC Populace  
**Date:** Tuesday, January 17, 2017 1:59:19 PM  
**Attachments:** [LinkNYC Populace.png](#)

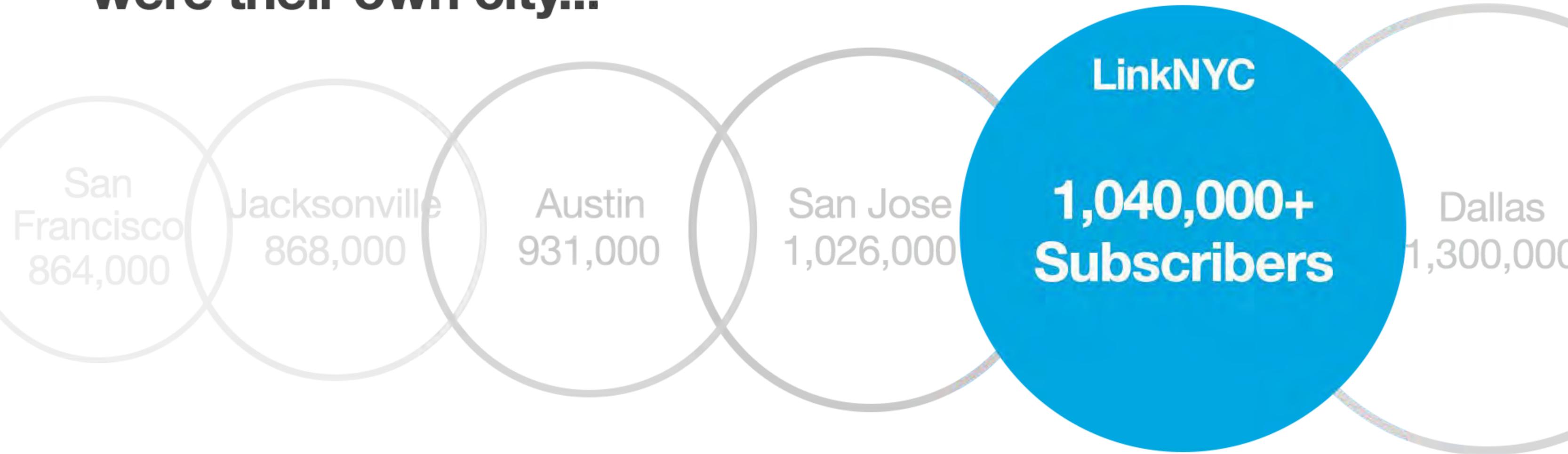
---

We'd also like to use these two graphics tomorrow.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475

# If **LinkNYC Wi-Fi Subscribers** were their own city...



...they would be the **10th**  
**Largest City in the U.S.**

**From:** [Grybauskas, Natalie](#)  
**To:** ["Dan Levitan"](#); [Gardener, Stacy \(DOITT\)](#)  
**Subject:** RE: LinkNYC Populace  
**Date:** Tuesday, January 17, 2017 2:01:25 PM

---

nice

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Tuesday, January 17, 2017 1:59 PM  
**To:** Grybauskas, Natalie; Gardener, Stacy (DOITT)  
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**To:** [Grybauskas, Natalie](#)  
**Cc:** [Stacey Levine](#); [Jovana Rizzo](#)  
**Subject:** RE: latest  
**Date:** Tuesday, January 17, 2017 2:29:05 PM  
**Attachments:** [image001.png](#)

---

Thanks!

--

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**From:** Grybauskas, Natalie [mailto:NGrybauskas@cityhall.nyc.gov]  
**Sent:** Tuesday, January 17, 2017 2:27 PM  
**To:** Dan Levitan <dan@berlinrosen.com>  
**Subject:** latest



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE**

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**CONTACT:** [media@link.nyc](mailto:media@link.nyc)

**DE BLASIO ADMINISTRATION AND CITYBRIDGE ANNOUNCE LINKNYC HAS  
REACHED ONE MILLION USERS IN LESS THAN ONE YEAR**

*Link Usage rises to 4 million Wi-Fi sessions every week; 78 percent of New Yorkers have a favorable opinion of world's largest and fastest free public Wi-Fi network*

**NEW YORK** -- LinkNYC announced today that the world's largest and fastest free public Wi-Fi network has added its millionth user less than a year after publicly launching on the streets of New York City. As of January 4th, over 1,040,000 people -- more than the populations of San Jose, San Francisco, Seattle, or Denver -- have signed up to use its gigabit Wi-Fi service, with approximately 40,000 people joining the network for the first time each week.

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71% of New Yorkers are aware of LinkNYC, and of them, 92% believe it has positive benefits for New York City, according to a survey conducted by Sachs Insights of 1,000 people across the New York City region. Among those aware of LinkNYC:

- 78% have a favorable opinion of the network.
- 89% believe LinkNYC makes NYC more innovative than other cities.
- 89% appreciate that LinkNYC’s services are free thanks to advertising, which reaches over 11 million people weekly.

### **Where to Find the City’s Most Popular Link**

The city’s most popular Link stands in Herald Square (at 1313 Broadway) and has served about 600,000 Wi-Fi sessions all by itself.

### **About LinkNYC**

LinkNYC is the first-of-its-kind communications network replacing the city’s payphones to build the world’s fastest, largest free public Wi-Fi network at no cost to taxpayers. Since Mayor Bill de Blasio announced the public launch of LinkNYC in February, more than 600 Links have been installed across all five boroughs. Each Link provides New Yorkers with free, fast Wi-Fi, free domestic calling, two USB charging ports, Maps, and direct access to 911 and 311.

To find a Link near you, visit: [link.nyc/find-a-link.html](http://link.nyc/find-a-link.html)

###

**From:** [Gardener, Stacy](#)  
**To:** [Jovana Rizzo](#); [Dan Levitan](#); [Shor, Stanley](#); [Koenig, Anne J.](#)  
**Cc:** [Ruth Fasoldt](#); [Stacey Levine](#); [Grybauskas, Natalie](#); [Hines, Evan \(DOITT\)](#)  
**Subject:** RE: Draft 1MM Release  
**Date:** Tuesday, January 17, 2017 2:46:31 PM

---

Chief Technology Officer Miguel Gamiño is also attending and speaking.

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**From:** Jovana Rizzo [mailto:jovana@berlinrosen.com]  
**Sent:** Tuesday, January 17, 2017 2:40 PM  
**To:** Gardener, Stacy <SGardener@doitt.nyc.gov>; Dan Levitan <dan@berlinrosen.com>; Shor, Stanley <SShor@doitt.nyc.gov>; Koenig, Anne J. <ankoenig@doitt.nyc.gov>  
**Cc:** Ruth Fasoldt <ruth.fasoldt@intersection.com>; Stacey Levine <stacey.levine@intersection.com>; Grybauskas, Natalie <NGrybauskas@cityhall.nyc.gov>; Hines, Evan <ehines@doitt.nyc.gov>  
**Subject:** RE: Draft 1MM Release

Sounds good, thanks! Here is a media advisory we can send out wide to NYC, tech and local press ASAP -- let us know if you have any edits:

Contact: Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc)

## LinkNYC, NYC Department of Information Technology & Communications Make Major Announcement

**Join officials from LinkNYC, NYC Department of Information Technology & Telecommunications Commissioner Anne Roest, and community partners for a major announcement and new data about how New Yorkers and visitors are using LinkNYC.**

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**Where:** Link kiosk in front of 56 Lafayette Ave (at the corner of Fort Greene Place), Brooklyn, NY 11217

**Who:**

Anne Roest, Commissioner of NYC Department of Information Technology & Communications

Jen Hensley, LinkNYC General Manager

Phillip Kellogg, Executive Director of Fulton Business Alliance

**RSVP to:** Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc), 646-200-5329

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**Subject:** RE: Draft 1MM Release

Thanks. I accepted those changes and made a few more that Natalie requested. Attached should be near final.

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Dan Levitan  
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O: 646.200.5315  
C: 201.674.7475  
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Yes, we have a portable mic stand.

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Mayoral release would be great.

I think our best shot at getting cameras tomorrow is a good lead-in story. Can you catch up quickly by phone this morning?

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**Subject:** RE: Draft 1MM Release

Thanks Dan. I thought the plan was to send a press release along with the mayors office?

Also if this is in the daily news wed morning, will reporters show up to the event?

Sent Via DoITT Mobile Device

----- Original message -----

From: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
Date: 1/16/17 5:51 PM (GMT-05:00)  
To: "Shor, Stanley" <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>, "Koenig, Anne J." <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>, "Gardener, Stacy" <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
Cc: Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>, Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
Subject: Draft 1MM Release

Hi all –

Attached please find a draft 1 million user release. Please let us know any edits or comments. We'd love to pitch an exclusive on this tomorrow morning to the Daily News for Wednesday's paper.

Dan

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315

C: 201.674.7475  
@DanLevitan

---

This e-mail, including any attachments, may be confidential, privileged or otherwise legally protected. It is intended only for the addressee. If you received this e-mail in error or from someone who was not authorized to send it to you, do not disseminate, copy or otherwise use this e-mail or its attachments. Please notify the sender immediately by reply e-mail and delete the e-mail from your system.

**From:** [Grybauskas, Natalie](#)  
**To:** ["Jovana Rizzo"](#); [Gardener, Stacy \(DOITT\)](#); [Dan Levitan](#); [Shor, Stanley](#); [Koenig, Anne J.](#)  
**Cc:** [Ruth Fasoldt](#); [Stacey Levine](#); [Hines, Evan \(DOITT\)](#)  
**Subject:** RE: Draft 1MM Release  
**Date:** Tuesday, January 17, 2017 2:57:59 PM

---

Can we match the lede language to the edited press release language – take out privately-funded, add in “at no cost to taxpayers”?

---

**From:** Jovana Rizzo [mailto:[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)]  
**Sent:** Tuesday, January 17, 2017 2:52 PM  
**To:** Gardener, Stacy (DOITT); Dan Levitan; Shor, Stanley; Koenig, Anne J.  
**Cc:** Ruth Fasoldt; Stacey Levine; Grybauskas, Natalie; Hines, Evan (DOITT)  
**Subject:** RE: Draft 1MM Release

Great, thanks! Updated:

Contact: Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc)

## **LinkNYC, NYC Department of Information Technology & Communications Make Major Announcement**

**Join officials from LinkNYC, NYC Department of Information Technology & Telecommunications Commissioner Anne Roest, and community partners for a major announcement and new data about how New Yorkers and visitors are using LinkNYC.**

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**Who:**

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Communications

Jen Hensley, LinkNYC General Manager

Miguel Gamiño, NYC Chief Technology Officer

Phillip Kellogg, Executive Director of Fulton Business Alliance

**RSVP to:** Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc), 646-200-5329

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**From:** Gardener, Stacy [SGardener@doitt.nyc.gov]  
**Sent:** Tuesday, January 17, 2017 2:44 PM  
**To:** Jovana Rizzo; Dan Levitan; Shor, Stanley; Koenig, Anne J.  
**Cc:** Ruth Fasoldt; Stacey Levine; Grybauskas, Natalie; Hines, Evan  
**Subject:** RE: Draft IMM Release

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Dan/Stacey/Jovana/Ruth – are you able to bring a podium/stand like the one we used at the Bronx event?

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**Subject:** RE: Draft 1MM Release

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Sent Via DoITT Mobile Device

----- Original message -----

**From:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

**Date:** 1/16/17 5:51 PM (GMT-05:00)

**To:** "Shor, Stanley" <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>, "Koenig, Anne J." <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>, "Gardener, Stacy" <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>

**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>, Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>

**Subject:** Draft 1MM Release

Hi all –

Attached please find a draft 1 million user release. Please let us know any edits or comments. We'd love to pitch an exclusive on this tomorrow morning to the Daily News for Wednesday's paper.

Dan

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

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**From:** [Gardener, Stacy](#)  
**To:** [Jovana Rizzo](#); [Grybauskas, Natalie](#); [Dan Levitan](#); [Shor, Stanley](#); [Koenig, Anne J.](#)  
**Cc:** [Ruth Fasoldt](#); [Stacey Levine](#); [Hines, Evan \(DOITT\)](#)  
**Subject:** RE: Draft 1MM Release  
**Date:** Tuesday, January 17, 2017 3:06:08 PM

---

Looks good thanks Jovana

---

**From:** Jovana Rizzo [mailto:jovana@berlinrosen.com]  
**Sent:** Tuesday, January 17, 2017 3:02 PM  
**To:** Grybauskas, Natalie <NGrybauskas@cityhall.nyc.gov>; Gardener, Stacy <SGardener@doitt.nyc.gov>; Dan Levitan <dan@berlinrosen.com>; Shor, Stanley <SShor@doitt.nyc.gov>; Koenig, Anne J. <ankoenig@doitt.nyc.gov>  
**Cc:** Ruth Fasoldt <ruth.fasoldt@intersection.com>; Stacey Levine <stacey.levine@intersection.com>; Hines, Evan <ehines@doitt.nyc.gov>  
**Subject:** RE: Draft 1MM Release

Yes -- updated:

Contact: Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc)

## **LinkNYC, NYC Department of Information Technology & Communications Make Major Announcement**

**Join officials from LinkNYC, NYC Department of Information Technology & Telecommunications Commissioner Anne Roest, and partners for a major announcement and new data about how New Yorkers and visitors are using LinkNYC.**

LinkNYC is the first-of-its-kind communications network replacing the city's payphones to build the world's fastest, largest free public Wi-Fi network at no cost to taxpayers. Since Mayor Bill de Blasio announced the public launch of LinkNYC in February, more than 600 Links have been installed across all five boroughs. Each Link provides New Yorkers with free, fast Wi-Fi, free domestic calling, two USB charging ports, Maps, and direct access to 911 and 311. For more information, visit [link.nyc](http://link.nyc).

**When:** Wednesday, January 18, 2017 -- 12 p.m.

**Where:** Link kiosk in front of 56 Lafayette Ave (at the corner of Fort Greene Place), Brooklyn, NY 11217

**Who:**

Anne Roest, Commissioner of NYC Department of Information Technology & Communications

Jen Hensley, LinkNYC General Manager

Miguel Gamiño, NYC Chief Technology Officer

Phillip Kellogg, Executive Director of Fulton Business Alliance

**RSVP to:** Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc), 646-200-5329

---

**From:** Grybauskas, Natalie [NGrybauskas@cityhall.nyc.gov]

**Sent:** Tuesday, January 17, 2017 2:57 PM

**To:** Jovana Rizzo; Gardener, Stacy (DOITT); Dan Levitan; Shor, Stanley; Koenig, Anne J.

**Cc:** Ruth Fasoldt; Stacey Levine; Hines, Evan (DOITT)

**Subject:** RE: Draft 1MM Release

Can we match the lede language to the edited press release language – take out privately-funded, add in “at no cost to taxpayers”?

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]

**Sent:** Tuesday, January 17, 2017 2:52 PM

**To:** Gardener, Stacy (DOITT); Dan Levitan; Shor, Stanley; Koenig, Anne J.

**Cc:** Ruth Fasoldt; Stacey Levine; Grybauskas, Natalie; Hines, Evan (DOITT)

**Subject:** RE: Draft 1MM Release

Great, thanks! Updated:

*Contact: Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc)*

**LinkNYC, NYC Department of Information Technology & Communications Make Major Announcement**

**Join officials from LinkNYC, NYC Department of Information Technology & Telecommunications Commissioner Anne Roest, and community partners for a major announcement and new data about how New Yorkers and visitors are using LinkNYC.**

LinkNYC is the privately-funded, first-of-its-kind communications network replacing the city’s payphones to build the world’s fastest, largest free public Wi-Fi network. Since Mayor

Bill de Blasio announced the public launch of LinkNYC in February, more than 600 Links have been installed across all five boroughs. Each Link provides New Yorkers with free, fast Wi-Fi, free domestic calling, two USB charging ports, and direct access to 911 and 311. For more information, visit [link.nyc](http://link.nyc).

**When:** Wednesday, January 18, 2017 -- 12 p.m.

**Where:** Link kiosk in front of 56 Lafayette Ave (at the corner of Fort Greene Place), Brooklyn, NY 11217

**Who:**

Anne Roest, Commissioner of NYC Department of Information Technology & Communications

Jen Hensley, LinkNYC General Manager

Miguel Gamiño, NYC Chief Technology Officer

Phillip Kellogg, Executive Director of Fulton Business Alliance

**RSVP to:** Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc), 646-200-5329

---

**From:** Gardener, Stacy [[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)]  
**Sent:** Tuesday, January 17, 2017 2:44 PM  
**To:** Jovana Rizzo; Dan Levitan; Shor, Stanley; Koenig, Anne J.  
**Cc:** Ruth Fasoldt; Stacey Levine; Grybauskas, Natalie; Hines, Evan  
**Subject:** RE: Draft 1MM Release

Chief Technology Officer Miguel Gamiño is also attending and speaking.

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 2:40 PM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Sounds good, thanks! Here is a media advisory we can send out wide to NYC, tech and local press ASAP -- let us know if you have any edits:

Contact: Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc)

## LinkNYC, NYC Department of Information Technology & Communications Make Major Announcement

**Join officials from LinkNYC, NYC Department of Information Technology & Telecommunications Commissioner Anne Roest, and community partners for a major announcement and new data about how New Yorkers and visitors are using LinkNYC.**

LinkNYC is the privately-funded, first-of-its-kind communications network replacing the city's payphones to build the world's fastest, largest free public Wi-Fi network. Since Mayor Bill de Blasio announced the public launch of LinkNYC in February, more than 600 Links have been installed across all five boroughs. Each Link provides New Yorkers with free, fast Wi-Fi, free domestic calling, two USB charging ports, and direct access to 911 and 311. For more information, visit [link.nyc](http://link.nyc).

**When:** Wednesday, January 18, 2017 -- 12 p.m.

**Where:** Link kiosk in front of 56 Lafayette Ave (at the corner of Fort Greene Place), Brooklyn, NY 11217

**Who:**

Anne Roest, Commissioner of NYC Department of Information Technology & Communications

Jen Hensley, LinkNYC General Manager

Phillip Kellogg, Executive Director of Fulton Business Alliance

**RSVP to:** Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc), 646-200-5329

---

**From:** Gardener, Stacy [[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)]  
**Sent:** Tuesday, January 17, 2017 12:31 PM  
**To:** Dan Levitan; Shor, Stanley; Koenig, Anne J.  
**Cc:** Ruth Fasoldt; Stacey Levine; Jovana Rizzo; Grybauskas, Natalie; Hines, Evan  
**Subject:** RE: Draft IMM Release

I'm going to ask folks I reached out to for a quote by 4:00 today. Does that timeline work?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 11:28 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>

**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Thanks. I accepted those changes and made a few more that Natalie requested. Attached should be near final.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 10:58 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Just a few edits/comments on the release, attached.

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 10:45 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Yes, we have a portable mic stand.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]

**Sent:** Tuesday, January 17, 2017 10:45 AM

**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>

**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>

**Subject:** RE: Draft 1MM Release

Dan/Stacey/Jovana/Ruth – are you able to bring a podium/stand like the one we used at the Bronx event?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]

**Sent:** Tuesday, January 17, 2017 7:41 AM

**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>

**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>

**Subject:** RE: Draft 1MM Release

Mayoral release would be great.

I think our best shot at getting cameras tomorrow is a good lead-in story. Can you catch up quickly by phone this morning?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]

**Sent:** Tuesday, January 17, 2017 6:48 AM

**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>

**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>

**Subject:** RE: Draft 1MM Release

Thanks Dan. I thought the plan was to send a press release along with the mayors office?

Also if this is in the daily news wed morning, will reporters show up to the event?

Sent Via DoITT Mobile Device

----- Original message -----

From: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

Date: 1/16/17 5:51 PM (GMT-05:00)

To: "Shor, Stanley" <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>, "Koenig, Anne J." <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>, "Gardener, Stacy" <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>

Cc: Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>, Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>

Subject: Draft IMM Release

Hi all –

Attached please find a draft 1 million user release. Please let us know any edits or comments. We'd love to pitch an exclusive on this tomorrow morning to the Daily News for Wednesday's paper.

Dan

--

Dan Levitan

BerlinRosen Public Affairs

O: 646.200.5315

C: 201.674.7475

@DanLevitan

---

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**From:** [Gardener, Stacy](#)  
**To:** [Dan Levitan](#)  
**Cc:** [Grybauskas, Natalie](#)  
**Subject:** RE: Draft 1MM Release  
**Date:** Tuesday, January 17, 2017 5:41:03 PM

---

Sounds good thanks Dan

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Tuesday, January 17, 2017 5:38 PM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Cc:** Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** Re: Draft 1MM Release

News got spiked. Am-ny doing something. Jovana will report on a few more leads shortly

- Sent from my Galaxy S6 -

On Jan 17, 2017, at 5:34 PM, Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)> wrote:

Dan – do we have an idea on what press may be interested in attending? Is Daily news doing something?

---

**From:** Grybauskas, Natalie [mailto:[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)]  
**Sent:** Tuesday, January 17, 2017 5:31 PM  
**To:** 'Dan Levitan' <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Yes will send in a moment

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Tuesday, January 17, 2017 5:31 PM  
**To:** Gardener, Stacy (DOITT)  
**Cc:** Grybauskas, Natalie  
**Subject:** Re: Draft 1MM Release

That's great! Is mayor also doing quote?

- Sent from my Galaxy S6 -

On Jan 17, 2017, at 5:21 PM, Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)> wrote:

So far:

“We’re incredibly excited to see the overwhelmingly positive response to LinkNYC over the past year,” said **Anne Roest, Commissioner of the**

**Department of Information Technology and Telecommunications.**

“Reaching 1 million users demonstrates that New Yorkers and our City’s record-breaking number of visitors are taking advantage of the free services that LinkNYC provides - superfast Wi-Fi, USB charging, City and emergency services, and phone calls. Our progress has been incredible so far, with over 500 active kiosks across the city, and we will continue to build on this ambitious, first-of-its kind network across the City in the coming years.”

“Free Wi-Fi internet access on our streets has been a game-changing new public service, and these numbers show it,” said **Manhattan Borough President Gale A. Brewer**. “It’s not often that government rolls out an entirely new service to the public. Despite the inevitable bumps in the road, LinkNYC shows what government can do when we’re ambitious and forward-looking.”

“LinkNYC has set the standard for free public municipal Wi-Fi,” said **Council Member James Vacca, Chair of the New York City Council Committee on Technology**. “LinkNYC has provided a great benefit for residents, commuters, and tourists alike. Now with over 1,000,000 users, it’s clear that LinkNYC is here to stay and that free public Wi-Fi is the new standard for tech-friendly cities. I thank Mayor de Blasio and Commissioner Roest for their for their efforts.”

“Through advanced technology, New Yorkers of all backgrounds can now connect – locally and globally - for free. LinkNYC is a 21<sup>st</sup> Century approach to closing the digital divide. I would like to congratulate Mayor Bill de Blasio and the Department of Information Technology & Telecommunications (DoITT) for improving accessibility within Fort Greene and Crown Heights. I look forward to LinkNYC’s continued expansion throughout the 35<sup>th</sup> Council District and the City of New York,” said **Council Member Laurie A. Cumbo**.

“High speed broadband is the way of the present and future,” said **Council Member Rafael Espinal**. “In an ever increasingly digital world, we must take proactive steps to improve access to the Internet and technology for New Yorkers. I applaud the swift progress New York City has made in reaching over 1,000,000 users of LinkNYC in just one year! Let us keep up these innovative efforts and lead the nation in providing free public Wi-Fi.”

“I am very excited that our city is able to catapult into the 21st Century's Technological Age reaching the 1 million user milestone in under one year,” said **Council Member Vincent Gentile**. “LinkNYC has provided a facelift to New York City by replacing old payphones with free Wi-Fi kiosks

empowering millions across the five boroughs. Congratulations on the accomplishment and here's to 1 million more!"

"In the reality of the world we live in, access to the Internet cannot be considered a luxury. So much of what we do depends on web connectivity, and is vital to people being able to exercise their right to freedom of expression. I applaud LinkNYC in working to make sure New Yorkers have access to Wi-Fi at no cost to the City's taxpayers," said **Council Member Jumaane D. Williams.**

---

**From:** Gardener, Stacy  
**Sent:** Tuesday, January 17, 2017 3:52 PM  
**To:** 'Grybauskas, Natalie' <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Cc:** 'Dan Levitan' <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** RE: Draft 1MM Release

I've gotten some quotes, I can compile at COB today and send over to you. And then whatever trickles in tomorrow morning

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 12:56 PM  
**To:** 'Dan Levitan' <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

perf

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 12:53 PM  
**To:** Gardener, Stacy (DOITT)  
**Cc:** Grybauskas, Natalie  
**Subject:** RE: Draft 1MM Release

We can forward City's to our list

--  
Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 12:52 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

**Cc:** Natalie Grybauskas <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Are you both sending releases or just City Hall?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 12:38 PM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Cc:** Natalie Grybauskas <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** Re: Draft 1MM Release

Ok, adding Natalie as I think she is doing final release

- Sent from my Galaxy S6 -

On Jan 17, 2017, at 11:35 AM, Gardener, Stacy  
<[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)> wrote:

I missed it when I edited, but if we're changing "world" to "city" in the text, we should change the "Where to Find the World's Most Popular Link" header as well.

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 11:28 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Thanks. I accepted those changes and made a few more that Natalie requested. Attached should be near final.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 10:58 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
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**Subject:** RE: Draft 1MM Release

Just a few edits/comments on the release, attached.

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**Subject:** RE: Draft 1MM Release

Yes, we have a portable mic stand.

--

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[<ehines@doitt.nyc.gov>](mailto:ehines@doitt.nyc.gov)

**Subject:** RE: Draft 1MM Release

Dan/Stacey/Jovana/Ruth – are you able to bring a podium/stand like the one we used at the Bronx event?

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**Subject:** RE: Draft 1MM Release

Mayoral release would be great.

I think our best shot at getting cameras tomorrow is a good lead-in story. Can you catch up quickly by phone this morning?

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**Subject:** RE: Draft 1MM Release

Thanks Dan. I thought the plan was to send a press

release along with the mayors office?

Also if this is in the daily news wed morning, will reporters show up to the event?

Sent Via DoITT Mobile Device

----- Original message -----

From: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

Date: 1/16/17 5:51 PM (GMT-05:00)

To: "Shor, Stanley" <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>, "Koenig, Anne J." <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>, "Gardener, Stacy" <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>

Cc: Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>,

Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>,

Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>

Subject: Draft 1MM Release

Hi all –

Attached please find a draft 1 million user release. Please let us know any edits or comments. We'd love to pitch an exclusive on this tomorrow morning to the Daily News for Wednesday's paper.

Dan

--

Dan Levitan

BerlinRosen Public Affairs

O: 646.200.5315

C: 201.674.7475

@DanLevitan

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This e-mail, including any attachments, may be confidential, privileged or otherwise legally protected. It is intended only for the addressee. If you received this e-mail in error or from someone who was not authorized to send it to you, do not disseminate, copy or otherwise use this e-mail or its attachments. Please notify the sender immediately by reply e-mail and delete the e-mail from your system.

**From:** [Grybauskas, Natalie](#)  
**To:** [Gardener, Stacy \(DOITT\)](#); [Dan Levitan](#)  
**Subject:** RE: Draft IMM Release  
**Date:** Tuesday, January 17, 2017 5:52:07 PM  
**Attachments:** [image001.png](#)

---

Latest version (w/Mayor)



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE:** January 18, 2017  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958  
**CONTACT:** [media@link.nyc](mailto:media@link.nyc)

**DE BLASIO ADMINISTRATION AND CITYBRIDGE ANNOUNCE LINKNYC HAS REACHED ONE MILLION USERS IN LESS THAN ONE YEAR**

*Link Usage rises to 4 million Wi-Fi sessions every week; 78 percent of New Yorkers have a favorable opinion of world's largest and fastest free public Wi-Fi network*

**NEW YORK** -- LinkNYC announced today that the world's largest and fastest free public Wi-Fi network has added its millionth user less than a year after publicly launching on the streets of New York City. As of January 4th, over 1,040,000 people – more than the populations of San Jose, San Francisco, Seattle, or Denver – have signed up to use its gigabit Wi-Fi service, with approximately 40,000 people joining the network for the first time each week.

“Bringing free Wi-Fi to our sidewalks is an important piece of our efforts to increase internet access for all New Yorkers. It’s no surprise that people are using the LinkNYC program and are happy about the services it provides – ultrafast Wi-Fi, phone calls, and more – at no cost to taxpayers,” said **Mayor Bill de Blasio**.

“With Link kiosks now in all five boroughs, we have helped more than a million New Yorkers and visitors get online at the fastest speeds available in New York City, for free.” said **Jen Hensley, General Manager of LinkNYC**. “Less than one year in, we are thrilled with the response to LinkNYC.”

[anne roest]

[Miguel gamino]

**LinkNYC By the Numbers (As of January 4, 2017)**

- Total Wi-Fi Users: 1,040,000
- New Wi-Fi Sign-ups Per Week: 40,000
- Wi-Fi Sessions Per Week: 4,000,000
- Data downloaded by LinkNYC users since launch: 555,710 Gigabytes
- Busiest day by users: Jan 4, 2017: 125,756 unique users
- Busiest day by data transferred: Dec 31, 2016: 4,656 GB

### **New Yorkers Know – and Love – LinkNYC**

71% of New Yorkers are aware of LinkNYC, and of them, 92% believe it has positive benefits for New York City, according to a survey conducted by Sachs Insights of 1,000 people across the New York City region. Among those aware of LinkNYC:

- 78% have a favorable opinion of the network.
- 89% believe LinkNYC makes NYC more innovative than other cities.
- 89% appreciate that LinkNYC's services are free thanks to advertising, which reaches over 11 million people weekly.

### **Where to Find the City's Most Popular Link**

The city's most popular Link stands in Herald Square (at 1313 Broadway) and has served about 600,000 Wi-Fi sessions all by itself.

### **About LinkNYC**

LinkNYC is the first-of-its-kind communications network replacing the city's payphones to build the world's fastest, largest free public Wi-Fi network at no cost to taxpayers. Since Mayor Bill de Blasio announced the public launch of LinkNYC in February, more than 600 Links have been installed across all five boroughs. Each Link provides New Yorkers with free, fast Wi-Fi, free domestic calling, two USB charging ports, Maps, and direct access to 911 and 311.

To find a Link near you, visit: [link.nyc/find-a-link.html](http://link.nyc/find-a-link.html)

###

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**From:** Gardener, Stacy [mailto:SGardener@doitt.nyc.gov]  
**Sent:** Tuesday, January 17, 2017 5:40 PM  
**To:** Dan Levitan  
**Cc:** Grybauskas, Natalie  
**Subject:** RE: Draft 1MM Release

Sounds good thanks Dan

---

**From:** Dan Levitan [mailto:dan@berlinrosen.com]  
**Sent:** Tuesday, January 17, 2017 5:38 PM  
**To:** Gardener, Stacy <SGardener@doitt.nyc.gov>  
**Cc:** Grybauskas, Natalie <NGrybauskas@cityhall.nyc.gov>  
**Subject:** Re: Draft 1MM Release

News got spiked. Am-ny doing something. Jovana will report on a few more leads shortly

- Sent from my Galaxy S6 -

On Jan 17, 2017, at 5:34 PM, Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)> wrote:

Dan – do we have an idea on what press may be interested in attending? Is Daily news doing something?

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]

**Sent:** Tuesday, January 17, 2017 5:31 PM

**To:** 'Dan Levitan' <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>

**Subject:** RE: Draft 1MM Release

Yes will send in a moment

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]

**Sent:** Tuesday, January 17, 2017 5:31 PM

**To:** Gardener, Stacy (DOITT)

**Cc:** Grybauskas, Natalie

**Subject:** Re: Draft 1MM Release

That's great! Is mayor also doing quote?

- Sent from my Galaxy S6 -

On Jan 17, 2017, at 5:21 PM, Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)> wrote:

So far:

“We’re incredibly excited to see the overwhelmingly positive response to LinkNYC over the past year,” said **Anne Roest, Commissioner of the Department of Information Technology and Telecommunications.**

“Reaching 1 million users demonstrates that New Yorkers and our City’s record-breaking number of visitors are taking advantage of the free services that LinkNYC provides - superfast Wi-Fi, USB charging, City and emergency services, and phone calls. Our progress has been incredible so far, with over 500 active kiosks across the city, and we will continue to build on this ambitious, first-of-its kind network across the City in the coming years.”

“Free Wi-Fi internet access on our streets has been a game-changing new public service, and these numbers show it,” said **Manhattan Borough President Gale A. Brewer.** “It’s not often that government rolls out an

entirely new service to the public. Despite the inevitable bumps in the road, LinkNYC shows what government can do when we're ambitious and forward-looking."

"LinkNYC has set the standard for free public municipal Wi-Fi," said **Council Member James Vacca, Chair of the New York City Council Committee on Technology**. "LinkNYC has provided a great benefit for residents, commuters, and tourists alike. Now with over 1,000,000 users, it's clear that LinkNYC is here to stay and that free public Wi-Fi is the new standard for tech-friendly cities. I thank Mayor de Blasio and Commissioner Roest for their for their efforts."

"Through advanced technology, New Yorkers of all backgrounds can now connect – locally and globally - for free. LinkNYC is a 21<sup>st</sup> Century approach to closing the digital divide. I would like to congratulate Mayor Bill de Blasio and the Department of Information Technology & Telecommunications (DoITT) for improving accessibility within Fort Greene and Crown Heights. I look forward to LinkNYC's continued expansion throughout the 35<sup>th</sup> Council District and the City of New York," said **Council Member Laurie A. Cumbo**.

"High speed broadband is the way of the present and future," said **Council Member Rafael Espinal**. "In an ever increasingly digital world, we must take proactive steps to improve access to the Internet and technology for New Yorkers. I applaud the swift progress New York City has made in reaching over 1,000,000 users of LinkNYC in just one year! Let us keep up these innovative efforts and lead the nation in providing free public Wi-Fi."

"I am very excited that our city is able to catapult into the 21st Century's Technological Age reaching the 1 million user milestone in under one year," said **Council Member Vincent Gentile**. "LinkNYC has provided a facelift to New York City by replacing old payphones with free Wi-Fi kiosks empowering millions across the five boroughs. Congratulations on the accomplishment and here's to 1 million more!"

"In the reality of the world we live in, access to the Internet cannot be considered a luxury. So much of what we do depends on web connectivity, and is vital to people being able to exercise their right to freedom of expression. I applaud LinkNYC in working to make sure New Yorkers have access to Wi-Fi at no cost to the City's taxpayers," said **Council Member Jumaane D. Williams**.

---

**From:** Gardener, Stacy

**Sent:** Tuesday, January 17, 2017 3:52 PM

**To:** 'Grybauskas, Natalie' <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Cc:** 'Dan Levitan' <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** RE: Draft 1MM Release

I've gotten some quotes, I can compile at COB today and send over to you. And then whatever trickles in tomorrow morning

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 12:56 PM  
**To:** 'Dan Levitan' <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

perf

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 12:53 PM  
**To:** Gardener, Stacy (DOITT)  
**Cc:** Grybauskas, Natalie  
**Subject:** RE: Draft 1MM Release

We can forward City's to our list

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 12:52 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** Natalie Grybauskas <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Are you both sending releases or just City Hall?

---

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**Subject:** Re: Draft 1MM Release

Ok, adding Natalie as I think she is doing final release

- Sent from my Galaxy S6 -

On Jan 17, 2017, at 11:35 AM, Gardener, Stacy  
<[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)> wrote:

I missed it when I edited, but if we're changing "world" to "city" in the text, we should change the "Where to Find the World's Most Popular Link" header as well.

---

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**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
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**Subject:** RE: Draft 1MM Release

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Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo  
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**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey  
Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo  
<[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie  
<[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan  
<[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Thanks Dan. I thought the plan was to send a press release along with the mayors office?

Also if this is in the daily news wed morning, will reporters show up to the event?

Sent Via DoITT Mobile Device

----- Original message -----

From: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
Date: 1/16/17 5:51 PM (GMT-05:00)  
To: "Shor, Stanley" <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>, "Koenig,

Anne J." <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>, "Gardener, Stacy"  
<[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
Cc: Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>,  
Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>,  
Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
Subject: Draft 1MM Release

Hi all –

Attached please find a draft 1 million user release. Please let us know any edits or comments. We'd love to pitch an exclusive on this tomorrow morning to the Daily News for Wednesday's paper.

Dan

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

This e-mail, including any attachments, may be confidential, privileged or otherwise legally protected. It is intended only for the addressee. If you received this e-mail in error or from someone who was not authorized to send it to you, do not disseminate, copy or otherwise use this e-mail or its attachments. Please notify the sender immediately by reply e-mail and delete the e-mail from your system.

**From:** [Grybauskas, Natalie](#)  
**To:** [Jovana Rizzo](#)  
**Cc:** [Gardener, Stacy \(DOITT\)](#); [Dan Levitan](#); [Shor, Stanley](#); [Koenig, Anne J.](#); [Ruth Fasoldt](#); [Stacey Levine](#); [Hines, Evan \(DOITT\)](#)  
**Subject:** Re: Draft IMM Release  
**Date:** Tuesday, January 17, 2017 7:04:23 PM

---

Ivan got mayor quote right?

Sent from mobile

On Jan 17, 2017, at 6:54 PM, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)> wrote:

Hi all, we're expecting amNY to run an item tomorrow morning. Here's an updated advisory we can blast in the morning, let me know if you have any edits. Thanks!

**MEDIA ADVISORY FOR: TODAY, Wednesday, January 18, 2017**

*Contact: Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc)*

**LinkNYC, NYC Department of Information Technology & Telecommunications To Celebrate Link Reaching One Million Users**

**Join officials from LinkNYC, NYC Department of Information Technology & Telecommunications Commissioner Anne Roest, and partners for the major announcement of LinkNYC reaching one million users and to get new data about how New Yorkers and visitors are using Link.**

LinkNYC is the first-of-its-kind communications network replacing the city's payphones to build the world's fastest, largest free public Wi-Fi network at no cost to taxpayers. Since Mayor Bill de Blasio announced the public launch of LinkNYC in February, more than 600 Links have been installed across all five boroughs. Each Link provides New Yorkers with free, fast Wi-Fi, free domestic calling, two USB charging ports, Maps, and direct access to 911 and 311. For more information, visit [link.nyc](http://link.nyc).

**When:** Wednesday, January 18, 2017 -- 12 p.m.

**Where:** Link kiosk in front of 56 Lafayette Ave (at the corner of Fort Greene Place), Brooklyn, NY 11217

**Who:**

Anne Roest, Commissioner of NYC Department of Information Technology & Telecommunications

Jen Hensley, LinkNYC General Manager

Miguel Gamiño, NYC Chief Technology Officer

**RSVP to:** Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc), 646-200-5329

---

**From:** Jovana Rizzo

**Sent:** Tuesday, January 17, 2017 3:08 PM

**To:** Gardener, Stacy; Grybauskas, Natalie; Dan Levitan; Shor, Stanley; Koenig, Anne J.

**Cc:** Ruth Fasoldt; Stacey Levine; Hines, Evan

**Subject:** RE: Draft 1MM Release

Great, will send out!

---

**From:** Gardener, Stacy [[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)]

**Sent:** Tuesday, January 17, 2017 3:04 PM

**To:** Jovana Rizzo; Grybauskas, Natalie; Dan Levitan; Shor, Stanley; Koenig, Anne J.

**Cc:** Ruth Fasoldt; Stacey Levine; Hines, Evan

**Subject:** RE: Draft 1MM Release

Looks good thanks Jovana

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]

**Sent:** Tuesday, January 17, 2017 3:02 PM

**To:** Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>

**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine

<[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>

**Subject:** RE: Draft 1MM Release

Yes -- updated:

*Contact: Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc)*

**LinkNYC, NYC Department of Information Technology & Communications  
Make Major Announcement**

**Join officials from LinkNYC, NYC Department of Information Technology**

**& Telecommunications Commissioner Anne Roest, and partners for a major announcement and new data about how New Yorkers and visitors are using LinkNYC.**

LinkNYC is the first-of-its-kind communications network replacing the city's payphones to build the world's fastest, largest free public Wi-Fi network at no cost to taxpayers. Since Mayor Bill de Blasio announced the public launch of LinkNYC in February, more than 600 Links have been installed across all five boroughs. Each Link provides New Yorkers with free, fast Wi-Fi, free domestic calling, two USB charging ports, Maps, and direct access to 911 and 311. For more information, visit [link.nyc](http://link.nyc).

**When:** Wednesday, January 18, 2017 -- 12 p.m.

**Where:** Link kiosk in front of 56 Lafayette Ave (at the corner of Fort Greene Place), Brooklyn, NY 11217

**Who:**

Anne Roest, Commissioner of NYC Department of Information Technology & Communications

Jen Hensley, LinkNYC General Manager

Miguel Gamiño, NYC Chief Technology Officer

Phillip Kellogg, Executive Director of Fulton Business Alliance

**RSVP to:** Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc), 646-200-5329

---

**From:** Grybauskas, Natalie [[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)]

**Sent:** Tuesday, January 17, 2017 2:57 PM

**To:** Jovana Rizzo; Gardener, Stacy (DOITT); Dan Levitan; Shor, Stanley; Koenig, Anne J.

**Cc:** Ruth Fasoldt; Stacey Levine; Hines, Evan (DOITT)

**Subject:** RE: Draft 1MM Release

Can we match the lede language to the edited press release language – take out privately-funded, add in “at no cost to taxpayers”?

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]

**Sent:** Tuesday, January 17, 2017 2:52 PM

**To:** Gardener, Stacy (DOITT); Dan Levitan; Shor, Stanley; Koenig, Anne J.

**Cc:** Ruth Fasoldt; Stacey Levine; Grybauskas, Natalie; Hines, Evan (DOITT)  
**Subject:** RE: Draft 1MM Release

Great, thanks! Updated:

Contact: Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc)

**LinkNYC, NYC Department of Information Technology & Communications  
Make Major Announcement**

**Join officials from LinkNYC, NYC Department of Information Technology & Telecommunications Commissioner Anne Roest, and community partners for a major announcement and new data about how New Yorkers and visitors are using LinkNYC.**

LinkNYC is the privately-funded, first-of-its-kind communications network replacing the city's payphones to build the world's fastest, largest free public Wi-Fi network. Since Mayor Bill de Blasio announced the public launch of LinkNYC in February, more than 600 Links have been installed across all five boroughs. Each Link provides New Yorkers with free, fast Wi-Fi, free domestic calling, two USB charging ports, and direct access to 911 and 311. For more information, visit [link.nyc](http://link.nyc).

**When:** Wednesday, January 18, 2017 -- 12 p.m.

**Where:** Link kiosk in front of 56 Lafayette Ave (at the corner of Fort Greene Place), Brooklyn, NY 11217

**Who:**

Anne Roest, Commissioner of NYC Department of Information Technology & Communications

Jen Hensley, LinkNYC General Manager

Miguel Gamiño, NYC Chief Technology Officer

Phillip Kellogg, Executive Director of Fulton Business Alliance

**RSVP to:** Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc), 646-200-5329

---

**From:** Gardener, Stacy [[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)]  
**Sent:** Tuesday, January 17, 2017 2:44 PM  
**To:** Jovana Rizzo; Dan Levitan; Shor, Stanley; Koenig, Anne J.  
**Cc:** Ruth Fasoldt; Stacey Levine; Grybauskas, Natalie; Hines, Evan  
**Subject:** RE: Draft 1MM Release

Chief Technology Officer Miguel Gamiño is also attending and speaking.

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 2:40 PM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Sounds good, thanks! Here is a media advisory we can send out wide to NYC, tech and local press ASAP -- let us know if you have any edits:

Contact: Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc)

## **LinkNYC, NYC Department of Information Technology & Communications Make Major Announcement**

**Join officials from LinkNYC, NYC Department of Information Technology & Telecommunications Commissioner Anne Roest, and community partners for a major announcement and new data about how New Yorkers and visitors are using LinkNYC.**

LinkNYC is the privately-funded, first-of-its-kind communications network replacing the city's payphones to build the world's fastest, largest free public Wi-Fi network. Since Mayor Bill de Blasio announced the public launch of LinkNYC in February, more than 600 Links have been installed across all five boroughs. Each Link provides New Yorkers with free, fast Wi-Fi, free domestic calling, two USB charging ports, and direct access to 911 and 311. For more information, visit [link.nyc](http://link.nyc).

**When:** Wednesday, January 18, 2017 -- 12 p.m.

**Where:** Link kiosk in front of 56 Lafayette Ave (at the corner of Fort Greene Place), Brooklyn, NY 11217

**Who:**

Anne Roest, Commissioner of NYC Department of Information Technology & Communications

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Phillip Kellogg, Executive Director of Fulton Business Alliance

**RSVP to:** Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc), 646-200-5329

---

**From:** Gardener, Stacy [[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)]  
**Sent:** Tuesday, January 17, 2017 12:31 PM  
**To:** Dan Levitan; Shor, Stanley; Koenig, Anne J.  
**Cc:** Ruth Fasoldt; Stacey Levine; Jovana Rizzo; Grybauskas, Natalie; Hines, Evan  
**Subject:** RE: Draft 1MM Release

I'm going to ask folks I reached out to for a quote by 4:00 today. Does that timeline work?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 11:28 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Thanks. I accepted those changes and made a few more that Natalie requested. Attached should be near final.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 10:58 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Just a few edits/comments on the release, attached.

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 10:45 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Yes, we have a portable mic stand.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 10:45 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Dan/Stacey/Jovana/Ruth – are you able to bring a podium/stand like the one we used at the Bronx event?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 7:41 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Mayoral release would be great.

I think our best shot at getting cameras tomorrow is a good lead-in story. Can you catch up quickly by phone this morning?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 6:48 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Thanks Dan. I thought the plan was to send a press release along with the mayors office?

Also if this is in the daily news wed morning, will reporters show up to the event?

Sent Via DoITT Mobile Device

----- Original message -----  
From: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

Date: 1/16/17 5:51 PM (GMT-05:00)

To: "Shor, Stanley" <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>, "Koenig, Anne J." <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>, "Gardener, Stacy" <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
Cc: Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>, Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
Subject: Draft 1MM Release

Hi all –

Attached please find a draft 1 million user release. Please let us know any edits or comments. We'd love to pitch an exclusive on this tomorrow morning to the Daily News for Wednesday's paper.

Dan

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

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**From:** [Grybauskas, Natalie](#)  
**To:** ["Dan Levitan"](#); [Gardener, Stacy \(DOITT\)](#)  
**Cc:** [Jovana Rizzo](#)  
**Subject:** RE: Draft 1MM Release  
**Date:** Wednesday, January 18, 2017 10:25:03 AM

---

Yeah sending in 2 min

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Wednesday, January 18, 2017 10:24 AM  
**To:** Grybauskas, Natalie; Gardener, Stacy (DOITT)  
**Cc:** Jovana Rizzo  
**Subject:** RE: Draft 1MM Release

Great. Is there a near final we can print now and bring with us?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Wednesday, January 18, 2017 10:23 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Gardener, Stacy (DOITT) <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

### **LinkNYC By the Numbers (As of January 4, 2017)**

- Total Wi-Fi **subscribers**: 1,040,000
- New Wi-Fi sign-ups per week: 40,000
- Wi-Fi sessions per week: 4,000,000
- Data downloaded by LinkNYC users since launch: 555,710 Gigabytes
- Busiest day by users: Jan 4, 2017: 125,756 unique users
- Busiest day by data transferred: Dec 31, 2016: 4,656 GB

Leaving the other ones as users

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Wednesday, January 18, 2017 9:13 AM  
**To:** Grybauskas, Natalie; Gardener, Stacy (DOITT)  
**Subject:** RE: Draft 1MM Release

One little release edit: can we say "Subscribers" instead of "users" in the bulleted data list?

AM-NY came out well!

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 5:31 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Gardener, Stacy (DOITT) <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Yes will send in a moment

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 5:31 PM  
**To:** Gardener, Stacy (DOITT)  
**Cc:** Grybauskas, Natalie  
**Subject:** Re: Draft 1MM Release

That's great! Is mayor also doing quote?

- Sent from my Galaxy S6 -

On Jan 17, 2017, at 5:21 PM, Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)> wrote:

So far:

“We’re incredibly excited to see the overwhelmingly positive response to LinkNYC over the past year,” said **Anne Roest, Commissioner of the Department of Information Technology and Telecommunications**. “Reaching 1 million users demonstrates that New Yorkers and our City’s record-breaking number of visitors are taking advantage of the free services that LinkNYC provides - superfast Wi-Fi, USB charging, City and emergency services, and phone calls. Our progress has been incredible so far, with over 500 active kiosks across the city, and we will continue to build on this ambitious, first-of-its kind network across the City in the coming years.”

“Free Wi-Fi internet access on our streets has been a game-changing new public service, and these numbers show it,” said **Manhattan Borough President Gale A. Brewer**. “It’s not often that government rolls out an entirely new service to the public. Despite the inevitable bumps in the road, LinkNYC shows what government can do when we’re ambitious and forward-looking.”

“LinkNYC has set the standard for free public municipal Wi-Fi,” said **Council Member James Vacca, Chair of the New York City Council Committee on Technology**.

“LinkNYC has provided a great benefit for residents, commuters, and tourists alike. Now with over 1,000,000 users, it’s clear that LinkNYC is here to stay and that free public Wi-Fi is the new standard for tech-friendly cities. I thank Mayor de Blasio and Commissioner Roest for their for their efforts.”

“Through advanced technology, New Yorkers of all backgrounds can now connect – locally and globally - for free. LinkNYC is a 21<sup>st</sup> Century approach to closing the digital divide. I would like to congratulate Mayor Bill de Blasio and the Department of Information Technology & Telecommunications (DoITT) for improving accessibility within Fort Greene and Crown Heights. I look forward to LinkNYC’s continued expansion throughout the 35<sup>th</sup> Council District and the City of New York,” said **Council Member Laurie A. Cumbo**.

“High speed broadband is the way of the present and future,” said **Council Member Rafael Espinal**. “In an ever increasingly digital world, we must take proactive steps to improve access to the Internet and technology for New Yorkers. I applaud the swift progress New York City has made in reaching over 1,000,000 users of LinkNYC in just one year! Let us keep up these innovative efforts and lead the nation in providing free public Wi-Fi.”

"I am very excited that our city is able to catapult into the 21st Century's Technological Age reaching the 1 million user milestone in under one year," said **Council Member Vincent Gentile**. “LinkNYC has provided a facelift to New York City by replacing old payphones with free Wi-Fi kiosks empowering millions across the five boroughs. Congratulations on the accomplishment and here's to 1 million more!"

“In the reality of the world we live in, access to the Internet cannot be considered a luxury. So much of what we do depends on web connectivity, and is vital to people being able to exercise their right to freedom of expression. I applaud LinkNYC in working to make sure New Yorkers have access to Wi-Fi at no cost to the City’s taxpayers,” said **Council Member Jumaane D. Williams**.

---

**From:** Gardener, Stacy

**Sent:** Tuesday, January 17, 2017 3:52 PM

**To:** 'Grybauskas, Natalie' <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>

**Cc:** 'Dan Levitan' <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

**Subject:** RE: Draft 1MM Release

I’ve gotten some quotes, I can compile at COB today and send over to you. And then whatever trickles in tomorrow morning

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]

**Sent:** Tuesday, January 17, 2017 12:56 PM  
**To:** 'Dan Levitan' <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

perf

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 12:53 PM  
**To:** Gardener, Stacy (DOITT)  
**Cc:** Grybauskas, Natalie  
**Subject:** RE: Draft 1MM Release

We can forward City's to our list

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 12:52 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** Natalie Grybauskas <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Are you both sending releases or just City Hall?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 12:38 PM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Cc:** Natalie Grybauskas <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** Re: Draft 1MM Release

Ok, adding Natalie as I think she is doing final release

- Sent from my Galaxy S6 -

On Jan 17, 2017, at 11:35 AM, Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)> wrote:

I missed it when I edited, but if we're changing "world" to "city" in the text, we should change the "Where to Find the World's Most Popular Link" header as well.

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 11:28 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Thanks. I accepted those changes and made a few more that Natalie requested. Attached should be near final.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 10:58 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Just a few edits/comments on the release, attached.

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 10:45 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Yes, we have a portable mic stand.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 10:45 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Dan/Stacey/Jovana/Ruth – are you able to bring a podium/stand like the one we used at the Bronx event?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 7:41 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Mayoral release would be great.

I think our best shot at getting cameras tomorrow is a good lead-in story. Can you catch up quickly by phone this morning?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 6:48 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Thanks Dan. I thought the plan was to send a press release along with the mayors office?

Also if this is in the daily news wed morning, will reporters show up to the event?

Sent Via DoITT Mobile Device

----- Original message -----

**From:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Date:** 1/16/17 5:51 PM (GMT-05:00)  
**To:** "Shor, Stanley" <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>, "Koenig, Anne J." <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>, "Gardener, Stacy" <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>, Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Subject:** Draft 1MM Release

Hi all –

Attached please find a draft 1 million user release. Please let us know any edits or comments. We'd love to pitch an exclusive on this tomorrow morning to the Daily News for Wednesday's paper.

Dan

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

This e-mail, including any attachments, may be confidential, privileged or otherwise legally protected. It is intended only for the addressee. If you received this e-mail in error or from someone who was not authorized to send it to you, do not disseminate, copy or otherwise use this e-mail or its attachments. Please notify the sender immediately by reply e-mail and delete the e-mail from your system.

**From:** [Grybauskas, Natalie](#)  
**To:** [\(dan@berlinrosen.com\)](#); [Gardener, Stacy \(DOITT\)](#); [Jovana Rizzo \(jovana@berlinrosen.com\)](#)  
**Subject:** latest version of release  
**Date:** Wednesday, January 18, 2017 10:28:08 AM  
**Attachments:** [011817 linknyc.docx](#)  
[image001.png](#)

---



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE:** January 18, 2017  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958  
**CONTACT:** [media@link.nyc](mailto:media@link.nyc)

**DE BLASIO ADMINISTRATION AND CITYBRIDGE ANNOUNCE LINKNYC HAS REACHED ONE MILLION USERS IN LESS THAN ONE YEAR**

*Link usage rises to 4 million Wi-Fi sessions every week; 78 percent of New Yorkers have a favorable opinion of world's largest and fastest free public Wi-Fi network*

**NEW YORK** -- LinkNYC announced today that the world's largest and fastest free public Wi-Fi network has added its millionth user less than a year after publicly launching on the streets of New York City. As of January 4th, over 1,040,000 people – more than the populations of San Jose, San Francisco, Seattle, or Denver – have signed up to use its gigabit Wi-Fi service, with approximately 40,000 people joining the network for the first time each week.

“Bringing free Wi-Fi to our sidewalks is an important part of our efforts to increase internet access for all New Yorkers. It’s no surprise that people are using the LinkNYC program and are happy about the services it provides – ultrafast Wi-Fi, phone calls, and more – at no cost to taxpayers,” said **Mayor Bill de Blasio**.

“With Link kiosks now in all five boroughs, we have helped more than a million New Yorkers and visitors get online at the fastest speeds available in New York City, for free.” said **Jen Hensley, General Manager of LinkNYC**. “Less than one year in, we are thrilled with the response to LinkNYC.”

**LinkNYC By the Numbers (As of January 4, 2017)**

- Total Wi-Fi subscribers: 1,040,000
- New Wi-Fi sign-ups per week: 40,000
- Wi-Fi sessions per week: 4,000,000
- Data downloaded by LinkNYC users since launch: 555,710 Gigabytes
- Busiest day by users: Jan 4, 2017: 125,756 unique users

- Busiest day by data transferred: Dec 31, 2016: 4,656 GB

### **New Yorkers Know – and Love – LinkNYC**

71% of New Yorkers are aware of LinkNYC, and of them, 92% believe it has positive benefits for New York City, according to a survey conducted by Sachs Insights of 1,000 people across the New York City region. Among those aware of LinkNYC:

- 78% have a favorable opinion of the network.
- 89% believe LinkNYC makes NYC more innovative than other cities.
- 89% appreciate that LinkNYC's services are free thanks to advertising, which reaches over 11 million people weekly.

### **Where to Find the City's Most Popular Link**

The city's most popular Link stands in Herald Square (at 1313 Broadway) and has served about 600,000 Wi-Fi sessions all by itself.

“We're incredibly excited to see the overwhelmingly positive response to LinkNYC over the past year,” said **Anne Roest, Commissioner of the Department of Information Technology and Telecommunications**. “Reaching 1 million users demonstrates that New Yorkers and our City's record-breaking number of visitors are taking advantage of the free services that LinkNYC provides - superfast Wi-Fi, USB charging, City and emergency services, and phone calls. Our progress has been incredible so far, with over 500 active kiosks across the city, and we will continue to build on this ambitious, first-of-its kind network across the City in the coming years.”

“Over 1 million users is a major milestone but it is just the beginning for LinkNYC. As the network expands and the word gets out, LinkNYC will continue to be a key component to provide connectivity for New Yorkers across the 5 boroughs,” said **New York City Chief Technology Officer Miguel Gamiño**.

“Free Wi-Fi internet access on our streets has been a game-changing new public service, and these numbers show it,” said **Manhattan Borough President Gale A. Brewer**. “It's not often that government rolls out an entirely new service to the public. Despite the inevitable bumps in the road, LinkNYC shows what government can do when we're ambitious and forward-looking.”

“LinkNYC has set the standard for free public municipal Wi-Fi,” said **Council Member James Vacca, Chair of the Committee on Technology**. “LinkNYC has provided a great benefit for residents, commuters, and tourists alike. Now with over 1,000,000 users, it's clear that LinkNYC is here to stay and that free public Wi-Fi is the new standard for tech-friendly cities. I thank Mayor de Blasio and Commissioner Roest for their for their efforts.”

“Through advanced technology, New Yorkers of all backgrounds can now connect – locally and globally - for free. LinkNYC is a 21<sup>st</sup> Century approach to closing the digital divide. I would like to congratulate Mayor Bill de Blasio and the Department of Information Technology & Telecommunications (DoITT) for improving accessibility within Fort Greene and Crown Heights. I look forward to LinkNYC's continued expansion throughout the 35<sup>th</sup> Council District and the City of New York,” said **Council Member Laurie A. Cumbo**.

“High speed broadband is the way of the present and future,” said **Council Member Rafael Espinal**. “In an ever increasingly digital world, we must take proactive steps to improve access to the Internet and technology for New Yorkers. I applaud the swift progress New York City has made in reaching over 1,000,000 users of LinkNYC in just one year! Let us keep up these innovative efforts and lead the nation in providing free public Wi-Fi.”

"I am very excited that our city is able to catapult into the 21st Century's Technological Age reaching the 1 million user milestone in under one year," said **Council Member Vincent Gentile**. “LinkNYC has provided a facelift to New York City by replacing old payphones with free Wi-Fi kiosks empowering millions across the five boroughs. Congratulations on the accomplishment and here's to 1 million more!"

“The commemoration of 1 million unique users proves that our city is ready to move towards a more efficient and technologically friendly NYC,” said **Council Member Antonio Reynoso**. “Not only do these stations provide our communities with free Wi-Fi networks, they also promote accessibility to city services and provide charging stations. I would like to commend the Department of Information Technology and Telecommunications and CityBridge for their innovation to ensure our city remains at the forefront of technology.”

“In the reality of the world we live in, access to the Internet cannot be considered a luxury. So much of what we do depends on web connectivity, and is vital to people being able to exercise their right to freedom of expression. I applaud LinkNYC in working to make sure New Yorkers have access to Wi-Fi at no cost to the City’s taxpayers,” said **Council Member Jumaane D. Williams**.

### **About LinkNYC**

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To find a Link near you, visit: [link.nyc/find-a-link.html](http://link.nyc/find-a-link.html)

###



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE:** January 18, 2017

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**CONTACT:** [media@link.nyc](mailto:media@link.nyc)

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To find a Link near you, visit: [link.nyc/find-a-link.html](http://link.nyc/find-a-link.html)

###

**From:** [Gardener, Stacy](#)  
**To:** [Jovana Rizzo](#); [Grybauskas, Natalie](#); [Dan Levitan](#)  
**Subject:** RE: latest version of release  
**Date:** Wednesday, January 18, 2017 11:05:05 AM  
**Attachments:** [image001.png](#)

---

Great thanks. See you in a bit

---

**From:** Jovana Rizzo [mailto:jovana@berlinrosen.com]  
**Sent:** Wednesday, January 18, 2017 11:02 AM  
**To:** Grybauskas, Natalie <NGrybauskas@cityhall.nyc.gov>; Dan Levitan <dan@berlinrosen.com>; Gardener, Stacy <SGardener@doitt.nyc.gov>  
**Subject:** RE: latest version of release

Thanks, I have copies. We're expecting News12 and DNAinfo, and following up with the rest of the desks and locals. See you soon!

Thanks,  
Jovana

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**From:** Grybauskas, Natalie [NGrybauskas@cityhall.nyc.gov]  
**Sent:** Wednesday, January 18, 2017 10:28 AM  
**To:** Dan Levitan; Gardener, Stacy (DOITT); Jovana Rizzo  
**Subject:** latest version of release



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE:** January 18, 2017  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958  
**CONTACT:** [media@link.nyc](mailto:media@link.nyc)

**DE BLASIO ADMINISTRATION AND CITYBRIDGE ANNOUNCE LINKNYC HAS REACHED ONE MILLION USERS IN LESS THAN ONE YEAR**

*Link usage rises to 4 million Wi-Fi sessions every week; 78 percent of New Yorkers have a favorable opinion of world's largest and fastest free public Wi-Fi network*

**NEW YORK** -- LinkNYC announced today that the world's largest and fastest free public Wi-Fi network has added its millionth user less than a year after publicly launching on the streets of New York City. As of January 4th, over 1,040,000 people – more than the populations of San Jose, San Francisco, Seattle, or Denver – have signed up to use its gigabit Wi-Fi service, with approximately 40,000 people joining the network for the first time each

week.

“Bringing free Wi-Fi to our sidewalks is an important part of our efforts to increase internet access for all New Yorkers. It’s no surprise that people are using the LinkNYC program and are happy about the services it provides – ultrafast Wi-Fi, phone calls, and more – at no cost to taxpayers,” said **Mayor Bill de Blasio**.

“With Link kiosks now in all five boroughs, we have helped more than a million New Yorkers and visitors get online at the fastest speeds available in New York City, for free.” said **Jen Hensley, General Manager of LinkNYC**. “Less than one year in, we are thrilled with the response to LinkNYC.”

### **LinkNYC By the Numbers (As of January 4, 2017)**

- Total Wi-Fi subscribers: 1,040,000
- New Wi-Fi sign-ups per week: 40,000
- Wi-Fi sessions per week: 4,000,000
- Data downloaded by LinkNYC users since launch: 555,710 Gigabytes
- Busiest day by users: Jan 4, 2017: 125,756 unique users
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### **New Yorkers Know – and Love – LinkNYC**

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- 78% have a favorable opinion of the network.
- 89% believe LinkNYC makes NYC more innovative than other cities.
- 89% appreciate that LinkNYC’s services are free thanks to advertising, which reaches over 11 million people weekly.

### **Where to Find the City’s Most Popular Link**

The city’s most popular Link stands in Herald Square (at 1313 Broadway) and has served about 600,000 Wi-Fi sessions all by itself.

“We’re incredibly excited to see the overwhelmingly positive response to LinkNYC over the past year,” said **Anne Roest, Commissioner of the Department of Information Technology and Telecommunications**. “Reaching 1 million users demonstrates that New Yorkers and our City’s record-breaking number of visitors are taking advantage of the free services that LinkNYC provides - superfast Wi-Fi, USB charging, City and emergency services, and phone calls. Our progress has been incredible so far, with over 500 active kiosks across the city, and we will continue to build on this ambitious, first-of-its kind network across the City in the coming years.”

“Over 1 million users is a major milestone but it is just the beginning for LinkNYC. As the network expands and the word gets out, LinkNYC will continue to be a key component to provide connectivity for New Yorkers across the 5 boroughs,” said **New York City Chief Technology Officer Miguel Gamiño**.

“Free Wi-Fi internet access on our streets has been a game-changing new public service, and these numbers show it,” said **Manhattan Borough President Gale A. Brewer**. “It’s not often that government rolls out an entirely new service to the public. Despite the inevitable bumps in the road, LinkNYC shows what government can do when we’re ambitious and forward-looking.”

“LinkNYC has set the standard for free public municipal Wi-Fi,” said **Council Member James Vacca, Chair of the Committee on Technology**. “LinkNYC has provided a great benefit for residents, commuters, and tourists alike. Now with over 1,000,000 users, it’s clear that LinkNYC is here to stay and that free public Wi-Fi is the new standard for tech-friendly cities. I thank Mayor de Blasio and Commissioner Roest for their for their efforts.”

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“High speed broadband is the way of the present and future,” said **Council Member Rafael Espinal**. “In an ever increasingly digital world, we must take proactive steps to improve access to the Internet and technology for New Yorkers. I applaud the swift progress New York City has made in reaching over 1,000,000 users of LinkNYC in just one year! Let us keep up these innovative efforts and lead the nation in providing free public Wi-Fi.”

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“The commemoration of 1 million unique users proves that our city is ready to move towards a more efficient and technologically friendly NYC,” said **Council Member Antonio Reynoso**. “Not only do these stations provide our communities with free Wi-Fi networks, they also promote accessibility to city services and provide charging stations. I would like to commend the Department of Information Technology and Telecommunications and CityBridge for their innovation to ensure our city remains at the forefront of technology.”

“In the reality of the world we live in, access to the Internet cannot be considered a luxury. So much of what we do depends on web connectivity, and is vital to people being able to exercise their right to freedom of expression. I applaud LinkNYC in working to make sure New Yorkers have access to Wi-Fi at no cost to the City’s taxpayers,” said **Council Member Jumaane D. Williams**.

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911 and 311.

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###

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This e-mail, including any attachments, may be confidential, privileged or otherwise legally protected. It is intended only for the addressee. If you received this e-mail in error or from someone who was not authorized to send it to you, do not disseminate, copy or otherwise use this e-mail or its attachments. Please notify the sender immediately by reply e-mail and delete the e-mail from your system.

**From:** [Grybauskas, Natalie](#)  
**To:** [jovana@berlinrosen.com](mailto:jovana@berlinrosen.com); [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** Fwd: DE BLASIO ADMINISTRATION AND CITYBRIDGE ANNOUNCE LINKNYC HAS REACHED ONE MILLION USERS IN LESS THAN ONE YEAR  
**Date:** Wednesday, January 18, 2017 12:22:14 PM  
**Attachments:** [image001.png](#)

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Sent from mobile

Begin forwarded message:

**From:** Mayor's Press Office <[pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov)>  
**Date:** January 18, 2017 at 12:21:48 PM EST  
**To:** Mayor's Press Office <[pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov)>  
**Subject:** **DE BLASIO ADMINISTRATION AND CITYBRIDGE ANNOUNCE LINKNYC HAS REACHED ONE MILLION USERS IN LESS THAN ONE YEAR**



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OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE:** January 18, 2017  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958  
**CONTACT:** [media@link.nyc](mailto:media@link.nyc)

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YEAR**

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###

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#)  
**Cc:** [Jovana Rizzo](#)  
**Subject:** Re: melanie west  
**Date:** Wednesday, January 18, 2017 1:21:22 PM  
**Attachments:** [image001.png](#)

---

Will call in 20

- Sent from my Galaxy S6 -

On Jan 18, 2017, at 1:14 PM, Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)> wrote:

sure I'm free for a call

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Wednesday, January 18, 2017 1:04 PM  
**To:** Grybauskas, Natalie  
**Cc:** Jovana Rizzo  
**Subject:** Re: melanie west

Thanks. Let's talk by phone?

- Sent from my Galaxy S6 -

On Jan 18, 2017, at 1:02 PM, Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)> wrote:

Can we stay coordinated on response here?

I'm 99% sure that project is still active but running down answers on city side. But I'd like to see what you guys intend to provide re: coverage in harlem – tbh, seems like the part she's saying isn't "totally covered" is more covered than a lot of neighborhoods in NYC, so would like to tout progress there and note that it's expanding quickly in that neighborhood, if accurate.

**From:** West, Melanie [<mailto:melanie.west@wsj.com>]  
**Sent:** Wednesday, January 18, 2017 12:31 PM  
**To:** Mayor's Press Office; [media@link.nyc](mailto:media@link.nyc)  
**Subject:** Re: DE BLASIO ADMINISTRATION AND CITYBRIDGE ANNOUNCE LINKNYC HAS REACHED ONE MILLION USERS IN LESS THAN ONE YEAR

Hi,  
A question when you have a moment, please.

What happened to that free Wifi system that existed in Harlem? This was the program that began in 2013 and was the public-private partnership between the city, a private foundation and a company

called Sky Packets. Does that network still exist? I ask because the stretch of Harlem that was once covered through that program is not totally served by Link.

See here: <http://nycdoitt.tumblr.com/post/69695383684/public-outdoor-wifi-network-launches-in-harlem>

Thanks,  
Melanie

On Wed, Jan 18, 2017 at 12:21 PM, Mayor's Press Office  
<[pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov)> wrote:

<image001.png>

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MELANIE GRAYCE WEST

WALL STREET JOURNAL

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NEW YORK, NEW YORK 10036

[212-416-2967](tel:212-416-2967) DESK

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[212-416-3255](tel:212-416-3255) FAX

[MELANIE.WEST@WSJ.COM](mailto:MELANIE.WEST@WSJ.COM)

[TWITTER.COM/MELANIEGWEST](https://twitter.com/MELANIEGWEST)

WHAT DO YOU WRITE ABOUT? [HTTP://ON.WSL.COM/1Hd8Hj8](http://on.wsl.com/1Hd8Hj8)

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#)  
**Subject:** update?  
**Date:** Wednesday, January 18, 2017 2:30:16 PM

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Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** [Grybauskas, Natalie](#)  
**To:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** FW: siting criteria  
**Date:** Thursday, January 19, 2017 11:24:00 AM

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**From:** West, Melanie [mailto:[melanie.west@wsj.com](mailto:melanie.west@wsj.com)]  
**Sent:** Thursday, January 19, 2017 9:52 AM  
**To:** Grybauskas, Natalie  
**Subject:** Re: siting criteria

Natalie,  
Thank you for this.

After speaking with you and the rep from Berlin, can you please tell me why the four Link kiosks along Amsterdam and 120-122 were installed first before the kiosks were installed between 122-125? By the open source map, there were/are payphones along that stretch and in front of the Grant Houses. What technically happened such that those went in first but not the others? And, yes, I understand the city is working to put them in everywhere and this takes time, but I'm specifically trying to understand the decision to site these four kiosks before others.

Additionally, can you please provide for me the following: The Franchisee's "True-Up Report" showing total Gross Revenues generated during the first six months of the current Contract Year and for the full twelve months of the recently completed Contract Year.

Thanks,  
Melanie

On Wed, Jan 18, 2017 at 2:16 PM, Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)> wrote:

Siting – here's what I've shared before publicly.

Link rollout will track closely to where payphones exist today, but they will not necessarily replace every payphone. Currently, some payphone "installations" (payphone(s) + advertising enclosure) consist of two or even three phones, and some payphone installations are in very close proximity to other payphone installations.

Payphone installations that are replaced will be replaced by only one Link kiosk, and each Link kiosk is required to be at least 50' from any others. There are various other siting criteria as enumerated in [Exhibit 4](#) of the LinkNYC franchise agreement. Payphones not replaced by Links will eventually be removed.

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**From:** Grybauskas, Natalie  
**Sent:** Wednesday, January 18, 2017 2:13 PM  
**To:** 'West, Melanie'  
**Subject:** siting criteria

<https://www1.nyc.gov/assets/doitt/downloads/pdf/Proposed-PCS-Franchise-Exhibit-4-Siting->

[Criteria.pdf](#)

--

**MELANIE GRAYCE WEST**

WALL STREET JOURNAL

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WHAT DO YOU WRITE ABOUT? [HTTP://ON.WSJ.COM/1Hd8Hj8](http://on.wsj.com/1Hd8Hj8)

**From:** [Grybauskas, Natalie](#)  
**To:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** stanley says  
**Date:** Thursday, January 19, 2017 11:53:07 AM

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If the Grant houses are zoned residential they won't have any Links installed in front of them because advertising is not allowed in residential zones.

**Natalie Grybauskas**

Deputy Press Secretary | Mayor's Press Office

o: 212-788-2958 c: 917-856-1861

**From:** [Laura Nahmias](#)  
**To:** [Phillips, Eric Falk](#); [Dan Levitan](#)  
**Subject:** Fw: Quinnipiac NYC ISSUES Poll  
**Date:** Thursday, January 19, 2017 12:21:32 PM  
**Attachments:** [JAN 19 NYC ISSUES+BP.pdf](#)

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do either of you want to respond to this?

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**From:** Julie Robinson <jrobinson@Rubenstein.com>  
**Sent:** Thursday, January 19, 2017 12:01 PM  
**To:** Laura Nahmias  
**Subject:** Quinnipiac NYC ISSUES Poll

**FOR RELEASE: JANUARY 19, 2017**

**NEW YORKERS DIVIDED ON MAYOR FIGHTING TRUMP,  
QUINNIPIAC UNIVERSITY POLL FINDS;  
CUOMO WOULD BETTER PROTECT CITY, VOTERS SAY 3-1**



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**FOR RELEASE: JANUARY 19, 2017**

**NEW YORKERS DIVIDED ON MAYOR FIGHTING TRUMP,  
QUINNIPIAC UNIVERSITY POLL FINDS;  
CUOMO WOULD BETTER PROTECT CITY, VOTERS SAY 3-1**

New York City voters are divided on whether Mayor Bill de Blasio should challenge Trump administration policies, as 46 percent say the mayor should try to get along with President-elect Donald Trump, while 45 percent say the mayor should be a national leader against Trump policies, according to a Quinnipiac University poll released today.

Voters say 67 – 21 percent that Gov. Andrew Cuomo would be more effective than Mayor de Blasio “making sure New York City interests are best represented, with Republicans in control of Congress and the White House,” the independent Quinnipiac (KWIN-uh-pe-ack) University Poll finds.

Homelessness is a “very serious” problem in New York City, 72 percent of voters say, as 25 percent say it’s “somewhat serious.” They are seeing more homeless people on the streets and in parks and subways than a few years ago, 53 percent of voters say, and 48 percent say they are encountering more homeless people asking for money.

New York City voters disapprove 59 – 31 percent of the way de Blasio is handling poverty and homelessness, but approve 54 – 38 of how he is handling another key issue – crime.

He gets mixed grades on handling other issues:

- Negative 37 – 45 percent for handling public schools;
- 47 – 40 percent approval for handling relations between blacks and whites;
- Negative 42 – 50 percent for handling relations between police and the community;
- Negative 36 – 41 percent for handling the city budget;
- Negative 30 – 50 percent for handling political corruption.

“New Yorkers hand Mayor Bill de Blasio a split decision on two key issues in the city: They approve of the way he is handling crime and disapprove of the way he is handling homelessness,” said Tim Malloy, assistant director of the Quinnipiac University Poll.

**-more-**

## Quinnipiac University Poll/January 19, 2017 – page 2

“Homelessness is hitting record numbers in New York City and three out of four voters say it’s a ‘very serious’ problem,” Malloy added.

### Moving or Staying

Even if they could move, 67 percent of New York City voters say they would rather remain in the city, while 31 percent say they would move. The itch to move by borough is:

- **Bronx** – 46 percent would move and 53 percent would stay;
- **Brooklyn** – 25 percent would move and 73 percent would stay;
- **Manhattan** – 21 percent would move and 79 percent would stay;
- **Queens** – 34 percent would move and 65 percent would stay;
- **Staten Island** – 53 percent would move and 46 percent would stay.

New York City voters approve 50 – 17 percent of the job Police Commissioner James O’Neill is doing, with approval among black, white and Hispanic voters.

Voters approve 67 – 25 percent of the way New York City police in general are doing their job. Approval is 79 – 15 percent among white voters, 52 – 37 percent among black voters and 73 – 24 percent among Hispanic voters.

A total of 86 percent of New York City voters say crime is a “very serious” or “somewhat serious” problem. A total of 71 percent of voters say police brutality is a “very serious” or “somewhat serious” problem. A total of 61 percent of voters say police corruption is a “very serious” or “somewhat serious” problem.

By comparison, a total of 82 percent of New York City voters say political corruption is a “very serious” or “somewhat serious” problem.

Mayor de Blasio does favors for developers who make political contributions to campaigns in which he is involved, voters say 52 – 28 percent.

From January 11 – 17, Quinnipiac University surveyed 1,005 New York City voters with a margin of error of +/- 3.1 percentage points. Live interviewers call landlines and cell phones.

The Quinnipiac University Poll, directed by Douglas Schwartz, Ph.D., conducts public opinion surveys in Pennsylvania, New York, New Jersey, Connecticut, Florida, Ohio, Virginia, Iowa, Colorado, North Carolina, Georgia and the nation as a public service and for research.

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16. Do you approve or disapprove of the way James O'Neill is handling his job as Police Commissioner?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Approve	50%	52%	51%	52%	51%	50%	53%	50%	53%
Disapprove	17	19	14	19	18	16	11	22	15
DK/NA	33	29	34	29	31	35	36	29	31
AREA.....									
	Brnx	Kngs	Man	Qns	StIsl	AGE IN 18-34	YRS..... 35-49	50-64	65+
Approve	47%	51%	44%	54%	63%	44%	47%	55%	57%
Disapprove	18	14	21	16	14	25	19	13	8
DK/NA	35	36	34	30	23	31	33	32	35

25. In general, how satisfied are you with the way things are going in New York City today; are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Very satisfied	8%	4%	10%	5%	9%	7%	7%	8%	11%
Smwht satisfied	46	30	54	41	47	45	49	51	40
Smwht dissatisfied	30	35	26	36	28	32	28	28	34
Very dissatisfied	15	30	9	17	15	15	15	13	12
DK/NA	1	1	-	1	1	1	-	-	3
AREA.....									
	Brnx	Kngs	Man	Qns	StIsl	AGE IN 18-34	YRS..... 35-49	50-64	65+
Very satisfied	6%	8%	9%	8%	6%	9%	6%	9%	8%
Smwht satisfied	44	50	48	44	37	51	46	47	42
Smwht dissatisfied	41	27	30	27	34	30	30	26	35
Very dissatisfied	9	15	12	19	23	10	17	17	15
DK/NA	-	-	1	2	-	-	1	1	-

29. Do you approve or disapprove of the way Mayor de Blasio is handling - crime?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Approve	54%	36%	65%	44%	53%	54%	52%	66%	53%
Disapprove	38	61	28	44	40	36	42	30	40
DK/NA	8	3	7	12	7	9	6	5	7
AREA.....									
	Brnx	Kngs	Man	Qns	StIsl	AGE IN 18-34	YRS..... 35-49	50-64	65+
Approve	47%	60%	58%	53%	32%	61%	55%	57%	45%
Disapprove	45	33	33	37	59	34	39	36	44
DK/NA	9	6	8	10	10	5	6	8	10

30. Do you approve or disapprove of the way Mayor de Blasio is handling - the public schools?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp		
Approve	37%	22%	45%	28%	35%	38%	27%	47%	47%		
Disapprove	45	58	39	50	45	44	49	39	44		
DK/NA	19	19	17	22	20	18	24	13	9		
AREA.....											
	Brnx	Kngs	Man	Qns	StIsl	AGE IN	YRS.....	18-34	35-49	50-64	65+
Approve	44%	35%	35%	40%	21%	39%	36%	36%	32%		
Disapprove	42	44	44	43	62	43	48	44	47		
DK/NA	14	21	21	17	17	18	16	20	21		

31. Do you approve or disapprove of the way Mayor de Blasio is handling - relations between blacks and whites?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp		
Approve	47%	23%	60%	35%	49%	46%	41%	59%	48%		
Disapprove	40	71	29	47	41	40	50	28	40		
DK/NA	12	6	11	18	11	14	9	12	11		
AREA.....											
	Brnx	Kngs	Man	Qns	StIsl	AGE IN	YRS.....	18-34	35-49	50-64	65+
Approve	41%	45%	56%	51%	28%	46%	45%	52%	46%		
Disapprove	45	40	34	36	67	40	45	37	42		
DK/NA	14	15	10	13	5	14	10	11	12		

32. Do you approve or disapprove of the way Mayor de Blasio is handling - relations between the police and the community?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp		
Approve	42%	17%	53%	34%	41%	43%	33%	60%	42%		
Disapprove	50	79	39	61	53	48	59	33	53		
DK/NA	8	4	8	5	6	9	8	6	5		
AREA.....											
	Brnx	Kngs	Man	Qns	StIsl	AGE IN	YRS.....	18-34	35-49	50-64	65+
Approve	44%	43%	43%	43%	28%	40%	41%	45%	42%		
Disapprove	46	50	49	49	70	53	54	47	48		
DK/NA	10	7	8	8	2	7	5	7	10		

33. Do you approve or disapprove of the way Mayor de Blasio is handling - the city budget?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Approve	36%	25%	43%	28%	38%	35%	30%	49%	45%
Disapprove	41	62	34	47	42	41	47	34	39
DK/NA	22	13	23	25	20	24	23	18	17

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Approve	34%	38%	37%	38%	25%	37%	36%	39%	35%
Disapprove	41	41	38	38	64	44	47	42	36
DK/NA	25	20	25	23	12	19	17	19	28

34. Do you approve or disapprove of the way Mayor de Blasio is handling - political corruption?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Approve	30%	22%	36%	20%	29%	30%	21%	42%	39%
Disapprove	50	63	44	57	55	46	58	41	45
DK/NA	21	14	20	22	17	24	22	17	16

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Approve	29%	31%	32%	27%	24%	29%	32%	32%	25%
Disapprove	50	46	48	55	54	49	53	51	50
DK/NA	21	23	20	18	22	23	15	16	25

35. Do you approve or disapprove of the way Mayor de Blasio is handling - poverty and homelessness?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Approve	31%	16%	40%	21%	34%	29%	22%	42%	41%
Disapprove	59	77	52	68	58	60	70	49	52
DK/NA	10	6	8	11	9	11	8	10	7

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Approve	38%	28%	35%	31%	19%	28%	32%	34%	31%
Disapprove	53	62	57	59	67	62	59	58	59
DK/NA	9	10	8	11	14	10	9	9	10

36. Do you think Mayor de Blasio should be a national leader against Trump administration policies or do you think Mayor de Blasio should try to get along with President Trump?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Against Trump	45%	4%	60%	39%	42%	47%	45%	51%	40%
Get along with Trump	46	90	33	47	48	44	48	39	51
DK/NA	10	6	7	14	10	10	7	10	9

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Against Trump	47%	43%	57%	42%	16%	50%	52%	41%	39%
Get along with Trump	44	47	36	48	67	42	39	51	52
DK/NA	8	10	7	11	17	8	8	9	9

37. Who do you think would be more effective at making sure New York City interests are best represented, with Republicans in control of Congress and the White House, Mayor de Blasio or Governor Cuomo?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
de Blasio	21%	7%	26%	18%	20%	21%	17%	27%	19%
Cuomo	67	74	67	68	71	64	74	62	67
DK/NA	12	19	7	14	10	14	9	11	14

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
de Blasio	23%	23%	19%	20%	10%	28%	25%	16%	14%
Cuomo	67	63	70	65	80	57	65	74	75
DK/NA	9	14	10	15	10	15	10	10	11

38. How would you rate the quality of life in New York City; very good, good, fair, poor, or very poor?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Very good	11%	12%	13%	6%	12%	10%	15%	10%	7%
Good	34	37	34	37	36	33	45	27	27
Fair	38	35	36	41	37	39	31	42	43
Poor	11	12	12	8	9	13	7	16	13
Very poor	5	4	4	9	5	5	2	3	10
DK/NA	1	1	1	-	2	1	1	2	-

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Very good	7%	11%	17%	10%	7%	7%	11%	13%	15%
Good	28	38	43	28	27	35	30	36	39
Fair	43	36	28	42	53	42	40	32	33
Poor	16	8	7	14	14	10	12	14	8
Very poor	6	6	4	5	-	5	6	4	3
DK/NA	-	1	1	1	-	1	1	2	1

39. Compared to a few years ago, do you think the quality of life in New York City has gotten better, gotten worse, or stayed about the same?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Better	22%	13%	27%	18%	24%	20%	17%	27%	30%
Worse	35	48	28	45	33	38	35	30	43
Stayed same	41	39	43	35	43	40	47	43	27
DK/NA	1	-	2	1	1	2	1	1	-

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Better	26%	19%	30%	18%	14%	27%	22%	21%	20%
Worse	33	34	31	38	54	26	38	38	36
Stayed same	39	45	39	42	30	45	40	40	41
DK/NA	2	1	-	2	2	2	-	1	2

40. Regardless of whether you will move, if you had the opportunity, would you like to move out of New York City, or would you rather remain in New York City?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Move	31%	32%	28%	40%	33%	30%	25%	33%	45%
Remain	67	68	71	60	66	68	74	66	54
DK/NA	1	-	1	-	1	1	1	1	1

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Move	46%	25%	21%	34%	53%	42%	34%	30%	20%
Remain	53	73	79	65	46	58	66	70	78
DK/NA	1	1	1	1	1	-	-	1	2

41. Do you feel like you can afford to live in New York City or not?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Yes	51%	51%	51%	48%	53%	49%	59%	49%	35%
No	47	47	47	48	44	49	39	49	60
DK/NA	2	2	2	4	2	2	2	1	4

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Yes	35%	50%	62%	53%	42%	37%	47%	55%	69%
No	62	49	34	45	54	63	51	43	26
DK/NA	2	2	4	2	4	1	1	2	5

42. In general, how serious a problem do you think homelessness is in New York City; a very serious problem, somewhat serious, not very serious, or not a problem at all?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Very serious	72%	67%	75%	69%	65%	77%	67%	78%	78%
Smwht serious	25	26	24	27	29	22	30	20	20
Not very serious	2	2	1	2	3	1	2	1	3
Not a problem at all	-	2	-	-	1	-	-	-	-
DK/NA	1	2	-	2	2	1	1	2	-

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Very serious	69%	71%	74%	76%	62%	71%	68%	77%	70%
Smwht serious	28	25	25	20	35	27	28	21	25
Not very serious	2	2	1	2	2	-	2	1	4
Not a problem at all	-	-	-	1	1	-	2	-	-
DK/NA	-	3	-	1	-	1	1	1	1

43. Compared to a few years ago in New York City, have you seen more, less, or about the same number of homeless people on the streets, in parks and on the subway?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
More	53%	56%	52%	53%	47%	58%	52%	52%	56%
Less	13	8	16	12	13	13	7	22	15
About the same	28	25	28	32	35	23	36	21	22
DK/NA	5	11	4	3	5	5	5	5	7

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
More	56%	45%	59%	56%	56%	52%	55%	56%	49%
Less	22	14	10	12	7	7	14	13	17
About the same	20	35	28	23	32	38	30	24	24
DK/NA	1	6	3	8	6	4	1	6	10

44. Compared to a few years ago in New York City, have you encountered more, less or about the same number of homeless people asking for money?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
More	48%	52%	45%	48%	45%	50%	48%	42%	53%
Less	15	10	18	12	14	15	9	27	18
About the same	33	31	33	36	37	30	39	27	27
DK/NA	4	6	3	4	3	5	4	3	2

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
More	46%	38%	55%	51%	55%	46%	49%	52%	43%
Less	18	17	14	13	9	8	14	16	21
About the same	31	39	29	32	34	44	37	28	26
DK/NA	5	6	2	4	2	2	-	4	10

45. Do you think that homeless people are generally to blame for their situation or is it mostly due to factors beyond their control?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Blame	9%	18%	5%	14%	12%	7%	9%	11%	10%
Beyond control	81	62	88	78	81	81	84	81	77
DK/NA	10	20	8	8	7	12	7	8	13

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Blame	7%	11%	6%	11%	14%	5%	12%	12%	9%
Beyond control	83	78	87	77	80	87	78	80	80
DK/NA	9	11	7	13	6	8	10	9	11

46. Do you think New York City is doing too much, too little, or about the right amount to help homeless people?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Too much	3%	5%	3%	4%	4%	3%	1%	1%	8%
Too little	74	63	79	72	69	77	76	79	68
About right	15	19	14	15	21	11	15	16	17
DK/NA	7	13	4	10	6	8	8	4	6

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Too much	3%	1%	5%	5%	1%	1%	4%	4%	3%
Too little	77	73	76	68	79	82	72	74	69
About right	17	13	15	18	11	11	18	17	18
DK/NA	3	12	4	8	8	6	5	5	10

47. Do you think homeless people should be required to work for the city, such as cleaning streets or parks, in exchange for shelter or not?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Yes/Required	62%	77%	58%	63%	59%	65%	55%	67%	75%
No	32	17	36	30	36	28	39	28	19
DK/NA	6	7	6	7	5	7	6	5	6

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Yes/Required	69%	57%	51%	74%	66%	65%	62%	60%	66%
No	26	36	43	20	28	32	33	34	24
DK/NA	5	7	6	5	6	4	5	5	10

48. Do you think homeless people should be required to undergo random drug tests in exchange for shelter or not?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Yes/Required	48%	64%	43%	51%	44%	51%	39%	54%	59%
No	48	29	54	46	53	43	55	43	36
DK/NA	5	7	3	4	3	6	5	3	5
AREA..... AGE IN YRS.....									
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Yes/Required	55%	50%	31%	55%	50%	46%	46%	49%	52%
No	42	45	66	38	46	52	51	46	39
DK/NA	4	5	2	7	4	2	3	5	9

49. How much sympathy do you have for homeless - adults; would you say you feel very sympathetic toward them, somewhat sympathetic, somewhat unsympathetic or very unsympathetic?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Very sympathetic	49%	45%	53%	42%	48%	50%	54%	49%	51%
Smwht sympathetic	45	45	43	53	46	45	41	47	45
Smwht unsympathetic	3	4	2	2	2	3	3	2	3
Very unsympathetic	1	3	-	-	1	-	-	-	-
DK/NA	2	2	1	3	3	2	1	2	1
AREA..... AGE IN YRS.....									
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Very sympathetic	50%	53%	52%	45%	33%	46%	45%	55%	51%
Smwht sympathetic	47	41	42	49	61	51	52	39	42
Smwht unsympathetic	2	3	3	2	6	2	2	3	4
Very unsympathetic	-	1	-	1	-	-	1	-	-
DK/NA	2	3	3	2	-	-	1	3	3

50. How much sympathy do you have for homeless - children; would you say you feel very sympathetic toward them, somewhat sympathetic, somewhat unsympathetic or very unsympathetic?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Very sympathetic	93%	91%	94%	91%	90%	95%	95%	93%	92%
Smwht sympathetic	5	8	4	7	8	4	5	6	6
Smwht unsympathetic	1	-	2	-	-	1	-	-	-
Very unsympathetic	-	-	1	-	1	-	-	-	1
DK/NA	1	-	-	2	1	-	-	-	1
AREA..... AGE IN YRS.....									
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Very sympathetic	91%	93%	92%	95%	89%	91%	94%	95%	92%
Smwht sympathetic	2	7	6	4	8	6	4	4	6
Smwht unsympathetic	4	-	-	1	-	3	1	-	-
Very unsympathetic	1	-	-	-	-	-	-	1	-
DK/NA	1	-	1	-	3	-	-	-	1

51. How much sympathy do you have for homeless - veterans; would you say you feel very sympathetic toward them, somewhat sympathetic, somewhat unsympathetic or very unsympathetic?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Very sympathetic	84%	89%	85%	81%	78%	89%	86%	87%	78%
Smwht sympathetic	13	8	14	15	18	9	13	11	18
Smwht unsympathetic	1	1	1	3	1	1	1	1	1
Very unsympathetic	-	2	-	-	1	-	-	-	1
DK/NA	1	-	-	1	2	-	-	-	2
AREA.....						AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Very sympathetic	82%	84%	83%	87%	86%	86%	81%	85%	86%
Smwht sympathetic	15	15	14	11	12	13	17	12	11
Smwht unsympathetic	1	1	2	1	3	-	-	2	1
Very unsympathetic	1	-	-	1	-	-	1	-	1
DK/NA	1	-	2	-	-	1	-	-	1

52. There is a proposal by the Port Authority of New York & New Jersey to spend \$11 billion to build a new bus terminal in Manhattan, between 9th Avenue and 10th Avenue. Do you support or oppose this proposal?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Support	40%	35%	41%	42%	45%	35%	44%	37%	32%
Oppose	44	46	43	43	42	46	36	52	57
DK/NA	16	18	16	15	13	19	21	11	10
AREA.....						AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Support	27%	35%	43%	45%	56%	30%	45%	38%	46%
Oppose	61	44	38	42	33	56	43	47	32
DK/NA	12	20	19	13	11	14	12	15	22

53. How often do you use the existing Port Authority Bus Terminal at 42nd Street and 8th Ave: more than once a week, weekly, monthly, yearly, or never?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
More than once/week	3%	1%	3%	4%	3%	3%	3%	2%	7%
Weekly	3	3	3	3	4	2	2	5	2
Monthly	11	11	12	10	12	11	9	10	16
Yearly	32	25	34	34	32	33	29	36	35
Never	50	60	48	49	48	51	58	47	40
DK/NA	1	-	1	1	-	1	1	1	-
AREA.....						AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
More than once/week	4%	3%	4%	3%	-	6%	2%	3%	1%
Weekly	2	2	6	2	1	3	3	1	2
Monthly	10	10	16	12	2	13	11	11	8
Yearly	41	29	37	28	32	37	37	31	24
Never	41	54	38	55	65	40	46	53	63
DK/NA	2	1	-	-	-	-	1	1	2

54. Do you approve or disapprove of the way the New York City police are doing their job?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Approve	67%	84%	63%	65%	68%	66%	79%	52%	73%
Disapprove	25	9	28	29	27	23	15	37	24
DK/NA	8	7	8	6	4	11	6	11	3

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Approve	54%	66%	71%	69%	81%	63%	59%	74%	75%
Disapprove	33	26	22	25	17	29	35	20	15
DK/NA	13	8	8	6	2	8	5	6	11

55. Do you approve or disapprove of the way the police in your community are doing their job?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Approve	76%	89%	74%	73%	74%	77%	85%	62%	77%
Disapprove	21	10	23	25	23	19	13	32	21
DK/NA	3	1	3	2	3	4	2	7	2

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Approve	67%	76%	78%	76%	85%	72%	66%	79%	86%
Disapprove	28	21	18	22	14	23	31	18	12
DK/NA	6	4	4	2	1	6	3	3	2

56. In general, how serious a problem do you think crime is in New York City; a very serious problem, somewhat serious, not very serious, or not a problem at all?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Very serious	37%	39%	33%	40%	32%	40%	26%	43%	49%
Smwht serious	49	47	54	41	48	50	57	52	42
Not very serious	13	12	12	17	17	10	15	5	8
Not a problem at all	1	1	-	2	2	-	-	-	1
DK/NA	1	2	-	1	1	-	1	-	-

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Very serious	47%	34%	28%	40%	45%	24%	42%	39%	38%
Smwht serious	46	53	48	49	39	57	41	50	51
Not very serious	5	12	23	10	10	16	16	11	9
Not a problem at all	2	-	1	1	2	2	-	-	-
DK/NA	-	1	-	-	3	1	-	-	2

57. In general, how serious a problem do you think police brutality is in New York City: a very serious problem, somewhat serious, not very serious, or not a problem at all?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Very serious	31%	12%	37%	28%	28%	34%	17%	51%	36%
Smwht serious	40	20	43	47	39	41	44	38	35
Not very serious	21	40	17	18	24	19	27	9	24
Not a problem at all	6	25	2	7	8	5	10	1	4
DK/NA	1	3	1	-	1	2	2	1	1

	AREA.....					AGE IN YRS.....				
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+	
Very serious	44%	31%	32%	28%	13%	37%	34%	27%	24%	
Smwht serious	32	39	40	41	57	35	40	43	44	
Not very serious	19	21	22	21	20	19	21	21	24	
Not a problem at all	4	7	5	7	11	8	4	6	8	
DK/NA	1	2	1	2	-	1	1	3	1	

58. In general, how serious a problem do you think police corruption is in New York City: a very serious problem, somewhat serious, not very serious, or not a problem at all?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Very serious	26%	10%	29%	30%	25%	27%	15%	42%	30%
Smwht serious	35	19	40	35	32	38	32	36	36
Not very serious	24	44	19	21	29	20	36	15	19
Not a problem at all	6	17	3	5	6	5	7	2	5
DK/NA	9	9	9	9	8	9	10	5	10

	AREA.....					AGE IN YRS.....				
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+	
Very serious	37%	27%	26%	24%	13%	33%	32%	18%	20%	
Smwht serious	39	33	38	30	45	39	34	38	31	
Not very serious	16	26	22	29	25	14	24	30	30	
Not a problem at all	2	5	4	8	9	8	5	6	4	
DK/NA	5	9	10	10	8	6	6	8	14	

59. In general, how serious a problem do you think political corruption is in New York City: a very serious problem, somewhat serious, not very serious, or not a problem at all?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Very serious	44%	50%	42%	45%	44%	43%	37%	50%	50%
Smwht serious	38	26	41	40	37	39	43	34	36
Not very serious	10	18	10	8	11	10	13	11	7
Not a problem at all	2	3	1	1	2	2	2	1	2
DK/NA	6	3	6	6	5	7	5	3	5

	AREA.....					AGE IN YRS.....				
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+	
Very serious	51%	42%	38%	48%	42%	48%	51%	40%	41%	
Smwht serious	35	43	39	34	35	36	36	39	39	
Not very serious	6	12	13	8	11	9	11	11	12	
Not a problem at all	1	-	1	3	4	2	-	2	2	
DK/NA	6	3	9	6	7	5	3	8	6	

60. Do you think Mayor de Blasio does favors for developers who make political contributions to campaigns in which he is involved or don't you think so?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Yes	52%	66%	47%	54%	55%	49%	62%	37%	48%
No	28	20	32	24	27	28	19	39	35
DK/NA	21	14	21	23	18	23	18	23	17
AREA..... AGE IN YRS.....									
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Yes	52%	52%	47%	54%	54%	54%	47%	54%	57%
No	29	25	30	31	17	33	34	24	21
DK/NA	19	23	22	15	29	13	20	22	22

60a. (If yes q60) Which of the following statements best describes your view of de Blasio's actions in these matters: he did something illegal, he did something unethical, but nothing illegal, or he did not do anything seriously wrong?

	IF YES Q60.....								
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Illegal	25%	39%	13%	38%	29%	21%	28%	7%	28%
Unethical/Not illegl	57	52	65	47	56	59	55	77	45
Not seriously wrong	9	3	12	7	9	8	7	14	16
DK/NA	9	6	10	8	5	13	10	3	12

**From:** [Phillips, Eric Falk](#)  
**To:** [Laura Nahmias](#)  
**Cc:** [Dan Levitan](#)  
**Subject:** Re: Quinnipiac NYC ISSUES Poll  
**Date:** Thursday, January 19, 2017 1:12:27 PM

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## On Cuomo split/

This isn't a horse race. It's organized coalition building against a very real threat to the progressivism that's helped make our city so strong. The Mayor and Governor will both have an important role in that resistance.

## On battling Trump:

This is the kind of false choice that only exists in pollster conference rooms. There will be times when the Mayor aggressively challenges the incoming president, and I suspect there will be times one their interests align and they work together on an issue. The Mayor has both speeds - and he'll undoubtedly need them.

On Jan 19, 2017, at 12:21 PM, Laura Nahmias <[lnahmias@politico.com](mailto:lnahmias@politico.com)> wrote:

do either of you want to respond to this?

Laura Nahmias

Reporter, Politico New York

[LNahmias@politico.com](mailto:LNahmias@politico.com)

twitter: @nahmias

mobile: 718-612-3751

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**From:** Julie Robinson <[jrobinson@Rubenstein.com](mailto:jrobinson@Rubenstein.com)>  
**Sent:** Thursday, January 19, 2017 12:01 PM  
**To:** Laura Nahmias  
**Subject:** Quinnipiac NYC ISSUES Poll

**FOR RELEASE: JANUARY 19, 2017**

**NEW YORKERS DIVIDED ON MAYOR FIGHTING**

**TRUMP,  
QUINNIPIAC UNIVERSITY POLL FINDS;  
CUOMO WOULD BETTER PROTECT CITY, VOTERS SAY  
3-1**

<JAN 19 NYC ISSUES+BP.pdf>

**From:** [Julia Kerson](#)  
**To:** [Sheriza Majid](#)  
**Cc:** [cathy@berlinrosen.com](#); [Patricia Masi](#); [dlu@bthayerassociates.com](#); [cbinder@bthayerassociates.com](#); [Desiree Gazzo](#); [Bucich, Nicole A.](#); [lcullen@vhb.com](#); [jennifer.duval@jacobs.com](#); [Cassandra Alvarez](#); [Alexa.Gangemi@ch2m.com](#); [REDACTED]; [Kerson, Julia](#); [toolel@pbworld.com](#)  
**Subject:** Re: Agenda for tomorrow's phone call and action items list  
**Date:** Thursday, January 19, 2017 2:25:07 PM

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Good Afternoon,

Below is some initial research on the various silent auction website/apps that are out there. We can discuss in more detail this evening but wanted to send around some basic information.

Company	Cost	No. of Items	Method	Staff Assistance	Notes
Handbid	\$995	75 Items	App	Available	
GiveSmart	Flat rate based on event details.	Unlimited	App or Website/Text	Yes – Event Coordinator	
32Auctions	There is a free option, most expensive option is \$220	Free is up to 20 items, \$220 is 100 items.	Website only		
BidPal	Price not mentioned on website.	No limit	App	Yes	
BiddingOwl	5% of highest bids.	No limit.	Website		
My Mini Auction	Appears to be free of cost.	Unlimited	Website		
eFlea	Free of cost to non-profits	Unlimited	Website		Have to confirm non-profit status if we use this service.

On Wed, Jan 18, 2017 at 4:35 PM, Sheriza Majid <[smajid@hntb.com](mailto:smajid@hntb.com)> wrote:

All:

Attached is the agenda for tomorrow's phone call and the action items list.

Regards,

Sheriza Majid

Project Analyst II

HNTB Corporation

Empire State Building

350 Fifth Avenue, 57<sup>th</sup> Floor

New York, NY 10118

Tel.: [212-915-9571](tel:212-915-9571)

Fax: [212-947-4094](tel:212-947-4094)

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**From:** [Phillips, Eric Falk](#)  
**To:** [sgoldenberg](#); [Dan Levitan](#)  
**Subject:** Re: is he going to rally  
**Date:** Thursday, January 19, 2017 5:39:03 PM

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Mayor. BR has clients that are organizing it. mayor's just a participant in it.

---

**From:** Sally Goldenberg <[REDACTED]>  
**Date:** Thursday, January 19, 2017 at 5:36 PM  
**To:** Dan Levitan <[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)>, Eric Phillips <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>  
**Subject:** is he going to rally

in capacity as mayor or candidate? it's on mayoral sked but flacked by BR?

Sally Goldenberg  
Senior Reporter  
POLITICO New York  
[www.capitalnewyork.com](http://www.capitalnewyork.com)  
646-766-1045  
732-895-5447  
@sallygold  
Sign up for my real estate newsletter: <http://www.capitalnewyork.com/newsletters>

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#); [Shor, Stanley](#); [Gardener, Stacy \(DOITT\)](#)  
**Cc:** [Stacey Levine](#); [Ruth Fasoldt](#); [Jennifer Hensley](#); [Jovana Rizzo](#)  
**Subject:** RE: Questions from Crain's  
**Date:** Thursday, January 19, 2017 6:00:27 PM

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Gerald Schiffman

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Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

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**From:** Grybauskas, Natalie [mailto:NGrybauskas@cityhall.nyc.gov]  
**Sent:** Thursday, January 19, 2017 5:59 PM  
**To:** Dan Levitan <dan@berlinrosen.com>; Shor, Stanley <SShor@doitt.nyc.gov>; Gardener, Stacy (DOITT) <SGardener@doitt.nyc.gov>  
**Cc:** Stacey Levine <stacey.levine@intersection.com>; Ruth Fasoldt <ruth.fasoldt@intersection.com>; Jennifer Hensley <jennifer.hensley@intersection.com>; Jovana Rizzo <jovana@berlinrosen.com>  
**Subject:** RE: Questions from Crain's

Seems fine. Is this flamm?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Thursday, January 19, 2017 5:58 PM  
**To:** Shor, Stanley; Gardener, Stacy (DOITT); Grybauskas, Natalie  
**Cc:** Stacey Levine; Ruth Fasoldt; Jennifer Hensley; Jovana Rizzo  
**Subject:** Questions from Crain's

Hi all –

Crain's New York's data reporter is writing about our 1 million user announcement and sent over the following questions. See our proposed answers below. Deadline is tomorrow AM.

**- The data on Open Data only goes through October, can they get the same data up to now?**

Yes [We will provide]

**- Can we provide any info on how people are using the wi-fi -- top websites etc? –**

LinkNYC does not store data on our users' browsing history or track the websites users visit on the Wi-Fi network. Anecdotally, we have seen who couldn't afford data plans relying on Link Wi-Fi to

stay connected, and parents have stopped by to download movies for their kids, and show them how to use the 911 and Vonage app for emergencies. Tourists love the network because it avoids roaming charges.

**- The average session duration jumped more than a minute between 9/19 and 9/26 -- is this for tablet or wi-fi, and do you have any explanation for how or why session usage goes up?**

We believe a software update that better logged user sessions produced that change in session duration data. While we think the current session duration data is more accurate than before that update, we do not think that user behavior changed significantly between 9/19 and 9/26.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** [Gardener, Stacy](#)  
**To:** [Dan Levitan](#); [Shor, Stanley](#); [Grybauskas, Natalie](#); [Koenig, Anne J.](#)  
**Cc:** [Jennifer Hensley](#); [Ruth Fasoldt](#); [Jovana Rizzo](#); [Stacey Levine](#)  
**Subject:** RE: BRIC TV on camera Interview request for Jan 25 on Link NYC kiosks privacy concerns  
**Date:** Wednesday, January 25, 2017 2:58:09 PM

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I think we're fine with it. Thanks

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**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Wednesday, January 25, 2017 1:39 PM  
**To:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Jennifer Hensley <[jennifer.hensley@intersection.com](mailto:jennifer.hensley@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Subject:** FW: BRIC TV on camera Interview request for Jan 25 on Link NYC kiosks privacy concerns

Hi all –

BRIC TV is doing a piece on the Link privacy rally. We are sending the response below, based on the already approved messaging. Please let us know if that works.

Dan

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
[@DanLevitan](#)

“New York City and LinkNYC have created a user-first privacy policy. We do not track or store your online activity, and we will never sell or share your personal information with any third party -- including city agencies -- unless lawfully required. Nearly one million people have signed up to use LinkNYC, which now offers all five boroughs access to free, super-fast Wi-Fi, free phone calls, access to 311 and emergency services, and more.” -- Jen Hensley, General Manager, LinkNYC

On background:

- We only ask for an e-mail address when you sign up to use LinkNYC's Wi-Fi, far less personal information than other internet service providers and cell phone carriers, which know your name, address, phone number, banking info and social security number.
- We do NOT store your browsing history or track the websites you visit when you use Link Wi-Fi with your personal device.

- There are 3 cameras on the Link kiosks and they are currently NOT turned on. There is no collection or storage of any audio.
- We will not use or share data or footage collected by LinkNYC cameras with anyone except:
  - to detect or address illegal activity on or associated with a Link
  - in response to vandalism
  - if we believe that disclosure is required by law or needed to protect your safety or the safety of others.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** Filippo Piscopo [<mailto:> [REDACTED]]  
**Sent:** Wednesday, January 25, 2017 12:17 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Re: BRIC TV on camera Interview request for Jan 25 on Link NYC kiosks privacy concerns

Dear Dan,  
Thanks very much for your response and sorry I wasn't able to take your call.

I interviewed last week for my piece on the Link NYC program a group asserting that the link NYC kiosks are masquerading as free wifi but are in fact equipped to capture a great deal of citizens data, monetizing it and centralizing it for marketing purposes without the citizens' permission.

Also, according to this group (Re-Think Link NYC), the kiosks allegedly have cameras and microphones that capture audio and video that could be used to collect surveillance type of information potentially available to law enforcement agencies and/or private practice attorneys.

I wanted to be balanced in my piece and also feature your point of view, so if you get these questions answered I'd really appreciate it.

Thanks very much in advance for your help.  
Filippo Piscopo

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**From:** [Phillips, Eric](#)  
**To:** [Russo, Melissa \(NBCUniversal\)](#)  
**Cc:** [Dan Levitan](#)  
**Subject:** Re: Question related to investigation  
**Date:** Thursday, January 26, 2017 8:59:58 AM

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I don't have anything on this, Melissa. Thanks

On Jan 26, 2017, at 8:43 AM, Russo, Melissa (NBCUniversal) <[Melissa.Russo@nbcuni.com](mailto:Melissa.Russo@nbcuni.com)> wrote:

Sent from my iPad

On Jan 25, 2017, at 7:21 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Q for Eric

- Sent from my Galaxy S6 -

On Jan 25, 2017, at 6:52 PM, Russo, Melissa (NBCUniversal) <[Melissa.Russo@nbcuni.com](mailto:Melissa.Russo@nbcuni.com)> wrote:

Tried to reach Barry Berke today to discuss reports from sources that he met with highest levels in Southern District in what has been described as "innocence proffer." Want to understand some more context from his side of this.

Best,  
Melissa

**From:** [Julia Kerson](#)  
**To:** [Sheriza Majid](#)  
**Cc:** [Cassandra Warde](#); [Cathy Rought](#); [Patricia Masi](#); [dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); [Desiree Gazzo](#); [Bucich, Nicole A.](#); [lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com); [Kerson, Julia](#); [toolel@pbworld.com](mailto:toolel@pbworld.com)  
**Subject:** Re: Wish list for ticket "auction"  
**Date:** Thursday, January 26, 2017 1:32:49 PM

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Could we tell them that in follow up? Using their foundation funds means that we take from local scholarship money to fund national scholarships - seems like an odd use of funds since it doesnt equal more scholarships from WTS generally. It would be better if they found a few hundred dollars in their budget.

Julia

On Thu, Jan 26, 2017 at 1:29 PM, Sheriza Majid <[smajid@hntb.com](mailto:smajid@hntb.com)> wrote:

Should we also make a mention of chapters be able to use their Foundation funds to contribute?

**From:** Cassandra Warde [mailto:[\[REDACTED\]](mailto:)]  
**Sent:** Thursday, January 26, 2017 1:23 PM  
**To:** Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>  
**Cc:** Julia Kerson <[\[REDACTED\]](mailto:)> Sheriza Majid <[smajid@HNTB.com](mailto:smajid@HNTB.com)>; Patricia Masi <[pmasi@bthayerassociates.com](mailto:pmasi@bthayerassociates.com)>; [dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); Desiree Gazzo <[dgazzo@centralparknyc.org](mailto:dgazzo@centralparknyc.org)>; Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)>; [lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com); [\[REDACTED\]](mailto:) Kerson, Julia ([JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)) <[JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)>; [toolel@pbworld.com](mailto:toolel@pbworld.com)  
**Subject:** Re: Wish list for ticket "auction"

Hello all,

Please see attached for a draft silent auction fund solicitation letter. We can discuss further on our upcoming call.

Regarding the types of donations you are looking for, here are some additional thoughts:

- Electronics-**Best Buy has a reputation of being very philanthropic, especially with women's initiatives.**
- Experiences-**Does anyone have a connection to Sarah Feinberg? Though she is no longer with Facebook, perhaps she could facilitate the**

**donation of a special tour of their HQ and a meet and greet with a couple of their key leaders...**

- Sporting tickets – **The New York City Football Club: they are still a relatively new team and are actively seeking engagement opportunities. You might be able to get a VIP package from them.**

Many thanks,

Cassandra

On Tue, Jan 24, 2017 at 6:53 PM, Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)> wrote:

Here's the list of types of donations we will be looking for:

- Purses, accessories (i.e. sunglasses)
- Airline tickets/hotel room
- Electronics
- Experiences – cooking class
- Sporting tickets – Giants, Yankees, etc.
- Broadway tickets
- Restaurant gift certificates
- Sunset cruise
- Shore house weekly rental
- Spa gift cards
- Money! We can always use money to purchase some of the above items at discount if unable to get donated

**From:** Julia Kerson [mailto:████████████████████]  
**Sent:** Thursday, January 19, 2017 2:24 PM  
**To:** Sheriza Majid <[smajid@hntb.com](mailto:smajid@hntb.com)>

**Cc:** Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; Patricia Masi <[pmasi@bthayerassociates.com](mailto:pmasi@bthayerassociates.com)>; [dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); Desiree Gazzo <[dgazzo@centralparknyc.org](mailto:dgazzo@centralparknyc.org)>; Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)>; [lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); Cassandra Alvarez <[REDACTED]> [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com); [REDACTED] Kerson, Julia ([JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)) <[JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)>; [toolel@pbworld.com](mailto:toolel@pbworld.com)

**Subject:** Re: Agenda for tomorrow's phone call and action items list

Good Afternoon,

Below is some initial research on the various silent auction website/apps that are out there. We can discuss in more detail this evening but wanted to send around some basic information.

Company	Cost	No. of Items	Method	Staff Assistance	Notes
Handbid	\$995	75 Items	App	Available	
GiveSmart	Flat rate based on event details.	Unlimited	App or Website/Text	Yes – Event Coordinator	
32Auctions	There is a free option, most expensive option is \$220	Free is up to 20 items, \$220 is 100 items.	Website only		
BidPal	Price not mentioned on website.	No limit	App	Yes	
BiddingOwl	5% of highest bids.	No limit.	Website		
My Mini Auction	Appears to be free of cost.	Unlimited	Website		
eFlea	Free of cost to non-profits	Unlimited	Website		Have to confirm non-profit status if we use

					this service.
--	--	--	--	--	------------------

On Wed, Jan 18, 2017 at 4:35 PM, Sheriza Majid <[smajid@hntb.com](mailto:smajid@hntb.com)> wrote:

All:

Attached is the agenda for tomorrow's phone call and the action items list.

Regards,

Sheriza Majid

Project Analyst II

HNTB Corporation

Empire State Building

350 Fifth Avenue, 57<sup>th</sup> Floor

New York, NY 10118

Tel.: [212-915-9571](tel:212-915-9571)

Fax: [212-947-4094](tel:212-947-4094)

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*This e-mail and any files transmitted with it are confidential and are intended solely for the use of the individual or entity to whom they are addressed. If you are NOT the intended recipient and receive this communication, please delete this message and any attachments. Thank you.*

**From:** [Goldstein, Freddi](#)  
**To:** ["Michael Gartland"](#)  
**Cc:** [Phillips, Eric](#); [Dan Levitan](#)  
**Subject:** RE: Telegraphed: de Blasio Sees Corruption Probes Into '18  
**Date:** Thursday, January 26, 2017 5:56:55 PM

---

They're reading the table wrong. Column 1 (12,483,718) is the current FY17 budget. Column 2, the number you reference below, is the current FY18 budget. This is for many, many different things that fit under this budget line and not specific to the investigations.

**From:** Michael Gartland [mailto:[mgartland@nypost.com](mailto:mgartland@nypost.com)]  
**Sent:** Thursday, January 26, 2017 4:09 PM  
**To:** Goldstein, Freddi  
**Cc:** Phillips, Eric; Dan Levitan  
**Subject:** Re: Telegraphed: de Blasio Sees Corruption Probes Into '18

They're referring to page 278 of this: <http://www1.nyc.gov/assets/omb/downloads/pdf/de1-17.pdf>

The \$6,524,718 figure. That's FY18.

On Thu, Jan 26, 2017 at 2:34 PM, Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)> wrote: Yes, which ends June 30th, 2017.

Sent from my iPhone

On Jan 26, 2017, at 2:33 PM, Michael Gartland <[mgartland@nypost.com](mailto:mgartland@nypost.com)> wrote:

FY17, correct?

On Thu, Jan 26, 2017 at 2:31 PM, Phillips, Eric <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)> wrote: Not clear what they're saying. The money is budget for '17, explicitly

---

**From:** Michael Gartland <[mgartland@nypost.com](mailto:mgartland@nypost.com)>  
**Date:** Thursday, January 26, 2017 at 1:30 PM  
**To:** Eric Phillips <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>  
**Subject:** Re: Telegraphed: de Blasio Sees Corruption Probes Into '18

Thanks. What exactly is that money tied to? Or are you saying it's not clear to what they're referring?

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---

**From:** Michael Gartland <[mgartland@nypost.com](mailto:mgartland@nypost.com)>  
**Date:** Thursday, January 26, 2017 at 1:16 PM  
**To:** Eric Phillips <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Fwd: Telegraphed: de Blasio Sees Corruption Probes Into '18

Is this accurate? If so, how do you respond?

----- Forwarded message -----

From: **Massey for Mayor** <[mfullington@masseyformayor.com](mailto:mfullington@masseyformayor.com)>

Date: Thu, Jan 26, 2017 at 1:59 PM

Subject: Telegraphed: de Blasio Sees Corruption Probes Into '18

To: [mgartland@nypost.com](mailto:mgartland@nypost.com)

FOR IMMEDIATE RELEASE

Contact: Mollie Fullington, [917-414-1639](tel:917-414-1639)

[MFullington@MasseyforMayor.com](mailto:MFullington@MasseyforMayor.com)

### **IF DE BLASIO THINKS HE'S INNOCENT, WHY DID HE**

### **BUDGET \$6 MILLION FOR CRIMINAL DEFENSE LAWYERS IN 2018?**

New York--Jan. 26...Embattled New York City Mayor Bill de Blasio, who's facing unprecedented criminal probes at the local, state, and federal levels, announced this week that he will need an additional \$6 million in tax revenue -- on top of the \$10 million already budgeted -- to pay for his criminal defense lawyers *next year*.

Mr. de Blasio made the \$6 million budget request to cover anticipated legal costs for his Park Avenue criminal defense team in his just-rolled-out 2018 Budget proposal.

"Not to put too fine a point on this, but didn't this mayor just telegraph that his legal problems are only just beginning?," said Massey for Mayor spokesman William O'Reilly. "The mayor's criminal defense team is working off a \$10 million retainer, courtesy of hard working New Yorkers, but Mr. de Blasio is now saying he's going to need \$6 million more

headed into next year. Common sense tells you that this mayor knows he's in trouble.”

Mayor de Blasio is being investigated on myriad corruption issues, including [pay-to-play activities](#) and possible [election fraud](#). Two [criminal grand juries](#) are in session to look into the de Blasio scandals, according to reports.

###

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The November Team | PO Box 99, South Salem, NY 10590

[Unsubscribe mgartland@nypost.com](mailto:mgartland@nypost.com)

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Michael Gartland  
NY Post  
[551-208-6570](tel:551-208-6570)  
[mgartland@nypost.com](mailto:mgartland@nypost.com)  
[@michaelgartland](https://twitter.com/michaelgartland)

--

Michael Gartland  
NY Post

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[mgartland@nypost.com](mailto:mgartland@nypost.com)  
@michaelgartland

--  
Michael Gartland  
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[mgartland@nypost.com](mailto:mgartland@nypost.com)  
@michaelgartland

--  
Michael Gartland  
NY Post  
51-208-6570  
[mgartland@nypost.com](mailto:mgartland@nypost.com)  
@michaelgartland

**From:** [Michael Gartland](mailto:Michael.Gartland)  
**To:** [Phillips\\_Eric](mailto:Phillips_Eric)  
**Cc:** [Goldstein\\_Freddi](mailto:Goldstein_Freddi); [Dan Levitan](mailto:Dan_Levitan)  
**Subject:** Re: Telegraphed: de Blasio Sees Corruption Probes Into '18  
**Date:** Thursday, January 26, 2017 6:39:57 PM

---

So how much has the city spent so far? And wouldn't a projection of what hasn't been spent yet show up in fy2018 or is the idea that this spending will be thru by end of fy17?

On Thu, Jan 26, 2017 at 6:35 PM, Phillips, Eric <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)> wrote:  
The contracts aren't for 18. They're for now.

On Jan 26, 2017, at 6:30 PM, Michael Gartland <[mgartland@nypost.com](mailto:mgartland@nypost.com)> wrote:

Why not? The contracts are in with the Comptroller's office.

On Thu, Jan 26, 2017 at 6:24 PM, Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)> wrote:

They would be included there. The point is there isn't funding for the probes in the FY18 budget.

**From:** Michael Gartland [mailto:[mgartland@nypost.com](mailto:mgartland@nypost.com)]  
**Sent:** Thursday, January 26, 2017 6:24 PM  
**To:** Goldstein, Freddi  
**Cc:** Phillips, Eric; Dan Levitan  
**Subject:** Re: Telegraphed: de Blasio Sees Corruption Probes Into '18

So where are they represented in the budget?

On Thu, Jan 26, 2017 at 6:22 PM, Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)> wrote:

No.

---

**From:** Michael Gartland [mailto:[mgartland@nypost.com](mailto:mgartland@nypost.com)]  
**Sent:** Thursday, January 26, 2017 6:00 PM  
**To:** Goldstein, Freddi  
**Cc:** Phillips, Eric; Dan Levitan  
**Subject:** Re: Telegraphed: de Blasio Sees Corruption Probes Into '18

Thanks. Does that line for 18 include probes or no?

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**Date:** Thursday, January 26, 2017 at 1:30 PM  
**To:** Eric Phillips <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>, "Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>  
**Subject:** Re: Telegraphed: de Blasio Sees Corruption Probes Into '18

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**Date:** Thursday, January 26, 2017 at 1:16 PM  
**To:** Eric Phillips <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>, Dan Levitan  
<[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Fwd: Telegraphed: de Blasio Sees Corruption Probes Into '18

Is this accurate? If so, how do you respond?

----- Forwarded message -----

From: **Massey for Mayor** <[mfullington@masseyformayor.com](mailto:mfullington@masseyformayor.com)>

Date: Thu, Jan 26, 2017 at 1:59 PM

Subject: Telegraphed: de Blasio Sees Corruption Probes Into '18

To: [mgartland@nypost.com](mailto:mgartland@nypost.com)

<~WRD367.jpg>

<image001.jpg>

FOR IMMEDIATE RELEASE

Contact: Mollie Fullington, [917-414-1639](tel:917-414-1639)

[MFullington@MasseyforMayor.com](mailto:MFullington@MasseyforMayor.com)

### IF DE BLASIO THINKS HE'S INNOCENT, WHY DID HE

### BUDGET \$6 MILLION FOR CRIMINAL DEFENSE LAWYERS IN 2018?

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###

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South Salem, NY 10590

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Michael Gartland

NY Post

[516-208-6570](tel:5162086570)

[mgartland@nypost.com](mailto:mgartland@nypost.com)

@michaelgartland

**From:** [Dan Levitan](#)  
**To:** [Yoav Gonen](#)  
**Cc:** [Phillips, Eric](#); [Paolucci, Nicholas \(Law\)](#)  
**Subject:** Re: mayor on radio  
**Date:** Friday, January 27, 2017 12:09:59 PM

---

I will call you. Gartland not wrong.

- Sent from my Galaxy S6 -

On Jan 27, 2017, at 12:06 PM, Yoav Gonen <[ygonen@nypost.com](mailto:ygonen@nypost.com)> wrote:

hey, adding Levitan in the hopes of getting clarity before we post online.  
Who's paying for Senate Dems 2014 campaign stuff - city or campaign?

What Gartland wrote last night is correct, right?

Legal bills to cover de Blasio's defense for a separate probe into efforts to back state senate candidates are being picked up by his political operation, a City Hall spokesman said.

On Fri, Jan 27, 2017 at 10:42 AM, Yoav Gonen <[ygonen@nypost.com](mailto:ygonen@nypost.com)> wrote:

hi guys, I need to clarify what mayor said on Lehrer about none of the \$11.7 million going toward campaign probes.

That's because the DA probe of the 2014 Senate Dems campaign is NOT included in the \$11.7m figure, correct?

--

Yoav Gonen  
City Hall Bureau Chief  
New York Post  
[\(646\) 229-8322](tel:(646)229-8322)  
[@yoavgonen](#)

--

Yoav Gonen  
City Hall Bureau Chief  
New York Post  
(646) 229-8322  
[@yoavgonen](#)

**From:** [Gardener, Stacy](#)  
**To:** [Jovana Rizzo](#); [Ruth Fasoldt](#)  
**Cc:** [Stacey Levine](#); [Dan Levitan](#); [Shor, Stanley](#); [Grybauskas, Natalie](#); [Hines, Evan \(DOITT\)](#)  
**Subject:** RE: 2016 Employment Report  
**Date:** Friday, January 27, 2017 4:39:40 PM

---

We're ok with the stats.

---

**From:** Jovana Rizzo [mailto:[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)]  
**Sent:** Friday, January 27, 2017 4:12 PM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: 2016 Employment Report

Hi all, instead of providing the full report, we'd like to send them these two topline stats. Please let us know ASAP if we can send. Thanks!

LinkNYC Employment and Economic Impacts, NYC, 2016:  
Total full time employees: 350  
Total economic output: \$128,900,000

---

**From:** Jovana Rizzo  
**Sent:** Friday, January 27, 2017 1:53 PM  
**To:** Gardener, Stacy; Ruth Fasoldt  
**Cc:** Stacey Levine; Dan Levitan; Shor, Stanley; Grybauskas, Natalie; Hines, Evan  
**Subject:** Re: 2016 Employment Report

Hi all, just checking in on this, Crains is closing the issue soon. Thanks!

Sent from my phone.

On Jan 26, 2017, at 4:22 PM, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)> wrote:

Yes, same article (it got held a week)

---

**From:** Gardener, Stacy [[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)]  
**Sent:** Thursday, January 26, 2017 4:22 PM  
**To:** Ruth Fasoldt  
**Cc:** Stacey Levine; Dan Levitan; Jovana Rizzo; Shor, Stanley; Grybauskas, Natalie; Hines, Evan  
**Subject:** RE: 2016 Employment Report

+ Natalie and Evan

Is this the same article they sent questions on after the 1MM user announcement?

**From:** Ruth Fasoldt [<mailto:ruth.fasoldt@intersection.com>]  
**Sent:** Thursday, January 26, 2017 4:18 PM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>

**Cc:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>  
**Subject:** Fwd: 2016 Employment Report

Hello Stacy,

As mentioned on the phone Stacey and team are interested in sharing some of the results of the below Jobs report with Crain's. There is some great stuff in here! If we have a chance of getting Crain's to add this info into their article we'll need to send it to them ASAP.

As this is a public document I think it would be okay, and all the stats are great for the project but of course want to touch base with you first.

Thanks,

Ruth

----- Forwarded message -----

**From:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Date:** Thu, Jan 26, 2017 at 4:12 PM  
**Subject:** 2016 Employment Report  
**To:** "Shor, Stanley" <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>, "Koenig, Anne J." <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>, "Jenkins, Alphonso" <[aljenkins@doitt.nyc.gov](mailto:aljenkins@doitt.nyc.gov)>, "Gold, Jacqueline" <[jacgold@doitt.nyc.gov](mailto:jacgold@doitt.nyc.gov)>, "Bryant, Patrick" <[pbryant@doitt.nyc.gov](mailto:pbryant@doitt.nyc.gov)>  
**Cc:** Daniel Engelman <[daniel.engelman@intersection.com](mailto:daniel.engelman@intersection.com)>, Jennifer Hensley <[jennifer.hensley@intersection.com](mailto:jennifer.hensley@intersection.com)>, Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>, Emily Pease <[emily.pease@intersection.com](mailto:emily.pease@intersection.com)>, "Schwab, Katie" <[kschwab@manatt.com](mailto:kschwab@manatt.com)>

Hello DoITT Team,

Please see attached for our 2016 Citybridge Employment Report (as well as 2015 Employment Report for reference) as outlined under 8.5 of the Franchise Agreement. We will ensure submission of this report to the FCRC by January 30th as stated in the Franchise Agreement as well.

If you have any questions do not hesitate to ask.

Best,

Ruth

 [CityBridge\\_LinkNYC 2016 Addendum\\_Final.pdf](#)

 [CityBridge\\_LinkNYC 2015 Employment Report\\_Final...](#)

--

**Ruth Fasoldt**

External Affairs Manager, LinkNYC

T: [929-241-1546](tel:929-241-1546)

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--

**Ruth Fasoldt**

External Affairs Manager, LinkNYC

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**From:** [Phillips, Eric](#)  
**To:** [Michael Gartland](#)  
**Cc:** [Dan Levitan](#)  
**Subject:** Re: Regarding Sunday's CCNY Event  
**Date:** Sunday, January 29, 2017 8:22:57 AM

---

For now, yeah. He's got TV in a min and there's a chance he goes to this rally this aft

On Jan 29, 2017, at 7:31 AM, Michael Gartland <[mgartland@nypost.com](mailto:mgartland@nypost.com)> wrote:

Is this the only thing on the mayor's sked today?

Begin forwarded message:

**From:** David Helfenbein <[David\\_Helfenbein@dkcnews.com](mailto:David_Helfenbein@dkcnews.com)>  
**Date:** January 27, 2017 at 2:50:37 PM EST  
**To:** David Helfenbein <[David\\_Helfenbein@dkcnews.com](mailto:David_Helfenbein@dkcnews.com)>  
**Subject: Regarding Sunday's CCNY Event**

Thanks to you all for RSVPing for Sunday's Catholic Charities event.

The advisory, once again, is below.

Have a great rest of the day and see you on Sunday!

Best,  
David

<image001.jpg>

## MEDIA ADVISORY

**CARDINAL DOLAN TO GIVE MAJOR ADDRESS ON  
THE ROLE OF CHARITY AND PARTNERSHIP IN  
BUILDING A CARING NEW YORK, MARKING 100<sup>TH</sup>  
ANNIVERSARY OF  
CATHOLIC CHARITIES OF NEW YORK**

***WILL ANNOUNCE COMMITMENT OF MORE THAN \$100***

***MILLION OVER NEXT FIVE YEARS THAT WILL LEVERAGE  
MORE THAN \$4 BILLION  
FOR NEW YORKERS IN NEED***

***Guests include: US Senator Charles Schumer, NYS Governor  
Andrew Cuomo, NYC Mayor Bill de Blasio,  
NYS Attorney General Eric Schneiderman, NYS Comptroller  
Thomas DiNapoli,  
CEO of Etsy Chad Dickerson and President and CEO of Partnership  
for NYC  
Kathryn Wylde***

Cardinal Timothy Dolan will join top influencers from New York State – including business, finance, political, media and labor leaders – to deliver a major address on the role of charity and partnership in building a caring New York, marking the 100<sup>th</sup> anniversary of Catholic Charities of New York (CCNY), an organization committed to helping solve the problems of New Yorkers in need – non-Catholics and Catholics alike.

In his remarks, Cardinal Dolan will reveal several initiatives that Catholic Charities will undertake or launch over the course of their centennial year to meet the emerging needs of New Yorkers, including a Food Hub, a substance abuse recovery center, a low vision clinic, new affordable family apartments, safe haven beds for the homeless, and a “For Help” mobile application.

Cardinal Dolan will also announce a campaign to raise \$100 million private philanthropic dollars over the next five years to support compassionate and quality human services to provide help and create hope for the children and families of New York – particularly the poorest and most vulnerable. This campaign, combined with additional private philanthropy through CCNY’s federation of agencies, will leverage over \$4 billion to help New Yorkers in need.

**WHAT:** Catholic Charities kicks off its centennial celebration with a luncheon that will include top influencers and leaders from New York State. At the event, Cardinal Dolan will make a major announcement, committing more than \$4 billion over the next five years for New Yorkers in need.

**WHO:** His Eminence Timothy Michael Cardinal Dolan, Archdiocese of

New York

**U.S. Senator Charles Schumer**, Minority Leader of the U.S. Senate  
**Governor Andrew Cuomo**, New York State  
**Mayor Bill de Blasio**, New York City  
**Attorney General Eric Schneiderman**, New York State  
**Comptroller Thomas DiNapoli**, New York State  
**Monsignor Kevin Sullivan**, Executive Director of Catholic Charities  
of New York  
**Chad Dickerson**, CEO, Etsy  
**Kathryn Wylde**, President and CEO, Partnership for New York City

**WHEN:** Sunday, January 29, 2017  
11:15 AM Press Call  
Event to start at 12 PM

**WHERE:** 30 Rockefeller Plaza (50 W. 50<sup>th</sup> Street)

***Please Note:*** All media must be approved in advance. RSVP to  
[David\\_Helfenbein@dkcnews.com](mailto:David_Helfenbein@dkcnews.com) to confirm your attendance. **The  
deadline for press RSVPs is Friday, 1/27 at noon.**

**MEDIA CONTACTS:** David Helfenbein, (212) 981-5265,  
[David\\_Helfenbein@dkcnews.com](mailto:David_Helfenbein@dkcnews.com)  
\_\_\_\_ Alexandra Stromer, (212) 981-5173,  
[Alexandra\\_Stromer@dkcnews.com](mailto:Alexandra_Stromer@dkcnews.com)

**###**

<image002.jpg>

**David Helfenbein**

Vice President

212-981-5265 (w)

914-325-6766 (c)

[david\\_helfenbein@dkcnews.com](mailto:david_helfenbein@dkcnews.com)

261 Fifth Avenue 2FL

New York NY 10016

[DKC](#) [Facebook](#) [Twitter](#) [Blog](#)

**From:** [The Office of Mayor de Blasio](#)  
**To:** [Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)  
**Subject:** You are cordially invited to the 2017 State of the City Address  
**Date:** Thursday, February 02, 2017 9:59:31 AM

---



The Mayor of the City of New York

**Bill de Blasio**

cordially invites you to the

## **2017 STATE OF THE CITY ADDRESS**

Monday, February 13, 2017

Doors open at 6:00 PM  
Program begins promptly at 7:00 PM

Apollo Theater  
253 West 125th Street  
Manhattan

RSVP by Wednesday, February 8, 2017  
(212) 788-2569 or  
email: [invitation@cityhall.nyc.gov](mailto:invitation@cityhall.nyc.gov)

Space is limited

This invitation is non-transferable.

The Mayor of the City of New York

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Manhattan

RSVP by Wednesday, February 8, 2017  
(212) 788-2569 or  
email: [invitation@cityhall.nyc.gov](mailto:invitation@cityhall.nyc.gov)

Space is limited

Seating is on a first come first serve basis.

**THIS INVITATION IS NON-TRANSFERABLE.**

**Yes, I am attending**

**No, I will not attend**



**From:** [Grybauskas, Natalie](#)  
**To:** [Stacey Levine](#)  
**Cc:** [Gardener, Stacy \(DOITT\)](#); [Shor, Stanley](#); [Dan Levitan](#); [Ruth Fasoldt](#)  
**Subject:** Re: Intersection interview with Crains  
**Date:** Friday, February 03, 2017 7:26:00 PM  
**Attachments:** [image001.png](#)

---

This looks fine.

Sent from mobile

On Feb 3, 2017, at 10:21 AM, Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)> wrote:

Hi all,

We got a few follow-up questions from Crain's about Link for Marta's feature. Just wanted to run them by you. Let me know if our response is ok.

**If possible... we want to get into some neighborhood distinctions, to show how local the Links could be. Could Marta give us any examples of how different neighborhoods are responding differently to the Links? For example, I saw the stat about Herald Square having the most WiFi sessions. Any other data you could supply, that we could turn into an answer?**

We understand usage down to the individual Link at any given time, including how many devices are using the Wi-Fi. For instance, we know that on January 1 at 12:05AM, a Link in Times Square had the most concurrent sessions of all Links all year -- you can imagine all the texts, SnapChats, Tweets, and Instagram posts that must have been shared at that moment!

**Any examples of a Link being used in an emergency?**

One of our street team members recalled seeing a bike messenger use the 911 feature to call an ambulance for another injured bike messenger. Another saw a father teach his young daughter how to use the 911 button in case of emergency.

On Wed, Jan 11, 2017 at 12:39 PM, Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)> wrote:

Sounds good.

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]

**Sent:** Wednesday, January 11, 2017 12:30 PM

**To:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>

**Cc:** Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>

**Subject:** Re: Intersection interview with Crains

Great! I'll give you a heads up if Matt plans to contact you.

On Wed, Jan 11, 2017 at 12:28 PM, Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)> wrote:

I agree.

<image001.png>

Stanley Shor

Assistant Commissioner, Franchise Administration

**New York City Department of**

**Information Technology & Telecommunications**

2 MetroTech Center, 4th Floor

Brooklyn, NY 11201

[718-403-8024](tel:718-403-8024)

[sshor@doitt.nyc.gov](mailto:sshor@doitt.nyc.gov)

<image002.jpg>

---

**From:** Grybauskas, Natalie [mailto:[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)]

**Sent:** Wednesday, January 11, 2017 12:27 PM  
**To:** 'Stacey Levine' <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>  
**Cc:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Subject:** RE: Intersection interview with Crains

I feel good about that.

**From:** Stacey Levine [<mailto:stacey.levine@intersection.com>]  
**Sent:** Wednesday, January 11, 2017 12:21 PM  
**To:** Shor, Stanley  
**Cc:** Gardener, Stacy (DOITT); Dan Levitan; Ruth Fasoldt; Grybauskas, Natalie  
**Subject:** Re: Intersection interview with Crains

This is a routine interaction with the press regarding Intersection's product-driven advertising approach.

If asked about motion content, Marta's talking point will be: "We worked closely with DoITT and the City of New York on ensuring motion is appropriate for the locations it is deployed. Our advertisers have enthusiastically embraced this additional feature."

If questions come up about the business model, Marta will use our standard response that "CityBridge, a private company, is making all of the capital investment and we are generating approximately \$500mm over the life of our contract in revenue with the City of New York generated from our ad sales."

If questions come up about how many Links are deployed, we will use the public number from the website: "530+ active Links, which is over 1000 screens, making it the largest digital out of home ad network in New York."

If any other specific Link questions come up, other than Intersection's general approach to product driven advertising, Marta will defer and we will pass Matt on to DoITT.

On Wed, Jan 11, 2017 at 11:52 AM, Shor, Stanley  
<[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)> wrote:

I suspect he may ask about the advertising on the Links including motion video which could be controversial and about the greater number of Links in Manhattan paying for the deployment outside Manhattan. Why can't you tell him you have to clear any discussion of Links with DoITT?

<image001.png>

Stanley Shor

Assistant Commissioner, Franchise Administration

**New York City Department of**

**Information Technology & Telecommunications**

2 MetroTech Center, 4th Floor

Brooklyn, NY 11201

[718-403-8024](tel:718-403-8024)

[sshor@doitt.nyc.gov](mailto:sshor@doitt.nyc.gov)

<image002.jpg>

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]

**Sent:** Wednesday, January 11, 2017 11:46 AM

**To:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>

**Cc:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Dan Levitan  
<[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>;  
Grybauskas, Natalie ([NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov))

<[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>

**Subject:** Re: Intersection interview with Crains

Hi Stanley,

To clarify, the interview is not about LinkNYC. It's about Intersection, which is an expansive business that has diverse contracts and projects in NYC and cities around the world. But since Link is our most high-profile project, I assume that he may ask some questions about it. She will not comment on deployment, privacy, or anything outside of her domain. She will talk about Intersection's approach to creating urban products supported by advertising, of which Link is an example -- along with our MTA kiosks, iPad ordering systems at LGA, Philly bus shelters, LinkUK, digital transit panels in Chicago and Minneapolis, etc.

Stacey

On Wed, Jan 11, 2017 at 11:20 AM, Shor, Stanley  
<[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)> wrote:

+ Natalie

I think we need to know what questions he will be asking about Links before we approve this interview.

<image001.png>

Stanley Shor

Assistant Commissioner, Franchise Administration

**New York City Department of  
Information Technology & Telecommunications**

2 MetroTech Center, 4th Floor

Brooklyn, NY 11201

[718-403-8024](tel:718-403-8024)

[sshor@doitt.nyc.gov](mailto:sshor@doitt.nyc.gov)

<image002.jpg>

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]

**Sent:** Wednesday, January 11, 2017 11:00 AM

**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley  
<[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Ruth Fasoldt  
<[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>

**Subject:** Intersection interview with Crains

Hi Stacy,

Just a heads up: Matt Flamm from Crains is interviewing Intersection's new Chief Revenue Officer tomorrow morning. While she oversees sales for all of Intersection's businesses, LinkNYC is likely to come up. She will avoid any issues about deployment, etc. since that is outside the scope of her domain.

Thanks,

Stacey

--

**Stacey Levine**  
Communications Director

T: [646-834-9657](tel:646-834-9657)

[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

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**Stacey Levine**  
VP, Communications & Consumer Marketing

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**Intersection**  
10 Hudson Yards 26th Floor New York, NY 10001  
[intersection.com](http://intersection.com)

**From:** [Julia Kerson](#)  
**To:** [Bucich, Nicole A.](#)  
**Cc:** [Cathy Rought](#); [Sheriza Majid](#); [dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); [Cassandra Warde](#); [Patricia Masi](#); [Desiree Gazzo](#); [lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); [Kerson, Julia](#); [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com); [Toole, Laura](#)  
**Subject:** Re: Wish list for ticket "auction"  
**Date:** Monday, February 06, 2017 7:39:22 AM

---

I agree that the email should go out asap - Laurie, you mentioned it could go out from the foundation. Do you folks have the emails and would you be able to send out the emails once language is finalized?

As for collecting funds - is there someone one your committee who wouldn't mind being the point person? I'll email WTSI and copy you regarding the process for depositing and spending to buy items.

In that same email I can request a quick call with you folks regarding the thinking on the raffle decision. I asked again on Friday and they mentioned one reason as the fact that they have advertised a silent auction and mentioned the idea of having a raffle during one event (like that big dinner).

Julia

Sent from my iPhone

On Feb 6, 2017, at 7:22 AM, Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)> wrote:

Julia –

Cathy and I will get together this week to figure out the best day/time for a regular call and develop an agenda.

In the meantime, I have some questions/comments about the letter:

- <!--[if !supportLists]-->• <!--[endif]-->I think this should go out ASAP
- <!--[if !supportLists]-->• <!--[endif]-->I agree we should not mention the use of chapter foundation funds
- <!--[if !supportLists]-->• <!--[endif]-->We need to add directions about who they send the check to - who should that be?
- <!--[if !supportLists]-->• <!--[endif]-->Who has the names, addresses and emails for the mailing?

I also wanted to chime in on International's reaction to the new silent auction method. I think doing both would be very confusing. Is it possible for Cathy and I to participate in a conversation with them?

Thanks-  
Nicole

Nicole A. Bucich  
NY Metropolitan Planning/Environmental Manager

WSP | Parsons Brinckerhoff  
One Penn Plaza

NY, NY 10119  
w. 212.465.5220  
c. 973.699.1937  
[bucichna@pbworld.com](mailto:bucichna@pbworld.com)

---

**From:** Julia Kerson [<mailto:> [REDACTED]]  
**Sent:** Wednesday, February 01, 2017 4:00 PM  
**To:** Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; Sheriza Majid <[smajid@HNTB.com](mailto:smajid@HNTB.com)>;  
[dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); Cassandra Warde <[REDACTED]> Patricia Masi  
<[pmasi@bthayerassociates.com](mailto:pmasi@bthayerassociates.com)>; Desiree Gazzo <[dgazzo@centralparknyc.org](mailto:dgazzo@centralparknyc.org)>;  
[lcullen@vhb.com](mailto:lcullen@vhb.com); Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)>; [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com);  
[cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com)  
**Cc:** [REDACTED] Kerson, Julia ([JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov))  
<[JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)>; [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com); Toole, Laura  
<[toole@pbworld.com](mailto:toole@pbworld.com)>  
**Subject:** Re: Wish list for ticket "auction"

Good Afternoon silent auction committee,

I just wanted to reach out quickly with an update. During the last weekly call with WTSI we discussed the silent auction format that the committee recommended. Unfortunately, they weren't sold and requested that, if we wanted the new format, we also have some items with the old format. I can bring it up with them again on our call this Friday but, in the meantime, what do you think about focusing on starting to collect donations.

Nicole/Cathy,

Do we have a timeline for getting the request letter out to the chapters? Anything you need from us as far as next steps on that? Additionally, now that we have identified you as co-chairs, please feel free to organize committee actions (calls, next steps, etc) as you see fit.

Thanks!  
Julia

Sent from my iPhone

On Jan 26, 2017, at 1:33 PM, Sheriza Majid <[smajid@HNTB.com](mailto:smajid@HNTB.com)> wrote:

Sure if we want. I just remembered it was mentioned during our first meeting so I just wanted to remind everyone.

**From:** Julia Kerson [<mailto:> [REDACTED]]  
**Sent:** Thursday, January 26, 2017 1:32 PM  
**To:** Sheriza Majid <[smajid@HNTB.com](mailto:smajid@HNTB.com)>  
**Cc:** Cassandra Warde <[REDACTED]> Cathy Rought  
<[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; Patricia Masi <[pmasi@bthayerassociates.com](mailto:pmasi@bthayerassociates.com)>;  
[dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); Desiree Gazzo

<[dgazzo@centralparknyc.org](mailto:dgazzo@centralparknyc.org)>; Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)>;  
[lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com);  
[REDACTED] Kerson, Julia ([JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov))  
<[JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)>; [toolel@pbworld.com](mailto:toolel@pbworld.com)

**Subject:** Re: Wish list for ticket "auction"

Could we tell them that in follow up? Using their foundation funds means that we take from local scholarship money to fund national scholarships - seems like an odd use of funds since it doesn't equal more scholarships from WTS generally. It would be better if they found a few hundred dollars in their budget.

Julia

On Thu, Jan 26, 2017 at 1:29 PM, Sheriza Majid <[smajid@hntb.com](mailto:smajid@hntb.com)> wrote:

Should we also make a mention of chapters be able to use their Foundation funds to contribute?

**From:** Cassandra Warde [mailto:[REDACTED]]  
**Sent:** Thursday, January 26, 2017 1:23 PM  
**To:** Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>  
**Cc:** Julia Kerson <[REDACTED]> Sheriza Majid <[smajid@HNTB.com](mailto:smajid@HNTB.com)>; Patricia Masi <[pmasi@bthayerassociates.com](mailto:pmasi@bthayerassociates.com)>; [dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); Desiree Gazzo <[dgazzo@centralparknyc.org](mailto:dgazzo@centralparknyc.org)>; Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)>; [lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com);  
[REDACTED] Kerson, Julia ([JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov))  
<[JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)>; [toolel@pbworld.com](mailto:toolel@pbworld.com)  
**Subject:** Re: Wish list for ticket "auction"

Hello all,

Please see attached for a draft silent auction fund solicitation letter. We can discuss further on our upcoming call.

Regarding the types of donations you are looking for, here are some additional thoughts:

- **Electronics-Best Buy has a reputation of being very philanthropic, especially with women's initiatives.**
- **Experiences-Does anyone have a connection to Sarah Feinberg? Though she is no longer with Facebook, perhaps she could facilitate the donation of a special tour of their HQ and a meet and greet with a couple of their key leaders...**
- **Sporting tickets –The New York City Football Club: they are still a relatively new team and are actively seeking engagement opportunities. You might be able to get a VIP package from them.**

Many thanks,  
Cassandra

On Tue, Jan 24, 2017 at 6:53 PM, Cathy Rought  
<[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)> wrote:

Here's the list of types of donations we will be looking for:

- Purses, accessories (i.e. sunglasses)
- Airline tickets/hotel room
- Electronics
- Experiences – cooking class
- Sporting tickets – Giants, Yankees, etc.
- Broadway tickets
- Restaurant gift certificates
- Sunset cruise
- Shore house weekly rental
- Spa gift cards
- Money! We can always use money to purchase some of the above items at discount if unable to get donated

**From:** Julia Kerson [mailto:████████████████████]

**Sent:** Thursday, January 19, 2017 2:24 PM

**To:** Sheriza Majid <[smajid@hntb.com](mailto:smajid@hntb.com)>

**Cc:** Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; Patricia Masi <[pmasi@bthayerassociates.com](mailto:pmasi@bthayerassociates.com)>; [dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); Desiree Gazzo <[dgazzo@centralparknyc.org](mailto:dgazzo@centralparknyc.org)>; Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)>; [lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); Cassandra Alvarez <████████████████████> [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com); ████████████████████ Kerson, Julia (<[JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)> <[JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)>; [toolel@pbworld.com](mailto:toolel@pbworld.com)

**Subject:** Re: Agenda for tomorrow's phone call and action items list

Good Afternoon,

Below is some initial research on the various silent auction website/apps that are out there. We can discuss in more detail this evening but wanted to send around some basic information.

Company	Cost	No. of Items	Method	Staff Assistance	Notes
Handbid	\$995	75 Items	App	Available	
GiveSmart	Flat rate based on event details.	Unlimited	App or Website/Text	Yes – Event Coordinator	
32Auctions	There is a free option, most expensive option is \$220	Free is up to 20 items, \$220 is 100 items.	Website only		
BidPal	Price not mentioned on website.	No limit	App	Yes	
BiddingOwl	5% of highest bids.	No limit.	Website		
My Mini Auction	Appears to be free of cost.	Unlimited	Website		
eFlea	Free of cost to non-profits	Unlimited	Website		Have to confirm non-profit status if we use this service.

On Wed, Jan 18, 2017 at 4:35 PM, Sheriza Majid  
 <[smajid@hntb.com](mailto:smajid@hntb.com)> wrote:

All:  
 Attached is the agenda for tomorrow's phone call and the action items list.  
 Regards,

Sheriza Majid  
 Project Analyst II

HNTB Corporation  
 Empire State Building  
 th

350 Fifth Avenue, 57 Floor  
New York, NY 10118

Tel.: [212-915-9571](tel:212-915-9571)

Fax: [212-947-4094](tel:212-947-4094)

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**From:** [Dan Levitan](#)  
**To:** [Gardener, Stacy \(DOITT\)](#)  
**Cc:** [Shor, Stanley](#); [Ruth Fasoldt](#); [Jennifer Hensley](#); [Jovana Rizzo](#); [Stacey Levine](#); [Grybauskas, Natalie](#); [Hines, Evan \(DOITT\)](#)  
**Subject:** Re: Release for Black History Month  
**Date:** Monday, February 06, 2017 5:42:37 PM

---

Thanks!

- Sent from my Galaxy S6 -

On Feb 6, 2017, at 5:34 PM, Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)> wrote:

Hi Dan,

We're fine with it. See Anne's quote below:

"With hundreds of kiosks across all five boroughs, LinkNYC is a perfect outlet to celebrate Black History Month," said Anne Roest, Commissioner of the Department of Information Technology and Telecommunications. "We thank Silicon Harlem for curating this important content."

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**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, February 06, 2017 4:30 PM  
**To:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Jennifer Hensley <[jennifer.hensley@intersection.com](mailto:jennifer.hensley@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Subject:** Release for Black History Month

Hi Stanley and Stacy –

Attached please find a draft release we would like to put out as soon as possible about the Black History Month promotion LinkNYC is running.

Please let us know what you think and if you would like to add a quote.

Dan

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This e-mail, including any attachments, may be confidential, privileged or otherwise legally protected. It is intended only for the addressee. If you received this e-mail in error or from someone who was not authorized to send it to you, do not disseminate, copy or otherwise use this e-mail or its attachments. Please notify the sender immediately by reply e-mail and delete the e-mail from your system.

**From:** [The Office of Mayor de Blasio](#)  
**To:** [Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)  
**Subject:** REMINDER: You are cordially invited to the 2017 State of the City Address  
**Date:** Wednesday, February 08, 2017 10:26:20 AM

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We look forward to having you attend the 2017 State of the City Address!

**Doors will open at 5:30 PM**

**Program will begin promptly at 7:00 PM**

If you are still interested in attending but have not yet had the opportunity to RSVP, please see the invitation below for event details and further instructions.

Please note:

Reserved parking is not available and street parking will be very limited. Guests are encouraged to use public transportation to travel to the venue. Guests are not permitted to bring backpacks, large bags, suitcases, signs or posters.

Special Accommodations:

If you need to request special accommodations, including ADA assistance, please call (212) 788-2569 or email [invitation@cityhall.nyc.gov](mailto:invitation@cityhall.nyc.gov).



The Mayor of the City of New York

**Bill de Blasio**

cordially invites you to the

**2017 STATE OF THE CITY ADDRESS**

Monday, February 13, 2017

Doors open at 5:30 PM  
Program begins promptly at 7:00 PM

Apollo Theater  
253 West 125th Street  
Manhattan

RSVP by Wednesday, February 8, 2017  
(212) 788-2569 or  
email: [invitation@cityhall.nyc.gov](mailto:invitation@cityhall.nyc.gov)

Space is limited

Seating is on a first come first serve basis.

**THIS INVITATION IS NON-TRANSFERABLE.**

**Yes, I am attending**

**No, I will not attend**



**From:** [Fialkoff, Gabrielle](#)  
**To:** ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Subject:** ICYMI: MAYOR DE BLASIO, CHANCELLOR FARIÑA ANNOUNCE HIGHEST-EVER GRADUATION RATE  
**Date:** Friday, February 10, 2017 3:21:10 PM  
**Attachments:** [image001.png](#)

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Dear Jonathan –

I wanted to share today's important news with you.

Warm regards,  
Gabrielle

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THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE:** February 10, 2017  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO, CHANCELLOR FARIÑA ANNOUNCE HIGHEST-EVER  
GRADUATION RATE**

*Graduation rate rises to 72.6 percent and dropout rate hits low of 8.5 percent with largest improvements for Hispanic and Black students*

**NEW YORK**—Mayor de Blasio and Chancellor Carmen Fariña today announced that New York City's four-year high school graduation rate hit a historic high in 2016 – 72.6 percent. The dropout rate fell to the lowest ever – 8.5 percent. The improvements in both graduation and dropout rates were highest for Hispanic and Black students. Every single borough saw its graduation rate increase and dropout rate decrease – with the highest increase in graduation rate in the Bronx.

Mayor de Blasio and Chancellor Fariña's Equity and Excellence for All agenda will build on this progress, ensuring that by 2026, 80 percent of students graduate high school on time and two-thirds of graduates are college ready. Equity and Excellence for All is building a path from pre-K to college and careers for every child in every neighborhood in New York City.

“Our public schools are unquestionably the strongest they've ever been – we're graduating more students than ever before, and we are on track to reach our Equity and Excellence for All goal of 80 percent of students graduating on time,” said **Mayor Bill de Blasio**. “From

Day 1, we've believed in the promise of our public schools as the ladder to success for all New Yorkers, and we are raising the bar at every school in every zip code."

"Our record-high graduation and the record-low dropout rates are a testament to the hard work of our students, their families, and our educators," said **Schools Chancellor Carmen Fariña**. "Our focus has always been on the work going on in every classroom, and that's where it's going to stay. While this is a day to celebrate progress, we're working harder than ever to improve instruction and provide equity and excellence for all students."

The rates below are the graduation and dropout percentages among the cohort of all students who entered 9th grade in the fall of 2012. All percentage point changes are comparisons to the previous year.

- The graduation rate rose to 72.6 percent, a 2.1 point gain
- The dropout rate fell to 8.5 percent, a 0.5 point decrease

Graduation rates improved across all ethnicities, with Hispanic and Black students posting the highest gains:

- Hispanic students' graduation rate increased to 66.9 percent, a 2.9 point gain
- Black students' graduation rate increased to 68.1 percent, a 2.6 point gain
- Asian students' graduation rate increased to 85.6 percent, a 0.6 point gain
- White students' graduation rate increased to 82.1 percent, a 0.1 point gain

Dropout rates fell or remained the same across all ethnicities:

- Hispanic students' dropout rate fell to 11.2 percent, a 0.7 point decrease
- Black students' dropout rate fell to 8.8 percent, a 0.6 point decrease
- Asian students' dropout rate fell to 4.6 percent, the same as last year
- White students' dropout rate fell to 4.8 percent, a 0.4 point decrease

Graduation rates increased and dropout rates fell in every borough. The largest improvement in graduation rates was in the Bronx:

	Graduation				Dropout			
	2016 # Cohort	% 2016 Grad	% 2015 Grad	Pt. Diff	2016 # Cohort	% 2016 Dropout	% 2015 Dropout	Pt. Diff
Bronx	13,838	64.8	61.8	<b>3.0</b>	13,838	12.7	13.1	<b>-0.4</b>
Brooklyn	20,823	72.2	70.8	<b>1.4</b>	20,823	7.6	8.3	<b>-0.7</b>
Queens	19,398	75.5	73.3	<b>2.2</b>	19,398	7.7	7.9	<b>-0.2</b>
Manhattan	15,569	74.6	72.5	<b>2.2</b>	15,569	7.4	7.7	<b>-0.4</b>
Staten Island	4,544	79.3	77.4	<b>1.9</b>	4,544	6.4	7.5	<b>-1.2</b>

Graduation rates also increased at the City's 31 Renewal high schools. The graduation rate increased to 59.3 percent, a 4.8 percent increase – more than double the citywide increase in graduation rate. The dropout rate was 18.6 percent, a 0.8 point increase.

Earlier this school year, Mayor de Blasio and Chancellor Fariña announced:

- The highest-ever postsecondary enrollment rate – 55 percent of the Class of 2015.
- The highest-ever number of New York City students taking and passing Advanced Placement exams in 2016 with an 8.4 percent jump in students taking at least one AP and 8.2 percent jump in students passing at least one AP over the previous year.
- The highest-ever college readiness rate – 37 percent of all students, and 51 percent of graduates, in the Class of 2016 graduated high school on time and met CUNY's standards for college readiness in English and math.
- The highest-ever percentage of high school juniors taking the SAT – 52 percent. All juniors will be able to take the SAT free of charge during the school day this school year.

The progress extends to elementary and middle school grades – students made substantial gains on the most recent State English and math exams. For the first time, City students are now outperforming their New York State peers in English.

Mayor de Blasio and Chancellor Fariña's Equity and Excellence for All initiatives are building a pathway to success in college and careers for all students. Our schools are starting earlier – free, full-day, high-quality pre-K for every four-year-old through Pre-K for All. They are strengthening foundational skills and instruction earlier – Universal Literacy so that every student is reading on grade level by the end of 2nd grade; and Algebra for All to improve elementary- and middle-school math instruction and ensure that all 8th graders have access to algebra. They are offering students more challenging, hands-on, college and career-aligned coursework – Computer Science for All will bring 21st Century computer science instruction to every school, and AP for All will give all high school students access to at least five Advanced Placement courses. Along the way, they are giving students and families additional support through College Access for All, Single Shepherd, and investment in Community Schools.

More information on New York City's graduation and college readiness and rates can be found at <http://schools.nyc.gov/Accountability/data/GraduationDropoutReports/default.htm>.

“Congratulations to our students, educators and families across New York City – this is truly remarkable work. The highest-ever graduation rate and the lowest-ever dropout rate in our City's history is a big accomplishment, and we won't rest until every single student is firmly on the path to succeed in college and careers. We will continue working towards our vision of equity and excellence for all, by strengthening teaching and learning in every single classroom from pre-K to graduation,” said **Deputy Chancellor for Teaching and Learning Phil Weinberg**.

"As a parent of a public school student, I realize how important the reforms Mayor de Blasio and Chancellor Farina have been for all students these past few years. Now everyone knows that they have proved successful. Careful attention to at -risk students, guidance counselors, after school middle school and support for our high schools as full comprehensive schools is raising graduation rates and perhaps even more importantly, lowering drop out and discharge

rates among our young adults; the future of our city. I look forward to even more positive results as pre-K and other Equity and Excellence initiatives continue. Congratulations to all the principals, teacher, parents, staff and students at all our schools, but especially our high schools," said **Assembly Member Cathy Nolan, Chair of the Assembly Committee on Education.**

"Graduation rates are at a record high thanks to our City's substantial investment in public education," said **Council Member Daniel Dromm, Chair of the Education Committee.** "Because we have embraced progressive approaches to education such as community schooling and restorative justice practices, thousands of students are now on the path to success. I celebrate these historic results and will continue to work alongside the administration to build upon this achievement."

"Our City's future is tied to the quality of education we provide to our young people and how successfully we equip them for adulthood," said **Manhattan Borough President Gale A. Brewer.** "These higher achievement rates are great news, and I will continue to work with the Department of Education to strengthen the opportunities and support provided in our schools, with an emphasis on access to the latest technology and STEAM resources."

"Any improvement in graduation rates is encouraging. I look forward to the day when our children can all do math and reading at grade level, because we all know that there are too many people who need remedial work when they enter college. I also look forward to the day when the schools in my district receive the same resources as children in other parts of the city, so they can have the same opportunities to thrive and compete in our global market," said **State Senator Ruben Diaz Sr.**

"Our students, our teachers, our schools have been doing the hard work, and here you are seeing the results," said **President of the United Federation of Teachers Michael Mulgrew.** "By focusing our energy and resources on the classroom, we are making a difference for students across the city. Our job now is to keep up the momentum."

"These numbers are a tribute to our students, their families, and the teachers, staff and school leaders who make our public schools second to none," said **Council of School Supervisors and Administrators President Ernest Logan.** "We must not forget that high school diplomas change lives."

"In 2004, a study commissioned by the Partnership for New York City identified the four year graduation rate as a dismal 54.3 percent. The significant improvement in student performance reported today reflects the impact of mayoral control of school governance and the success of the de Blasio Administration and Chancellor Farina in aligning the interests of teachers, parents and the business community in support of our public schools," said **Kathryn Wylde, President and CEO of Partnership for New York City.**

"The growth in graduation rates and decrease in dropouts underscores the fact that reforms based on increasing student opportunities are more effective than the old test and punish approach," said **Billy Easton, Executive Director of Alliance for Quality Education.**

"There is no doubt the City's school system is moving in the right direction under Mayor de Blasio and Chancellor Fariña," said **José Calderón, President of the Hispanic Federation.** "We are starting to see real gains in Latino student performance and outcomes due to

visionary investments in universal pre-kindergarten, community schools and English language learner programs. Nonetheless, far too many Latino students are still struggling to learn in underfunded, overcrowded schools without the full array of academic and social service supports needed to graduate college ready. Hispanic Federation is committed to continuing to work with this administration to amplify and speed up these improvements to ensure another generation of Latino kids doesn't fall through the cracks.”

###

**From:** [Grybauskas, Natalie](#)  
**To:** [Gardener, Stacy \(DOITT\)](#)  
**Cc:** [Jovana Rizzo](#); [Shor, Stanley](#); [Koenig, Anne J.](#); [Dan Levitan](#); [Stacey Levine](#); [Ruth Fasoldt](#); [Jennifer Hensley \(Jennifer.Hensley@intersection.com\)](#)  
**Subject:** Re: Valentines release + travel outlet request  
**Date:** Monday, February 13, 2017 5:37:01 PM  
**Attachments:** [image001.png](#)

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I dig it

Sent from mobile

On Feb 13, 2017, at 5:12 PM, Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)> wrote:

+ Natalie for awareness

That's cute. Maybe Link will become the updated version of the sporting event big screen proposal 😊

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Monday, February 13, 2017 5:04 PM  
**To:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Jennifer Hensley ([Jennifer.Hensley@intersection.com](mailto:Jennifer.Hensley@intersection.com)) <[Jennifer.Hensley@intersection.com](mailto:Jennifer.Hensley@intersection.com)>  
**Subject:** RE: Valentines release + travel outlet request

Proposed talking points for Skift are below, let us know if you have any edits or comments. Also, some great news for Valentine's Day! As you know, there has been a campaign running asking people to get in touch with Link if they are planning to propose on Valentine's Day. There is a proposal happening tomorrow evening and the Daily News is potentially interested in doing a story about the first LinkNYC proposal! Could be a very fun NYC story. We will keep you posted when we know more.

Thanks!  
Jovana

### What is LinkNYC? How did this idea come about?

<!--[if !supportLists]-->• <!--[endif]-->LinkNYC is a new communications network replacing the city's pay phones with free, super-fast wi-fi hotspots and services.

<!--[if !supportLists]-->• <!--[endif]-->The City of New York held a competition to replace the city's pay phones. After a competitive bidding process, the City announced that CityBridge – a consortium of companies that includes Intersection, Qualcomm, and CIVIQ Smartscares – was selected to develop and operate the first-of-its-kind

LinkNYC network, bringing the world's fastest municipal Wi-Fi to millions of New Yorkers and visitors.

<!--[if !supportLists]-->• <!--[endif]-->The five-borough network is funded entirely through advertising revenues and is being built at no-cost to taxpayers or users.

<!--[if !supportLists]-->• <!--[endif]-->Each Link is equipped with free services like high-speed Wi-Fi, phone calls, a tablet for maps and city services, 911 button for emergencies and device charging for anyone living in or visiting New York City to enjoy.

### **What has usage been like since the launch?**

<!--[if !supportLists]-->• <!--[endif]-->The reception from New Yorkers and visitors has been incredible.

<!--[if !supportLists]-->• <!--[endif]-->We are now in all five boroughs.

<!--[if !supportLists]-->• <!--[endif]-->We reached more than 1 million users in less than one year, and are seeing approximately 40,000 people join the network every week.

<!--[if !supportLists]-->• <!--[endif]-->There are about 4 million Wi-Fi sessions every week.

<!--[if !supportLists]-->• <!--[endif]-->We've heard some great anecdotes about how people are using Link -- a man wasn't able to pay for a data plan on his device and was relying on Link to stay connected. Parents have stopped by with their kids to show them how to use the 911 and Vonage app for emergencies. Teenagers are using the wi-fi and USB charging while they run around the city playing Pokemon.

<!--[if !supportLists]-->• <!--[endif]-->We recently announced that Link is coming to the London and the UK this year.

### **What are the benefits of Link for travelers?**

<!--[if !supportLists]-->• <!--[endif]-->Tourists can stay connected to the Link Wi-Fi without incurring onerous roaming charges or using expensive international data plans.

<!--[if !supportLists]-->• <!--[endif]-->They can use Link's tablet to get directions on the go and make domestic calls, and to charge their phones.

### **How are visitors using Link?**

<!--[if !supportLists]-->• <!--[endif]-->Anecdotally, visitors are using Link, taking advantage of the free wi-fi, device charging, and maps on

the go.

<!--[if !supportLists]-->• <!--[endif]-->It's especially helpful for people from overseas who don't want to get costly data plans.

<!--[if !supportLists]-->• <!--[endif]-->There are Links in popular tourist areas -- Times Square, Midtown, Columbus Circle, and throughout the city.

<!--[if !supportLists]-->• <!--[endif]-->We had a street team out when it was warmer and tourists would stop by to learn about Link and sign up for the Wi-Fi -- nearly everyone was shocked and so excited that it is a free service.

<!--[if !supportLists]-->• <!--[endif]-->Visitors from England, Germany and South America all asked when Link would be expanding and coming to their cities.

<!--[if !supportLists]-->• <!--[endif]-->Some people even stopped to take pictures of Links -- it has become a part of the NYC streetscape.

---

**From:** Shor, Stanley [[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)]  
**Sent:** Monday, February 13, 2017 3:04 PM  
**To:** Jovana Rizzo; Gardener, Stacy; Koenig, Anne J.  
**Cc:** Dan Levitan; Stacey Levine; Ruth Fasoldt; Jennifer Hensley ([Jennifer.Hensley@intersection.com](mailto:Jennifer.Hensley@intersection.com))  
**Subject:** RE: Valentines release + travel outlet request

Please also give us your proposed answers to the questions. Thanks.

<image001.png>

Stanley Shor  
Assistant Commissioner, Franchise Administration  
**New York City Department of  
Information Technology & Telecommunications**  
2 MetroTech Center, 4th Floor  
Brooklyn, NY 11201

718-403-8024  
[sshor@doitt.nyc.gov](mailto:sshor@doitt.nyc.gov)

<image002.jpg>

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Monday, February 13, 2017 2:55 PM  
**To:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine

<[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>;  
Jennifer Hensley ([Jennifer.Hensley@intersection.com](mailto:Jennifer.Hensley@intersection.com))  
<[Jennifer.Hensley@intersection.com](mailto:Jennifer.Hensley@intersection.com)>

**Subject:** RE: Valentines release + travel outlet request

Thanks so much and sorry for the short notice on the release! For the Skift interview, questions will include the following, and we can definitely recommend the reporter reach out to NYC&Co if he has not already.

- What is LinkNYC? How did this idea come about?
- What has usage been like since the launch?
- What are the benefits of Link for travelers?
- How are visitors using Link?

Thanks,  
Jovana

---

**From:** Shor, Stanley [[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)]  
**Sent:** Monday, February 13, 2017 1:43 PM  
**To:** Jovana Rizzo; Gardener, Stacy; Koenig, Anne J.  
**Cc:** Dan Levitan; Stacey Levine; Ruth Fasoldt; Jennifer Hensley ([Jennifer.Hensley@intersection.com](mailto:Jennifer.Hensley@intersection.com))  
**Subject:** RE: Valentines release + travel outlet request

+ Jen  
Hi Jovana,

This press release is approved. However, we are not happy regarding the short amount of time we were given to review it. Please give us more time in the future. We are working on guidelines to address notification procedures for tablet content as well as innovative advertising, such as this campaign. For now, please make sure that DoITT has an opportunity to comment *before* campaigns like these are released to the public.

Regarding the Skift interview, may we see a list of questions? It would also be appropriate to connect them with NYC & Co., if they haven't already been in touch with them.

Thanks.

<image001.png>

Stanley Shor  
Assistant Commissioner, Franchise Administration  
**New York City Department of  
Information Technology & Telecommunications**  
2 MetroTech Center, 4th Floor  
Brooklyn, NY 11201

718-403-8024  
[sshor@doitt.nyc.gov](mailto:sshor@doitt.nyc.gov)

<image002.jpg>

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Monday, February 13, 2017 10:33 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Subject:** FW: Valentines release + travel outlet request

Hi all, just re-upping the Valentine's Day release we'd like to send today, please see attached.

Thanks!  
Jovana

---

**From:** Jovana Rizzo  
**Sent:** Friday, February 10, 2017 5:43 PM  
**To:** [SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov); [SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)  
**Cc:** Stacey Levine; Ruth Fasoldt; Dan Levitan  
**Subject:** Valentines release + travel outlet request

Hi Stanley and Stacy,  
LinkNYC has a fun Instagram campaign for Valentine's Day that we'd like to send a release out about on Monday -- please see attached draft for your review.

We also received in an inquiry from the global travel outlet [Skift](#) -- they are interested in doing a story about the benefits of Link for travelers and tourists. It sounds like a good opportunity, and we are planning to schedule a short interview with them with Jen next week. Please let me know if you have any questions or want to discuss.

Thanks so much - enjoy the weekend!  
Jovana

BerlinRosen Public Affairs  
646-200-5329

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**From:** [Bucich, Nicole A.](#)  
**To:** [Kerson, Julia](#)  
**Cc:** [Cathy Rought](#)  
**Subject:** FW: WTS Silent Auction Letter-Draft 2-14-17.docx  
**Date:** Tuesday, February 14, 2017 3:19:26 PM  
**Attachments:** [WTS Silent Auction Letter-Draft 2-14-17.docx](#)

---

Julia-

So the letter is finalized and now need to get it out the door. How do we get the list of email addresses for each of the chapter leaders? I can bring it up tomorrow at the all hands but I thought I'd ask you first!

Thanks-  
Nicole

Nicole A. Bucich  
NY Metropolitan Planning/Environmental Manager

WSP|Parsons Brinckerhoff  
One Penn Plaza  
NY, NY 10119  
w. 212.465.5220  
c. 973.699.1937  
[bucichna@pbworld.com](mailto:bucichna@pbworld.com)

---

**From:** Cullen, Laurie [mailto:[LCullen@VHB.com](mailto:LCullen@VHB.com)]  
**Sent:** Tuesday, February 14, 2017 8:52 AM  
**To:** Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)>; Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>  
**Cc:** [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com)  
**Subject:** RE: WTS Silent Auction Letter-Draft 2-14-17.docx

Hi Nicole,

I reviewed the letter one more time. It looks great. No additional comments. Unfortunately, I do not have a list of donors from last year. I would guess the chapter that sponsored the conference last year would have that. I think it was in Austin, TX, which is the Heart of Texas chapter. I'm not sure who chaired the silent auction committee last year. Sorry. Also, if you need chapter leadership contacts, I think the WTS office could give you that. I would send the letter to the chapter presidents and copy the chapter scholarship chairs. Thanks.

**Laurie K. Cullen, A.A.E.**  
Senior Program Manager  
P 401.457.7804 | M 401.644.9907

---

**From:** Bucich, Nicole A. [<mailto:bucichna@pbworld.com>]  
**Sent:** Monday, February 13, 2017 8:39 AM

**To:** Cullen, Laurie <[LCullen@VHB.com](mailto:LCullen@VHB.com)>; Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>

**Subject:** WTS Silent Auction Letter-Draft 2-14-17.docx

Laurie-

Attached is the latest and greatest for your final review and distribution. Thanks so much for your help. Also, we were wondering if you have access to this list of donors from last year's conference.

Take care-

Nicole

Nicole A. Bucich

NY Metropolitan Planning/Environmental Manager

WSP|Parsons Brinckerhoff

One Penn Plaza

NY, NY 10119

w. 212.465.5220

c. 973.699.1937

[bucichna@pbworld.com](mailto:bucichna@pbworld.com)

---

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February 14, 2017

Recipient name  
Address  
City, State Zip

Dear (use a mail merge field: Recipient First Name):

**“When women support each other, incredible things happen.”** On the eve of WTS’s 40th anniversary, this tenet holds more truth than ever and is evidenced daily by all the amazing things our members accomplish. This is why the WTS Foundation (WTSF) is counting on your support for the 2017 WTSF Fundraiser at the Annual Conference to help raise much needed funds for our national scholarship fund.

As you know for many years, the WTS Foundation has helped encourage, recognize and financially support generations of current and aspiring women transportation professionals. Our mentoring, networking, professional development and scholarship programs have touched the lives of hundreds over the years, but we need your help to ensure this longstanding tradition of support and empowerment continues.

In years past, this fundraiser was a silent auction. This year we are trying something new – a ticket raffle – which is described below.

At the 2017 WTS Annual Conference in New York City, we are working to build a more inclusive and dynamic fundraising competition to raise money for the WTSF fund. Our annual conference is one of the largest revenue drivers for the WTSF, which allows us to continue to award these national scholarships.

In celebration of our landmark 40<sup>th</sup> anniversary, we will have the first annual **“Hamilton’s Lucky Draw”** ticket raffle – Hamilton refers to the face on the \$10 bill, which is what we will charge for each ticket sold. Members will be able to buy as many tickets as they wish and then place their tickets in raffle drawings for individual prizes. The more tickets you buy, the more chances you can enter to win each prize. At the end of the raffle, one ticket will be drawn to award each prize. We believe this approach will be more inclusive to all income levels and raise more money for the Foundation fund, while offering exciting prizes and experiences to those that enter and win.

As part of this new approach, the WTS Foundation and the WTS Annual Conference Raffle Committee is asking for monetary donations from each of the chapters. Our committee will use your funds to purchase gifts that will be included in the ticket raffle. **This is a special year for WTS so please support the WTSF scholarship, education and research programs for tomorrow’s women leaders by making a gift of \$250, \$400 or \$500 (or more) to our WTS Conference Hamilton Lucky’s Draw today.** No amount is too small, and especially for our larger and older chapters, this is a chance to commemorate all the

opportunities, friends and networks you've come to know through your involvement with WTS.

In addition to your chapter's financial contribution, we are also looking for big-ticket items to raffle, including plane tickets, hotel rooms, sporting event tickets, cooking classes, gift certificates, Broadway tickets, designer purses and more. As always, all donations are appreciated and are tax-deductible.

Proceeds generated by Hamilton's Lucky Draw will fund much-needed graduate and undergraduate scholarships to help young women overcome some of the barriers that stand between them and their professional aspirations in transportation. Your support is essential to continuing this program and plays a vital role in helping young women reach their highest potential.

*"Women who support other women are confident, generous, visionaries."*

*- Mariela Dabbah, global career development guru*

Join us in believing in the power of tomorrow's leaders by making a contribution to our WTS Conference Hamilton's Lucky Draw fund today. All donation checks should be made payable to the "WTS Foundation" and mailed with the donation form to Nicole Bucich, WSP|Parsons Brinckerhoff, One Penn Plaza, NY, NY 10119. If you are interested in donating an item in addition to your contribution, please contact Cathy Rought at [cathy@berlinrosen.com](mailto:cathy@berlinrosen.com) or 202-263-9097 for more information. Thank you in advance for your support.

With sincere gratitude,

Laurie K Cullen, A.A.E.  
WTS Foundation Board Chair

Nicole Bucich  
2017 WTS Conference Foundation Fundraiser Co-Chair

Cathy Rought  
2017 WTS Conference Foundation Fundraiser Co-Chair

Attachment: Donation Form

**DONATION FORM**  
**2017 WTS Annual Conference**  
**“HAMILTON’S LUCKY DRAW” DONATION FORM**

Name: \_\_\_\_\_

Chapter Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Donation Amount (please check box below):

\$250

\$400

\$500

Other \$

Please make checks payable to “WTS Foundation” and mail donations to:

Nicole Bucich  
WSP|Parsons Brinckerhoff  
One Penn Plaza, 2<sup>nd</sup> floor  
New York, NY 10019

Interested in also donating an item for the raffle? Contact Cathy Rought  
at [cathy@berlinrosen.com](mailto:cathy@berlinrosen.com) or 202-263-9097. All donations are tax-deductible.

**From:** [Kerson, Julia](#)  
**To:** [Bucich, Nicole A.](#)  
**Cc:** [Cathy Rought](#)  
**Subject:** Re: WTS Silent Auction Letter-Draft 2-14-17.docx  
**Date:** Tuesday, February 14, 2017 3:52:38 PM

---

I can reach out to international and copy you folks with the question - you should also feel free to reach out to Lisa Marie directly if you feel comfortable but international definitely has that contact information.

Julia

Sent from my iPhone

On Feb 14, 2017, at 3:19 PM, Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)> wrote:

Julia-

So the letter is finalized and now need to get it out the door. How do we get the list of email addresses for each of the chapter leaders? I can bring it up tomorrow at the all hands but I thought I'd ask you first!

Thanks-  
Nicole

Nicole A. Bucich  
NY Metropolitan Planning/Environmental Manager

WSP|Parsons Brinckerhoff  
One Penn Plaza  
NY, NY 10119  
w. 212.465.5220  
c. 973.699.1937  
[bucichna@pbworld.com](mailto:bucichna@pbworld.com)

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**Sent:** Tuesday, February 14, 2017 8:52 AM  
**To:** Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)>; Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>  
**Cc:** [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com)  
**Subject:** RE: WTS Silent Auction Letter-Draft 2-14-17.docx

Hi Nicole,

I reviewed the letter one more time. It looks great. No additional comments. Unfortunately, I do not have a list of donors from last year. I would guess the chapter that sponsored the conference last year would have that. I think it was in Austin, TX, which is the Heart of Texas chapter. I'm not sure who chaired the silent auction committee last year. Sorry. Also, if you need chapter leadership contacts, I think the WTS office could give you that. I would send the letter to the chapter presidents and copy the chapter scholarship chairs. Thanks.

**Laurie K. Cullen, A.A.E.**  
Senior Program Manager  
P 401.457.7804 | M 401.644.9907

---

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**Sent:** Monday, February 13, 2017 8:39 AM  
**To:** Cullen, Laurie <[L.Cullen@VHB.com](mailto:L.Cullen@VHB.com)>; Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>  
**Subject:** WTS Silent Auction Letter-Draft 2-14-17.docx

Laurie-  
Attached is the latest and greatest for your final review and distribution. Thanks so much for your help. Also, we were wondering if you have access to this list of donors from last year's conference.

Take care-  
Nicole

Nicole A. Bucich  
NY Metropolitan Planning/Environmental Manager

WSP | Parsons Brinckerhoff  
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w. 212.465.5220  
c. 973.699.1937  
[bucichna@pbworld.com](mailto:bucichna@pbworld.com)

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<WTS Silent Auction Letter-Draft 2-14-17.docx>

---

**From:** Diaz, Melissa  
**Sent:** Tuesday, February 14, 2017 5:12 PM  
**To:** Diaz, Melissa  
**Subject:** FW: This is your city.

Good afternoon,

See below for a message from City Hall on the State of our City – I think it’s something you might be interested in. I encourage you to click the images and share, and I’ll be sure to share other good news out of City Hall in the future.

Thank you!

Melissa

**Melissa J. Diaz**  
Office of the Mayor | City of New York  
C: (929) 375-1721  
[@MelissaJDiaz](#)

---

**From:** Bill de Blasio [mailto:no-reply@cityhall.nyc.gov]  
**Sent:** Tuesday, February 14, 2017 4:56 PM  
**To:** Diaz, Melissa  
**Subject:** This is your city.



THE CITY OF NEW YORK

Fellow New Yorker,

Part of what has always made New York City such an extraordinary place is the fact that anyone has a shot here. It is one of the most beautiful things about this place, but that beautiful reality is at risk.

Yesterday, I gathered with New Yorkers to consider the state of our city, and to propose strong solutions to improve the lives of 8.5 million of our neighbors. The fact is: people are so fundamentally challenged by the affordability crisis that this city must do more and must do it quickly.

To any New Yorker who’s struggling to pay the bills, who’s fighting to stay in their own neighborhood, or who isn’t sure if they’re going to have enough to

keep going: I say again, this is your city, and we are here for you.

In case you missed it, here's what you should know – **click the images and share:**

We will fight to keep New Yorkers in their homes.



I proposed a 2.5% tax on homes costing more than \$2 million to help fund affordable senior housing.

---

**A Mansion Tax  
to fund affordable  
housing for seniors.**

---

THIS IS YOUR CITY

**NYC**

We're building more affordable housing so more New Yorkers can stay New Yorkers.

---

**Affordable  
housing for 3  
million New  
Yorkers.**

---

THIS IS YOUR CITY

**NYC**

We're investing to create more jobs in industries that provide a good wage and a better future.

---

# **100,000 new good-paying jobs by 2026.**

---

THIS IS YOUR CITY

**NYC**

Thanks to Pre-K for All and AP for All, we plan to make our graduation rate grow as large as our student's ambitions.

---

# **Highest graduation rate. EVER.**

---

THIS IS YOUR CITY

**NYC**

And in case you didn't have an opportunity to meet Gershy, check out our video. He wants to tell you all about the things he did in Pre-K:



We need to stay a beacon of hope. And we need to remember that this is our city. We want to make sure you can grow here – and stay here – for a long time to come.

In solidarity,

Mayor Bill de Blasio

This email was sent to [mdiaz@cityhall.nyc.gov](mailto:mdiaz@cityhall.nyc.gov) | [Unsubscribe](#) | [Privacy Policy](#)



New York City Hall, City Hall Park, New York, NY 10007

**From:** [Gardener, Stacy](#)  
**To:** [Jovana Rizzo](#)  
**Cc:** [Stacey Levine](#); [Dan Levitan](#); [Grybauskas, Natalie](#); [Shor, Stanley](#); [Koenig, Anne J.](#)  
**Subject:** RE: Media enquiry about LinkNYC kiosks  
**Date:** Thursday, February 23, 2017 1:44:40 PM

---

+ Natalie

Please let us know what your responses will be. Thanks!

---

**From:** Jovana Rizzo [mailto:jovana@berlinrosen.com]  
**Sent:** Thursday, February 23, 2017 1:41 PM  
**To:** Gardener, Stacy <SGardener@doitt.nyc.gov>; Shor, Stanley <SShor@doitt.nyc.gov>; Koenig, Anne J. <ankoenig@doitt.nyc.gov>  
**Cc:** Stacey Levine <stacey.levine@intersection.com>; Dan Levitan <dan@berlinrosen.com>  
**Subject:** FW: Media enquiry about LinkNYC kiosks

Hi all, Link + DoITT received the following press inquiry. We will reach out to clarify on her questions and send some positive user stats. Let us know if you have any questions.

Thanks,  
Jovana

---

**From:** Jane [jane.gray@epochtimes.com]  
**Sent:** Thursday, February 23, 2017 12:07 PM  
**To:** [media@link.nyc](mailto:media@link.nyc)  
**Cc:** [communications@doitt.nyc.gov](mailto:communications@doitt.nyc.gov)  
**Subject:** Media enquiry about LinkNYC kiosks

Hello,

I'm working on an article about the new LinkUK Wi-Fi kiosks that are replacing phone boxes on London's streets. The first is set to be installed in North London mid-this year.

Relating to this, I have a couple of questions about LinkNYC. I read that there were complaints about the screens in NY last year because some people were watching pornography on the internet browsers on the kiosks. I wondered what action was taken on this? Were the Internet browsers still turned off? How secure are the browsers?

If you could get back to me by tomorrow (Friday) morning that would be great,

Many thanks,  
Jane

Jane Gray  
Journalist, UK Edition  
O +44 (0)203 865 2203  
A Unit 5, 70 Malham Road, London SE23 1AG  
E [jane.gray@epochtimes.com](mailto:jane.gray@epochtimes.com)

[www.TheEpochTimes.com](http://www.TheEpochTimes.com) @epochtimes @itsjanegrays

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**From:** [Grybauskas, Natalie](#)  
**To:** [Gardener, Stacy \(DOITT\)](#)  
**Cc:** [Jovana Rizzo](#); [Stacey Levine](#); [Dan Levitan](#); [Shor, Stanley](#); [Koenig, Anne J.](#)  
**Subject:** Re: Media enquiry about LinkNYC kiosks  
**Date:** Thursday, February 23, 2017 1:45:24 PM

---

We have an old answer to this that I can dig up.

Sent from mobile

On Feb 23, 2017, at 1:44 PM, Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)> wrote:

+ Natalie

Please let us know what your responses will be. Thanks!

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**Sent:** Thursday, February 23, 2017 1:41 PM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** FW: Media enquiry about LinkNYC kiosks

Hi all, Link + DoITT received the following press inquiry. We will reach out to clarify on her questions and send some positive user stats. Let us know if you have any questions.

Thanks,  
Jovana

---

**From:** Jane [[jane.gray@epochtimes.com](mailto:jane.gray@epochtimes.com)]  
**Sent:** Thursday, February 23, 2017 12:07 PM  
**To:** [media@link.nyc](mailto:media@link.nyc)  
**Cc:** [communications@doitt.nyc.gov](mailto:communications@doitt.nyc.gov)  
**Subject:** Media enquiry about LinkNYC kiosks

Hello,

I'm working on an article about the new LinkUK Wi-Fi kiosks that are replacing phone boxes on London's streets. The first is set to be installed in North London mid-this year.

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If you could get back to me by tomorrow (Friday) morning that would be great,

Many thanks,  
Jane

Jane Gray  
Journalist, UK Edition  
O +44 (0)203 865 2203  
A Unit 5, 70 Malham Road, London SE23 1AG  
E [jane.gray@epochtimes.com](mailto:jane.gray@epochtimes.com)

[www.TheEpochTimes.com](http://www.TheEpochTimes.com) @epochtimes @itsjanegray

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**From:** [Blumm, Kate](#)  
**To:** [Gardener, Stacy \(DOITT\)](#); [Dan Levitan](#); [Koenig, Anne J.](#); [Jovana Rizzo](#)  
**Cc:** [Stacey Levine](#); [Grybauskas, Natalie](#); [Shor, Stanley](#); [Ruth Fasoldt \(ruth.fasoldt@intersection.com\)](#)  
**Subject:** RE: Media enquiry about LinkNYC kiosks  
**Date:** Tuesday, February 28, 2017 5:39:35 PM  
**Attachments:** [image007.png](#)  
[image009.png](#)  
[image010.png](#)  
[image011.png](#)  
[image012.png](#)

---

Yes, thanks. If you can forward me the response I'd appreciate it—helpful as I get up to speed!

---

**From:** Gardener, Stacy  
**Sent:** Tuesday, February 28, 2017 2:18 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Cc:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Ruth Fasoldt ([ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)) <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>  
**Subject:** RE: Media enquiry about LinkNYC kiosks

+ Kate, our new Asst. Commissioner for Comms and External Affairs

I think that should be fine. Thanks all.

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, February 28, 2017 11:07 AM  
**To:** Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Cc:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Ruth Fasoldt ([ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)) <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Subject:** RE: Media enquiry about LinkNYC kiosks

Just circling back on this -- we made sure the reporter has the latest stats on number of Links and users.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: [646.200.5315](tel:646.200.5315)  
C: [201.674.7475](tel:201.674.7475)  
[@levitandan](mailto:levitandan)

---

**From:** Koenig, Anne J. [<mailto:ankoenig@doitt.nyc.gov>]  
**Sent:** Friday, February 24, 2017 12:09 PM

**To:** Jovana Rizzo; Gardener, Stacy  
**Cc:** Stacey Levine; Dan Levitan; Grybauskas, Natalie; Shor, Stanley; Ruth Fasoldt ([ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com))  
**Subject:** RE: Media enquiry about LinkNYC kiosks

Looks like it's time to update the update statement! (400 Links in three boroughs? 475,00 users?)

**Anne J. Koenig**

Senior Director of Public Communications Structures

**New York City Department of  
Information Technology & Telecommunications**

2 Metro Tech Center, 4th Floor, 4.109F  
Brooklyn, NY 11201

Phone (718) 804-4814

Fax (718) 403-8586

[ankoeng@doitt.nyc.gov](mailto:ankoeng@doitt.nyc.gov)



---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]

**Sent:** Thursday, February 23, 2017 5:25 PM

**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>

**Cc:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoeng@doitt.nyc.gov](mailto:ankoeng@doitt.nyc.gov)>

**Subject:** RE: Media enquiry about LinkNYC kiosks

We'll direct the reporter to the service update statement (<https://link.nyc/service-update.html>) and let them know:

- The issue was monopolization and long-term use of the kiosks
- The web browser was removed from all Links on September 14 — loitering complaints dropped 96% immediately and Link kiosk usage increased
- LinkNYC reached more than 1 million users in less than a year, with tens of thousands of tablet sessions every week

---

**From:** Gardener, Stacy [[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)]

**Sent:** Thursday, February 23, 2017 1:42 PM

**To:** Jovana Rizzo

**Cc:** Stacey Levine; Dan Levitan; Grybauskas, Natalie; Shor, Stanley; Koenig, Anne J.

**Subject:** RE: Media enquiry about LinkNYC kiosks

+ Natalie

Please let us know what your responses will be. Thanks!

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Thursday, February 23, 2017 1:41 PM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** FW: Media enquiry about LinkNYC kiosks

Hi all, Link + DoITT received the following press inquiry. We will reach out to clarify on her questions and send some positive user stats. Let us know if you have any questions.

Thanks,  
Jovana

---

**From:** Jane [[jane.gray@epochtimes.com](mailto:jane.gray@epochtimes.com)]  
**Sent:** Thursday, February 23, 2017 12:07 PM  
**To:** [media@link.nyc](mailto:media@link.nyc)  
**Cc:** [communications@doitt.nyc.gov](mailto:communications@doitt.nyc.gov)  
**Subject:** Media enquiry about LinkNYC kiosks

Hello,

I'm working on an article about the new LinkUK Wi-Fi kiosks that are replacing phone boxes on London's streets. The first is set to be installed in North London mid-this year.

Relating to this, I have a couple of questions about LinkNYC. I read that there were complaints about the screens in NY last year because some people were watching pornography on the internet browsers on the kiosks. I wondered what action was taken on this? Were the Internet browsers still turned off? How secure are the browsers?

If you could get back to me by tomorrow (Friday) morning that would be great,

Many thanks,  
Jane

Jane Gray  
Journalist, UK Edition  
O +44 (0)203 865 2203  
A Unit 5, 70 Malham Road, London SE23 1AG  
E [jane.gray@epochtimes.com](mailto:jane.gray@epochtimes.com)

[www.TheEpochTimes.com](http://www.TheEpochTimes.com) @epochtimes @itsjanegray

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**From:** [Grybauskas, Natalie](#)  
**To:** [Dan Levitan](#)  
**Cc:** [Stacey Levine](#); [Blumm, Kate \(KBlumm@doitt.nyc.gov\)](#)  
**Subject:** Re: Privacy announcement  
**Date:** Tuesday, March 07, 2017 4:44:05 PM

---

I'm in a meeting  
Can connect at 5

Sent from mobile

> On Mar 7, 2017, at 4:41 PM, Dan Levitan <dan@berlinrosen.com> wrote:  
>  
> Does this time still work?  
>  
> [REDACTED] PIN [REDACTED]  
> <meeting.ics>

**From:** [Stacey Levine](#)  
**To:** [Blumm, Kate](#); [Grybauskas, Natalie](#); [Dan Levitan](#); [Jovana Rizzo](#); [Ruth Fasoldt](#)  
**Subject:** Updated talking points and press release  
**Date:** Wednesday, March 08, 2017 3:57:03 PM  
**Attachments:** [PrivacyPolicyAnnouncementPlan\\_030817.docx](#)

---

Updated plan attached.

Please let us know if DoITT has any changes to the FAQ and if there are any updates from NYCLU.

Stacey

--

**Stacey Levine**  
VP, Communications & LinkNYC Marketing

+1 646.834.9657  
[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

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[intersection.com](http://intersection.com)

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## **Privacy Policy Update Plan**

**Goal:** Clarify our strong user-first policies for the press and public and announce security camera activation.

### **Timeline:**

Finalize FAQ	March 9
Finalize validator quotes	March 10
Brief Stakeholders	March 10
Email to LinkNYC users	March 13
Press release	March 13

Embargoed briefings for select reporters:

- Kaveh Waddell, The Atlantic
- Andy Hawkins, The Verge
- Ruth Reader, Fast Company
- Charlie Herman, WNYC
- Matt Flamm, Crain's

### **Key Topline Messages:**

- New York City and CityBridge take your privacy seriously. We have updated our privacy policy to make our practices and policies more clear and explain the ways we protect personal information.
- We only ask for an e-mail address when you sign up to use LinkNYC's Wi-Fi, far less personal information than most other internet service providers.
- We do not store your browsing history or track the websites you visit when you use LinkNYC's Wi-Fi.
- We will never sell your personal information, or share it with anyone else for their own use, including advertisers and City agencies, except as may be required by law, such as in response to a subpoena or court order. This policy also applies to LinkNYC camera footage.
- We heard NYCLU's feedback and worked to implement many of their suggestions into the revised policy.

## Press Release

For Immediate Release: March 13, 2017

Contact: [media@link.nyc](mailto:media@link.nyc)

### **LinkNYC and DoITT Announce Updated Privacy Policy** **Revised policy outlines the superfast, free Wi-Fi network's commitment to user privacy.**

NEW YORK - LinkNYC and New York City's Department of Information Technology and Telecommunications (DoITT) announced today the release of an updated privacy policy that outlines the superfast, free Wi-Fi network's commitment to user privacy.

While there is no change in LinkNYC's day-to-day privacy practices, the revised policy makes clear that:

- LinkNYC does not store your browsing history or track the websites you visit when you use LinkNYC's Wi-Fi.
- LinkNYC will never sell your personal information, or share it with anyone else for their own use, including advertisers and government agencies, except in response to a subpoena or court order.
- LinkNYC asks for an e-mail address when you sign up to use the Wi-Fi network, and does not require other personal information like name, address, or phone number.
- LinkNYC encrypts all user personal data using industry-leading security, and offers users with compatible devices access to a fully encrypted Private Wi-Fi network.

"New York City and CityBridge take your privacy seriously, and we have updated our privacy policy to make clear our commitment to the more than one million people who have signed up to use the LinkNYC network," said Jennifer Hensley, General Manager of LinkNYC. "LinkNYC will never sell your personal data, or track what you do on our Wi-Fi network."

CITY QUOTE

OTHER QUOTES

Read the full, revised privacy policy at: TK

### **Link Camera Activation**

LinkNYC also announced today that security cameras on Link kiosks will be activated **this week**. Each Link kiosk has two security cameras, above each 55-inch side panel display, which will be used to monitor and maintain the Links and prevent vandalism.

All data and footage from LinkNYC cameras will be subject to the same strict privacy policy announced today. CityBridge will not use or share data or footage collected by cameras except to detect or address illegal activity on or associated with a Link, in response to vandalism, or in response to a subpoena or similar lawful request. Footage from Link cameras will be stored for a maximum for 7 days, unless the footage is necessary to investigate an incident. There is no collection or storage of any audio.

Link tablets have a built-in, user-activated camera that could be used for video calling or other user-initiated applications in the future. These cameras will remain inactive until a future announcement on new LinkNYC features.

###

## **Leak Statement**

*To be used if planned revisions to privacy policy leak before announcement:*

“CityBridge is in conversations with DoITT and the City of New York to clarify our privacy policy and make it easier to understand. We take LinkNYC users’ privacy seriously and do not track what users do on the Wi-Fi network, and we will never share or sell your personal data with anyone for their own use.”

## **Interview Q and A**

### **Q: So what exactly is changing here?**

It's important to note that our day-to-day practices are not changing. What we are doing here is clarifying our privacy policy to match our commitment to user security and privacy. Specifically, the updated privacy policy makes clear that:

1. We do not track what users do on the Wi-Fi on their own devices.
2. We will not share any personal information about our users with anyone, including the City, without their explicit permission or a court order.
3. And it makes clear that any footage from LinkNYC cameras is subject to our privacy policy.

### **Q: Seems like a simple change, why did it take so long?**

We wanted to make sure we got this right, and again, our day to day practices have been consistent since the start of the project and will remain the same.

### **Q: It seems like you’ve addressed some of the concerns that NYCLU and other groups raised, were they involved in drafting the revised policy?**

We heard their feedback and are happy to have been able to implement their suggestions.

### **Q: MAC Addresses identify your phone, a personal device that is with you all the time. Shouldn’t that be treated as PII too?**

We anonymize MAC addresses in our system, and our privacy policy makes clear that if technical information like MAC address is combined with any personal data or data that could identify the user -- like where that mobile device has connected to the network -- we would treat that as personally identifiable information, and we would not share or sell it.

### **Q: This is a lot of cameras, are they really needed?**

The cameras will help us maintain the network and make sure LinkNYC is running smoothly for New Yorkers and visitors. All camera footage is subject to our privacy policy -- we do not share footage with anyone, including the NYPD, without a subpoena or court order.

**Q: Will the cameras feed into NYPD's Domain Awareness System?**

No.

**Q: You say that you will not share personal information without a court order or subpoena. How many such orders have you processed?**

To date we have not received any.

**Q: Will you let people know if their data has been requested by law enforcement?**

We will make a reasonable effort to let people know if we are able to. Of course, we only have the emails that people use to sign up for the network, and no other contact information, so that is the only way we can communicate with users.

**From:** [Blumm, Kate](#)  
**To:** [Stacey Levine](#)  
**Cc:** [Grybauskas, Natalie](#); [Dan Levitan](#); [Jovana Rizzo](#); [Ruth Fasoldt](#)  
**Subject:** Re: Updated talking points and press release  
**Date:** Wednesday, March 08, 2017 9:16:09 PM

---

Per Chad, all is still good w NYCLU and they will be positive. He writes "The only caveat she gave me was that she couldn't say that this is the model everyone should follow when putting together a privacy policy because there are many models out there that could work." As soon as I know/have more substance I will share.

On Mar 8, 2017, at 8:48 PM, Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)> wrote:

Ah yes to my ears that phrasing sounds much better!

We should stick w Monday target yes.

On Mar 8, 2017, at 8:38 PM, Stacey Levine  
<[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)> wrote:

It's more like "our policy is changing to better reflect and clarify our day to day practices".

Still working on our list. Will have to you tomorrow.

Is it still looking like we are going to push this out a few days?

On Wed, Mar 8, 2017 at 8:24 PM, Blumm, Kate  
<[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)> wrote:

Thanks, Stacy. This plan looks good. My notes/comments:

1) it may be important to qualify why the day to day practices are not changing (I guess some acceptable expression of "because we've never done any of these things but now we officially can't even if we wanted to"). I think that it's a bit head scratching to say we're making this update and then transition into "but nothing's changing"

2) can you send the list of validators?

I'll send an nyclu update shortly.

On Mar 8, 2017, at 7:51 PM, Stacey Levine  
<[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)> wrote:

Thanks Kate. We'll stay tuned...

On Wed, Mar 8, 2017 at 5:38 PM, Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)> wrote:

Thanks, Stacey. I've passed on the FAQ and Mike may send changes back directly.

DoITT and NYCLU lawyers are having a check-in this evening and I'll let you know how that goes, in addition to my next communication with their comms team.

One developing thing to make you aware of: based on some other stuff (non-Link related) that's brewing, we may have some flexibility on the date of the actual rollout – having Anne announce in budget the intention to issue the new policy either Wednesday or Thursday, and speak about it in broad strokes, but bump the media play to a day or two after. I figured this would make you happy! Things are shifting in real time with respect to this, and I assure you I'll stay in close touch about this as well.

Talk soon.

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]

**Sent:** Wednesday, March 08, 2017 3:57 PM

**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Grybauskas, Natalie <[ngrybauskas@cityhall.nyc.gov](mailto:ngrybauskas@cityhall.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>

**Subject:** Updated talking points and press release

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Please let us know if DoITT has any changes to the FAQ and if there are any updates from

NYCLU.

Stacey

--

**Stacey Levine**

VP, Communications & LinkNYC Marketing

[+1 646.834.9657](tel:+16468349657)

[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

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**From:** [Dan Levitan](#)  
**To:** [Stacey Levine](#); [Blumm, Kate](#)  
**Cc:** [Grybauskas, Natalie](#); [Jovana Rizzo](#); [Ruth Fasoldt](#)  
**Subject:** RE: Updated talking points and press release  
**Date:** Thursday, March 09, 2017 11:40:21 AM

---

Could you all get back on the phone this afternoon to finalize?

Thanks again!

---

**From:** Stacey Levine [stacey.levine@intersection.com]  
**Sent:** Wednesday, March 08, 2017 9:15 PM  
**To:** Blumm, Kate  
**Cc:** Grybauskas, Natalie; Dan Levitan; Jovana Rizzo; Ruth Fasoldt  
**Subject:** Re: Updated talking points and press release

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Talk soon.

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**Sent:** Wednesday, March 08, 2017 3:57 PM

**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>;  
Grybauskas, Natalie <[ngrybauskas@cityhall.nyc.gov](mailto:ngrybauskas@cityhall.nyc.gov)>;  
Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo  
<[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Ruth Fasoldt  
<[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>

**Subject:** Updated talking points and press release

Updated plan attached.

Please let us know if DoITT has any changes to the FAQ and if there are any updates from NYCLU.

Stacey

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**Stacey Levine**

VP, Communications & LinkNYC Marketing

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[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

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**To:** [Blumm, Kate](#)  
**Cc:** [Stacey Levine](#); [Grybauskas, Natalie](#); [Jovana Rizzo](#); [Ruth Fasoldt](#)  
**Subject:** Re: Updated talking points and press release  
**Date:** Thursday, March 09, 2017 1:33:14 PM

---

Good here

- Sent from my Galaxy S6 -

On Mar 9, 2017, at 1:32 PM, Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)> wrote:

Yes. 3:30 ok?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Thursday, March 09, 2017 11:40 AM  
**To:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>  
**Cc:** Grybauskas, Natalie <[ngrybauskas@cityhall.nyc.gov](mailto:ngrybauskas@cityhall.nyc.gov)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
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**Sent:** Wednesday, March 08, 2017 3:57 PM

**To:** Blumm, Kate

<[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Grybauskas, Natalie

<[ngrybauskas@cityhall.nyc.gov](mailto:ngrybauskas@cityhall.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>;

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**Subject:** Updated talking points and press release

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**To:** ["Stacey Levine"; Dan Levitan](#)  
**Cc:** [Blumm, Kate](#); [Jovana Rizzo](#); [Ruth Fasoldt](#)  
**Subject:** RE: Updated talking points and press release  
**Date:** Thursday, March 09, 2017 1:35:27 PM

---

I can't but kate will fill me in after – do without me

**From:** Stacey Levine [<mailto:stacey.levine@intersection.com>]  
**Sent:** Thursday, March 09, 2017 1:35 PM  
**To:** Dan Levitan  
**Cc:** Blumm, Kate; Grybauskas, Natalie; Jovana Rizzo; Ruth Fasoldt  
**Subject:** Re: Updated talking points and press release

I will make it work.

On Thu, Mar 9, 2017 at 1:33 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:  
Good here

- Sent from my Galaxy S6 -

On Mar 9, 2017, at 1:32 PM, Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)> wrote:

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---

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**Sent:** Thursday, March 09, 2017 11:40 AM  
**To:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>  
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**Subject:** RE: Updated talking points and press release  
**Date:** Thursday, March 09, 2017 5:31:11 PM

---

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**To:** [Grybauskas, Natalie](#); ["Stacey Levine"](#); [Dan Levitan](#)  
**Subject:** DoITT comments on press release  
**Date:** Thursday, March 09, 2017 11:39:28 PM  
**Attachments:** [Link\\_privacy THU1128pm.docx](#)

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Hey guys. Sorry for the late send; getting back online after an email snafu.

Sent this to the lawyers who made some changes and I piled on a bit too. Can you take a look, incorporate/edit, and send back in the body of an email?

Another email re: comms plan coming shortly.

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## Press Release

For Immediate Release: March TK, 2017

Contact: [media@link.nyc](mailto:media@link.nyc)

### CityBridgeLinkNYC and DoITT Announce Updated Privacy Policy for LinkNYC

~~Revised-~~ policy outlines the superfast, free Wi-Fi network's commitment to user privacy.

NEW YORK — ~~CityBridge LinkNYC~~ and New York City's Department of Information Technology and Telecommunications (DoITT) announced today the release of an updated privacy policy ~~for the that outlines the~~ superfast, free LinkNYC Wi-Fi network's commitment to user privacy.

The policy is changing to better reflect and clarify ~~CityBridge's LinkNYC's~~ day-to-day privacy practices and make clear that:

- ~~CityBridge LinkNYC~~ does not store your browsing history or track the websites you visit when you use the LinkNYC's Wi-Fi network.
- ~~CityBridge LinkNYC~~ will never sell your ~~personal~~ personal information, or share it with anyone else for their own use, including advertisers and government agencies, except in response to a subpoena or court order.
- ~~CityBridge LinkNYC~~ asks for an e-mail address when you sign up to use the Wi-Fi network, and does not require other personal information like name, address, or phone number.
- ~~CityBridge LinkNYC~~ encrypts all user personal data using industry-leading security, and offers users with compatible devices access to a fully encrypted Private Wi-Fi network.
- The LinkNYC data retention period associated with an individual session is 60 days for user data other than anonymized device information, which is retained for 1 year, and the email address provided at registration which is retained up to 1 year after last use.

Comment [RC1]: Is this new?

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Comment [Md2]: The lawyers put that in...happy if we could simplify the language

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- Information provided to the City under the agreement does not include information on any individual's usage of the system, technical or personal, except in response to a subpoena or court order.

“New York City and CityBridge take your privacy seriously, and we have updated our privacy policy to make clear our commitment to the more than one million people who have signed up to use the LinkNYC network.” said Jennifer Hensley, General Manager of CityBridge LinkNYC. “CityBridge LinkNYC will never sell your personal data, or track what you do on our Wi-Fi network.”

CITY QUOTE

OTHER QUOTES

Read the full, revised privacy policy at: TK

## **Link Camera Activation**

CityBridge LinkNYC also announced today that security cameras on Link kiosks will be activated this week. Each Link kiosk has two security cameras, above each 55-inch side panel display, which will be used to monitor and maintain the Links and prevent vandalism.

All data and footage from LinkNYC cameras will be subject to the same strict privacy policy announced today. CityBridge will not use or share data or footage collected by cameras except to detect or address illegal activity on or associated with a Link, in response to vandalism, or in response to a subpoena or similar lawful request. Footage from Link cameras will be stored for a maximum ~~of for~~ 7 days, unless the footage is necessary to investigate an incident. There is no collection or storage of any audio.

Link tablets have a built-in, user-activated camera that could be used for video calling or other user-initiated applications in the future. These cameras will remain inactive until a future announcement on new LinkNYC features.

###

## **Interview Q and A**

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Comment [Md3]: Same re: making more  
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**Q: So what exactly is changing here?**

It's important to note that our day to day practices are not changing. What we are doing here is clarifying our privacy policy to match our commitment to user security and privacy. Specifically, the updated privacy policy makes clear that:

1. We do not track what users do on the Wi-Fi on their own devices.
2. We will not share any personal information about our users with anyone, including the City, without ~~their~~ our users' explicit permission or a court order.
3. And it makes clear that any footage from LinkNYC cameras is subject to our privacy policy.
4. The policy also advises as to our data retention policy.

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**Q: Seems like ~~a~~-simple changes, why did it take so long?**

We wanted to make sure we got this right, and again, our day to day privacy practices have been consistent since the start of the project and will remain the same.

**Q: It seems like you've addressed some of the concerns that NYCLU and other groups raised, were they involved in drafting the revised policy?**

Yes. We appreciated their feedback and we are happy to have been able to implement their suggestions.

**Q: MAC Addresses identify your phone, a personal device that is with you all the time. Shouldn't that be treated as PII too?**

We anonymize MAC addresses in our system, which are needed to "remember" your device, and our privacy policy makes clear that if technical information like MAC address is combined with any personal data or data that could identify the user -- like where that mobile device has connected to the network -- we would treat that as personally identifiable information, and we would not share or sell it.

**Q: This is a lot of cameras, are they really needed?**

The cameras will help us maintain the network and make sure LinkNYC is running smoothly for New Yorkers and visitors. The cameras are not actively monitored. All camera footage is subject to our privacy policy -- we do not share footage with anyone, including the NYPD, without a subpoena or court order.

**Q: Will the cameras feed into NYPD's Domain Awareness System?**

No.

**Q: You say that you will not share personal information without a court order or subpoena. How many such orders have you processed?**

To date we have not received any.

**Q: Will you let people know if their data has been requested by law enforcement?**

We will make a reasonable effort to let people know if we are able to. Of course, we only have the emails [addresses](#) that people use to sign up for the network, and no other contact information, so that is the only way we can communicate with users.

[Q: What are sensors?](#)

[Q: Does the LinkNYC network access my device while charging using the USB?](#)

--

**From:** [Dan Levitan](#)  
**To:** [Blumm, Kate](#)  
**Cc:** [Grybauskas, Natalie](#); [Stacey Levine](#); [Gardener, Stacy \(DOITT\)](#)  
**Subject:** Re: DoITT comments on press release  
**Date:** Friday, March 10, 2017 6:46:24 AM

---

Thanks, well take a look

- Sent from my Galaxy S6 -

On Mar 9, 2017, at 11:51 PM, Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)> wrote:

Adding Stacy. Re: the comms plan (pasted here for convenience); all looks good though you can push back the dates to be consistent with a rollout on Wednesday. We will brief key electeds (Stacy can share list) on Monday.

Did the FAQ get worked out?

#### Privacy Policy Update Plan

Goal: Clarify our strong user-first policies for the press and public and announce security camera activation.

#### Timeline:

Finalize FAQ March 9

Finalize validator quotes March 10

Brief Stakeholders March 10

Email to LinkNYC users March 13

Press release March 13

Embargoed briefings for select reporters:

- \* Kaveh Waddell, The Atlantic
- \* Andy Hawkins, The Verge
- \* Ruth Reader, Fast Company
- \* Charlie Herman, WNYC
- \* Matt Flamm, Crain's

Key Topline Messages:

- \* New York City and CityBridge take your privacy seriously. We have updated our privacy policy to make our practices and policies more clear and explain the ways we protect personal information.
- \* We only ask for an e-mail address when you sign up to use LinkNYC's Wi-Fi, far less personal information than most other internet service providers.
- \* We do not store your browsing history or track the websites you visit when you use LinkNYC's Wi-Fi.
- \* We will never sell your personal information, or share it with anyone else for their own use, including advertisers and City agencies, except as may be required by law, such as in response to a subpoena or court order. This policy also applies to LinkNYC camera footage.
- \* We heard NYCLU's feedback and worked to implement many of their suggestions into the revised policy.

---

**From:** Blumm, Kate  
**Sent:** Thursday, March 9, 2017 11:37 PM  
**To:** Grybauskas, Natalie; 'Stacey Levine'; Dan Levitan  
**Subject:** DoITT comments on press release

Hey guys. Sorry for the late send; getting back online after an email snafu.

Sent this to the lawyers who made some changes and I piled on a bit too. Can you take a look, incorporate/edit, and send back in the body of an email?

Another email re: comms plan coming shortly.

---

This e-mail, including any attachments, may be confidential, privileged or otherwise legally protected. It is intended only for the addressee. If you received this e-mail in error or from someone who was not authorized to send it to you, do not disseminate, copy or otherwise use this e-mail or its attachments. Please notify the sender immediately by reply e-mail and delete the e-mail from your system.

**From:** [Cathy Rought](#)  
**To:** [Bucich, Nicole A.](#); [Kerson, Julia](#)  
**Subject:** RE: Marriott  
**Date:** Friday, March 10, 2017 3:28:51 PM

---

Wonderful!!!!

-----Original Message-----

From: Bucich, Nicole A. [<mailto:bucichna@pbworld.com>]  
Sent: Friday, March 10, 2017 3:05 PM  
To: Kerson, Julia <[JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)>; Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>  
Subject: RE: Marriott

Great! Thanks so much.

Nicole A. Bucich  
NY Metropolitan Planning/Environmental Manager

WSP|Parsons Brinckerhoff  
One Penn Plaza  
NY, NY 10119  
w. 212.465.5220  
c. 973.699.1937  
[bucichna@pbworld.com](mailto:bucichna@pbworld.com)

-----Original Message-----

From: Kerson, Julia [<mailto:JKerson@cityhall.nyc.gov>]  
Sent: Friday, March 10, 2017 2:51 PM  
To: Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)>; Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>  
Subject: Marriott

Nicole/Cathy,

I spoke with Lisa Marie today and they have no problem with us soliciting a donation from the Marriott for the silent auction. She is going to get us a contact to reach out to - I'll follow up with her next week and forward you the contact info.

Have a good weekend!  
Julia

Sent from my iPhone

---

NOTICE: This communication and any attachments ("this message") may contain confidential information for the sole use of the intended recipient(s). Any unauthorized use, disclosure, viewing, copying, alteration, dissemination or distribution of, or reliance on this message is strictly prohibited. If you have received this message in error, or you are not an authorized recipient, please notify the sender immediately by replying to this message, delete this message and all copies from your e-mail system and destroy any printed copies.

**From:** [Fialkoff, Gabrielle](#)  
**To:** ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Subject:** I know you can hire 1 summer intern  
**Date:** Monday, March 13, 2017 2:51:43 PM

---

Dear Jonathan —

**Today, NYC launched a call to action to employers all over our City: hire a top NYC student for a summer internship.**

This city-wide, multimedia advertising campaign seeks to encourage New York City employers to hire summer interns not just to open a door of opportunity for a young person, but to strengthen the talent pool from which employers hire. The Ladders for Leaders internship program creates a pipeline of local, diverse, high-achieving talent into NYC's best companies, big and small; a win-win for students and businesses.

Since 2014 we have increased employer participation 300% to 475 employers and 35% of the students received full-time job offers.

In addition to the ad campaign, we are promoting your success stories through an online public engagement campaign—we would be happy to package your content and share it with our network of hundreds of partners.

I hope you'll join us in shaping our future workforce and in creating access to careers.

Please email me or click [WWW.LADDERSFORLEADERS.ORG](http://WWW.LADDERSFORLEADERS.ORG) for more information and sign-up.

Best Regards,  
Gabrielle

[Wall Street Journal: New York City Wants More Companies to Hire Summer Interns](#)

[CRAIN'S NY: Give a city kid an internship—you might end up with a CEO](#) — by Y&R Global CEO David Sable

[Press Release: Mayor de Blasio and Senior Advisor Gabrielle Fialkoff Launch Ad Campaign Encouraging Employers to Hire Summer Interns](#)





## WORKING LIKE A DOG?

Get help. Give experience.  
Hire a New York City intern.

LaddersforLeaders.org

New York. New Talent.



## PULLED IN TOO MANY DIRECTIONS?

Get help. Give experience.  
Hire a New York City intern.

LaddersforLeaders.org

New York. New Talent.





Gabrielle Fialkoff  
Senior Advisor to the Mayor  
Director of the Office of Strategic Partnerships  
212-341-5084  
[gfialkoff@cityhall.nyc.gov](mailto:gfialkoff@cityhall.nyc.gov)

**From:** [Emily Walsh](#)  
**To:** [Gil, Claudia](#)  
**Subject:** RE: Dinner  
**Date:** Monday, March 13, 2017 5:49:12 PM

---

Great! Yes, sounds good.

Thanks so much!

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Gil, Claudia [[cgil@cityhall.nyc.gov](mailto:cgil@cityhall.nyc.gov)]  
**Sent:** Monday, March 13, 2017 5:46 PM  
**To:** Emily Walsh  
**Subject:** RE: Dinner

Hi Emily,

The 29<sup>th</sup> works for Emma. Can we do location TBD?

Thank you.

---

**Claudia Gil** | 212-788-3679

---

**From:** Emily Walsh [<mailto:emily@berlinrosen.com>]  
**Sent:** Monday, March 13, 2017 5:06 PM  
**To:** Schnake Mahl, Gabriel; Gil, Claudia  
**Subject:** RE: Dinner

Thanks, Gabe!

Claudia let me know what's best and we can lock it!  
Thanks

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Schnake Mahl, Gabriel [[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)]  
**Sent:** Monday, March 13, 2017 5:03 PM  
**To:** Emily Walsh; Gil, Claudia  
**Subject:** Dinner

Emily –

Claudia here can advise on dates for that work Emma to get together w/ Val for dinner. Initial ideas were 3/22, 3/28, 3/29.

Take it away. Thanks!

-Gabe

**From:** [Daniel Levitan](#)  
**To:** [Blumm, Kate](#); [Daniel Levitan](#); [Stacey Levine](#); [Jovana Rizzo](#); [Ruth Fasoldt](#)  
**Cc:** [Grybauskas, Natalie](#)  
**Subject:** RE: Privacy  
**Date:** Wednesday, March 15, 2017 12:25:40 PM

---

Thanks

--

Dan Levitan  
BerlinRosen Public Affairs  
O: [646.200.5315](tel:646.200.5315)  
C: [201.674.7475](tel:201.674.7475)  
[@levitandan](mailto:@levitandan)

---

**From:** Blumm, Kate [mailto:KBlumm@doitt.nyc.gov]  
**Sent:** Wednesday, March 15, 2017 12:24 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: Privacy

Anne quote: “LinkNYC is on track to be the world’s largest, fastest free public Wi-Fi system, with one of the strongest privacy policies of any network of its kind,” said Anne Roest, Commissioner of the New York City Department of Information Technology and Telecommunications. “The updated policy clarifies what LinkNYC is doing every day to keep New Yorkers’ information private. All 8.5 million New Yorkers—and our tens of millions of visitors—can rest assured that their privacy is of chief concern.”

Happening today:

- Kate send elected quotes
- Kate send updated NYCLU release
- CB update talking points
- CB update press release
- Tentative embargoed briefing for key media (CB)

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**From:** Blumm, Kate  
**Sent:** Wednesday, March 15, 2017 12:05 PM  
**To:** 'Dan Levitan' <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: Privacy

NYCLU statement (part of full release):

“It’s great that the city was so responsive to our concerns and now New Yorkers have significantly improved privacy protections when using public Wi-Fi,” said NYCLU Senior Staff Attorney Mariko Hirose. “Internet access is a modern-life necessity and public WiFi should be designed in partnership with the community to minimize the privacy risks of data collection and maximize the benefits to the public.”

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**From:** [Dan Levitan](#)  
**To:** [Blumm, Kate](#); [Grybauskas, Natalie](#); [Stacey Levine](#)  
**Cc:** [Jovana Rizzo](#)  
**Subject:** RE: revised NYCLU release  
**Date:** Wednesday, March 15, 2017 2:50:09 PM  
**Attachments:** [PrivacyPolicyAnnouncementPlan 3.15.docx](#)

---

Thanks, reviewing now. In the meantime, here is slightly updated release and talking points:

--

Dan Levitan  
BerlinRosen Public Affairs  
O: [646.200.5315](tel:646.200.5315)  
C: [201.674.7475](tel:201.674.7475)  
[@levitandan](mailto:@levitandan)

---

**From:** Blumm, Kate [mailto:KBlumm@doitt.nyc.gov]  
**Sent:** Wednesday, March 15, 2017 2:44 PM  
**To:** NGrybauskas <NGrybauskas@cityhall.nyc.gov>; Dan Levitan <dan@berlinrosen.com>; Stacey Levine <stacey.levine@intersection.com>  
**Subject:** revised NYCLU release

It's better than it was but still is a bit sensational. My least favorite sentence is the last one before the bullet points and I may push back on that. Checking w lawyers now.

New York Civil Liberties Union  
125 Broad Street, New York, NY 10004  
[www.nyclu.org](http://www.nyclu.org)

CONTACT:  
NYCLU Press Office, 212.607.3372

## City Strengthens Public Wi-Fi Privacy Policy after NYCLU Raises Concerns

FOR IMMEDIATE RELEASE

March 16, 2017 – CityBridge, the company behind the kiosks for the city's public Wi-Fi network LinkNYC, announced today that it has greatly improved LinkNYC's privacy policy. The improvements follow the letter sent by the New York Civil Liberties Union raising concerns about the previous policy.

“We applaud the city for being so responsive to our concerns and now New Yorkers have significantly improved privacy protections when using public Wi-Fi,” said NYCLU Senior Staff Attorney Mariko Hirose. “Internet access is a modern-life necessity and public WiFi should be

designed in partnership with the community to minimize the privacy risks of data collection and maximize the benefits to the public.”

LinkNYC, which was publicly launched in January of last year, will eventually become a network of as many as 7,500 to 10,000 public kiosks offering fast and free Wi-Fi throughout all five boroughs. In March of 2016, the NYCLU sent a letter to the Office of the Mayor warning that, under the previous privacy policy, CityBridge, the company behind the LinkNYC kiosks, could potentially retain a vast amount of information about users – often indefinitely. The NYCLU contended that this gave CityBridge the ability to build a massive database that could pose a risk of security breaches and unwarranted NYPD surveillance. The NYCLU further contended that the policy also left open the possibility that data collected by cameras at the LinkNYC kiosks might be available to the city or NYPD.

Under the old policy, users had to submit their e-mail addresses and agree to allow CityBridge to collect information about what websites they visited on their devices, where and how long they lingered on certain information on a webpage, and what links they clicked on. The privacy policy only offered to make “reasonable efforts” to clear out this massive amount of personally identifiable user information, and even then, only if there was 12 months of user inactivity. That meant that New Yorkers who used LinkNYC regularly could have their personally identifiable information stored for a lifetime and beyond.

The new policy announced today makes the following improvements:

- Clarifies that browsing history from personal devices will not be stored.
- Sets the retention period of most technical information for individual sessions to 60 days from the end of their last activity.
- Clarifies that disclosure of information will occur only as required by law and that there will be notice.
- Limits camera use and prohibits facial recognition on cameras.

For more information, visit:

-XXX-

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## Press Release

For Immediate Release: March 16, 2017

Contact: media@link.nyc

## CityBridge and DoITT Announce Updated LinkNYC Privacy Policy

Revised written policy now matches strong outlines the superfast, free Wi-Fi network's strong commitment to user privacy.

NEW YORK - CityBridge and New York City's Department of Information Technology and Telecommunications (DoITT) announced today the release of an updated LinkNYC privacy policy that outlines the superfast, free Wi-Fi network's commitment to user privacy.

The policy is changing to better reflect and clarify LinkNYC's day-to-day privacy practices and make clear that:

- LinkNYC does not store your browsing history or track the websites you visit when you use LinkNYC's Wi-Fi.
- LinkNYC will never sell your personal information (including any data about your usage of the network), or share it with anyone else for their own use, including advertisers, the City of New York, and government agencies, except in response to a subpoena or court order.
- LinkNYC asks for an e-mail address when you sign up to use the Wi-Fi network, and does not require other personal information like name, address, or phone number.
- LinkNYC encrypts all user personal data using industry-leading security, and offers users with compatible devices access to a fully encrypted Private Wi-Fi network.

“CityBridge takes your privacy seriously, and we have updated our privacy policy to make clear our commitment to the City of New York and the more than one million people who have signed up to use the LinkNYC network,” said **Jennifer Hensley**, General Manager of CityBridge. “LinkNYC will never sell your personal data, or track what you do on our Wi-Fi network.”

“LinkNYC is on track to be the world's largest, fastest free public Wi-Fi system, with one of the strongest privacy policies of any network of its kind,” said **Anne Roest**, Commissioner of the New York City Department of Information Technology and Telecommunications. “The updated policy clarifies what LinkNYC is doing every day to keep New Yorkers' information private. All 8.5 million New Yorkers—and our tens of millions of visitors—can rest assured that their privacy is of chief concern.”

### OTHER QUOTES

“LinkNYC is a great example of how a public-private partnership can benefit the city and its citizens — and of the responsibility tech companies have to protect users' privacy,” said **Julie Samuels, Executive Director of Tech:NYC**. “We're encouraged by LinkNYC's commitment to data privacy and security

and to educating New Yorkers about these practices, and we think these standards are a workable, digestible framework that could also work for other technology projects that serve the public.”

“It’s great to see the LinkNYC working to maximize the social utility of public wifi while simultaneously taking important steps to safeguard user privacy,” said **Professor Jonathan Askin**, Founder/Director, Brooklyn Law Incubator & Policy Clinic and internet law expert. “It’s sometimes a tough balancing act to foster robust functionality while protecting user privacy. LinkNYC recognizes this balance between occasionally conflicting objectives and has taken important steps to advance both objectives.”

LinkNYC’s updated privacy policy also makes clear how security camera footage from Links can be used. Each Link kiosk has two security cameras, above each 55-inch side panel display, which will be turned on starting this week to monitor and maintain the Links and prevent vandalism.

CityBridge will not use or share data or footage collected by cameras except to detect or address illegal activity on or associated with a Link, in response to vandalism, or in response to a subpoena or similar lawful request. Footage from Link cameras will be stored for a maximum of 7 days, unless the footage is necessary to investigate an incident. There is no collection or storage of any audio.

Link tablets have a built-in, user-activated camera that could be used for video calling or other user-initiated applications in the future. These cameras will remain inactive until a future announcement on new LinkNYC features.

Read the full, revised privacy policy at: TK

###

## **Interview Q and A**

### **Q: So what exactly is changing here?**

**It's important to note that our day to day practices are not changing.** What we are doing here is clarifying our privacy policy to match our commitment to user security and privacy. Specifically, the updated privacy policy makes clear that:

1. We do not track what users do on the Wi-Fi on their own devices.
2. We will not share any personal information about our users with anyone, including the City, without their explicit permission or a court order.
3. And it makes clear that any footage from LinkNYC cameras is subject to our privacy policy.

### **Q: Seems like a simple change, why did it take so long?**

We wanted to make sure we got this right, and again, our day to day privacy practices have been consistent since the start of the project and will remain the same.

**Q: It seems like you've addressed some of the concerns that NYCLU and other groups raised, were they involved in drafting the revised policy?**

We appreciated their feedback and we are happy to have been able to implement their suggestions.

**Q: MAC Addresses identify your phone, a personal device that is with you all the time. Shouldn't that be treated as PII too?**

We anonymize MAC addresses in our system, which are needed to "remember" your device, and our privacy policy makes clear that if technical information like MAC address is combined with any personal data or data that could identify the user -- like where that mobile device has connected to the network -- we would treat that as personally identifiable information, and we would not share or sell it.

**Q: This is a lot of cameras, are they really needed?**

The cameras will help us maintain the network and make sure LinkNYC is running smoothly for New Yorkers and visitors. The cameras are not actively monitored. All camera footage is subject to our privacy policy -- we do not share footage with anyone, including the NYPD, without a subpoena or court order.

**Q: Will the cameras feed into NYPD's Domain Awareness System?**

No.

**Q: You say that you will not share personal information without a court order or subpoena. How many such orders have you processed?**

To date we have not received any.

**Q: Will you let people know if their data has been requested by law enforcement?**

We will make a reasonable effort to let people know if we are able to. Of course, we only have the emails that people use to sign up for the network, and no other contact information, so that is the only way we can communicate with users.

**Q: What about environmental sensors?**

The sensors monitor the Link's environment, things like temperature and humidity. They do not capture any person information.

**From:** [Blumm, Kate](#)  
**To:** [Dan Levitan](#); [Grybauskas, Natalie](#); [Stacey Levine](#)  
**Cc:** [Jovana Rizzo](#)  
**Subject:** RE: revised NYCLU release  
**Date:** Wednesday, March 15, 2017 3:39:07 PM

---

This looks good. Update to Anne's quote:

"LinkNYC is on track to be the world's largest, fastest free public Wi-Fi system, with one of the strongest privacy policies of any network of its kind," said **Anne Roest**, Commissioner of the New York City Department of Information Technology and Telecommunications. "The updated policy **clarifies what LinkNYC is doing every day** to keep New Yorkers' information private. All 8.5 million New Yorkers—and our tens of millions of visitors—can rest assured that their privacy is of chief concern."

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Wednesday, March 15, 2017 2:50 PM  
**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; NGrybauskas <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Subject:** RE: revised NYCLU release

Thanks, reviewing now. In the meantime, here is slightly updated release and talking points:

--

Dan Levitan  
BerlinRosen Public Affairs  
O: [646.200.5315](tel:646.200.5315)  
C: [201.674.7475](tel:201.674.7475)  
[@levitandan](https://twitter.com/levitandan)

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**From:** Blumm, Kate [mailto:[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)]  
**Sent:** Wednesday, March 15, 2017 2:44 PM  
**To:** NGrybauskas <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Subject:** revised NYCLU release

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125 Broad Street, New York, NY 10004  
[www.nyclu.org](http://www.nyclu.org)

CONTACT:  
NYCLU Press Office, 212.607.3372

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- Limits camera use and prohibits facial recognition on cameras.

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**From:** [Phillips, Eric](#)  
**To:** [Laura Nahmias](#)  
**Cc:** [Dan Levitan](#); [Finan, Austin](#)  
**Subject:** Re: Florida again?  
**Date:** Wednesday, March 15, 2017 4:55:43 PM

---

It's so hot down there, though. And the humidity - my god the humidity!

On Mar 15, 2017, at 4:30 PM, Laura Nahmias <[lnahmias@politico.com](mailto:lnahmias@politico.com)> wrote:

hello —

source tells me mayor is traveling to Florida again next week. Is this a governmental trip or a fundraising one? Or a vacation? And if latter does it involve attending any spring training games?

Laura Nahmias

Reporter, Politico New York

[LNahmias@politico.com](mailto:LNahmias@politico.com)

twitter: @nahmias

mobile: 718-612-3751

**From:** [Blumm, Kate](#)  
**To:** [Stacey Levine](#)  
**Cc:** [Dan Levitan](#); [Grybauskas, Natalie](#); [Jovana Rizzo](#); [Gardener, Stacy \(DOITT\)](#)  
**Subject:** RE: revised NYCLU release  
**Date:** Wednesday, March 15, 2017 5:02:48 PM

---

Got it. Anything else folks?

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]  
**Sent:** Wednesday, March 15, 2017 4:40 PM  
**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; NGrybauskas <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Subject:** Re: revised NYCLU release

We always limited facial recognition and use of camera footage. From the [current policy](#):

We will not keep any footage captured by any camera for longer than seven days, unless the footage is necessary to investigate an incident. • We will not give any data collected by environmental sensors or cameras to anyone other than the City or governmental law enforcement, unless 1) we are legally required to, 2) it is necessary to operate and maintain the System and the Services, or 3) we get advanced, written permission from the City. • We will not use facial recognition technology for any reason, and we will not use our cameras to track your movement through the city.

On Wed, Mar 15, 2017 at 4:21 PM, Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)> wrote:

We'll do Friday per my call with Jovana just now. Let me know your thoughts on the release ASAP. I am proposing an edit to that last line before the bullets begin. Obvi we can't ask them to recast their whole release but if you have other specific suggestions, let me know as soon as possible. Thanks!

---

**From:** Blumm, Kate  
**Sent:** Wednesday, March 15, 2017 4:00 PM  
**To:** 'Dan Levitan' <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; NGrybauskas <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Subject:** RE: revised NYCLU release

Feedback here? We need to make the call about tomorrow vs Friday soon.

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Wednesday, March 15, 2017 2:50 PM  
**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; NGrybauskas <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Subject:** RE: revised NYCLU release

Thanks, reviewing now. In the meantime, here is slightly updated release and talking points:

--

Dan Levitan  
BerlinRosen Public Affairs  
O: [646.200.5315](tel:646.200.5315)  
C: [201.674.7475](tel:201.674.7475)  
@levitandan

---

**From:** Blumm, Kate [<mailto:KBlumm@doitt.nyc.gov>]  
**Sent:** Wednesday, March 15, 2017 2:44 PM  
**To:** NGrybauskas <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Subject:** revised NYCLU release

It's better than it was but still is a bit sensational. My least favorite sentence is the last one before the bullet points and I may push back on that. Checking w lawyers now.

New York Civil Liberties Union  
125 Broad Street, New York, NY 10004  
[www.nyclu.org](http://www.nyclu.org)

CONTACT:  
NYCLU Press Office, [212.607.3372](tel:212.607.3372)

## City Strengthens Public Wi-Fi Privacy Policy after NYCLU Raises Concerns

FOR IMMEDIATE RELEASE

March 16, 2017 – CityBridge, the company behind the kiosks for the city's public Wi-Fi network LinkNYC, announced today that it has greatly improved LinkNYC's privacy policy. The improvements follow the letter sent by the New York Civil Liberties Union raising concerns about the previous policy.

“We applaud the city for being so responsive to our concerns and now New Yorkers have significantly improved privacy protections when using public Wi-Fi,” said NYCLU Senior Staff Attorney Mariko Hirose. “Internet access is a modern-life necessity and public WiFi should be designed in partnership with the community to minimize the privacy risks of data collection and maximize the benefits to the public.”

LinkNYC, which was publicly launched in January of last year, will eventually become a network of as many as 7,500 to 10,000 public kiosks offering fast and free Wi-Fi throughout all five boroughs. In March of 2016, the NYCLU sent a letter to the Office of the Mayor warning that, under the previous privacy policy, CityBridge, the company behind the LinkNYC kiosks, could potentially retain a vast amount of information about users – often indefinitely. The NYCLU contended that this gave CityBridge the ability to

build a massive database that could pose a risk of security breaches and unwarranted NYPD surveillance. The NYCLU further contended that the policy also left open the possibility that data collected by cameras at the LinkNYC kiosks might be available to the city or NYPD.

Under the old policy, users had to submit their e-mail addresses and agree to allow CityBridge to collect information about what websites they visited on their devices, where and how long they lingered on certain information on a webpage, and what links they clicked on. The privacy policy only offered to make “reasonable efforts” to clear out this massive amount of personally identifiable user information, and even then, only if there was 12 months of user inactivity. That meant that New Yorkers who used LinkNYC regularly could have their personally identifiable information stored for a lifetime and beyond.

The new policy announced today makes the following improvements:

- Clarifies that browsing history from personal devices will not be stored.
- Sets the retention period of most technical information for individual sessions to 60 days from the end of their last activity.
- Clarifies that disclosure of information will occur only as required by law and that there will be notice.
- Limits camera use and prohibits facial recognition on cameras.

For more information, visit:

-XXX-

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--

**Stacey Levine**

VP, Communications & LinkNYC Marketing

+1 646.834.9657

[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

**Intersection**

10 Hudson Yards 26th Floor New York, NY 10001

[intersection.com](http://intersection.com)

**[We're hiring!](#)** Come build the future with us.

**From:** [Madeline Kaye](#)  
**To:** [Grace, Melissa](#)  
**Cc:** [Woloch, David](#); [Elizabeth "Libby" Rohlfing \(rohlfinge@hpd.nyc.gov\)](#)  
**Subject:** Re: Melissa: Press Release for BPL Sunset Park project?  
**Date:** Thursday, March 16, 2017 12:20:01 PM

---

Thank you! I'll be there today as well.

Madeline

Sent from my iPhone

On Mar 16, 2017, at 12:16 PM, Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)> wrote:

Hi!

Adding Libby, and I just need to get a quote approved and will send it your way.

---

**From:** Madeline Kaye [<mailto:Madeline.Kaye@berlinrosen.com>]  
**Sent:** Thursday, March 16, 2017 12:05 PM  
**To:** Grace, Melissa  
**Cc:** Woloch, David  
**Subject:** Melissa: Press Release for BPL Sunset Park project?

Hey Melissa;

Understand that David Woloch reached out about a possible release around the Sunset Park project in front of City Council today. We have something ready to go- but obviously we want to defer to CC plans on press. Please let us know if we are free to go ahead with our release or if you have edits or would like us to hold.

Thank you much! My cell phone is below if you'd like to give me a call.

Madeline

--

Madeline Kaye  
BerlinRosen Public Affairs  
O: (646) 200-5297 C: (646) 369-8226

**From:** [Woloch, David](#)  
**To:** ["ktowell@council.nyc.gov"](mailto:ktowell@council.nyc.gov)  
**Cc:** [Estrada, David \(DEstrada@council.nyc.gov\)](#); ["vpiedraleon@council.nyc.gov"](#); [Madeline Kaye \(Madeline.Kaye@berlinrosen.com\)](#); [Leddy, Adam](#); [Rohlfing, Elizabeth \(HPD\)](#); ["Pierre-Antoine, Juliet \(HPD\)"](#); [Grace, Melissa](#)  
**Subject:** sunset park  
**Date:** Thursday, March 16, 2017 12:49:12 PM  
**Attachments:** [Sunset Park rel w FAC edits.docx](#)

---

Katherine: Attached is a draft release on Sunset Park. Would be great if we could do in conjunction with the Council. I believe the Administration is providing a quote as well. I have cc'd CM Menchaca's office, HPD and City Hall press offices, and Madeline from BerlinRosen who is coordinating for BPL.

**David Woloch | Executive Vice President, External Affairs**  
**Brooklyn Public Library**

718.230.2088  
bklynlibrary.org

**FOR IMMEDIATE RELEASE:** March 16, 2017



**BPL Contact:** Madeline Kaye  
[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)  
(646) 200-5297; (646) 369-8226

**FAC Contact:** Ron Zak  
[rzak@fifthave.org](mailto:rzak@fifthave.org)  
(718) 237-2017 ext. 130; (347) 439-5976



**Fifth Avenue Committee**  
Our Community. Our Future.

## **Sunset Park Library Redevelopment Project Approved by City Council**

*Innovative Partnership Between Brooklyn Public Library, Fifth Avenue Committee to Nearly Double Size of One of Brooklyn's Busiest Branches, Create 49 Units of Deeply Affordable Housing*

Plan Receives **Overwhelming Support** in Final Round of Rigorous Public Approval Process

**BROOKLYN, NY**—The New York City Council has voted to approve the Sunset Park Library Redevelopment Project (**almost unanimously/unanimously**), Brooklyn Public Library and development partner Fifth Avenue Committee announced today, finalizing the formal public approval process for the innovative project. The proposal previously received unanimous approval from the City Planning Commission and the city council's Land Use Committee and Subcommittee on Planning, Dispositions and Concessions. The project was also approved by the Borough President and the members of Community Board 7.

Developed in partnership with the Fifth Avenue Committee, a nonprofit with nearly four decades' experience in affordable housing and comprehensive community development, Brooklyn Public Library's new Sunset Park branch will provide the neighborhood with a modern, state-of-the-art library that is nearly twice the size of the current location. Sunset Park Library is one of Brooklyn's busiest, with attendance and circulation that rank in the top 10 of BPL's 60 branches.

"Thanks to the support of the city council and the residents of Sunset Park, we will soon begin construction on a library that will offer the robust and diverse programming, large multilingual collection and comfortable, inspiring environment that our patrons and staff deserve," said **Brooklyn Public Library President and CEO Linda E. Johnson**. "We

look forward to designing and building the new Sunset Park Library with input from the community.”

“Fifth Avenue Committee is grateful for the overwhelming support this project has received and that FAC and BPL will be able to move forward to bring a 21<sup>st</sup> century public library and 100% truly and deeply affordable housing to the Sunset Park community. This project is a model in how to ensure that the community can achieve the maximum benefits possible as part of redeveloping public land for public good. We look forward to continuing to work with the community as this project moves forward towards construction,” said **Michelle de la Uz, Fifth Avenue Committee Executive Director**.

At 12,200 square feet, only 7,465 of which are accessible to the public, the current branch is too small to meet the needs of this growing community. Built in the 1970s, it is poorly laid out for modern use. The proposed new library will be 20,755 square feet, with 18,200 square feet expected to be accessible to the public. It will be outfitted for the modern era, with the collections, technology and flexible space needed to accommodate many uses and serve a large, diverse patronship.

The expansion of Sunset Park Library and the development of deeply affordable housing is especially timely given the growth of the neighborhood. A 2017 study by the New York City Comptroller's office identified a 34% increase in Sunset Park's population between 1990 and 2014, double the citywide growth rate. The median rent in the neighborhood has grown at a rate (63%) that far outpaces the growth in median income (25%).

The project will create 100% affordable housing atop the new library branch. Forty-nine affordable units will be available for incomes spanning 30% to 80% of Area Median Income (AMI); the majority of the units are reserved for incomes at or below 50% of AMI, and most apartments will rent for \$500 to \$1,000 per month. A minimum of 50% of the apartments will be reserved for Community Board 7 residents, 10% for city employees and 10% for the physically disabled. Nine units will be reserved for survivors of domestic violence. FAC, as a locally based, nonprofit developer whose mission is to advance economic and social justice, is committed to permanent affordability for all of the apartments, with 35% of the apartments being permanently affordable through City Regulatory Agreements that will be recorded with the property.

The Fifth Avenue Committee will construct the eight-story, mixed-use building, including the library's core and shell, at no cost to Brooklyn Public Library. BPL will fit out the new library for approximately \$10 million, using a portion of the proceeds from the redevelopment of its Brooklyn Heights branch. The city will own the library in perpetuity, as it does the current branch.

Interim library service will be provided throughout the construction process at 4201

Fourth Avenue, at 42<sup>nd</sup> Street.

More details on the project are available [here](#).

**About Brooklyn Public Library:**

Brooklyn Public Library (BPL) is an independent library system for the 2.5 million residents of Brooklyn. It is the fifth largest library system in the United States with 60 neighborhood libraries located throughout the borough. BPL offers free programs and services for all ages and stages of life, including a large selection of books in more than 30 languages, author talks, literacy programs and public computers. BPL's eResources, such as eBooks and eVideos, catalog information and free homework help, are available to customers of all ages 24 hours a day at our website: [www.bklynlibrary.org](http://www.bklynlibrary.org).

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**From:** [Towell, Katherine](#)  
**To:** ["Leddy, Adam"](#); [Grace, Melissa](#); [Woloch, David](#)  
**Cc:** [Estrada, David](#); [Piedra Leon, Veronica](#); [Madeline Kaye \(Madeline.Kaye@berlinrosen.com\)](mailto:Madeline.Kaye@berlinrosen.com); [Rohlfing, Elizabeth \(HPD\)](#); ["Pierre-Antoine, Juliet \(HPD\)"](#)  
**Subject:** RE: sunset park  
**Date:** Thursday, March 16, 2017 2:42:56 PM  
**Attachments:** [Sunset Park rel w FAC edits.RM.docx](#)

---

Council Land Use division provided some minor edits in the attached version. Speaker will be passing on a quote to give fuller credit to CM Menchaca.

Katherine Towell  
Press Officer  
New York City Council  
**D:** 212.788.0260 | **M:** 646.263.1699

---

**From:** Leddy, Adam [<mailto:ALeddy@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 1:33 PM  
**To:** 'Grace, Melissa' <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Woloch, David <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>; Towell, Katherine <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>  
**Cc:** Estrada, David <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>; Piedra Leon, Veronica <[VPiedraLeon@council.nyc.gov](mailto:VPiedraLeon@council.nyc.gov)>; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)) <[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)>; Rohlfing, Elizabeth (HPD) <[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>; 'Pierre-Antoine, Juliet (HPD)' <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>  
**Subject:** RE: sunset park

Got it, thank you Melissa. Will await the edits.

**Adam Leddy | Communications Coordinator**  
**Brooklyn Public Library**

718.230.2402  
[bklynlibrary.org](http://bklynlibrary.org)

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 1:29 PM  
**To:** Woloch, David; 'ktowell@council.nyc.gov'  
**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); 'vpiedraleon@council.nyc.gov'; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Leddy, Adam; Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'  
**Subject:** RE: sunset park

HPD is working on some edits for your release.

In the meantime, here is a statement from our Deputy Mayor Alicia Glen for the release:

“Today’s vote on the Sunset Park Library project represents a major victory for the values we cherish – both creating new affordable housing and improving public libraries that are so central to our communities. By bringing 49 affordable apartments online and funding the expansion and upgrade of the library, this development will serve the neighborhood for decades to come.”

---

**From:** Woloch, David [<mailto:DWoloch@bklynlibrary.org>]

**Sent:** Thursday, March 16, 2017 12:49 PM

**To:** 'ktowell@council.nyc.gov'

**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); 'vpiedraleon@council.nyc.gov'; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Leddy, Adam; Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'; Grace, Melissa

**Subject:** sunset park

Katherine: Attached is a draft release on Sunset Park. Would be great if we could do in conjunction with the Council. I believe the Administration is providing a quote as well. I have cc'd CM Menchaca's office, HPD and City Hall press offices, and Madeline from BerlinRosen who is coordinating for BPL.

**David Woloch | Executive Vice President, External Affairs  
Brooklyn Public Library**

718.230.2088  
bklynlibrary.org

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**FOR IMMEDIATE RELEASE:** March 16, 2017



**BPL Contact:** Madeline Kaye  
[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)  
(646) 200-5297; (646) 369-8226

**FAC Contact:** Ron Zak  
[rzak@fifthave.org](mailto:rzak@fifthave.org)  
(718) 237-2017 ext. 130; (347) 439-5976



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Fourth Avenue, at 42<sup>nd</sup> Street.

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**From:** [Pierre-Antoine, Juliet \(HPD\)](#)  
**To:** ["Estrada, David"](#); [Towell, Katherine](#); ["Leddy, Adam"](#); [Grace, Melissa](#); [Woloch, David](#)  
**Cc:** [Piedra Leon, Veronica](#); [Madeline Kaye \(Madeline.Kaye@berlinrosen.com\)](#); [Rohlfing, Elizabeth \(HPD\)](#)  
**Subject:** RE: sunset park  
**Date:** Thursday, March 16, 2017 3:45:02 PM  
**Attachments:** [Sunset Park rel w HPD edits.docx](#)

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Here is a quote from HPD Commissioner Maria Torres-Springer:

“By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come,” said HPD Commissioner Maria Torres-Springer. “Today’s vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and expanded space for the library so it can continue to serve as a vital hub for the neighborhood.”

I’ve attached a press release draft with updates from HPD. Let us know if you have any questions.

---

**From:** Estrada, David [<mailto:DEstrada@council.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 3:10 PM  
**To:** Towell, Katherine; 'Leddy, Adam'; 'Grace, Melissa'; Woloch, David  
**Cc:** Piedra Leon, Veronica; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Rohlfing, Elizabeth (HPD); Pierre-Antoine, Juliet (HPD)  
**Subject:** RE: sunset park

And Council Member Menchaca’s quote will be sent in a few moments.

I note the 45-0 passage of all land use items at Stated Meeting today.

de

---

**From:** Towell, Katherine  
**Sent:** Thursday, March 16, 2017 2:43 PM  
**To:** 'Leddy, Adam'; 'Grace, Melissa'; Woloch, David  
**Cc:** Estrada, David; Piedra Leon, Veronica; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'  
**Subject:** RE: sunset park

Council Land Use division provided some minor edits in the attached version. Speaker will be passing on a quote to give fuller credit to CM Menchaca.

Katherine Towell  
Press Officer  
New York City Council  
**D:** 212.788.0260 | **M:** 646.263.1699

---

**From:** Leddy, Adam [<mailto:ALeddy@bklynlibrary.org>]

**Sent:** Thursday, March 16, 2017 1:33 PM

**To:** 'Grace, Melissa' <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Woloch, David <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>;  
Towell, Katherine <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>

**Cc:** Estrada, David <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>; Piedra Leon, Veronica  
<[VPiedraLeon@council.nyc.gov](mailto:VPiedraLeon@council.nyc.gov)>; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com))  
<[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)>; Rohlfing, Elizabeth (HPD) <[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>; 'Pierre-  
Antoine, Juliet (HPD)' <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>

**Subject:** RE: sunset park

Got it, thank you Melissa. Will await the edits.

**Adam Leddy | Communications Coordinator**  
**Brooklyn Public Library**

718.230.2402  
[bklynlibrary.org](http://bklynlibrary.org)

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]

**Sent:** Thursday, March 16, 2017 1:29 PM

**To:** Woloch, David; 'ktowell@council.nyc.gov'

**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); 'vpiedraleon@council.nyc.gov'; Madeline Kaye  
([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Leddy, Adam; Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet  
(HPD)'

**Subject:** RE: sunset park

HPD is working on some edits for your release.

In the meantime, here is a statement from our Deputy Mayor Alicia Glen for the release:

“Today’s vote on the Sunset Park Library project represents a major victory for the values we cherish – both creating new affordable housing and improving public libraries that are so central to our communities. By bringing 49 affordable apartments online and funding the expansion and upgrade of the library, this development will serve the neighborhood for decades to come.”

---

**From:** Woloch, David [<mailto:DWoloch@bklynlibrary.org>]

**Sent:** Thursday, March 16, 2017 12:49 PM

**To:** 'ktowell@council.nyc.gov'

**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); 'vpiedraleon@council.nyc.gov'; Madeline Kaye  
([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Leddy, Adam; Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet  
(HPD)'; Grace, Melissa

**Subject:** sunset park

Katherine: Attached is a draft release on Sunset Park. Would be great if we could do in conjunction with the Council. I believe the Administration is providing a quote as well. I have cc'd CM Menchaca's office, HPD and City Hall press offices, and Madeline from BerlinRosen who is coordinating for BPL.

**David Woloch | Executive Vice President, External Affairs**

**Brooklyn Public Library**

718.230.2088  
bklynlibrary.org

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**Fifth Avenue Committee**  
Our Community. Our Future.



**FOR IMMEDIATE RELEASE:** March 16, 2017

**BPL Contact:** Madeline Kaye  
[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)  
(646) 200-5297; (646) 369-8226

**FAC Contact:** Ron Zak  
[rzak@fifthave.org](mailto:rzak@fifthave.org)  
(718) 237-2017 ext. 130; (347) 439-5976



**Fifth Avenue Committee**  
Our Community. Our Future.

**Sunset Park Library Redevelopment Project Approved by City Council**

*Innovative Partnership Between the City of New York, Brooklyn Public Library, Fifth Avenue Committee to Nearly Double Size of One of Brooklyn's Busiest Branches, Create 49 Units of Deeply Affordable Housing*

Plan Receives **Overwhelming Support** in Final Round of Rigorous Public Approval Process

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"**Thanks to the support of the City Council** and the residents of Sunset Park, we will soon begin construction on a library that will offer the robust and diverse programming, large multilingual collection and comfortable, inspiring environment that our patrons and staff deserve," said **Brooklyn Public Library President and CEO Linda E. Johnson**. "We look forward to designing and building the new Sunset Park Library with input from the community."

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"Fifth Avenue Committee is grateful for the overwhelming support this project has received and that FAC and BPL will be able to move forward to bring a 21<sup>st</sup> century public library and 100% truly and deeply affordable housing to the Sunset Park community. This project is a model in how to ensure that the community can achieve the maximum benefits possible as part of redeveloping public land for public good. We look forward to continuing to work with the community as this project moves forward towards construction," said Michelle de la Uz, Fifth Avenue Committee Executive Director.

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The Fifth Avenue Committee will construct the eight-story, mixed-use building, including the library's core and shell, at no cost to Brooklyn Public Library. BPL will fit out the new library for approximately \$10 million, using a portion of the proceeds from the redevelopment of its Brooklyn Heights branch. The city will own the library in perpetuity, as it does the current branch.

Interim library service will be provided throughout the construction process at 4201 Fourth Avenue, at 42<sup>nd</sup> Street.

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More details on the project are available [here](#).

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to customers of all ages 24 hours a day at our website: [www.bklynlibrary.org](http://www.bklynlibrary.org).

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#### **About Fifth Avenue Committee**

Fifth Avenue Committee, Inc. (FAC) is a nationally recognized South Brooklyn based non-profit comprehensive community development corporation formed in 1978 whose mission is to advance economic and social justice by building vibrant, diverse communities where residents have genuine opportunities to achieve their goals as well as the power to shape the community's future. FAC works to transform the lives of over 5,500 low and moderate income New Yorkers annually so that we can all live and work with dignity and respect while making our community more equitable, sustainable, inclusive and just. To achieve our mission FAC develops and manages affordable housing and community facilities, creates economic opportunities and ensures access to economic stability, organizes residents and workers, offers student centered adult education, and combats displacement caused by gentrification. FAC has developed nearly 900 units of affordable housing, currently manages more than 500 units and has an affordable housing pipeline of more than 1,000 units. For more information about FAC go to [www.fifthave.org](http://www.fifthave.org)

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**From:** [Pierre-Antoine, Juliet \(HPD\)](#)  
**To:** ["Estrada, David"](#); ["Towell, Katherine"](#); ["Leddy, Adam"](#); [Grace, Melissa](#); ["Woloch, David"](#)  
**Cc:** ["Piedra Leon, Veronica"](#); ["Madeline Kaye \(Madeline.Kaye@berlinrosen.com\)"](#); [Rohlfing, Elizabeth \(HPD\)](#)  
**Subject:** RE: sunset park  
**Date:** Thursday, March 16, 2017 3:54:45 PM  
**Attachments:** [Sunset Park rel w HPD edits.docx](#)

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More suggested changes attached

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**From:** Pierre-Antoine, Juliet (HPD)  
**Sent:** Thursday, March 16, 2017 3:45 PM  
**To:** 'Estrada, David'; Towell, Katherine; 'Leddy, Adam'; 'Grace, Melissa'; Woloch, David  
**Cc:** Piedra Leon, Veronica; Madeline Kaye (Madeline.Kaye@berlinrosen.com); Rohlfing, Elizabeth (HPD)  
**Subject:** RE: sunset park

Here is a quote from HPD Commissioner Maria Torres-Springer:

“By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come,” said HPD Commissioner Maria Torres-Springer. “Today’s vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and expanded space for the library so it can continue to serve as a vital hub for the neighborhood.”

I’ve attached a press release draft with updates from HPD. Let us know if you have any questions.

---

**From:** Estrada, David [<mailto:DEstrada@council.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 3:10 PM  
**To:** Towell, Katherine; 'Leddy, Adam'; 'Grace, Melissa'; Woloch, David  
**Cc:** Piedra Leon, Veronica; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Rohlfing, Elizabeth (HPD); Pierre-Antoine, Juliet (HPD)  
**Subject:** RE: sunset park

And Council Member Menchaca’s quote will be sent in a few moments.

I note the 45-0 passage of all land use items at Stated Meeting today.

de

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**From:** Towell, Katherine  
**Sent:** Thursday, March 16, 2017 2:43 PM  
**To:** 'Leddy, Adam'; 'Grace, Melissa'; Woloch, David  
**Cc:** Estrada, David; Piedra Leon, Veronica; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'  
**Subject:** RE: sunset park

Council Land Use division provided some minor edits in the attached version. Speaker will be passing on a quote to give fuller credit to CM Menchaca.

Katherine Towell

Press Officer  
New York City Council  
D: 212.788.0260 | M: 646.263.1699

---

**From:** Leddy, Adam [<mailto:ALeddy@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 1:33 PM  
**To:** 'Grace, Melissa' <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Woloch, David <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>;  
Towell, Katherine <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>  
**Cc:** Estrada, David <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>; Piedra Leon, Veronica  
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<[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)>; Rohlfing, Elizabeth (HPD) <[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>; 'Pierre-  
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**Adam Leddy | Communications Coordinator**  
**Brooklyn Public Library**

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**Sent:** Thursday, March 16, 2017 1:29 PM  
**To:** Woloch, David; 'ktowell@council.nyc.gov'  
**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); 'vpiedraleon@council.nyc.gov'; Madeline Kaye  
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**From:** Woloch, David [<mailto:DWoloch@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 12:49 PM  
**To:** 'ktowell@council.nyc.gov'  
**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); 'vpiedraleon@council.nyc.gov'; Madeline Kaye  
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**David Woloch | Executive Vice President, External Affairs  
Brooklyn Public Library**

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**Fifth Avenue Committee**  
Our Community. Our Future.



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**FOR IMMEDIATE RELEASE:** March 16, 2017

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**BPL Contact:** Madeline Kaye

[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)

(646) 200-5297; (646) 369-8226

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**FAC Contact:** Ron Zak

[rzak@fifthave.org](mailto:rzak@fifthave.org)

(718) 237-2017 ext. 130; (347) 439-5976

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### Sunset Park Library Redevelopment Project Approved by City Council

*Innovative Partnership Between the City of New York, Brooklyn Public Library, Fifth Avenue Committee to Nearly Double Size of One of Brooklyn's Busiest Branches, Create 49 Units of Deeply Affordable Housing*

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"**Thanks to the support of the City Council** and the residents of Sunset Park, we will soon begin construction on a library that will offer the robust and diverse programming, large multilingual collection and comfortable, inspiring environment that our patrons and staff deserve," said **Brooklyn Public Library President and CEO Linda E. Johnson**. "We look forward to designing and building the new Sunset Park Library with input from the community."

"Fifth Avenue Committee is grateful for the overwhelming support this project has received and that FAC and BPL will be able to move forward to bring a 21<sup>st</sup> century public library and 100% truly and deeply affordable housing to the Sunset Park community. This project is a model in how to ensure that the community can achieve the maximum benefits possible as part of redeveloping public land for public good. We look forward to continuing to work with the community as this project moves forward towards construction," said Michelle de la Uz, Fifth Avenue Committee Executive Director.

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The expansion of Sunset Park Library and the development of deeply affordable housing is especially timely given the growth of the neighborhood. A 2017 study by the New York City Comptroller's office identified a 34% increase in Sunset Park's population between 1990 and 2014, double the citywide growth rate. The median rent in the neighborhood has grown at a rate (63%) that far outpaces the growth in median income (25%).

The project will create 100% affordable housing atop the new library branch with anticipated financing from the New York City Department of Housing Preservation and Development (HPD). Forty-nine affordable units will be available for incomes spanning 30% to 80% of Area Median Income (AMI); the majority of the units are reserved for incomes at or below 50% of AMI, and most apartments will rent for \$500 to \$1,000 per month. A minimum of 50% of the apartments will be reserved for Community Board 7 residents, 10% for city employees and 10% for the physically disabled. Nine units will be reserved for survivors of domestic violence. FAC, as a locally based, nonprofit developer whose mission is to advance economic and social justice, is committed to permanent affordability for all of the apartments, with 35% of the apartments being permanently affordable through City Regulatory Agreements that will be recorded with the property.

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**From:** [Madeline Kaye](#)  
**To:** [Pierre-Antoine, Juliet \(HPD\)](#); ["Estrada, David"](#); [Towell, Katherine](#); ["Leddy, Adam"](#); [Grace, Melissa](#); [Woloch, David](#)  
**Cc:** [Piedra Leon, Veronica](#); [Rohlfing, Elizabeth \(HPD\)](#); [Camonghne Felix](#)  
**Subject:** Re: sunset park  
**Date:** Thursday, March 16, 2017 4:03:44 PM  
**Attachments:** [Sunset Park rel March16.docx](#)

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All;

We await CM Menchaca's quote, and once we receive, we will send the following out to relevant contacts. I hope I have accommodated everyone's edits and that we're in agreement, but just in case, any further edits should be done on this copy, below and attached.

Best and thanks,  
Madeline

**FOR IMMEDIATE RELEASE:** March 16, 2017

**BPL Contact:** Madeline Kaye  
[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)  
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#### **CM MENCHACA QUOTE**

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Madeline Kaye

BerlinRosen Public Affairs

O: (646) 200-5297 C: (646) 369-8226

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**Date:** Thursday, March 16, 2017 2:44 PM

**To:** "'Estrada, David'" <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>, "Towell, Katherine" <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>, "Leddy, Adam" <[ALeddy@bklynlibrary.org](mailto:ALeddy@bklynlibrary.org)>, "'Grace, Melissa'" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>,

"Woloch, David" <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>

**Cc:** "Piedra Leon, Veronica" <[VPiedraLeon@council.nyc.gov](mailto:VPiedraLeon@council.nyc.gov)>, Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>, "Rohlfing, Elizabeth (HPD)" <[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>

**Subject:** RE: sunset park

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I’ve attached a press release draft with updates from HPD. Let us know if you have any questions.

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**Sent:** Thursday, March 16, 2017 3:10 PM

**To:** Towell, Katherine; 'Leddy, Adam'; 'Grace, Melissa'; Woloch, David

**Cc:** Piedra Leon, Veronica; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Rohlfing, Elizabeth (HPD); Pierre-Antoine, Juliet (HPD)

**Subject:** RE: sunset park

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I note the 45-0 passage of all land use items at Stated Meeting today.

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**Cc:** Estrada, David; Piedra Leon, Veronica; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'

**Subject:** RE: sunset park

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Katherine Towell

Press Officer

New York City Council

**D:** 212.788.0260 | **M:** 646.263.1699

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**Sent:** Thursday, March 16, 2017 1:33 PM

**To:** 'Grace, Melissa' <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Woloch, David <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>;  
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Antoine, Juliet (HPD)' <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>  
**Subject:** RE: sunset park

Got it, thank you Melissa. Will await the edits.

**Adam Leddy | Communications Coordinator**  
**Brooklyn Public Library**

718.230.2402  
[bklynlibrary.org](http://bklynlibrary.org)

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 1:29 PM  
**To:** Woloch, David; '[ktowell@council.nyc.gov](mailto:ktowell@council.nyc.gov)'  
**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); '[vpiedraleon@council.nyc.gov](mailto:vpiedraleon@council.nyc.gov)'; Madeline Kaye  
([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Leddy, Adam; Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet  
(HPD)'  
**Subject:** RE: sunset park

HPD is working on some edits for your release.

In the meantime, here is a statement from our Deputy Mayor Alicia Glen for the release:

“Today’s vote on the Sunset Park Library project represents a major victory for the values we cherish – both creating new affordable housing and improving public libraries that are so central to our communities. By bringing 49 affordable apartments online and funding the expansion and upgrade of the library, this development will serve the neighborhood for decades to come.”

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**From:** Woloch, David [<mailto:DWoloch@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 12:49 PM  
**To:** '[ktowell@council.nyc.gov](mailto:ktowell@council.nyc.gov)'  
**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); '[vpiedraleon@council.nyc.gov](mailto:vpiedraleon@council.nyc.gov)'; Madeline Kaye  
([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Leddy, Adam; Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet  
(HPD)'; Grace, Melissa  
**Subject:** sunset park

Katherine: Attached is a draft release on Sunset Park. Would be great if we could do in conjunction with the Council. I believe the Administration is providing a quote as well. I have cc'd CM Menchaca's office, HPD and City Hall press offices, and Madeline from BerlinRosen who is coordinating for BPL.

**David Woloch | Executive Vice President, External Affairs**  
**Brooklyn Public Library**

718.230.2088  
bklynlibrary.org

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**FOR IMMEDIATE RELEASE:** March 16, 2017

BPL Contact: Madeline Kaye  
[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)  
(646) 200-5297; (646) 369-8226

FAC Contact: Ron Zak  
[rzak@fifthave.org](mailto:rzak@fifthave.org)  
(718) 237-2017 ext. 130; (347) 439-5976

### **Sunset Park Library Redevelopment Project Approved by City Council**

*Innovative Partnership Between the City of New York, Brooklyn Public Library, Fifth Avenue Committee to Nearly Double Size of One of Brooklyn's Busiest Branches, Create 49 Units of Deeply Affordable Housing*

Plan Receives Unanimous Support 45-0 in Final Round of Rigorous Public Approval Process

**BROOKLYN, NY**—The New York City Council has voted to approve the Sunset Park Library Redevelopment Project unanimously, Brooklyn Public Library, Fifth Avenue Committee, and the de Blasio Administration announced today, finalizing the formal public approval process for the innovative project. The proposal previously received unanimous approval from the City Planning Commission and the City Council's Land Use Committee and Subcommittee on Planning, Dispositions and Concessions. The project was also approved by the Borough President and the members of Community Board 7.

Developed in partnership with the Fifth Avenue Committee, a nonprofit with nearly four decades' experience in affordable housing and comprehensive community development, Brooklyn Public Library's new Sunset Park branch will provide the neighborhood with a modern, state-of-the-art library that is nearly twice the size of the current location. Sunset Park Library is one of Brooklyn's busiest, with attendance and circulation that rank in the top 10 of BPL's 60 branches.

"Thanks to the support of the City Council and the residents of Sunset Park, we will soon begin construction on a library that will offer the robust and diverse programming, large multilingual collection and comfortable, inspiring environment that our patrons and staff deserve," said **Brooklyn Public Library President and CEO Linda E. Johnson**. "We look forward to designing and building the new Sunset Park Library with input from the community."

"Fifth Avenue Committee is grateful for the overwhelming support this project has received and that FAC and BPL will be able to move forward to bring a 21<sup>st</sup> century public library and 100% truly and deeply affordable housing to the Sunset Park

community. This project is a model in how to ensure that the community can achieve the maximum benefits possible as part of redeveloping public land for public good. We look forward to continuing to work with the community as this project moves forward towards construction,” said **Michelle de la Uz, Fifth Avenue Committee Executive Director**.

### CM MENCHACA QUOTE

At 12,200 square feet, only 7,465 of which are accessible to the public, the current branch is too small to meet the needs of this growing community. Built in the 1970s, it is poorly laid out for modern use. The proposed new library will be 20,755 square feet, with 18,200 square feet expected to be accessible to the public. It will be outfitted for the modern era, with the collections, technology and flexible space needed to accommodate many uses and serve a large, diverse patronship.

The expansion of Sunset Park Library and the development of deeply affordable housing is especially timely given the growth of the neighborhood. A 2017 study by the New York City Comptroller's office identified a 34% increase in Sunset Park's population between 1990 and 2014, double the citywide growth rate. The median rent in the neighborhood has grown at a rate (63%) that far outpaces the growth in median income (25%).

The project will create 100% affordable housing atop the new library branch. Forty-nine affordable units will be available for incomes spanning 30% to 80% of Area Median Income (AMI). The majority of the units are reserved for incomes at or below 50% of AMI, and most apartments will rent for \$500 to \$1,000 per month. A minimum of 50% of the apartments will be reserved for Community Board 7 residents, 10% for city employees and 10% for the physically disabled. Nine units will be reserved for survivors of domestic violence. As a locally-based nonprofit developer whose mission is to advance economic and social justice, FAC is committed to permanent affordability for all of the apartments. 35% of the apartments will be permanently affordable through City Regulatory Agreements that will be recorded with the property.

“By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come,” said **HPD Commissioner Maria Torres-Springer**. “Today’s vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and expanded space for the library so it can continue to serve as a vital hub for the neighborhood.”

The Fifth Avenue Committee will construct the eight-story, mixed-use building, including the library’s core and shell, at no cost to Brooklyn Public Library. BPL will fit out the new library for approximately \$10 million, using a portion of the proceeds from the redevelopment of its Brooklyn Heights branch. The city will own the library in perpetuity, as it does the current branch.

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**From:** [Grace, Melissa](#)  
**To:** ["Pierre-Antoine, Juliet \(HPD\)"; "Woloch, David"; "Madeline Kaye"; "Estrada, David"; Towell, Katherine; Leddy, Adam](#)  
**Cc:** [Piedra Leon, Veronica; Rohlfing, Elizabeth \(HPD\); Camonghne Felix](#)  
**Subject:** RE: sunset park  
**Date:** Thursday, March 16, 2017 4:47:24 PM

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Please include Deputy Mayor Alicia Glen quote!

Would be great if it could be before or after the library's quote.

Also, can you send us final before you issue. Thanks.

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**From:** Pierre-Antoine, Juliet (HPD) [mailto:[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)]  
**Sent:** Thursday, March 16, 2017 4:28 PM  
**To:** 'Woloch, David'; 'Madeline Kaye'; 'Estrada, David'; Towell, Katherine; Leddy, Adam; Grace, Melissa  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix  
**Subject:** RE: sunset park

Can we add the language I dropped in below in red?

---

**From:** Woloch, David [mailto:[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)]  
**Sent:** Thursday, March 16, 2017 4:10 PM  
**To:** 'Madeline Kaye'; Pierre-Antoine, Juliet (HPD); 'Estrada, David'; Towell, Katherine; Leddy, Adam; 'Grace, Melissa'  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix  
**Subject:** RE: sunset park

Need to add in D/M Glen quote

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**Brooklyn Public Library**

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**From:** Madeline Kaye [mailto:[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)]  
**Sent:** Thursday, March 16, 2017 4:04 PM  
**To:** Pierre-Antoine, Juliet (HPD); 'Estrada, David'; Towell, Katherine; Leddy, Adam; 'Grace, Melissa'; Woloch, David  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix  
**Subject:** Re: sunset park

All;

We await CM Menchaca's quote, and once we receive, we will send the following out to relevant contacts. I hope I have accommodated everyone's edits and that we're in agreement, but just in case, any further edits should be done on this copy, below and attached.

Best and thanks,  
Madeline

**FOR IMMEDIATE RELEASE:** March 16, 2017

**BPL Contact:** Madeline Kaye  
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I've attached a press release draft with updates from HPD. Let us know if you have any questions.

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**Sent:** Thursday, March 16, 2017 3:10 PM  
**To:** Towell, Katherine; 'Leddy, Adam'; 'Grace, Melissa'; Woloch, David  
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Katherine Towell  
Press Officer  
New York City Council  
**D:** 212.788.0260 | **M:** 646.263.1699

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---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 1:29 PM  
**To:** Woloch, David; '[ktowell@council.nyc.gov](mailto:ktowell@council.nyc.gov)'  
**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); '[vpiedraleon@council.nyc.gov](mailto:vpiedraleon@council.nyc.gov)'; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Leddy, Adam; Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'  
**Subject:** RE: sunset park

HPD is working on some edits for your release.

In the meantime, here is a statement from our Deputy Mayor Alicia Glen for the release:

“Today’s vote on the Sunset Park Library project represents a major victory for the values we cherish – both creating new affordable housing and improving public libraries that are so central to our communities. By bringing 49 affordable apartments online and funding the expansion and upgrade of the library, this development will serve the neighborhood for decades to come.”

---

**From:** Woloch, David [<mailto:DWoloch@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 12:49 PM  
**To:** '[ktowell@council.nyc.gov](mailto:ktowell@council.nyc.gov)'  
**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); '[vpiedraleon@council.nyc.gov](mailto:vpiedraleon@council.nyc.gov)'; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Leddy, Adam; Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'; Grace, Melissa  
**Subject:** sunset park

Katherine: Attached is a draft release on Sunset Park. Would be great if we could do in conjunction with the Council. I believe the Administration is providing a quote as well. I have cc'd CM Menchaca's office, HPD and City Hall press offices, and Madeline from BerlinRosen who is coordinating for BPL.

**David Woloch | Executive Vice President, External Affairs**  
**Brooklyn Public Library**

718.230.2088  
bklynlibrary.org

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**From:** [Leddy, Adam](#)  
**To:** [Grace, Melissa](#); ["Pierre-Antoine, Juliet \(HPD\)"; Woloch, David](#); ["Madeline Kaye"](#); ["Estrada, David"](#); [Towell, Katherine](#)  
**Cc:** [Piedra Leon, Veronica](#); [Rohlfing, Elizabeth \(HPD\)](#); [Camonghne Felix](#); [Ron Zak](#)  
**Subject:** RE: sunset park  
**Date:** Thursday, March 16, 2017 5:11:53 PM  
**Attachments:** [Sunset Park release.docx](#)

---

No problem Melissa. The attached version incorporates everyone's edits and quotes. As soon as you sign off, Madeline Kaye will issue it to press.

Thanks all,

---Adam

**Adam Leddy | Communications Coordinator**  
**Brooklyn Public Library**

718.230.2402  
[bklynlibrary.org](http://bklynlibrary.org)

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 4:47 PM  
**To:** 'Pierre-Antoine, Juliet (HPD)'; Woloch, David; 'Madeline Kaye'; 'Estrada, David'; Towell, Katherine; Leddy, Adam  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix  
**Subject:** RE: sunset park

Please include Deputy Mayor Alicia Glen quote!

Would be great if it could be before or after the library's quote.

Also, can you send us final before you issue. Thanks.

"Today's vote on the Sunset Park Library project represents a major victory for the values we cherish – both creating new affordable housing and improving public libraries that are so central to our communities. By bringing 49 affordable apartments online and funding the expansion and upgrade of the library, this development will serve the neighborhood for decades to come."

---

**From:** Pierre-Antoine, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 4:28 PM  
**To:** 'Woloch, David'; 'Madeline Kaye'; 'Estrada, David'; Towell, Katherine; Leddy, Adam; Grace, Melissa  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix  
**Subject:** RE: sunset park

Can we add the language I dropped in below in red?

---

**From:** Woloch, David [<mailto:DWoloch@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 4:10 PM  
**To:** 'Madeline Kaye'; Pierre-Antoine, Juliet (HPD); 'Estrada, David'; Towell, Katherine; Leddy, Adam; 'Grace, Melissa'  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix

**Subject:** RE: sunset park

Need to add in D/M Glen quote

**David Woloch | Executive Vice President, External Affairs  
Brooklyn Public Library**

718.230.2088  
bklynlibrary.org

---

**From:** Madeline Kaye [<mailto:Madeline.Kaye@berlinrosen.com>]  
**Sent:** Thursday, March 16, 2017 4:04 PM  
**To:** Pierre-Antoine, Juliet (HPD); 'Estrada, David'; Towell, Katherine; Leddy, Adam; 'Grace, Melissa'; Woloch, David  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix  
**Subject:** Re: sunset park

All;

We await CM Menchaca's quote, and once we receive, we will send the following out to relevant contacts. I hope I have accommodated everyone's edits and that we're in agreement, but just in case, any further edits should be done on this copy, below and attached.

Best and thanks,  
Madeline

**FOR IMMEDIATE RELEASE:** March 16, 2017

**BPL Contact:** Madeline Kaye  
[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)  
(646) 200-5297; (646) 369-8226

**FAC Contact:** Ron Zak  
[rzak@fifthave.org](mailto:rzak@fifthave.org)  
(718) 237-2017 ext. 130; (347) 439-5976

## **Sunset Park Library Redevelopment Project Approved by City Council**

*Innovative Partnership Between the City of New York, Brooklyn Public Library, Fifth Avenue Committee to Nearly Double Size of One of Brooklyn's Busiest Branches, Create 49 Units of Deeply Affordable Housing*

Plan Receives Unanimous Support 45-0 in Final Round of Rigorous Public Approval Process

**BROOKLYN, NY**—The New York City Council has voted to approve the Sunset Park Library Redevelopment Project unanimously, Brooklyn Public Library, Fifth Avenue

Committee, and the de Blasio Administration announced today, finalizing the formal public approval process for the innovative project. The proposal previously received unanimous approval from the City Planning Commission and the City Council's Land Use Committee and Subcommittee on Planning, Dispositions and Concessions. The project was also approved by the Borough President and the members of Community Board 7.

Developed in partnership with the Fifth Avenue Committee, a nonprofit with nearly four decades' experience in affordable housing and comprehensive community development, Brooklyn Public Library's new Sunset Park branch will provide the neighborhood with a modern, state-of-the-art library that is nearly twice the size of the current location. Sunset Park Library is one of Brooklyn's busiest, with attendance and circulation that rank in the top 10 of BPL's 60 branches.

"Thanks to the support of the City Council and the residents of Sunset Park, we will soon begin construction on a library that will offer the robust and diverse programming, large multilingual collection and comfortable, inspiring environment that our patrons and staff deserve," said **Brooklyn Public Library President and CEO Linda E. Johnson**. "We look forward to designing and building the new Sunset Park Library with input from the community."

"Fifth Avenue Committee is grateful for the overwhelming support this project has received and that FAC and BPL will be able to move forward to bring a 21<sup>st</sup> century public library and 100% truly and deeply affordable housing to the Sunset Park community. This project is a model in how to ensure that the community can achieve the maximum benefits possible as part of redeveloping public land for public good. We look forward to continuing to work with the community as this project moves forward towards construction," said **Michelle de la Uz, Fifth Avenue Committee Executive Director**.

#### **CM MENCHACA QUOTE**

At 12,200 square feet, only 7,465 of which are accessible to the public, the current branch is too small to meet the needs of this growing community. Built in the 1970s, it is poorly laid out for modern use. The proposed new library will be 20,755 square feet, with 18,200 square feet expected to be accessible to the public. It will be outfitted for the modern era, with the collections, technology and flexible space needed to accommodate many uses and serve a large, diverse patronship.

The expansion of Sunset Park Library and the development of deeply affordable housing is especially timely given the growth of the neighborhood. A 2017 study by the New York City Comptroller's office identified a 34% increase in Sunset Park's population between 1990 and 2014, double the citywide growth rate. The median rent in the neighborhood has grown at a rate (63%) that far outpaces the growth in median income (25%).

The project will create 100% affordable housing atop the new library branch **with anticipated funding from the New York City Department of Housing Preservation and Development (HPD)**. Forty-nine affordable units will be available for incomes spanning 30% to 80% of Area Median Income (AMI). The majority of the units are reserved for incomes at or below 50% of AMI, and most apartments will rent for \$500 to \$1,000 per month. A minimum of 50% of the apartments will be reserved for Community Board 7 residents, 10% for city employees and 10% for the physically disabled. Nine units will be

reserved for survivors of domestic violence. As a locally-based nonprofit developer whose mission is to advance economic and social justice, FAC is committed to permanent affordability for all of the apartments. 35% of the apartments will be permanently affordable through City Regulatory Agreements that will be recorded with the property.

“By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come,” said **HPD Commissioner Maria Torres-Springer**. “Today’s vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and expanded space for the library so it can continue to serve as a vital hub for the neighborhood.”

The Fifth Avenue Committee will construct the eight-story, mixed-use building, including the library’s core and shell, at no cost to Brooklyn Public Library. BPL will fit out the new library for approximately \$10 million, using a portion of the proceeds from the redevelopment of its Brooklyn Heights branch. The city will own the library in perpetuity, as it does the current branch.

Interim library service will be provided throughout the construction process at 4201 Fourth Avenue, at 42<sup>nd</sup> Street.

More details on the project are available [here](#).

#### **About Brooklyn Public Library:**

Brooklyn Public Library (BPL) is an independent library system for the 2.5 million residents of Brooklyn. It is the fifth largest library system in the United States with 60 neighborhood libraries located throughout the borough. BPL offers free programs and services for all ages and stages of life, including a large selection of books in more than 30 languages, author talks, literacy programs and public computers. BPL’s eResources, such as eBooks and eVideos, catalog information and free homework help, are available to customers of all ages 24 hours a day at our website: [www.bklynlibrary.org](http://www.bklynlibrary.org).

#### **About Fifth Avenue Committee**

Fifth Avenue Committee, Inc. (FAC) is a nationally recognized South Brooklyn based non-profit comprehensive community development corporation formed in 1978 whose mission is to advance economic and social justice by building vibrant, diverse communities where residents have genuine opportunities to achieve their goals as well as the power to shape the community’s future. FAC works to transform the lives of over 5,500 low and moderate income New Yorkers annually so that we can all live and work with dignity and respect while making our community more equitable, sustainable, inclusive and just. To achieve our mission FAC develops and manages affordable housing and community facilities, creates economic opportunities and ensures access to economic stability, organizes residents and workers, offers student centered adult education, and combats displacement caused by gentrification. FAC has developed nearly 900 units of affordable housing, currently manages more than 500 units and has an affordable housing pipeline of more than 1,000 units. For more information about FAC go to [www.fifthave.org](http://www.fifthave.org)

--

Madeline Kaye

BerlinRosen Public Affairs

O: (646) 200-5297 C: (646) 369-8226

---

**From:** <Pierre-Antoine>, "Juliet (HPD)" <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>  
**Date:** Thursday, March 16, 2017 2:44 PM  
**To:** "'Estrada, David'" <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>, "Towell, Katherine" <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>, "Leddy, Adam" <[ALeddy@bklynlibrary.org](mailto:ALeddy@bklynlibrary.org)>, "'Grace, Melissa'" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>, "Woloch, David" <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>  
**Cc:** "Piedra Leon, Veronica" <[VPiedraLeon@council.nyc.gov](mailto:VPiedraLeon@council.nyc.gov)>, Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>, "Rohlfing, Elizabeth (HPD)" <[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>  
**Subject:** RE: sunset park

Here is a quote from HPD Commissioner Maria Torres-Springer:

“By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come,” said HPD Commissioner Maria Torres-Springer. “Today’s vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and expanded space for the library so it can continue to serve as a vital hub for the neighborhood.”

I’ve attached a press release draft with updates from HPD. Let us know if you have any questions.

---

**From:** Estrada, David [<mailto:DEstrada@council.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 3:10 PM  
**To:** Towell, Katherine; 'Leddy, Adam'; 'Grace, Melissa'; Woloch, David  
**Cc:** Piedra Leon, Veronica; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Rohlfing, Elizabeth (HPD); Pierre-Antoine, Juliet (HPD)  
**Subject:** RE: sunset park

And Council Member Menchaca’s quote will be sent in a few moments.

I note the 45-0 passage of all land use items at Stated Meeting today.

de

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**From:** Towell, Katherine  
**Sent:** Thursday, March 16, 2017 2:43 PM  
**To:** 'Leddy, Adam'; 'Grace, Melissa'; Woloch, David  
**Cc:** Estrada, David; Piedra Leon, Veronica; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'  
**Subject:** RE: sunset park

Council Land Use division provided some minor edits in the attached version. Speaker will be passing on a quote to give fuller credit to CM Menchaca.

Katherine Towell  
Press Officer

New York City Council

**D:** 212.788.0260 | **M:** 646.263.1699

---

**From:** Leddy, Adam [<mailto:ALeddy@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 1:33 PM  
**To:** 'Grace, Melissa' <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Woloch, David <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>;  
Towell, Katherine <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>  
**Cc:** Estrada, David <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>; Piedra Leon, Veronica  
<[VPiedraLeon@council.nyc.gov](mailto:VPiedraLeon@council.nyc.gov)>; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com))  
<[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)>; Rohlfing, Elizabeth (HPD) <[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>; 'Pierre-  
Antoine, Juliet (HPD)' <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>  
**Subject:** RE: sunset park

Got it, thank you Melissa. Will await the edits.

**Adam Leddy | Communications Coordinator**  
**Brooklyn Public Library**

718.230.2402  
bklynlibrary.org

---

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([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Leddy, Adam; Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet  
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Brooklyn Public Library**

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**FOR IMMEDIATE RELEASE:** March 16, 2017

BPL Contact: Madeline Kaye  
[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)  
(646) 200-5297; (646) 369-8226

FAC Contact: Ron Zak  
[rzak@fifthave.org](mailto:rzak@fifthave.org)  
(718) 237-2017 ext. 130; (347) 439-5976



**Fifth Avenue Committee**  
Our Community. Our Future.

## **Sunset Park Library Redevelopment Project Approved by City Council**

*Innovative Partnership Between the City of New York,  
Brooklyn Public Library, Fifth Avenue Committee to Nearly  
Double Size of One of Brooklyn's Busiest Branches, Create  
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**Plan Receives Unanimous Support in Final Round of Rigorous Public  
Approval Process**

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"Thanks to the support of the City Council and the residents of Sunset Park, we will soon begin construction of a library that will offer the robust and diverse

programming, large multilingual collection and comfortable, inspiring environment that our patrons and staff deserve,” said **Brooklyn Public Library President and CEO Linda E. Johnson**. “We look forward to designing and building the new Sunset Park Library with input from the community.”

“Today’s vote on the Sunset Park Library project represents a major victory for the values we cherish – both creating new affordable housing and improving public libraries that are so central to our communities,” said **Deputy Mayor Alicia Glen**. “By bringing 49 affordable apartments online and funding the expansion and upgrade of the library, this development will serve the neighborhood for decades to come.”

“By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come,” said **Department of Housing, Preservation and Development Commissioner Maria Torres-Springer**. “Today’s vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and expanded space for the library so it can continue to serve as a vital hub for the neighborhood.”

“Fifth Avenue Committee is grateful for the overwhelming support this project has received and that FAC and BPL will be able to move forward to bring a 21<sup>st</sup> century public library and 100% truly and deeply affordable housing to the Sunset Park community. This project is a model in how to ensure that the community can achieve the maximum benefits possible as part of redeveloping public land for public good. We look forward to continuing to work with the community as this project moves forward towards construction,” said **Michelle de la Uz, Fifth Avenue Committee Executive Director**.

“For the past two years, Sunset Park stakeholders and I have held public meetings and hearings on how to rebuild our aging library. A call for an expanded and modern library that meets local needs such as affordable housing and community space was at the center of this process. Together, we’ve worked to ensure that our residents’ recommendations were heard. Today, the New York City Council voted unanimously in approval of a project that includes legal requirements for 100% affordable housing and a permanently protected community library. I want to thank the Brooklyn Public Library and Fifth Avenue Committee for crafting a project that will serve Sunset Park residents for generations to come,” said **Council Member Carlos Menchaca**.

At 12,200 square feet, only 7,465 of which are accessible to the public, the current branch is too small to meet the needs of this growing community. Built in the 1970s, it is poorly laid out for modern use. The proposed new library will be 20,755 square feet, with 18,200 square feet expected to be accessible to the public. It will be outfitted for the modern era, with the collections, technology and flexible space needed to accommodate many uses and serve a large, diverse

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The project will create 100% affordable housing atop the new library branch, with anticipated financing from the New York City Department of Housing Preservation and Development. Forty-nine affordable units will be available for incomes spanning 30% to 80% of Area Median Income (AMI). The majority of the units are reserved for incomes at or below 50% of AMI, and most apartments will rent for \$500 to \$1,000 per month. A minimum of 50% of the apartments will be reserved for Community Board 7 residents, 10% for city employees and 10% for the physically disabled. Nine units will be reserved for survivors of domestic violence. As a locally-based nonprofit developer whose mission is to advance economic and social justice, FAC is committed to permanent affordability for all of the apartments. Thirty-five percent of the apartments will be permanently affordable through City Regulatory Agreements that will be recorded with the property.

The Fifth Avenue Committee will construct the eight-story, mixed-use building, including the library's core and shell, at no cost to Brooklyn Public Library. BPL will fit out the new library for approximately \$10 million, using a portion of the proceeds from the redevelopment of its Brooklyn Heights branch. The city will own the library in perpetuity, as it does the current branch.

Interim library service will be provided throughout the construction process at 4201 Fourth Avenue, at 42<sup>nd</sup> Street.

More details on the project are available [here](#).

# # #

**About Brooklyn Public Library:**

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### **About Fifth Avenue Committee**

Fifth Avenue Committee, Inc. (FAC) is a nationally recognized South Brooklyn based non-profit comprehensive community development corporation formed in 1978 whose mission is to advance economic and social justice by building vibrant, diverse communities where residents have genuine opportunities to achieve their goals as well as the power to shape the community's future. FAC works to transform the lives of over 5,500 low and moderate income New Yorkers annually so that we can all live and work with dignity and respect while making our community more equitable, sustainable, inclusive and just. To achieve our mission FAC develops and manages affordable housing and community facilities, creates economic opportunities and ensures access to economic stability, organizes residents and workers, offers student centered adult education, and combats displacement caused by gentrification. FAC has developed nearly 900 units of affordable housing, currently manages more than 500 units and has an affordable housing pipeline of more than 1,000 units. For more information about FAC go to [www.fifthave.org](http://www.fifthave.org).

**From:** [Grace, Melissa](#)  
**To:** ["Woloch, David"](#); [Leddy, Adam](#); ["Pierre-Antoine, Juliet \(HPD\)"](#); ["Madeline Kaye"](#); ["Estrada, David"](#); [Towell, Katherine](#)  
**Cc:** [Piedra Leon, Veronica](#); [Rohlfing, Elizabeth \(HPD\)](#); [Camonghne Felix](#); [Ron Zak](#)  
**Subject:** RE: sunset park  
**Date:** Thursday, March 16, 2017 6:45:44 PM

---

Looks good, but can you send us final with Deputy Mayor Alicia Glen's quote?

"Today's vote on the Sunset Park Library project represents a major victory for the values we cherish – both creating new affordable housing and improving public libraries that are so central to our communities. By bringing 49 affordable apartments online and funding the expansion and upgrade of the library, this development will serve the neighborhood for decades to come."

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**From:** Woloch, David [mailto:[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)]  
**Sent:** Thursday, March 16, 2017 6:43 PM  
**To:** Leddy, Adam; Grace, Melissa; 'Pierre-Antoine, Juliet (HPD)'; 'Madeline Kaye'; 'Estrada, David'; Towell, Katherine  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix; Ron Zak  
**Subject:** RE: sunset park

Melissa. just checking if we are good to release this.

Sent from my Verizon, Samsung Galaxy smartphone

----- Original message -----

**From:** "Leddy, Adam" <[ALeddy@bklynlibrary.org](mailto:ALeddy@bklynlibrary.org)>  
**Date:** 3/16/17 5:11 PM (GMT-05:00)  
**To:** "Grace, Melissa" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>, "Pierre-Antoine, Juliet (HPD)" <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>, "Woloch, David" <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>, 'Madeline Kaye' <[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)>, "Estrada, David" <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>, "Towell, Katherine" <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>  
**Cc:** "Piedra Leon, Veronica" <[VPiedraLeon@council.nyc.gov](mailto:VPiedraLeon@council.nyc.gov)>, "Rohlfing, Elizabeth (HPD)" <[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>, Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>, Ron Zak <[RZak@fifthave.org](mailto:RZak@fifthave.org)>  
**Subject:** RE: sunset park

No problem Melissa. The attached version incorporates everyone's edits and quotes. As soon as you sign off, Madeline Kaye will issue it to press.

Thanks all,

---Adam

**Adam Leddy | Communications Coordinator**

**Brooklyn Public Library**

718.230.2402  
bklynlibrary.org

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 4:47 PM  
**To:** 'Pierre-Antoine, Juliet (HPD)'; Woloch, David; 'Madeline Kaye'; 'Estrada, David'; Towell, Katherine; Leddy, Adam  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix  
**Subject:** RE: sunset park

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Also, can you send us final before you issue. Thanks.

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**Sent:** Thursday, March 16, 2017 4:28 PM  
**To:** 'Woloch, David'; 'Madeline Kaye'; 'Estrada, David'; Towell, Katherine; Leddy, Adam; Grace, Melissa  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix  
**Subject:** RE: sunset park

Can we add the language I dropped in below in red?

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**From:** Woloch, David [<mailto:DWoloch@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 4:10 PM  
**To:** 'Madeline Kaye'; Pierre-Antoine, Juliet (HPD); 'Estrada, David'; Towell, Katherine; Leddy, Adam; 'Grace, Melissa'  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix  
**Subject:** RE: sunset park

Need to add in D/M Glen quote

**David Woloch | Executive Vice President, External Affairs**  
**Brooklyn Public Library**

718.230.2088  
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**From:** Madeline Kaye [<mailto:Madeline.Kaye@berlinrosen.com>]  
**Sent:** Thursday, March 16, 2017 4:04 PM  
**To:** Pierre-Antoine, Juliet (HPD); 'Estrada, David'; Towell, Katherine; Leddy, Adam; 'Grace, Melissa'; Woloch, David  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix  
**Subject:** Re: sunset park

All;

We await CM Menchaca's quote, and once we receive, we will send the following out to relevant contacts. I hope I have accommodated everyone's edits and that we're in agreement, but just in case, any further edits should be done on this copy, below and attached.

Best and thanks,  
Madeline

**FOR IMMEDIATE RELEASE:** March 16, 2017

**BPL Contact:** Madeline Kaye  
[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)  
(646) 200-5297; (646) 369-8226

**FAC Contact:** Ron Zak  
[rzak@fifthave.org](mailto:rzak@fifthave.org)  
(718) 237-2017 ext. 130; (347) 439-5976

### **Sunset Park Library Redevelopment Project Approved by City Council**

*Innovative Partnership Between the City of New York, Brooklyn Public Library, Fifth Avenue Committee to Nearly Double Size of One of Brooklyn's Busiest Branches, Create 49 Units of Deeply Affordable Housing*

Plan Receives Unanimous Support 45-0 in Final Round of Rigorous Public Approval Process

**BROOKLYN, NY**—The New York City Council has voted to approve the Sunset Park Library Redevelopment Project unanimously, Brooklyn Public Library, Fifth Avenue Committee, and the de Blasio Administration announced today, finalizing the formal public approval process for the innovative project. The proposal previously received unanimous approval from the City Planning Commission and the City Council's Land Use Committee and Subcommittee on Planning, Dispositions and Concessions. The project was also approved by the Borough President and the members of Community Board 7.

Developed in partnership with the Fifth Avenue Committee, a nonprofit with nearly four decades' experience in affordable housing and comprehensive community development, Brooklyn Public Library's new Sunset Park branch will provide the neighborhood with a modern, state-of-the-art library that is nearly twice the size of the current location. Sunset Park Library is one of Brooklyn's busiest, with attendance and circulation that rank in the top 10 of BPL's 60 branches.

"Thanks to the support of the City Council and the residents of Sunset Park, we will soon begin construction on a library that will offer the robust and diverse programming, large multilingual collection and comfortable, inspiring environment that our patrons and staff

deserve,” said **Brooklyn Public Library President and CEO Linda E. Johnson**. “We look forward to designing and building the new Sunset Park Library with input from the community.”

“Fifth Avenue Committee is grateful for the overwhelming support this project has received and that FAC and BPL will be able to move forward to bring a 21<sup>st</sup> century public library and 100% truly and deeply affordable housing to the Sunset Park community. This project is a model in how to ensure that the community can achieve the maximum benefits possible as part of redeveloping public land for public good. We look forward to continuing to work with the community as this project moves forward towards construction,” said **Michelle de la Uz, Fifth Avenue Committee Executive Director**.

### CM MENCHACA QUOTE

At 12,200 square feet, only 7,465 of which are accessible to the public, the current branch is too small to meet the needs of this growing community. Built in the 1970s, it is poorly laid out for modern use. The proposed new library will be 20,755 square feet, with 18,200 square feet expected to be accessible to the public. It will be outfitted for the modern era, with the collections, technology and flexible space needed to accommodate many uses and serve a large, diverse patronship.

The expansion of Sunset Park Library and the development of deeply affordable housing is especially timely given the growth of the neighborhood. A 2017 study by the New York City Comptroller's office identified a 34% increase in Sunset Park's population between 1990 and 2014, double the citywide growth rate. The median rent in the neighborhood has grown at a rate (63%) that far outpaces the growth in median income (25%).

The project will create 100% affordable housing atop the new library branch **with anticipated funding from the New York City Department of Housing Preservation and Development (HPD)**. Forty-nine affordable units will be available for incomes spanning 30% to 80% of Area Median Income (AMI). The majority of the units are reserved for incomes at or below 50% of AMI, and most apartments will rent for \$500 to \$1,000 per month. A minimum of 50% of the apartments will be reserved for Community Board 7 residents, 10% for city employees and 10% for the physically disabled. Nine units will be reserved for survivors of domestic violence. As a locally-based nonprofit developer whose mission is to advance economic and social justice, FAC is committed to permanent affordability for all of the apartments. 35% of the apartments will be permanently affordable through City Regulatory Agreements that will be recorded with the property.

“By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come,” said **HPD Commissioner Maria Torres-Springer**. “Today's vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and expanded space for the library so it can continue to serve as a vital hub for the neighborhood.”

The Fifth Avenue Committee will construct the eight-story, mixed-use building, including the library's core and shell, at no cost to Brooklyn Public Library. BPL will fit out the new library for approximately \$10 million, using a portion of the proceeds from the redevelopment of its Brooklyn Heights branch. The city will own the library in perpetuity, as

it does the current branch.

Interim library service will be provided throughout the construction process at 4201 Fourth Avenue, at 42<sup>nd</sup> Street.

More details on the project are available [here](#).

### **About Brooklyn Public Library:**

Brooklyn Public Library (BPL) is an independent library system for the 2.5 million residents of Brooklyn. It is the fifth largest library system in the United States with 60 neighborhood libraries located throughout the borough. BPL offers free programs and services for all ages and stages of life, including a large selection of books in more than 30 languages, author talks, literacy programs and public computers. BPL's eResources, such as eBooks and eVideos, catalog information and free homework help, are available to customers of all ages 24 hours a day at our website: [www.bklynlibrary.org](http://www.bklynlibrary.org).

### **About Fifth Avenue Committee**

Fifth Avenue Committee, Inc. (FAC) is a nationally recognized South Brooklyn based non-profit comprehensive community development corporation formed in 1978 whose mission is to advance economic and social justice by building vibrant, diverse communities where residents have genuine opportunities to achieve their goals as well as the power to shape the community's future. FAC works to transform the lives of over 5,500 low and moderate income New Yorkers annually so that we can all live and work with dignity and respect while making our community more equitable, sustainable, inclusive and just. To achieve our mission FAC develops and manages affordable housing and community facilities, creates economic opportunities and ensures access to economic stability, organizes residents and workers, offers student centered adult education, and combats displacement caused by gentrification. FAC has developed nearly 900 units of affordable housing, currently manages more than 500 units and has an affordable housing pipeline of more than 1,000 units. For more information about FAC go to [www.fifthave.org](http://www.fifthave.org)

--

Madeline Kaye

BerlinRosen Public Affairs

O: (646) 200-5297 C: (646) 369-8226

---

**From:** <Pierre-Antoine>, "Juliet (HPD)" <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>

**Date:** Thursday, March 16, 2017 2:44 PM

**To:** "'Estrada, David'" <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>, "Towell, Katherine" <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>, "Leddy, Adam" <[ALeddy@bklynlibrary.org](mailto:ALeddy@bklynlibrary.org)>, "'Grace, Melissa'" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>, "Woloch, David" <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>

**Cc:** "Piedra Leon, Veronica" <[VPiedraLeon@council.nyc.gov](mailto:VPiedraLeon@council.nyc.gov)>, Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>, "Rohlfing, Elizabeth (HPD)" <[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>

**Subject:** RE: sunset park

Here is a quote from HPD Commissioner Maria Torres-Springer:

“By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come,” said HPD Commissioner Maria Torres-Springer. “Today’s vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and expanded space for the library so it can continue to serve as a vital hub for the neighborhood.”

I’ve attached a press release draft with updates from HPD. Let us know if you have any questions.

---

**From:** Estrada, David [<mailto:DEstrada@council.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 3:10 PM  
**To:** Towell, Katherine; 'Leddy, Adam'; 'Grace, Melissa'; Woloch, David  
**Cc:** Piedra Leon, Veronica; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Rohlfing, Elizabeth (HPD); Pierre-Antoine, Juliet (HPD)  
**Subject:** RE: sunset park

And Council Member Menchaca’s quote will be sent in a few moments.

I note the 45-0 passage of all land use items at Stated Meeting today.

de

---

**From:** Towell, Katherine  
**Sent:** Thursday, March 16, 2017 2:43 PM  
**To:** 'Leddy, Adam'; 'Grace, Melissa'; Woloch, David  
**Cc:** Estrada, David; Piedra Leon, Veronica; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'  
**Subject:** RE: sunset park

Council Land Use division provided some minor edits in the attached version. Speaker will be passing on a quote to give fuller credit to CM Menchaca.

Katherine Towell  
Press Officer  
New York City Council  
**D:** 212.788.0260 | **M:** 646.263.1699

---

**From:** Leddy, Adam [<mailto:ALeddy@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 1:33 PM  
**To:** 'Grace, Melissa' <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Woloch, David <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>; Towell, Katherine <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>  
**Cc:** Estrada, David <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>; Piedra Leon, Veronica <[VPiedraLeon@council.nyc.gov](mailto:VPiedraLeon@council.nyc.gov)>; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)) <[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)>; Rohlfing, Elizabeth (HPD) <[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>; 'Pierre-Antoine, Juliet (HPD)' <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>  
**Subject:** RE: sunset park

Got it, thank you Melissa. Will await the edits.

**Adam Leddy | Communications Coordinator**  
**Brooklyn Public Library**

718.230.2402  
bklynlibrary.org

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 1:29 PM  
**To:** Woloch, David; '[ktowell@council.nyc.gov](mailto:ktowell@council.nyc.gov)'  
**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); '[vpiedraleon@council.nyc.gov](mailto:vpiedraleon@council.nyc.gov)'; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Leddy, Adam; Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'  
**Subject:** RE: sunset park

HPD is working on some edits for your release.

In the meantime, here is a statement from our Deputy Mayor Alicia Glen for the release:

“Today’s vote on the Sunset Park Library project represents a major victory for the values we cherish – both creating new affordable housing and improving public libraries that are so central to our communities. By bringing 49 affordable apartments online and funding the expansion and upgrade of the library, this development will serve the neighborhood for decades to come.”

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**From:** Woloch, David [<mailto:DWoloch@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 12:49 PM  
**To:** '[ktowell@council.nyc.gov](mailto:ktowell@council.nyc.gov)'  
**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); '[vpiedraleon@council.nyc.gov](mailto:vpiedraleon@council.nyc.gov)'; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Leddy, Adam; Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'; Grace, Melissa  
**Subject:** sunset park

Katherine: Attached is a draft release on Sunset Park. Would be great if we could do in conjunction with the Council. I believe the Administration is providing a quote as well. I have cc'd CM Menchaca's office, HPD and City Hall press offices, and Madeline from BerlinRosen who is coordinating for BPL.

**David Woloch | Executive Vice President, External Affairs**  
**Brooklyn Public Library**

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bklynlibrary.org

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**From:** [Leddy, Adam](#)  
**To:** [Grace, Melissa](#)  
**Cc:** [Woloch, David](#); [Madeline Kaye](#)  
**Subject:** Fwd: sunset park  
**Date:** Thursday, March 16, 2017 7:14:46 PM  
**Attachments:** [Sunset Park release.docx](#)  
[ATT00001.htm](#)

---

Hi Melissa, dropping folks off and just making sure you saw the final version. Please let us know when you are good with it. Thanks!

Sent from my iPhone

Begin forwarded message:

**From:** "Leddy, Adam" <[ALeddy@bklynlibrary.org](mailto:ALeddy@bklynlibrary.org)>  
**Date:** March 16, 2017 at 5:11:46 PM EDT  
**To:** "'Grace, Melissa'" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>, "'Pierre-Antoine, Juliet (HPD)'" <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>, "Woloch, David" <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>, 'Madeline Kaye' <[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)>, "'Estrada, David'" <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>, "Towell, Katherine" <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>  
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Best and thanks,  
Madeline

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BPL Contact: Madeline Kaye  
[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)  
(646) 200-5297; (646) 369-8226

FAC Contact: Ron Zak  
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#### **CM MENCHACA QUOTE**

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Madeline Kaye

BerlinRosen Public Affairs

O: (646) 200-5297 C: (646) 369-8226

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**From:** <Pierre-Antoine>, "Juliet (HPD)" <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>

**Date:** Thursday, March 16, 2017 2:44 PM

**To:** "'Estrada, David'" <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>, "Towell, Katherine" <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>, "Leddy, Adam" <[ALeddy@bklynlibrary.org](mailto:ALeddy@bklynlibrary.org)>, "Grace, Melissa" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>, "Woloch, David" <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>

**Cc:** "Piedra Leon, Veronica" <[VPiedraLeon@council.nyc.gov](mailto:VPiedraLeon@council.nyc.gov)>, Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>, "Rohlfing, Elizabeth (HPD)" <[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>

**Subject:** RE: sunset park

Here is a quote from HPD Commissioner Maria Torres-Springer:

“By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come,” said HPD Commissioner Maria Torres-Springer. “Today’s vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and expanded space for the library so it can continue to serve as a vital hub for the neighborhood.”

I’ve attached a press release draft with updates from HPD. Let us know if you have any questions.

---

**From:** Estrada, David [<mailto:DEstrada@council.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 3:10 PM  
**To:** Towell, Katherine; 'Leddy, Adam'; 'Grace, Melissa'; Woloch, David  
**Cc:** Piedra Leon, Veronica; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Rohlifing, Elizabeth (HPD); Pierre-Antoine, Juliet (HPD)  
**Subject:** RE: sunset park

And Council Member Menchaca’s quote will be sent in a few moments.

I note the 45-0 passage of all land use items at Stated Meeting today.

de

---

**From:** Towell, Katherine  
**Sent:** Thursday, March 16, 2017 2:43 PM  
**To:** 'Leddy, Adam'; 'Grace, Melissa'; Woloch, David  
**Cc:** Estrada, David; Piedra Leon, Veronica; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Rohlifing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'  
**Subject:** RE: sunset park

Council Land Use division provided some minor edits in the attached version. Speaker will be passing on a quote to give fuller credit to CM Menchaca.

Katherine Towell  
Press Officer  
New York City Council  
**D:** 212.788.0260 | **M:** 646.263.1699

---

**From:** Leddy, Adam [<mailto:ALeddy@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 1:33 PM  
**To:** 'Grace, Melissa' <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Woloch, David <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>; Towell, Katherine <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>  
**Cc:** Estrada, David <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>; Piedra Leon, Veronica

<[VPiedraLeon@council.nyc.gov](mailto:VPiedraLeon@council.nyc.gov)>; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com))  
<[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)>; Rohlfing, Elizabeth (HPD)  
<[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>; 'Pierre-Antoine, Juliet (HPD)' <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>  
**Subject:** RE: sunset park

Got it, thank you Melissa. Will await the edits.

**Adam Leddy | Communications Coordinator**  
**Brooklyn Public Library**

718.230.2402  
[bklynlibrary.org](http://bklynlibrary.org)

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 1:29 PM  
**To:** Woloch, David; '[ktowell@council.nyc.gov](mailto:ktowell@council.nyc.gov)'  
**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); '[vpiedraleon@council.nyc.gov](mailto:vpiedraleon@council.nyc.gov)'; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Leddy, Adam; Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'  
**Subject:** RE: sunset park

HPD is working on some edits for your release.

In the meantime, here is a statement from our Deputy Mayor Alicia Glen for the release:

“Today’s vote on the Sunset Park Library project represents a major victory for the values we cherish – both creating new affordable housing and improving public libraries that are so central to our communities. By bringing 49 affordable apartments online and funding the expansion and upgrade of the library, this development will serve the neighborhood for decades to come.”

---

**From:** Woloch, David [<mailto:DWoloch@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 12:49 PM  
**To:** '[ktowell@council.nyc.gov](mailto:ktowell@council.nyc.gov)'  
**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); '[vpiedraleon@council.nyc.gov](mailto:vpiedraleon@council.nyc.gov)'; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Leddy, Adam; Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'; Grace, Melissa  
**Subject:** sunset park

Katherine: Attached is a draft release on Sunset Park. Would be great if we could do in conjunction with the Council. I believe the Administration is providing a quote as well. I have cc'd CM Menchaca's office, HPD and City Hall press offices, and Madeline from BerlinRosen who is coordinating for BPL.

**David Woloch | Executive Vice President, External Affairs**  
**Brooklyn Public Library**

718.230.2088

[bklynlibrary.org](http://bklynlibrary.org)

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**FOR IMMEDIATE RELEASE:** March 16, 2017

BPL Contact: Madeline Kaye  
[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)  
(646) 200-5297; (646) 369-8226

FAC Contact: Ron Zak  
[rzak@fifthave.org](mailto:rzak@fifthave.org)  
(718) 237-2017 ext. 130; (347) 439-5976



**Fifth Avenue Committee**  
Our Community. Our Future.

## **Sunset Park Library Redevelopment Project Approved by City Council**

*Innovative Partnership Between the City of New York,  
Brooklyn Public Library, Fifth Avenue Committee to Nearly  
Double Size of One of Brooklyn's Busiest Branches, Create  
49 Units of Deeply Affordable Housing*

**Plan Receives Unanimous Support in Final Round of Rigorous Public  
Approval Process**

**BROOKLYN, NY**—The New York City Council has voted to approve the Sunset Park Library Redevelopment Project unanimously, Brooklyn Public Library, Fifth Avenue Committee and the de Blasio Administration announced today, finalizing the formal public approval process for the innovative project. The proposal previously received unanimous approval from the City Planning Commission and the City Council's Land Use Committee and Subcommittee on Planning, Dispositions and Concessions. The project was also approved by the Borough President and the members of Community Board 7.

Developed in partnership with the Fifth Avenue Committee, a nonprofit with nearly four decades' experience in affordable housing and comprehensive community development, Brooklyn Public Library's new Sunset Park branch will provide the neighborhood with a modern, state-of-the-art library that is nearly twice the size of the current location. Sunset Park Library is one of Brooklyn's busiest, with attendance and circulation that rank in the top 10 of BPL's 60 branches.

"Thanks to the support of the City Council and the residents of Sunset Park, we will soon begin construction of a library that will offer the robust and diverse

programming, large multilingual collection and comfortable, inspiring environment that our patrons and staff deserve,” said **Brooklyn Public Library President and CEO Linda E. Johnson**. “We look forward to designing and building the new Sunset Park Library with input from the community.”

“Today’s vote on the Sunset Park Library project represents a major victory for the values we cherish – both creating new affordable housing and improving public libraries that are so central to our communities,” said **Deputy Mayor Alicia Glen**. “By bringing 49 affordable apartments online and funding the expansion and upgrade of the library, this development will serve the neighborhood for decades to come.”

“By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come,” said **Department of Housing, Preservation and Development Commissioner Maria Torres-Springer**. “Today’s vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and expanded space for the library so it can continue to serve as a vital hub for the neighborhood.”

“Fifth Avenue Committee is grateful for the overwhelming support this project has received and that FAC and BPL will be able to move forward to bring a 21<sup>st</sup> century public library and 100% truly and deeply affordable housing to the Sunset Park community. This project is a model in how to ensure that the community can achieve the maximum benefits possible as part of redeveloping public land for public good. We look forward to continuing to work with the community as this project moves forward towards construction,” said **Michelle de la Uz, Fifth Avenue Committee Executive Director**.

“For the past two years, Sunset Park stakeholders and I have held public meetings and hearings on how to rebuild our aging library. A call for an expanded and modern library that meets local needs such as affordable housing and community space was at the center of this process. Together, we’ve worked to ensure that our residents’ recommendations were heard. Today, the New York City Council voted unanimously in approval of a project that includes legal requirements for 100% affordable housing and a permanently protected community library. I want to thank the Brooklyn Public Library and Fifth Avenue Committee for crafting a project that will serve Sunset Park residents for generations to come,” said **Council Member Carlos Menchaca**.

At 12,200 square feet, only 7,465 of which are accessible to the public, the current branch is too small to meet the needs of this growing community. Built in the 1970s, it is poorly laid out for modern use. The proposed new library will be 20,755 square feet, with 18,200 square feet expected to be accessible to the public. It will be outfitted for the modern era, with the collections, technology and flexible space needed to accommodate many uses and serve a large, diverse

patronship.

The expansion of Sunset Park Library and the development of deeply affordable housing is especially timely given the growth of the neighborhood. A 2017 study by the New York City Comptroller's office identified a 34% increase in Sunset Park's population between 1990 and 2014, double the citywide growth rate. The median rent in the neighborhood has grown at a rate (63%) that far outpaces the growth in median income (25%).

The project will create 100% affordable housing atop the new library branch, with anticipated financing from the New York City Department of Housing Preservation and Development. Forty-nine affordable units will be available for incomes spanning 30% to 80% of Area Median Income (AMI). The majority of the units are reserved for incomes at or below 50% of AMI, and most apartments will rent for \$500 to \$1,000 per month. A minimum of 50% of the apartments will be reserved for Community Board 7 residents, 10% for city employees and 10% for the physically disabled. Nine units will be reserved for survivors of domestic violence. As a locally-based nonprofit developer whose mission is to advance economic and social justice, FAC is committed to permanent affordability for all of the apartments. Thirty-five percent of the apartments will be permanently affordable through City Regulatory Agreements that will be recorded with the property.

The Fifth Avenue Committee will construct the eight-story, mixed-use building, including the library's core and shell, at no cost to Brooklyn Public Library. BPL will fit out the new library for approximately \$10 million, using a portion of the proceeds from the redevelopment of its Brooklyn Heights branch. The city will own the library in perpetuity, as it does the current branch.

Interim library service will be provided throughout the construction process at 4201 Fourth Avenue, at 42<sup>nd</sup> Street.

More details on the project are available [here](#).

# # #

**About Brooklyn Public Library:**

Brooklyn Public Library (BPL) is an independent library system for the 2.5 million residents of Brooklyn. It is the fifth largest library system in the United States with 60 neighborhood libraries located throughout the borough. BPL offers free programs and services for all ages and stages of life, including a large selection of books in more than 30 languages, author talks, literacy programs and public computers. BPL's eResources, such as eBooks and eVideos, catalog information and free homework help, are available to customers of all ages 24 hours a day at our website: [www.bklynlibrary.org](http://www.bklynlibrary.org).

### **About Fifth Avenue Committee**

Fifth Avenue Committee, Inc. (FAC) is a nationally recognized South Brooklyn based non-profit comprehensive community development corporation formed in 1978 whose mission is to advance economic and social justice by building vibrant, diverse communities where residents have genuine opportunities to achieve their goals as well as the power to shape the community's future. FAC works to transform the lives of over 5,500 low and moderate income New Yorkers annually so that we can all live and work with dignity and respect while making our community more equitable, sustainable, inclusive and just. To achieve our mission FAC develops and manages affordable housing and community facilities, creates economic opportunities and ensures access to economic stability, organizes residents and workers, offers student centered adult education, and combats displacement caused by gentrification. FAC has developed nearly 900 units of affordable housing, currently manages more than 500 units and has an affordable housing pipeline of more than 1,000 units. For more information about FAC go to [www.fifthave.org](http://www.fifthave.org).

**From:** [Grace, Melissa](#)  
**To:** [Madeline Kaye](#)  
**Cc:** [Leddy, Adam](#); [Woloch, David](#)  
**Subject:** Re: sunset park  
**Date:** Thursday, March 16, 2017 8:33:15 PM

---

Thx!

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Mar 16, 2017, at 8:11 PM, Madeline Kaye <[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)> wrote:

Yes! 9:30 or so, we will bcc you.

Thanks,  
Madeline

---

**From:** Grace, Melissa [[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)]  
**Sent:** Thursday, March 16, 2017 7:29 PM  
**To:** Leddy, Adam  
**Cc:** Woloch, David; Madeline Kaye  
**Subject:** Re: sunset park

Yes. Looks great. Thank you.  
Are you putting this out in the morning?  
Pls send me a copy when you do and i will push it around to reporters as well.

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Mar 16, 2017, at 7:14 PM, Leddy, Adam <[ALeddy@bklynlibrary.org](mailto:ALeddy@bklynlibrary.org)> wrote:

Hi Melissa, dropping folks off and just making sure you saw the final version. Please let us know when you are good with it. Thanks!

Sent from my iPhone

Begin forwarded message:

**From:** "Leddy, Adam" <[ALeddy@bklynlibrary.org](mailto:ALeddy@bklynlibrary.org)>  
**Date:** March 16, 2017 at 5:11:46 PM EDT  
**To:** "Grace, Melissa" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>, "Pierre-Antoine, Juliet (HPD)" <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>, "Woloch, David" <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>, 'Madeline Kaye' <[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)>, "Estrada, David" <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>, "Towell, Katherine" <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>  
**Cc:** "Piedra Leon, Veronica" <[VPiedraLeon@council.nyc.gov](mailto:VPiedraLeon@council.nyc.gov)>, "Rohlfing, Elizabeth (HPD)" <[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>, Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>, Ron Zak <[RZak@fifthave.org](mailto:RZak@fifthave.org)>  
**Subject:** RE: sunset park

No problem Melissa. The attached version incorporates everyone's edits and quotes. As soon as you sign off, Madeline Kaye will issue it to press.

Thanks all,

---Adam

**Adam Leddy | Communications Coordinator**  
**Brooklyn Public Library**

718.230.2402  
[bklynlibrary.org](http://bklynlibrary.org)

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 4:47 PM  
**To:** 'Pierre-Antoine, Juliet (HPD)'; Woloch, David; 'Madeline Kaye'; 'Estrada, David'; Towell, Katherine; Leddy, Adam  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix  
**Subject:** RE: sunset park

Please include Deputy Mayor Alicia Glen quote!

Would be great if it could be before or after the library's quote.

Also, can you send us final before you issue. Thanks.

"Today's vote on the Sunset Park Library project represents a major victory for the values we cherish – both creating new affordable housing and improving public libraries that

are so central to our communities. By bringing 49 affordable apartments online and funding the expansion and upgrade of the library, this development will serve the neighborhood for decades to come.”

---

**From:** Pierre-Antoine, Juliet (HPD)  
[<mailto:morrisj@hpd.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 4:28 PM  
**To:** 'Woloch, David'; 'Madeline Kaye'; 'Estrada, David'; Towell, Katherine; Leddy, Adam; Grace, Melissa  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix  
**Subject:** RE: sunset park

Can we add the language I dropped in below in red?

---

**From:** Woloch, David [<mailto:DWoloch@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 4:10 PM  
**To:** 'Madeline Kaye'; Pierre-Antoine, Juliet (HPD); 'Estrada, David'; Towell, Katherine; Leddy, Adam; 'Grace, Melissa'  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix  
**Subject:** RE: sunset park

Need to add in D/M Glen quote

**David Woloch | Executive Vice President, External Affairs  
Brooklyn Public Library**

718.230.2088  
[bklynlibrary.org](http://bklynlibrary.org)

---

**From:** Madeline Kaye [<mailto:Madeline.Kaye@berlinrosen.com>]  
**Sent:** Thursday, March 16, 2017 4:04 PM  
**To:** Pierre-Antoine, Juliet (HPD); 'Estrada, David'; Towell, Katherine; Leddy, Adam; 'Grace, Melissa'; Woloch, David  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix  
**Subject:** Re: sunset park

All;

We await CM Menchaca's quote, and once we receive, we will send the following out to relevant contacts. I hope I have accommodated everyone's edits and that we're in agreement, but just in case, any further edits should be done on this copy, below and attached.

Best and thanks,

Madeline

**FOR IMMEDIATE RELEASE:** March 16, 2017

**BPL Contact:** Madeline Kaye  
[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)  
(646) 200-5297; (646) 369-8226

**FAC Contact:** Ron Zak  
[rzak@fifthave.org](mailto:rzak@fifthave.org)  
(718) 237-2017 ext. 130; (347) 439-5976

**Sunset Park Library Redevelopment Project  
Approved by City Council**

*Innovative Partnership Between the City of New York,  
Brooklyn Public Library, Fifth Avenue Committee to  
Nearly Double Size of One of Brooklyn's Busiest  
Branches, Create 49 Units of Deeply Affordable  
Housing*

Plan Receives Unanimous Support 45-0 in Final  
Round of Rigorous Public Approval Process

**BROOKLYN, NY**—The New York City Council has voted to approve the Sunset Park Library Redevelopment Project unanimously, Brooklyn Public Library, Fifth Avenue Committee, and the de Blasio Administration announced today, finalizing the formal public approval process for the innovative project. The proposal previously received unanimous approval from the City Planning Commission and the City Council's Land Use Committee and Subcommittee on Planning, Dispositions and Concessions. The project was also approved by the Borough President and the members of Community Board 7.

Developed in partnership with the Fifth Avenue Committee, a nonprofit with nearly four decades' experience in affordable housing and comprehensive community development, Brooklyn Public Library's new Sunset Park branch will provide the neighborhood with a modern, state-of-the-art library that is nearly twice the size of the current location. Sunset Park Library is one of Brooklyn's busiest, with attendance and circulation that rank in the top 10 of BPL's 60

branches.

“Thanks to the support of the City Council and the residents of Sunset Park, we will soon begin construction on a library that will offer the robust and diverse programming, large multilingual collection and comfortable, inspiring environment that our patrons and staff deserve,” said **Brooklyn Public Library President and CEO Linda E. Johnson**. “We look forward to designing and building the new Sunset Park Library with input from the community.”

“Fifth Avenue Committee is grateful for the overwhelming support this project has received and that FAC and BPL will be able to move forward to bring a 21<sup>st</sup> century public library and 100% truly and deeply affordable housing to the Sunset Park community. This project is a model in how to ensure that the community can achieve the maximum benefits possible as part of redeveloping public land for public good. We look forward to continuing to work with the community as this project moves forward towards construction,” said **Michelle de la Uz, Fifth Avenue Committee Executive Director**.

#### **CM MENCHACA QUOTE**

At 12,200 square feet, only 7,465 of which are accessible to the public, the current branch is too small to meet the needs of this growing community. Built in the 1970s, it is poorly laid out for modern use. The proposed new library will be 20,755 square feet, with 18,200 square feet expected to be accessible to the public. It will be outfitted for the modern era, with the collections, technology and flexible space needed to accommodate many uses and serve a large, diverse patronship.

The expansion of Sunset Park Library and the development of deeply affordable housing is especially timely given the growth of the neighborhood. A 2017 study by the New York City Comptroller's office identified a 34% increase in Sunset Park's population between 1990 and 2014, double the citywide growth rate. The median rent in the neighborhood has grown at a rate (63%) that far outpaces the growth in median income (25%).

The project will create 100% affordable housing atop

the new library branch **with anticipated funding from the New York City Department of Housing Preservation and Development (HPD)**. Forty-nine affordable units will be available for incomes spanning 30% to 80% of Area Median Income (AMI). The majority of the units are reserved for incomes at or below 50% of AMI, and most apartments will rent for \$500 to \$1,000 per month. A minimum of 50% of the apartments will be reserved for Community Board 7 residents, 10% for city employees and 10% for the physically disabled. Nine units will be reserved for survivors of domestic violence. As a locally-based nonprofit developer whose mission is to advance economic and social justice, FAC is committed to permanent affordability for all of the apartments. 35% of the apartments will be permanently affordable through City Regulatory Agreements that will be recorded with the property.

“By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come,” said **HPD Commissioner Maria Torres-Springer**. “Today’s vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and expanded space for the library so it can continue to serve as a vital hub for the neighborhood.”

The Fifth Avenue Committee will construct the eight-story, mixed-use building, including the library’s core and shell, at no cost to Brooklyn Public Library. BPL will fit out the new library for approximately \$10 million, using a portion of the proceeds from the redevelopment of its Brooklyn Heights branch. The city will own the library in perpetuity, as it does the current branch.

Interim library service will be provided throughout the construction process at 4201 Fourth Avenue, at 42<sup>nd</sup> Street.

More details on the project are available [here](#).

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borough. BPL offers free programs and services for all ages and stages of life, including a large selection of books in more than 30 languages, author talks, literacy programs and public computers. BPL's eResources, such as eBooks and eVideos, catalog information and free homework help, are available to customers of all ages 24 hours a day at our website: [www.bklynlibrary.org](http://www.bklynlibrary.org).

### **About Fifth Avenue Committee**

Fifth Avenue Committee, Inc. (FAC) is a nationally recognized South Brooklyn based non-profit comprehensive community development corporation formed in 1978 whose mission is to advance economic and social justice by building vibrant, diverse communities where residents have genuine opportunities to achieve their goals as well as the power to shape the community's future. FAC works to transform the lives of over 5,500 low and moderate income New Yorkers annually so that we can all live and work with dignity and respect while making our community more equitable, sustainable, inclusive and just. To achieve our mission FAC develops and manages affordable housing and community facilities, creates economic opportunities and ensures access to economic stability, organizes residents and workers, offers student centered adult education, and combats displacement caused by gentrification. FAC has developed nearly 900 units of affordable housing, currently manages more than 500 units and has an affordable housing pipeline of more than 1,000 units. For more information about FAC go to [www.fifthave.org](http://www.fifthave.org)

--

Madeline Kaye  
BerlinRosen Public Affairs  
O: (646) 200-5297 C: (646) 369-8226

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**From:** <Pierre-Antoine>, "Juliet (HPD)"  
<[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>

**Date:** Thursday, March 16, 2017 2:44 PM

**To:** "'Estrada, David'" <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>, "Towell, Katherine" <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>, "Leddy, Adam" <[ALeddy@bklynlibrary.org](mailto:ALeddy@bklynlibrary.org)>, "'Grace, Melissa'" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>, "Woloch, David" <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>

**Cc:** "Piedra Leon, Veronica"  
<[VPiedraLeon@council.nyc.gov](mailto:VPiedraLeon@council.nyc.gov)>, Madeline Kaye  
<[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>, "Rohlfing, Elizabeth  
(HPD)" <[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>  
**Subject:** RE: sunset park

Here is a quote from HPD Commissioner Maria Torres-Springer:

“By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come,” said HPD Commissioner Maria Torres-Springer. “Today’s vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and expanded space for the library so it can continue to serve as a vital hub for the neighborhood.”

I’ve attached a press release draft with updates from HPD. Let us know if you have any questions.

---

**From:** Estrada, David [<mailto:DEstrada@council.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 3:10 PM  
**To:** Towell, Katherine; 'Leddy, Adam'; 'Grace, Melissa'; Woloch, David  
**Cc:** Piedra Leon, Veronica; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Rohlfing, Elizabeth (HPD); Pierre-Antoine, Juliet (HPD)  
**Subject:** RE: sunset park

And Council Member Menchaca’s quote will be sent in a few moments.

I note the 45-0 passage of all land use items at Stated Meeting today.

de

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**From:** Towell, Katherine  
**Sent:** Thursday, March 16, 2017 2:43 PM  
**To:** 'Leddy, Adam'; 'Grace, Melissa'; Woloch, David  
**Cc:** Estrada, David; Piedra Leon, Veronica; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'  
**Subject:** RE: sunset park

Council Land Use division provided some minor edits in the attached version. Speaker will be passing on a quote to give

fuller credit to CM Menchaca.

Katherine Towell  
Press Officer  
New York City Council  
**D:** 212.788.0260 | **M:** 646.263.1699

---

**From:** Leddy, Adam [<mailto:ALeddy@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 1:33 PM  
**To:** 'Grace, Melissa' <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Woloch, David <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>; Towell, Katherine <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>  
**Cc:** Estrada, David <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>; Piedra Leon, Veronica <[VPiedraLeon@council.nyc.gov](mailto:VPiedraLeon@council.nyc.gov)>; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)) <[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)>; Rohlfing, Elizabeth (HPD) <[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>; 'Pierre-Antoine, Juliet (HPD)' <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>  
**Subject:** RE: sunset park

Got it, thank you Melissa. Will await the edits.

**Adam Leddy | Communications Coordinator**  
**Brooklyn Public Library**

718.230.2402  
[bklynlibrary.org](http://bklynlibrary.org)

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 1:29 PM  
**To:** Woloch, David; '[ktowell@council.nyc.gov](mailto:ktowell@council.nyc.gov)'  
**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); '[vpiedraleon@council.nyc.gov](mailto:vpiedraleon@council.nyc.gov)'; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Leddy, Adam; Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'  
**Subject:** RE: sunset park

HPD is working on some edits for your release.

In the meantime, here is a statement from our Deputy Mayor Alicia Glen for the release:

“Today’s vote on the Sunset Park Library project represents a major victory for the values we cherish – both creating new affordable housing and improving public libraries that

are so central to our communities. By bringing 49 affordable apartments online and funding the expansion and upgrade of the library, this development will serve the neighborhood for decades to come.”

---

**From:** Woloch, David [<mailto:DWoloch@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 12:49 PM  
**To:** '[ktowell@council.nyc.gov](mailto:ktowell@council.nyc.gov)'  
**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); '[vpiedraleon@council.nyc.gov](mailto:vpiedraleon@council.nyc.gov)'; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Leddy, Adam; Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'; Grace, Melissa  
**Subject:** sunset park

Katherine: Attached is a draft release on Sunset Park. Would be great if we could do in conjunction with the Council. I believe the Administration is providing a quote as well. I have cc'd CM Menchaca's office, HPD and City Hall press offices, and Madeline from BerlinRosen who is coordinating for BPL.

**David Woloch | Executive Vice President, External Affairs  
Brooklyn Public Library**

718.230.2088  
[bklynlibrary.org](http://bklynlibrary.org)

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<Sunset Park release.docx>

**From:** [Madeline Kaye](#)  
**To:** [Madeline Kaye](#)  
**Subject:** RELEASE: Sunset Park Library Redevelopment Project Approved by City Council  
**Date:** Friday, March 17, 2017 9:44:12 AM  
**Attachments:** [639C965B-B84B-429E-AD15-67C7DD077D75.png](#)  
[222A1702-0A5A-4DFD-939E-4373B710641A.png](#)

---

**FOR IMMEDIATE RELEASE:** March 17, 2017

**BPL Contact:** Madeline Kaye  
[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)  
(646) 200-5297; (646) 369-8226

**FAC Contact:** Ron Zak  
[rzak@fifthave.org](mailto:rzak@fifthave.org)  
(718) 237-2017 ext. 130; (347) 439-5976

<!--[if !supportLineBreakNewLine]-->  
<!--[endif]-->

## **Sunset Park Library Redevelopment Project Approved by City Council**

*Innovative Partnership Between the City of New York, Brooklyn Public Library, Fifth Avenue Committee to Nearly Double Size of One of Brooklyn's Busiest Branches, Create 49 Units of Deeply Affordable Housing*

**Plan Receives Unanimous Support in Final Round of Rigorous Public Approval Process**

**BROOKLYN, NY**—The New York City Council has voted to approve the Sunset Park Library Redevelopment Project unanimously, Brooklyn Public Library, Fifth Avenue Committee and the de Blasio Administration announced today, finalizing the formal public approval process for the innovative project. The proposal previously received unanimous approval from the City Planning Commission and the City Council's Land Use Committee and Subcommittee on Planning, Dispositions and Concessions. The project was also approved by the Borough President and the members of Community Board 7.

Developed in partnership with the Fifth Avenue Committee, a nonprofit with nearly four decades' experience in affordable housing and comprehensive community development, Brooklyn Public Library's new Sunset Park branch will provide the

neighborhood with a modern, state-of-the-art library that is nearly twice the size of the current location. Sunset Park Library is one of Brooklyn's busiest, with attendance and circulation that rank in the top 10 of BPL's 60 branches.

"Thanks to the support of the City Council and the residents of Sunset Park, we will soon begin construction of a library that will offer the robust and diverse programming, large multilingual collection and comfortable, inspiring environment that our patrons and staff deserve," said **Brooklyn Public Library President and CEO Linda E. Johnson**. "We look forward to designing and building the new Sunset Park Library with input from the community."

"Yesterday's vote on the Sunset Park Library project represents a major victory for the values we cherish – both creating new affordable housing and improving public libraries that are so central to our communities," said **Deputy Mayor Alicia Glen**. "By bringing 49 affordable apartments online and funding the expansion and upgrade of the library, this development will serve the neighborhood for decades to come."

"By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come," said **Department of Housing, Preservation and Development Commissioner Maria Torres-Springer**. "Yesterday's vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and expanded space for the library so it can continue to serve as a vital hub for the neighborhood."

"Fifth Avenue Committee is grateful for the overwhelming support this project has received and that FAC and BPL will be able to move forward to bring a 21<sup>st</sup> century public library and 100% truly and deeply affordable housing to the Sunset Park community. This project is a model in how to ensure that the community can achieve the maximum benefits possible as part of redeveloping public land for public good. We look forward to continuing to work with the community as this project moves forward towards construction," said **Michelle de la Uz, Fifth Avenue Committee Executive Director**.

"For the past two years, Sunset Park stakeholders and I have held public meetings and hearings on how to rebuild our aging library. A call for an expanded and modern library that meets local needs such as affordable housing and community space was at the center of this process. Together, we've worked to ensure that our residents' recommendations were heard. Yesterday, the New York City Council voted unanimously in approval of a project that includes legal requirements for 100% affordable housing and a permanently protected community library. I want to thank the Brooklyn Public Library and Fifth Avenue Committee for crafting a project that will serve Sunset Park residents for generations to come," said **Council Member Carlos Menchaca**.

At 12,200 square feet, only 7,465 of which are accessible to the public, the current branch is too small to meet the needs of this growing community. Built in the 1970s, it

is poorly laid out for modern use. The proposed new library will be 20,755 square feet, with 18,200 square feet expected to be accessible to the public. It will be outfitted for the modern era, with the collections, technology and flexible space needed to accommodate many uses and serve a large, diverse patronship.

The expansion of Sunset Park Library and the development of deeply affordable housing is especially timely given the growth of the neighborhood. A 2017 study by the New York City Comptroller's office identified a 34% increase in Sunset Park's population between 1990 and 2014, double the citywide growth rate. The median rent in the neighborhood has grown at a rate (63%) that far outpaces the growth in median income (25%).

The project will create 100% affordable housing atop the new library branch, with anticipated financing from the New York City Department of Housing Preservation and Development. Forty-nine affordable units will be available for incomes spanning 30% to 80% of Area Median Income (AMI). The majority of the units are reserved for incomes at or below 50% of AMI, and most apartments will rent for \$500 to \$1,000 per month. A minimum of 50% of the apartments will be reserved for Community Board 7 residents, 10% for city employees and 10% for the physically disabled. Nine units will be reserved for survivors of domestic violence. As a locally-based nonprofit developer whose mission is to advance economic and social justice, FAC is committed to permanent affordability for all of the apartments. Thirty-five percent of the apartments will be permanently affordable through City Regulatory Agreements that will be recorded with the property.

The Fifth Avenue Committee will construct the eight-story, mixed-use building, including the library's core and shell, at no cost to Brooklyn Public Library. BPL will fit out the new library for approximately \$10 million, using a portion of the proceeds from the redevelopment of its Brooklyn Heights branch. The city will own the library in perpetuity, as it does the current branch.

Interim library service will be provided throughout the construction process at 4201 Fourth Avenue, at 42<sup>nd</sup> Street.

More details on the project are available [here](#).

# # #

**About Brooklyn Public Library:**

Brooklyn Public Library (BPL) is an independent library system for the 2.5 million residents of Brooklyn. It is the fifth largest library system in the United States with 60 neighborhood libraries located throughout the borough. BPL offers free programs and services for all ages and stages of life, including a large selection of books in more than 30 languages, author talks, literacy programs and public computers. BPL's eResources, such as eBooks and eVideos, catalog information and free homework help, are available to customers of all ages 24 hours a day at our website: [www.bklynlibrary.org](http://www.bklynlibrary.org).

### **About Fifth Avenue Committee**

Fifth Avenue Committee, Inc. (FAC) is a nationally recognized South Brooklyn based non-profit comprehensive community development corporation formed in 1978 whose mission is to advance economic and social justice by building vibrant, diverse communities where residents have genuine opportunities to achieve their goals as well as the power to shape the community's future. FAC works to transform the lives of over 5,500 low and moderate income New Yorkers annually so that we can all live and work with dignity and respect while making our community more equitable, sustainable, inclusive and just. To achieve our mission FAC develops and manages affordable housing and community facilities, creates economic opportunities and ensures access to economic stability, organizes residents and workers, offers student centered adult education, and combats displacement caused by gentrification. FAC has developed nearly 900 units of affordable housing, currently manages more than 500 units and has an affordable housing pipeline of more than 1,000 units. For more information about FAC go to [www.fifthave.org](http://www.fifthave.org).

--

Madeline Kaye

BerlinRosen Public Affairs

O: (646) 200-5297 C: (646) 369-8226

**From:** [Phillips, Eric](#)  
**To:** [Smith, Greg](#)  
**Cc:** [Dan Levitan \(Dan@berlinrosen.com\)](#)  
**Subject:** Re: This morning's "press conference"  
**Date:** Thursday, March 23, 2017 4:12:52 PM

---

These are questions about City Hall and actions by government. You're asking if this plea is related to us. I'm telling you it's not. This is pretty linear stuff.

---

**From:** Greg Smith <[gsmith@nydailynews.com](mailto:gsmith@nydailynews.com)>  
**Date:** Thursday, March 23, 2017 at 4:05 PM  
**To:** Eric Phillips <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>  
**Cc:** "Dan Levitan ([Dan@berlinrosen.com](mailto:Dan@berlinrosen.com))" <[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)>  
**Subject:** RE: This morning's "press conference"

Hopefully Dan can answer these questions and back you up on this assertion based on...who knows what?

---

**From:** Phillips, Eric [<mailto:EFPhillips@cityhall.nyc.gov>]  
**Sent:** Thursday, March 23, 2017 4:08 PM  
**To:** Smith, Greg  
**Cc:** Dan Levitan ([Dan@berlinrosen.com](mailto:Dan@berlinrosen.com))  
**Subject:** Re: This morning's "press conference"

that's a direct comment on your questions, which attempt – recklessly – to link a plea and its underlying conduct to our administration. My comment speaks to directly to the bullshit embedded in that leap to conclusion.

---

**From:** Greg Smith <[gsmith@nydailynews.com](mailto:gsmith@nydailynews.com)>  
**Date:** Thursday, March 23, 2017 at 4:00 PM  
**To:** Eric Phillips <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>  
**Cc:** "Dan Levitan ([Dan@berlinrosen.com](mailto:Dan@berlinrosen.com))" <[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)>  
**Subject:** RE: This morning's "press conference"

I'll take that as a "no comment" on the specific questions from you Eric. And from you Dan?

---

**From:** Phillips, Eric [<mailto:EFPhillips@cityhall.nyc.gov>]  
**Sent:** Thursday, March 23, 2017 3:50 PM  
**To:** Smith, Greg  
**Cc:** Dan Levitan ([Dan@berlinrosen.com](mailto:Dan@berlinrosen.com))  
**Subject:** Re: This morning's "press conference"

Hey, Greg. This is from me:

The conduct described in the plea has nothing to do with the Mayor or his administration. No amount of sensationalized, misleading reporting will change the fact that two independent prosecutors confirmed that the Mayor and our administration acted within the law.

Thanks.

---

**From:** Greg Smith <[gsmith@nydailynews.com](mailto:gsmith@nydailynews.com)>  
**Date:** Thursday, March 23, 2017 at 3:16 PM  
**To:** Eric Phillips <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>  
**Cc:** "Dan Levitan ([Dan@berlinrosen.com](mailto:Dan@berlinrosen.com))" <[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)>  
**Subject:** This morning's "press conference"

Before the mayor stalked away this morning without answering any questions that concern the public whose support he is seeking for his "mansion tax," he did say "Everything else you want to talk about you can get answers to through the press office."

So regarding the criminal behavior to which de Blasio donor Jona Rechnitz pleaded guilty to: Rechnitz bundled more than \$40,000 for the mayor in October 2013, gave \$50,000 to Campaign for One New York in January 2014 and wrote a check for \$102,000 to the New York State Democratic Senate Committee in October 2014 as part of the mayor's failed effort to swing the Senate to Democrat control. In the criminal information unsealed yesterday, Rechnitz specifically admitted that he "and others known and unknown provided financial and personal benefits and political contributions to public officials, including law enforcement officials, in exchange for official action as requested by Rechnitz and others." Couple of questions:

- \*Please describe any interactions between the mayor and/or his representatives and Rechnitz regarding the bundling of \$40,000 for the mayor's 2013 election campaign.
- \*Please describe any interactions between the mayor and/or his representatives and Rechnitz regarding donating \$50,000 to the mayor's Campaign for One New York.
- \* Please describe any interactions between the mayor and/or his representatives and Rechnitz regarding donating \$102,000 to his failed Senate flip campaign.
- \*Please describe any communications between the mayor and/or his representatives and Rechnitz regarding any "official action" sought by Rechnitz and/or his associates.
- \*Please describe any result of these communications between the mayor and/or his representatives and Rechnitz regarding any "official action" sought by Rechnitz and/or his associates.
- \*What is the mayor's response the Rechnitz's plea?

Story is for tomorrow's paper and I'm copying Levitan. Thanks.

**GREG B. SMITH**  
**NEW YORK DAILY NEWS**  
**917 685-5580**  
**Twitter: @nydngregsmith**

-----  
This transmission is intended only for the use of the addressee and may contain information that is confidential, privileged and/or exempt from disclosure under applicable law. If you are not the intended



**From:** [Dan Levitan](#)  
**To:** [Smith, Greg](#)  
**Cc:** [Phillips, Eric](#)  
**Subject:** Re: This morning's "press conference"  
**Date:** Thursday, March 23, 2017 4:15:47 PM

---

You have Eric's comment. Thanks.

- Sent from my Galaxy S6 -

On Mar 23, 2017, at 4:09 PM, Smith, Greg <[GSmith@nydailynews.com](mailto:GSmith@nydailynews.com)> wrote:

Hopefully Dan can answer these questions and back you up on this assertion based on...who knows what?

---

**From:** Phillips, Eric [<mailto:EFPhillips@cityhall.nyc.gov>]  
**Sent:** Thursday, March 23, 2017 4:08 PM  
**To:** Smith, Greg  
**Cc:** Dan Levitan ([Dan@berlinrosen.com](mailto:Dan@berlinrosen.com))  
**Subject:** Re: This morning's "press conference"

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**Subject:** RE: This morning's "press conference"

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**From:** Phillips, Eric [<mailto:EFPhillips@cityhall.nyc.gov>]  
**Sent:** Thursday, March 23, 2017 3:50 PM  
**To:** Smith, Greg  
**Cc:** Dan Levitan ([Dan@berlinrosen.com](mailto:Dan@berlinrosen.com))  
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Thanks.

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**Date:** Thursday, March 23, 2017 at 3:16 PM

**To:** Eric Phillips <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>

**Cc:** "Dan Levitan ([Dan@berlinrosen.com](mailto:Dan@berlinrosen.com))" <[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)>

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Story is for tomorrow's paper and I'm copying Levitan. Thanks.

**GREG B. SMITH**  
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-----



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**To:** [Smith, Greg](#)  
**Cc:** [Dan Levitan \(Dan@berlinrosen.com\)](#)  
**Subject:** Re: This morning's "press conference"  
**Date:** Thursday, March 23, 2017 4:42:11 PM

---

Thanks!

On Mar 23, 2017, at 4:38 PM, Smith, Greg <[GSmith@nydailynews.com](mailto:GSmith@nydailynews.com)> wrote:

Rob Moore is head of News. Dareh Gregorian is the political editor. They're both aware that you all refuse to answer any of these questions.

---

**From:** Phillips, Eric [<mailto:EFPhillips@cityhall.nyc.gov>]  
**Sent:** Thursday, March 23, 2017 4:35 PM  
**To:** Smith, Greg  
**Cc:** Dan Levitan ([Dan@berlinrosen.com](mailto:Dan@berlinrosen.com))  
**Subject:** Re: This morning's "press conference"

You've got my response to all of those questions. Also - who's editing this one? Thanks.

On Mar 23, 2017, at 4:24 PM, Smith, Greg <[GSmith@nydailynews.com](mailto:GSmith@nydailynews.com)> wrote:

You want linear? Here's linear:

- \*Please describe any interactions between the mayor and/or his representatives and Rechnitz regarding the bundling of \$40,000 for the mayor's 2013 election campaign.
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**From:** Phillips, Eric [<mailto:EFPhillips@cityhall.nyc.gov>]  
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- \*Please describe any interactions between the mayor and/or his representatives and Rechnitz regarding the bundling of \$40,000 for the mayor's 2013 election campaign.
- \*Please describe any interactions between the mayor and/or his representatives and Rechnitz regarding donating \$50,000 to the mayor's Campaign for One New York.
- \* Please describe any interactions between the mayor and/or his representatives and Rechnitz regarding donating \$102,000 to his failed Senate flip campaign.
- \*Please describe any communications between the mayor and/or his representatives and Rechnitz regarding any "official action" sought by Rechnitz and/or his associates.
- \*Please describe any result of these communications between the mayor and/or his representatives and Rechnitz regarding any "official action" sought by Rechnitz and/or his associates.
- \*What is the mayor's response the Rechnitz's plea?

\*

Story is for tomorrow's paper and I'm copying Levitan. Thanks.

**GREG B. SMITH**  
**NEW YORK DAILY NEWS**  
**917 685-5580**  
**Twitter: @nydngregsmith**





**From:** [Blumm, Kate](#)  
**To:** [Jovana Rizzo](#); [Ruth Fasoldt](#)  
**Cc:** [Dan Levitan](#); [Grybauskas, Natalie](#); [Gardener, Stacy \(DOITT\)](#)  
**Subject:** RE: Aunt Bertha release  
**Date:** Tuesday, March 28, 2017 5:25:53 PM

---

Hi guys. I'm slammed due to budget testimony tomorrow, but I think I'll be able to get to it late tomorrow. Thanks!

---

**From:** Jovana Rizzo [mailto:jovana@berlinrosen.com]  
**Sent:** Monday, March 27, 2017 5:58 PM  
**To:** Ruth Fasoldt <ruth.fasoldt@intersection.com>  
**Cc:** Blumm, Kate <KBlumm@doitt.nyc.gov>; Dan Levitan <dan@berlinrosen.com>; Grybauskas, Natalie <NGrybauskas@cityhall.nyc.gov>; Gardener, Stacy <SGardener@doitt.nyc.gov>  
**Subject:** RE: Aunt Bertha release

Hi all, updated release attached. Thanks!

---

**From:** Ruth Fasoldt [ruth.fasoldt@intersection.com]  
**Sent:** Monday, March 27, 2017 3:08 PM  
**To:** Jovana Rizzo  
**Cc:** Blumm, Kate; Dan Levitan; Grybauskas, Natalie; Gardener, Stacy  
**Subject:** Re: Aunt Bertha release

Also please note HRA and other government entities related to AccessNYC mentioned wanting a quote in the release.

I believe I already shared those contacts I had spoken with about this but happy to resend if needed.

Also just to clarify- the short cut for Aunt Bertha and AccessNYC will be available on the tablet for the same amount of time. It will be tablet creative that links to both of them. Once that "launch" is over Aunt Bertha will remain on the tablet and AccessNYC will continue to be accessible through 311.

best,

Ruth

On Mon, Mar 27, 2017 at 2:52 PM, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)> wrote:

Hi Kate, we can add some Access language to the release -- there will be a short cut on the tablet to its new mobile friendly site for a few days, starting the day we launch Aunt Bertha, and then as usual it will be accessible via the 311 app on the tablet. Will update our last release draft to include that.

Thanks,  
Jovana

---

**From:** Blumm, Kate [[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)]  
**Sent:** Monday, March 27, 2017 12:09 PM  
**To:** Ruth Fasoldt; Jovana Rizzo  
**Cc:** Dan Levitan; Grybauskas, Natalie; Gardener, Stacy

**Subject:** RE: Aunt Bertha release

If memory serves, we're rolling out AccessNYC and AB simultaneously. Have you drafted Access language?

---

**From:** Blumm, Kate

**Sent:** Friday, March 17, 2017 5:02 PM

**To:** 'Ruth Fasoldt' <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>

**Cc:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jennifer Hensley <[jennifer.hensley@intersection.com](mailto:jennifer.hensley@intersection.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>

**Subject:** RE: Aunt Bertha release

We'll handle all other admin quotes and will reach out independently. Thanks!

**From:** Ruth Fasoldt [<mailto:ruth.fasoldt@intersection.com>]

**Sent:** Friday, March 17, 2017 4:27 PM

**To:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>

**Cc:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jennifer Hensley <[jennifer.hensley@intersection.com](mailto:jennifer.hensley@intersection.com)>; Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>

**Subject:** Re: Aunt Bertha release

Kate- let us know if we should loop in Ariel and Song into this or if you'll be reaching out separate.

Thanks!

On Fri, Mar 17, 2017 at 4:19 PM, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)> wrote:

Hi all,

Not urgent for next week, but just wanted to re-flag the Aunt Bertha release. We're targeting launch towards the end of the month.

FYI -- Ariel Kennan and Song Hia from HHS Connect/AccessNYC said they would provide quotes from the Mayor's Office, HRA, possibly 311 and the Center for Economic Opportunity at the Mayor's Office of Operations.

Thanks,  
Jovana

**From:** Gardener, Stacy [[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)]

**Sent:** Tuesday, February 28, 2017 3:41 PM

**To:** Dan Levitan; Ruth Fasoldt

**Cc:** Jovana Rizzo; Shor, Stanley; Koenig, Anne J.; Stacey Levine; Jennifer Hensley; Blumm, Kate; Grybauskas, Natalie

**Subject:** RE: Aunt Bertha release

Hi Dan,

Apologies for the delay on this – since the app touches on social services we’re looping in some folks from City Hall and we’re still discussing internally. We’ll get back to you as soon as possible.

Best,  
Stacy

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Tuesday, February 28, 2017 3:38 PM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jennifer Hensley <[jennifer.hensley@intersection.com](mailto:jennifer.hensley@intersection.com)>  
**Subject:** RE: Aunt Bertha release

Hi Stacy –

Any feedback on this one?

Dan

--

Dan Levitan  
BerlinRosen Public Affairs  
O: [646.200.5315](tel:646.200.5315)  
C: [201.674.7475](tel:201.674.7475)  
@levitandan

---

**From:** Gardener, Stacy [mailto:[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)]  
**Sent:** Thursday, February 23, 2017 4:51 PM  
**To:** Ruth Fasoldt  
**Cc:** Jovana Rizzo; Shor, Stanley; Koenig, Anne J.; Stacey Levine; Jennifer Hensley; Dan Levitan  
**Subject:** RE: Aunt Bertha release

Got it. Thanks Ruth. Already running it up the chain.

**From:** Ruth Fasoldt [mailto:[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)]  
**Sent:** Thursday, February 23, 2017 4:50 PM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jennifer Hensley <[jennifer.hensley@intersection.com](mailto:jennifer.hensley@intersection.com)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Re: Aunt Bertha release

Hello Stacy,

The planned launched date is still approximately March 3rd as stated in my email last Friday. As such if you can give us comment on this within 5 business days, aka Wednesday, that will keep everything on the current schedule.

Best,

Ruth

On Thu, Feb 23, 2017 at 10:13 AM, Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)> wrote:

Thanks Jovana. We will review and get back to you. When you have a better idea of the release date, let us know.

---

**From:** Jovana Rizzo [mailto:[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)]  
**Sent:** Thursday, February 23, 2017 10:05 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Jennifer Hensley <[jennifer.hensley@intersection.com](mailto:jennifer.hensley@intersection.com)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Aunt Bertha release

Hi all,  
As discussed last week, we're working towards launching the social services platform Aunt Bertha on Link tablets. Please see attached draft release for your review. We'll keep you posted on a launch date.

Thanks!  
Jovana

BerlinRosen Public Affairs  
[646-200-5329](tel:646-200-5329)

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**Ruth Fasoldt**  
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--

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**From:** [Kerson, Julia](#)  
**To:** [Bucich, Nicole A.](#)  
**Cc:** [Cathy Rought](#); [Sheriza Majid](#); [dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); [Cassandra Warde](#); [Patricia Masi](#); [lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); [REDACTED]; [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com); [Toole, Laura](#); [REDACTED]; [efreeman@vhb.com](mailto:efreeman@vhb.com)  
**Subject:** Re: WTS Conference Silent Auction Committee Bi-Weekly Meeting  
**Date:** Thursday, April 06, 2017 12:56:00 PM

---

Apologies that I wasn't able to make it.

Julia

Sent from my iPhone

On Apr 6, 2017, at 12:05 PM, Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)> wrote:

Can anyone join the call?

Nicole A. Bucich  
NY Metropolitan Planning/Environmental Manager

WSP | Parsons Brinckerhoff  
One Penn Plaza  
NY, NY 10119  
w. 212.465.5220  
c. 973.699.1937  
[bucichna@pbworld.com](mailto:bucichna@pbworld.com)

*In May 2017, WSP | Parsons Brinckerhoff will rebrand as WSP*

-----Original Appointment-----

**From:** Bucich, Nicole A.

**Sent:** Monday, February 06, 2017 3:59 PM

**To:** Bucich, Nicole A.; [Cathy Rought](#); [Sheriza Majid](#); [dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); [Cassandra Warde](#); [Patricia Masi](#); [lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); [REDACTED]; [Kerson, Julia](#) ([JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)); [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com); [Toole, Laura](#); [REDACTED]; [efreeman@vhb.com](mailto:efreeman@vhb.com)

**Subject:** WTS Conference Silent Auction Committee Bi-Weekly Meeting

**When:** Thursday, April 06, 2017 12:00 PM-12:30 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** Skype Meeting

---

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[REDACTED]

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**From:** [McGinn, Isaac](#)  
**To:** [Sara Morell](#)  
**Cc:** [Sara Morell](#); [Jovana Rizzo](#)  
**Subject:** RE: Ride-Along Request from Chelsea Now  
**Date:** Tuesday, April 18, 2017 9:51:52 AM

---

Hey there! Checking in on the contact info for the S2H team you guys had in mind for this. Want to make sure they're linked with our street outreach team so together they can map out when best for this opp. Thanks again!

Isaac

**From:** Sara Morell [mailto:████████████████████]  
**Sent:** Monday, April 17, 2017 12:20 PM  
**To:** McGinn, Isaac  
**Cc:** Sara Morell; Jovana Rizzo  
**Subject:** Re: Ride-Along Request from Chelsea Now

Excellent, thanks Isaac! I'll follow up with the reporter and let them know that we're working out details.

(This is coming from my gmail -- we're having some email issues today).

On Mon, Apr 17, 2017 at 12:17 PM, McGinn, Isaac <[mcginni@hra.nyc.gov](mailto:mcginni@hra.nyc.gov)> wrote:  
Sara,

This is definitely a request we can accommodate, which we can tell the reporter—just figuring out what that will look like and when specifically. Will get back on those details ASAP. Thanks!

Isaac

---

**From:** Sara Morell [mailto:[Sara.Morell@berlinrosen.com](mailto:Sara.Morell@berlinrosen.com)]  
**Sent:** Monday, April 17, 2017 10:05 AM  
**To:** McGinn, Isaac  
**Cc:** Jovana Rizzo  
**Subject:** RE: Ride-Along Request from Chelsea Now

Hi Isaac,

Wanted to check back in about Chelsea Now's request for a ride-along with Breaking Ground. We'd love to circle back with the reporter sometime this week if this is a request that we can accommodate.

Thanks!  
Sara

**From:** Sara Morell  
**Sent:** Monday, April 10, 2017 12:18 PM  
**To:** McGinn, Isaac <[mcginni@hra.nyc.gov](mailto:mcginni@hra.nyc.gov)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>

**Subject:** RE: Ride-Along Request from Chelsea Now

Sounds good, thanks Isaac!

**From:** McGinn, Isaac [<mailto:mcginni@hra.nyc.gov>]  
**Sent:** Monday, April 10, 2017 12:16 PM  
**To:** Sara Morell <[Sara.Morell@berlinrosen.com](mailto:Sara.Morell@berlinrosen.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Subject:** RE: Ride-Along Request from Chelsea Now

It seems like a request we should be able to accommodate, but I will get back to you.  
Thanks!

**From:** Sara Morell [<mailto:Sara.Morell@berlinrosen.com>]  
**Sent:** Monday, April 10, 2017 12:00 PM  
**To:** McGinn, Isaac  
**Cc:** Jovana Rizzo  
**Subject:** Ride-Along Request from Chelsea Now

Hi Isaac,

We have a request from a Chelsea Now reporter, Dusica Sue Malesevic, for a read-along with a street outreach team in Chelsea. She's interested in learning more about homeless street outreach and putting a human face on the issue in her local community. Her [previous articles](#) about homelessness have also been relatively positive.

The program staff at Breaking Ground's S2H program said that they'd be willing to take part and that ideally they'd want to set this up for the last week of April.

Is this a request that we're able to accommodate?

Thanks,  
Sara

Sara Morell  
BerlinRosen Public Affairs  
[646-200-5291](tel:646-200-5291)  
[sara.morell@berlinrosen.com](mailto:sara.morell@berlinrosen.com)

---

**From:** Rothenberg, Jaclyn  
**Sent:** Wednesday, April 19, 2017 1:42 PM  
**To:** Mayor's Press Office  
**Subject:** DE BLASIO ADMINISTRATION, CITY COUNCIL MEMBERS AND ELECTED OFFICIALS  
ANNOUNCE SWEEPING LEGISLATION TO CURB SMOKING, TOBACCO USAGE



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE**

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**DE BLASIO ADMINISTRATION, CITY COUNCIL MEMBERS AND ELECTED OFFICIALS  
ANNOUNCE SWEEPING  
LEGISLATION TO CURB SMOKING, TOBACCO USAGE**

*Proposals will reduce number of smokers in NYC by 160,000*

Mayor Bill de Blasio today announced a series of legislative proposals to reduce the number of smokers in New York City by 160,000 over the next three years. While smoking rates in New York City have declined from 21.5 percent in 2002 to 14.3 percent in 2015, the city still has more than 900,000 smokers, including 15,000 youth. There are also 174,000 adults and 42,000 adolescents using e-cigarettes. These new proposals will decrease smoking rates to a historically low rate of 12 percent.

The five bills will put New York City at the forefront of smoking and tobacco control nationally by: (1) raising the minimum prices for all tobacco products, including cigarettes, and imposing a new 10% local tax on other tobacco products; (2) reducing through attrition the number of tobacco retailers citywide; (3) creating a retail license for e-cigarettes, and capping the number of e-cigarette retailers; (4) requiring all residential buildings to create a smoking policy and disclosing it to both current and prospective tenants; (5) and banning the sale of tobacco products at pharmacies.

The legislation was introduced by Council Members Corey Johnson, Brad Lander, Fernando Cabrera and Ritchie Torres, and the bills will be heard by the Health Committee on April 27, 2017.

“When it comes to New Yorker’s health, big tobacco is public enemy #1. These companies have used the same playbook for decades, and we can no longer sit by while the next generation becomes addicted,” said **Mayor Bill de Blasio**. “Today, we are taking a stand against these companies to not only reduce smoking and tobacco usage in New York City, but also save lives.”

"Tobacco continues to kill too many of our loved ones - especially those who suffer from anxiety and other mental illnesses," said **First Lady Chirlane McCray**. "Today, we're saying enough is enough and taking a preventive step towards protecting New Yorkers so they can thrive."

"These bills take on smoking and tobacco in a way that will both save lives and let people vote with their feet," said **Dr. Herminia Palacio, Deputy Mayor for Health and Human Services**. "By giving New Yorkers healthier options - from where they shop to the buildings they live in - we will bring all of our City's resources to bear so that we will all live longer and healthier lives."

"As a former smoker, I know how hard it is to quit," said **Health Commissioner Dr. Mary T. Bassett**. "These bills will make less it likely that New Yorkers will start smoking and easier for New Yorkers who smoke to quit, helping thousands of people lead longer, healthier lives. I'm proud that New York City will once again be at the forefront of tobacco control in the country."

"Easy access to tobacco retailers makes it hard for smokers to quit and has contributed to the recent rise of NYC youth using cigars and smokeless tobacco," said **Department of Consumer Affairs Commissioner Lorelei Salas**. "By giving DCA the ability to license e-cigarettes and limit the number of retailers selling tobacco products, we can better enforce existing laws that help keep tobacco products out of the hands of minors and improve the health of all New Yorkers."

**Department of Finance Commissioner Jacques Jiha** said, "DOF and the NYC Sheriff's office are pleased to build upon the strong partnerships we have with DOHMH and DCA to combat the harmful effects of tobacco use on New Yorkers. We will continue to use every tool that we have to achieve this goal."

Tobacco continues to be a leading contributor to preventable, premature death in New York City, killing an estimated 12,000 people annually. Despite an overall decline on smoking rates among young people, youth have increasingly used a range of other tobacco products. When combined, youth cigar, smokeless and hookah use exceed cigarette use. Nearly 9 out of 10 smokers first tried smoking before age 18. In the city, adolescent use of e-cigarettes is more than double the current smoking rate, 15.9% compared with 5.8%. This package of proposals will help all New Yorkers live healthier and longer lives by:

### **Advancing Public Health through Higher Minimum Prices on Tobacco**

This bill ([Int. 1544](#), Johnson) raises the minimum price of cigarettes and little cigars to \$13 a pack from \$10.50 and sets a first-ever price floor and tax for other tobacco products, such as cigars, smokeless tobacco, loose tobacco and tobacco-containing shisha. Increasing the cigarette price floor to \$13 is projected to lead to a 6.4 percent decline in adult cigarette smoking, decreasing adult prevalence from 14.3 percent to 13.9 percent. The bill also imposes a tax of 10 percent on other tobacco products for the first time, which is expected to generate revenue of \$1 million annually dedicated for public housing.

### **Limiting Tobacco Retail Licenses**

This bill ([Int. 1547](#), Lander) will reduce the number of stores that can sell tobacco products by capping the tobacco retail dealer licenses in each community district at 50 percent of the current number of licenses. No new tobacco retail dealer licenses will be issued in a community district until its total decreases through attrition below the cap. No current tobacco retail dealers will lose their license as a result of this proposal.

New York City has high tobacco retail density, with just over 8,200 licensed cigarette retailers citywide, averaging 30 dealers per square mile. Easy access to tobacco retailers makes it harder for smokers to quit. Moreover, youth who frequent retail stores every week have double the odds of trying smoking. Based on estimates from the Departments of Health and Consumer Affairs, ten years after implementation, this bill could

achieve up to a 40 percent reduction in the number of tobacco licenses. Using community districts to reduce licenses will decrease density and promote health in neighborhoods citywide.

The bill also updates the New York City retail license for selling cigarettes to encompass all types of tobacco. These changes will improve enforcement of existing laws, including the minimum legal sale age of 21 for tobacco.

### **Creating a Retail License for E-Cigarettes**

This bill ([Int. 1532](#), Cabrera) creates a separate license for the retail sale of e-cigarettes and caps the number of these licenses. E-cigarette use has increased dramatically since e-cigarettes were introduced in U.S. markets less than 10 years ago. In 2015, 15.9 percent of New York City high school students were e-cigarette users.

E-cigarette retailers may apply for the new license during an open enrollment period; qualified applicants will demonstrate they were already selling e-cigarettes at the time the bill is voted into law, allowing retailers that currently sell e-cigarettes to continue operating. After the open enrollment period for e-cigarette licenses expires, no new licenses will be issued.

### **Smoking Disclosure Policy**

This bill (which will be introduced by council member Torres on April 25) requires owners of residential buildings to create a policy on smoking and disclose it to both current and prospective residents. All residential buildings with three or more units will be covered, including rentals, condominiums and cooperatives. Buildings will not be required to adopt complete no-smoking policies.

Disclosure of a building's policy on smoking will be required annually and if a building changes its policy at any time. If an owner fails to disclose the policy, he/she may face a \$100 civil penalty. Tenants would not be fined for smoking in non-smoking areas of buildings.

Disclosing a building's smoking policy will help tenants to make an informed decision about whether or not they want to live in a building. This information may be especially important for parents with young children and for others, such as older adults, who may spend more time at home and consequently have higher exposures to secondhand smoke.

### **Pharmacy Ban**

This bill ([Intro 1131-A](#), Lander) prohibit pharmacies, or retail stores that contain pharmacies, from selling tobacco products, including cigarettes. There are over 550 pharmacies in New York City licensed to sell tobacco products. Pharmacies are places of health and should not sell deadly consumer products.

These proposals build upon the de Blasio Administration's current effort to curb tobacco usage and smoking. The Health Department has spent \$14 million in the last three fiscal years on public awareness campaigns that support cessation efforts and provide nicotine replacement therapy (NRT) through the NYS Smokers' Quitline. In 2016 alone, the Department of Consumer Affairs (DCA) issued more than 5,270 violations to ensure that current tobacco laws are being followed, and that tobacco and nicotine are not being sold to youth. While most licensees are in compliance, DCA revoked 434 licenses and suspended 271 licenses in 2016.

“Here in New York, we still lose far too many people each year to smoking related illness,” said **Council Member Corey Johnson, Chair of the Committee on Health**. “We’ve made progress on bringing smoking rates down, but now is the time to move these efforts into overdrive. Too many kids and non-smokers are still being subjected to harmful second-hand smoke, and cigarettes can be purchased on virtually every corner. We

need policies that reflect the extreme danger that smoking poses to the public. I'm proud to join with Mayor de Blasio and my colleagues in the Council to advance meaningful legislation that will help New Yorkers live healthier, longer, smoke-free lives."

**Council Member Ritchie Torres, Chair of Committee on Public Housing**, stated: "By making clear what a building's smoking policy is potential tenants and current residents can be better informed about their living conditions, environment and health impact. Residents deserve to live in clean, smoke-free buildings, if they wish, and a disclosure policy can bring transparency that'll help residents make informed decisions," said Council Member Ritchie Torres of the Bronx.

"My bill, Intro 1532, requiring licensing of e-cigarette retail dealers, is a major step to limit the use of e-cigarettes, which are dangerous nicotine delivery systems that can lead to nicotine and potentially drug addiction," stated **Council Member Fernando Cabrera**. "Local governments are restricting access to e-cigarettes as the dangers of 'vaping' are more widely recognized. In the midst of an opioid addiction crisis, we must take leadership now to prevent more addiction. This is an important first step in protecting the health and safety of New Yorkers."

"While we've made good progress toward reducing smoking in NYC, there's still work to do," said **Council Member Brad Lander**. "These bills will put NYC at the forefront of smoking and tobacco control efforts across the country by implementing what we know works best: price increases and limiting access in order to prevent New Yorkers from picking up that first cigarette. I want to thank the Mayor de Blasio and Commissioner Bassett for their leadership on this critical public health issue."

**Council Member Costa Constantinides** said, "This legislative package to reduce smoking will bring great benefits to New Yorkers' public health. These proposals including raising minimum prices, banning tobacco sale at pharmacies, and reducing the number of tobacco retailers will be a role model for others in the nation to follow. Our city is working to prevent addiction and improve health. Thank you to Mayor de Blasio as well as my colleagues Council Members Johnson, Lander, Cabrera, and Torres for their leadership on this important public health issue."

**Council Member Karen Koslowitz** stated "As a former smoker, for many years, I fully understand the difficulties of stopping, and how healthy fully stopping is. I fully support this."

"Vape stores are proliferating throughout our city, especially near our schools where children continue to be the targets for early nicotine addiction. Parents complain every day about vape stores in front of their children's schools," said **Council Member Ben Kallos**. "Thank you Mayor de Blasio for your leadership in protecting our city and its children from nicotine addiction, and protecting our public health."

"This package of bills is an incredible step forward towards curbing the number of smokers in New York City," said **Council Member Mark Levine**. "It is imperative that we continue to take measures such as these that will improve public health and the environment around us, and I applaud Mayor de Blasio for his leadership in making New York a healthier, more livable city."

"I'm proud that our City is taking a major step in protecting current and future generations from the dangers of tobacco and e-cigarette use. These policies will ensure that residents have the basic human right to breathe clean air, which every New Yorker deserves. I want to thank Mayor de Blasio and my colleagues in the City Council on supporting this package of tobacco bills that protect our health, our children and our world," says **Council Member Donovan Richards**.

"Smoking, e-cigarettes, and tobacco products kill and sicken millions of Americans every year. I am incredibly proud that our city is taking a bold step to save lives by standing up to Big Tobacco and imposing stricter

regulations on their dangerous products. I commend my Council Colleagues on this important legislative package and thank Mayor de Blasio, DCA Commissioner Lorelei Salas, and DOHMH Commissioner Dr. Mary Bassett for their commitment to protecting the health and safety of all of those live and work in our great City," said **Council Member Vanessa Gibson**.

"I applaud the Administration for taking a stand against a massive industry that has led to thousands of premature deaths across this city and country, and has targeted particularly low-income neighborhoods and communities of more color, " said **Council Member Jumaane D. Williams, Deputy Leader**. "These bills will go a long way in curbing smoking by limiting access to tobacco products and raising minimum sale prices. If we can do more to keep smoking products out of the hands of people to save lives, we must absolutely do so. This move will also reduce health care costs, and improve the quality of life for countless people."

"My stepfather died of lung cancer at 60 years old after a lifetime of smoking since his teen years, so I know firsthand how serious this issue is," said **Majority Leader Jimmy Van Bramer**. "For far too long, the tobacco industry has had free rein to employ shady tactics that put profits over the health and well-being of our people. Spending over \$1 million an hour on marketing in the United States, the tobacco industry uses especially heinous and deceptive marketing to target and influence our children in an attempt to sway another generation into the addictive habit of smoking. With these new policies that reduce the availability of tobacco products, we fight back, improve health outcomes, and lead the nation."

"New York City is and should remain a leader in helping smokers quit and preventing our youth from picking up the dangerous habit. We are working to take major steps in this effort at the NYC Council and I applaud Mayor de Blasio for his support. It is no secret these products are marketed to our children, and we must do all we can to prevent this," said **Council Member Ydanis Rodriguez**.

"Smoking kills. We have an obligation to create a City that is safe for all New Yorkers, and that means ensuring a City that is free from deadly and dangerous tobacco and second-hand smoke," stated **Public Advocate Tish James**. New York City has made great strides in reducing smoking rates and minimizing smoking in public places; this new legislative package will go even further in making our City healthier and safer for everyone."

"The tobacco industry has shortened too many lives, and it's the job of government to act prudently to reduce and control smoking and related health risks," said **Manhattan Borough President Gale A. Brewer**. "Reducing access to cigarettes, requiring residential buildings to adopt and disclose smoking policies, and creating licensing requirements and regulations for e-cigarette retailers are smart steps whose time has come."

**State Senator Brad Hoylman** said: "New York City's efforts to regulate tobacco have been one of the public health success stories of the last decade. Mayor de Blasio's new legislation represents a bold new step in the effort to build a healthier city and keep kids from picking up the habit. I'm proud to join the administration in announcing this new package and encourage my colleagues in the City Council top pass these important reforms."

"New York has made tremendous progress to encourage healthy tobacco-free communities, but we must do more," said **Assembly Member Dan Quart**. "The use of tobacco products is the number one cause of preventable deaths in our country, disproportionately affecting some of our most vulnerable neighborhoods and populations. This package of legislation will address the oversaturation of tobacco accessibility, make New York a healthier place for our families and ultimately save lives."

"After working for years to protect New Yorkers against the scourge of tobacco and the dangers associated with electronic cigarettes, I am pleased to have a partner in the City and look forward to partnering on important measures to reduce smoking rates citywide and protect the public health," said **Assembly Member Linda B. Rosenthal**.

###

**From:** [McGinn, Isaac](#)  
**To:** [Jovana Rizzo](#)  
**Subject:** RE: NY1 Inquiry  
**Date:** Thursday, May 04, 2017 9:46:29 AM

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Got it. Our team agrees, so I've asked them how long that "some time" would be and what date we expect to start bringing clients off streets.

Reporter seems focused on next week—does she have any flexibility there or is it Monday/Tuesday or bust?

This is a great opportunity I don't think we should miss, so if she's stuck on Mon/Tues, I think we should work with teams to figure out how to best move forward with telling this story.

Thanks!

Isaac

---

**From:** Jovana Rizzo [mailto:[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)]  
**Sent:** Wednesday, May 03, 2017 4:59 PM  
**To:** McGinn, Isaac  
**Subject:** RE: NY1 Inquiry

Feedback from Breaking Ground below - I can reply to the reporter and say we can circle back when it's fully up and running? Let me know what you think.

*It seems advantageous to hold this off for some time, if possible. Furniture is just being delivered there this week, so buying some time for the offices to be set up and the full Queens outreach team to move there would be ideal. That would provide a much better backdrop for cameras.*

---

**From:** McGinn, Isaac [mailto:[mcginni@hra.nyc.gov](mailto:mcginni@hra.nyc.gov)]  
**Sent:** Wednesday, May 03, 2017 2:58 PM  
**To:** Jovana Rizzo  
**Subject:** Re: NY1 Inquiry

Thank you!

Sent from my iPhone

On May 3, 2017, at 2:55 PM, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)> wrote:

[REDACTED]

[REDACTED]

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**From:** McGinn, Isaac [mailto:[mcginni@hra.nyc.gov](mailto:mcginni@hra.nyc.gov)]  
**Sent:** Wednesday, May 03, 2017 2:50 PM  
**To:** Jovana Rizzo  
**Subject:** Re: NY1 Inquiry

Also do you have sue malesevic email or phone number? She asked clarifying question and I lost her contact and have to get back to her asap pls advise if you can

Sent from my iPhone

On May 3, 2017, at 2:10 PM, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)> wrote:

Thanks, I'm checking with the Breaking Ground team to see how the building looks. They are bringing Street to Home clients to the building but it is not yet open for drop-ins.

---

**From:** McGinn, Isaac [[mcginni@hra.nyc.gov](mailto:mcginni@hra.nyc.gov)]  
**Sent:** Wednesday, May 03, 2017 1:46 PM  
**To:** Jovana Rizzo  
**Subject:** RE: NY1 Inquiry

Excellent, would love to make this story happen ASAP! Let me reach out to our teams and see if which day best—thinking Tuesday.

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**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Wednesday, May 03, 2017 1:29 PM  
**To:** McGinn, Isaac  
**Subject:** FW: NY1 Inquiry

Please see below, let's discuss? Thanks!

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**From:** Gonzalez, Angi [<mailto:Angi.Gonzalez@charter.com>]  
**Sent:** Wednesday, May 03, 2017 9:50 AM  
**To:** Jeff Scheuer <[jscheuer@breakingground.org](mailto:jscheuer@breakingground.org)>  
**Subject:** NY1 Inquiry

Hi Jeff,

I hope this email finds you a well. I can't believe it's been almost 8 months since our original story. <http://www.ny1.com/nyc/all-boroughs/news/2016/09/14/proposal-for-ozone-park-homeless-facility-met-with-opposition-.html>

I see that the transitional drop in facility in ozone park queens is now open. I was wondering if we could do a follow up story about the center.

Perhaps take a tour of the place and hopefully talk to one of the clients.

Since there was so much opposition to this center before it opened - I want to revise with some of the people from my original story ... basically to show the fears were unwarranted. I am looking at doing this story either Monday or Tuesday of next week. Is that possible ?

Angi Gonzalez  
NY1 Anchor & Reporter  
Cell: 6465651613  
Office: 212-379-3685

Sent from my iPhone

**From:** [Julia Kerson](#)  
**To:** [Lisa Marie](#)  
**Cc:** [Kerson, Julia](#); [Bucich, Nicole A.](#); [Cathy Rought](#); [Sheriza Majid](#); [dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); [Cassandra Warde](#); [Patricia Masi](mailto:Patricia.Masi); [lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com); [Toole, Laura](mailto:Toole,Laura); [efreeman@vhb.com](mailto:efreeman@vhb.com); [smajid@VHB.com](mailto:smajid@VHB.com)  
**Subject:** Re: WTS Conference Silent Auction Committee Bi-Weekly Meeting  
**Date:** Thursday, May 04, 2017 1:13:14 PM

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Perfect. This is going to be so much fun - I can't wait to start buying tickets!

Sent from my iPhone

On May 4, 2017, at 12:49 PM, Lisa Marie <[lisamarie@eventsbylisamarie.com](mailto:lisamarie@eventsbylisamarie.com)> wrote:

Yes, Laurie has one as well. I am bringing one of mine and I believe we have from the Office as well.

Lisa Marie

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**From:** Kerson, Julia [<mailto:JKerson@cityhall.nyc.gov>]  
**Sent:** Thursday, May 4, 2017 9:25 AM  
**To:** Lisa Marie <[lisamarie@eventsbylisamarie.com](mailto:lisamarie@eventsbylisamarie.com)>; 'Julia Kerson' <[REDACTED]>; 'Bucich, Nicole A.' <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)>  
**Cc:** 'Cathy Rought' <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; 'Sheriza Majid' <[smajid@hntb.com](mailto:smajid@hntb.com)>; [dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); 'Cassandra Warde' <[REDACTED]>; 'Patricia Masi' <[pmasi@bthayerassociates.com](mailto:pmasi@bthayerassociates.com)>; [lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); [REDACTED] <[Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com)>; 'Toole, Laura' <[toolel@pbworld.com](mailto:toolel@pbworld.com)>; [efreeman@vhb.com](mailto:efreeman@vhb.com); [smajid@VHB.com](mailto:smajid@VHB.com) <[smajid@vhb.com](mailto:smajid@vhb.com)>  
**Subject:** RE: WTS Conference Silent Auction Committee Bi-Weekly Meeting

Thanks, Lisa Marie!

Is International bringing card readers as well or should we borrow the chapters? I have 2 from processing payments for chapter events and can bring those if necessary.

Thanks,  
Julia

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**From:** Lisa Marie [<mailto:lisamarie@eventsbylisamarie.com>]  
**Sent:** Thursday, May 04, 2017 12:21 PM  
**To:** 'Julia Kerson'; 'Bucich, Nicole A.'  
**Cc:** 'Cathy Rought'; 'Sheriza Majid'; [dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); 'Cassandra Warde'; 'Patricia Masi'; [lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); [REDACTED] <[REDACTED]>; Kerson, Julia; [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com); 'Toole, Laura'; [efreeman@vhb.com](mailto:efreeman@vhb.com); [smajid@VHB.com](mailto:smajid@VHB.com)  
**Subject:** RE: WTS Conference Silent Auction Committee Bi-Weekly Meeting

Great call, I stayed on mute but didn't hear any questions specifically for me.

Sounds like you guys have a lot of great items. I am working probably tomorrow on getting the ticket values updated on the square account so they will all be in and ready and I did hear 1 question about the password.

We will have a binder at the desk that walks volunteers how to download the app and log in with the username and password for it.

Can't wait to meet you all in New York and see all the great items you will have.

Lisa Marie

**From:** Julia Kerson [mailto: [REDACTED]]  
**Sent:** Thursday, May 4, 2017 9:07 AM  
**To:** Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)>  
**Cc:** Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; Sheriza Majid <[smajid@hntb.com](mailto:smajid@hntb.com)>; [dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); Cassandra Warde < [REDACTED] > Patricia Masi <[pmasi@bthayerassociates.com](mailto:pmasi@bthayerassociates.com)>; [lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); [REDACTED] Kerson, Julia ([JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)) <[JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)>; [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com); Toole, Laura <[toolel@pbworld.com](mailto:toolel@pbworld.com)>; [efreeman@vhb.com](mailto:efreeman@vhb.com); [smajid@VHB.com](mailto:smajid@VHB.com); [lisamarie@eventsbylisamarie.com](mailto:lisamarie@eventsbylisamarie.com)  
**Subject:** Re: WTS Conference Silent Auction Committee Bi-Weekly Meeting

Yes. Calling in now.

On Thu, May 4, 2017 at 12:05 PM, Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)> wrote:

Anyone joining the call?

**Nicole A. Bucich**

NY Metropolitan Planning & Environmental Manager

Phone: [212.465.5220](tel:212.465.5220)

Mobile: [973.699.1937](tel:973.699.1937)

WSP USA

One Penn Plaza, 2<sup>nd</sup> Floor

New York, NY 10119

[Nicole.Bucich@wsp.com](mailto:Nicole.Bucich@wsp.com)

WSP | Parsons Brinckerhoff is now WSP.

-----Original Appointment-----

**From:** Bucich, Nicole A.

**Sent:** Monday, February 06, 2017 3:59 PM

**To:** Bucich, Nicole A.; Cathy Rought; Sheriza Majid; [dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); Cassandra Warde; Patricia Masi; [lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); [REDACTED] Kerson, Julia ([JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)); [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com); Toole, Laura; [REDACTED] '[efreeman@vhb.com](mailto:efreeman@vhb.com)'; '[smajid@VHB.com](mailto:smajid@VHB.com)'; [lisamarie@eventsbylisamarie.com](mailto:lisamarie@eventsbylisamarie.com)

**Subject:** WTS Conference Silent Auction Committee Bi-Weekly Meeting

**When:** Thursday, May 04, 2017 12:00 PM-12:30 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** Skype Meeting

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[REDACTED] [REDACTED]  
[REDACTED]

[REDACTED]  
[REDACTED]

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**From:** [Rosie Goldensohn](#)  
**To:** [Phillips, Eric](#); [Dan Levitan](#)  
**Subject:** Fwd: # targeted for administrative violations  
**Date:** Saturday, May 06, 2017 12:04:52 PM  
**Attachments:** [Detainers and Administrative Arrests by AOR Jan.Feb.16.17.pdf](#)  
[ATT00001.htm](#)

---

ICE arrests of what they call "non-criminals" doubled this winter compared to last (attached). (I'm waiting for them to clarify whether "criminal" means conviction or arrest). Want to ask the mayor about this next time I see him but thought I'd get you the stats in advance.

Also Malliotakis said she got a briefing from ICE on their NYC enforcement (??). Has City Hall?

thanks

r

Begin forwarded message:

**From:** Rosa Goldensohn <[RGoldensohn@crainsnewyork.com](mailto:RGoldensohn@crainsnewyork.com)>  
**Date:** May 5, 2017 at 3:38:35 PM EDT  
**To:** Rosa Goldensohn <[REDACTED]>  
**Subject:** FW: # targeted for administrative violations

-----Original Message-----

**From:** Saltekoff, Alexy N [<mailto:Alexy.N.Saltekoff@ice.dhs.gov>]  
**Sent:** Thursday, May 04, 2017 3:03 PM  
**To:** Rosa Goldensohn <[RGoldensohn@crainsnewyork.com](mailto:RGoldensohn@crainsnewyork.com)>  
**Cc:** ICEMedia <[ICEMedia@ice.dhs.gov](mailto:ICEMedia@ice.dhs.gov)>  
**Subject:** RE: # targeted for administrative violations

Rosa,

I hope this is what you are looking for.

On background from an ICE official:

Here are the arrests by area of responsibility for January 20 to March 13 for 2014-2017, and it's broken down by criminal and non-criminal.

Please note: Removal figures can fluctuate by month based on a number of factors, so a few months' removal statistics should not be used to determine any long-term trend.

Thanks,

Alexy Saltekoff  
Public Affairs Officer  
U.S. Immigration and Customs Enforcement (ICE)  
202-732-6120 (desk)  
202-823-0426 (cell)

-----Original Message-----

From: Rosa Goldensohn [<mailto:RGoldensohn@crainsnewyork.com>]

Sent: Thursday, May 04, 2017 2:50 PM

To: ICEMedia

Subject: # targeted for administrative violations

How many aliens have been targeted for enforcement action for administrative immigration violations, as in those are the top charge, this year? can I get monthly breakdown? thanks

**Washington Post Request for U.S. Immigration and Customs Enforcement (ICE) ICE Enforcement and Removal Operations (ERO) Detainers and Administrative Arrests**

**ERO Detainers Prepared By AOR and Time Period (Jan. 20, 2017 to March 13, 2017)**

<b>AOR</b>	<b>01/20/14-03/13/14</b>	<b>01/20/15-03/13/15</b>	<b>01/20/16-03/13/16</b>	<b>01/20/17-03/13/17</b>
<b>Total</b>	<b>24,300</b>	<b>13,626</b>	<b>12,619</b>	<b>22,161</b>
Atlanta Area of Responsibility	1,554	837	693	1,984
Baltimore Area of Responsibility	173	83	94	158
Boston Area of Responsibility	186	124	181	346
Buffalo Area of Responsibility	474	82	48	58
Chicago Area of Responsibility	1,277	480	412	940
Dallas Area of Responsibility	2,343	1,092	1,411	2,105
Denver Area of Responsibility	435	281	254	369
Detroit Area of Responsibility	469	292	168	343
El Paso Area of Responsibility	454	138	143	206
Houston Area of Responsibility	1,258	732	842	1,354
Los Angeles Area of Responsibility	3,669	2,662	2,952	3,864
Miami Area of Responsibility	1,258	576	441	1,252
New Orleans Area of Responsibility	951	663	565	1,056
New York City Area of Responsibility	850	309	285	885
Newark Area of Responsibility	331	151	216	583
Philadelphia Area of Responsibility	419	414	353	467
Phoenix Area of Responsibility	1,354	1,136	684	1,157
Salt Lake City Area of Responsibility	539	474	452	707
San Antonio Area of Responsibility	2,168	1,316	759	1,075
San Diego Area of Responsibility	317	297	101	260
San Francisco Area of Responsibility	1,470	605	710	1,012
Seattle Area of Responsibility	848	152	189	578
St. Paul Area of Responsibility	483	221	191	460
Washington Area of Responsibility	442	201	429	683
Unassigned AOR	578	308	46	259

**ERO Administrative Arrests By AOR and Criminality**

<b>AOR</b>	<b>01/20/14-03/13/14</b>			<b>01/20/15-03/13/15</b>			<b>01/20/16-03/13/16</b>			<b>01/20/17-03/13/17</b>		
	<b>Total</b>	<b>Criminal</b>	<b>Non-Criminal</b>									
<b>Total</b>	<b>29,238</b>	<b>21,745</b>	<b>7,483</b>	<b>18,031</b>	<b>15,689</b>	<b>2,342</b>	<b>16,104</b>	<b>13,826</b>	<b>2,278</b>	<b>21,362</b>	<b>15,921</b>	<b>5,441</b>
Atlanta Area of Responsibility	<b>2,092</b>	1,637	455	<b>1,608</b>	1,527	81	<b>1,327</b>	1,190	137	<b>2,180</b>	1,483	697
Baltimore Area of Responsibility	<b>346</b>	230	116	<b>181</b>	166	15	<b>175</b>	139	36	<b>275</b>	197	78
Boston Area of Responsibility	<b>471</b>	285	186	<b>254</b>	220	34	<b>240</b>	188	52	<b>444</b>	288	156
Buffalo Area of Responsibility	<b>230</b>	169	61	<b>178</b>	162	16	<b>152</b>	134	18	<b>203</b>	148	55
Chicago Area of Responsibility	<b>1,689</b>	1,202	487	<b>1,053</b>	909	144	<b>1,000</b>	729	271	<b>1,372</b>	965	407
Dallas Area of Responsibility	<b>2,390</b>	2,058	332	<b>1,295</b>	1,228	67	<b>1,305</b>	1,191	114	<b>2,537</b>	2,153	384
Denver Area of Responsibility	<b>590</b>	528	62	<b>292</b>	283	9	<b>328</b>	315	13	<b>404</b>	338	66
Detroit Area of Responsibility	<b>745</b>	586	159	<b>402</b>	359	43	<b>303</b>	258	45	<b>463</b>	316	147

El Paso Area of Responsibility	<b>424</b>	293	131	<b>270</b>	227	43	<b>267</b>	190	77	<b>298</b>	196	102
Houston Area of Responsibility	<b>2,326</b>	1,811	515	<b>2,074</b>	1,788	286	<b>1,979</b>	1,861	118	<b>2,003</b>	1,687	316
Los Angeles Area of Responsibility	<b>3,357</b>	2,570	787	<b>1,360</b>	1,292	68	<b>1,130</b>	1,082	48	<b>1,202</b>	1,109	93
Miami Area of Responsibility	<b>1,493</b>	974	519	<b>752</b>	647	105	<b>528</b>	445	83	<b>1,016</b>	676	340
New Orleans Area of Responsibility	<b>1,081</b>	781	300	<b>792</b>	666	126	<b>691</b>	601	90	<b>1,021</b>	680	341
New York City Area of Responsibility	<b>751</b>	482	269	<b>342</b>	316	26	<b>293</b>	252	41	<b>362</b>	280	82
Newark Area of Responsibility	<b>566</b>	273	293	<b>322</b>	283	39	<b>293</b>	221	72	<b>487</b>	272	215
Philadelphia Area of Responsibility	<b>636</b>	429	207	<b>655</b>	461	194	<b>497</b>	443	54	<b>853</b>	497	356
Phoenix Area of Responsibility	<b>1,209</b>	801	408	<b>1,046</b>	782	264	<b>864</b>	611	253	<b>986</b>	671	315
Salt Lake City Area of Responsibility	<b>810</b>	690	120	<b>708</b>	667	41	<b>735</b>	698	37	<b>759</b>	643	116
San Antonio Area of Responsibility	<b>2,984</b>	2,243	741	<b>1,521</b>	1,186	335	<b>1,183</b>	932	251	<b>1,134</b>	758	376
San Diego Area of Responsibility	<b>1,113</b>	661	452	<b>642</b>	462	180	<b>611</b>	319	292	<b>598</b>	430	168
San Francisco Area of Responsibility	<b>1,575</b>	1,306	269	<b>969</b>	898	71	<b>1,050</b>	1,005	45	<b>949</b>	804	145
Seattle Area of Responsibility	<b>861</b>	636	225	<b>463</b>	396	67	<b>399</b>	362	37	<b>540</b>	400	140
St. Paul Area of Responsibility	<b>617</b>	503	114	<b>392</b>	373	19	<b>341</b>	306	35	<b>623</b>	463	160
Washington Area of Responsibility	<b>582</b>	452	130	<b>378</b>	354	24	<b>366</b>	328	38	<b>618</b>	444	174
Unassigned AOR	<b>300</b>	145	145	<b>82</b>	37	45	<b>47</b>	26	21	<b>35</b>	23	12

**Notes:**

FY 2017 ERO Detainers data is updated through 03/18/2017 (IIDS v1.22.1 run date 03/20/2017; EID as of 03/18/2017). Data is filtered to Jan. 20, 2017 through March 13, 2017.

FY 2014-2016 YTD ERO Detainers data is historical and remains static. Data is filtered to Jan. 20 through March 13 of each

Please note that records listed as unassigned to an AOR are under further review.

**From:** [Phillips, Eric](#)  
**To:** [Rosie Goldensohn](#)  
**Cc:** [Finan, Austin](#); [Stein, Seth](#)  
**Bcc:** [Dan Levitan](#)  
**Subject:** Re: # targeted for administrative violations  
**Date:** Saturday, May 06, 2017 1:25:02 PM

---

-dan

+austin and Seth

Someone will get back to you. Why so much higher in 2014 do we think?

On May 6, 2017, at 12:04 PM, Rosie Goldensohn <[REDACTED]> wrote:

ICE arrests of what they call "non-criminals" doubled this winter compared to last (attached). (I'm waiting for them to clarify whether "criminal" means conviction or arrest). Want to ask the mayor about this next time I see him but thought I'd get you the stats in advance. Also Malliotakis said she got a briefing from ICE on their NYC enforcement (??). Has City Hall?  
thanks  
r

Begin forwarded message:

**From:** Rosa Goldensohn <[RGoldensohn@crainsnewyork.com](mailto:RGoldensohn@crainsnewyork.com)>  
**Date:** May 5, 2017 at 3:38:35 PM EDT  
**To:** Rosa Goldensohn <[REDACTED]>  
**Subject:** FW: # targeted for administrative violations

-----Original Message-----

**From:** Saltekoff, Alexy N [<mailto:Alexy.N.Saltekoff@ice.dhs.gov>]  
**Sent:** Thursday, May 04, 2017 3:03 PM  
**To:** Rosa Goldensohn <[RGoldensohn@crainsnewyork.com](mailto:RGoldensohn@crainsnewyork.com)>  
**Cc:** ICEMedia <[ICEMedia@ice.dhs.gov](mailto:ICEMedia@ice.dhs.gov)>  
**Subject:** RE: # targeted for administrative violations

Rosa,

I hope this is what you are looking for.

On background from an ICE official:  
Here are the arrests by area of responsibility for January 20 to March 13 for 2014-2017, and it's broken down by criminal and non-criminal.

Please note: Removal figures can fluctuate by month based on a number of factors, so a few months' removal statistics should not be used to determine any long-term trend.

Thanks,

Alexy Saltekoff  
Public Affairs Officer  
U.S. Immigration and Customs Enforcement (ICE)  
202-732-6120 (desk)  
202-823-0426 (cell)

-----Original Message-----

From: Rosa Goldensohn [<mailto:RGoldensohn@crainsnewyork.com>]

Sent: Thursday, May 04, 2017 2:50 PM

To: ICEMedia

Subject: # targeted for administrative violations

How many aliens have been targeted for enforcement action for administrative immigration violations, as in those are the top charge, this year? can I get monthly breakdown? thanks

<Detainers and Administrative Arrests by AOR Jan.Feb 16.17.pdf>

**From:** [Phillips, Eric](#)  
**To:** [Rosie Goldensohn](#)  
**Cc:** [Finan, Austin](#); [Stein, Seth](#)  
**Bcc:** [Dan Levitan](#)  
**Subject:** Re: # targeted for administrative violations  
**Date:** Saturday, May 06, 2017 1:25:02 PM

---

-dan

+austin and Seth

Someone will get back to you. Why so much higher in 2014 do we think?

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thanks  
r

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**Date:** May 5, 2017 at 3:38:35 PM EDT  
**To:** Rosa Goldensohn <[REDACTED]>  
**Subject:** FW: # targeted for administrative violations

-----Original Message-----

**From:** Saltekoff, Alexy N [<mailto:Alexy.N.Saltekoff@ice.dhs.gov>]  
**Sent:** Thursday, May 04, 2017 3:03 PM  
**To:** Rosa Goldensohn <[RGoldensohn@crainsnewyork.com](mailto:RGoldensohn@crainsnewyork.com)>  
**Cc:** ICEMedia <[ICEMedia@ice.dhs.gov](mailto:ICEMedia@ice.dhs.gov)>  
**Subject:** RE: # targeted for administrative violations

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Please note: Removal figures can fluctuate by month based on a number of factors, so a few months' removal statistics should not be used to determine any long-term trend.

Thanks,

Alexy Saltekoff  
Public Affairs Officer  
U.S. Immigration and Customs Enforcement (ICE)  
202-732-6120 (desk)  
202-823-0426 (cell)

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From: Rosa Goldensohn [<mailto:RGoldensohn@crainsnewyork.com>]

Sent: Thursday, May 04, 2017 2:50 PM

To: ICEMedia

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<Detainers and Administrative Arrests by AOR Jan.Feb 16.17.pdf>

**From:** [Sarle, Ben](#)  
**To:** [Sarle, Ben](#)  
**Bcc:** [@Social](#); [Amanawil Lemi \(ALemi@cityhall.nyc.gov\)](#); [Bartholomew, Caty](#); [@Photo Office](#); [Bennett, Rob](#); [Scott Gastel \(sgastel@dot.nyc.gov\)](#); [Gloria Chin \(gchin@dot.nyc.gov\)](#); [Alana Morales \(amorales4@dot.nyc.gov\)](#); [Chris Browne \(cbrowne@dot.nyc.gov\)](#); [Allon, Janet \(Consultant\)](#); [Julianne Cho \(jcho@sbs.nyc.gov\)](#); [Nick Benson \(nbenson@sbs.nyc.gov\)](#); [Clark, Kathleen \(CTO\)](#); [Alexis Wichowski \(awichowski@veterans.nyc.gov\)](#); [Mangone, Jason \(DVS\)](#); [Ryan Max \(rmax@culture.nyc.gov\)](#); [Murray, Ryan \(MOCS\)](#); [Paolucci, Nick \(Law\)](#); [Meghan Lalor \(meghan.lalor@parks.nyc.gov\)](#); [Sam Biederman \(Sam.Biederman@parks.nyc.gov\)](#); [Dana Rubinstein](#); [Dayna Evans](#); [Malone, Clare](#); [dlibner@nycgo.com](#); [Kim Klein \(Kklein@nycgo.com\)](#); [Novick, Jonathan](#); [Jackson, Martha](#); [King, Kleo](#); [jwhitney@dot.nyc.gov](#); [mkaucic@dot.nyc.gov](#); [@Creative Comms](#); [brian.levin@berlinrosen.com](#)  
**Subject:** Flacks & Hacks // See you there!  
**Date:** Monday, May 08, 2017 2:33:00 PM  
**Attachments:** [Flacks & Hacks Release.doc](#)

---

If you're receiving this email, you are a favorite agency press partner, City Hall pal, or one of my failing sad fake news colleagues, and **you are cordially invited to Flacks & Hacks!**

Please see attached or visit us at [www.flacksandhacks.com](http://www.flacksandhacks.com)

**May 18, 6:30pm**  
**Irish American Pub Restaurant**

If there's anyone on your teams I forgot, please forward/bring them!

Your friend in alternative facts,

**Ben Sarle**  
Deputy Press Secretary  
Mayor's Press Office | City of New York  
(347) 407-1385  
[@bensarle](#)



**FLACKS UNITED ANNOUNCE FLACKS NIGHT XXV AKA "FLACKS & HACKS" ON THURSDAY, MAY 18**

**DATE:** Thursday, May 18

**TIME:** 6:30 – 8:30 p.m.

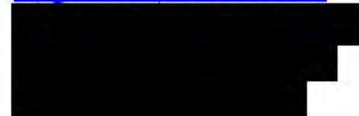
**LOCATION:** Irish American Pub Restaurant: 17 John Street

**DETAILS:** It was announced today that the twenty-fifth happy hour for New York spokespeople a.k.a. flacks, and New York reporters a.k.a. hacks, will be held on Thursday, May 18.

**CONTACT:** Warner Johnston & Kay Sarlin  
Freddi Goldstein  
Laura Nahmias  
Chris Miller

-30-

[wj@warnerjohnston.com](mailto:wj@warnerjohnston.com)



**From:** [Julia Kerson](#)  
**To:** [Majid, Sheriza](#)  
**Cc:** [DeAngelo, Beth P.](#); [Foy, Malinda](#); [Lisa Marie Pompei](#); [bucichna@pbworld.com](#); [cathy@berlinrosen.com](#); [Gangemi, Alexa/NYC](#); [Kerson, Julia](#); [Toole, Laura](#); [REDACTED]  
**Subject:** Re: WTS 2017 Conference Committee Chairs Meeting  
**Date:** Wednesday, May 10, 2017 5:48:31 PM

---

Double apologies - I know see that the meeting is at 6. Talk to you folks then.

Julia

On Wed, May 10, 2017 at 5:46 PM, Julia Kerson [REDACTED] wrote:  
DId I miss the call? Apologies for being late - I am on the line now.

On Wed, May 10, 2017 at 5:04 PM, Majid, Sheriza <[smajid@vhb.com](mailto:smajid@vhb.com)> wrote:

Agenda:

LCC Updates

Committee Updates

Pending Action Items

Questions/Issues

.....  
→ [Join Skype Meeting](#)

This is an online meeting for Skype for Business, the professional meetings and communications app formerly known as Lync.

Join by phone

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[Find a local number](#)

[REDACTED]

[Forgot your dial-in PIN?](#) | [Help](#) | [Legal](#)

---

This will be our final committee chairs meeting before the conference.

Agenda to follow.

This communication and any attachments to this are confidential and intended only for the recipient(s). Any other use, dissemination, copying, or disclosure of this communication is strictly prohibited. If you have received this communication in error, please notify us and destroy it immediately. VHB Engineering, Surveying and Landscape Architecture, P.C. is not responsible for any undetectable alteration, transmission error, conversion, media degradation, software error, or interference with this transmission.

VHB Engineering, Surveying and Landscape Architecture, P.C. | [info@vhb.com](mailto:info@vhb.com)

**From:** [Phillips, Eric](#)  
**To:** [Azi Paybarah](#); [Dan Levitan](#)  
**Cc:** [Finan, Austin](#)  
**Subject:** Re: comment re: \$1M ads / Police Foundation  
**Date:** Tuesday, May 16, 2017 5:00:48 PM

---

Austin gave you a line on this. Leaving it at that. Thanks.

---

**From:** Azi Paybarah <[apaybarah@politico.com](mailto:apaybarah@politico.com)>  
**Date:** Tuesday, May 16, 2017 at 4:24 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** Eric Phillips <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>, "Finan, Austin" <[AFinan@cityhall.nyc.gov](mailto:AFinan@cityhall.nyc.gov)>  
**Subject:** Re: comment re: \$1M ads / Police Foundation

Thanks.

Eric, Austin, over to you.

**Azi Paybarah**  
**Senior Reporter**  
**[Politico New York](#)**

**[@Azi](#)**  
**917-723-7962**

---

**From:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Sent:** Tuesday, May 16, 2017 4:21 PM  
**To:** Azi Paybarah  
**Subject:** RE: comment re: \$1M ads / Police Foundation

Thanks. Seems like questions for CH

--

Dan Levitan  
BerlinRosen Public Affairs  
O: [646.200.5315](tel:646.200.5315)  
C: [201.674.7475](tel:201.674.7475)  
[@levitandan](#)

---

**From:** Azi Paybarah [<mailto:apaybarah@politico.com>]  
**Sent:** Tuesday, May 16, 2017 4:16 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Re: comment re: \$1M ads / Police Foundation

- 1) The Police Foundation is running \$1M worth of ads, set to air shortly. The ads are coming amid an active mayoral campaign and can be seen as benefiting the mayor. Any comment about that?
- 2) Given the mayor's outspokenness about Citizens United and independent expenditures and big money influencing politics, any comment about a large ad buy like this, related to city services, coming from an organization whose donors are not publicly disclosed in full?
- 3) Would the campaign prefer these ads appear at a different time?

**Azi Paybarah**  
**Senior Reporter**  
**[Politico New York](#)**

**[@Azi](#)**  
**917-723-7962**

---

**From:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Sent:** Tuesday, May 16, 2017 4:10 PM  
**To:** Azi Paybarah  
**Subject:** RE: comment re: \$1M ads / Police Foundation

I am not sure what the question is here?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: [646.200.5315](tel:646.200.5315)  
C: [201.674.7475](tel:201.674.7475)  
[@levitandan](mailto:levitandan)

---

**From:** Azi Paybarah [<mailto:apaybarah@politico.com>]  
**Sent:** Tuesday, May 16, 2017 4:09 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Re: comment re: \$1M ads / Police Foundation

Okay, will quote you in the story saying that.  
If you'd like to add to that, I'm here.

**Azi Paybarah**  
**Senior Reporter**  
**[Politico New York](#)**

**@Azi**  
**917-723-7962**

---

**From:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Sent:** Tuesday, May 16, 2017 4:04 PM  
**To:** Azi Paybarah  
**Subject:** RE: comment re: \$1M ads / Police Foundation

I do not have a comment.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: [646.200.5315](tel:646.200.5315)  
C: [201.674.7475](tel:201.674.7475)  
[@levitandan](mailto:@levitandan)

---

**From:** Azi Paybarah [<mailto:apaybarah@politico.com>]  
**Sent:** Tuesday, May 16, 2017 4:03 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Re: comment re: \$1M ads / Police Foundation

Indeedy.

**Azi Paybarah**  
**Senior Reporter**  
**[Politico New York](#)**

**@Azi**  
**917-723-7962**

---

**From:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

**Sent:** Tuesday, May 16, 2017 3:58 PM  
**To:** Azi Paybarah  
**Subject:** RE: comment re: \$1M ads / Police Foundation

Did you mean to send this to me?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: [646.200.5315](tel:646.200.5315)  
C: [201.674.7475](tel:201.674.7475)  
[@levitandan](mailto:levitandan@berlinrosen.com)

---

**From:** Azi Paybarah [<mailto:apaybarah@politico.com>]  
**Sent:** Tuesday, May 16, 2017 3:39 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** comment re: \$1M ads / Police Foundation

Hi Dan,

The Police Foundation is running these ads shortly.  
<https://twitter.com/JPeterDonald/status/864538072712708096>

What comment do you have about the substance, and timing?

Thanks.

-- Azi

**Azi Paybarah**  
**Senior Reporter**  
**[Politico New York](#)**

**[@Azi](#)**  
**917-723-7962**

**From:** [Sarle, Ben](#)  
**To:** [Sarle, Ben](#)  
**Bcc:** [@Social](#); [Amanawil Lemi \(ALemi@cityhall.nyc.gov\)](#); [Bartholomew, Caty](#); [@Photo Office](#); [Bennett, Rob](#); [Scott Gastel \(sgastel@dot.nyc.gov\)](#); [Gloria Chin \(gchin@dot.nyc.gov\)](#); [Alana Morales \(amorales4@dot.nyc.gov\)](#); [Chris Browne \(cbrowne@dot.nyc.gov\)](#); [Allon, Janet \(Consultant\)](#); [Julianne Cho \(jcho@sbs.nyc.gov\)](#); [Nick Benson \(nbenson@sbs.nyc.gov\)](#); [Clark, Kathleen \(CTO\)](#); [Alexis Wichowski \(awichowski@veterans.nyc.gov\)](#); [Mangone, Jason \(DVS\)](#); [Ryan Max \(rmax@culture.nyc.gov\)](#); [Murray, Ryan \(MOCS\)](#); [Paolucci, Nick \(Law\)](#); [Meghan Lalor \(meghan.lalor@parks.nyc.gov\)](#); [Sam Biederman \(Sam.Biederman@parks.nyc.gov\)](#); [Dana Rubinstein](#); [Dayna Evans](#); [Malone, Clare](#); [dlibner@nycgo.com](#); [Kim Klein \(Kklein@nycgo.com\)](#); [Novick, Jonathan](#); [Jackson, Martha](#); [King, Kleo](#); [jwhitney@dot.nyc.gov](#); [mkaucic@dot.nyc.gov](#); [@Creative Comms](#); [brian.levin@berlinrosen.com](#); [Negash, Dabash](#); [jjorgensen@nydailynews.com](#)  
**Subject:** Flacks...  
**Date:** Thursday, May 18, 2017 10:49:00 AM  
**Attachments:** [Flacks & Hacks Release.doc](#)

---

...and Hacks! See you there tonight!

Please see attached or visit us at [www.flacksandhacks.com](http://www.flacksandhacks.com)

**May 18, 6:30pm**  
**Irish American Pub Restaurant**

**Ben Sarle**

Deputy Press Secretary  
Mayor's Press Office | City of New York  
(347) 407-1385  
[@bensarle](#)



**FLACKS UNITED ANNOUNCE FLACKS NIGHT XXV AKA "FLACKS & HACKS" ON THURSDAY, MAY 18**

**DATE:** Thursday, May 18

**TIME:** 6:30 – 8:30 p.m.

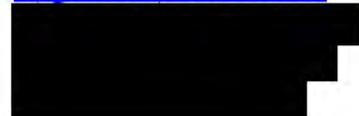
**LOCATION:** Irish American Pub Restaurant: 17 John Street

**DETAILS:** It was announced today that the twenty-fifth happy hour for New York spokespeople a.k.a. flacks, and New York reporters a.k.a. hacks, will be held on Thursday, May 18.

**CONTACT:** Warner Johnston & Kay Sarlin  
Freddi Goldstein  
Laura Nahmias  
Chris Miller

-30-

[wj@warnerjohnston.com](mailto:wj@warnerjohnston.com)



**From:** [Fialkoff, Gabrielle](#)  
**To:** ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Subject:** ICYMI: How New York City is solving the puzzle of out-of-work youth  
**Date:** Thursday, May 18, 2017 1:39:54 PM

---

## **How New York City is solving the puzzle of out-of-work youth**

*With teen employment among the nation's lowest, city enacts plan to provide opportunity*

*By Gabrielle Fialkoff*

*May 17, 2017*

*Crain's New York*

Most successful adults can vouch for the importance of early work experience in setting them on a path toward stable, rewarding careers. Whether they run a few hours after-school or two months in the summer, jobs teach responsibility, interpersonal skills, problem-solving and how to manage money. Even better, early work can help young people explore career interests and connect with adults who provide mentorship and support.

Unfortunately, both nationally and in New York City, too few young people have access to work opportunities.

In 2000, 55% of American teens had a paying job at some point during the year; by 2011, that number was down to 28%. And among the 100 largest U.S. cities, New York ranked 95th in work rate for people age 16 to 19 and 97th among those 20 to 24. Of particular concern is that a youths' likelihood of employment falls along with family income—meaning that those who could most benefit from work are the least likely to have it.

In the spring of 2015, my office launched the NYC Center for Youth Employment to deliver more and better work experiences for young New Yorkers. It aims to solve two problems that came up again and again in conversations with key stakeholders: too few employers at the table, and a fractured set of public youth employment programs that did not amount to a structured system.

The stakes of early work are high for both youth and employers. Research has shown that early exposure to work improves school attendance, the likelihood of steady employment and earning power through an individual's 20s and 30s. At the other extreme, it's estimated that the lifetime cost of each "disconnected youth"—individuals 16 to 24 years old who are neither in school nor working—is as much as \$1 million in lost tax revenues and added social spending. When Mayor Bill de Blasio took office in 2014, New York City was home to 172,000 such young adults, representing a potential \$172 billion drag on our economy.

An ineffective youth workforce system hurts businesses, too. Nationally, one in three American companies report having job openings for which they can't find qualified workers. At the same time, only 10% of companies report having recruitment outcomes that meet their diversity goals. Closer to home, New York City employers traditionally have found the city's programs difficult to navigate and overly bureaucratic. But any firm that has brought talented young people onboard knows how much they contribute in energy, new skills, and fresh thinking—as I can personally attest from many years as a business owner and employer before I entered city government.

The Center for Youth Employment has worked to expand opportunities for work, render programs more business-friendly and connect programs into a greater whole. In partnership with city agencies, employers, philanthropy and nonprofits, we have helped grow overall capacity across all youth workforce programs from an estimated 62,000 experiences to more than 84,000.

In keeping with the center's dual focus, it has prioritized support toward young people who most

need access to opportunity. Three-quarters of students in the city's programs qualify for free or reduced-price lunch, and more than one in five live below the poverty line. The second focus of employer engagement has already paid off: The number of organizations hosting high-achieving high school and college students as paid summer interns has grown to more than 600 this year from 87 in 2014.

A [new report](#) from the mayor and City Council Speaker Melissa Mark-Viverito calls for continued growth and improvement in New York City's youth workforce programming. It recommended that programs help youth prepare for the workforce by delivering a set of transferable skills that employers value, such as communications, problem-solving and critical thinking. Another crucial recommendation is to connect educational activities to work experiences, showing the relevance of school to future career paths—and taking us a big step closer to establishing a real system.

The value proposition of this effort is clear: When our young people are better prepared to enter the job market, our businesses are better able to thrive—and our city is better prepared to compete in the 21st century economy.

**From:** [Andrew MacPhail](#)  
**To:** [Ben Fordham](#); [McMorrow, Matthew](#)  
**Cc:** "kline"; [gmhc](#)  
**Subject:** RE: Mayor de Blasio AWNY  
**Date:** Thursday, May 18, 2017 6:03:38 PM

---

Matthew,

We are of course disappointed but we understand. We would be honored to have you present a Proclamation and present to Kelsey. We certainly will make certain that we capture this moment at the step-and-repeat.

Please give our kind regards to the Mayor!

Thanks,  
Andrew

Andrew MacPhail, MPA  
Associate Managing Director, Administration  
*Pronouns: he, him, his*  
Office: (212) 367-1245  
Mobile: (646) 357-0502

I'm participating in **AIDS Walk New York on May 21, 2017!**  
Please visit my personal fundraising page: <https://ny.aidswalk.net/AndrewMacphail>

---

**From:** Ben Fordham [mailto:[benf@mzaevents.com](mailto:benf@mzaevents.com)]  
**Sent:** Thursday, May 18, 2017 5:48 PM  
**To:** McMorrow, Matthew; Andrew MacPhail  
**Cc:** 'kline'  
**Subject:** Re: Mayor de Blasio AWNY

Hi Matthew,

We understand and appreciate the Mayor's support. No need to fill in with another speaker, but thank you for the offer.

Andrew will be able to respond further regarding the photo opp/proclamation with Kelsey.

Thank you and we'll look forward to seeing you!

---

**From:** McMorrow, Matthew <[MMcMorrow@cityhall.nyc.gov](mailto:MMcMorrow@cityhall.nyc.gov)>  
**Sent:** Thursday, May 18, 2017 4:50:56 PM  
**To:** Ben Fordham; Andrew MacPhail  
**Cc:** 'kline'

**Subject:** RE: Mayor de Blasio AWNY

Hi guys,

Unfortunately, due to scheduling conflicts, the Mayor regrets that he cannot make it to the AIDS Walk morning ceremonies. Let me know if you would like me to ask a Commissioner or Deputy Mayor to speak instead. I will be there to represent the Mayor, regardless. I can bring a Proclamation from the Mayor that declares the day AIDS Walk NYC Day. I know your speaking program is limited, so I wouldn't ask to speak. I could just do a quick photo presentation with Kelsey at the step-and-repeat.

Sorry we couldn't make this happen this year, but know the Mayor is fully behind all that you're doing to end the epidemic.

Best,  
Matt

---

**From:** Ben Fordham [mailto:benf@mzaevents.com]  
**Sent:** Thursday, May 11, 2017 4:31 PM  
**To:** McMorrow, Matthew; Andrew MacPhail  
**Subject:** RE: Mayor de Blasio AWNY

Thank you so much. I'm sure I don't need to tell you, but we're highly focused on the potentially disastrous effects of healthcare repeal on HIV-positive people, and our response as a united AIDS Walk community, standing up and resisting. Having the Mayor on board would really drive that message home!

---

**From:** McMorrow, Matthew [mailto:MMcMorrow@cityhall.nyc.gov]  
**Sent:** Thursday, May 11, 2017 1:30 PM  
**To:** Ben Fordham <benf@mzaevents.com>; Andrew MacPhail <AndrewM@GMHC.org>  
**Subject:** RE: Mayor de Blasio AWNY

Thanks, Andrew and Ben. Just so we're on the same page, I am now advocating internally for the mayor to speak at the opening ceremonies, with the VIP breakfast as an alternate option. I'll keep you posted.

Thanks,  
Matt

---

Matthew T. McMorrow  
Senior Advisor  
Office of the Mayor  
Community Affairs Unit  
[mmcmorrow@cityhall.nyc.gov](mailto:mmcmorrow@cityhall.nyc.gov)  
212-748-0342 (o)  
646-951-6774 (m)  
Pronouns: He/Him/His

---

**From:** Ben Fordham [<mailto:benf@mzaevents.com>]  
**Sent:** Wednesday, May 10, 2017 9:10 PM  
**To:** Andrew MacPhail  
**Cc:** McMorrow, Matthew  
**Subject:** RE: Mayor de Blasio AWNY

That's great! Matthew, let me know if I can help answer any questions.

---

**From:** Andrew MacPhail [<mailto:AndrewM@GMHC.org>]  
**Sent:** Wednesday, May 10, 2017 3:31 PM  
**To:** Ben Fordham <[benf@mzaevents.com](mailto:benf@mzaevents.com)>  
**Cc:** Matthew T. McMorrow ([mmcmorrow@cityhall.nyc.gov](mailto:mmcmorrow@cityhall.nyc.gov)) <[mmcmorrow@cityhall.nyc.gov](mailto:mmcmorrow@cityhall.nyc.gov)>  
**Subject:** Mayor de Blasio AWNY

Hello Ben,

Today, I had a conversation with Matthew McMorrow, Senior Advisor, Office of NYC Mayor Bill de Blasio. Matthew is working on potentially having the Mayor attend, and hopefully speak at AIDS Walk on Sunday, May 21.

I have copied Matthew on this email so that the two of you can review logistics. Please let me know if I can be of further assistance.

Many thanks,  
Andrew

Andrew MacPhail, MPA  
Associate Managing Director, Administration  
*Pronouns: he, him, his*  
Office: (212) 367-1245  
Mobile: (646) 357-0502

**I'm participating in [AIDS Walk New York](https://ny.aidswalk.net/AndrewMacphail) on May 21, 2017!**  
**Please visit my personal fundraising page: <https://ny.aidswalk.net/AndrewMacphail>**

---

***GMHC fights to end the AIDS epidemic and uplift the lives of all affected.***

|            |            |            |  
Gay Men's Health Crisis (GMHC), Main Offices: 446 West 33rd Street, New York, NY 10001  
The David Geffen Center for HIV Prevention and Health Education: 224 West 29th Street, New York, NY 10001  
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***GMHC fights to end the AIDS epidemic and uplift the lives of all affected.***



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**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** Pacific Park event  
**Date:** Tuesday, May 23, 2017 2:29:09 PM

---

Hi Wiley, hope you're well. I had heard that the Mayor was interested in potentially attending the Greenland Forest City Partners ribbon cutting at 535 Carlton, an all-affordable building in Pacific Park, on June 5. Please let me now if that is confirmed, definitely not happening or if we should be patient. Thanks.

Best,  
Jeremy

**From:** [Norvell, Wiley](#)  
**To:** ["Cotton, Ashley"](#)  
**Cc:** [Jeremy Soffin \(jeremy@berlinrosen.com\)](mailto:jeremy@berlinrosen.com)  
**Subject:** RE: confirming June 12  
**Date:** Tuesday, May 30, 2017 5:28:42 PM

---

Pls send invite for 10:30am

---

**From:** Cotton, Ashley [mailto:acotton@fcr.com]  
**Sent:** Tuesday, May 30, 2017 5:26 PM  
**To:** Norvell, Wiley  
**Cc:** Jeremy Soffin (jeremy@berlinrosen.com)  
**Subject:** RE: confirming June 12

I am going to send this tomorrow for an 1130am start. Please confirm.

Also we are planning a walk through for Monday, June 5: 10-11am or 4-5pm. Please let us know what time works best for you/advance to join. Thanks

---

**From:** Cotton, Ashley  
**Sent:** Tuesday, May 30, 2017 11:29 AM  
**To:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Cc:** Jeremy Soffin ([jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)) <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** confirming June 12

Wiley – at two weeks out we would like to send the attached invite out to our guest list so we can collect RSVPs. Please confirm that is ok and what time to list?

When do you want to come walk through the building? do you want to speak with the resident we have IDed to participate?

**From:** [McGinn, Isaac](#)  
**To:** [Jovana Rizzo](#)  
**Subject:** RE: NY1 Inquiry  
**Date:** Thursday, June 01, 2017 11:32:27 AM

---

Hey Jovanna,

Now that it's June I think we should plan to revisit this story with NY1. Am checking with my team on whether they've selected a best date with Breaking Ground for this and will circle back, but would like to move on this soon. Thanks,

Isaac

---

**From:** McGinn, Isaac  
**Sent:** Wednesday, May 10, 2017 3:11 PM  
**To:** Jovana Rizzo  
**Subject:** Re: NY1 Inquiry

Got it, will reach out. Thanks!

Sent from my iPhone

On May 10, 2017, at 1:36 PM, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)> wrote:

John Cronan from the Queens Tribune called - he said he heard at a Queens CB9 meeting that the drop-in center is open and wanted to confirm. We said Breaking Ground Queens staff is now working out of the building but the drop-in portion is not yet open. He's at: [REDACTED] x [REDACTED]

**From:** Jovana Rizzo  
**Sent:** Wednesday, May 10, 2017 9:47 AM  
**To:** McGinn, Isaac  
**Subject:** RE: NY1 Inquiry

Amie Pospisil

---

**From:** McGinn, Isaac [[mcginni@hra.nyc.gov](mailto:mcginni@hra.nyc.gov)]  
**Sent:** Wednesday, May 10, 2017 9:43 AM  
**To:** Jovana Rizzo  
**Subject:** RE: NY1 Inquiry

Our team says they'll reach out to BG on this—anyone in particular they should be coordinating with here? Thanks again!

---

**From:** McGinn, Isaac  
**Sent:** Tuesday, May 09, 2017 7:03 PM  
**To:** Jovana Rizzo  
**Subject:** RE: NY1 Inquiry

To move this forward, think best if we run same play as last time—connecting our respective teams so they can find best date for them as relates to their work and then we circle back with reporter and confirm?

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Sunday, May 07, 2017 5:37 PM  
**To:** McGinn, Isaac  
**Subject:** RE: NY1 Inquiry

She said fine to hold for a few weeks, will ask the team when they think would be the right time.

---

**From:** McGinn, Isaac [[mcginni@hra.nyc.gov](mailto:mcginni@hra.nyc.gov)]  
**Sent:** Thursday, May 04, 2017 9:46 AM  
**To:** Jovana Rizzo  
**Subject:** RE: NY1 Inquiry

Got it. Our team agrees, so I've asked them how long that "some time" would be and what date we expect to start bringing clients off streets.

Reporter seems focused on next week—does she have any flexibility there or is it Monday/Tuesday or bust?

This is a great opportunity I don't think we should miss, so if she's stuck on Mon/Tues, I think we should work with teams to figure out how to best move forward with telling this story.

Thanks!

Isaac

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Wednesday, May 03, 2017 4:59 PM  
**To:** McGinn, Isaac  
**Subject:** RE: NY1 Inquiry

Feedback from Breaking Ground below - I can reply to the reporter and say we can circle back when it's fully up and running? Let me know what you think.

*It seems advantageous to hold this off for some time, if possible. Furniture is just being delivered there this week, so buying some time for the offices to be set up and the full Queens outreach team to move there would be ideal. That would provide a much better backdrop for cameras.*

---

**From:** McGinn, Isaac [[mcginni@hra.nyc.gov](mailto:mcginni@hra.nyc.gov)]  
**Sent:** Wednesday, May 03, 2017 2:58 PM  
**To:** Jovana Rizzo  
**Subject:** Re: NY1 Inquiry

Thank you!

Sent from my iPhone

On May 3, 2017, at 2:55 PM, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)> wrote:

[REDACTED]

[REDACTED]

---

**From:** McGinn, Isaac [[mcginni@hra.nyc.gov](mailto:mcginni@hra.nyc.gov)]  
**Sent:** Wednesday, May 03, 2017 2:50 PM  
**To:** Jovana Rizzo  
**Subject:** Re: NY1 Inquiry

Also do you have sue malesevic email or phone number? She asked clarifying question and I lost her contact and have to get back to her asap pls advise if you can

Sent from my iPhone

On May 3, 2017, at 2:10 PM, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)> wrote:

Thanks, I'm checking with the Breaking Ground team to see how the building looks. They are bringing Street to Home clients to the building but it is not yet open for drop-ins.

---

**From:** McGinn, Isaac [[mcginni@hra.nyc.gov](mailto:mcginni@hra.nyc.gov)]  
**Sent:** Wednesday, May 03, 2017 1:46 PM  
**To:** Jovana Rizzo  
**Subject:** RE: NY1 Inquiry

Excellent, would love to make this story happen ASAP! Let me reach out to our teams and see if which day best—thinking Tuesday.

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Wednesday, May 03, 2017 1:29 PM  
**To:** McGinn, Isaac  
**Subject:** FW: NY1 Inquiry

Please see below, let's discuss? Thanks!

---

**From:** Gonzalez, Angi [<mailto:Angi.Gonzalez@charter.com>]  
**Sent:** Wednesday, May 03, 2017 9:50 AM  
**To:** Jeff Scheuer <[jscheuer@breakingground.org](mailto:jscheuer@breakingground.org)>  
**Subject:** NY1 Inquiry

Hi Jeff,

I hope this email finds you a well. I can't believe it's been almost 8 months since our original story. <http://www.nyl.com/nyc/all-boroughs/news/2016/09/14/proposal-for-ozone-park-homeless-facility-met-with-opposition-.html>

[boroughs/news/2016/09/14/proposal-for-ozone-park-homeless-facility-met-with-opposition-.html](http://www.nyl.com/nyc/all-boroughs/news/2016/09/14/proposal-for-ozone-park-homeless-facility-met-with-opposition-.html)  
I see that the transitional drop in facility in ozone park

queens is now open. I was wondering if we could do a follow up story about the center.  
Perhaps take a tour of the place and hopefully talk to one of the clients.  
Since there was so much opposition to this center before it opened - I want to revise with some of the people from my original story ... basically to show the fears were unwarranted. I am looking at doing this story either Monday or Tuesday of next week. Is that possible ?

Angi Gonzalez  
NY1 Anchor & Reporter  
Cell: 6465651613  
Office: 212-379-3685  
Sent from my iPhone

**From:** [Kerson, Julia](#)  
**To:** [Foy, Malinda](#)  
**Cc:** [Toole, Laura](#); [Gangemi, Alexa/NYC](#); [Majid, Sheriza](#); [DeAngelo, Beth P.](#); [polina.knaster@hdrinc.com](mailto:polina.knaster@hdrinc.com); [Cathy Rought](#); [Bucich, Nicole A.](#); [Lisa Marie Pompei](#)  
**Subject:** Re: one more thing - MetroCards  
**Date:** Thursday, June 01, 2017 12:29:28 PM  
**Attachments:** [image001.png](#)

---

FYI - Last I heard - Sheriza had 26 leftover cards and we haven't identified a recipient yet.

Sent from my iPhone

On Jun 1, 2017, at 12:27 PM, Foy, Malinda <[MaFoy@mtabt.org](mailto:MaFoy@mtabt.org)> wrote:

I have heard good things about [Sanctuary for Families](#) and, if the MetroCards are still available, happy to reach out to them to see if they'd be interested in a donation.

<!--[if !supportLists]--> <!--[endif]-->MRF

Questions? Give me a call: [REDACTED]

---

**From:** Toole, Laura [<mailto:Laura.Toole@wsp.com>]

**Sent:** Wednesday, May 31, 2017 7:40 PM

**To:** Gangemi, Alexa/NYC <[Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com)>; Majid, Sheriza <[smajid@VHB.com](mailto:smajid@VHB.com)>; Kerson, Julia <[JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)>; DeAngelo, Beth P. <[Beth.Deangelo@wsp.com](mailto:Beth.Deangelo@wsp.com)>; [polina.knaster@hdrinc.com](mailto:polina.knaster@hdrinc.com); Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; Bucich, Nicole A. <[Nicole.Bucich@wsp.com](mailto:Nicole.Bucich@wsp.com)>; Lisa Marie Pompei <[lpompei@entech-pc.com](mailto:lpompei@entech-pc.com)>; Foy, Malinda <[MaFoy@mtabt.org](mailto:MaFoy@mtabt.org)>

**Subject:** one more thing

Did anyone hear anything about reactions to having metrocards in general? Do we know how many were donated and where?

**Laura L. Toole**

Senior Supervising Manager  
Public Involvement/Connecticut

<image001.png>

**WSP USA**

500 Winding Brook Drive  
Glastonbury, CT 06033

[Laura.Toole@WSP.com](mailto:Laura.Toole@WSP.com)

Direct: 860-815-0298

Cell: 631-885-4486

[wsp.com](http://wsp.com)

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**From:** [Cathy Rought](#)  
**To:** [Foy, Malinda](#); [Toole, Laura](#); [Gangemi, Alexa/NYC](#); [Majid, Sheriza](#); [Kerson, Julia](#); [DeAngelo, Beth P.](#); [polina.knaster@hdrinc.com](#); [Bucich, Nicole A.](#); [Lisa Marie Pompei Finn, Deborah \(C\) \(US\)](#)  
**Cc:** [Finn, Deborah \(C\) \(US\)](#)  
**Subject:** RE: one more thing - MetroCards  
**Date:** Thursday, June 01, 2017 12:40:07 PM  
**Attachments:** [image001.png](#)

---

I would check with Deb Finn (cc'd here) to make sure there are no restrictions as to where we can donate.

Deb, there are 21 left.

---

**From:** Foy, Malinda [mailto:MaFoy@mtabt.org]  
**Sent:** Thursday, June 01, 2017 12:27 PM  
**To:** Toole, Laura <Laura.Toole@wsp.com>; Gangemi, Alexa/NYC <Alexa.Gangemi@ch2m.com>; Majid, Sheriza <smajid@VHB.com>; Kerson, Julia <JKerson@cityhall.nyc.gov>; DeAngelo, Beth P. <Beth.Deangelo@wsp.com>; polina.knaster@hdrinc.com; Cathy Rought <cathy@berlinrosen.com>; Bucich, Nicole A. <Nicole.Bucich@wsp.com>; Lisa Marie Pompei <lpompei@entech-pc.com>  
**Subject:** RE: one more thing - MetroCards

I have heard good things about [Sanctuary for Families](#) and, if the MetroCards are still available, happy to reach out to them to see if they'd be interested in a donation.

- MRF

Questions? Give me a call: [REDACTED]

---

**From:** Toole, Laura [mailto:Laura.Toole@wsp.com]  
**Sent:** Wednesday, May 31, 2017 7:40 PM  
**To:** Gangemi, Alexa/NYC <Alexa.Gangemi@ch2m.com>; Majid, Sheriza <smajid@VHB.com>; Kerson, Julia <JKerson@cityhall.nyc.gov>; DeAngelo, Beth P. <Beth.Deangelo@wsp.com>; [polina.knaster@hdrinc.com](#); Cathy Rought <cathy@berlinrosen.com>; Bucich, Nicole A. <Nicole.Bucich@wsp.com>; Lisa Marie Pompei <lpompei@entech-pc.com>; Foy, Malinda <MaFoy@mtabt.org>  
**Subject:** one more thing

Did anyone hear anything about reactions to having metrocards in general? Do we know how many were donated and where?

**Laura L. Toole**

Senior Supervising Manager  
Public Involvement/Connecticut



## WSP USA

500 Winding Brook Drive  
Glastonbury, CT 06033

[Laura.Toole@WSP.com](mailto:Laura.Toole@WSP.com)

Direct: 860-815-0298

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**From:** [Cathy Rought](#)  
**To:** [Cullen, Laurie](#); [Bucich, Nicole A.](#)  
**Cc:** [Kerson, Julia](#)  
**Subject:** RE: Charity Canvas\_Amelia.pdf  
**Date:** Thursday, June 01, 2017 5:06:23 PM  
**Attachments:** [Amelia.pdf](#)

---

Here's the PDF for the art which raises money for the foundation

---

**From:** Cullen, Laurie [mailto:LCullen@VHB.com]  
**Sent:** Friday, May 26, 2017 7:41 AM  
**To:** Bucich, Nicole A. <Nicole.Bucich@wsp.com>  
**Cc:** Cathy Rought <cathy@berlinrosen.com>; Kerson, Julia (JKerson@cityhall.nyc.gov) <JKerson@cityhall.nyc.gov>  
**Subject:** RE: Charity Canvas\_Amelia.pdf

Hi Nicole,

I was going to follow up with Lisa Marie on this today but there was no attachment. Can you send me that amelia.pdf document? Thanks.

**Laurie K. Cullen, A.A.E.**  
Senior Program Manager  
P 401.457.7804 | M 401.644.9907

---

**From:** Cullen, Laurie  
**Sent:** Saturday, May 20, 2017 9:54 AM  
**To:** Bucich, Nicole A. <[Nicole.Bucich@wsp.com](mailto:Nicole.Bucich@wsp.com)>  
**Cc:** Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; Kerson, Julia ([JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)) <[JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)>  
**Subject:** Re: Charity Canvas\_Amelia.pdf

Hi Nicole,

That's a great idea. I will follow up with Lisa Marie and staff to see if we can get this emailed to the conference attendees. I'm definitely buying one for myself. Thx.

Laurie Cullen  
Sent from my iPhone

On May 19, 2017, at 9:29 AM, Bucich, Nicole A. <[Nicole.Bucich@wsp.com](mailto:Nicole.Bucich@wsp.com)> wrote:

Laurie-

We spoke to Lisa Marie yesterday about this but I honestly have no confidence that she will follow up. Attached is the flyer for the AMELIA reprints. Is it possible for this to be sent to all attendees to make them aware that 50% of prints sold go to WTS Foundation?

Julia – Can we send this out via email blast to the Greater NY chapter?

Thanks-  
Nicole

**Nicole A. Bucich**

NY Metropolitan Planning & Environmental Manager

<image001.png>

Phone: 212.465.5220

Mobile: 973.699.1937

WSP USA

One Penn Plaza, 2<sup>nd</sup> Floor

New York, NY 10119

[Nicole.Bucich@wsp.com](mailto:Nicole.Bucich@wsp.com)

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<Charity Canvas\_Amelia.pdf>

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# 4 ORIGINAL PAINTING BY NATHAN KATSUKI



**AMELIA**

This Charity Canvas is inspired by the global advancement of women in transportation. Reprints of AMELIA donate 50% of its revenue to the Women's Transportation Seminar (WTS) Foundation. Reprints can be purchased here:

<https://www.charity-canvas.com/blank-l62lg/amelia>

## **DONATED BY:**

Nathan Katsuki, Independent Artist

**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [acotton@frc.com](mailto:acotton@frc.com)  
**Subject:** 535 Carlton materials/walkthrough  
**Date:** Tuesday, June 06, 2017 8:42:35 AM  
**Attachments:** [535 Carlton Run of Show 6.5.17.docx](#)  
[535 Ribbon Cutting Release 6.5.2017.docx](#)  
[535 Carlton Ribbon Cutting Media Advisory 6.5.2017.docx](#)

---

Wiley: Attached please find draft materials for next week's ribbon cutting event. Also please let us know when you'd like to do a walkthrough of the property. Thanks.

Best,  
Jeremy

**Run of Show for 535 Carlton opening**

**TIME: 10:30 a.m. – 11:30 a.m.**

**Monday, June 12, 2017**

**LOCATION: 535 Carlton Avenue, Brooklyn, NY 11238**

**STAFFING: Greenland Forest City**

- **Scott Solish**
- **Ashley Cotton**
- **Mike Rapfogel**
- **Swathi Bonda – Leading Tour**
- **Susi Yu – Leading Tour**

**Berlin Rosen Public Affairs:**

- **Matt Lawyue – Lobby Entrance**
- **Danielle Schlanger – Press Check In**
- **Sara Joseph – Terrace**
- **Jeremy Soffin – Terrace**

**The run of show is as follows:**

- 9:30 a.m. BerlinRosen arrives on site**
- 9:35 a.m. BerlinRosen arranges press check in table outside building entrance**
- 9:40 a.m. BerlinRosen checks terrace is ready for speeches and press**
- 10:25 a.m. Guests begin to arrive outside building entrance**
- 10:30 a.m. Photographs for ribbon cutting outside building entrance**
- 10:35 a.m. Guests enter building and take elevator to 9<sup>th</sup> floor terrace**
- 10:37 a.m. Guests take their seats**
- 10:40 a.m. Formal program begins**

- 10:40 a.m. TK introduces Deputy Mayor Alicia Glen**
- 10:42 a.m. Deputy Mayor Alicia Glen makes remarks**
- 10:45 a.m. Deputy Mayor Alicia Glen introduces Greenland USA President and CEO Hu Gang**
- 10:47 a.m. Greenland USA President and CEO Hu Gang makes remarks**
- 10:50 a.m. Greenland USA President and CEO Hu Gang introduces Forest City New York President and CEO MaryAnne Gilmartin**
- 10:52 a.m. Forest City New York President and CEO MaryAnne Gilmartin makes remarks**
- 10:54 a.m. Forest City New York President and CEO MaryAnne Gilmartin introduces COOKFOX Architects Founder Rick Cook**
- 10:56 a.m. COOKFOX Architects Founder Rick Cook makes remarks**
- 10:58 a.m. COOKFOX Architects Founder Rick Cook introduces HPD or HPC**
- 11:00 a.m. HPD or HPC makes remarks**
- 11:02 a.m. Formal program ends**
- 11:03 a.m. Reception with food and drinks begins in terrace**
- 11:05 a.m. Tours begin**
- 11:07 a.m. Group takes elevator to TK floor to view 535 Carlton resident Crystal Patterson's apartment**
- 11:09 a.m. Tour of 535 Carlton resident Crystal Patterson's apartment**
- 11:15 a.m. Group takes elevator to TK floor to view amenities**
- 11:18 a.m. Tour of amenity spaces**
- 11:20 a.m. Group takes elevator to lobby**
- 11:30 a.m. Tours end, visitors and press leave**



Greenland Forest City  
Partners

**FOR IMMEDIATE RELEASE**

Contact: Danielle Schlanger, [danielle.schlanger@berlinrosen.com](mailto:danielle.schlanger@berlinrosen.com), 646.200.5309

**Greenland Forest City Partners Celebrates the Opening of 535 Carlton,  
First 100 Percent Affordable Building Open at Pacific Park Brooklyn**

*COOKFOX-Designed Property Delivers 298 Modern Apartments  
to Low, Moderate, and Middle Income New Yorkers*

**Brooklyn, NY (June 12, 2017)**—Greenland Forest City Partners, joined by New York City Deputy Mayor for Housing and Economic Development Alicia Glen, held a ribbon-cutting ceremony today to celebrate the opening of 535 Carlton, its 100 percent affordable residential property at Pacific Park Brooklyn. Designed by renowned New York-based architectural firm COOKFOX Architects, 535 Carlton is the second residential building to open in the new neighborhood. There are currently 479 units of below market-rate housing at Pacific Park and another 303 will become available this summer. When complete, Pacific Park will include 2,250 units of below market-rate housing set aside for low, moderate, and middle income households. All of the units will be built using union labor.

"535 Carlton is another exemplary thread to the growing fabric of Pacific Park Brooklyn," said **Hu Gang**, President and CEO of Greenland USA. "Adding a high-quality affordable building to this neighborhood is a testament to our mission of growing vibrant communities and economies, and we are extremely proud that this building offers new opportunities and possibilities to the citizens of New York."

"The opening of 535 Carlton further underscores Greenland Forest City Partners' commitment to affordable housing and ensures Pacific Park is a neighborhood inclusive of all New Yorkers," said **MaryAnne Gilmartin**, President and CEO of Forest City New York. "This extraordinary building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents' lounge, and a vibrant community garden. It's not only high-end luxury buildings that provide these types of amenities and services any longer."

**INSERT ALICIA GLEN QUOTE HERE**

535 Carlton sits between Pacific and Dean Streets in the heart of Pacific Park, Brooklyn's newest neighborhood bounded by Fort Greene, Boerum Hill, Clinton Hill, Prospect Heights and

Park Slope. This 18-story, 298-unit building comes with a first-rate amenity package, including a fitness center, yoga studio, game room, children's playroom and outdoor terrace.

535 Carlton joins 461 Dean, a 50 percent affordable residential property designed by SHoP Architects, which opened last November. This summer, 38 Sixth Avenue, another 100 percent affordable residential property also designed by SHoP, will open at Pacific Park.

The 298 units at the building have been set aside for residents earning between 30 percent and 165 percent of the area median income (AMI). Preference was given to residents currently living in Brooklyn community boards 2, 3, 6 and 8, as well as municipal employees and those with vision, hearing or mobility disabilities.

Greenland Forest City Partners enlisted architectural visionaries COOKFOX to ensure the 100 percent affordable building was seamlessly integrated into the Brooklyn streetscape and adjacent green space. A pioneer of sustainable design, COOKFOX took inspiration from nature and incorporated natural materials, textures and colors throughout 535 Carlton. The architecture also emphasizes the building's relationship to the adjacent Pacific Park, designed by celebrated landscape architect Thomas Balsley; one will be able to see the green space from the street through the lobby, creating a strong visual connection with the neighborhood.

"We approached the design of 535 Carlton with two critical goals: to create the healthiest possible homes and respect the surrounding historic neighborhood," said Rick Cook, a founder and partner at COOKFOX. "We are proud to have designed affordable homes for a diverse community that connects residents with nature, daylight and views to green space, rooftop gardening, and natural materials and finishes."

COOKFOX also prioritized connecting 535 Carlton residents with nature and natural cycles. Daylit elevator vestibules look onto the park on each floor, and the residential entry is designed to provide open vistas through the lobby, creating a visual connection from the street to the park. Landscaped space distributed throughout the rooftop, terraces and setbacks provide residents with expansive vistas of Prospect Park, New York Harbor and surrounding Brooklyn neighborhoods. Urban agriculture and residential gardens are also fundamental to the building's design, offering opportunities for residents to foster a close community among neighbors and nature.

Residents are moving into 535 Carlton at a critical moment in Pacific Park Brooklyn's evolution. By the end of 2017, four of the neighborhood's 14 residential buildings will be open and home to thousands of new residents, including 38 Sixth Avenue, the neighborhood's second 100-percent affordable building. When complete, Pacific Park Brooklyn will include six million square feet of residential space across 6,430 units of housing, of which 2,250 will be affordable rental units. It will also contain 247,000 square feet of retail space, up to 1.6 million square feet of office space, and eight acres of publicly-accessible open space.

For more information about 535 Carlton, visit [affordable.535carlton.com](http://affordable.535carlton.com). For high-resolution images, [click here](#).

#### *About Greenland Forest City Partners*

Greenland Forest City Partners is a joint venture established in June 2014 between Greenland USA, a subsidiary of Shanghai-based Greenland Group Co., and Forest City New York, a subsidiary of Forest City Realty Trust, Inc. The partners will co-develop Pacific Park, the 22-acre mixed-use neighborhood in the heart of Brooklyn. When complete, the neighborhood will include 6,430 units of new housing, of which 2,250 units will be affordable.

#### *About COOKFOX Architects:*

COOKFOX Architects is a studio dedicated to integrated, environmentally responsive design. We believe good design is sustainable and we are committed to being wise stewards of our shared natural and cultural resources. Guided by our passion for excellence, belief in the collaborative process, and persistent curiosity, COOKFOX pursues projects that allow us to fundamentally rethink how people interact with buildings and the natural environment. [www.cookfox.com](http://www.cookfox.com)

###

**For Planning Purposes**

Monday, June 12, 2017, 11:00 AM

**Media RSVP:** Danielle Schlanger, [Danielle.schlanger@berlinrosen.com](mailto:Danielle.schlanger@berlinrosen.com), 646-200-5309  
Matt Lawyue, [matt.lawyue@berlinrosen.com](mailto:matt.lawyue@berlinrosen.com), 646-200-5335



**\*\*MEDIA ADVISORY\*\***

**Greenland Forest City Partners and City Officials  
Celebrate the Opening of 535 Carlton, First 100 Percent  
Affordable Building Open at Pacific Park Brooklyn**

Greenland Forest City Partners, joined by Deputy Mayor for Housing and Economic Development Alicia Glen, will hold a ribbon-cutting ceremony to celebrate the opening of 535 Carlton, its 100 percent affordable residential property at Pacific Park Brooklyn. Designed by renowned New York-based architectural firm COOKFOX, 535 Carlton is the second residential building to open in the new neighborhood, following the opening of 461 Dean, a 50 percent affordable residential property, last November. When complete, Pacific Park will include 2,250 units of below market-rate housing set aside for low, moderate, and middle income households.

**WHO:** New York City Officials  
Greenland USA President and CEO Hu Gang  
Forest City New York President and CEO MaryAnne Gilmartin  
COOKFOX Architects Founding Partner Rick Cook

**WHERE:** 535 Carlton Avenue, Brooklyn, NY 11238

**WHEN:** Monday, June 12, 2017  
11:00 AM

**VISUALS:** Ribbon cutting with city officials  
Tours of the COOKFOX-designed building including lobby, terrace and amenity spaces  
Speeches on roof terrace

**ON SITE**

**CONTACT:** Danielle Schlanger, [Danielle.schlanger@berlinrosen.com](mailto:Danielle.schlanger@berlinrosen.com), 917-859-8064  
Matt Lawyue, [matt.lawyue@berlinrosen.com](mailto:matt.lawyue@berlinrosen.com), 646-799-2991

**MEDIA RSVP:** Danielle Schlanger, [Danielle.schlanger@berlinrosen.com](mailto:Danielle.schlanger@berlinrosen.com), 646-200-5309

Matt Lawyue, [matt.lawyue@berlinrosen.com](mailto:matt.lawyue@berlinrosen.com), 646-200-5335

###

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [Emily Walsh](#)  
**Subject:** Re:  
**Date:** Tuesday, June 06, 2017 9:30:11 AM

---

Thanks.

Sent from my iPhone

On Jun 6, 2017, at 9:29 AM, Emily Walsh <[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)> wrote:

All set for 11th fl

On Tue, Jun 6, 2017 at 6:35 AM -0400, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Till around 245. Thanks!

Sent from my iPhone

On Jun 5, 2017, at 10:50 PM, Emily Walsh <[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)> wrote:

Sorry for the delay. Let me check and get back to you. How long?

On Mon, Jun 5, 2017 at 6:34 PM -0400, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Hi! Can I send the Mayor to you tomorrow for some call time at 1215 for a few hours?

Prisca

**From:** [Norvell, Wiley](#)  
**To:** ["Jeremy Soffin"](#); [Cotton, Ashley](#)  
**Subject:** RE: 535 Carlton materials/walkthrough  
**Date:** Wednesday, June 07, 2017 1:45:34 PM

---

Gotcha.

---

**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Wednesday, June 07, 2017 1:44 PM  
**To:** Cotton, Ashley; Norvell, Wiley  
**Subject:** RE: 535 Carlton materials/walkthrough

Hi Wiley, just a heads up we're going out with a basic advisory (see below) this afternoon, doesn't mention any City folks by name.

## **\*\*MEDIA ADVISORY\*\***

# **Greenland Forest City Partners and City Officials Celebrate the Opening of 535 Carlton, First 100 Percent Affordable Building Open at Pacific Park Brooklyn**

Greenland Forest City Partners, joined by city officials, will hold a ribbon-cutting ceremony to celebrate the opening of 535 Carlton, its 100 percent affordable residential property at Pacific Park Brooklyn. Designed by renowned New York-based architectural firm COOKFOX, 535 Carlton is the second residential building to open in the new neighborhood, following the opening of 461 Dean, a 50 percent affordable residential property, last November. When complete, Pacific Park will include 2,250 units of below market-rate housing set aside for low, moderate, and middle income households.

**WHO:** New York City Officials  
Greenland USA President and CEO Hu Gang  
Forest City New York President and CEO MaryAnne Gilmartin  
COOKFOX Architects Founding Partner Rick Cook

**WHERE:** 535 Carlton Avenue, Brooklyn, NY 11238

**WHEN:** Monday, June 12, 2017  
11:00 AM

**VISUALS:** Ribbon cutting with city officials  
Tours of the COOKFOX-designed building including lobby, terrace and amenity spaces

## Speeches on roof terrace

### Jeremy Soffin

O. 646.200.5318

C. 917.860.9076

[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

### berlinrosen

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[berlinrosen.com](http://berlinrosen.com)

@berlinrosen

---

**From:** Cotton, Ashley [<mailto:acotton@frc.com>]

**Sent:** Tuesday, June 06, 2017 3:53 PM

**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>

**Subject:** Re: 535 Carlton materials/walkthrough

Wiley -

Will city hall be doing additional outreach to elected officials?

And just trying to sort my week - will you want a walk through and to meet Crystal?

---

**From:** Jeremy Soffin

**Sent:** Tuesday, June 6, 2017 8:42 AM

**To:** Norvell, Wiley

**Cc:** Cotton, Ashley

**Subject:** 535 Carlton materials/walkthrough

\*\*\* EXTERNAL EMAIL \*\*\*

Wiley: Attached please find draft materials for next week's ribbon cutting event. Also please let us know when you'd like to do a walkthrough of the property. Thanks.

Best,  
Jeremy

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** "[Emily Walsh](#)"  
**Subject:** RE: Re:  
**Date:** Thursday, June 08, 2017 11:46:34 AM

---

Crap-

---

**From:** Emily Walsh [mailto:[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
**Sent:** Thursday, June 08, 2017 11:46 AM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: Re:

Yikes, we are fully booked today with staff visiting for our all staff meeting. I'm so sorry- we can't today.

We could do 4 pm? Sorry, just a tough day.

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Thursday, June 08, 2017 11:35 AM  
**To:** Emily Walsh  
**Subject:** RE: Re:

Hey hey – my bad –  
Forgot to ask you for a room for today from 145-345

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Tuesday, June 06, 2017 9:29 AM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** Re:

All set for 11th fl

On Tue, Jun 6, 2017 at 6:35 AM -0400, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Till around 245. Thanks!

Sent from my iPhone

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Sorry for the delay. Let me check and get back to you. How long?

On Mon, Jun 5, 2017 at 6:34 PM -0400, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Hi! Can I send the Mayor to you tomorrow for some call time at 1215 for a few hours?

Prisca

**From:** [Danielle Schlanger](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** Press Release For Approval/Quote From Deputy Mayor Glen  
**Date:** Friday, June 09, 2017 11:46:32 AM  
**Attachments:** [535 Ribbon-Cutting, 6.12.2017.docx](#)

---

Hi Wiley,

Long time, no speak—hope you’re doing well!

Attached is a draft press release for the 535 Carlton ribbon-cutting this Monday. Please let me know ASAP if this looks right to you. Also, we’d like to insert a quote from DM Glen into the release. Let us know when that has been drafted.

Thanks again, and looking forward to speaking with you soon. Please don’t hesitate to call me at 646-200-5309 should you have questions.

Best,  
Danielle

**DANIELLE SCHLANGER**

C. 917.859.8064

O. 646.200.5309

[danielle.schlanger@berlinrosen.com](mailto:danielle.schlanger@berlinrosen.com)

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Greenland Forest City  
Partners

**FOR IMMEDIATE RELEASE**

Contact: Danielle Schlanger, [danielle.schlanger@berlinrosen.com](mailto:danielle.schlanger@berlinrosen.com), 646.200.5309

**Greenland Forest City Partners Celebrates the Opening of 535 Carlton,  
First 100 Percent Affordable Building Open at Pacific Park Brooklyn**

*COOKFOX-Designed Property Delivers 298 Modern Apartments  
to Low, Moderate, and Middle Income New Yorkers*

**Brooklyn, NY (June 12, 2017)**—Greenland Forest City Partners, joined by New York City Deputy Mayor for Housing and Economic Development Alicia Glen, held a ribbon-cutting ceremony today to celebrate the opening of 535 Carlton, its 100 percent affordable residential property at Pacific Park Brooklyn. Designed by renowned New York-based architectural firm COOKFOX Architects, 535 Carlton is the second residential building to open in the new neighborhood. There are currently 479 units of below market-rate housing at Pacific Park and another 303 will become available this summer. When complete, Pacific Park will include 2,250 units of below market-rate housing set aside for low, moderate, and middle income households. All of the units will be built using union labor.

“When we broke ground on 535 Carlton in 2014 we made a commitment with Mayor de Blasio, Governor Cuomo, and local community groups to bring affordable housing to New Yorkers, and today we have delivered on that promise,” said **Hu Gang**, President and CEO of Greenland USA. “Adding a high-quality affordable building to Pacific Park Brooklyn is a testament to Greenland Forest City Partners’ mission of growing vibrant communities and economies inclusive of everyone, and we are extremely proud of this first step in increasing the affordable housing stock in New York City.”

“The opening of 535 Carlton further underscores Greenland Forest City Partners’ commitment to affordable housing and ensures Pacific Park is a neighborhood inclusive of all New Yorkers,” said **MaryAnne Gilmartin**, President and CEO of Forest City New York. “This extraordinary building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents’ lounge, and a vibrant community garden. It’s not only high-end luxury buildings that provide these types of amenities and services any longer.”

**INSERT ALICIA GLEN QUOTE HERE**

535 Carlton sits between Pacific and Dean Streets in the heart of Pacific Park, Brooklyn's newest neighborhood bounded by Fort Greene, Boerum Hill, Clinton Hill, Prospect Heights and Park Slope. This 18-story, 298-unit building comes with a first-rate amenity package, including a fitness center, yoga studio, game room, children's playroom and outdoor terrace.

535 Carlton joins 461 Dean, a 50 percent affordable residential property designed by SHoP Architects, which opened last November. This summer, 38 Sixth Avenue, another 100 percent affordable residential property also designed by SHoP, will open at Pacific Park.

The 298 units at the building have been set aside for residents earning between 30 percent and 165 percent of the area median income (AMI). Preference was given to residents currently living in Brooklyn community boards 2, 3, 6 and 8, as well as municipal employees and those with vision, hearing or mobility disabilities.

Greenland Forest City Partners enlisted architectural visionaries COOKFOX to ensure the 100 percent affordable building was seamlessly integrated into the Brooklyn streetscape and adjacent green space. A pioneer of sustainable design, COOKFOX took inspiration from nature and incorporated natural materials, textures and colors throughout 535 Carlton. The architecture also emphasizes the building's relationship to the adjacent Pacific Park, designed by celebrated landscape architect Thomas Balsley; one will be able to see the green space from the street through the lobby, creating a strong visual connection with the neighborhood.

"We approached the design of 535 Carlton with two critical goals: to create the healthiest possible homes and respect the surrounding historic neighborhood," said Rick Cook, a founder and partner at COOKFOX. "We are proud to have designed affordable homes for a diverse community that connects residents with nature, daylight and views to green space, rooftop gardening, and natural materials and finishes."

COOKFOX also prioritized connecting 535 Carlton residents with nature and natural cycles. Daylit elevator vestibules look onto the park on each floor, and the residential entry is designed to provide open vistas through the lobby, creating a visual connection from the street to the park. Landscaped space distributed throughout the rooftop, terraces and setbacks provide residents with expansive vistas of Prospect Park, New York Harbor and surrounding Brooklyn neighborhoods. Urban agriculture and residential gardens are also fundamental to the building's design, offering opportunities for residents to foster a close community among neighbors and nature.

Residents are moving into 535 Carlton at a critical moment in Pacific Park Brooklyn's evolution. By the end of 2017, four of the neighborhood's 14 residential buildings will be open and home to thousands of new residents, including 38 Sixth Avenue, the neighborhood's second 100-percent affordable building. When complete, Pacific Park Brooklyn will include six million square feet of residential space across 6,430 units of housing, of which 2,250 will be affordable rental units. It will also contain 247,000 square feet of retail space, up to 1.6 million square feet of office space, and eight acres of publicly-accessible open space.

For more information about 535 Carlton, visit [affordable.535carlton.com](http://affordable.535carlton.com). For high-resolution images, [click here](#).

#### [About Greenland Forest City Partners](#)

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###

**From:** [Danielle Schlanger](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** RE: Press Release For Approval/Quote From Deputy Mayor Glen  
**Date:** Friday, June 09, 2017 12:43:56 PM

---

Hi Wiley,

In addition to the press release, please let us know if we can update the media advisory (below) to reflect DM Glen's attendance.

Thank you!

Best,  
Danielle

## **\*\*MEDIA ADVISORY\*\***

### **Greenland Forest City Partners and City Officials Celebrate the Opening of 535 Carlton, First 100 Percent Affordable Building Open at Pacific Park Brooklyn**

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**WHO:** New York City Officials  
Greenland USA President and CEO Hu Gang  
Forest City New York President and CEO MaryAnne Gilmartin  
COOKFOX Architects Founding Partner Rick Cook

**WHERE:** 535 Carlton Avenue, Brooklyn, NY 11238

**WHEN:** Monday, June 12, 2017  
11:00 AM

**VISUALS:** Ribbon cutting with city officials

Tours of the COOKFOX-designed building including lobby, terrace and amenity spaces  
Speeches on roof terrace

---

**From:** Danielle Schlanger  
**Sent:** Friday, June 09, 2017 11:46 AM  
**To:** wnorvell@cityhall.nyc.gov  
**Subject:** Press Release For Approval/Quote From Deputy Mayor Glen

Hi Wiley,

Long time, no speak—hope you're doing well!

Attached is a draft press release for the 535 Carlton ribbon-cutting this Monday. Please let me know ASAP if this looks right to you. Also, we'd like to insert a quote from DM Glen into the release. Let us know when that has been drafted.

Thanks again, and looking forward to speaking with you soon. Please don't hesitate to call me at 646-200-5309 should you have questions.

Best,  
Danielle

**DANIELLE SCHLANGER**

C. 917.859.8064

O. 646.200.5309

[danielle.schlanger@berlinrosen.com](mailto:danielle.schlanger@berlinrosen.com)

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[berlinrosen.com](http://berlinrosen.com)

@berlinrosen

**From:** [Norvell, Wiley](#)  
**To:** ["Jeremy Soffin"](#)  
**Cc:** ["acotton@frc.com"](mailto:acotton@frc.com)  
**Subject:** RE: 535 Carlton materials/walkthrough  
**Date:** Friday, June 09, 2017 4:04:28 PM

---

Could we have Crystal start the speaking program and intro Alicia? That'd be powerful! The write-up you send about her would be very strong if simply read aloud.

---

**From:** Norvell, Wiley  
**Sent:** Friday, June 09, 2017 4:00 PM  
**To:** 'Jeremy Soffin'  
**Cc:** [acotton@frc.com](mailto:acotton@frc.com)  
**Subject:** RE: 535 Carlton materials/walkthrough

Few things:

Eric Enderlin from HDC will attend, but not speak. Just Alicia for the City.

Who will intro her?

Can that same person introduce Greenland?

I'll probably pull Alicia after seeing the resident's apartment, before amenities.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, June 06, 2017 8:42 AM  
**To:** Norvell, Wiley  
**Cc:** [acotton@frc.com](mailto:acotton@frc.com)  
**Subject:** 535 Carlton materials/walkthrough

Wiley: Attached please find draft materials for next week's ribbon cutting event. Also please let us know when you'd like to do a walkthrough of the property. Thanks.

Best,  
Jeremy

**From:** [Danielle Schlanger](#)  
**To:** [Cotton, Ashley](#); [Norvell, Wiley](#); [Jeremy Soffin](#)  
**Subject:** RE: 535 Carlton materials/walkthrough  
**Date:** Friday, June 09, 2017 4:24:28 PM

---

Yes, will get you latest right now Wiley. Stand by.

Best,  
Danielle

---

**From:** Cotton, Ashley [mailto:acotton@fcrc.com]  
**Sent:** Friday, June 09, 2017 4:23 PM  
**To:** Norvell, Wiley <WNorvell@cityhall.nyc.gov>; Jeremy Soffin <jeremy@berlinrosen.com>  
**Cc:** Danielle Schlanger <Danielle.Schlanger@berlinrosen.com>  
**Subject:** Re: 535 Carlton materials/walkthrough

Not sure who is around. Danielle can u get the right run of show to wiley so he knows the plan including bruce?

---

**From:** Norvell, Wiley  
**Sent:** Friday, June 9, 2017 4:11 PM  
**To:** Cotton, Ashley; 'Jeremy Soffin'  
**Subject:** RE: 535 Carlton materials/walkthrough

\*\*\* EXTERNAL EMAIL \*\*\*

Gotcha, then she can stay for amenities.  
Can we get Crystal in the speaking program somewhere? Her story sounds so compelling.  
I can have Alicia hand off to Greenland if it keeps things moving easier for everyone.

---

**From:** Cotton, Ashley [<mailto:acotton@fcrc.com>]  
**Sent:** Friday, June 09, 2017 4:10 PM  
**To:** Norvell, Wiley; 'Jeremy Soffin'  
**Subject:** Re: 535 Carlton materials/walkthrough

The amenities are in the lobby on way out

We have a new run of show, MaryAnne introduces her. She can't hand it to next person?

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Norvell, Wiley  
**Sent:** Friday, June 9, 2017 4:00 PM  
**To:** 'Jeremy Soffin'  
**Cc:** Cotton, Ashley  
**Subject:** RE: 535 Carlton materials/walkthrough

\*\*\* EXTERNAL EMAIL \*\*\*

Few things:

Eric Enderlin from HDC will attend, but not speak. Just Alicia for the City.

Who will intro her?

Can that same person introduce Greenland?

I'll probably pull Alicia after seeing the resident's apartment, before amenities.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]

**Sent:** Tuesday, June 06, 2017 8:42 AM

**To:** Norvell, Wiley

**Cc:** [acotton@frc.com](mailto:acotton@frc.com)

**Subject:** 535 Carlton materials/walkthrough

Wiley: Attached please find draft materials for next week's ribbon cutting event. Also please let us know when you'd like to do a walkthrough of the property. Thanks.

Best,

Jeremy

**From:** [Danielle Schlanger](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [forestcity](#)  
**Subject:** FW: 535 Carlton Run of Show  
**Date:** Friday, June 09, 2017 4:28:46 PM  
**Attachments:** [image001.png](#)  
[535 Carlton Run of Show 6.9.17.docx](#)

---

Hi Wiley,

Below and attached is the run of show for Monday's event. Please let me know if you have any additional feedback.

Best,  
Danielle

**Run of Show for 535 Carlton opening**

**TIME: 10:30 a.m. – 11:30 a.m.**

**Monday, June 12, 2017**

**LOCATION: 535 Carlton Avenue, Brooklyn, NY 11238**

**STAFFING: Greenland Forest City**

- **Scott Solish – Leading Tour**
  - **Ashley Cotton**
  - **Mike Rapfogel**
  - **Jenna Petok**
  - **Roberta Fearon**
  - **Laura Block**
  - **2 FCNY interns**
  - **Swathi Bonda – Leading Tour**
  - **Susi Yu – Leading Tour**
- Berlin Rosen Public Affairs:**
- **Matt Lawyue – Building Entrance, Press Check In**
  - **Danielle Schlanger – Building Entrance, Press Check In**
  - **Sara Joseph – Press Check In, Terrace**
  - **Jeremy Soffin – Terrace**

**The run of show is as follows:**

**8:30 a.m. Forest City arrives on site**

**9:30 a.m. R&D Foods arrives on site**

**9:30 a.m. BerlinRosen arrives on site**

- 9:35 a.m. BerlinRosen arranges press check in outside building entrance**
- 9:35 a.m. Forest City sets up food & drink in terrace lounge, removes couch for more room**
- 9:40 a.m. BerlinRosen checks terrace is ready for speeches and press**
- 10:00 a.m. Photographer Gerri Hernandez arrives**
- 10:25 a.m. Guests begin to arrive – Forest City ushers guests, using elevator, to NINTH floor**
- 10:26 a.m. Hu Gang, MaryAnne Gilmartin, Bruce Ratner, Alicia Glen, Rick Cook, Gary LaBarbera, and Crystal Patterson go to building entrance for ribbon cutting.**
- 10:27 a.m. BerlinRosen checks in press and holds them outside building entrance for ribbon cutting**
- 10:30 a.m. Photographs for ribbon cutting outside building entrance**
- 10:30 a.m. Ribbon cutting order (left to right): Crystal Patterson, Gary LaBarbera, Hu Gang, MaryAnne Gilmartin, Bruce Ratner, Alicia Glen, Rick Cook**
- 10:31 a.m. Deputy Mayor Alicia Glen cuts the ribbon; Scott and Ashley hold ribbon**
- 10:33 a.m. Press enters building and takes elevator to NINTH floor terrace**
- 10:35 a.m. Ashley takes Principals into building and takes elevator to NINTH floor terrace**
- 10:40 a.m. Formal program begins**
- 10:40 a.m. Forest City New York President and CEO MaryAnne Gilmartin makes welcoming remarks and introduces Deputy Mayor Alicia Glen**
- 10:42 a.m. Deputy Mayor Alicia Glen makes remarks**
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- 10:53 a.m. Forest City New York President and CEO MaryAnne Gilmartin introduces Gary LaBarbera**
- 10:55 a.m. Gary LaBarbera makes remarks**

- 10:57 a.m. Forest City New York President and CEO MaryAnne Gilmartin introduces Crystal Patterson, 535 Carlton resident**
- 10:59 a.m. Crystal Patterson makes remarks**
- 11:01 a.m. MaryAnne Gilmartin thanks everyone for coming**
- 11:02 a.m. Formal program ends**
- 11:03 a.m. Reception begins for guests**
- 11:05 a.m. BerlinRosen gathers press for media tour; Forest City gathers Bruce Ratner, Crystal Patterson, Alicia Glen, MaryAnne Gilmartin and Hu Gang for media tour**
- 11:07 a.m. Media tour begins**
- 11:09 a.m. Press and principals take elevator to SEVENTH floor to view 535 Carlton resident Crystal Patterson's apartment**
- 11:11 a.m. Tour of 535 Carlton resident Crystal Patterson's apartment**
- 11:16 a.m. Group takes elevator to GROUND floor to view amenities**
- 11:18 a.m. Tour of amenity spaces: gym, children's room**
- 11:22 a.m. Tours end and group goes to lobby**
- 11:25 a.m. Tours end, visitors and press leave**
- 11:27 a.m. Principals are available outside the building if press want interviews**

**Run of Show for 535 Carlton opening**

**TIME: 10:30 a.m. – 11:30 a.m.**

**Monday, June 12, 2017**

**LOCATION: 535 Carlton Avenue, Brooklyn, NY 11238**

**STAFFING: Greenland Forest City**

- **Scott Solish – Leading Tour**
- **Ashley Cotton**
- **Mike Rapfogel**
- **Jenna Petok**
- **Roberta Fearon**
- **Laura Block**
- **2 FCNY interns**
- **Swathi Bonda – Leading Tour**
- **Susi Yu – Leading Tour**

**Berlin Rosen Public Affairs:**

- **Matt Lawyue – Building Entrance, Press Check In**
- **Danielle Schlanger – Building Entrance, Press Check In**
- **Sara Joseph – Press Check In, Terrace**
- **Jeremy Soffin – Terrace**

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- 11:27 a.m. Principals are available outside the building if press want interviews**

**From:** [Norvell, Wiley](#)  
**To:** ["Danielle Schlanger"](#)  
**Cc:** [forestcity](#)  
**Subject:** RE: 535 Carlton Run of Show  
**Date:** Friday, June 09, 2017 4:33:15 PM  
**Attachments:** [image001.png](#)

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Super. All good w this.

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**From:** Danielle Schlanger [mailto:[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)]  
**Sent:** Friday, June 09, 2017 4:29 PM  
**To:** Norvell, Wiley  
**Cc:** forestcity  
**Subject:** FW: 535 Carlton Run of Show

Hi Wiley,

Below and attached is the run of show for Monday's event. Please let me know if you have any additional feedback.

Best,  
Danielle

### **Run of Show for 535 Carlton opening**

**TIME: 10:30 a.m. – 11:30 a.m.**

**Monday, June 12, 2017**

**LOCATION: 535 Carlton Avenue, Brooklyn, NY 11238**

**STAFFING: Greenland Forest City**

- **Scott Solish – Leading Tour**
- **Ashley Cotton**
- **Mike Rapfogel**
- **Jenna Petok**
- **Roberta Fearon**
- **Laura Block**
- **2 FCNY interns**

- **Swathi Bonda – Leading Tour**
- **Susi Yu – Leading Tour**

**Berlin Rosen Public Affairs:**

- **Matt Lawyue – Building Entrance, Press Check In**
- **Danielle Schlanger – Building Entrance, Press Check In**
- **Sara Joseph – Press Check In, Terrace**
- **Jeremy Soffin – Terrace**

**The run of show is as follows:**

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- 10:00 a.m. Photographer Gerri Hernandez arrives**
- 10:25 a.m. Guests begin to arrive – Forest City ushers guests, using elevator, to NINTH floor**
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- 10:30 a.m. Ribbon cutting order (left to right): Crystal Patterson, Gary LaBarbera, Hu Gang, MaryAnne Gilmartin, Bruce Ratner, Alicia Glen, Rick Cook**
- 10:31 a.m. Deputy Mayor Alicia Glen cuts the ribbon; Scott and Ashley hold ribbon**
- 10:33 a.m. Press enters building and takes elevator to NINTH floor terrace**
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**floor terrace**

- 10:40 a.m. Formal program begins**
- 10:40 a.m. Forest City New York President and CEO MaryAnne Gilmartin makes welcoming remarks and introduces Deputy Mayor Alicia Glen**
- 10:42 a.m. Deputy Mayor Alicia Glen makes remarks**
- 10:45 a.m. Greenland USA President and CEO Hu Gang makes remarks**
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- 10:55 a.m. Gary LaBarbera makes remarks**
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- 10:59 a.m. Crystal Patterson makes remarks**
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- 11:03 a.m. Reception begins for guests**
- 11:05 a.m. BerlinRosen gathers press for media tour; Forest City gathers Bruce Ratner, Crystal Patterson, Alicia Glen, MaryAnne Gilmartin and Hu Gang for media tour**
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- 11:22 a.m. Tours end and group goes to lobby**
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- 11:27 a.m. Principals are available outside the building if press want interviews**

**From:** [Cotton, Ashley](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [Danielle Schlanger](#); [Jeremy Soffin](#)  
**Subject:** Fw: Run of show and your remarks  
**Date:** Friday, June 09, 2017 4:42:21 PM  
**Attachments:** [535 Carlton Run of Show 6.9.17.docx](#)

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Wiley - program attached and remarks by crystal below

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**From:** Cotton, Ashley <acotton@frc.com>  
**Sent:** Friday, June 9, 2017 4:41 PM  
**To:** Crystal Patterson  
**Cc:** Danielle Schlanger; Rapfogel, Michael  
**Subject:** Run of show and your remarks

---

Crystal -

Thank you for your time this morning! I loved meeting you and seeing your home. We are really excited about the press conference on monday.

Attached is the program. There are lots of details in there but the main point is your will speak last in the program and be introduced by my boss MaryAnne (who you will love). There will be a podium and microphone on the terrace where you will speak.

Please meet us in the lobby monday at 10am. And let us know if your son will join us.

We put together a few points for you below. Please let us know if they work for you!

Ashley

My cell is [REDACTED] call me any time this weekend

***DRAFT***

***Remarks For Crystal Patterson***

***535 Carlton Ribbon Cutting- Monday, June 12, 2017***

- Thank you MaryAnne, and good morning everyone.
- My name is Crystal Patterson and I moved into 535 Carlton in April.
- It would be impossible to overstate the gratitude I have for our new home; it has truly changed my family's life. And as a 4<sup>th</sup> generation Brooklynite, I am so thankful to have permanent roots in the city where I was born and raised.

- I have had quite a journey getting here today. I hadn't had a permanent home in **[insert # of years]**. I lost my job as a legal administrator when the recession hit, and couldn't afford housing anywhere in the city.
- We were scrappy and made it work: my son stayed in Williamsburg to be close to his middle school, and I would do short-term rentals in places like Long Island City and Weehawken, New Jersey. Sometimes, I'd rent a place on the Jersey Shore or Lake George, where the cost of living was far cheaper. Everything I owned had to fit into a suitcase that I could bring from place to place. All told, I lived in 15 different cities in two years.
- My mom was an amazing source of support and helped me through all these changes.
- But I had faith that one day, we would have a place to call our own. I applied for over 60 affordable housing lotteries throughout the five boroughs. And then, one day, I got an email that changed everything for us: we got an apartment at 535 Carlton.
- The joy we felt was indescribable. We would be a united family again. My mom, Trey and I went to the lease signing at the building, and were so excited to have a two-bedroom apartment, beautiful amenity spaces and amazing views of Manhattan. My mom and I made plans to toast our new home on the roof, right here where we're all standing, once we moved in.
-  He is going to high school this fall just down the street. He loves having friends from school over, and I love having a safe and beautiful home to make my own.
- 
- Thank you to everyone here who helped make the dream of having a place of our own a reality, and for prioritizing affordable housing at Pacific Park Brooklyn.

**Run of Show for 535 Carlton opening**

**TIME: 10:30 a.m. – 11:30 a.m.**

**Monday, June 12, 2017**

**LOCATION: 535 Carlton Avenue, Brooklyn, NY 11238**

**STAFFING: Greenland Forest City**

- **Scott Solish – Leading Tour**
- **Ashley Cotton**
- **Mike Rapfogel**
- **Jenna Petok**
- **Roberta Fearon**
- **Laura Block**
- **2 FCNY interns**
- **Swathi Bonda – Leading Tour**
- **Susi Yu – Leading Tour**

**Berlin Rosen Public Affairs:**

- **Matt Lawyue – Building Entrance, Press Check In**
- **Danielle Schlanger – Building Entrance, Press Check In**
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**From:** [Norvell, Wiley](#)  
**To:** ["Danielle Schlanger"](#); ["Cotton, Ashley"](#)  
**Cc:** [Jeremy Soffin](#)  
**Subject:** RE: Run of show and your remarks  
**Date:** Friday, June 09, 2017 4:56:03 PM  
**Attachments:** [535 Carlton Ribbon Cutting Media Advisory 6.5.2017.docx](#)

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Edited advisory attached.

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**From:** Danielle Schlanger [mailto:[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)]  
**Sent:** Friday, June 09, 2017 4:50 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin  
**Subject:** RE: Run of show and your remarks

Thanks Wiley! As Ashley said, she's amazing.

Let us know when the release and updated media advisory are finalized.

Appreciate your help,  
DS

---

**From:** Norvell, Wiley [mailto:[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)]  
**Sent:** Friday, June 09, 2017 4:43 PM  
**To:** 'Cotton, Ashley' <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Cc:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Very moving!

---

**From:** Cotton, Ashley [mailto:[acotton@fcrc.com](mailto:acotton@fcrc.com)]  
**Sent:** Friday, June 09, 2017 4:42 PM  
**To:** Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin  
**Subject:** Fw: Run of show and your remarks

Wiley - program attached and remarks by crystal below

---

**From:** Cotton, Ashley <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Sent:** Friday, June 9, 2017 4:41 PM  
**To:** Crystal Patterson  
**Cc:** Danielle Schlanger; Rapfogel, Michael  
**Subject:** Run of show and your remarks

Crystal -

Thank you for your time this morning! I loved meeting you and seeing your home. We are really excited about the press conference on Monday.

Attached is the program. There are lots of details in there but the main point is you will speak last in the program and be introduced by my boss MaryAnne (who you will love). There will be a podium and microphone on the terrace where you will speak.

Please meet us in the lobby Monday at 10am. And let us know if your son will join us.

We put together a few points for you below. Please let us know if they work for you!

Ashley

My cell is + [REDACTED] call me any time this weekend

***DRAFT***

***Remarks For Crystal Patterson***

***535 Carlton Ribbon Cutting- Monday, June 12, 2017***

- Thank you MaryAnne, and good morning everyone.
- My name is Crystal Patterson and I moved into 535 Carlton in April.
- It would be impossible to overstate the gratitude I have for our new home; it has truly changed my family's life. And as a 4<sup>th</sup> generation Brooklynite, I am so thankful to have permanent roots in the city where I was born and raised.
- I have had quite a journey getting here today. I hadn't had a permanent home in [insert # of years]. I lost my job as a legal administrator when the recession hit, and couldn't afford housing anywhere in the city.
- We were scrappy and made it work: my son stayed in Williamsburg to be close to his middle school, and I would do short-term rentals in places like Long Island City and Weehawken, New Jersey. Sometimes, I'd rent a place on the Jersey Shore or Lake George, where the cost of living was far cheaper. Everything I owned had to fit into a suitcase that I could bring from place to place. All told, I lived in 15 different cities in two years.

- My mom was an amazing source of support and helped me through all these changes.
- But I had faith that one day, we would have a place to call our own. I applied for over 60 affordable housing lotteries throughout the five boroughs. And then, one day, I got an email that changed everything for us: we got an apartment at 535 Carlton.
- The joy we felt was indescribable. We would be a united family again. My mom, Trey and I went to the lease signing at the building, and were so excited to have a two-bedroom apartment, beautiful amenity spaces and amazing views of Manhattan. My mom and I made plans to toast our new home on the roof, right here where we're all standing, once we moved in.
- [REDACTED] He is going to high school this fall just down the street. He loves having friends from school over, and I love having a safe and beautiful home to make my own.
- [REDACTED]
- Thank you to everyone here who helped make the dream of having a place of our own a reality, and for prioritizing affordable housing at Pacific Park Brooklyn.

**For Planning Purposes**

Monday, June 12, 2017, 10:30 AM

**Media RSVP:** Danielle Schlanger, [Danielle.schlanger@berlinrosen.com](mailto:Danielle.schlanger@berlinrosen.com), 646-200-5309  
Matt Lawyue, [matt.lawyue@berlinrosen.com](mailto:matt.lawyue@berlinrosen.com), 646-200-5335



**\*\*MEDIA ADVISORY\*\***

**Greenland Forest City Partners and City Officials Cut Ribbon at 535 Carlton, First 100% Affordable Building to Open at Pacific Park Brooklyn**

Greenland Forest City Partners, joined by Deputy Mayor for Housing and Economic Development Alicia Glen and new building tenants, will hold a ribbon-cutting ceremony to celebrate the opening of 535 Carlton, its 100 percent affordable residential property at Pacific Park Brooklyn. The building brings nearly 300 new affordable apartments, helping long-time residents and families at a range of incomes afford to live in the fast-changing borough.

**WHO:** New York City Officials  
Greenland USA President and CEO Hu Gang  
Forest City New York President and CEO MaryAnne Gilmartin  
COOKFOX Architects Founding Partner Rick Cook  
New tenants of 535 Carlton

**WHERE:** 535 Carlton Avenue, Brooklyn, NY 11238

**WHEN:** Monday, June 12, 2017  
10:30 AM

**VISUALS:** Ribbon cutting with city officials  
Tours of the COOKFOX-designed building including lobby, terrace and amenity spaces  
Speeches on roof terrace

**ON SITE**

**CONTACT:** Danielle Schlanger, [Danielle.schlanger@berlinrosen.com](mailto:Danielle.schlanger@berlinrosen.com), 917-859-8064  
Matt Lawyue, [matt.lawyue@berlinrosen.com](mailto:matt.lawyue@berlinrosen.com), 646-799-2991

**MEDIA RSVP:** Danielle Schlanger, [Danielle.schlanger@berlinrosen.com](mailto:Danielle.schlanger@berlinrosen.com), 646-200-5309  
Matt Lawyue, [matt.lawyue@berlinrosen.com](mailto:matt.lawyue@berlinrosen.com), 646-200-5335

**From:** [Danielle Schlanger](#)  
**To:** [Norvell, Wiley](#); ["Cotton, Ashley"](#)  
**Cc:** [Jeremy Soffin](#)  
**Subject:** RE: Run of show and your remarks  
**Date:** Friday, June 09, 2017 4:56:48 PM

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Thanks Wiley! Really appreciate your help.

Best,  
Danielle

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**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, June 09, 2017 4:56 PM  
**To:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; 'Cotton, Ashley' <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

[Edited advisory attached.](#)

---

**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:50 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin  
**Subject:** RE: Run of show and your remarks

Thanks Wiley! As Ashley said, she's amazing.

Let us know when the release and updated media advisory are finalized.

Appreciate your help,  
DS

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, June 09, 2017 4:43 PM  
**To:** 'Cotton, Ashley' <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Cc:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

[Very moving!](#)

---

**From:** Cotton, Ashley [<mailto:acotton@fcrc.com>]  
**Sent:** Friday, June 09, 2017 4:42 PM  
**To:** Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin  
**Subject:** Fw: Run of show and your remarks

[Wiley - program attached and remarks by crystal below](#)

---

**From:** Cotton, Ashley <[acotton@frc.com](mailto:acotton@frc.com)>  
**Sent:** Friday, June 9, 2017 4:41 PM  
**To:** Crystal Patterson  
**Cc:** Danielle Schlanger; Rapfogel, Michael  
**Subject:** Run of show and your remarks

Crystal -

Thank you for your time this morning! I loved meeting you and seeing your home. We are really excited about the press conference on monday.

Attached is the program. There are lots of details in there but the main point is your will speak last in the program and be introduced by my boss MaryAnne (who you will love). There will be a podium and microphone on the terrace where you will speak.

Please meet us in the lobby monday at 10am. And let us know if your son will join us.

We put together a few points for you below. Please let us know if they work for you!

Ashley

My cell is + [REDACTED] call me any time this weekend

***DRAFT***  
***Remarks For Crystal Patterson***  
***535 Carlton Ribbon Cutting- Monday, June 12, 2017***

- Thank you MaryAnne, and good morning everyone.
- My name is Crystal Patterson and I moved into 535 Carlton in April.
- It would be impossible to overstate the gratitude I have for our new home; it has truly changed my family's life. And as a 4<sup>th</sup> generation Brooklynite, I am so thankful to have permanent roots in the city where I was born and raised.
- I have had quite a journey getting here today. I hadn't had a permanent home [REDACTED]

in [insert # of years]. I lost my job as a legal administrator when the recession hit, and couldn't afford housing anywhere in the city.

- We were scrappy and made it work: my son stayed in Williamsburg to be close to his middle school, and I would do short-term rentals in places like Long Island City and Weehawken, New Jersey. Sometimes, I'd rent a place on the Jersey Shore or Lake George, where the cost of living was far cheaper. Everything I owned had to fit into a suitcase that I could bring from place to place. All told, I lived in 15 different cities in two years.
- My mom was an amazing source of support and helped me through all these changes.
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- [REDACTED] He is going to high school this fall just down the street. He loves having friends from school over, and I love having a safe and beautiful home to make my own.
- [REDACTED]
- Thank you to everyone here who helped make the dream of having a place of our own a reality, and for prioritizing affordable housing at Pacific Park Brooklyn.

**From:** [Norvell, Wiley](#)  
**To:** "[Danielle Schlanger](#)"; "[Cotton, Ashley](#)"  
**Cc:** [Jeremy Soffin](#); [Rohlfing, Elizabeth \(HPD\) \(RohlfingE@hpd.nyc.gov\)](#); [Grace, Melissa](#); [Kitasei, Yume](#)  
**Subject:** RE: Run of show and your remarks  
**Date:** Friday, June 09, 2017 5:45:01 PM  
**Attachments:** [535 Ribbon-Cutting 6.12.2017.docx](#)

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**Subject:** Fw: Run of show and your remarks

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## DE BLASIO ADMINISTRATION CUTS RIBBON ON 300 AFFORDABLE APARTMENTS AT PACIFIC PARK BROOKLYN

*First 100 percent affordable building at Pacific Park will serve families earning as little as \$25,000 up to those in the middle class*

**Brooklyn, NY (June 12, 2017)**— New York City Deputy Mayor for Housing and Economic Development Alicia Glen, local officials, Greenland Forest City Partners and community groups today held a ribbon-cutting ceremony today to mark the opening of 535 Carlton. All 298 units at the building are affordable, and have been set aside for residents earning between 40 percent and 165 percent of the area median income. Preference was given to residents currently living in Brooklyn community boards 2, 3, 6 and 8, as well as municipal employees and those with vision, hearing or mobility disabilities.

“The people who built this borough have just as much right to the ‘New Brooklyn’ as any newcomer. This is their Brooklyn, too. Today, families are moving into new affordable homes that give them the security they need to raise a family, to grow old, and to remain an active part of this neighborhood. This is why we fought so hard to deliver the affordable housing this community was promised,” said Mayor Bill de Blasio.

The new building was part of a commitment Greenland Forest City Partners made with Governor Cuomo, Mayor de Blasio and local community groups in June 2014 to build 2,250 affordable apartments by 2025. There are currently 479 units of below market-rate housing at Pacific Park and another 303 will become available this summer. The project contributes to Mayor de Blasio’s affordable housing plan, which has so far financed more than 63,000 affordable homes in three years.

The New York City Housing Development Corporation is providing a \$73 million tax-exempt first mortgage for the building, funded by Citi Community Capital. HDC is also contributing \$11.75 million in subsidy financing. Pacific Park Brooklyn is a state-regulated development established by a General Project Plan adopted by the Empire State Development (ESD) Board of Directors in 2006 and governed by ESD. Pacific Park Brooklyn will include 6,430 units of housing, more than one-third of which will be affordable.

“When we broke ground on 535 Carlton in 2014 we made a commitment with Mayor de Blasio, Governor Cuomo, and local community groups to bring affordable housing to New Yorkers, and today we have delivered on that promise,” said **Hu Gang**, President and CEO of Greenland USA. “Adding a high-quality affordable building to Pacific Park Brooklyn is a testament to Greenland Forest City Partners’ mission of growing vibrant communities and economies inclusive of everyone, and we are extremely proud of this first step in increasing the affordable housing stock in New York City.”

“The opening of 535 Carlton further underscores Greenland Forest City Partners’ commitment to affordable housing and ensures Pacific Park is a neighborhood inclusive of all New Yorkers,” said **MaryAnne Gilmartin**, President and CEO of Forest City New York. “This extraordinary

building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents' lounge, and a vibrant community garden. It's not only high-end luxury buildings that provide these types of amenities and services any longer."

Tenants in the 18-story, 298-unit building comes with a first-rate amenity package, including a fitness center, yoga studio, game room, children's playroom and outdoor terrace.

Greenland Forest City Partners enlisted architectural firm COOKFOX to ensure the 100 percent affordable building was seamlessly integrated into the Brooklyn streetscape and adjacent green space. Daylit elevator vestibules look onto the park on each floor, and the residential entry is designed to provide open vistas through the lobby, creating a visual connection from the street to the park. Landscaped space distributed throughout the rooftop, terraces and setbacks provide residents with expansive vistas of Prospect Park, New York Harbor and surrounding Brooklyn neighborhoods. Urban agriculture and residential gardens are also fundamental to the building's design, offering opportunities for residents to foster a close community among neighbors and nature.

"We approached the design of 535 Carlton with two critical goals: to create the healthiest possible homes and respect the surrounding historic neighborhood," said Rick Cook, a founder and partner at COOKFOX. "We are proud to have designed affordable homes for a diverse community that connects residents with nature, daylight and views to green space, rooftop gardening, and natural materials and finishes."

When complete, Pacific Park Brooklyn will include six million square feet of residential space across 6,430 units of housing, of which 2,250 will be affordable rental units. It will also contain 247,000 square feet of retail space, up to 1.6 million square feet of office space, and eight acres of publicly-accessible open space.

For high-resolution images, [click here](#).

###

**From:** [Norvell, Wiley](#)  
**To:** [Grace, Melissa](#)  
**Cc:** [Cotton, Ashley](#); [Danielle Schlanger](#); [Jeremy Soffin](#); [Rohlfing, Elizabeth \(HPD\) \(RohlfingE@hpd.nyc.gov\)](#); [Kitasei, Yume](#)  
**Subject:** Re: Run of show and your remarks  
**Date:** Friday, June 09, 2017 7:24:48 PM

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1030

Sent from my BlackBerry 10 smartphone.

---

**From:** Grace, Melissa  
**Sent:** Friday, June 9, 2017 7:12 PM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) (RohlfingE@hpd.nyc.gov); Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

---

What time is this event?

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Jun 9, 2017, at 6:19 PM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

On 4, pls do.

Sent from my BlackBerry 10 smartphone.

---

**From:** Cotton, Ashley  
**Sent:** Friday, June 9, 2017 5:58 PM  
**To:** Norvell, Wiley; 'Danielle Schlanger'  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Grace, Melissa; Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

---

#2 sure when she gets back to us on remarks we can turn to quote

#4 I hadn't asked

---

**From:** Norvell, Wiley  
**Sent:** Friday, June 9, 2017 5:45 PM  
**To:** 'Danielle Schlanger'; Cotton, Ashley  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Grace, Melissa; Kitasei, Yume  
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\*\*\* EXTERNAL EMAIL \*\*\*

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**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
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**Subject:** Fw: Run of show and your remarks

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**Cc:** [Jeremy Soffin](#); [Grace, Melissa](#); [Kitasei, Yume](#)  
**Subject:** RE: Run of show and your remarks  
**Date:** Friday, June 09, 2017 9:52:14 PM  
**Attachments:** [535 Ribbon-Cutting 6.12.2017 LR.docx](#)

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Wiley, I confirmed that its 40% AMI. Also, just want to note that the AMIs reflect the marketing date, so if you look at the corresponding incomes, \$25,000 isn't for a family, that's for an individual-- so I'd just adjust that subhead to say New Yorkers not families, as in the attached.

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**Brooklyn, NY (June 12, 2017)**— New York City Deputy Mayor for Housing and Economic Development Alicia Glen, local officials, Greenland Forest City Partners and community groups today held a ribbon-cutting ceremony today to mark the opening of 535 Carlton. All 298 units at the building are affordable, and have been set aside for residents earning between 40 percent and 165 percent of the area median income. Preference was given to residents currently living in Brooklyn community boards 2, 3, 6 and 8, as well as municipal employees and those with vision, hearing or mobility disabilities.

“The people who built this borough have just as much right to the ‘New Brooklyn’ as any newcomer. This is their Brooklyn, too. Today, families are moving into new affordable homes that give them the security they need to raise a family, to grow old, and to remain an active part of this neighborhood. This is why we fought so hard to deliver the affordable housing this community was promised,” said Mayor Bill de Blasio.

The new building was part of a commitment Greenland Forest City Partners made with Governor Cuomo, Mayor de Blasio and local community groups in June 2014 to build 2,250 affordable apartments by 2025. There are currently 479 units of below market-rate housing at Pacific Park and another 303 will become available this summer. The project contributes to Mayor de Blasio’s affordable housing plan, which has so far financed more than 63,000 affordable homes in three years.

The New York City Housing Development Corporation is providing a \$73 million tax-exempt first mortgage for the building, funded by Citi Community Capital. HDC is also contributing \$11.75 million in subsidy financing. Pacific Park Brooklyn is a state-regulated development established by a General Project Plan adopted by the Empire State Development (ESD) Board of Directors in 2006 and governed by ESD. Pacific Park Brooklyn will include 6,430 units of housing, more than one-third of which will be affordable.

“When we broke ground on 535 Carlton in 2014 we made a commitment with Mayor de Blasio, Governor Cuomo, and local community groups to bring affordable housing to New Yorkers, and today we have delivered on that promise,” said **Hu Gang**, President and CEO of Greenland USA. “Adding a high-quality affordable building to Pacific Park Brooklyn is a testament to Greenland Forest City Partners’ mission of growing vibrant communities and economies inclusive of everyone, and we are extremely proud of this first step in increasing the affordable housing stock in New York City.”

“The opening of 535 Carlton further underscores Greenland Forest City Partners’ commitment to affordable housing and ensures Pacific Park is a neighborhood inclusive of all New Yorkers,” said **MaryAnne Gilmartin**, President and CEO of Forest City New York. “This extraordinary

building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents' lounge, and a vibrant community garden. It's not only high-end luxury buildings that provide these types of amenities and services any longer."

Tenants in the 18-story, 298-unit building comes with a first-rate amenity package, including a fitness center, yoga studio, game room, children's playroom and outdoor terrace.

Greenland Forest City Partners enlisted architectural firm COOKFOX to ensure the 100 percent affordable building was seamlessly integrated into the Brooklyn streetscape and adjacent green space. Daylit elevator vestibules look onto the park on each floor, and the residential entry is designed to provide open vistas through the lobby, creating a visual connection from the street to the park. Landscaped space distributed throughout the rooftop, terraces and setbacks provide residents with expansive vistas of Prospect Park, New York Harbor and surrounding Brooklyn neighborhoods. Urban agriculture and residential gardens are also fundamental to the building's design, offering opportunities for residents to foster a close community among neighbors and nature.

"We approached the design of 535 Carlton with two critical goals: to create the healthiest possible homes and respect the surrounding historic neighborhood," said Rick Cook, a founder and partner at COOKFOX. "We are proud to have designed affordable homes for a diverse community that connects residents with nature, daylight and views to green space, rooftop gardening, and natural materials and finishes."

When complete, Pacific Park Brooklyn will include six million square feet of residential space across 6,430 units of housing, of which 2,250 will be affordable rental units. It will also contain 247,000 square feet of retail space, up to 1.6 million square feet of office space, and eight acres of publicly-accessible open space.

For high-resolution images, [click here](#).

###

**From:** [Kitasei, Yume](#)  
**To:** [Cotton, Ashley](#); [Norvell, Wiley](#); "[Danielle Schlanger](#)"  
**Cc:** [Jeremy Soffin](#); [Rohlfing, Elizabeth \(HPD\) \(RohlfingE@hpd.nyc.gov\)](#); [Grace, Melissa](#); [Restler, Lincoln](#)  
**Subject:** Re: Run of show and your remarks  
**Date:** Sunday, June 11, 2017 5:26:04 PM

---

Not so far + lincoln

Yume Kitasei  
City Legislative Affairs  
Ykitasei@cityhall.nyc.gov  
C: 929-383-8049

Sent from my BlackBerry 10 smartphone.

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**From:** Cotton, Ashley  
**Sent:** Sunday, June 11, 2017 4:26 PM  
**To:** Norvell, Wiley; 'Danielle Schlanger'  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) (RohlfingE@hpd.nyc.gov); Grace, Melissa; Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

---

Yume - any luck with Eric adams?

Jeremy/danielle- no word from crystal yet so make up a quote about making a home at 535 with her son and it will be fine

---

**From:** Norvell, Wiley  
**Sent:** Friday, June 9, 2017 5:45 PM  
**To:** 'Danielle Schlanger'; Cotton, Ashley  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) (RohlfingE@hpd.nyc.gov); Grace, Melissa; Kitasei, Yume  
**Subject:** RE: Run of show and your remarks

---

\*\*\* EXTERNAL EMAIL \*\*\*

UPDATED release attached. We want to issue this from City Hall, given Mayor's longstanding support of the project.

Couple things:

- 1.) HPD, can you fact check? Draft rls said 30% of AMI was the lowest but our record show 40% is as low as it goes.
- 2.) FCRC, can we get a quote from Crystal (maybe clip from testimony) for under Mayor
- 3.) Yume/FCRC—will leave it to you to gather elected quotes and divide labor there.
- 4.) Are Bertha, Jonathan or Ismene submitting quotes?

---

**From:** Danielle Schlanger [mailto:[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)]  
**Sent:** Friday, June 09, 2017 4:57 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin

**Subject:** RE: Run of show and your remarks

Thanks Wiley! Really appreciate your help.

Best,  
Danielle

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, June 09, 2017 4:56 PM  
**To:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; 'Cotton, Ashley' <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Edited advisory attached.

---

**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:50 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin  
**Subject:** RE: Run of show and your remarks

Thanks Wiley! As Ashley said, she's amazing.

Let us know when the release and updated media advisory are finalized.

Appreciate your help,  
DS

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, June 09, 2017 4:43 PM  
**To:** 'Cotton, Ashley' <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Cc:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Very moving!

---

**From:** Cotton, Ashley [<mailto:acotton@fcrc.com>]  
**Sent:** Friday, June 09, 2017 4:42 PM  
**To:** Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin  
**Subject:** Fw: Run of show and your remarks

Wiley - program attached and remarks by crystal below

---

**From:** Cotton, Ashley <[acotton@fcr.com](mailto:acotton@fcr.com)>  
**Sent:** Friday, June 9, 2017 4:41 PM  
**To:** Crystal Patterson  
**Cc:** Danielle Schlanger; Rapfogel, Michael  
**Subject:** Run of show and your remarks

Crystal -

Thank you for your time this morning! I loved meeting you and seeing your home. We are really excited about the press conference on monday.

Attached is the program. There are lots of details in there but the main point is your will speak last in the program and be introduced by my boss MaryAnne (who you will love). There will be a podium and microphone on the terrace where you will speak.

Please meet us in the lobby monday at 10am. And let us know if your son will join us.

We put together a few points for you below. Please let us know if they work for you!

Ashley

My cell is + [REDACTED] call me any time this weekend

***DRAFT***

***Remarks For Crystal Patterson***

***535 Carlton Ribbon Cutting- Monday, June 12, 2017***

- Thank you MaryAnne, and good morning everyone.
- My name is Crystal Patterson and I moved into 535 Carlton in April.
- It would be impossible to overstate the gratitude I have for our new home; it has truly changed my family's life. And as a 4<sup>th</sup> generation Brooklynite, I am so thankful to have permanent roots in the city where I was born and raised.
- I have had quite a journey getting here today. I hadn't had a permanent home in **[insert # of years]**. I lost my job as a legal administrator when the recession hit, and couldn't afford housing anywhere in the city.
- We were scrappy and made it work: my son stayed in Williamsburg to be close to his middle school, and I would do short-term rentals in places like Long

Island City and Weehawken, New Jersey. Sometimes, I'd rent a place on the Jersey Shore or Lake George, where the cost of living was far cheaper. Everything I owned had to fit into a suitcase that I could bring from place to place. All told, I lived in 15 different cities in two years.

- My mom was an amazing source of support and helped me through all these changes.
- But I had faith that one day, we would have a place to call our own. I applied for over 60 affordable housing lotteries throughout the five boroughs. And then, one day, I got an email that changed everything for us: we got an apartment at 535 Carlton.
- The joy we felt was indescribable. We would be a united family again. My mom, Trey and I went to the lease signing at the building, and were so excited to have a two-bedroom apartment, beautiful amenity spaces and amazing views of Manhattan. My mom and I made plans to toast our new home on the roof, right here where we're all standing, once we moved in.
- [REDACTED] e is going to high school this fall just down the street. He loves having friends from school over, and I love having a safe and beautiful home to make my own.
- [REDACTED]
- Thank you to everyone here who helped make the dream of having a place of our own a reality, and for prioritizing affordable housing at Pacific Park Brooklyn.

**From:** [Emily Walsh](#)  
**To:** [Salazar-Rodriguez, Prisca](#)  
**Subject:** Re:  
**Date:** Monday, June 12, 2017 8:50:52 AM

---

Ok- thanks!

On Sun, Jun 11, 2017 at 8:48 PM -0400, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Hey – don't need the room for tomorrow-  
Thanks!!

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 3:53 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: Re:

Yes! The 11th floor is all set.

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)]  
**Sent:** Friday, June 09, 2017 12:29 PM  
**To:** Emily Walsh  
**Subject:** RE: Re:

Hi! Do you have a room avail on Monday from 11-1pm?

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Thursday, June 08, 2017 11:46 AM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: Re:

Yikes, we are fully booked today with staff visiting for our all staff meeting. I'm so sorry- we can't today.

We could do 4 pm? Sorry, just a tough day.

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

---

**From:** Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Thursday, June 08, 2017 11:35 AM  
**To:** Emily Walsh  
**Subject:** RE: Re:

Hey hey – my bad –

Forgot to ask you for a room for today from 145-345

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Tuesday, June 06, 2017 9:29 AM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** Re:

All set for 11th fl

On Tue, Jun 6, 2017 at 6:35 AM -0400, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Till around 245. Thanks!

Sent from my iPhone

On Jun 5, 2017, at 10:50 PM, Emily Walsh <[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)> wrote:

Sorry for the delay. Let me check and get back to you. How long?

On Mon, Jun 5, 2017 at 6:34 PM -0400, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Hi! Can I send the Mayor to you tomorrow for some call time at 1215 for a few hours?

Prisca

**From:** [Norvell, Wiley](#)  
**To:** [Cotton, Ashley](#); [Kitasei, Yume](#); [Grace, Melissa](#)  
**Cc:** [Danielle Schlanger](#); [Jeremy Soffin](#); [Rohlfing, Elizabeth \(HPD\) \(RohlfingE@hpd.nyc.gov\)](#)  
**Subject:** Re: Updated rls  
**Date:** Monday, June 12, 2017 9:03:27 AM

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Pls shoot us whatever we've missed!

Sent from my BlackBerry 10 smartphone.

---

**From:** Cotton, Ashley  
**Sent:** Monday, June 12, 2017 8:57 AM  
**To:** Kitasei, Yume; Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) (RohlfingE@hpd.nyc.gov)  
**Subject:** Re: Updated rls

---

Gary labarbera was supposed to be quoted

---

**From:** Kitasei, Yume  
**Sent:** Monday, June 12, 2017 8:50 AM  
**To:** Grace, Melissa; Cotton, Ashley; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) (RohlfingE@hpd.nyc.gov)  
**Subject:** RE: Updated rls

---

\*\*\* EXTERNAL EMAIL \*\*\*

I'll do a lot check, but I don't think so

---

**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 8:50 AM  
**To:** 'Cotton, Ashley'; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) (RohlfingE@hpd.nyc.gov); Kitasei, Yume  
**Subject:** RE: Updated rls

Got and the BP's quote. Thanks.

Any others coming?

---

**From:** Cotton, Ashley [<mailto:acotton@fcrc.com>]  
**Sent:** Monday, June 12, 2017 8:15 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Updated rls

Eric adams team said they sent to u plz confirm

"535 Carlton is an example of public-private partnerships working together to provide beautiful and affordable housing for an array of individuals and families at a wide range of income levels," said Ismene Speliotis, Executive Director of MHANY Management Inc. "We applaud the city and Greenland Forest City Partners for providing beautiful and affordable homes at the crossroads of Flatbush and Atlantic Avenues; creating an inclusive place to live and creating a replicable model for other developers."

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Cotton, Ashley  
**Sent:** Monday, June 12, 2017 7:44 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Updated rls

15 total

Don't know about 100%, Program to be determined to reach 2250 affordable units across the total program

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 7:36 AM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Updated rls

\*\*\* EXTERNAL EMAIL \*\*\*

We are still missing quotes, but here is what I have so far.

Questions:

- How many buildings will this development be and how many of them 100% affordable
- And please send link for high res images.
- Daylit one word?

**MAYOR DE BLASIO ANNOUNCES OPENING OF 300 AFFORDABLE APARTMENTS AT PACIFIC PARK IN BROOKLYN**

*First 100 percent affordable building serves New Yorkers earning as little as \$25,000 and up to moderate and middle income New Yorkers*

**NEW YORK**— Mayor Bill de Blasio, Deputy Mayor Alicia Glen, local officials, Greenland Forest City Partners and community groups announced the opening of 535 Carlton. The

building's 298 homes are all affordable, and reserved for New Yorkers with household incomes of between \$25,000 and \$173,000 a year. Preference goes to municipal employees and those with vision, hearing or mobility disabilities.

"Our administration is delivering on the affordable housing this community was promised. For hundreds of families right here in Brooklyn, these homes represent economic security, the chance to save a little every month and get ahead, and the assurance that they'll be able to afford to stay in the borough they love," said **Mayor Bill de Blasio**.

The new building is part of a commitment Greenland Forest City Partners made with Governor Cuomo, Mayor de Blasio and local community groups in June 2014 to build 2,250 affordable apartments by 2025. There are currently 479 units of below market-rate housing at Pacific Park and another 303 will become available this summer. The project contributes to Mayor de Blasio's affordable housing plan, which has financed more than 63,000 affordable homes in three years.

When complete, Pacific Park Brooklyn will include six million square feet of residential space across 6,430 units of housing, of which 2,250 will be affordable rental units. It will also contain 247,000 square feet of retail space, up to 1.6 million square feet of office space, and eight acres of publicly-accessible open space.

For high-resolution images of 535 Carlson, [click here](#).

The New York City Housing Development Corporation is providing a \$73 million tax-exempt first mortgage for the building, funded by Citi Community Capital. HDC is also contributing \$11.75 million in subsidy financing. Pacific Park Brooklyn is a state-regulated development established by a General Project Plan adopted by the Empire State Development (ESD) Board of Directors in 2006 and governed by ESD. Pacific Park Brooklyn will include 6,430 units of housing, more than one-third of which will be affordable.

"When we broke ground on 535 Carlton in 2014 we made a commitment with Mayor de Blasio, Governor Cuomo, and local community groups to bring affordable housing to New Yorkers, and today we have delivered on that promise," said **Hu Gang, President and CEO of Greenland USA**. "Adding a high-quality affordable building to Pacific Park Brooklyn is a testament to Greenland Forest City Partners' mission of growing vibrant communities and economies inclusive of everyone, and we are extremely proud of this first step in increasing the affordable housing stock in New York City."

"The opening of 535 Carlton further underscores Greenland Forest City Partners' commitment to affordable housing and ensures Pacific Park is a neighborhood inclusive of all New Yorkers," said **MaryAnne Gilmartin, President and CEO of Forest City New York**. "This extraordinary building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents' lounge, and a vibrant community garden. It's not only high-end luxury buildings that provide these types of amenities and services any longer."

Tenants in the 18-story, 298-unit building comes with a first-rate amenity package, including a fitness center, yoga studio, game room, children's playroom and outdoor terrace. Greenland Forest City Partners enlisted architectural firm COOKFOX to ensure the building was seamlessly integrated into the streetscape and adjacent green space, and that means Daylit elevator vestibules look onto the park from each floor, and the open view lobby offers visual connection from the Carlson Avenue to Pacific Park. Landscaped rooftop, terraces and

setbacks also provide residents with expansive vistas of the park, New York Harbor.

“We approached the design of 535 Carlton with two critical goals: to create the healthiest possible homes and respect the surrounding historic neighborhood,” said **Rick Cook, a founder and partner at COOKFOX**. “We are proud to have designed affordable homes for a diverse community that connects residents with nature, daylight and views to green space, rooftop gardening, and natural materials and finishes.”

###

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**From:** Norvell, Wiley  
**Sent:** Friday, June 09, 2017 7:25 PM  
**To:** Grace, Melissa  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfig, Elizabeth (HPD) ([RohlfigE@hpd.nyc.gov](mailto:RohlfigE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

1030

Sent from my BlackBerry 10 smartphone.

---

**From:** Grace, Melissa  
**Sent:** Friday, June 9, 2017 7:12 PM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfig, Elizabeth (HPD) ([RohlfigE@hpd.nyc.gov](mailto:RohlfigE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

What time is this event?

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Jun 9, 2017, at 6:19 PM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

On 4, pls do.

Sent from my BlackBerry 10 smartphone.

---

**From:** Cotton, Ashley  
**Sent:** Friday, June 9, 2017 5:58 PM  
**To:** Norvell, Wiley; 'Danielle Schlanger'  
**Cc:** Jeremy Soffin; Rohlfig, Elizabeth (HPD) ([RohlfigE@hpd.nyc.gov](mailto:RohlfigE@hpd.nyc.gov)); Grace, Melissa; Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

#2 sure when she gets back to us on remarks we can turn to quote

#4 I hadn't asked

---

**From:** Norvell, Wiley  
**Sent:** Friday, June 9, 2017 5:45 PM  
**To:** 'Danielle Schlanger'; Cotton, Ashley  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Grace, Melissa; Kitasei, Yume  
**Subject:** RE: Run of show and your remarks

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**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:57 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin  
**Subject:** RE: Run of show and your remarks

Thanks Wiley! Really appreciate your help.

Best,  
Danielle

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, June 09, 2017 4:56 PM  
**To:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; 'Cotton, Ashley' <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
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Edited advisory attached.

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**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin

**Subject:** RE: Run of show and your remarks

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**Sent:** Friday, June 09, 2017 4:43 PM  
**To:** 'Cotton, Ashley' <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Cc:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

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**To:** Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin  
**Subject:** Fw: Run of show and your remarks

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**To:** Crystal Patterson  
**Cc:** Danielle Schlanger; Rapfogel, Michael  
**Subject:** Run of show and your remarks

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We put together a few points for you below. Please let us know if they work for you!

Ashley

My cell is [REDACTED] call me any time this weekend

***DRAFT***

***Remarks For Crystal Patterson***

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- I have had quite a journey getting here today. I hadn't had a permanent home in [insert # of years]. I lost my job as a legal administrator when the recession hit, and couldn't afford housing anywhere in the city.
- We were scrappy and made it work: my son stayed in Williamsburg to be close to his middle school, and I would do short-term rentals in places like Long Island City and Weehawken, New Jersey. Sometimes, I'd rent a place on the Jersey Shore or Lake George, where the cost of living was far cheaper. Everything I owned had to fit into a suitcase that I could bring from place to place. All told, I lived in 15 different cities in two years.
- My mom was an amazing source of support and helped me through all these changes.
- But I had faith that one day, we would have a place to call our own. I applied for over 60 affordable housing lotteries throughout the five boroughs. And then, one day, I got an email that changed everything for us: we got an apartment at 535 Carlton.
- The joy we felt was indescribable. We would be a united family again. My mom, Trey and I went to the lease signing at the building, and were so excited to have a two-bedroom apartment, beautiful amenity spaces and amazing views of Manhattan. My mom and I

made plans to toast our new home on the roof, right here where we're all standing, once we moved in.

- [REDACTED]  
[REDACTED] He is going to high school this fall just down the street. He loves having friends from school over, and I love having a safe and beautiful home to make my own.
- [REDACTED]
- Thank you to everyone here who helped make the dream of having a place of our own a reality, and for prioritizing affordable housing at Pacific Park Brooklyn.

**From:** [Danielle Schlanger](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [Grace, Melissa](#); [Sara Joseph](#)  
**Subject:** Re: Press release  
**Date:** Monday, June 12, 2017 9:08:39 AM

---

LaBarbera, working to get ASAP.

Sent from my iPhone

> On Jun 12, 2017, at 8:58 AM, Norvell, Wiley <WNorvell@cityhall.nyc.gov> wrote:

>

> Any additional quotes besides Adams from your end Danielle?

>

> Sent from my BlackBerry 10 smartphone.

> Original Message

> From: Danielle Schlanger

> Sent: Monday, June 12, 2017 8:46 AM

> To: Norvell, Wiley

> Cc: Grace, Melissa; Sara Joseph

> Subject: Re: Press release

>

>

> Got it, thanks.

>

> Sent from my iPhone

>

>> On Jun 12, 2017, at 8:34 AM, Norvell, Wiley <WNorvell@cityhall.nyc.gov> wrote:

>>

>> No longer coming.

>>

>> Sent from my BlackBerry 10 smartphone.

>> Original Message

>> From: Danielle Schlanger

>> Sent: Monday, June 12, 2017 7:50 AM

>> To: Norvell, Wiley

>> Cc: Grace, Melissa; Sara Joseph

>> Subject: Re: Press release

>>

>>

>> Hi Wiley and Melissa,

>>

>> Wanted to see if Eric Enderlin is coming to the event today, and if he plans to make remarks.

>>

>> Thanks,

>> Danielle

>>

>> Sent from my iPhone

>>

>>> On Jun 12, 2017, at 7:11 AM, Norvell, Wiley <WNorvell@cityhall.nyc.gov> wrote:

>>>

>>>

>>> My colleague melissa has.

>>>

>>> Sent from my BlackBerry 10 smartphone.

>>> Original Message

>>> From: Danielle Schlanger

>>> Sent: Monday, June 12, 2017 6:54 AM

>>> To: Norvell, Wiley  
>>> Subject: Press release

>>>

>>> Hi Wiley,

>>>

>>> Wanted to check in and make sure we're all set with the press release.

>>>

>>> Let me know where we stand right now.

>>>

>>> Thanks!

>>> Danielle

>>>

>>> Sent from my iPhone

**From:** [Norvell, Wiley](#)  
**To:** [Grace, Melissa](#); [Kitasei, Yume](#); "[Cotton, Ashley](#)"  
**Cc:** [Danielle Schlanger](#); [Jeremy Soffin](#); [Rohlfing, Elizabeth \(HPD\) \(RohlfingE@hpd.nyc.gov\)](#)  
**Subject:** Re: Updated rls  
**Date:** Monday, June 12, 2017 9:08:55 AM  
**Attachments:** [image001.png](#)

---

Can we use exterior photo? Much prefer that.

Sent from my BlackBerry 10 smartphone.

---

**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 9:06 AM  
**To:** Kitasei, Yume; 'Cotton, Ashley'; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) (RohlfingE@hpd.nyc.gov)  
**Subject:** RE: Updated rls

---

Updated with quotes. Let me know if there are more.

Also, is this the link for high res images? <http://affordable.535carlton.com/> (I grabbed below photo from this link)



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE**, June 12, 2017  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO ANNOUNCES OPENING OF NEARLY 300 AFFORDABLE APARTMENTS AT PACIFIC PARK IN BROOKLYN**

*First 100 percent affordable building serves New Yorkers earning as little as \$25,000, and up to moderate and middle income earners*



**NEW YORK**— Mayor Bill de Blasio, Deputy Mayor Alicia Glen, local officials, Greenland Forest City Partners and community groups announced the opening of 535 Carlton. The building’s 298 homes are all affordable, and reserved for New Yorkers with household incomes of between \$25,000 and \$173,000 a year. Preference goes to municipal employees and those with vision, hearing or mobility disabilities.

“Our administration is delivering on the affordable housing this community was promised. For hundreds of families right here in Brooklyn, these homes represent economic security, the chance to save a little every month and get ahead, and the assurance that they’ll be able to afford to stay in the borough they love,” said **Mayor Bill de Blasio**.

The new building is part of a commitment Greenland Forest City Partners made with Governor Cuomo, Mayor de Blasio and local community groups in June 2014 to build 2,250 affordable apartments by 2025. There are currently 479 units of below market-rate housing at Pacific Park and another 303 will become available this summer. The project contributes to Mayor de Blasio’s affordable housing plan, which has financed more than 63,000 affordable homes in three years.

When complete, Pacific Park Brooklyn will include six million square feet of residential space across 6,430 units of housing, of which 2,250 will be affordable rental units. It will also contain 247,000 square feet of retail space, up to 1.6 million square feet of office space, and eight acres of publicly-accessible open space.

For high-resolution images of 535 Carlson, [click here](#).

“With nearly 300 units that are affordable to low, moderate, and middle income households, 535 Carlton will provide an anchor of affordability in the heart of Prospect Heights, Brooklyn,” said **Housing Development Corporation President Eric Enderlin**. “The Pacific Park development also brings significant open park space, retail, and additional transit-infrastructure that will benefit the larger community. Thanks to all our partners, including the Mayor’s Office, the NYS Empire State Development Corporation, Greenland Forest City Partners, COOKFOX, and so many others, including various Brooklyn community stakeholders, for contributing to the success of 535 Carlton and the ongoing development at the Pacific Park project.”

“Through Housing New York, the City set out to secure as much affordability as possible in all our neighborhoods. When complete, the Pacific Park development will provide more than 2,200 affordable housing opportunities near this vital hub of transportation in thriving downtown Brooklyn,” said **Housing Preservation and Development Commissioner Maria Torres-Springer**. “The opening of 535 Carlton Avenue, the first hundred-percent affordable housing development underway at Pacific Park, represents housing security for 298 families, and the promise of more to come. Congratulations to HDC, the NYS Empire State Development Corporation, Greenland Forest City Partners, COOKFOX, and all our partners for working with us to ensure our neighborhoods are inclusive places of opportunity for New Yorkers at a wide range of incomes.”

The New York City Housing Development Corporation is providing a \$73 million tax-exempt first mortgage for the building, funded by Citi Community Capital. HDC is also contributing \$11.75 million in subsidy financing. Pacific Park Brooklyn is a state-regulated development established by a General Project Plan adopted by the Empire State Development (ESD) Board of Directors in 2006 and governed by ESD. Pacific Park Brooklyn will include 6,430 units of housing, more than one-third of which will be affordable.

“Having an affordable place to call home and sleep at night is a prerequisite for experiencing the American Dream. The addition of hundreds of critically-needed affordable housing units at 535 Carlton is welcome news for Brooklyn,” **Brooklyn Borough President Eric Adams** said.

“535 Carlton is an example of public-private partnerships working together to provide beautiful and affordable housing for an array of individuals and families at a wide range of income levels,” said **Ismene Speliotis, Executive Director of MHANY Management Inc.** “We applaud the city and Greenland Forest City Partners for providing beautiful and affordable homes at the crossroads of Flatbush and Atlantic Avenues; creating an inclusive place to live and creating a replicable model for other developers.”

“When we broke ground on 535 Carlton in 2014 we made a commitment with Mayor de Blasio, Governor Cuomo, and local community groups to bring affordable housing to New Yorkers, and today we have delivered on that promise,” said **Hu Gang, President and CEO of Greenland USA**. “Adding a high-quality affordable building to Pacific Park Brooklyn is a testament to Greenland Forest City Partners’ mission of growing vibrant communities and economies inclusive of everyone, and we are extremely proud of this first step in increasing the affordable housing stock in New York City.”

“The opening of 535 Carlton further underscores Greenland Forest City Partners’ commitment to affordable housing and ensures Pacific Park is a neighborhood inclusive of all New Yorkers,” said **MaryAnne Gilmartin, President and CEO of Forest City New York**. “This extraordinary building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents’ lounge, and a vibrant community garden. It’s not only high-end luxury buildings that provide these types of amenities and services any longer.”

Tenants in the 18-story, 298-unit building comes with a first-rate amenity package, including a fitness center, yoga studio, game room, children’s playroom and outdoor terrace. Greenland Forest City Partners enlisted architectural firm COOKFOX to ensure the building was seamlessly integrated into the streetscape and adjacent green space, and that means Daylit elevator vestibules look onto the park from each floor, and the open view lobby offers visual

connection from the Carlson Avenue to Pacific Park. Landscaped rooftop, terraces and setbacks also provide residents with expansive vistas of the park, New York Harbor.

“We approached the design of 535 Carlton with two critical goals: to create the healthiest possible homes and respect the surrounding historic neighborhood,” said **Rick Cook, a founder and partner at COOKFOX**. “We are proud to have designed affordable homes for a diverse community that connects residents with nature, daylight and views to green space, rooftop gardening, and natural materials and finishes.”

###

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**From:** Kitasei, Yume  
**Sent:** Monday, June 12, 2017 8:50 AM  
**To:** Grace, Melissa; 'Cotton, Ashley'; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) (RohlfingE@hpd.nyc.gov)  
**Subject:** RE: Updated rls

I'll do a lot check, but I don't think so

---

**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 8:50 AM  
**To:** 'Cotton, Ashley'; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** RE: Updated rls

Got and the BP's quote. Thanks.

Any others coming?

---

**From:** Cotton, Ashley [<mailto:acotton@fcrc.com>]  
**Sent:** Monday, June 12, 2017 8:15 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Updated rls

Eric adams team said they sent to u plz confirm

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Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

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**From:** Cotton, Ashley  
**Sent:** Monday, June 12, 2017 7:44 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Updated rls

15 total

Don't know about 100%, Program to be determined to reach 2250 affordable units across the total program

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

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**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 7:36 AM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Updated rls

\*\*\* EXTERNAL EMAIL \*\*\*

We are still missing quotes, but here is what I have so far.

Questions:

- How many buildings will this development be and how many of them 100% affordable
- And please send link for high res images.
- Daylit one word?

### **MAYOR DE BLASIO ANNOUNCES OPENING OF 300 AFFORDABLE APARTMENTS AT PACIFIC PARK IN BROOKLYN**

*First 100 percent affordable building serves New Yorkers earning as little as \$25,000 and up to moderate and middle income New Yorkers*

**NEW YORK**— Mayor Bill de Blasio, Deputy Mayor Alicia Glen, local officials, Greenland Forest City Partners and community groups announced the opening of 535 Carlton. The building's 298 homes are all affordable, and reserved for New Yorkers with household incomes of between \$25,000 and \$173,000 a year. Preference goes to municipal employees and those with vision, hearing or mobility disabilities.

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###

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**From:** Norvell, Wiley  
**Sent:** Friday, June 09, 2017 7:25 PM  
**To:** Grace, Melissa  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

1030

Sent from my BlackBerry 10 smartphone.

---

**From:** Grace, Melissa  
**Sent:** Friday, June 9, 2017 7:12 PM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

What time is this event?

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Jun 9, 2017, at 6:19 PM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

On 4, pls do.

Sent from my BlackBerry 10 smartphone.

---

**From:** Cotton, Ashley  
**Sent:** Friday, June 9, 2017 5:58 PM  
**To:** Norvell, Wiley; 'Danielle Schlanger'  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Grace, Melissa; Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

#2 sure when she gets back to us on remarks we can turn to quote

#4 I hadn't asked

---

**From:** Norvell, Wiley  
**Sent:** Friday, June 9, 2017 5:45 PM  
**To:** 'Danielle Schlanger'; Cotton, Ashley  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Grace, Melissa; Kitasei, Yume  
**Subject:** RE: Run of show and your remarks

\*\*\* EXTERNAL EMAIL \*\*\*

UPDATED release attached. We want to issue this from City Hall, given Mayor's longstanding support of the project.

Couple things:

- 1.) HPD, can you fact check? Draft rls said 30% of AMI was the lowest but our record show 40% is as low as it goes.
- 2.) FCRC, can we get a quote from Crystal (maybe clip from testimony) for under Mayor
- 3.) Yume/FCRC—will leave it to you to gather elected quotes and divide labor there.
- 4.) Are Bertha, Jonathan or Ismene submitting quotes?

---

**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]

**Sent:** Friday, June 09, 2017 4:57 PM

**To:** Norvell, Wiley; 'Cotton, Ashley'

**Cc:** Jeremy Soffin

**Subject:** RE: Run of show and your remarks

Thanks Wiley! Really appreciate your help.

Best,  
Danielle

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]

**Sent:** Friday, June 09, 2017 4:56 PM

**To:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; 'Cotton, Ashley' <[acotton@fcrc.com](mailto:acotton@fcrc.com)>

**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

**Subject:** RE: Run of show and your remarks

Edited advisory attached.

---

**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]

**Sent:** Friday, June 09, 2017 4:50 PM

**To:** Norvell, Wiley; 'Cotton, Ashley'

**Cc:** Jeremy Soffin

**Subject:** RE: Run of show and your remarks

Thanks Wiley! As Ashley said, she's amazing.

Let us know when the release and updated media advisory are finalized.

Appreciate your help,  
DS

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]

**Sent:** Friday, June 09, 2017 4:43 PM  
**To:** 'Cotton, Ashley' <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Cc:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Very moving!

---

**From:** Cotton, Ashley [<mailto:acotton@fcrc.com>]  
**Sent:** Friday, June 09, 2017 4:42 PM  
**To:** Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin  
**Subject:** Fw: Run of show and your remarks

Wiley - program attached and remarks by crystal below

---

**From:** Cotton, Ashley <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Sent:** Friday, June 9, 2017 4:41 PM  
**To:** Crystal Patterson  
**Cc:** Danielle Schlanger; Rapfogel, Michael  
**Subject:** Run of show and your remarks

Crystal -

Thank you for your time this morning! I loved meeting you and seeing your home. We are really excited about the press conference on monday.

Attached is the program. There are lots of details in there but the main point is your will speak last in the program and be introduced by my boss MaryAnne (who you will love). There will be a podium and microphone on the terrace where you will speak.

Please meet us in the lobby monday at 10am. And let us know if your son will join us.

We put together a few points for you below. Please let us know if they work for you!

Ashley

My cell is [REDACTED] call me any time this weekend

**DRAFT**  
**Remarks For Crystal Patterson**  
**535 Carlton Ribbon Cutting- Monday, June 12, 2017**

- Thank you MaryAnne, and good morning everyone.
- My name is Crystal Patterson and I moved into 535 Carlton in April.
- It would be impossible to overstate the gratitude I have for our new home; it has truly changed my family's life. And as a 4<sup>th</sup> generation Brooklynite, I am so thankful to have permanent roots in the city where I was born and raised.
- I have had quite a journey getting here today. I hadn't had a permanent home in [insert # of years]. I lost my job as a legal administrator when the recession hit, and couldn't afford housing anywhere in the city.
- We were scrappy and made it work: my son stayed in Williamsburg to be close to his middle school, and I would do short-term rentals in places like Long Island City and Weehawken, New Jersey. Sometimes, I'd rent a place on the Jersey Shore or Lake George, where the cost of living was far cheaper. Everything I owned had to fit into a suitcase that I could bring from place to place. All told, I lived in 15 different cities in two years.
- My mom was an amazing source of support and helped me through all these changes.
- But I had faith that one day, we would have a place to call our own. I applied for over 60 affordable housing lotteries throughout the five boroughs. And then, one day, I got an email that changed everything for us: we got an apartment at 535 Carlton.
- The joy we felt was indescribable. We would be a united family again. My mom, Trey and I went to the lease signing at the building, and were so excited to have a two-bedroom apartment, beautiful amenity spaces and amazing views of Manhattan. My mom and I made plans to toast our new home on the roof, right here where we're all standing, once we moved in.
- [REDACTED]  
[REDACTED] He is going to high school this fall just down the street. He loves having friends from school over, and I love having a safe and beautiful home to make my own.
- [REDACTED]

- 
- Thank you to everyone here who helped make the dream of having a place of our own a reality, and for prioritizing affordable housing at Pacific Park Brooklyn.

**From:** [Danielle Schlanger](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [Cotton, Ashley](#); [Kitasei, Yume](#); [Grace, Melissa](#); [Jeremy Soffin](#); [Rohlfing, Elizabeth \(HPD\)](#) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** Re: Updated rls  
**Date:** Monday, June 12, 2017 9:10:56 AM

---

Gary quote should be coming in next 15. Will send it over as soon as I get it.

Sent from my iPhone

On Jun 12, 2017, at 9:04 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

Pls shoot us whatever we've missed!

Sent from my BlackBerry 10 smartphone.

---

**From:** Cotton, Ashley  
**Sent:** Monday, June 12, 2017 8:57 AM  
**To:** Kitasei, Yume; Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** Re: Updated rls

---

Gary labarbera was supposed to be quoted

---

**From:** Kitasei, Yume  
**Sent:** Monday, June 12, 2017 8:50 AM  
**To:** Grace, Melissa; Cotton, Ashley; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** RE: Updated rls

---

\*\*\* EXTERNAL EMAIL \*\*\*

I'll do a lot check, but I don't think so

---

**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 8:50 AM  
**To:** 'Cotton, Ashley'; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
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**From:** Cotton, Ashley [<mailto:acotton@fcrc.com>]

**Sent:** Monday, June 12, 2017 8:15 AM  
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**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Updated rls

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Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Cotton, Ashley  
**Sent:** Monday, June 12, 2017 7:44 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Updated rls

15 total

Don't know about 100%, Program to be determined to reach 2250 affordable units across the total program

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

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**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 7:36 AM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Updated rls

\*\*\* EXTERNAL EMAIL \*\*\*

We are still missing quotes, but here is what I have so far.

Questions:

- How many buildings will this development be and how many of them 100% affordable
- And please send link for high res images.
- Daylit one word?

## MAYOR DE BLASIO ANNOUNCES OPENING OF 300 AFFORDABLE APARTMENTS AT PACIFIC PARK IN BROOKLYN

*First 100 percent affordable building serves New Yorkers earning as little as \$25,000 and up to moderate and middle income New Yorkers*

**NEW YORK**— Mayor Bill de Blasio, Deputy Mayor Alicia Glen, local officials, Greenland Forest City Partners and community groups announced the opening of 535 Carlton. The building’s 298 homes are all affordable, and reserved for New Yorkers with household incomes of between \$25,000 and \$173,000 a year. Preference goes to municipal employees and those with vision, hearing or mobility disabilities.

“Our administration is delivering on the affordable housing this community was promised. For hundreds of families right here in Brooklyn, these homes represent economic security, the chance to save a little every month and get ahead, and the assurance that they’ll be able to afford to stay in the borough they love,” said **Mayor Bill de Blasio**.

The new building is part of a commitment Greenland Forest City Partners made with Governor Cuomo, Mayor de Blasio and local community groups in June 2014 to build 2,250 affordable apartments by 2025. There are currently 479 units of below market-rate housing at Pacific Park and another 303 will become available this summer. The project contributes to Mayor de Blasio’s affordable housing plan, which has financed more than 63,000 affordable homes in three years.

When complete, Pacific Park Brooklyn will include six million square feet of residential space across 6,430 units of housing, of which 2,250 will be affordable rental units. It will also contain 247,000 square feet of retail space, up to 1.6 million square feet of office space, and eight acres of publicly-accessible open space.

For high-resolution images of 535 Carlson, [click here](#).

The New York City Housing Development Corporation is providing a \$73 million tax-exempt first mortgage for the building, funded by Citi Community Capital. HDC is also contributing \$11.75 million in subsidy financing. Pacific Park Brooklyn is a state-regulated development established by a General Project Plan adopted by the Empire State Development (ESD) Board of Directors in 2006 and governed by ESD. Pacific Park Brooklyn will include 6,430 units of housing, more than one-third of which will be affordable.

“When we broke ground on 535 Carlton in 2014 we made a commitment with Mayor de Blasio, Governor Cuomo, and local community groups to bring affordable housing to New Yorkers, and today we have delivered on that promise,” said **Hu Gang, President and CEO of Greenland USA**. “Adding a high-quality affordable building to Pacific Park Brooklyn is a testament to Greenland Forest City Partners’ mission of growing vibrant communities and economies inclusive of everyone, and we are extremely proud of this first step in increasing the affordable housing stock in New York City.”

“The opening of 535 Carlton further underscores Greenland Forest City Partners’ commitment to affordable housing and ensures Pacific Park is a neighborhood inclusive of all New Yorkers,” said **MaryAnne Gilmartin, President and CEO of Forest City New York**. “This extraordinary building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents’ lounge, and a vibrant community garden. It’s not only high-end luxury buildings that provide these types of amenities and services any longer.”

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“We approached the design of 535 Carlton with two critical goals: to create the healthiest possible homes and respect the surrounding historic neighborhood,” said **Rick Cook, a founder and partner at COOKFOX**. “We are proud to have designed affordable homes for a diverse community that connects residents with nature, daylight and views to green space, rooftop gardening, and natural materials and finishes.”

###

---

**From:** Norvell, Wiley  
**Sent:** Friday, June 09, 2017 7:25 PM  
**To:** Grace, Melissa  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

1030

Sent from my BlackBerry 10 smartphone.

---

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**Subject:** Re: Run of show and your remarks

What time is this event?

Melissa Grace  
Deputy Press Secretary  
Mayor’s Press Office

[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)

o: [212-788-2969](tel:212-788-2969)

c: [REDACTED]

On Jun 9, 2017, at 6:19 PM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

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**Sent:** Friday, June 9, 2017 5:58 PM  
**To:** Norvell, Wiley; 'Danielle Schlanger'  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Grace, Melissa; Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

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**From:** Norvell, Wiley  
**Sent:** Friday, June 9, 2017 5:45 PM  
**To:** 'Danielle Schlanger'; Cotton, Ashley  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Grace, Melissa; Kitasei, Yume  
**Subject:** RE: Run of show and your remarks

\*\*\* EXTERNAL EMAIL \*\*\*

UPDATED release attached. We want to issue this from City Hall, given Mayor's longstanding support of the project.

Couple things:

- 1.) HPD, can you fact check? Draft rls said 30% of AMI was the lowest but our record show 40% is as low as it goes.
- 2.) FCRC, can we get a quote from Crystal (maybe clip from testimony) for under Mayor
- 3.) Yume/FCRC—will leave it to you to gather elected quotes and divide labor there.
- 4.) Are Bertha, Jonathan or Ismene submitting quotes?

---

**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:57 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin  
**Subject:** RE: Run of show and your remarks

Thanks Wiley! Really appreciate your help.

Best,  
Danielle

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, June 09, 2017 4:56 PM  
**To:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; 'Cotton, Ashley' <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Edited advisory attached.

---

**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:50 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin  
**Subject:** RE: Run of show and your remarks

Thanks Wiley! As Ashley said, she's amazing.

Let us know when the release and updated media advisory are finalized.

Appreciate your help,  
DS

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**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, June 09, 2017 4:43 PM  
**To:** 'Cotton, Ashley' <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Cc:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Very moving!

---

**From:** Cotton, Ashley [<mailto:acotton@fcrc.com>]  
**Sent:** Friday, June 09, 2017 4:42 PM  
**To:** Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin  
**Subject:** Fw: Run of show and your remarks

Wiley - program attached and remarks by crystal below

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**From:** Cotton, Ashley <[acotton@fcrc.com](mailto:acotton@fcrc.com)>

**Sent:** Friday, June 9, 2017 4:41 PM  
**To:** Crystal Patterson  
**Cc:** Danielle Schlanger; Rapfogel, Michael  
**Subject:** Run of show and your remarks

Crystal -

Thank you for your time this morning! I loved meeting you and seeing your home. We are really excited about the press conference on Monday.

Attached is the program. There are lots of details in there but the main point is you will speak last in the program and be introduced by my boss MaryAnne (who you will love). There will be a podium and microphone on the terrace where you will speak.

Please meet us in the lobby Monday at 10am. And let us know if your son will join us.

We put together a few points for you below. Please let us know if they work for you!

Ashley

My cell is [REDACTED] call me any time this weekend

***DRAFT***

***Remarks For Crystal Patterson***

***535 Carlton Ribbon Cutting- Monday, June 12, 2017***

- Thank you MaryAnne, and good morning everyone.
- My name is Crystal Patterson and I moved into 535 Carlton in April.
- It would be impossible to overstate the gratitude I have for our new home; it has truly changed my family's life. And as a 4<sup>th</sup> generation Brooklynite, I am so thankful to have permanent roots in the city where I was born and raised.
- I have had quite a journey getting here today. I hadn't had a permanent home in [insert # of years]. I lost my job as a legal administrator when the recession hit, and couldn't afford housing anywhere in the city.

- We were scrappy and made it work: my son stayed in Williamsburg to be close to his middle school, and I would do short-term rentals in places like Long Island City and Weehawken, New Jersey. Sometimes, I'd rent a place on the Jersey Shore or Lake George, where the cost of living was far cheaper. Everything I owned had to fit into a suitcase that I could bring from place to place. All told, I lived in 15 different cities in two years.
- My mom was an amazing source of support and helped me through all these changes.
- But I had faith that one day, we would have a place to call our own. I applied for over 60 affordable housing lotteries throughout the five boroughs. And then, one day, I got an email that changed everything for us: we got an apartment at 535 Carlton.
- The joy we felt was indescribable. We would be a united family again. My mom, Trey and I went to the lease signing at the building, and were so excited to have a two-bedroom apartment, beautiful amenity spaces and amazing views of Manhattan. My mom and I made plans to toast our new home on the roof, right here where we're all standing, once we moved in.
- [REDACTED] He is going to high school this fall just down the street. He loves having friends from school over, and I love having a safe and beautiful home to make my own.
- [REDACTED]
- Thank you to everyone here who helped make the dream of having a place of our own a reality, and for prioritizing affordable housing at Pacific Park Brooklyn.

**From:** [Grace, Melissa](#)  
**To:** ["Cotton, Ashley"](#); [Norvell, Wiley](#); [Kitasei, Yume](#)  
**Cc:** [Danielle Schlanger](#); [Jeremy Soffin](#); [Rohlfing, Elizabeth \(HPD\) \(RohlfingE@hpd.nyc.gov\)](#)  
**Subject:** RE: Updated rls  
**Date:** Monday, June 12, 2017 9:20:10 AM  
**Attachments:** [image001.png](#)

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Thanks.

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**From:** Cotton, Ashley [mailto:acotton@fcrc.com]  
**Sent:** Monday, June 12, 2017 9:14 AM  
**To:** Norvell, Wiley; Grace, Melissa; Kitasei, Yume  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) (RohlfingE@hpd.nyc.gov)  
**Subject:** Re: Updated rls

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

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**From:** Cotton, Ashley  
**Sent:** Monday, June 12, 2017 9:12 AM  
**To:** Norvell, Wiley; Grace, Melissa; Kitasei, Yume  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** Re: Updated rls

These aren't the images  
Berlinrosen plz send?

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Norvell, Wiley  
**Sent:** Monday, June 12, 2017 9:12 AM  
**To:** Grace, Melissa; Kitasei, Yume; Cotton, Ashley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** Re: Updated rls

\*\*\* EXTERNAL EMAIL \*\*\*

Can we use exterior photo? Much prefer that.

Sent from my BlackBerry 10 smartphone.

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**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 9:06 AM  
**To:** Kitasei, Yume; 'Cotton, Ashley'; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** RE: Updated rls

Updated with quotes. Let me know if there are more.

Also, is this the link for high res images? <http://affordable.535carlton.com/> (I grabbed below

photo from this link)



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE**, June 12, 2017

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO ANNOUNCES OPENING OF NEARLY 300 AFFORDABLE APARTMENTS AT PACIFIC PARK IN BROOKLYN**

*First 100 percent affordable building serves New Yorkers earning as little as \$25,000, and up to moderate and middle income earners*



**NEW YORK**— Mayor Bill de Blasio, Deputy Mayor Alicia Glen, local officials, Greenland Forest City Partners and community groups announced the opening of 535 Carlton. The building’s 298 homes are all affordable, and reserved for New Yorkers with household incomes of between \$25,000 and \$173,000 a year. Preference goes to municipal employees and those with vision, hearing or mobility disabilities.

“Our administration is delivering on the affordable housing this community was promised. For hundreds of families right here in Brooklyn, these homes represent economic security, the chance to save a little every month and get ahead, and the assurance that they’ll be able to afford to stay in the borough they love,” said **Mayor Bill de Blasio**.

The new building is part of a commitment Greenland Forest City Partners made with Governor Cuomo, Mayor de Blasio and local community groups in June 2014 to build 2,250 affordable apartments by 2025. There are currently 479 units of below market-rate housing at Pacific Park and another 303 will become available this summer. The project contributes to

Mayor de Blasio's affordable housing plan, which has financed more than 63,000 affordable homes in three years.

When complete, Pacific Park Brooklyn will include six million square feet of residential space across 6,430 units of housing, of which 2,250 will be affordable rental units. It will also contain 247,000 square feet of retail space, up to 1.6 million square feet of office space, and eight acres of publicly-accessible open space.

For high-resolution images of 535 Carlton, [click here](#).

“With nearly 300 units that are affordable to low, moderate, and middle income households, 535 Carlton will provide an anchor of affordability in the heart of Prospect Heights, Brooklyn,” said **Housing Development Corporation President Eric Enderlin**. “The Pacific Park development also brings significant open park space, retail, and additional transit-infrastructure that will benefit the larger community. Thanks to all our partners, including the Mayor's Office, the NYS Empire State Development Corporation, Greenland Forest City Partners, COOKFOX, and so many others, including various Brooklyn community stakeholders, for contributing to the success of 535 Carlton and the ongoing development at the Pacific Park project.”

“Through Housing New York, the City set out to secure as much affordability as possible in all our neighborhoods. When complete, the Pacific Park development will provide more than 2,200 affordable housing opportunities near this vital hub of transportation in thriving downtown Brooklyn,” said **Housing Preservation and Development Commissioner Maria Torres-Springer**. “The opening of 535 Carlton Avenue, the first hundred-percent affordable housing development underway at Pacific Park, represents housing security for 298 families, and the promise of more to come. Congratulations to HDC, the NYS Empire State Development Corporation, Greenland Forest City Partners, COOKFOX, and all our partners for working with us to ensure our neighborhoods are inclusive places of opportunity for New Yorkers at a wide range of incomes.”

The New York City Housing Development Corporation is providing a \$73 million tax-exempt first mortgage for the building, funded by Citi Community Capital. HDC is also contributing \$11.75 million in subsidy financing. Pacific Park Brooklyn is a state-regulated development established by a General Project Plan adopted by the Empire State Development (ESD) Board of Directors in 2006 and governed by ESD. Pacific Park Brooklyn will include 6,430 units of housing, more than one-third of which will be affordable.

“Having an affordable place to call home and sleep at night is a prerequisite for experiencing the American Dream. The addition of hundreds of critically-needed affordable housing units at 535 Carlton is welcome news for Brooklyn,” **Brooklyn Borough President Eric Adams** said.

“535 Carlton is an example of public-private partnerships working together to provide beautiful and affordable housing for an array of individuals and families at a wide range of income levels,” said **Ismene Speliotis, Executive Director of MHANY Management Inc.** “We applaud the city and Greenland Forest City Partners for providing beautiful and affordable homes at the crossroads of Flatbush and Atlantic Avenues; creating an inclusive place to live and creating a replicable model for other developers.”

“When we broke ground on 535 Carlton in 2014 we made a commitment with Mayor de

Blasio, Governor Cuomo, and local community groups to bring affordable housing to New Yorkers, and today we have delivered on that promise,” said **Hu Gang, President and CEO of Greenland USA**. “Adding a high-quality affordable building to Pacific Park Brooklyn is a testament to Greenland Forest City Partners’ mission of growing vibrant communities and economies inclusive of everyone, and we are extremely proud of this first step in increasing the affordable housing stock in New York City.”

“The opening of 535 Carlton further underscores Greenland Forest City Partners’ commitment to affordable housing and ensures Pacific Park is a neighborhood inclusive of all New Yorkers,” said **MaryAnne Gilmartin, President and CEO of Forest City New York**. “This extraordinary building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents’ lounge, and a vibrant community garden. It’s not only high-end luxury buildings that provide these types of amenities and services any longer.”

Tenants in the 18-story, 298-unit building comes with a first-rate amenity package, including a fitness center, yoga studio, game room, children’s playroom and outdoor terrace. Greenland Forest City Partners enlisted architectural firm COOKFOX to ensure the building was seamlessly integrated into the streetscape and adjacent green space, and that means Daylit elevator vestibules look onto the park from each floor, and the open view lobby offers visual connection from the Carlson Avenue to Pacific Park. Landscaped rooftop, terraces and setbacks also provide residents with expansive vistas of the park, New York Harbor.

“We approached the design of 535 Carlton with two critical goals: to create the healthiest possible homes and respect the surrounding historic neighborhood,” said **Rick Cook, a founder and partner at COOKFOX**. “We are proud to have designed affordable homes for a diverse community that connects residents with nature, daylight and views to green space, rooftop gardening, and natural materials and finishes.”

###

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**From:** Kitasei, Yume  
**Sent:** Monday, June 12, 2017 8:50 AM  
**To:** Grace, Melissa; 'Cotton, Ashley'; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** RE: Updated rls

I’ll do a lot check, but I don’t think so

---

**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 8:50 AM  
**To:** 'Cotton, Ashley'; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** RE: Updated rls

Got and the BP’s quote. Thanks.

Any others coming?

---

**From:** Cotton, Ashley [<mailto:acotton@fcrc.com>]  
**Sent:** Monday, June 12, 2017 8:15 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Updated rls

Eric adams team said they sent to u plz confirm

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**From:** Cotton, Ashley  
**Sent:** Monday, June 12, 2017 7:44 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Updated rls

15 total

Don't know about 100%, Program to be determined to reach 2250 affordable units across the total program

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**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 7:36 AM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Updated rls

\*\*\* EXTERNAL EMAIL \*\*\*

We are still missing quotes, but here is what I have so far.

Questions:

- How many buildings will this development be and how many of them 100% affordable
- And please send link for high res images.
- Daylit one word?

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**Subject:** Re: Run of show and your remarks

What time is this event?

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

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Sent from my BlackBerry 10 smartphone.

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**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Grace, Melissa; Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

#2 sure when she gets back to us on remarks we can turn to quote  
#4 I hadn't asked

---

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**Sent:** Friday, June 9, 2017 5:45 PM  
**To:** 'Danielle Schlanger'; Cotton, Ashley  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Grace, Melissa; Kitasei, Yume  
**Subject:** RE: Run of show and your remarks

\*\*\* EXTERNAL EMAIL \*\*\*

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- 1.) HPD, can you fact check? Draft rls said 30% of AMI was the lowest but our record show 40% is as low as it goes.
- 2.) FCRC, can we get a quote from Crystal (maybe clip from testimony) for under Mayor
- 3.) Yume/FCRC—will leave it to you to gather elected quotes and divide labor there.
- 4.) Are Bertha, Jonathan or Ismene submitting quotes?

---

**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:57 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin  
**Subject:** RE: Run of show and your remarks

Thanks Wiley! Really appreciate your help.

Best,  
Danielle

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]

**Sent:** Friday, June 09, 2017 4:56 PM  
**To:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; 'Cotton, Ashley' <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Edited advisory attached.

---

**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:50 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin  
**Subject:** RE: Run of show and your remarks

Thanks Wiley! As Ashley said, she's amazing.

Let us know when the release and updated media advisory are finalized.

Appreciate your help,  
DS

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, June 09, 2017 4:43 PM  
**To:** 'Cotton, Ashley' <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Cc:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Very moving!

---

**From:** Cotton, Ashley [<mailto:acotton@fcrc.com>]  
**Sent:** Friday, June 09, 2017 4:42 PM  
**To:** Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin  
**Subject:** Fw: Run of show and your remarks

Wiley - program attached and remarks by crystal below

---

**From:** Cotton, Ashley <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Sent:** Friday, June 9, 2017 4:41 PM  
**To:** Crystal Patterson  
**Cc:** Danielle Schlanger; Rapfogel, Michael  
**Subject:** Run of show and your remarks

Crystal -

Thank you for your time this morning! I loved meeting you and seeing your home. We are really excited about the press conference on Monday.

Attached is the program. There are lots of details in there but the main point is you will speak last in the program and be introduced by my boss MaryAnne (who you will love). There will be a podium and microphone on the terrace where you will speak.

Please meet us in the lobby Monday at 10am. And let us know if your son will join us.

We put together a few points for you below. Please let us know if they work for you!

Ashley

My cell is [REDACTED] call me any time this weekend

***DRAFT***

***Remarks For Crystal Patterson***

***535 Carlton Ribbon Cutting- Monday, June 12, 2017***

- Thank you MaryAnne, and good morning everyone.
- My name is Crystal Patterson and I moved into 535 Carlton in April.
- It would be impossible to overstate the gratitude I have for our new home; it has truly changed my family's life. And as a 4<sup>th</sup> generation Brooklynite, I am so thankful to have permanent roots in the city where I was born and raised.
- I have had quite a journey getting here today. I hadn't had a permanent home in [insert # of years]. I lost my job as a legal administrator when the recession hit, and couldn't afford housing anywhere in the city.
- We were scrappy and made it work: my son stayed in Williamsburg to be close to his middle school, and I would do short-term rentals in places like Long Island City and Weehawken, New Jersey. Sometimes, I'd rent a place on the Jersey Shore or Lake George, where the cost of living was far cheaper. Everything I owned had to

fit into a suitcase that I could bring from place to place. All told, I lived in 15 different cities in two years.

- My mom was an amazing source of support and helped me through all these changes.
- But I had faith that one day, we would have a place to call our own. I applied for over 60 affordable housing lotteries throughout the five boroughs. And then, one day, I got an email that changed everything for us: we got an apartment at 535 Carlton.
- The joy we felt was indescribable. We would be a united family again. My mom, Trey and I went to the lease signing at the building, and were so excited to have a two-bedroom apartment, beautiful amenity spaces and amazing views of Manhattan. My mom and I made plans to toast our new home on the roof, right here where we're all standing, once we moved in.
- [REDACTED]  
[REDACTED] He is going to high school this fall just down the street. He loves having friends from school over, and I love having a safe and beautiful home to make my own.
- [REDACTED]
- Thank you to everyone here who helped make the dream of having a place of our own a reality, and for prioritizing affordable housing at Pacific Park Brooklyn.

**From:** [Grace, Melissa](#)  
**To:** ["Danielle Schlanger"](#); [Norvell, Wiley](#)  
**Cc:** [Cotton, Ashley](#); [Kitasei, Yume](#); [Jeremy Soffin](#); [Rohlfing, Elizabeth \(HPD\) \(RohlfingE@hpd.nyc.gov\)](#)  
**Subject:** RE: Updated ris  
**Date:** Monday, June 12, 2017 9:25:38 AM  
**Attachments:** [image001.png](#)

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Updated:



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE**, June 12, 2017  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO ANNOUNCES OPENING OF NEARLY 300 AFFORDABLE APARTMENTS AT PACIFIC PARK IN BROOKLYN**

*First 100 percent affordable building serves New Yorkers earning as little as \$25,000, and up to moderate and middle income earners*



**NEW YORK**— Mayor Bill de Blasio, Deputy Mayor Alicia Glen, local officials, Greenland Forest City Partners and community groups announced the opening of 535 Carlton. The building's 298 homes are all affordable, and reserved for New Yorkers with household incomes of between \$25,000 and \$173,000 a year. Preference goes to municipal employees and those with vision, hearing or mobility disabilities.

“Our administration is delivering on the affordable housing this community was promised. For hundreds of families right here in Brooklyn, these homes represent economic security,

the chance to save a little every month and get ahead, and the assurance that they'll be able to afford to stay in the borough they love," said **Mayor Bill de Blasio**.

The new building is part of a commitment Greenland Forest City Partners made with Governor Cuomo, Mayor de Blasio and local community groups in June 2014 to build 2,250 affordable apartments by 2025. There are currently 479 units of below market-rate housing at Pacific Park and another 303 will become available this summer. The project contributes to Mayor de Blasio's affordable housing plan, which has financed more than 63,000 affordable homes in three years.

When complete, Pacific Park Brooklyn will include six million square feet of residential space across 6,430 units of housing, of which 2,250 will be affordable rental units. It will also contain 247,000 square feet of retail space, up to 1.6 million square feet of office space, and eight acres of publicly-accessible open space.

For high-resolution images of 535 Carlton, [click here](#).

"With nearly 300 units that are affordable to low, moderate, and middle income households, 535 Carlton will provide an anchor of affordability in the heart of Prospect Heights, Brooklyn," said **Housing Development Corporation President Eric Enderlin**. "The Pacific Park development also brings significant open park space, retail, and additional transit-infrastructure that will benefit the larger community. Thanks to all our partners, including the Mayor's Office, the NYS Empire State Development Corporation, Greenland Forest City Partners, COOKFOX, and so many others, including various Brooklyn community stakeholders, for contributing to the success of 535 Carlton and the ongoing development at the Pacific Park project."

"Through Housing New York, the City set out to secure as much affordability as possible in all our neighborhoods. When complete, the Pacific Park development will provide more than 2,200 affordable housing opportunities near this vital hub of transportation in thriving downtown Brooklyn," said **Housing Preservation and Development Commissioner Maria Torres-Springer**. "The opening of 535 Carlton Avenue, the first hundred-percent affordable housing development underway at Pacific Park, represents housing security for 298 families, and the promise of more to come. Congratulations to HDC, the NYS Empire State Development Corporation, Greenland Forest City Partners, COOKFOX, and all our partners for working with us to ensure our neighborhoods are inclusive places of opportunity for New Yorkers at a wide range of incomes."

The New York City Housing Development Corporation is providing a \$73 million tax-exempt first mortgage for the building, funded by Citi Community Capital. HDC is also contributing \$11.75 million in subsidy financing. Pacific Park Brooklyn is a state-regulated development established by a General Project Plan adopted by the Empire State Development (ESD) Board of Directors in 2006 and governed by ESD. Pacific Park Brooklyn will include 6,430 units of housing, more than one-third of which will be affordable.

"Having an affordable place to call home and sleep at night is a prerequisite for experiencing the American Dream. The addition of hundreds of critically-needed affordable housing units at 535 Carlton is welcome news for Brooklyn," **Brooklyn Borough President Eric Adams** said.

"535 Carlton is an example of public-private partnerships working together to provide

beautiful and affordable housing for an array of individuals and families at a wide range of income levels,” said **Ismene Speliotis, Executive Director of MHANY Management Inc.** “We applaud the city and Greenland Forest City Partners for providing beautiful and affordable homes at the crossroads of Flatbush and Atlantic Avenues; creating an inclusive place to live and creating a replicable model for other developers.”

“When we broke ground on 535 Carlton in 2014 we made a commitment with Mayor de Blasio, Governor Cuomo, and local community groups to bring affordable housing to New Yorkers, and today we have delivered on that promise,” said **Hu Gang, President and CEO of Greenland USA.** “Adding a high-quality affordable building to Pacific Park Brooklyn is a testament to Greenland Forest City Partners’ mission of growing vibrant communities and economies inclusive of everyone, and we are extremely proud of this first step in increasing the affordable housing stock in New York City.”

“The opening of 535 Carlton further underscores Greenland Forest City Partners’ commitment to affordable housing and ensures Pacific Park is a neighborhood inclusive of all New Yorkers,” said **MaryAnne Gilmartin, President and CEO of Forest City New York.** “This extraordinary building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents’ lounge, and a vibrant community garden. It’s not only high-end luxury buildings that provide these types of amenities and services any longer.”

Tenants in the 18-story, 298-unit building comes with a first-rate amenity package, including a fitness center, yoga studio, game room, children’s playroom and outdoor terrace. Greenland Forest City Partners enlisted architectural firm COOKFOX to ensure the building was seamlessly integrated into the streetscape and adjacent green space, and that means Daylit elevator vestibules look onto the park from each floor, and the open view lobby offers visual connection from the Carlson Avenue to Pacific Park. Landscaped rooftop, terraces and setbacks also provide residents with expansive vistas of the park, New York Harbor.

“We approached the design of 535 Carlton with two critical goals: to create the healthiest possible homes and respect the surrounding historic neighborhood,” said **Rick Cook, a founder and partner at COOKFOX.** “We are proud to have designed affordable homes for a diverse community that connects residents with nature, daylight and views to green space, rooftop gardening, and natural materials and finishes.”

###

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**From:** Danielle Schlanger [mailto:Danielle.Schlanger@berlinrosen.com]  
**Sent:** Monday, June 12, 2017 9:11 AM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Kitasei, Yume; Grace, Melissa; Jeremy Soffin; Rohlfing, Elizabeth (HPD) (RohlfingE@hpd.nyc.gov)  
**Subject:** Re: Updated rls

Gary quote should be coming in next 15. Will send it over as soon as I get it.

Sent from my iPhone

On Jun 12, 2017, at 9:04 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

Pls shoot us whatever we've missed!

Sent from my BlackBerry 10 smartphone.

---

**From:** Cotton, Ashley  
**Sent:** Monday, June 12, 2017 8:57 AM  
**To:** Kitasei, Yume; Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** Re: Updated rls

Gary labarbera was supposed to be quoted

---

**From:** Kitasei, Yume  
**Sent:** Monday, June 12, 2017 8:50 AM  
**To:** Grace, Melissa; Cotton, Ashley; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** RE: Updated rls

\*\*\* EXTERNAL EMAIL \*\*\*

I'll do a lot check, but I don't think so

---

**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 8:50 AM  
**To:** 'Cotton, Ashley'; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** RE: Updated rls

Got and the BP's quote. Thanks.

Any others coming?

---

**From:** Cotton, Ashley [<mailto:acotton@fcrc.com>]  
**Sent:** Monday, June 12, 2017 8:15 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Updated rls

Eric adams team said they sent to u plz confirm

"535 Carlton is an example of public-private partnerships working together to

provide beautiful and affordable housing for an array of individuals and families at a wide range of income levels," said Ismene Speliotis, Executive Director of MHANY Management Inc. "We applaud the city and Greenland Forest City Partners for providing beautiful and affordable homes at the crossroads of Flatbush and Atlantic Avenues; creating an inclusive place to live and creating a replicable model for other developers."

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Cotton, Ashley  
**Sent:** Monday, June 12, 2017 7:44 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Updated rls

15 total

Don't know about 100%, Program to be determined to reach 2250 affordable units across the total program

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

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**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 7:36 AM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Updated rls

**\*\*\* EXTERNAL EMAIL \*\*\***

We are still missing quotes, but here is what I have so far.

Questions:

- How many buildings will this development be and how many of them 100% affordable
- And please send link for high res images.
- Daylit one word?

**MAYOR DE BLASIO ANNOUNCES OPENING OF 300 AFFORDABLE APARTMENTS AT PACIFIC PARK IN BROOKLYN**

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“The opening of 535 Carlton further underscores Greenland Forest City Partners’ commitment to affordable housing and ensures Pacific Park is a neighborhood inclusive of all New Yorkers,” said **MaryAnne Gilmartin, President and CEO of Forest City New York**. “This extraordinary building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents’ lounge, and a vibrant community garden. It’s not only high-end luxury buildings that provide these types of amenities and services any longer.”

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###

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**From:** Norvell, Wiley  
**Sent:** Friday, June 09, 2017 7:25 PM  
**To:** Grace, Melissa  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

1030

Sent from my BlackBerry 10 smartphone.

---

**From:** Grace, Melissa  
**Sent:** Friday, June 9, 2017 7:12 PM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

What time is this event?

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Jun 9, 2017, at 6:19 PM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

On 4, pls do.

Sent from my BlackBerry 10 smartphone.

---

**From:** Cotton, Ashley  
**Sent:** Friday, June 9, 2017 5:58 PM  
**To:** Norvell, Wiley; 'Danielle Schlanger'  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Grace, Melissa; Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

#2 sure when she gets back to us on remarks we can turn to quote  
#4 I hadn't asked

---

**From:** Norvell, Wiley  
**Sent:** Friday, June 9, 2017 5:45 PM  
**To:** 'Danielle Schlanger'; Cotton, Ashley  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Grace, Melissa; Kitasei, Yume  
**Subject:** RE: Run of show and your remarks

\*\*\* EXTERNAL EMAIL \*\*\*

UPDATED release attached. We want to issue this from City Hall, given Mayor's longstanding support of the project.

Couple things:

- 1.) HPD, can you fact check? Draft rls said 30% of AMI was the lowest but our record show 40% is as low as it goes.
- 2.) FCRC, can we get a quote from Crystal (maybe clip from testimony) for under Mayor
- 3.) Yume/FCRC—will leave it to you to gather elected quotes and divide labor there.
- 4.) Are Bertha, Jonathan or Ismene submitting quotes?

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**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:57 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin  
**Subject:** RE: Run of show and your remarks

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Best,  
Danielle

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**Sent:** Friday, June 09, 2017 4:56 PM  
**To:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; 'Cotton, Ashley' <[acotton@frc.com](mailto:acotton@frc.com)>  
**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Edited advisory attached.

---

**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:50 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin  
**Subject:** RE: Run of show and your remarks

Thanks Wiley! As Ashley said, she's amazing.

Let us know when the release and updated media advisory are finalized.

Appreciate your help,  
DS

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**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, June 09, 2017 4:43 PM  
**To:** 'Cotton, Ashley' <[acotton@frc.com](mailto:acotton@frc.com)>  
**Cc:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Very moving!

---

**From:** Cotton, Ashley [<mailto:acotton@frc.com>]  
**Sent:** Friday, June 09, 2017 4:42 PM  
**To:** Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin  
**Subject:** Fw: Run of show and your remarks

Wiley - program attached and remarks by crystal below

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**Cc:** Danielle Schlanger; Rapfogel, Michael  
**Subject:** Run of show and your remarks

Crystal -

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Attached is the program. There are lots of details in there but the main point is you will speak last in the program and be introduced by my boss MaryAnne (who you will love). There will be a podium and microphone on the terrace where you will speak.

Please meet us in the lobby Monday at 10am. And let us know if your son will join us.

We put together a few points for you below. Please let us know if they work for you!

Ashley

My cell is [REDACTED] call me any time this weekend

***DRAFT***

***Remarks For Crystal Patterson***

***535 Carlton Ribbon Cutting- Monday, June 12, 2017***

- Thank you MaryAnne, and good morning everyone.
- My name is Crystal Patterson and I moved into 535 Carlton in April.
- It would be impossible to overstate the gratitude I have for our new home; it has truly changed my family's life. And as a 4<sup>th</sup> generation Brooklynite, I am so thankful to have permanent roots in the city where I was born and raised.
- I have had quite a journey getting here today. I hadn't had a permanent home in [insert # of years]. I lost my job as a legal administrator when the recession hit, and couldn't afford housing anywhere in the city.
- We were scrappy and made it work: my son stayed in Williamsburg to be close to his middle school, and I

would do short-term rentals in places like Long Island City and Weehawken, New Jersey. Sometimes, I'd rent a place on the Jersey Shore or Lake George, where the cost of living was far cheaper. Everything I owned had to fit into a suitcase that I could bring from place to place. All told, I lived in 15 different cities in two years.

- My mom was an amazing source of support and helped me through all these changes.
- But I had faith that one day, we would have a place to call our own. I applied for over 60 affordable housing lotteries throughout the five boroughs. And then, one day, I got an email that changed everything for us: we got an apartment at 535 Carlton.
- The joy we felt was indescribable. We would be a united family again. My mom, Trey and I went to the lease signing at the building, and were so excited to have a two-bedroom apartment, beautiful amenity spaces and amazing views of Manhattan. My mom and I made plans to toast our new home on the roof, right here where we're all standing, once we moved in.

- [REDACTED] He is going to high school this fall just down the street. He loves having friends from school over, and I love having a safe and beautiful home to make my own.

- [REDACTED]

- Thank you to everyone here who helped make the dream of having a place of our own a reality, and for prioritizing affordable housing at Pacific Park Brooklyn.

**From:** [Danielle Schlanger](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [Cotton, Ashley](#); [Grace, Melissa](#); [Kitasei, Yume](#); [Jeremy Soffin](#); [Rohlfing, Elizabeth \(HPD\)](#)  
([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** Re: Updated rls  
**Date:** Monday, June 12, 2017 9:40:45 AM  
**Attachments:** [image001.png](#)  
[image001.png](#)

---

Hi all, just heard back from Gary's team. They need until 10 for the quote. Will send as soon as I receive it.

Sent from my iPhone

On Jun 12, 2017, at 9:37 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

MG, let's put Crystal right under Mayor.

Sent from my BlackBerry 10 smartphone.

---

**From:** Cotton, Ashley  
**Sent:** Monday, June 12, 2017 9:31 AM  
**To:** Grace, Melissa; 'Danielle Schlanger'; Norvell, Wiley  
**Cc:** Kitasei, Yume; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** Re: Updated rls

---

Quote from Crystal Patterson

Resident of 535 carlton

"Thank you to everyone who helped me make the dream of having a place of our own a reality and for prioritizing affordable housing at Pacific Park Brooklyn"

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 9:25 AM  
**To:** 'Danielle Schlanger'; Norvell, Wiley  
**Cc:** Cotton, Ashley; Kitasei, Yume; Jeremy Soffin; Rohlfing, Elizabeth (HPD)  
([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** RE: Updated rls

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\*\*\* EXTERNAL EMAIL \*\*\*

Updated:



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE**, June 12, 2017  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO ANNOUNCES OPENING OF NEARLY 300  
AFFORDABLE APARTMENTS AT PACIFIC PARK IN BROOKLYN**

*First 100 percent affordable building serves New Yorkers earning as little as  
\$25,000, and up to moderate and middle income earners*



**NEW YORK**— Mayor Bill de Blasio, Deputy Mayor Alicia Glen, local officials, Greenland Forest City Partners and community groups announced the opening of 535 Carlton. The building’s 298 homes are all affordable, and reserved for New Yorkers with household incomes of between \$25,000 and \$173,000 a year. Preference goes to municipal employees and those with vision, hearing or mobility disabilities.

“Our administration is delivering on the affordable housing this community was promised. For hundreds of families right here in Brooklyn, these homes represent economic security, the chance to save a little every month and get ahead, and the assurance that they’ll be able to afford to stay in the borough they love,” said **Mayor Bill de Blasio**.

The new building is part of a commitment Greenland Forest City Partners made with Governor Cuomo, Mayor de Blasio and local community groups in June 2014 to build 2,250 affordable apartments by 2025. There are currently 479 units of below market-rate housing at Pacific Park and another 303 will become available this summer. The project contributes to Mayor de Blasio’s affordable housing plan, which has financed more than 63,000 affordable homes in three years.

When complete, Pacific Park Brooklyn will include six million square feet of residential space across 6,430 units of housing, of which 2,250 will be affordable

rental units. It will also contain 247,000 square feet of retail space, up to 1.6 million square feet of office space, and eight acres of publicly-accessible open space.

For high-resolution images of 535 Carlton, [click here](#).

“With nearly 300 units that are affordable to low, moderate, and middle income households, 535 Carlton will provide an anchor of affordability in the heart of Prospect Heights, Brooklyn,” said **Housing Development Corporation President Eric Enderlin**. “The Pacific Park development also brings significant open park space, retail, and additional transit-infrastructure that will benefit the larger community. Thanks to all our partners, including the Mayor’s Office, the NYS Empire State Development Corporation, Greenland Forest City Partners, COOKFOX, and so many others, including various Brooklyn community stakeholders, for contributing to the success of 535 Carlton and the ongoing development at the Pacific Park project.”

“Through Housing New York, the City set out to secure as much affordability as possible in all our neighborhoods. When complete, the Pacific Park development will provide more than 2,200 affordable housing opportunities near this vital hub of transportation in thriving downtown Brooklyn,” said **Housing Preservation and Development Commissioner Maria Torres-Springer**. “The opening of 535 Carlton Avenue, the first hundred-percent affordable housing development underway at Pacific Park, represents housing security for 298 families, and the promise of more to come. Congratulations to HDC, the NYS Empire State Development Corporation, Greenland Forest City Partners, COOKFOX, and all our partners for working with us to ensure our neighborhoods are inclusive places of opportunity for New Yorkers at a wide range of incomes.”

The New York City Housing Development Corporation is providing a \$73 million tax-exempt first mortgage for the building, funded by Citi Community Capital. HDC is also contributing \$11.75 million in subsidy financing. Pacific Park Brooklyn is a state-regulated development established by a General Project Plan adopted by the Empire State Development (ESD) Board of Directors in 2006 and governed by ESD. Pacific Park Brooklyn will include 6,430 units of housing, more than one-third of which will be affordable.

“Having an affordable place to call home and sleep at night is a prerequisite for experiencing the American Dream. The addition of hundreds of critically-needed affordable housing units at 535 Carlton is welcome news for Brooklyn,” **Brooklyn Borough President Eric Adams** said.

“535 Carlton is an example of public-private partnerships working together to provide beautiful and affordable housing for an array of individuals and families at a wide range of income levels,” said **Ismene Speliotis, Executive Director of MHANY Management Inc.** “We applaud the city and Greenland Forest City Partners for providing beautiful and affordable homes at the crossroads of Flatbush and Atlantic Avenues; creating an inclusive place to live and creating a replicable model for other developers.”

“When we broke ground on 535 Carlton in 2014 we made a commitment with

Mayor de Blasio, Governor Cuomo, and local community groups to bring affordable housing to New Yorkers, and today we have delivered on that promise,” said **Hu Gang, President and CEO of Greenland USA**. “Adding a high-quality affordable building to Pacific Park Brooklyn is a testament to Greenland Forest City Partners’ mission of growing vibrant communities and economies inclusive of everyone, and we are extremely proud of this first step in increasing the affordable housing stock in New York City.”

“The opening of 535 Carlton further underscores Greenland Forest City Partners’ commitment to affordable housing and ensures Pacific Park is a neighborhood inclusive of all New Yorkers,” said **MaryAnne Gilmartin, President and CEO of Forest City New York**. “This extraordinary building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents’ lounge, and a vibrant community garden. It’s not only high-end luxury buildings that provide these types of amenities and services any longer.”

Tenants in the 18-story, 298-unit building comes with a first-rate amenity package, including a fitness center, yoga studio, game room, children’s playroom and outdoor terrace. Greenland Forest City Partners enlisted architectural firm COOKFOX to ensure the building was seamlessly integrated into the streetscape and adjacent green space, and that means Daylit elevator vestibules look onto the park from each floor, and the open view lobby offers visual connection from the Carlson Avenue to Pacific Park. Landscaped rooftop, terraces and setbacks also provide residents with expansive vistas of the park, New York Harbor.

“We approached the design of 535 Carlton with two critical goals: to create the healthiest possible homes and respect the surrounding historic neighborhood,” said **Rick Cook, a founder and partner at COOKFOX**. “We are proud to have designed affordable homes for a diverse community that connects residents with nature, daylight and views to green space, rooftop gardening, and natural materials and finishes.”

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**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Monday, June 12, 2017 9:11 AM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Kitasei, Yume; Grace, Melissa; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** Re: Updated rls

Gary quote should be coming in next 15. Will send it over as soon as I get it.

Sent from my iPhone

On Jun 12, 2017, at 9:04 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

Pls shoot us whatever we've missed!

Sent from my BlackBerry 10 smartphone.

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**From:** Cotton, Ashley  
**Sent:** Monday, June 12, 2017 8:57 AM  
**To:** Kitasei, Yume; Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** Re: Updated rls

Gary labarbera was supposed to be quoted

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**From:** Kitasei, Yume  
**Sent:** Monday, June 12, 2017 8:50 AM  
**To:** Grace, Melissa; Cotton, Ashley; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** RE: Updated rls

\*\*\* EXTERNAL EMAIL \*\*\*

I'll do a lot check, but I don't think so

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**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 8:50 AM  
**To:** 'Cotton, Ashley'; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** RE: Updated rls

Got and the BP's quote. Thanks.

Any others coming?

---

**From:** Cotton, Ashley (<mailto:acotton@frc.com>)  
**Sent:** Monday, June 12, 2017 8:15 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Updated rls

Eric adams team said they sent to u plz confirm

"535 Carlton is an example of public-private partnerships working together to provide beautiful and affordable housing for an array of individuals and families at a wide range of income levels," said

Ismene Speliotis, Executive Director of MHANY Management Inc.  
"We applaud the city and Greenland Forest City Partners  
for providing beautiful and affordable homes at the crossroads of  
Flatbush and Atlantic Avenues; creating an inclusive place to live  
and creating a replicable model for other developers."

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

**From:** Cotton, Ashley  
**Sent:** Monday, June 12, 2017 7:44 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD)  
([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Updated rls

15 total

Don't know about 100%, Program to be determined to reach 2250  
affordable units across the total program

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 7:36 AM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth  
(HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Updated rls

**\*\*\* EXTERNAL EMAIL \*\*\***

We are still missing quotes, but here is what I have so far.

Questions:

- How many buildings will this development be and how many of them 100% affordable
- And please send link for high res images.
- Daylit one word?

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Park is a neighborhood inclusive of all New Yorkers,” said **MaryAnne Gilmartin, President and CEO of Forest City New York**. “This extraordinary building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents’ lounge, and a vibrant community garden. It’s not only high-end luxury buildings that provide these types of amenities and services any longer.”

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“We approached the design of 535 Carlton with two critical goals: to create the healthiest possible homes and respect the surrounding historic neighborhood,” said **Rick Cook, a founder and partner at COOKFOX**. “We are proud to have designed affordable homes for a diverse community that connects residents with nature, daylight and views to green space, rooftop gardening, and natural materials and finishes.”

###

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**From:** Norvell, Wiley  
**Sent:** Friday, June 09, 2017 7:25 PM  
**To:** Grace, Melissa  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlring, Elizabeth (HPD) ([RohlringE@hpd.nyc.gov](mailto:RohlringE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

1030

Sent from my BlackBerry 10 smartphone.

---

**From:** Grace, Melissa  
**Sent:** Friday, June 9, 2017 7:12 PM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlring, Elizabeth (HPD) ([RohlringE@hpd.nyc.gov](mailto:RohlringE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

What time is this event?

Melissa Grace

Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Jun 9, 2017, at 6:19 PM, Norvell, Wiley  
<[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

On 4, pls do.

Sent from my BlackBerry 10 smartphone.

---

**From:** Cotton, Ashley  
**Sent:** Friday, June 9, 2017 5:58 PM  
**To:** Norvell, Wiley; 'Danielle Schlanger'  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Grace, Melissa; Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

#2 sure when she gets back to us on remarks we can  
turn to quote

#4 I hadn't asked

---

**From:** Norvell, Wiley  
**Sent:** Friday, June 9, 2017 5:45 PM  
**To:** 'Danielle Schlanger'; Cotton, Ashley  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Grace, Melissa; Kitasei, Yume  
**Subject:** RE: Run of show and your remarks

\*\*\* EXTERNAL EMAIL \*\*\*

UPDATED release attached. We want to issue this from City  
Hall, given Mayor's longstanding support of the project.

Couple things:

- 1.) HPD, can you fact check? Draft rls said 30% of AMI was the lowest but our record show 40% is as low as it goes.
- 2.) FCRC, can we get a quote from Crystal (maybe clip from testimony) for under Mayor
- 3.) Yume/FCRC—will leave it to you to gather elected quotes and divide labor there.
- 4.) Are Bertha, Jonathan or Ismene submitting quotes?

**From:** Danielle Schlanger  
[<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:57 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin  
**Subject:** RE: Run of show and your remarks

Thanks Wiley! Really appreciate your help.

Best,  
Danielle

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, June 09, 2017 4:56 PM  
**To:** Danielle Schlanger  
<[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; 'Cotton, Ashley'  
<[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Edited advisory attached.

---

**From:** Danielle Schlanger  
[<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:50 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin  
**Subject:** RE: Run of show and your remarks

Thanks Wiley! As Ashley said, she's amazing.

Let us know when the release and updated media advisory are finalized.

Appreciate your help,  
DS

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**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, June 09, 2017 4:43 PM  
**To:** 'Cotton, Ashley' <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Cc:** Danielle Schlanger  
<[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; Jeremy Soffin  
<[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Very moving!

---

**From:** Cotton, Ashley [<mailto:acotton@fcrc.com>]  
**Sent:** Friday, June 09, 2017 4:42 PM

**To:** Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin  
**Subject:** Fw: Run of show and your remarks

Wiley - program attached and remarks by crystal below

---

**From:** Cotton, Ashley <[acotton@frcr.com](mailto:acotton@frcr.com)>  
**Sent:** Friday, June 9, 2017 4:41 PM  
**To:** Crystal Patterson  
**Cc:** Danielle Schlanger; Rapfogel, Michael  
**Subject:** Run of show and your remarks

Crystal -

Thank you for your time this morning! I loved meeting you and seeing your home. We are really excited about the press conference on monday.

Attached is the program. There are lots of details in there but the main point is your will speak last in the program and be introduced by my boss MaryAnne (who you will love). There will be a podium and microphone on the terrace where you will speak.

Please meet us in the lobby monday at 10am. And let us know if your son will join us.

We put together a few points for you below. Please let us know if they work for you!

Ashley

My cell is [REDACTED] call me any time this weekend

***DRAFT***  
***Remarks For Crystal Patterson***  
***535 Carlton Ribbon Cutting- Monday, June 12, 2017***

- Thank you MaryAnne, and good morning everyone.
- My name is Crystal Patterson and I moved into 535 Carlton in April.

- It would be impossible to overstate the gratitude I have for our new home; it has truly changed my family's life. And as a 4<sup>th</sup> generation Brooklynite, I am so thankful to have permanent roots in the city where I was born and raised.
- I have had quite a journey getting here today. I hadn't had a permanent home in **[insert # of years]**. I lost my job as a legal administrator when the recession hit, and couldn't afford housing anywhere in the city.
- We were scrappy and made it work: my son stayed in Williamsburg to be close to his middle school, and I would do short-term rentals in places like Long Island City and Weehawken, New Jersey. Sometimes, I'd rent a place on the Jersey Shore or Lake George, where the cost of living was far cheaper. Everything I owned had to fit into a suitcase that I could bring from place to place. All told, I lived in 15 different cities in two years.
- My mom was an amazing source of support and helped me through all these changes.
- But I had faith that one day, we would have a place to call our own. I applied for over 60 affordable housing lotteries throughout the five boroughs. And then, one day, I got an email that changed everything for us: we got an apartment at 535 Carlton.
- The joy we felt was indescribable. We would be a united family again. My mom, Trey and I went to the lease signing at the building, and were so excited to have a two-bedroom apartment, beautiful amenity spaces and amazing views of Manhattan. My mom and I made plans to toast our new home on the roof, right here where we're all standing, once we moved in.

- 

[REDACTED] He  
is going to high school this fall just down the  
street. He loves having friends from school  
over, and I love having a safe and beautiful  
home to make my own.

- [REDACTED]
- Thank you to everyone here who helped  
make the dream of having a place of our own  
a reality, and for prioritizing affordable housing  
at Pacific Park Brooklyn.

**From:** [Grace, Melissa](#)  
**To:** [Norvell, Wiley](#); [Cotton, Ashley](#); "[Danielle Schlanger](#)"  
**Cc:** [Kitasei, Yume](#); [Jeremy Soffin](#); [Rohlfing, Elizabeth \(HPD\)](#) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** RE: Updated rls  
**Date:** Monday, June 12, 2017 10:00:56 AM  
**Attachments:** [image001.png](#)

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Got.

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**From:** Norvell, Wiley  
**Sent:** Monday, June 12, 2017 9:38 AM  
**To:** Cotton, Ashley; Grace, Melissa; 'Danielle Schlanger'  
**Cc:** Kitasei, Yume; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** Re: Updated rls

MG, let's put Crystal right under Mayor.

Sent from my BlackBerry 10 smartphone.

---

**From:** Cotton, Ashley  
**Sent:** Monday, June 12, 2017 9:31 AM  
**To:** Grace, Melissa; 'Danielle Schlanger'; Norvell, Wiley  
**Cc:** Kitasei, Yume; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** Re: Updated rls

Quote from Crystal Patterson

Resident of 535 carlton

"Thank you to everyone who helped me make the dream of having a place of our own a reality and for prioritizing affordable housing at Pacific Park Brooklyn"

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 9:25 AM  
**To:** 'Danielle Schlanger'; Norvell, Wiley  
**Cc:** Cotton, Ashley; Kitasei, Yume; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** RE: Updated rls

\*\*\* EXTERNAL EMAIL \*\*\*

Updated:



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR

NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE**, June 12, 2017

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

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“Our administration is delivering on the affordable housing this community was promised. For hundreds of families right here in Brooklyn, these homes represent economic security, the chance to save a little every month and get ahead, and the assurance that they’ll be able to afford to stay in the borough they love,” said **Mayor Bill de Blasio**.

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When complete, Pacific Park Brooklyn will include six million square feet of residential space across 6,430 units of housing, of which 2,250 will be affordable rental units. It will also contain 247,000 square feet of retail space, up to 1.6 million square feet of office space, and eight acres of publicly-accessible open space.

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“Through Housing New York, the City set out to secure as much affordability as possible in all our neighborhoods. When complete, the Pacific Park development will provide more than 2,200 affordable housing opportunities near this vital hub of transportation in thriving downtown Brooklyn,” said **Housing Preservation and Development Commissioner Maria Torres-Springer**. “The opening of 535 Carlton Avenue, the first hundred-percent affordable housing development underway at Pacific Park, represents housing security for 298 families, and the promise of more to come. Congratulations to HDC, the NYS Empire State Development Corporation, Greenland Forest City Partners, COOKFOX, and all our partners for working with us to ensure our neighborhoods are inclusive places of opportunity for New Yorkers at a wide range of incomes.”

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“The opening of 535 Carlton further underscores Greenland Forest City Partners’ commitment to affordable housing and ensures Pacific Park is a neighborhood inclusive of all New Yorkers,” said **MaryAnne Gilmartin, President and CEO of Forest City New York**.

“This extraordinary building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents’ lounge, and a vibrant community garden. It’s not only high-end luxury buildings that provide these types of amenities and services any longer.”

Tenants in the 18-story, 298-unit building comes with a first-rate amenity package, including a fitness center, yoga studio, game room, children’s playroom and outdoor terrace. Greenland Forest City Partners enlisted architectural firm COOKFOX to ensure the building was seamlessly integrated into the streetscape and adjacent green space, and that means Daylit elevator vestibules look onto the park from each floor, and the open view lobby offers visual connection from the Carlson Avenue to Pacific Park. Landscaped rooftop, terraces and setbacks also provide residents with expansive vistas of the park, New York Harbor.

“We approached the design of 535 Carlton with two critical goals: to create the healthiest possible homes and respect the surrounding historic neighborhood,” said **Rick Cook, a founder and partner at COOKFOX**. “We are proud to have designed affordable homes for a diverse community that connects residents with nature, daylight and views to green space, rooftop gardening, and natural materials and finishes.”

###

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**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Monday, June 12, 2017 9:11 AM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Kitasei, Yume; Grace, Melissa; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** Re: Updated rls

Gary quote should be coming in next 15. Will send it over as soon as I get it.

Sent from my iPhone

On Jun 12, 2017, at 9:04 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

Pls shoot us whatever we've missed!

Sent from my BlackBerry 10 smartphone.

---

**From:** Cotton, Ashley  
**Sent:** Monday, June 12, 2017 8:57 AM  
**To:** Kitasei, Yume; Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** Re: Updated rls

Gary labarbera was supposed to be quoted

---

**From:** Kitasei, Yume  
**Sent:** Monday, June 12, 2017 8:50 AM  
**To:** Grace, Melissa; Cotton, Ashley; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** RE: Updated rls

\*\*\* EXTERNAL EMAIL \*\*\*

I'll do a lot check, but I don't think so

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**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 8:50 AM  
**To:** 'Cotton, Ashley'; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** RE: Updated rls

Got and the BP's quote. Thanks.

Any others coming?

---

**From:** Cotton, Ashley [<mailto:acotton@fcrc.com>]  
**Sent:** Monday, June 12, 2017 8:15 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Updated rls

Eric adams team said they sent to u plz confirm

"535 Carlton is an example of public-private partnerships working together to provide beautiful and affordable housing for an array of individuals and families at a wide range of income levels," said Ismene Speliotis, Executive Director of MHANY Management Inc. "We applaud the city and Greenland Forest City Partners for providing beautiful and affordable homes at the crossroads of Flatbush and Atlantic Avenues; creating an inclusive place to live and creating a replicable model for other developers."

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

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**From:** Cotton, Ashley  
**Sent:** Monday, June 12, 2017 7:44 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Updated rls

15 total

Don't know about 100%, Program to be determined to reach 2250 affordable units across the total program

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 7:36 AM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Updated rls

**\*\*\* EXTERNAL EMAIL \*\*\***

We are still missing quotes, but here is what I have so far.

Questions:

- How many buildings will this development be and how many of them 100% affordable
- And please send link for high res images.
- Daylit one word?

### **MAYOR DE BLASIO ANNOUNCES OPENING OF 300 AFFORDABLE APARTMENTS AT PACIFIC PARK IN BROOKLYN**

*First 100 percent affordable building serves New Yorkers earning as little as \$25,000 and up to moderate and middle income New Yorkers*

**NEW YORK**— Mayor Bill de Blasio, Deputy Mayor Alicia Glen, local officials, Greenland Forest City Partners and community groups announced the opening of 535 Carlton. The building's 298 homes are all affordable, and reserved for New Yorkers with household incomes of between \$25,000 and \$173,000 a year. Preference goes to municipal employees and those with vision, hearing or mobility disabilities.

“Our administration is delivering on the affordable housing this community was promised. For hundreds of families right here in Brooklyn, these homes represent economic security, the chance to save a little every month and get ahead, and the assurance that they’ll be able to afford to stay in the borough they love,” said **Mayor Bill de Blasio**.

The new building is part of a commitment Greenland Forest City Partners made with Governor Cuomo, Mayor de Blasio and local community groups in June 2014 to build 2,250 affordable apartments by 2025. There are currently 479 units of below market-rate housing at Pacific Park and another 303 will become available this summer. The project contributes to Mayor de Blasio’s affordable housing plan, which has financed more than 63,000 affordable homes in three years.

When complete, Pacific Park Brooklyn will include six million square feet of residential space across 6,430 units of housing, of which 2,250 will be affordable rental units. It will also contain 247,000 square feet of retail space, up to 1.6 million square feet of office space, and eight acres of publicly-accessible open space.

For high-resolution images of 535 Carlson, [click here](#).

The New York City Housing Development Corporation is providing a \$73 million tax-exempt first mortgage for the building, funded by Citi Community Capital. HDC is also contributing \$11.75 million in subsidy financing. Pacific Park Brooklyn is a state-regulated development established by a General Project Plan adopted by the Empire State Development (ESD) Board of Directors in 2006 and governed by ESD. Pacific Park Brooklyn will include 6,430 units of housing, more than one-third of which will be affordable.

“When we broke ground on 535 Carlton in 2014 we made a commitment with Mayor de Blasio, Governor Cuomo, and local community groups to bring affordable housing to New Yorkers, and today we have delivered on that promise,” said **Hu Gang, President and CEO of Greenland USA**. “Adding a high-quality affordable building to Pacific Park Brooklyn is a testament to Greenland Forest City Partners’ mission of growing vibrant communities and economies inclusive of everyone, and we are extremely proud of this first step in increasing the affordable housing stock in New York City.”

“The opening of 535 Carlton further underscores Greenland Forest City Partners’ commitment to affordable housing and ensures Pacific Park is a neighborhood inclusive of all New Yorkers,” said **MaryAnne Gilmartin, President and CEO of Forest City New York**. “This extraordinary building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents’ lounge, and a vibrant community garden. It’s not only high-end luxury buildings that provide these types of amenities and services any longer.”

Tenants in the 18-story, 298-unit building comes with a first-rate amenity package, including a fitness center, yoga studio, game room, children’s playroom and outdoor terrace. Greenland Forest City Partners enlisted architectural firm COOKFOX to ensure the building was seamlessly integrated into the streetscape and adjacent green space, and that means Daylit elevator vestibules look onto the park from each floor, and the open view lobby offers visual connection from the Carlson Avenue to Pacific Park. Landscaped rooftop, terraces and setbacks also provide residents with expansive vistas of the park, New York Harbor.

“We approached the design of 535 Carlton with two critical goals: to create the healthiest possible homes and respect the surrounding historic neighborhood,” said **Rick Cook, a founder and partner at COOKFOX**. “We are proud to have designed affordable homes for a diverse community that connects residents with nature, daylight and views to green space, rooftop gardening, and natural materials and finishes.”

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**From:** Norvell, Wiley  
**Sent:** Friday, June 09, 2017 7:25 PM  
**To:** Grace, Melissa  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

1030

Sent from my BlackBerry 10 smartphone.

---

**From:** Grace, Melissa  
**Sent:** Friday, June 9, 2017 7:12 PM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

What time is this event?

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Jun 9, 2017, at 6:19 PM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

On 4, pls do.

Sent from my BlackBerry 10 smartphone.

---

**From:** Cotton, Ashley  
**Sent:** Friday, June 9, 2017 5:58 PM  
**To:** Norvell, Wiley; 'Danielle Schlanger'  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Grace, Melissa; Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

#2 sure when she gets back to us on remarks we can turn to quote  
#4 I hadn't asked

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**From:** Norvell, Wiley  
**Sent:** Friday, June 9, 2017 5:45 PM  
**To:** 'Danielle Schlanger'; Cotton, Ashley

**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Grace, Melissa; Kitasei, Yume  
**Subject:** RE: Run of show and your remarks

\*\*\* EXTERNAL EMAIL \*\*\*

UPDATED release attached. We want to issue this from City Hall, given Mayor's longstanding support of the project.

Couple things:

- 1.) HPD, can you fact check? Draft rls said 30% of AMI was the lowest but our record show 40% is as low as it goes.
- 2.) FCRC, can we get a quote from Crystal (maybe clip from testimony) for under Mayor
- 3.) Yume/FCRC—will leave it to you to gather elected quotes and divide labor there.
- 4.) Are Bertha, Jonathan or Ismene submitting quotes?

---

**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:57 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin  
**Subject:** RE: Run of show and your remarks

Thanks Wiley! Really appreciate your help.

Best,  
Danielle

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**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, June 09, 2017 4:56 PM  
**To:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; 'Cotton, Ashley' <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Edited advisory attached.

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**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:50 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin  
**Subject:** RE: Run of show and your remarks

Thanks Wiley! As Ashley said, she's amazing.

Let us know when the release and updated media advisory are finalized.

Appreciate your help,  
DS

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**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, June 09, 2017 4:43 PM  
**To:** 'Cotton, Ashley' <[acotton@frc.com](mailto:acotton@frc.com)>  
**Cc:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Very moving!

---

**From:** Cotton, Ashley [<mailto:acotton@frc.com>]  
**Sent:** Friday, June 09, 2017 4:42 PM  
**To:** Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin  
**Subject:** Fw: Run of show and your remarks

Wiley - program attached and remarks by crystal below

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**From:** Cotton, Ashley <[acotton@frc.com](mailto:acotton@frc.com)>  
**Sent:** Friday, June 9, 2017 4:41 PM  
**To:** Crystal Patterson  
**Cc:** Danielle Schlanger; Rapfogel, Michael  
**Subject:** Run of show and your remarks

Crystal -

Thank you for your time this morning! I loved meeting you and seeing your home. We are really excited about the press conference on monday.

Attached is the program. There are lots of details in there but the main point is your will speak last in the program and be introduced by my boss MaryAnne (who you will love). There will be a podium and microphone on the terrace where you will speak.

Please meet us in the lobby monday at 10am. And let us know if your son will join us.

We put together a few points for you below. Please let us know if they work for you!

Ashley

My cell is + [REDACTED] call me any time this weekend

***DRAFT***

***Remarks For Crystal Patterson***

***535 Carlton Ribbon Cutting- Monday, June 12, 2017***

- Thank you MaryAnne, and good morning everyone.
- My name is Crystal Patterson and I moved into 535 Carlton in April.
- It would be impossible to overstate the gratitude I have for our new home; it has truly changed my family's life. And as a 4<sup>th</sup> generation Brooklynite, I am so thankful to have permanent roots in the city where I was born and raised.
- I have had quite a journey getting here today. I hadn't had a permanent home in **[insert # of years]**. I lost my job as a legal administrator when the recession hit, and couldn't afford housing anywhere in the city.
- We were scrappy and made it work: my son stayed in Williamsburg to be close to his middle school, and I would do short-term rentals in places like Long Island City and Weehawken, New Jersey. Sometimes, I'd rent a place on the Jersey Shore or Lake George, where the cost of living was far cheaper. Everything I owned had to fit into a suitcase that I could bring from place to place. All told, I lived in 15 different cities in two years.
- My mom was an amazing source of support and helped me through all these changes.
- But I had faith that one day, we would have a place to call our own. I applied for over 60 affordable housing lotteries throughout the five boroughs. And then, one day, I got an email that changed everything for us: we got an apartment at 535 Carlton.
- The joy we felt was indescribable. We would be a united

family again. My mom, Trey and I went to the lease signing at the building, and were so excited to have a two-bedroom apartment, beautiful amenity spaces and amazing views of Manhattan. My mom and I made plans to toast our new home on the roof, right here where we're all standing, once we moved in.

- [REDACTED] He is going to high school this fall just down the street. He loves having friends from school over, and I love having a safe and beautiful home to make my own.

- [REDACTED]

- Thank you to everyone here who helped make the dream of having a place of our own a reality, and for prioritizing affordable housing at Pacific Park Brooklyn.

**From:** [Danielle Schlanger](mailto:Danielle.Schlanger)  
**To:** [Norvell, Wiley](mailto:Norvell.Wiley); [Ashley Cotton](mailto:Ashley.Cotton); [forestcity@berlinrosen.com](mailto:forestcity@berlinrosen.com)  
**Subject:** Fwd: Gary LaBarbera Quote- City Press Release  
**Date:** Monday, June 12, 2017 10:09:10 AM

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Sent from my iPhone

Begin forwarded message:

**From:** Mark Arce <[marce@marinopr.com](mailto:marce@marinopr.com)>  
**Date:** June 12, 2017 at 9:57:27 AM EDT  
**To:** Danielle Schlanger <[REDACTED]>  
**Subject: RE: Gary LaBarbera Quote- City Press Release**

"It's a pleasure to be here today to celebrate the opening of 535 Carlton in Pacific Park, a development that shows how we can work together to meet New York City's affordable housing demand," said Gary LaBarbera, president of the 100,000 member Building & Construction Trades Council of Greater New York. "Not only is 535 Carlton adding to the affordable housing pool but was built with union labor and creating good middle-class jobs with benefits and high safety standards, something that is very important to this city's future. Nearly 300 New Yorkers will have a place to live thanks to the efforts of union workers, Forest City New York, Greenland USA, COOKFOX Architects and the New York City Deputy Mayor for Housing and Economic Development Alicia Glen."

-----Original Message-----

From: Danielle Schlanger [[mailto:\[REDACTED\]](mailto:[REDACTED])]  
Sent: Monday, June 12, 2017 9:40 AM  
To: Mark Arce  
Subject: Re: Gary LaBarbera Quote- City Press Release

Cool thanks.

Sent from my iPhone

On Jun 12, 2017, at 9:34 AM, Mark Arce  
<[marce@marinopr.com](mailto:marce@marinopr.com)> wrote:

Hi Danielle,

We're working on it. We need until 10. Need to get approval.

No problem. Thanks for following up on this.

Best,

Mark

-----Original Message-----

From: Danielle Schlanger

[mailto: [REDACTED]]

Sent: Monday, June 12, 2017 9:36 AM

To: Mark Arce

Subject: Re: Gary LaBarbera Quote- City Press Release

Hi Mark,

Any update on this?

Thanks for your help.

Best,

Danielle

Sent from my iPhone

On Jun 12, 2017, at 9:06 AM, Danielle Schlanger  
[REDACTED] wrote:

Hi Mark,

We never received a quote from Gary for the city-issued press release. Can you please send one over ASAP for us to include?

Thanks,

Danielle

Sent from my iPhone

**From:** [Norvell, Wiley](#)  
**To:** [Ashley Cotton](#); ["Danielle Schlanger"](#); [Jeremy Soffin](#)  
**Subject:** Updated Amis in rls  
**Date:** Monday, June 12, 2017 10:24:07 AM

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To match your marketing sheet:

“Mayor Bill de Blasio, Deputy Mayor Alicia Glen, local officials, Greenland Forest City Partners and community groups announced the opening of 535 Carlton. The building’s 298 homes are all affordable, and reserved for New Yorkers with household incomes of between \$20,100 for an individual and **\$149,000 for a family of three.**”

Sent from my BlackBerry 10 smartphone.

**From:** [Danielle Schlanger](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [George Cymon](#)  
**Subject:** Release  
**Date:** Monday, June 12, 2017 10:57:20 AM

---

Hey Wiley,

Can you send us the final release once it goes out? Thanks!

Sent from my iPhone

**From:** [Jeremy Soffin](#)  
**To:** [Cotton, Ashley](#)  
**Cc:** [Norvell, Wiley](#); [Danielle Schlanger](#)  
**Subject:** Re: MAYOR DE BLASIO ANNOUNCES OPENING OF NEARLY 300 AFFORDABLE APARTMENTS AT PACIFIC PARK IN BROOKLYN  
**Date:** Monday, June 12, 2017 12:05:49 PM  
**Attachments:** [image001.png](#)  
[image001.png](#)

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Great event!

On Jun 12, 2017, at 11:53 AM, Cotton, Ashley <[acotton@frcr.com](mailto:acotton@frcr.com)> wrote:

Thanks for making today happen

---

**From:** Norvell, Wiley  
**Sent:** Monday, June 12, 2017 11:44 AM  
**To:** Cotton, Ashley; 'Danielle Schlanger'; Jeremy Soffin ([jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com))  
**Subject:** FW: MAYOR DE BLASIO ANNOUNCES OPENING OF NEARLY 300 AFFORDABLE APARTMENTS AT PACIFIC PARK IN BROOKLYN

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\*\*\* EXTERNAL EMAIL \*\*\*

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**From:** Mayor's Press Office  
**Sent:** Monday, June 12, 2017 11:22 AM  
**To:** Mayor's Press Office  
**Subject:** MAYOR DE BLASIO ANNOUNCES OPENING OF NEARLY 300 AFFORDABLE APARTMENTS AT PACIFIC PARK IN BROOKLYN



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE**, June 12, 2017  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO ANNOUNCES OPENING OF NEARLY 300  
AFFORDABLE APARTMENTS AT PACIFIC PARK IN BROOKLYN**

*First 100 percent affordable building serves New Yorkers earning as little as  
\$20,100, and up to moderate and middle income earners*

<image002.jpg>

**NEW YORK**— Mayor Bill de Blasio, Deputy Mayor Alicia Glen, local officials, Greenland Forest City Partners and community groups announced the opening of 535 Carlton. The building’s 298 homes are all affordable, and reserved for New Yorkers with household incomes of between \$20,100 for an individual and \$149,000 for a family of three. Preference goes to municipal employees and those with vision, hearing or mobility disabilities.

“Our administration is delivering on the affordable housing this community was promised. For hundreds of families right here in Brooklyn, these homes represent economic security, the chance to save a little every month and get ahead, and the assurance that they’ll be able to afford to stay in the borough they love,” said **Mayor Bill de Blasio**.

“Having an affordable place to call home and sleep at night is a prerequisite for experiencing the American Dream. The addition of hundreds of critically-needed affordable housing units at 535 Carlton is welcome news for Brooklyn,” **Brooklyn Borough President Eric Adams** said.

“Thank you to everyone who helped me make the dream of having a place of our own a reality and for prioritizing affordable housing at Pacific Park Brooklyn,” said **Crystal Patterson, a resident of 535 Carlton**.

The new building is part of a commitment Greenland Forest City Partners made with Governor Cuomo, Mayor de Blasio and local community groups in June 2014 to build 2,250 affordable apartments by 2025. There are currently 479 units of below market-rate housing at Pacific Park and another 303 will become available this summer. The project contributes to Mayor de Blasio’s affordable housing plan, which has financed more than 63,000 affordable homes in three years.

When complete, Pacific Park Brooklyn will include six million square feet of residential space across 6,430 units of housing, of which 2,250 will be affordable rental units. It will also contain 247,000 square feet of retail space, up to 1.6 million square feet of office space, and eight acres of publicly-accessible open space.

For high-resolution images of 535 Carlton, [click here](#).

“With nearly 300 units that are affordable to low, moderate, and middle income households, 535 Carlton will provide an anchor of affordability in the heart of Prospect Heights, Brooklyn,” said **Housing Development Corporation President Eric Enderlin**. “The Pacific Park development also brings significant open park space, retail, and additional transit-infrastructure that will benefit the larger community. Thanks to all our partners, including the Mayor’s Office, the NYS Empire State Development Corporation, Greenland Forest City Partners, COOKFOX, and so many others, including various Brooklyn community stakeholders, for contributing to the success of 535 Carlton and the ongoing development at the Pacific Park project.”

“Through Housing New York, the City set out to secure as much affordability as possible in all our neighborhoods. When complete, the Pacific Park development will provide more than 2,200 affordable housing opportunities near this vital hub of transportation in thriving downtown Brooklyn,” said **Housing Preservation and Development Commissioner Maria Torres-Springer**. “The opening of 535 Carlton Avenue, the first hundred-percent affordable housing development underway at Pacific Park, represents housing security for 298 families, and the promise of more to come. Congratulations to HDC, the NYS Empire State Development Corporation, Greenland Forest City Partners, COOKFOX, and all our partners for working with us to ensure our neighborhoods are inclusive places of opportunity for New Yorkers at a wide range of incomes.”

The New York City Housing Development Corporation is providing a \$73 million tax-exempt first mortgage for the building, funded by Citi Community Capital. HDC is also contributing \$11.75 million in subsidy financing. Pacific Park Brooklyn is a state-regulated development established by a General Project Plan adopted by the Empire State Development (ESD) Board of Directors in 2006 and governed by ESD. Pacific Park Brooklyn will include 6,430 units of housing, more than one-third of which will be affordable.

“The opening of 535 Carlton will provide desperately-needed units of affordable housing for hundreds of people in Prospect Heights, a neighborhood where rent prices continue to increase beyond the means of families who have lived there for generations. I hope to continue working with Mayor de Blasio and Deputy Mayor Glen to build ‘One New York,’ where all families have an opportunity to thrive,” **Congresswoman Yvette D. Clarke** said.

“It’s a pleasure to be here today to celebrate the opening of 535 Carlton in Pacific Park, a development that shows how we can work together to meet New York City’s affordable housing demand,” said **Gary LaBarbera, president of the 100,000 member Building & Construction Trades Council of Greater New York**. “Not only is 535 Carlton adding to the affordable housing pool but was built with union labor and creating good middle-class jobs with benefits and high safety standards, something that is very important to this city's future. Nearly 300 New Yorkers will have a place to live thanks to the efforts of union workers, Forest City New York, Greenland USA, COOKFOX Architects and the New York City Deputy Mayor for Housing and Economic Development Alicia Glen.”

“535 Carlton is an example of public-private partnerships working together to provide beautiful and affordable housing for an array of individuals and families at a wide range of income levels,” said **Ismene Speliotis, Executive Director of MHANY Management Inc**. “We applaud the city and Greenland Forest City Partners for providing beautiful and affordable homes at the crossroads of Flatbush and Atlantic Avenues; creating an inclusive place to live and creating a replicable model for other developers.”

“When we broke ground on 535 Carlton in 2014 we made a commitment with Mayor de Blasio, Governor Cuomo, and local community groups to bring affordable housing to New Yorkers, and today we have delivered on that promise,” said **Hu Gang, President and CEO of Greenland USA**. “Adding a

high-quality affordable building to Pacific Park Brooklyn is a testament to Greenland Forest City Partners' mission of growing vibrant communities and economies inclusive of everyone, and we are extremely proud of this first step in increasing the affordable housing stock in New York City."

"The opening of 535 Carlton further underscores Greenland Forest City Partners' commitment to affordable housing and ensures Pacific Park is a neighborhood inclusive of all New Yorkers," said **MaryAnne Gilmartin, President and CEO of Forest City New York**. "This extraordinary building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents' lounge, and a vibrant community garden. It's not only high-end luxury buildings that provide these types of amenities and services any longer."

Tenants in the 18-story, 298-unit building comes with a first-rate amenity package, including a fitness center, yoga studio, game room, children's playroom and outdoor terrace. Greenland Forest City Partners enlisted architectural firm COOKFOX to ensure the building was seamlessly integrated into the streetscape and adjacent green space, and that means Daylit elevator vestibules look onto the park from each floor, and the open view lobby offers visual connection from the Carlson Avenue to Pacific Park. Landscaped rooftop, terraces and setbacks also provide residents with expansive vistas of the park, New York Harbor.

"We approached the design of 535 Carlton with two critical goals: to create the healthiest possible homes and respect the surrounding historic neighborhood," said **Rick Cook, a founder and partner at COOKFOX**. "We are proud to have designed affordable homes for a diverse community that connects residents with nature, daylight and views to green space, rooftop gardening, and natural materials and finishes."

###

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [Eva Petkanas](#)  
**Subject:** Re: Moving on  
**Date:** Sunday, June 18, 2017 8:11:02 PM

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Thanks.

Sent from my iPhone

On Jun 18, 2017, at 8:10 PM, Eva Petkanas <[Eva.Petkanas@berlinrosen.com](mailto:Eva.Petkanas@berlinrosen.com)> wrote:

Hi Prisca,

Nice to meet you too! Yes, he can use the conference room on the 11<sup>th</sup> floor from 12-2 pm.

Thanks!

**Eva Petkanas**

O. 202.560.5990

C. 203.837.7304

[eva.petkanas@berlinrosen.com](mailto:eva.petkanas@berlinrosen.com)

**berlinrosen**

New York • Washington D.C. • Los Angeles

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---

**From:** Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]

**Sent:** Sunday, June 18, 2017 7:54 PM

**To:** Eva Petkanas <[Eva.Petkanas@berlinrosen.com](mailto:Eva.Petkanas@berlinrosen.com)>

**Subject:** Re: Moving on

Hi Eva! Nice to meet you. Do you have a room the Mayor can use tomorrow from 12-2pm?

Sent from my iPhone

On Jun 16, 2017, at 10:36 AM, Emily Walsh <[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)> wrote:

Hi Prisca,

Wanted to let you know today is my last day with BerlinRosen and introduce you to Eva Petkanas who will be taking over for me. Best of luck moving forward and I'm sure we'll cross paths again soon :)

Thanks,

Emily

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

**From:** [Eva Petkanas](#)  
**To:** [Salazar-Rodriguez, Prisca](#)  
**Subject:** RE: Moving on  
**Date:** Tuesday, June 20, 2017 3:50:59 PM

---

Thanks for the heads up. Have a good rest of the day

**Eva Petkanas**

O. 202.560.5990

C. 203.837.7304

[eva.petkanas@berlinrosen.com](mailto:eva.petkanas@berlinrosen.com)

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---

**From:** Salazar-Rodriguez, Prisca [mailto:PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Tuesday, June 20, 2017 3:48 PM  
**To:** Eva Petkanas <Eva.Petkanas@berlinrosen.com>  
**Subject:** RE: Moving on

No longer need it for today-

---

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Monday, June 19, 2017 6:15 PM  
**To:** 'Eva Petkanas'  
**Subject:** RE: Moving on

Great. – what floor

---

**From:** Eva Petkanas [mailto:[Eva.Petkanas@berlinrosen.com](mailto:Eva.Petkanas@berlinrosen.com)]  
**Sent:** Monday, June 19, 2017 6:07 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: Moving on

No worries – it was a hectic day over here too! Yes, tomorrow 4-5:15 works.

Thanks!

**Eva Petkanas**

O. 202.560.5990

C. 203.837.7304

[eva.petkanas@berlinrosen.com](mailto:eva.petkanas@berlinrosen.com)

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@berlinrosen

---

**From:** Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]  
**Sent:** Monday, June 19, 2017 6:03 PM  
**To:** Eva Petkanas <[Eva.Petkanas@berlinrosen.com](mailto:Eva.Petkanas@berlinrosen.com)>  
**Subject:** RE: Moving on

Sorry – the day just passed me by and have been wanting to send this email to you that we didn't need the room anymore! Sheesh!

Can he go tomorrow from 4-5:15pm?

---

**From:** Eva Petkanas [<mailto:Eva.Petkanas@berlinrosen.com>]  
**Sent:** Sunday, June 18, 2017 8:10 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: Moving on

Hi Prisca,

Nice to meet you too! Yes, he can use the conference room on the 11<sup>th</sup> floor from 12-2 pm.

Thanks!

**Eva Petkanas**

O. 202.560.5990

C. 203.837.7304

[eva.petkanas@berlinrosen.com](mailto:eva.petkanas@berlinrosen.com)

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---

**From:** Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]  
**Sent:** Sunday, June 18, 2017 7:54 PM  
**To:** Eva Petkanas <[Eva.Petkanas@berlinrosen.com](mailto:Eva.Petkanas@berlinrosen.com)>  
**Subject:** Re: Moving on

Hi Eva! Nice to meet you. Do you have a room the Mayor can use tomorrow from 12-2pm?

Sent from my iPhone

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Hi Prisca,

Wanted to let you know today is my last day with BerlinRosen and introduce you to Eva Petkanas who will be taking over for me. Best of luck moving forward and I'm sure we'll cross paths again soon :)

Thanks,  
Emily

Emily Walsh  
BerlinRosen Public Affairs  
[emily@berlinrosen.com](mailto:emily@berlinrosen.com)  
646-200-5310

**From:** [Restler, Lincoln](#)  
**To:** [Jeremy Soffin](#)  
**Subject:** RE: Rikers quote from MaryAnne Gilmartin  
**Date:** Thursday, June 22, 2017 10:38:00 AM

---

Thanks, Jeremy

---

**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Thursday, June 22, 2017 10:38 AM  
**To:** Restler, Lincoln  
**Subject:** Rikers quote from MaryAnne Gilmartin

Lincoln: Below please find a quote from MaryAnne Gilmartin. Please let me know if you're the right person for this or we should send elsewhere (and please confirm receipt!). Thank you!

"It is encouraging to see Mayor de Blasio's commitment to closing Rikers Island and now having a roadmap in place to do so," said MaryAnne Gilmartin, chair of the subcommittee for reimagining Rikers Island. "We will continue working towards the shared goal of creating a stronger, safer New York, one without this international symbol of injustice."

Best,

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**  
New York • Washington D.C. • Los Angeles  
[berlinrosen.com](http://berlinrosen.com)  
[@berlinrosen](#)

**From:** [Elaine Kim](#)  
**To:** [Goldstein, Freddi](#)  
**Cc:** [Leslie Kamstra](#); [Alison Hirsh](#); [Rob Duffey](#)  
**Subject:** RE: Approved Mayor quote  
**Date:** Thursday, June 22, 2017 11:03:31 AM  
**Attachments:** [Airport Release Template LEGAL.docx](#)

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Hi Freddi – wanted to share the template release we’d like local communicators to put out today – the Mayor’s quote is in there. We’d like to keep it in if possible; let us know what works for you all.

We’re also planning on reaching out to national reporters such as Ted Reed (Forbes), Bart Jansen (USA Today), Alana Wise (Reuters), David Koenig (AP), Justin Bachman (Bloomberg). Leslie and Rob, CCed here, are taking the lead on that piece. Let us know if there are any issues/concerns.

Thanks,

Elaine

[32BJ SEIU](#)

Assistant to the President for Communications  
917-671-8545 // 212-388-3967  
[@32BJSEIU](#), [Facebook.com/32BJSEIU](#), [32bjseiu](#)

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**From:** Alison Hirsh  
**Sent:** Wednesday, June 21, 2017 6:51 PM  
**To:** Schnake Mahl, Gabriel  
**Cc:** Devon Weber; Goldstein, Freddi; Leslie Kamstra; Julie Blust; Elaine Kim  
**Subject:** Re: Approved Mayor quote

Will do. Adding our comms folks here

Sent from my iPhone

On Jun 21, 2017, at 6:25 PM, Schnake Mahl, Gabriel <[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)> wrote:

“While airlines are making billions in profits, many of the airport workers that help make those profits possible are living in poverty,” said **New York City Mayor Bill de Blasio**. “Every worker should have the freedom to unionize and the opportunity to earn a living wage. That's why I'm joining together with mayors across the country to push for good paying jobs and the right to form unions at our nation’s airports.”

Can you keep Freddi here looped on whatever pitch you are doing?

Thanks.

## **Mayors' Push for Union Jobs at Airports Takes Off**

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***At U.S. Conf. of Mayors, Kenney, Levine, Gillum to Meet with Airport Workers; Call on CEOs of United, American Airlines to Respect Skycaps, Wheelchair Attendants, Baggage Handlers' Freedom to Join Unions***

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***New Study Shows Raising Pay at Airports to At Least \$15/Hour Would Generate \$20 Billion in Economic Activity, Create 22,000 Jobs***

MIAMI – Mayors from coast to coast Friday are launching a drive to push America's major airlines to respect workers' right to join together in a union, arguing that giving workers a voice on the job would help reverse a decades-long race to the bottom at our nation's airports that has lowered pay and exacerbated inequality.

At the annual gathering of the U.S. Conference of Mayors, New York City Mayor Bill de Blasio [is introducing a resolution urging airlines](#) to "ensure that contracted airport workers are paid a living wage with benefits and freedom to form a union." More than a dozen mayors will attend a town-hall style meeting, where they will hear from airport workers across the country Friday about how they live in poverty despite working hard to keep the country moving and airlines' bottom lines healthy.

The mayors are highlighting that jobs at the nation's airports are a striking example of how working-class Americans have lost ground in the modern economy. Four decades ago, most jobs in an airport were good, family-sustaining jobs. Men and women worked directly for the major airlines, which paid a living wage, provided pensions and health care and respected Americans' right to stick together in a union. Today, most Americans who work at airports are employed by low-road subcontractors that pay low wages, without any benefits and actively suppress workers' right to form unions. Between 2002 and 2012 outsourcing of baggage porter jobs more than tripled, from 25 percent to 84 percent. Contracted airport workers – the majority of whom are immigrants and people of color – are now paid so little that four in ten go hungry or skip meals.

***"As we saw with the recent shooting at Fort Lauderdale Airport, airport workers are literally on the front lines," says Newton Ingram, a Skycap at Fort-Lauderdale-Hollywood International Airport. "We help make the airlines run and get passengers to where they need to go safely. We are an integral part of an airport—especially in a crisis—and we deserve the right to organize for better wages and dignity on the job."***

[A new study released today](#) by the Economic Roundtable, *Flying Right* shows how the race to the bottom has cost American airline industry workers and what improving jobs at airports could do for the nation's economy:

- While U.S. passenger airlines reported \$13.5 billion in profits for 2016, more than 1 in every 3 airport workers are paid less than \$15/hour.
- Approximately 194,000 airport workers must rely on public assistance to get by, a hidden public subsidy to line the pockets of an industry that already receives billions in subsidies and profits.
- At 13 key service jobs at airports, nearly half of people are paid less than \$15/hour. Two-thirds of the people working those jobs are age 40 or older.

- Raising minimum pay for U.S. airport workers would raise wages for airport workers by \$1.8 billion per year, generate \$20 billion in economic activity and create 22,512 year-round jobs.

“There are just under a quarter million U.S. airport workers with wages under \$15 an hour, while the airline industry receives billions annually in public subsidies,” says Patrick Burns, Lead Author of *Flying Right*. “Raising the wage floor of U.S. airport workers to \$15 an hour will lift many households out of poverty, reduce dependence on public assistance, support 22,512 new year-round jobs and stimulate \$3.78 billion in added local sales. As this raise gets spent, it will boost tax revenues that pay for crucial government services.”

Airports have been a symbol of the decline of American bargaining power since 1981, when President Reagan fired and permanently replaced 11,000 striking air traffic controllers, paving the way for a decades-long march by corporations and elected officials to systematically dismantle Americans’ right to join together on the job in airports or anywhere else.

Now, airport workers in the nationwide Fight for \$15 movement are transforming airports into a major part of the labor movement’s revival. In November, workers at Chicago O’Hare International Airport and Logan International airport joined fast-food workers across the country in a [nation-wide strike](#) for \$15/hour and union rights. In December, more than 8,000 New York and New Jersey airport workers won their [first union contract](#) ever. And in April, more than 1,400 airport workers at Philadelphia International Airport joined SEIU 32BJ following an [overwhelming vote](#) in support of coming together in a union.

*Contracted airport workers around the country are coming together in [Airport Workers United](#), a movement of employees and their supporters raising their voices for \$15 an hour and union rights to make our airports safe and secure for passengers, employees and our communities. By sticking together, speaking out, and going on strike, airport workers have won wage increases in Seattle, Los Angeles, New York City, Newark, Minneapolis, Boston, Philadelphia, Fort Lauderdale, and Miami. Since our movement began, 22,000 workers have joined SEIU and more than 110,000 have received wage increases or other improvements, including healthcare, paid sick leave and worker retention policies.*

###

**From:** [Goldstein, Freddi](#)  
**To:** [Elaine Kim](#)  
**Cc:** [Leslie Kamstra](#); [Alison Hirsh](#); [Rob Duffey](#)  
**Subject:** Re: Approved Mayor quote  
**Date:** Thursday, June 22, 2017 11:33:24 AM

---

Hi Elaine, as long as you're just adding his quote that's fine. Just want to make sure you're not saying he'll be in attendance or anything else. Thanks!

On Jun 22, 2017, at 11:03 AM, Elaine Kim <[EKim@seiu32bj.org](mailto:EKim@seiu32bj.org)> wrote:

Hi Freddi – wanted to share the template release we’d like local communicators to put out today – the Mayor’s quote is in there. We’d like to keep it in if possible; let us know what works for you all.

We’re also planning on reaching out to national reporters such as Ted Reed (Forbes), Bart Jansen (USA Today), Alana Wise (Reuters), David Koenig (AP), Justin Bachman (Bloomberg). Leslie and Rob, CCed here, are taking the lead on that piece. Let us know if there are any issues/concerns.

Thanks,

Elaine

[32BJ SEIU](#)

Assistant to the President for Communications

917-671-8545 // 212-388-3967

[@32BJSEIU](#), [Facebook.com/32BJSEIU](https://www.facebook.com/32BJSEIU), [32bjseiu](#)

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**From:** Alison Hirsh  
**Sent:** Wednesday, June 21, 2017 6:51 PM  
**To:** Schnake Mahl, Gabriel  
**Cc:** Devon Weber; Goldstein, Freddi; Leslie Kamstra; Julie Blust; Elaine Kim  
**Subject:** Re: Approved Mayor quote

Will do. Adding our comms folks here

Sent from my iPhone

On Jun 21, 2017, at 6:25 PM, Schnake Mahl, Gabriel  
<[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)> wrote:

“While airlines are making billions in profits, many of the airport workers that help make those profits possible are living in poverty,” said **New York City Mayor Bill de Blasio**. “Every worker should have the freedom to

unionize and the opportunity to earn a living wage. That's why I'm joining together with mayors across the country to push for good paying jobs and the right to form unions at our nation's airports.”

Can you keep Freddi here looped on whatever pitch you are doing?

Thanks.

<Airport Release Template LEGAL.docx>

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**From:** Ramos, Jessica  
**Sent:** Tuesday, July 11, 2017 2:41 PM  
**To:** Ramos, Jessica  
**Subject:** City Hall in Your Borough- Queens edition  
**Attachments:** CHIYB\_Logo\_Queens\_English.png; CHIYB\_Logo\_Queens\_Spanish.png

Colleagues,

Attached are City Hall in your Borough logos in English and Spanish. Please use these logos for every public-facing communication during Queens week, including flyers, media advisories and press release.

I will also be spearheading the de Blasio Administration Public Schedule once again, so be sure to send me your agency's events by 5 p.m. the day before. This means I'd like to have your Monday events by this coming Sunday at 5 p.m.

Thank you, and let me know if you have any questions.

Jessica Ramos

**From:** [Morgan Williams](#)  
**To:** [Sunjeev Bery](#)  
**Cc:** [Brian Stewart](#); [Brett Abrams](#); [Lina Bracero](#); [Emma Einhorn](#); [meghan.finegan@seiu.org](mailto:meghan.finegan@seiu.org); [Ethan Rome](#); [Margarida Jorge](#); [hcan](#); [Yasmina Dardari](#); [Jordan Wilhelmi](#); [Anna Zuccaro](#); [McNally, Matthew](#); [Ben Wikler](#); [Bishop, Walter](#)  
**Subject:** RE: NYC-DC media opp? Re: PRESS REQUEST: People's Filibuster: Press Thread  
**Date:** Sunday, July 16, 2017 4:05:25 PM

---

Thanks!

**From:** Sunjeev Bery [mailto:sunjeev.bery@moveon.org]  
**Sent:** Sunday, July 16, 2017 3:46 PM  
**To:** Morgan Williams <Morgan.Williams@berlinrosen.com>  
**Cc:** Brian Stewart <brian.stewart@moveon.org>; Brett Abrams <brett@unbendablemedia.com>; Lina Bracero <lina.bracero@seiu.org>; Emma Einhorn <emma.einhorn@moveon.org>; meghan.finegan@seiu.org; Ethan Rome <[REDACTED]> Margarida Jorge <mj@healthcareforamericanow.org>; hcan <hcan@berlinrosen.com>; Yasmina Dardari <yasmina@unbendablemedia.com>; Jordan Wilhelmi <Jordan@unbendablemedia.com>; Anna Zuccaro <anna@unbendablemedia.com>; Matthew McNally <MMcNally@cityhall.nyc.gov>; Ben Wikler <ben.wikler@moveon.org>; Bishop, Walter <WBishop@cityhall.nyc.gov>  
**Subject:** Re: NYC-DC media opp? Re: PRESS REQUEST: People's Filibuster: Press Thread

I believe they were looking into busing folks down. Stay tuned.

- Sunjeev

---

Sunjeev Bery  
Campaign Director  
MoveOn.org

On Sun, Jul 16, 2017 at 2:08 PM, Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)> wrote:

Hey guys,

Any more thoughts on this?

-- MWG

On Jul 14, 2017, at 6:14 PM, Sunjeev Bery <[sunjeev.bery@moveon.org](mailto:sunjeev.bery@moveon.org)> wrote:

At the risk of entangling too many different conversational threads, I'm cc'ing Matthew McNally and Walter Bishop with NYC government. They had been privately exploring with us some possibilities around this.

Matthew and Walter - sorry for the random large cc, but in the interest of time ...

we are working with SEIU, Berlin Rosen, and Unbendable Media (all cc'ed) on the media promotion of the People's Filibuster Against Trumpcare next week.

If you still see possibilities for NYC-DC visits, and if the journalist is interested, this might be an interesting media opp. see below.

- Sunjeev

---

Sunjeev Bery  
Campaign Director  
[MoveOn.org](http://MoveOn.org)

On Fri, Jul 14, 2017 at 4:40 PM, Morgan Williams  
<[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)> wrote:

Hi guys,

Sam Stein at the Daily Beast is really interested in covering the event, but he wants to send a reporter to shadow someone who is going from New York City to DC. Is there anyone we could connect him with and anyway we could put him on a bus coming from NYC on Monday?

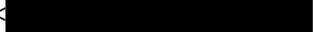
Thanks!  
Morgan

---

**From:** Morgan Williams  
**Sent:** Friday, July 14, 2017 2:21 PM  
**To:** Brian Stewart <[brian.stewart@moveon.org](mailto:brian.stewart@moveon.org)>  
**Cc:** Brett Abrams <[brett@unbendablemedia.com](mailto:brett@unbendablemedia.com)>; Sunjeev Bery <[sunjeev.bery@moveon.org](mailto:sunjeev.bery@moveon.org)>; Lina Bracero <[lina.bracero@seiu.org](mailto:lina.bracero@seiu.org)>; Emma Einhorn <[emma.einhorn@moveon.org](mailto:emma.einhorn@moveon.org)>; megan.finegan@seiu.org; Ethan Rome <[ethan.rome@seiu.org](mailto:ethan.rome@seiu.org)>; Margarida Jorge <[mj@healthcareforamericanow.org](mailto:mj@healthcareforamericanow.org)>; hcan <[hcan@berlinrosen.com](mailto:hcan@berlinrosen.com)>; Yasmina Dardari <[yasmina@unbendablemedia.com](mailto:yasmina@unbendablemedia.com)>; Jordan Wilhelmi <[Jordan@unbendablemedia.com](mailto:Jordan@unbendablemedia.com)>; Anna Zuccaro <[anna@unbendablemedia.com](mailto:anna@unbendablemedia.com)>  
**Subject:** RE: People's Filibuster: Press Thread

Great! We will send it out now w/ this team bcc'ed.

**From:** Brian Stewart [<mailto:brian.stewart@moveon.org>]  
**Sent:** Friday, July 14, 2017 2:20 PM  
**To:** Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Cc:** Brett Abrams <[brett@unbendablemedia.com](mailto:brett@unbendablemedia.com)>; Sunjeev Bery <[sunjeev.bery@moveon.org](mailto:sunjeev.bery@moveon.org)>; Lina Bracero <[lina.bracero@seiu.org](mailto:lina.bracero@seiu.org)>; Emma Einhorn <[emma.einhorn@moveon.org](mailto:emma.einhorn@moveon.org)>; [meghan.finegan@seiu.org](mailto:meghan.finegan@seiu.org); Ethan Rome < Margarida Jorge <[mj@healthcareforamericanow.org](mailto:mj@healthcareforamericanow.org)>; hcan <[hcan@berlinrosen.com](mailto:hcan@berlinrosen.com)>; Yasmina Dardari <[yasmina@unbendablemedia.com](mailto:yasmina@unbendablemedia.com)>; Jordan Wilhelmi <[Jordan@unbendablemedia.com](mailto:Jordan@unbendablemedia.com)>; Anna Zuccaro <[anna@unbendablemedia.com](mailto:anna@unbendablemedia.com)>

**Subject:** Re: People's Filibuster: Press Thread

I am signed off on the advisory -- **great if you all can blast out this afternoon.**

**From:** [McGinn Isaac](#)  
**To:** [Minelli Pagnotta Danielle](#); [Cara Ochsenreiter LMSW](#)  
**Cc:** [Frey Heather](#); [Benejan-Green Tamara](#); [Jovana Rizzo](#); [Moorer Marian](#); [Fishman Arianna \(HRA\)](#); [Rothenberg Jaclyn](#); [Borden Matthew](#); [Bray Jackie](#); [Neustadt David](#); [Centeno Lourdes](#); [Amie Pospisil](#); [Chris Tabellario LMSW](#)  
**Subject:** RE: Planning Q-- Queens Week/Atlantic DIC.  
**Date:** Wednesday, July 19, 2017 12:34:27 PM

---

Yes, thanks! This was really all you!

---

**From:** Minelli Pagnotta, Danielle  
**Sent:** Wednesday, July 19, 2017 12:31 PM  
**To:** McGinn, Isaac; Cara Ochsenreiter, LMSW  
**Cc:** Frey, Heather; Benejan-Green, Tamara; Jovana Rizzo; Moorer, Marian; Fishman, Arianna; Jaclyn Rothenberg; Borden, Matthew; Bray, Jackie; Neustadt, David; Centeno, Lourdes; 'Amie Pospisil'; Chris Tabellario, LMSW  
**Subject:** RE: Planning Q-- Queens Week/Atlantic DIC.

+ Amie and Chris. Great job BG!

---

**From:** McGinn, Isaac  
**Sent:** Wednesday, July 19, 2017 12:15 PM  
**To:** Cara Ochsenreiter, LMSW <[Cochsenreiter@breakingground.org](mailto:Cochsenreiter@breakingground.org)>  
**Cc:** Frey, Heather <[HFrey@dhs.nyc.gov](mailto:HFrey@dhs.nyc.gov)>; Benejan-Green, Tamara <[TAMARAG@dhs.nyc.gov](mailto:TAMARAG@dhs.nyc.gov)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Minelli Pagnotta, Danielle <[DMINELLI@dhs.nyc.gov](mailto:DMINELLI@dhs.nyc.gov)>; Moorer, Marian <[MMOORER@dhs.nyc.gov](mailto:MMOORER@dhs.nyc.gov)>; Fishman, Arianna <[fishmana@hra.nyc.gov](mailto:fishmana@hra.nyc.gov)>; Jaclyn Rothenberg <[JRothenberg@cityhall.nyc.gov](mailto:JRothenberg@cityhall.nyc.gov)>; Borden, Matthew <[bordenm@hra.nyc.gov](mailto:bordenm@hra.nyc.gov)>; Bray, Jackie <[brayja@hra.nyc.gov](mailto:brayja@hra.nyc.gov)>; Neustadt, David <[neustadtd@hra.nyc.gov](mailto:neustadtd@hra.nyc.gov)>; Centeno, Lourdes <[centenolo@hra.nyc.gov](mailto:centenolo@hra.nyc.gov)>  
**Subject:** RE: Planning Q-- Queens Week/Atlantic DIC.

All,

In case you haven't already seen: really fantastic clip from yesterday, including positive testimony from staff, clients, AND community members. The location looks great on camera. Commissioner Banks and Amie did great, too, of course! And that headline to boot! Thanks, all, for making this visit #inQueens a success ☺!

Isaac

### **Ozone Park Homeless Drop-In Center Opens, Some Opponents now Support Facility**

NY1 - Angi Gonzalez

<http://www.ny1.com/nyc/all-boroughs/news/2017/07/19/ozone-park-homeless-drop-in-center-opens--some-opponents-now-support-facility-html>

Just a few months ago residents packed community meetings and protested in the cold against the proposed opening of Queens first drop in homeless shelter.

It was first announced in 2016 that the facility could occupy the building at the corner of Atlantic Avenue and 102nd Street.

Since then, the non-profit Breaking Ground has moved forward with its plan, submitted to the Department of Homeless Services, to open the facility.

"Homelessness didn't happen overnight. It built up over many years," explained Steven Banks, the Commissioner for the NYC Human Resources Administration/Department of Social Services.

On Tuesday, Commissioner Banks and Breaking Ground officials gave NY1 an inside look at the facility that now serves about 10 homeless men and women a day.

"We've heard overwhelming positive remarks from our clients who are really excited to have a place in queens," said Amie Pospisi, the Deputy Vice President of Housing Operations and Programs at Breaking Ground.

The plan is to expand slowly and over time the facility will eventually serve up to 75 clients a day and have approximately 50 safe haven beds available.

Right now, clients can't sleep at the facility but they do have a place to eat, use the bathroom, can speak to a psychiatrist 2 days a week and get help applying for aid.

"You know they take you, they put you on the computer, they kind of guide you, they get you a SNAP application," exclaimed Abdul Hasan, a Breaking Ground client.

It's news that was encouraging to those who said they had previously protested the shelter's opening.

"I'm definitely at ease, you know, everyone needs a place to go and I think that's wonderful," said Apryll Abraham, who was initially opposed to shelter.

Some of the concern prior to the facility opening was its potential impact on the local neighborhood, but most of those NY1 spoke with said they hadn't seen any change.

"I think that it was more misconception they think homeless people are people with substance abuse problems or people with mental health problems," said Queens resident Jim Sideris.

On the top floor of the facility, Breaking Ground has also been able to streamline their services by providing those who work with the homeless in Queens with an office in the borough

"When we do outreach, because the fact our office is here...we're allotted more time on the road," said Sabina Britton, who works for Breaking Ground as part of their Queens outreach efforts.

It's just one of many benefits; the Commissioner said will better help address the city's homeless crisis.

---

**From:** McGinn, Isaac  
**Sent:** Thursday, July 13, 2017 3:45 PM  
**To:** Cara Ochseneiter, LMSW  
**Cc:** Frey, Heather; Benejan-Green, Tamara; Jovana Rizzo; Minelli Pagnotta, Danielle; Moorer, Marian; Fishman, Arianna; Jaclyn Rothenberg; Borden, Matthew; Bray, Jackie; Neustadt, David; Centeno, Lourdes  
**Subject:** RE: Planning Q-- Queens Week/Atlantic DIC.

All,

Good news. The reporter can only do Tuesday, but we've been able to secure the time! Commissioner is confirmed available as originally indicated below—on Tuesday, 7/18, from 1:30 to 2:30PM.

So we can plan to move forward for Tuesday with NY1 and Commissioner Banks. Sorry for fire drill and appreciate the flexibility!

Thanks,

Isaac

---

**From:** Cara Ochseneiter, LMSW [<mailto:Cochsenreiter@breakingground.org>]  
**Sent:** Thursday, July 13, 2017 3:01 PM  
**To:** McGinn, Isaac  
**Cc:** Frey, Heather; Benejan-Green, Tamara; Jovana Rizzo; Minelli Pagnotta, Danielle; Moorer, Marian; Fishman, Arianna; Jaclyn Rothenberg; Borden, Matthew; Bray, Jackie; Neustadt, David; Centeno, Lourdes  
**Subject:** Re: Planning Q-- Queens Week/Atlantic DIC.

Wednesday would work for us as well-- keep us posted. Thanks!

Sent from my iPhone

On Jul 13, 2017, at 2:20 PM, McGinn, Isaac <[mcginni@hra.nyc.gov](mailto:mcginni@hra.nyc.gov)> wrote:

All,

We just got word that Commissioner Banks' time is needed on Tuesday at this hour, so the window we've been given here for him is Wednesday from 2 to 3pm.

As I understand it, while our teams could potentially be flexible, the NY1 reporter who's been interested in this site is very keen on Tuesday.

Jovanna is reaching out to her now to see if she could swing Wednesday instead.

If the reporter is flexible, can we all plan to do this on Wednesday from 2 to 3pm instead?

If the reporter is not flexible, we'll figure out how to give press a tour of the location on Tuesday, and connect the reporter(s)

with Commissioner Banks for an interview either by phone or at another location at another time Tuesday or Weds to include in the story.

Will advise ASAP.

Thank you,

Isaac

---

**From:** McGinn, Isaac  
**Sent:** Wednesday, July 12, 2017 2:14 PM  
**To:** Cara Ochsenreiter, LMSW; Frey, Heather; Benejan-Green, Tamara; Jovana Rizzo  
**Cc:** Minelli Pagnotta, Danielle; Moorner, Marian; Fishman, Arianna; Jaclyn Rothenberg; Borden, Matthew; Bray, Jackie; Neustadt, David; Centeno, Lourdes  
**Subject:** RE: Planning Q-- Queens Week/Atlantic DIC.

And plus Jovanna for BG comms so we're all on same page! Good to get everyone together! Thanks much

---

**From:** Cara Ochsenreiter, LMSW [<mailto:Cochsenreiter@breakingground.org>]  
**Sent:** Wednesday, July 12, 2017 2:13 PM  
**To:** McGinn, Isaac; Frey, Heather; Benejan-Green, Tamara  
**Cc:** Minelli Pagnotta, Danielle; Moorner, Marian; Fishman, Arianna; Jaclyn Rothenberg; Borden, Matthew; Bray, Jackie; Neustadt, David; Centeno, Lourdes  
**Subject:** RE: Planning Q-- Queens Week/Atlantic DIC.

Thanks, Isaac, for the details. + Amie & Chris.

Cara Ochsenreiter, LMSW  
Community Director  
S2H BQ Williamsburg  
Ph: (929) 218-7357 x157  
Email: [Cochsenreiter@breakingground.org](mailto:Cochsenreiter@breakingground.org)  
[www.breakingground.org](http://www.breakingground.org)

[<image001.jpg>](#)

---

**From:** McGinn, Isaac [<mailto:mcginni@hra.nyc.gov>]  
**Sent:** Wednesday, July 12, 2017 2:00 PM  
**To:** Frey, Heather; Benejan-Green, Tamara; Cara Ochsenreiter, LMSW  
**Cc:** DMinelli; Moorner, Marian; Fishman, Arianna; Jaclyn Rothenberg; Borden, Matthew; Bray, Jackie; Neustadt, David; Centeno, Lourdes  
**Subject:** Planning Q-- Queens Week/Atlantic DIC.

Hey team,

Wanted to summarize what we've been discussing with regards to visiting the drop-in center at 100-32 Atlantic Avenue with Commissioner Banks for City Hall in Your Borough: Queens Week.

To confirm—yes, the Commissioner would like to make this happen. Yes, we've spoken to Breaking Ground communications folks who've said that Brenda Rosen, BG's CEO, would likely also attend. We envision this as a tour of the facility led by Banks and Rosen, with each of them discussing the street outreach efforts as well as why sites like these are such an important and necessary part of our outreach work, particularly given recent numbers. They would handle most if not all of the press. Press may want to speak with clients—but unless there are any known to you as viable, positive candidates for this, I think we will not allow that. Press may want to speak with outreach staff themselves—I believe we'll have Danielle on-site to represent? That being said, Cara if you wanted to say a few words or if there is an exemplary DIC staff member who we think would be well positioned to talk about day-to-day work at the location, that'd be great to have on hand.

Plan for staff on-site (other than making sure everything is beautiful and clean and as ready for primetime as possible) should be business as usual. The idea of the tour would be to show DHS in action. There isn't a real news hook, so we wouldn't be putting out a press release, just inviting a handful of media to see and learn about the place.

Media attending would be NY1 for TV, as well as a handful of local print outlets.

Date we're working towards is Tuesday, 7/18, from 1:30 to 2:30PM.

Hoping that covers everything for now—please let me know if there's anything I have missed her, or if you have any questions,

or if anything is needed on our end as we get closer. If this works for everyone here, we will craft a mini run-of-show to circulate for all.

Thank you!

**Isaac McGinn** | Press Secretary  
[NYC Dept of Homeless Services](#)  
[mcginni@hra.nyc.gov](mailto:mcginni@hra.nyc.gov) | o: 929-221-5564 | c: 646-946-9667

**From:** [Norvell, Wiley](#)  
**To:** ["Jovana Rizzo"; Pierre-Antoine, Juliet \(HPD\)](#)  
**Cc:** [PBonck@breakingground.org](mailto:PBonck@breakingground.org); [Kate Treen](#)  
**Subject:** RE: La Central supportive housing groundbreaking  
**Date:** Monday, July 24, 2017 8:35:29 AM

---

Any sense of press turnout/RSVP?

-----Original Message-----

From: Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
Sent: Monday, July 24, 2017 6:55 AM  
To: Pierre-Antoine, Juliet (HPD)  
Cc: [PBonck@breakingground.org](mailto:PBonck@breakingground.org); Kate Treen; Norvell, Wiley  
Subject: RE: La Central supportive housing groundbreaking

+Wiley. Yes, still on. I'm at [REDACTED] if you have any questions.

10am - Enter the site on Brook Avenue between – E. 152nd and E. 153rd Streets

Jovana Rizzo  
O. 646.200.5329  
C. 917.836.0618  
[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)

berlinrosen  
New York • Washington D.C. • Los Angeles [berlinrosen.com](http://berlinrosen.com) @berlinrosen

---

From: Pierre-Antoine, Juliet (HPD) [[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)]  
Sent: Monday, July 24, 2017 6:32 AM  
To: Jovana Rizzo  
Cc: [PBonck@breakingground.org](mailto:PBonck@breakingground.org); Kate Treen  
Subject: Re: La Central supportive housing groundbreaking

Hello,

Is the event still on? The Deputy Mayor's office would like to confirm? Could you confirm directly with Wiley Norvell if possible?

----- Original Message -----

From: Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
Sent: Sunday, July 23, 2017 03:08 PM  
To: Pierre-Antoine, Juliet (HPD)  
Cc: Patrick Bonck <[PBonck@breakingground.org](mailto:PBonck@breakingground.org)>; Kate Treen <[Kate.Treen@berlinrosen.com](mailto:Kate.Treen@berlinrosen.com)>  
Subject: Re: La Central supportive housing groundbreaking

Thank you! And yes we'd love to have DM Glen speak

Sent from my phone.

> On Jul 23, 2017, at 3:07 PM, Pierre-Antoine, Juliet (HPD) <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)> wrote:  
>  
> Quote from HPD Commissioner Maria Torres-Springer:  
>  
>  
> HPD is excited to celebrate the start of construction on this long-vacant site in the Bronx. This first phase of development will create 160 supportive homes for individuals in need. I want to thank Breaking

Ground and Comunilife for their partnership and I look forward to welcoming new residents into their new homes.

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> \_\_\_\_\_  
> From: Pierre-Antoine, Juliet (HPD)  
> Sent: Sunday, July 23, 2017 2:53 PM  
> To: Jovana Rizzo; Patrick Bonck  
> Cc: Kate Treen  
> Subject: RE: La Central supportive housing groundbreaking

>  
> This just in from City Hall: they'd like to have Deputy Mayor Alicia Glen added to the program as the first government speaker. Would like to know if it's possible.

>  
> \_\_\_\_\_  
> From: Jovana Rizzo [jovana@berlinrosen.com]  
> Sent: Friday, July 21, 2017 4:50 PM  
> To: Pierre-Antoine, Juliet (HPD); Patrick Bonck  
> Cc: Kate Treen  
> Subject: RE: La Central supportive housing groundbreaking

>  
> Got it - thanks Juliet!

>  
> Jovana Rizzo  
> O. 646.200.5329  
> C. 917.836.0618  
> jovana@berlinrosen.com  
>  
> berlinrosen  
> New York • Washington D.C. • Los Angeles berlinrosen.com @berlinrosen

> \_\_\_\_\_  
> From: Pierre-Antoine, Juliet (HPD) [morrisj@hpd.nyc.gov]  
> Sent: Friday, July 21, 2017 4:48 PM  
> To: Jovana Rizzo; Patrick Bonck  
> Cc: Kate Treen  
> Subject: RE: La Central supportive housing groundbreaking

>  
> I'm hanging on for approval on that. It's been a bit difficult because the Commissioner's working from home. Will push again.

>  
> From: Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
> Sent: Friday, July 21, 2017 4:46 PM  
> To: Patrick Bonck; Pierre-Antoine, Juliet (HPD)  
> Cc: Kate Treen  
> Subject: RE: La Central supportive housing groundbreaking

>  
> Hi Juliet, do you have an update on the quote? The State will be sending out as a Gov's release, I'm attaching the most recent version.

>  
> Jovana Rizzo  
> O. 646.200.5329  
> C. 917.836.0618  
> jovana@berlinrosen.com<<mailto:jovana@berlinrosen.com>>  
>

> berlinrosen  
> New York • Washington D.C. • Los Angeles berlinrosen.com @berlinrosen

>  
> From: Patrick Bonck [PBonck@breakingground.org]  
> Sent: Friday, July 21, 2017 2:23 PM  
> To: Pierre-Antoine, Juliet (HPD); Jovana Rizzo  
> Cc: Kate Treen  
> Subject: RE: La Central supportive housing groundbreaking Hi again  
> Juliet,

>  
> I wanted to share our confirmed order of speakers with you, and a quick update.

>  
> Please note that, in the event of severe rain over the weekend, the event could be cancelled if site conditions are not amenable. This is unlikely, but we would notify everyone by email on Sunday night were this to happen.

>  
> Please do let me know if you have any questions or concerns.

>  
> Many thanks,

>  
> Patrick

>  
> LA CENTRAL GROUNDBREAKING  
> MONDAY, JULY 24, 2017

>  
> PROGRAM

>  
> Robert V. Sideli, MD  
> Member, Board of Directors, Breaking Ground

>  
> Raquel Ayala  
> Chairperson, Board of Directors, Comunilife

>  
> Dr. Rosa M. Gil, DSW  
> Founder, President & CEO, Comunilife

>  
> Brenda E. Rosen  
> President and CEO, Breaking Ground

>  
> The Honorable Ruben Diaz, Jr.  
> Bronx Borough President

>  
> Commissioner RuthAnne Visnauskas  
> New York State Homes and Community Renewal

>  
> Deputy Commissioner for Development Molly Parks New York City  
> Department of Housing Preservation

>  
> Commissioner Samuel D. Roberts  
> New York State Office of Temporary and Disability Assistance

>  
> Chairman George Rodriguez  
> Bronx Community Board 1

>  
> Jennifer Trepinski  
> Senior Loan Officer, Corporation for Supportive Housing

>  
>

>  
>  
> We look forward to seeing you on Monday (July 24th) for the La Central Groundbreaking Ceremony. The program will begin promptly at 10 am. The weather forecast does predict rain on Monday, please be sure to check your e-mail for a cancellation notification (by 7 am on Monday) in the event of dangerous or wet weather. Please find additional details below and attached:  
>  
>  
>  
> La Central Groundbreaking Ceremony  
>  
> Enter the site on Brook Avenue between – E. 152nd and E. 153rd Streets  
>  
> Nearby Subways: 2 and 5 trains to the 3rd Aveue-149th Street Station  
>  
> <https://www.google.com/maps/place/626+Bergen+Ave,+Bronx,+NY+10455/@40.817247,-73.9162187,17z/data=!3m1!4b1!4m5!3m4!1s0x89c2f5c9b66ab5b3:0xfe0b151ef14aaea!8m2!3d40.817247!4d-73.91403>  
>  
>  
>  
> We care about your safety. Please remember this is an active construction site. Appropriate attire is required. It is important that you wear fully enclosed, hard sole shoes and long pants.  
>  
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>  
>  
> Patrick Bonck  
> Director, Communications  
> 505 8th Ave - 5th floor  
> Ph: (212) 389-9346  
> Email: PBonck@breakingground.org<<mailto:PBonck@breakingground.org>>  
> [www.breakingground.org](http://www.breakingground.org)<UrlBlockedError.aspx>  
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>  
> From: Patrick Bonck  
> Sent: Friday, July 21, 2017 9:10 AM  
> To: 'Pierre-Antoine, Juliet (HPD)'; Jovana Rizzo  
> Cc: Kate Treen  
> Subject: RE: La Central supportive housing groundbreaking  
>  
> Hi Juliet,  
>  
> Thanks again for confirming the Deputy Commissioner's attendance. Below are the detail for Monday. Please do let us know if you have any questions.  
>  
> Many thanks,  
>  
> Patrick  
>  
>  
>  
>  
> We look forward to seeing you on Monday (July 24th) for the La Central Groundbreaking Ceremony. The program will begin promptly at 10 am. The weather forecast does predict rain on Monday, please

be sure to check your e-mail for a cancellation notification (by 7 am on Monday) in the event of dangerous or wet weather. Please find additional details below and attached:

>

>

>

> La Central Groundbreaking Ceremony

>

> Enter the site on Brook Avenue between – E. 152nd and E. 153rd Streets

>

> Nearby Subways: 2 and 5 trains to the 3rd Avenue-149th Street Station

>

> [https://www.google.com/maps/place/626+Bergen+Ave,+Bronx,+NY+10455/@40.](https://www.google.com/maps/place/626+Bergen+Ave,+Bronx,+NY+10455/@40.817247,-73.9162187,17z/data=!3m1!4m5!3m4!1s0x89c2f5c9b66ab5b3:0xfe0b151ef14aaea!8m2!3d40.817247!4d-73.91403)

> [817247,-73.9162187,17z/data=!3m1!4m5!3m4!1s0x89c2f5c9b66ab5b3:0xfe](https://www.google.com/maps/place/626+Bergen+Ave,+Bronx,+NY+10455/@40.817247,-73.9162187,17z/data=!3m1!4m5!3m4!1s0x89c2f5c9b66ab5b3:0xfe0b151ef14aaea!8m2!3d40.817247!4d-73.91403)

> [e0b151ef14aaea!8m2!3d40.817247!4d-73.91403](https://www.google.com/maps/place/626+Bergen+Ave,+Bronx,+NY+10455/@40.817247,-73.9162187,17z/data=!3m1!4m5!3m4!1s0x89c2f5c9b66ab5b3:0xfe0b151ef14aaea!8m2!3d40.817247!4d-73.91403)

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>

> We care about your safety. Please remember this is an active construction site. Appropriate attire is required. It is important that you wear fully enclosed, hard sole shoes and long pants.

>

>

>

> Thanks and have a lovely weekend,

>

>

>

> Vanessa

>

>

>

> Patrick Bonck

> Director, Communications

> 505 8th Ave - 5th floor

> Ph: (212) 389-9346

> Email: [PBonck@breakingground.org](mailto:PBonck@breakingground.org)<<mailto:PBonck@breakingground.org>>

> [www.breakingground.org](http://www.breakingground.org)<[UrlBlockedError.aspx](http://www.breakingground.org)>

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> From: Pierre-Antoine, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]

> Sent: Thursday, July 20, 2017 1:04 PM

> To: Patrick Bonck; Jovana Rizzo

> Cc: Kate Treen

> Subject: RE: La Central supportive housing groundbreaking

>

> Hi Patrick,

>

> This is a great line up! I have a hard confirmation from HPD Deputy Commissioner of Development Molly Park.

>

> Jovana, I'll have something for your release draft too. Likely tomorrow.

>

> Thanks!

>

> Juliet

>

>

> 

---

  
> Juliet Pierre-Antoine | Press Secretary NYC Department of Housing  
> Preservation & Development  
> 100 Gold St • New York, NY 10038  
> morrisj@hpd.nyc.gov <<mailto:morrisj@hpd.nyc.gov>> • 212.863.5682 •  
> nyc.gov/hpd <<http://www1.nyc.gov/site/hpd/index.page>>

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> [cid:image007.png@01D1D387.76F37F10]  
> <<https://twitter.com/NYCHousing>> [cid:image008.png@01D1D387.76F37F10]  
> <UrlBlockedError.aspx> [cid:image009.jpg@01D1D387.76F37F10]  
> <<https://www.instagram.com/nychousing/>>

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> From: Patrick Bonck [<mailto:PBonck@breakingground.org>]  
> Sent: Thursday, July 20, 2017 1:00 PM  
> To: Pierre-Antoine, Juliet (HPD); Jovana Rizzo  
> Cc: Kate Treen  
> Subject: RE: La Central supportive housing groundbreaking

>

> Hi Juliet,

>

> Just checking in on the possibility of a speaker for Monday's event. We have a good lineup, and would love to make it great with HPD involvement:

>

> Bob Sideli, MD, Board Member, Breaking Ground  
> Dr. Rosa Gil, CEO, Comunilife  
> Raquel Ayala, Board Chair, Comunilife  
> Brenda Rosen, President & CEO, Breaking Ground  
> Commissioner Samuel Roberts – NYS  
> OTDA  
> Commissioner Ruthanne Visnauskas – NYS  
> HCR  
> George Rodriguez, Bronx Community Board 1 Chair

>

> Nothing extensive needed, we're targeting about 2 minutes per speaker. Happy to send over a brief overview of the project details (the specific details of our supportive component) if it would be helpful.

>

> Many thanks!

>

> Patrick

>

>

> Patrick Bonck  
> Director, Communications  
> 505 8th Ave - 5th floor  
> Ph: (212) 389-9346  
> Email: [PBonck@breakingground.org](mailto:PBonck@breakingground.org) <<mailto:PBonck@breakingground.org>>  
> [www.breakingground.org](http://www.breakingground.org) <UrlBlockedError.aspx>

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> [cid:image001.jpg@01D30241.396ED150] <<http://www.breakingground.org/>>

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> From: Pierre-Antoine, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]  
> Sent: Tuesday, July 18, 2017 10:11 AM  
> To: Patrick Bonck; Jovana Rizzo  
> Cc: Kate Treen

> Subject: RE: La Central supportive housing groundbreaking  
>  
> Hi Patrick,  
>  
> Yes, of course. I'll get back to you as soon as I can with a confirmed participant.  
>  
> Thanks,  
>  
> Juliet  
>  
>

---

> Juliet Pierre-Antoine | Press Secretary NYC Department of Housing  
> Preservation & Development  
> 100 Gold St • New York, NY 10038  
> morrisj@hpd.nyc.gov <<mailto:morrisj@hpd.nyc.gov>> • 212.863.5682 •  
> nyc.gov/hpd <<http://www1.nyc.gov/site/hpd/index.page>>  
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> [cid:image006.png@01D1D387.76F37F10] <<https://www.facebook.com/NYCHousing/>>  
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> <<https://twitter.com/NYCHousing>> [cid:image008.png@01D1D387.76F37F10]  
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> <<https://www.instagram.com/nychousing/>>  
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> From: Patrick Bonck [<mailto:PBonck@breakingground.org>]  
> Sent: Monday, July 17, 2017 11:10 PM  
> To: Jovana Rizzo; Pierre-Antoine, Juliet (HPD)  
> Cc: Kate Treen  
> Subject: Re: La Central supportive housing groundbreaking  
>  
>

> Hi Juliet,  
>  
>  
>

> Thanks so much for your assistance with the release!  
>  
>  
>

> We would love for someone from HPD to make brief remarks during the program. Do you think that might be possible?  
>  
>  
>

> Many thanks,  
>  
> Patrick  
>  
>  
>

> Patrick Bonck  
> Director, Communications  
> 505 8th Ave - 5th floor  
> Ph:(212) 389-9346  
> Email: [PBonck@breakingground.org](mailto:PBonck@breakingground.org) <<mailto:PBonck@breakingground.org>>  
> [www.breakingground.org](http://www.breakingground.org) <UrlBlockedError.aspx>  
> [[http://hybrid.commonground.org/Breaking%20Ground\\_Black%20Tagline\\_RGB.jpg](http://hybrid.commonground.org/Breaking%20Ground_Black%20Tagline_RGB.jpg)]  
> jpg] <<http://hybrid.commonground.org>>

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> From: Jovana Rizzo  
> <jovana@berlinrosen.com<<mailto:jovana@berlinrosen.com>>>  
> Sent: Monday, July 17, 2017 4:30 PM  
> To: Pierre-Antoine, Juliet (HPD)  
> Cc: Patrick Bonck; Kate Treen  
> Subject: RE: La Central supportive housing groundbreaking

> Sounds great!!

> Jovana Rizzo  
> O. 646.200.5329  
> C. 917.836.0618  
> jovana@berlinrosen.com<<mailto:jovana@berlinrosen.com>>

> berlinrosen  
> New York • Washington D.C. • Los Angeles [berlinrosen.com](http://berlinrosen.com) @berlinrosen

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> From: Pierre-Antoine, Juliet (HPD) [[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)]  
> Sent: Monday, July 17, 2017 4:28 PM  
> To: Jovana Rizzo  
> Cc: Patrick Bonck; Kate Treen  
> Subject: RE: La Central supportive housing groundbreaking

> Hello Jovana,

> Not only is there funding, this was part of the last large blocks of land designated by City RFP in the Bronx. I remember the original announcement well and I'm happy to hear we've reached the groundbreaking stage.

> I'd love to collaborate with you on the announcement. Also, I'll be in touch with you to confirm agency representative for the event.

> Thanks!

> Juliet

---

> Juliet Pierre-Antoine | Press Secretary  
> NYC Department of Housing Preservation & Development  
> 100 Gold St • New York, NY 10038



**From:** [Norvell, Wiley](#)  
**To:** ["Jovana Rizzo"](#)  
**Cc:** [Pierre-Antoine, Juliet \(HPD\)](#); [PBonck@breakingground.org](mailto:PBonck@breakingground.org); [Kate Treen](#)  
**Subject:** RE: La Central supportive housing groundbreaking  
**Date:** Monday, July 24, 2017 9:09:52 AM  
**Importance:** High

---

Jovana et al--so sorry for the last min scramble but DM Glen has just been pulled onto a call w/mayor that will conflict w this event. She'll no longer be able to attend. Can we put Molly back in the program as the City rep? Very sorry for the last min change of plans!

> -----Original Message-----

> From: Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
> Sent: Monday, July 24, 2017 6:55 AM  
> To: Pierre-Antoine, Juliet (HPD)  
> Cc: [PBonck@breakingground.org](mailto:PBonck@breakingground.org); Kate Treen; Norvell, Wiley  
> Subject: RE: La Central supportive housing groundbreaking  
>  
> +Wiley. Yes, still on. I'm at 917-836-0618 if you have any questions.  
>  
> 10am - Enter the site on Brook Avenue between – E. 152nd and E. 153rd  
> Streets  
>  
>  
> Jovana Rizzo  
> O. 646.200.5329  
> C. 917.836.0618  
> [jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)  
>  
> berlinrosen  
> New York • Washington D.C. • Los Angeles [berlinrosen.com](http://berlinrosen.com) @berlinrosen  
>

> -----  
> From: Pierre-Antoine, Juliet (HPD) [[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)]  
> Sent: Monday, July 24, 2017 6:32 AM  
> To: Jovana Rizzo  
> Cc: [PBonck@breakingground.org](mailto:PBonck@breakingground.org); Kate Treen  
> Subject: Re: La Central supportive housing groundbreaking  
>

> Hello,

>  
> Is the event still on? The Deputy Mayor's office would like to confirm? Could you confirm directly with Wiley Norvell if possible?

> ----- Original Message -----

> From: Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
> Sent: Sunday, July 23, 2017 03:08 PM  
> To: Pierre-Antoine, Juliet (HPD)  
> Cc: Patrick Bonck <[PBonck@breakingground.org](mailto:PBonck@breakingground.org)>; Kate Treen  
> <[Kate.Treen@berlinrosen.com](mailto:Kate.Treen@berlinrosen.com)>  
> Subject: Re: La Central supportive housing groundbreaking  
>

> Thank you! And yes we'd love to have DM Glen speak

>  
> Sent from my phone.

>> On Jul 23, 2017, at 3:07 PM, Pierre-Antoine, Juliet (HPD) <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)> wrote:

>>

>> Quote from HPD Commissioner Maria Torres-Springer:

>>  
>>

>> HPD is excited to celebrate the start of construction on this long-vacant site in the Bronx. This first phase of development will create 160 supportive homes for individuals in need. I want to thank Breaking Ground and Comunilife for their partnership and I look forward to welcoming new residents into their new homes.

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>> From: Pierre-Antoine, Juliet (HPD)  
>> Sent: Sunday, July 23, 2017 2:53 PM  
>> To: Jovana Rizzo; Patrick Bonck  
>> Cc: Kate Treen  
>> Subject: RE: La Central supportive housing groundbreaking

>> This just in from City Hall: they'd like to have Deputy Mayor Alicia Glen added to the program as the first government speaker. Would like to know if it's possible.

>>  
>>

>> From: Jovana Rizzo [jovana@berlinrosen.com]  
>> Sent: Friday, July 21, 2017 4:50 PM  
>> To: Pierre-Antoine, Juliet (HPD); Patrick Bonck  
>> Cc: Kate Treen  
>> Subject: RE: La Central supportive housing groundbreaking

>> Got it - thanks Juliet!

>>  
>>

>> Jovana Rizzo  
>> O. 646.200.5329  
>> C. 917.836.0618  
>> jovana@berlinrosen.com

>>  
>>

>> berlinrosen  
>> New York • Washington D.C. • Los Angeles berlinrosen.com @berlinrosen

>>  
>>

>> From: Pierre-Antoine, Juliet (HPD) [morrisj@hpd.nyc.gov]  
>> Sent: Friday, July 21, 2017 4:48 PM  
>> To: Jovana Rizzo; Patrick Bonck  
>> Cc: Kate Treen  
>> Subject: RE: La Central supportive housing groundbreaking

>>  
>>

>> I'm hanging on for approval on that. It's been a bit difficult because the Commissioner's working from home. Will push again.

>>  
>>

>> From: Jovana Rizzo [mailto:jovana@berlinrosen.com]  
>> Sent: Friday, July 21, 2017 4:46 PM  
>> To: Patrick Bonck; Pierre-Antoine, Juliet (HPD)  
>> Cc: Kate Treen  
>> Subject: RE: La Central supportive housing groundbreaking

>>  
>>

>> Hi Juliet, do you have an update on the quote? The State will be sending out as a Gov's release, I'm attaching the most recent version.

>>  
>>

>> Jovana Rizzo  
>> O. 646.200.5329  
>> C. 917.836.0618  
>> jovana@berlinrosen.com<<mailto:jovana@berlinrosen.com>>  
>>  
>> berlinrosen  
>> New York • Washington D.C. • Los Angeles berlinrosen.com @berlinrosen  
>>  
>> From: Patrick Bonck [PBonck@breakingground.org]  
>> Sent: Friday, July 21, 2017 2:23 PM  
>> To: Pierre-Antoine, Juliet (HPD); Jovana Rizzo  
>> Cc: Kate Treen  
>> Subject: RE: La Central supportive housing groundbreaking Hi again  
>> Juliet,  
>>  
>> I wanted to share our confirmed order of speakers with you, and a quick update.  
>>  
>> Please note that, in the event of severe rain over the weekend, the event could be cancelled if site conditions are not amenable. This is unlikely, but we would notify everyone by email on Sunday night were this to happen.  
>>  
>> Please do let me know if you have any questions or concerns.  
>>  
>> Many thanks,  
>>  
>> Patrick  
>>  
>>  
>> LA CENTRAL GROUNDBREAKING  
>> MONDAY, JULY 24, 2017  
>>  
>> PROGRAM  
>>  
>>  
>> Robert V. Sideli, MD  
>> Member, Board of Directors, Breaking Ground  
>>  
>> Raquel Ayala  
>> Chairperson, Board of Directors, Comunilife  
>>  
>> Dr. Rosa M. Gil, DSW  
>> Founder, President & CEO, Comunilife  
>>  
>> Brenda E. Rosen  
>> President and CEO, Breaking Ground  
>>  
>> The Honorable Ruben Diaz, Jr.  
>> Bronx Borough President  
>>  
>> Commissioner RuthAnne Visnauskas  
>> New York State Homes and Community Renewal  
>>  
>> Deputy Commissioner for Development Molly Parks New York City  
>> Department of Housing Preservation  
>>  
>> Commissioner Samuel D. Roberts  
>> New York State Office of Temporary and Disability Assistance  
>>  
>> Chairman George Rodriguez  
>> Bronx Community Board 1

>>  
>> Jennifer Trepinski  
>> Senior Loan Officer, Corporation for Supportive Housing  
>>  
>>  
>>  
>> We look forward to seeing you on Monday (July 24th) for the La Central Groundbreaking Ceremony. The program will begin promptly at 10 am. The weather forecast does predict rain on Monday, please be sure to check your e-mail for a cancellation notification (by 7 am on Monday) in the event of dangerous or wet weather. Please find additional details below and attached:  
>>  
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>>  
>> La Central Groundbreaking Ceremony  
>>  
>> Enter the site on Brook Avenue between – E. 152nd and E. 153rd  
>> Streets  
>>  
>> Nearby Subways: 2 and 5 trains to the 3rd Avenue-149th Street Station  
>>  
>> <https://www.google.com/maps/place/626+Bergen+Ave,+Bronx,+NY+10455/@40.817247,-73.9162187,17z/data=!3m1!4b1!4m5!3m4!1s0x89c2f5c9b66ab5b3:0xe0b151ef14aaea!8m2!3d40.817247!4d-73.91403>  
>>  
>>  
>>  
>> We care about your safety. Please remember this is an active construction site. Appropriate attire is required. It is important that you wear fully enclosed, hard sole shoes and long pants.  
>>  
>>  
>>  
>>  
>> Patrick Bonck  
>> Director, Communications  
>> 505 8th Ave - 5th floor  
>> Ph: (212) 389-9346  
>> Email: [PBonck@breakingground.org](mailto:PBonck@breakingground.org)  
>> [www.breakingground.org](http://www.breakingground.org)  
>>  
>> [cid:image001.jpg@01D30241.396ED150] <<http://www.breakingground.org/>>  
>>  
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>>  
>> From: Patrick Bonck  
>> Sent: Friday, July 21, 2017 9:10 AM  
>> To: 'Pierre-Antoine, Juliet (HPD)'; Jovana Rizzo  
>> Cc: Kate Treen  
>> Subject: RE: La Central supportive housing groundbreaking  
>>  
>> Hi Juliet,  
>>  
>> Thanks again for confirming the Deputy Commissioner's attendance. Below are the detail for Monday. Please do let us know if you have any questions.  
>>  
>> Many thanks,

>>  
>> Patrick  
>>  
>>  
>>  
>> We look forward to seeing you on Monday (July 24th) for the La Central Groundbreaking Ceremony. The program will begin promptly at 10 am. The weather forecast does predict rain on Monday, please be sure to check your e-mail for a cancellation notification (by 7 am on Monday) in the event of dangerous or wet weather. Please find additional details below and attached:  
>>  
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>>  
>> La Central Groundbreaking Ceremony  
>>  
>> Enter the site on Brook Avenue between – E. 152nd and E. 153rd  
>> Streets  
>>  
>> Nearby Subways: 2 and 5 trains to the 3rd Avenue-149th Street Station  
>>  
>> <https://www.google.com/maps/place/626+Bergen+Ave,+Bronx,+NY+10455/@40.817247,-73.9162187,17z/data=!3m1!4b1!4m5!3m4!1s0x89c2f5c9b66ab5b3:0xf817247,-73.9162187,17z>  
>> e  
>> e0b151ef14aaea!8m2!3d40.817247!4d-73.91403  
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>>  
>>  
>> We care about your safety. Please remember this is an active construction site. Appropriate attire is required. It is important that you wear fully enclosed, hard sole shoes and long pants.  
>>  
>>  
>>  
>> Thanks and have a lovely weekend,  
>>  
>>  
>>  
>> Vanessa  
>>  
>>  
>>  
>> Patrick Bonck  
>> Director, Communications  
>> 505 8th Ave - 5th floor  
>> Ph: (212) 389-9346  
>> Email: PBonck@breakingground.org<<mailto:PBonck@breakingground.org>>  
>> [www.breakingground.org](http://www.breakingground.org)<UrlBlockedError.aspx>  
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>> From: Pierre-Antoine, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]  
>> Sent: Thursday, July 20, 2017 1:04 PM  
>> To: Patrick Bonck; Jovana Rizzo  
>> Cc: Kate Treen  
>> Subject: RE: La Central supportive housing groundbreaking  
>>  
>> Hi Patrick,

>>  
>> This is a great line up! I have a hard confirmation from HPD Deputy Commissioner of Development Molly Park.  
>>  
>> Jovana, I'll have something for your release draft too. Likely tomorrow.  
>>  
>> Thanks!  
>>  
>> Juliet  
>>  
>>  
>> \_\_\_\_\_  
>> Juliet Pierre-Antoine | Press Secretary NYC Department of Housing  
>> Preservation & Development  
>> 100 Gold St ▪ New York, NY 10038  
>> morrisj@hpd.nyc.gov<<mailto:morrisj@hpd.nyc.gov>> ▪ 212.863.5682 ▪  
>> nyc.gov/hpd<<http://www1.nyc.gov/site/hpd/index.page>>  
>>  
>> [cid:image006.png@01D1D387.76F37F10]<<https://www.facebook.com/NYCHousing>  
>> i ng/> [cid:image007.png@01D1D387.76F37F10]  
>> <<https://twitter.com/NYCHousing>>  
>> [cid:image008.png@01D1D387.76F37F10]  
>> <UrlBlockedError.aspx> [cid:image009.jpg@01D1D387.76F37F10]  
>> <<https://www.instagram.com/nychousing/>>  
>>  
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>>  
>> From: Patrick Bonck [<mailto:PBonck@breakingground.org>]  
>> Sent: Thursday, July 20, 2017 1:00 PM  
>> To: Pierre-Antoine, Juliet (HPD); Jovana Rizzo  
>> Cc: Kate Treen  
>> Subject: RE: La Central supportive housing groundbreaking  
>>  
>> Hi Juliet,  
>>  
>> Just checking in on the possibility of a speaker for Monday's event. We have a good lineup, and would love to make it great with HPD involvement:  
>>  
>> Bob Sideli, MD, Board Member, Breaking Ground Dr. Rosa Gil, CEO,  
>> Comunilife Raquel Ayala, Board Chair, Comunilife Brenda Rosen,  
>> President & CEO, Breaking Ground Commissioner Samuel Roberts – NYS  
>> OTDA Commissioner Ruthanne Visnauskas – NYS HCR George Rodriguez,  
>> Bronx Community Board 1 Chair  
>>  
>> Nothing extensive needed, we're targeting about 2 minutes per speaker. Happy to send over a brief overview of the project details (the specific details of our supportive component) if it would be helpful.  
>>  
>> Many thanks!  
>>  
>> Patrick  
>>  
>>  
>> Patrick Bonck  
>> Director, Communications  
>> 505 8th Ave - 5th floor  
>> Ph: (212) 389-9346  
>> Email: [PBonck@breakingground.org](mailto:PBonck@breakingground.org)<<mailto:PBonck@breakingground.org>>  
>> [www.breakingground.org](http://www.breakingground.org)<UrlBlockedError.aspx>  
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>> [cid:image001.jpg@01D30241.396ED150]<<http://www.breakingground.org/>>

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>>  
>> From: Pierre-Antoine, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]  
>> Sent: Tuesday, July 18, 2017 10:11 AM  
>> To: Patrick Bonck; Jovana Rizzo  
>> Cc: Kate Treen  
>> Subject: RE: La Central supportive housing groundbreaking  
>>  
>> Hi Patrick,  
>>  
>> Yes, of course. I'll get back to you as soon as I can with a confirmed participant.  
>>  
>> Thanks,  
>>  
>> Juliet  
>>

---

>> Juliet Pierre-Antoine | Press Secretary NYC Department of Housing  
>> Preservation & Development  
>> 100 Gold St • New York, NY 10038  
>> morrisj@hpd.nyc.gov <<mailto:morrisj@hpd.nyc.gov>> • 212.863.5682 •  
>> nyc.gov/hpd <<http://www1.nyc.gov/site/hpd/index.page>>  
>>  
>> [cid:image006.png@01D1D387.76F37F10] <<https://www.facebook.com/NYCHousing>  
>> ing/> [cid:image007.png@01D1D387.76F37F10]  
>> <<https://twitter.com/NYCHousing>>  
>> [cid:image008.png@01D1D387.76F37F10]  
>> <UrlBlockedError.aspx> [cid:image009.jpg@01D1D387.76F37F10]  
>> <<https://www.instagram.com/nychousing/>>  
>>  
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>>

>> From: Patrick Bonck [<mailto:PBonck@breakingground.org>]  
>> Sent: Monday, July 17, 2017 11:10 PM  
>> To: Jovana Rizzo; Pierre-Antoine, Juliet (HPD)  
>> Cc: Kate Treen  
>> Subject: Re: La Central supportive housing groundbreaking  
>>

>> Hi Juliet,  
>>  
>>  
>>

>> Thanks so much for your assistance with the release!  
>>  
>>

>> We would love for someone from HPD to make brief remarks during the program. Do you think that might be possible?  
>>  
>>  
>>

>> Many thanks,  
>>  
>> Patrick

>>  
>>  
>>  
>> Patrick Bonck  
>> Director, Communications  
>> 505 8th Ave - 5th floor  
>> Ph:(212) 389-9346  
>> Email: PBonck@breakingground.org<<mailto:PBonck@breakingground.org>>  
>> www.breakingground.org<UrlBlockedError.aspx>  
>> [[http://hybrid.commonground.org/Breaking%20Ground\\_Black%20Tagline\\_RGB.jpg](http://hybrid.commonground.org/Breaking%20Ground_Black%20Tagline_RGB.jpg)]  
>> <<http://hybrid.commonground.org>>

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>> From: Jovana Rizzo  
>> <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)><<mailto:jovana@berlinrosen.com>>>  
>> Sent: Monday, July 17, 2017 4:30 PM  
>> To: Pierre-Antoine, Juliet (HPD)  
>> Cc: Patrick Bonck; Kate Treen  
>> Subject: RE: La Central supportive housing groundbreaking

>> Sounds great!!

>>  
>> Jovana Rizzo  
>> O. 646.200.5329  
>> C. 917.836.0618  
>> [jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)<<mailto:jovana@berlinrosen.com>>

>>  
>> berlinrosen  
>> New York • Washington D.C. • Los Angeles [berlinrosen.com](http://berlinrosen.com) @berlinrosen

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>> From: Pierre-Antoine, Juliet (HPD) [[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)]  
>> Sent: Monday, July 17, 2017 4:28 PM  
>> To: Jovana Rizzo  
>> Cc: Patrick Bonck; Kate Treen  
>> Subject: RE: La Central supportive housing groundbreaking

>> Hello Jovana,

>>  
>>  
>>

>> Not only is there funding, this was part of the last large blocks of land designated by City RFP in the Bronx. I remember the original announcement well and I'm happy to hear we've reached the groundbreaking stage.

>>  
>>  
>>

>> I'd love to collaborate with you on the announcement. Also, I'll be in touch with you to confirm agency representative for the event.

>>  
>>  
>>

>> Thanks!

>>  
>>  
>>



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>> berlinrosen.com  
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>> @berlinrosen  
>>

**From:** [Fialkoff, Gabrielle](#)  
**To:** ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Subject:** 600 Employers  
**Date:** Monday, July 24, 2017 4:35:46 PM  
**Attachments:** [image003.png](#)

---

Dear Jonathan,

I am thrilled to report that together the public sector and NYC's employers are building the City's future workforce—a workforce that is homegrown, diverse, and skills-ready.

Through the [Center for Youth Employment](#), our public-private partnership to prepare young people for the world of work, **over 600 employers (up from 89 three years ago) gave 1600 paid summer internships to our best and brightest NYC students this summer.**

We took an industry-based approach which was bolstered by our exciting pro bono, city-wide ad campaign -- the advertisements reached over 19 million New Yorkers in donated ad impressions.

A huge thank you to all of the Center for Youth Employment's partners and participating employers. Efforts like these, combined with the real strides of education initiatives like Computer Science For All, AP For All and Algebra For All are changing the futures of young New Yorkers and the companies they will work for.

Take a look at the press & campaign below and let us know what you think, and please consider getting involved in our workforce efforts, if you are not already engaged.

Best Regards, Gabrielle

Below is some of the media coverage highlighting the City's impact on youth employment as well as pictures of the advertisements that appeared across the City.

[InformationWeek: As NYC Tech Industry Grows, City Aims to Fill Skills Gap](#)

[Real Estate Weekly: Real Estate Industry Hires Record Number Of Summer Interns](#)

[Metro: De Blasio program Ladders for Leaders breaks record](#)

[New York Daily News: Students land paid summer internships at 600 companies through city workforce program](#)

[Queens Times-Ledger: Ladders for Leaders puts students on path to paid internships and better futures](#)

[Caribbean Life: Summer Youth Employment Program begins in N.Y. City](#)

This ad campaign was supported by pro-bono partnerships with Discovery Communications' Creating Change initiative, Young & Rubicam (Y&R), Clear Channel Outdoor, OUTFRONT Media, JCDecaux, Altice and NYC & Company.

# SWAMPED?

Get help. Give experience.  
Hire a New York City intern.



[LaddersforLeaders.org](http://LaddersforLeaders.org)

New York. New Talent.





## PULLED IN TOO MANY DIRECTIONS?

Cell. Mail. Give. Experience. Use a New York City atom.



NYC





Gabrielle Fialkoff  
Senior Advisor to the Mayor  
Director of the Office of Strategic Partnerships  
212-341-5084  
[gfialkoff@cityhall.nyc.gov](mailto:gfialkoff@cityhall.nyc.gov)

BETA

LinkNYC

# WORKING LIKE A DOG?

Get Help, Over Experience  
Here in New York City, 800.333.3333



NYC 311



**From:** [Dan Levitan](#)  
**To:** [Michael Gartland](#)  
**Cc:** [Finan, Austin](#)  
**Subject:** Re: supervised release program  
**Date:** Sunday, July 30, 2017 5:43:07 PM

---

Mayor de Blasio has driven crime to record lows and put 2,000 more officers on the beat, while improving relations between police and the communities they serve. Assemblymember Malliotakis can use the Trump playbook of fearmongering and distortion, but no one is buying it.”

- Sent from my Galaxy S6 -

On Jul 30, 2017, at 5:34 PM, Michael Gartland <[mgartland@nypost.com](mailto:mgartland@nypost.com)> wrote:

We're doing something on Malliotakis' comments today on the mayor's supervised release program. Most likely for second edition, but I intend to file for first just in case.

Does City Hall or the campaign want to comment on what she said?

--

Michael Gartland  
NY Post  
551-208-6570  
[mgartland@nypost.com](mailto:mgartland@nypost.com)  
@michaelgartland

**From:** [Grace, Melissa](#)  
**To:** [Nicole Kolinsky](#)  
**Cc:** [Jeremy Soffin](#)  
**Subject:** Re: Hey there  
**Date:** Tuesday, August 01, 2017 8:21:08 PM

---

Thank you Nicole!

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Aug 1, 2017, at 8:20 PM, Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)> wrote:

Hey Melissa, Jeremy and I work together on One Vanderbilt.

We are pulling together the latest info on the public improvements and should have them to you tomorrow. But the biggest things under construction right now are the off-site improvements, i.e. things not in the One Vanderbilt footprint:

- the reconstruction of the long shuttered Mobil passageway to the former Mobil building on 42<sup>nd</sup> which will connect to GCT
- widening of the Lexington Ave. corner entrance (Strawberry store stairs)
- Enhancing the subway mezzanine level that leads to the 4/5/6 platforms, creating more circulation space
- Constructing and modifying staircases to aid circulation on platforms and mezzanine

Should have more detail to you tomorrow on entire package.

Nicole

**Nicole Kolinsky**  
O. 646.200.5296  
C. 646.263.1527  
[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

**berlinrosen**  
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[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen | @brcities

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, August 01, 2017 11:07 AM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Hey there

Sorry, don't mean to be jerking you around on timing. Looking like next Wednesday now. (Siff can't do Monday or Tuesday)

I think we'd very much like of one of your big bosses can make it.

I will be back to you shortly with confirmed time later today.

In meantime, can you send me info we can share with Siff on what exactly the upgrades are?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, July 31, 2017 5:17 PM  
**To:** Grace, Melissa; Norvell, Wiley  
**Subject:** RE: Hey there

Checking

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**  
New York • Washington D.C. • Los Angeles  
[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Monday, July 31, 2017 5:09 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Subject:** RE: Hey there

Looks like we are going to need to move this to Friday. Does that work for you Jeremy?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, July 31, 2017 4:51 PM  
**To:** Grace, Melissa; Norvell, Wiley  
**Subject:** RE: Hey there

Let me check and get right back to you.

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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@berlinrosen

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]

**Sent:** Monday, July 31, 2017 4:17 PM

**To:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

**Subject:** RE: Hey there

+

Andrew Siff is in!

He asks if he can shoot Wednesday. Does that work on your end Jeremy?

I'd need to get him the basics by tomorrow morning: What exactly is under construction and what is to come, can you send me that info?

Also, we will need you all to set up logistics for a construction tour. Possible?

---

**From:** Grace, Melissa

**Sent:** Monday, July 31, 2017 2:16 PM

**To:** 'Jeremy Soffin'

**Subject:** RE: Hey there

Cool, back to you when I have a firm yes, but this is what I pitched so far.

- We are particularly interested in showing big time work is underway as part of the Vanderbilt rezone
- Can show you demo work that will make access to the platforms much better so people can get on and off trains faster – meaning an additional trains can roll through every hour.

Can you send info about what exactly the work is that is underway and coming. With that, we can organize a tour for of what is underway.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, July 31, 2017 1:51 PM  
**To:** Grace, Melissa  
**Subject:** RE: Hey there

Yes!

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**  
New York • Washington D.C. • Los Angeles  
[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Monday, July 31, 2017 1:50 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** Hey there

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<http://www1.nyc.gov/office-of-the-mayor/news/827-16/mayor-de-blasio-sl-green-local-officials-break-ground-new-office-tower-220-million-in/#/0>

You are the right person to talk to?

Melissa Grace | Deputy Press Secretary | Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov) | o: 212-788-2969 | c: 347-224-2309

**From:** [Grace, Melissa](#)  
**To:** ["Jeremy Soffin"](#)  
**Subject:** RE: Hey there  
**Date:** Wednesday, August 02, 2017 10:35:43 AM

---

Are we good for next Wednesday with the project manager showing Alicia and the reporter around?  
I'd like to lock this in.

---

**From:** Jeremy Soffin [mailto:jeremy@berlinrosen.com]  
**Sent:** Tuesday, August 01, 2017 11:43 AM  
**To:** Grace, Melissa  
**Subject:** RE: Hey there

Checking

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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---

**From:** Grace, Melissa [mailto:MGrace@cityhall.nyc.gov]  
**Sent:** Tuesday, August 01, 2017 11:32 AM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Hey there

Can you all do next Wednesday, Aug 9 at 11a?  
(firm on our end now and the reporter's end)

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I will be back to you shortly with confirmed time later today.

In meantime, can you send me info we can share with Siff on what exactly the upgrades are?

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**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, July 31, 2017 5:17 PM  
**To:** Grace, Melissa; Norvell, Wiley  
**Subject:** RE: Hey there

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C. 917.860.9076  
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**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Subject:** RE: Hey there

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**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, July 31, 2017 4:51 PM  
**To:** Grace, Melissa; Norvell, Wiley  
**Subject:** RE: Hey there

Let me check and get right back to you.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
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**Sent:** Monday, July 31, 2017 4:17 PM

**To:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

**Subject:** RE: Hey there

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He asks if he can shoot Wednesday. Does that work on your end Jeremy?

I'd need to get him the basics by tomorrow morning: What exactly is under construction and what is to come, can you send me that info?

Also, we will need you all to set up logistics for a construction tour. Possible?

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**From:** Grace, Melissa

**Sent:** Monday, July 31, 2017 2:16 PM

**To:** 'Jeremy Soffin'

**Subject:** RE: Hey there

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**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]

**Sent:** Monday, July 31, 2017 1:51 PM

**To:** Grace, Melissa

**Subject:** RE: Hey there

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**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]

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**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

**Subject:** Hey there

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<http://www1.nyc.gov/office-of-the-mayor/news/827-16/mayor-de-blasio-sl-green-local-officials-break-ground-new-office-tower-220-million-in/#/0>

You are the right person to talk to?

Melissa Grace | Deputy Press Secretary | Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov) | o: 212-788-2969 | c: 347-224-2309

**From:** [Jeremy Soffin](#)  
**To:** [Grace, Melissa](#)  
**Subject:** RE: Hey there  
**Date:** Wednesday, August 02, 2017 12:51:09 PM

---

Thank you

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Wednesday, August 02, 2017 12:50 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Hey there

K. trying to rearrange others, back to you asap.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Wednesday, August 02, 2017 12:50 PM  
**To:** Grace, Melissa  
**Subject:** RE: Hey there

With Marc out, the #2, Andrew Mathias, will join, but can only do 10.

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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@berlinrosen

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Wednesday, August 02, 2017 12:48 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

**Subject:** RE: Hey there

Asking

Who is it who can come at 10 and not 11?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Wednesday, August 02, 2017 12:46 PM  
**To:** Grace, Melissa  
**Subject:** RE: Hey there

Can we do this at 10 am?

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**

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[berlinrosen.com](http://berlinrosen.com)

@berlinrosen

---

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**Sent:** Tuesday, August 01, 2017 11:43 AM  
**To:** Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>  
**Subject:** RE: Hey there

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**Sent:** Monday, July 31, 2017 5:17 PM  
**To:** Grace, Melissa; Norvell, Wiley  
**Subject:** RE: Hey there

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**Sent:** Monday, July 31, 2017 5:09 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Subject:** RE: Hey there

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**To:** Grace, Melissa; Norvell, Wiley

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**Sent:** Monday, July 31, 2017 4:17 PM

**To:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

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**Sent:** Monday, July 31, 2017 2:16 PM

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**Subject:** RE: Hey there

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**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, July 31, 2017 1:51 PM  
**To:** Grace, Melissa  
**Subject:** RE: Hey there

Yes!

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Monday, July 31, 2017 1:50 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** Hey there

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You are the right person to talk to?

Melissa Grace | Deputy Press Secretary | Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov) | o: 212-788-2969 | c: 347-224-2309

**From:** [Nicole Kolinsky](#)  
**To:** [Grace, Melissa](#)  
**Cc:** [Jeremy Soffin](#)  
**Subject:** RE: Hey there  
**Date:** Wednesday, August 02, 2017 3:00:08 PM  
**Attachments:** [Transit Improvement Leasing Exhibit 2-10-16\\_DF update.pdf](#)  
[FOR IMMEDIATE RELEASE Garodnick Secures City Council Approval of First Phase of East Midtown Rezoning.msg](#)

---

Hey Melissa, attached is a doc that breaks down OVA's on and off-site public improvements with some rough visuals. It also shows status on each item (the off-site work is all well underway which is something we should stress). We'd prefer Siff not report on the projected completion dates you see here but he can cite rough timing. This doc is just for background/not for publication. Also attaching the press release Garodnick issued during ULURP approval which contains some more basic language. Let me know if you have more questions.

Nicole

**Nicole Kolinsky**

O. 646.200.5296

C. 646.263.1527

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

**berlinrosen**

Los Angeles • New York • Washington D.C.

[berlinrosen.com](http://berlinrosen.com)

@berlinrosen | @brcities

---

**From:** Grace, Melissa [mailto:[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)]  
**Sent:** Tuesday, August 1, 2017 5:21 PM  
**To:** Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>  
**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** Re: Hey there

Thank you Nicole!

Melissa Grace

Deputy Press Secretary

Mayor's Press Office

[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)

o: [212-788-2969](tel:212-788-2969)

c: [347-224-2309](tel:347-224-2309)

On Aug 1, 2017, at 8:20 PM, Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)> wrote:

Hey Melissa, Jeremy and I work together on One Vanderbilt.

We are pulling together the latest info on the public improvements and should have them to you tomorrow. But the biggest things under construction right now are the off-site improvements, i.e. things not in the One Vanderbilt footprint:

- the reconstruction of the long shuttered Mobil passageway to the former Mobil building on 42<sup>nd</sup> which will connect to GCT
- widening of the Lexington Ave. corner entrance (Strawberry store stairs)
- Enhancing the subway mezzanine level that leads to the 4/5/6 platforms, creating more circulation space
- Constructing and modifying staircases to aid circulation on platforms and mezzanine

Should have more detail to you tomorrow on entire package.

Nicole

**Nicole Kolinsky**

O. 646.200.5296

C. 646.263.1527

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

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**To:** Grace, Melissa; Norvell, Wiley

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**To:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

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**Sent:** Monday, July 31, 2017 1:51 PM  
**To:** Grace, Melissa  
**Subject:** RE: Hey there

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**Jeremy Soffin**  
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C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]

**Sent:** Monday, July 31, 2017 1:50 PM

**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

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You are the right person to talk to?

Melissa Grace | Deputy Press Secretary | Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov) | o: 212-788-2969 | c: 347-224-2309

# One Vanderbilt Transit Improvements

One Vanderbilt has proposed to construct and maintain a program of transit improvements, in support of an application for a zoning floor area bonus. All components of these improvements will comply with and be subject to the approval of New York City Transit (NYCT), Metro-North Railroad (MNR), and East Side Access guidelines and specifications, as applicable where these entities remain the authority holding jurisdiction. The improvements will be constructed within the property of the One Vanderbilt Avenue development site and its immediate adjacencies (on-site); the 42<sup>nd</sup> Street Station of the Lexington Avenue Subway and Shuttle to Times Square; within the property of the Grand Central Terminal, as well as within the property of 125 Park Avenue and 109 East 42<sup>nd</sup> Street (off-site).



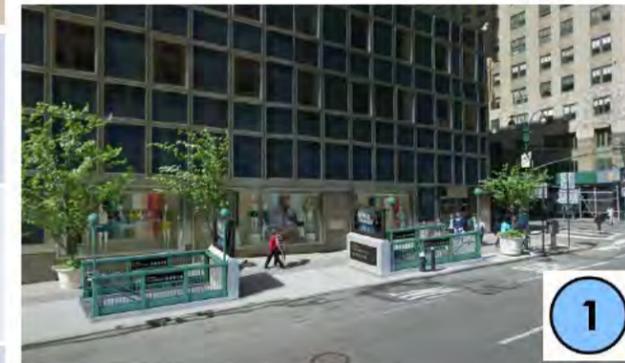
## On Site Transit Improvements

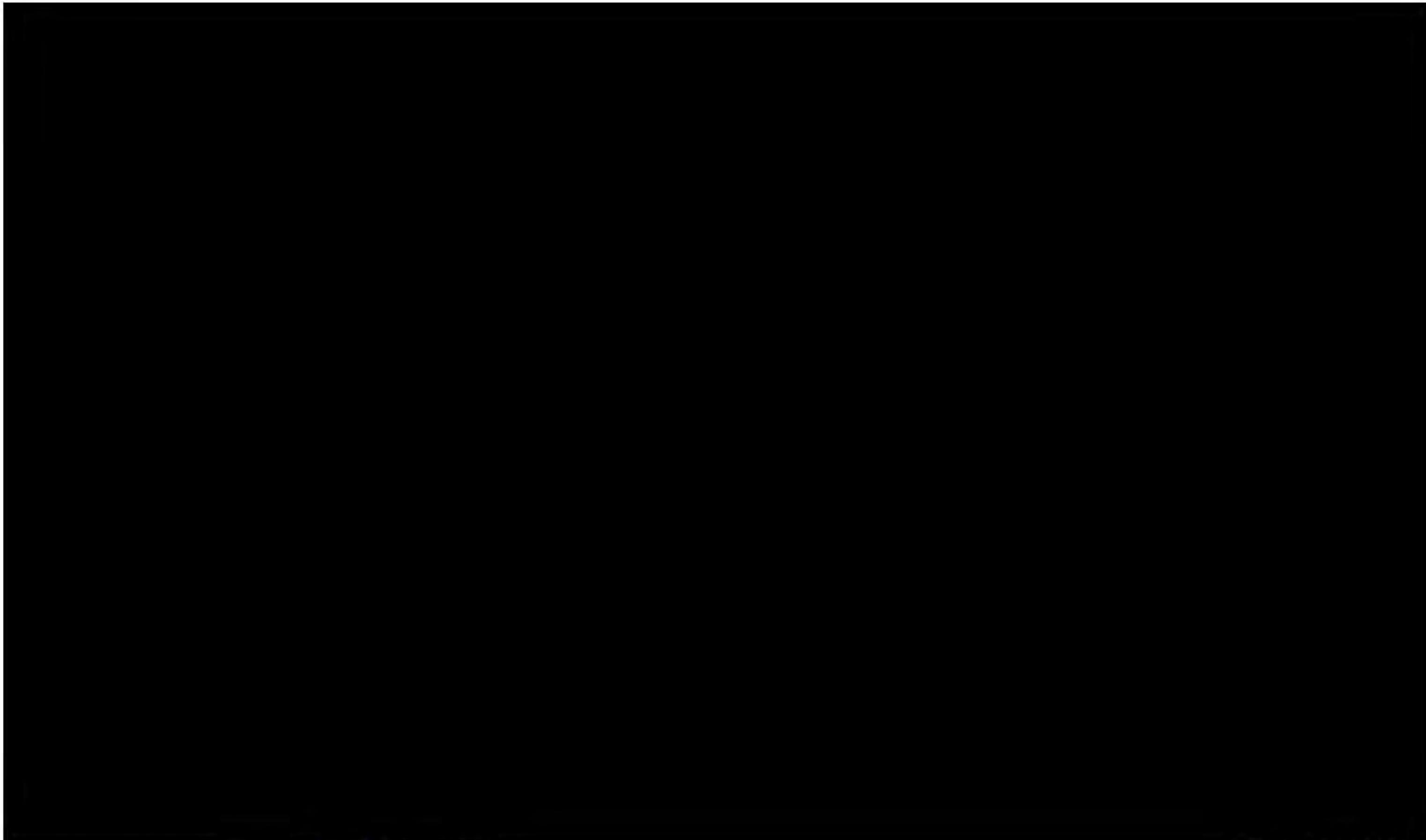
Work Items:	Description:	Schedule:
42 <sup>nd</sup> Street Entrance	1 New easement stairs, ADA accessible elevator, and express escalator at 42 <sup>nd</sup> street transit entrance of One Vanderbilt Avenue	December 2017 through August 2020
B2 Corridor Connector	2 New B2 corridor providing access between One Vanderbilt Avenue and the NYCT Lexington Avenue Station	October 2017 through August 2020
B1 Public Corridor Connector	3 New B1 public corridor providing access between One Vanderbilt Avenue, the Grand Central Terminal transit complex, and the NYCT Lexington Avenue Station	November 2017 through August 2020
B4 East Side Access Connector	4 Construction of the new B4 public corridors providing access between One Vanderbilt Avenue and the LIRR / ESA concourse via stairs, escalators, and elevator	September 2017 through August 2020
Transit Hall	5 New public room/train waiting area with stair access to B1 and accessible elevator to B1, 2, and 4	December 2017 through August 2020



## Off Site Transit Improvements

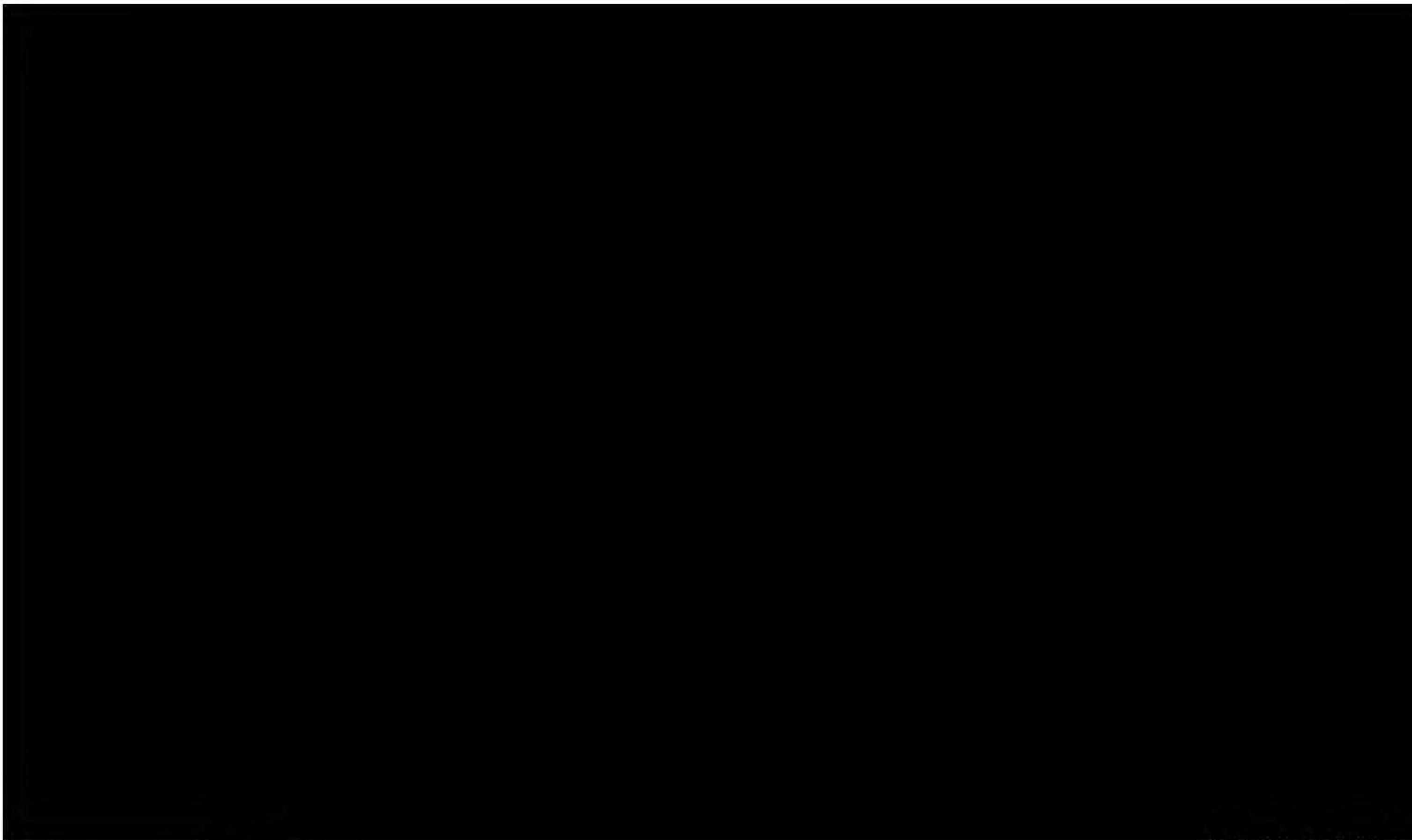
Work Items:	Description:	Schedule:
Mobil Passageway	1 Rehabilitate the existing, decommissioned Mobil Building Passageway located below the south side of East 42 <sup>nd</sup> Street connecting 150 East 42 <sup>nd</sup> Street to the mezzanine level of the Grand Central - 42 <sup>nd</sup> Street Station.	June 2016 through December 2017
Lexington Avenue Stair and Elevator	2 New Street Stair and ADA elevator between mezzanine and street level of the Grand Central - 42 <sup>nd</sup> Street subway station at northwest corner of 42 <sup>nd</sup> Street and Lexington Avenue.	April 2017 through August 2020
Lexington Station Expanded Mezzanine	3 Expand R-240 control area and circulation space.	April 2017 through August 2020
P10 Staircase	4 Construct new P10 stair connecting the mezzanine and platform level of the Grand Central - 42 <sup>nd</sup> Station.	June 2016 through December 2017
Stair Modifications	5 Modify eleven existing stair structures to improve pedestrian circulation, visibility and capacity in the Grand Central - 42 <sup>nd</sup> Street subway station.	April 2017 through August 2020
P23 and P24 Staircases	6 Construct two new stairs in the expanded R-240 control area and circulation space connecting mezzanine to platform at Grand Central - 42 <sup>nd</sup> Street Station.	April 2017 through August 2020





PROPOSED TRANSIT IMPROVEMENTS

ON-SITE / EXHIBIT 1



OFF-SITE / EXHIBIT 2

From: David Kimball-Stanley [REDACTED]  
To: David Kimball-Stanley [REDACTED]  
CC:  
Subject: FOR IMMEDIATE RELEASE: Garodnick Secures City Council Approval of First Phase of East Midtown Rezoning  
Sent: 27 May 2015 19:12:58 +0000

FOR IMMEDIATE RELEASE  
Contact: David Kimball-Stanley (212) 818-0580

### Garodnick Secures City Council Approval of First Phase of East Midtown Rezoning

- Calling it a “much better deal for the public,” Garodnick won an unprecedented \$220 Million in Critical Infrastructure Improvements from SL Green, Providing New Transit Access Points, Improving Circulation and Alleviating Congestion in City’s Iconic Transit Hub –

- New Zoning Changes Will Transform the Grand Central Business Corridor and Encourage Developers to Make Investments in Aging Transit Infrastructure -

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"It is time to unlock the economic development potential in East Midtown," said Council Member Daniel R. Garodnick. "The area has gotten stuck in outdated rules, and has lost some of its competitiveness over time. That is going to change today, starting with the Vanderbilt Corridor -- where we will open the door to additional density in exchange for much needed improvements to our transit system. We have struck a much better deal for the public, and we will start seeing real benefits to Grand Central in the near term, even before a single new building is occupied."

In what is expected to be a first, critical step in rezoning the East Midtown business district, the City Council approved zoning changes to spur commercial development along Vanderbilt Avenue, between East 42nd and East 47th Streets. These changes will allow for improved circulation in and around Grand Central Terminal and increased opportunity for area landmarks to transfer unused development rights. The Vanderbilt Corridor, which will be anchored by SL Green’s proposed One Vanderbilt development, is highly accessible to public transportation, with underground connections linking all five blocks to the Grand Central Terminal complex. In addition, the MTA’s East Side Access project, which will bring Long Island Rail Road customers to East Midtown, is under construction below the corridor, with the station terminating directly below One Vanderbilt. This zoning change will be a major step forward in financing essential infrastructure upgrades for the MTA’s regional and local transportation network.

Under the One Vanderbilt plan, SL Green will construct new direct subway access points and circulation areas inside and around Grand Central Terminal, easing platform and mezzanine crowding and allowing trains to move more quickly through the station at peak hours. Approximately two thirds of the \$220 million in public infrastructure funding will go directly to enhancing connections and circulation spaces along the over-crowded Lexington Avenue 4/5/6 line. One Vanderbilt will also extend the commuter experience to the west, providing direct access to Long Island Railroad East Side Access, Metro North and New York City Transit subway lines.

Working closely with SL Green, Council Member Garodnick also secured the creation of a grand three-story, light and air-filled public transit entrance on 42nd Street at the base of One Vanderbilt as well as 22 percent more subgrade

circulation space for commuters to move underground from level to level. At a cost of \$10 million, these additional improvements bring SL Green's total public investment to \$220 million, an unprecedented public expenditure in New York City by a private firm. In addition to the robust value of this public improvement package, One Vanderbilt is projected to create 5,200 construction jobs, 190 permanent union jobs, double the number of workers employed on the block, and generate \$50 million in annual tax revenues for the city. Renderings of One Vanderbilt can be downloaded at <<http://www.kpf.com/onevanderbilt>> [www.kpf.com/onevanderbilt](http://www.kpf.com/onevanderbilt).

###

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David Kimball-Stanley  
Chief of Staff - District  
Council Member Daniel R. Garodnick  
W: (212) 818-0580  
F: (212) 818-0706  
[www.garodnick.com](http://www.garodnick.com)

**DANIEL R. GARODNICK**  
COUNCIL MEMBER, DISTRICT 4

DISTRICT OFFICE:  
211 E. 43RD ST., SUITE 1205  
NEW YORK, NY 10017  
TEL: (212) 818-0580  
FAX: (212) 818-0706

CITY HALL OFFICE:  
250 BROADWAY, ROOM 1762  
NEW YORK, NY 10007  
TEL: (212) 788-7393  
FAX: (212) 442-1457



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ECONOMIC DEVELOPMENT

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LAND USE  
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COUNCIL MEMBER, DISTRICT 4

DISTRICT OFFICE:  
211 E. 43RD ST., SUITE 1205  
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WATERFRONTS  
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**From:** [Grace, Melissa](#)  
**To:** ["Jeremy Soffin"](#); [Nicole Kolinsky](#)  
**Subject:** RE: Hey there  
**Date:** Wednesday, August 02, 2017 4:14:13 PM

---

Yes! Booked. Thanks Jeremy and Nicole.

---

**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Wednesday, August 02, 2017 4:11 PM  
**To:** Nicole Kolinsky; Grace, Melissa  
**Subject:** RE: Hey there

Are we good for 10 on the 9<sup>th</sup>?

**Jeremy Soffin**

O. 646.200.5318  
C. 917.860.9076

[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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[berlinrosen.com](http://berlinrosen.com)  
[@berlinrosen](#)

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**From:** Nicole Kolinsky  
**Sent:** Wednesday, August 02, 2017 3:00 PM  
**To:** Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>  
**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Hey there

Hey Melissa, attached is a doc that breaks down OVA's on and off-site public improvements with some rough visuals. It also shows status on each item (the off-site work is all well underway which is something we should stress). We'd prefer Siff not report on the projected completion dates you see here but he can cite rough timing. This doc is just for background/not for publication. Also attaching the press release Garodnick issued during ULURP approval which contains some more basic language. Let me know if you have more questions.

Nicole

**Nicole Kolinsky**

O. 646.200.5296  
C. 646.263.1527

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

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[berlinrosen.com](http://berlinrosen.com)

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, August 1, 2017 5:21 PM  
**To:** Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>  
**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** Re: Hey there

Thank you Nicole!

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Aug 1, 2017, at 8:20 PM, Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)> wrote:

Hey Melissa, Jeremy and I work together on One Vanderbilt.

We are pulling together the latest info on the public improvements and should have them to you tomorrow. But the biggest things under construction right now are the off-site improvements, i.e. things not in the One Vanderbilt footprint:

- the reconstruction of the long shuttered Mobil passageway to the former Mobil building on 42<sup>nd</sup> which will connect to GCT
- widening of the Lexington Ave. corner entrance (Strawberry store stairs)
- Enhancing the subway mezzanine level that leads to the 4/5/6 platforms, creating more circulation space
- Constructing and modifying staircases to aid circulation on platforms and mezzanine

Should have more detail to you tomorrow on entire package.

Nicole

**Nicole Kolinsky**  
O. 646.200.5296  
C. 646.263.1527  
[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

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@berlinrosen | @brcities

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]

**Sent:** Tuesday, August 01, 2017 11:07 AM

**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

**Subject:** RE: Hey there

Sorry, don't mean to be jerking you around on timing. Looking like next Wednesday now. (Siff can't do Monday or Tuesday)

I think we'd very much like of one of your big bosses can make it.

I will be back to you shortly with confirmed time later today.

In meantime, can you send me info we can share with Siff on what exactly the upgrades are?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]

**Sent:** Monday, July 31, 2017 5:17 PM

**To:** Grace, Melissa; Norvell, Wiley

**Subject:** RE: Hey there

Checking

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]

**Sent:** Monday, July 31, 2017 5:09 PM

**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>

**Subject:** RE: Hey there

Looks like we are going to need to move this to Friday. Does that work for you Jeremy?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, July 31, 2017 4:51 PM  
**To:** Grace, Melissa; Norvell, Wiley  
**Subject:** RE: Hey there

Let me check and get right back to you.

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Monday, July 31, 2017 4:17 PM  
**To:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Hey there

+

Andrew Siff is in!

He asks if he can shoot Wednesday. Does that work on your end Jeremy?

I'd need to get him the basics by tomorrow morning: What exactly is under construction and what is to come, can you send me that info?

Also, we will need you all to set up logistics for a construction tour. Possible?

---

**From:** Grace, Melissa  
**Sent:** Monday, July 31, 2017 2:16 PM  
**To:** 'Jeremy Soffin'  
**Subject:** RE: Hey there

Cool, back to you when I have a firm yes, but this is what I pitched so far.

- We are particularly interested in showing big time work is underway as part of the Vanderbilt rezone
- Can show you demo work that will make access to the platforms much better so people can get on and off trains faster – meaning an additional trains can roll

through every hour.

Can you send info about what exactly the work is that is underway and coming. With that, we can organize a tour for of what is underway.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, July 31, 2017 1:51 PM  
**To:** Grace, Melissa  
**Subject:** RE: Hey there

Yes!

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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@berlinrosen

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Monday, July 31, 2017 1:50 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** Hey there

Hi Jeremy,

We are looking to set up a TV story (pitched to WNBC and waiting to hear back) on the work already started at GSC/East Midtown to vastly improve access to subways related to the Vanderbilt rezoning – this to also highlight other important East Midtown improvements coming.

<http://www1.nyc.gov/office-of-the-mayor/news/827-16/mayor-de-blasio-sl-green-local-officials-break-ground-new-office-tower-220-million-in/#/0>

You are the right person to talk to?

Melissa Grace | Deputy Press Secretary | Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov) | o: 212-788-2969 | c: 347-224-2309

**From:** [Grace, Melissa](#)  
**To:** [Norvell, Wiley](#); [Jeremy Soffin](#); [Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)  
**Subject:** Fwd: Hey there  
**Date:** Thursday, August 03, 2017 6:33:02 PM  
**Attachments:** [Transit Improvement Leasing Exhibit 2-10-16\\_DF update.pdf](#)  
[ATT00001.htm](#)  
[FOR IMMEDIATE RELEASE Garodnick Secures City Council Approval of First Phase of East Midtown Rezoning.msg](#)  
[ATT00002.htm](#)

---

Hi all, looping in Wiley who will be running this w you as i am out next week. Wiley, see below for info on work.

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

Begin forwarded message:

**From:** "Nicole Kolinsky" <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>  
**To:** "Grace, Melissa" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>  
**Cc:** "Jeremy Soffin" <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Hey there

Hey Melissa, attached is a doc that breaks down OVA's on and off-site public improvements with some rough visuals. It also shows status on each item (the off-site work is all well underway which is something we should stress). We'd prefer Siff not report on the projected completion dates you see here but he can cite rough timing. This doc is just for background/not for publication. Also attaching the press release Garodnick issued during ULURP approval which contains some more basic language. Let me know if you have more questions.

Nicole

**Nicole Kolinsky**  
O. 646.200.5296  
C. 646.263.1527  
[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

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[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen | @brcities

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, August 1, 2017 5:21 PM  
**To:** Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>  
**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** Re: Hey there

Thank you Nicole!

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Aug 1, 2017, at 8:20 PM, Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)> wrote:

Hey Melissa, Jeremy and I work together on One Vanderbilt.

We are pulling together the latest info on the public improvements and should have them to you tomorrow. But the biggest things under construction right now are the off-site improvements, i.e. things not in the One Vanderbilt footprint:

- the reconstruction of the long shuttered Mobil passageway to the former Mobil building on 42<sup>nd</sup> which will connect to GCT
- widening of the Lexington Ave. corner entrance (Strawberry store stairs)
- Enhancing the subway mezzanine level that leads to the 4/5/6 platforms, creating more circulation space
- Constructing and modifying staircases to aid circulation on platforms and mezzanine

Should have more detail to you tomorrow on entire package.

Nicole

**Nicole Kolinsky**  
O. 646.200.5296  
C. 646.263.1527  
[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

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---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, August 01, 2017 11:07 AM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Hey there

Sorry, don't mean to be jerking you around on timing. Looking like next Wednesday now. (Siff can't do Monday or Tuesday)

I think we'd very much like if one of your big bosses can make it.

I will be back to you shortly with confirmed time later today.

In meantime, can you send me info we can share with Siff on what exactly the upgrades are?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, July 31, 2017 5:17 PM  
**To:** Grace, Melissa; Norvell, Wiley  
**Subject:** RE: Hey there

Checking

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Monday, July 31, 2017 5:09 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Subject:** RE: Hey there

Looks like we are going to need to move this to Friday. Does that work for you Jeremy?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, July 31, 2017 4:51 PM

**To:** Grace, Melissa; Norvell, Wiley  
**Subject:** RE: Hey there

Let me check and get right back to you.

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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[berlinrosen.com](http://berlinrosen.com)

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---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]

**Sent:** Monday, July 31, 2017 4:17 PM

**To:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin  
<[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

**Subject:** RE: Hey there

+

Andrew Siff is in!

He asks if he can shoot Wednesday. Does that work on your end Jeremy?

I'd need to get him the basics by tomorrow morning: What exactly is under construction and what is to come, can you send me that info?

Also, we will need you all to set up logistics for a construction tour. Possible?

---

**From:** Grace, Melissa

**Sent:** Monday, July 31, 2017 2:16 PM

**To:** 'Jeremy Soffin'

**Subject:** RE: Hey there

Cool, back to you when I have a firm yes, but this is what I pitched so far.

- We are particularly interested in showing big time work is underway as part of the Vanderbilt rezone
- Can show you demo work that will make access to the platforms much better so people can get on and off trains faster – meaning

an additional trains can roll through every hour.

Can you send info about what exactly the work is that is underway and coming. With that, we can organize a tour for of what is underway.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, July 31, 2017 1:51 PM  
**To:** Grace, Melissa  
**Subject:** RE: Hey there

Yes!

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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@berlinrosen

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Monday, July 31, 2017 1:50 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** Hey there

Hi Jeremy,

We are looking to set up a TV story (pitched to WNBC and waiting to hear back) on the work already started at GSC/East Midtown to vastly improve access to subways related to the Vanderbilt rezoning – this to also highlight other important East Midtown improvements coming.  
<http://www1.nyc.gov/office-of-the-mayor/news/827-16/mayor-de-blasio-sl-green-local-officials-break-ground-new-office-tower-220-million-in/#/0>

You are the right person to talk to?

Melissa Grace | Deputy Press Secretary | Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov) | o: 212-788-2969 | c: 347-224-2309

# One Vanderbilt Transit Improvements

One Vanderbilt has proposed to construct and maintain a program of transit improvements, in support of an application for a zoning floor area bonus. All components of these improvements will comply with and be subject to the approval of New York City Transit (NYCT), Metro-North Railroad (MNR), and East Side Access guidelines and specifications, as applicable where these entities remain the authority holding jurisdiction. The improvements will be constructed within the property of the One Vanderbilt Avenue development site and its immediate adjacencies (on-site); the 42<sup>nd</sup> Street Station of the Lexington Avenue Subway and Shuttle to Times Square; within the property of the Grand Central Terminal, as well as within the property of 125 Park Avenue and 109 East 42<sup>nd</sup> Street (off-site).



## On Site Transit Improvements

Work Items:	Description:	Schedule:
42 <sup>nd</sup> Street Entrance	1 New easement stairs, ADA accessible elevator, and express escalator at 42 <sup>nd</sup> street transit entrance of One Vanderbilt Avenue	December 2017 through August 2020
B2 Corridor Connector	2 New B2 corridor providing access between One Vanderbilt Avenue and the NYCT Lexington Avenue Station	October 2017 through August 2020
B1 Public Corridor Connector	3 New B1 public corridor providing access between One Vanderbilt Avenue, the Grand Central Terminal transit complex, and the NYCT Lexington Avenue Station	November 2017 through August 2020
B4 East Side Access Connector	4 Construction of the new B4 public corridors providing access between One Vanderbilt Avenue and the LIRR / ESA concourse via stairs, escalators, and elevator	September 2017 through August 2020
Transit Hall	5 New public room/train waiting area with stair access to B1 and accessible elevator to B1, 2, and 4	December 2017 through August 2020



## Off Site Transit Improvements

Work Items:	Description:	Schedule:
Mobil Passageway	1 Rehabilitate the existing, decommissioned Mobil Building Passageway located below the south side of East 42 <sup>nd</sup> Street connecting 150 East 42 <sup>nd</sup> Street to the mezzanine level of the Grand Central - 42 <sup>nd</sup> Street Station.	June 2016 through December 2017
Lexington Avenue Stair and Elevator	2 New Street Stair and ADA elevator between mezzanine and street level of the Grand Central - 42 <sup>nd</sup> Street subway station at northwest corner of 42 <sup>nd</sup> Street and Lexington Avenue.	April 2017 through August 2020
Lexington Station Expanded Mezzanine	3 Expand R-240 control area and circulation space.	April 2017 through August 2020
P10 Staircase	4 Construct new P10 stair connecting the mezzanine and platform level of the Grand Central - 42 <sup>nd</sup> Station.	June 2016 through December 2017
Stair Modifications	5 Modify eleven existing stair structures to improve pedestrian circulation, visibility and capacity in the Grand Central - 42 <sup>nd</sup> Street subway station.	April 2017 through August 2020
P23 and P24 Staircases	6 Construct two new stairs in the expanded R-240 control area and circulation space connecting mezzanine to platform at Grand Central - 42 <sup>nd</sup> Street Station.	April 2017 through August 2020



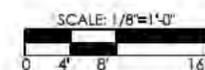




Stantec

Hines  
KPF

OFF-SITE / EXHIBIT 2



SCALE: 1/8"=1'-0"

FEBRUARY 10, 2016

From: David Kimball-Stanley [REDACTED]  
To: David Kimball-Stanley [REDACTED]  
CC:  
Subject: FOR IMMEDIATE RELEASE: Garodnick Secures City Council Approval of First Phase of East Midtown Rezoning  
Sent: 27 May 2015 19:12:58 +0000

FOR IMMEDIATE RELEASE  
Contact: David Kimball-Stanley (212) 818-0580

### Garodnick Secures City Council Approval of First Phase of East Midtown Rezoning

- Calling it a “much better deal for the public,” Garodnick won an unprecedented \$220 Million in Critical Infrastructure Improvements from SL Green, Providing New Transit Access Points, Improving Circulation and Alleviating Congestion in City’s Iconic Transit Hub –

- New Zoning Changes Will Transform the Grand Central Business Corridor and Encourage Developers to Make Investments in Aging Transit Infrastructure -

By a unanimous vote, the New York City Council voted today in favor of the proposal to rezone a 5-block stretch of Vanderbilt Avenue, west of Grand Central Terminal and in the heart of the country’s largest central business district, and the application for a new office tower at One Vanderbilt. The Council’s vote was the final step in this rezoning, and the first step in the rezoning of the Greater East Midtown area. Council Member Dan Garodnick, who has been instrumental in guiding the framework of the greater East Midtown rezoning, announced his support for the proposal thanks to the significant public benefits that he was able to negotiate, and the transit infrastructure package being proposed as part of SL Green’s One Vanderbilt office tower. Further benefiting the region’s straphangers, Council Member Garodnick also secured considerable new public space enhancements within the footprint of One Vanderbilt.

"It is time to unlock the economic development potential in East Midtown," said Council Member Daniel R. Garodnick. "The area has gotten stuck in outdated rules, and has lost some of its competitiveness over time. That is going to change today, starting with the Vanderbilt Corridor -- where we will open the door to additional density in exchange for much needed improvements to our transit system. We have struck a much better deal for the public, and we will start seeing real benefits to Grand Central in the near term, even before a single new building is occupied."

In what is expected to be a first, critical step in rezoning the East Midtown business district, the City Council approved zoning changes to spur commercial development along Vanderbilt Avenue, between East 42nd and East 47th Streets. These changes will allow for improved circulation in and around Grand Central Terminal and increased opportunity for area landmarks to transfer unused development rights. The Vanderbilt Corridor, which will be anchored by SL Green’s proposed One Vanderbilt development, is highly accessible to public transportation, with underground connections linking all five blocks to the Grand Central Terminal complex. In addition, the MTA’s East Side Access project, which will bring Long Island Rail Road customers to East Midtown, is under construction below the corridor, with the station terminating directly below One Vanderbilt. This zoning change will be a major step forward in financing essential infrastructure upgrades for the MTA’s regional and local transportation network.

Under the One Vanderbilt plan, SL Green will construct new direct subway access points and circulation areas inside and around Grand Central Terminal, easing platform and mezzanine crowding and allowing trains to move more quickly through the station at peak hours. Approximately two thirds of the \$220 million in public infrastructure funding will go directly to enhancing connections and circulation spaces along the over-crowded Lexington Avenue 4/5/6 line. One Vanderbilt will also extend the commuter experience to the west, providing direct access to Long Island Railroad East Side Access, Metro North and New York City Transit subway lines.

Working closely with SL Green, Council Member Garodnick also secured the creation of a grand three-story, light and air-filled public transit entrance on 42nd Street at the base of One Vanderbilt as well as 22 percent more subgrade

circulation space for commuters to move underground from level to level. At a cost of \$10 million, these additional improvements bring SL Green's total public investment to \$220 million, an unprecedented public expenditure in New York City by a private firm. In addition to the robust value of this public improvement package, One Vanderbilt is projected to create 5,200 construction jobs, 190 permanent union jobs, double the number of workers employed on the block, and generate \$50 million in annual tax revenues for the city. Renderings of One Vanderbilt can be downloaded at <<http://www.kpf.com/onevanderbilt>> [www.kpf.com/onevanderbilt](http://www.kpf.com/onevanderbilt).

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David Kimball-Stanley  
Chief of Staff - District  
Council Member Daniel R. Garodnick  
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F: (212) 818-0706  
[www.garodnick.com](http://www.garodnick.com)

**DANIEL R. GARODNICK**  
COUNCIL MEMBER, DISTRICT 4

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FAX: (212) 818-0706

CITY HALL OFFICE:  
250 BROADWAY, ROOM 1762  
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TEL: (212) 788-7393  
FAX: (212) 442-1457



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ECONOMIC DEVELOPMENT

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**COMMITTEES**

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EDUCATION  
TRANSPORTATION  
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To: David Kimball-Stanley [REDACTED]  
CC:  
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David Kimball-Stanley  
Chief of Staff - District  
Council Member Daniel R. Garodnick  
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**DANIEL R. GARODNICK**  
COUNCIL MEMBER, DISTRICT 4

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FAX: (212) 442-1457



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**From:** [Jeremy Soffin](#)  
**To:** [Grace, Melissa](#)  
**Cc:** [Norvell, Wiley](#); [Nicole Kolinsky](#)  
**Subject:** Re: Hey there  
**Date:** Thursday, August 03, 2017 6:41:49 PM

---

Sounds good. We will send a RoS for the tour tomorrow.

> On Aug 3, 2017, at 6:33 PM, Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)> wrote:

>

> Hi all, looping in Wiley who will be running this w you as i am out next week. Wiley, see below for info on work.

>

> Melissa Grace

> Deputy Press Secretary

> Mayor's Press Office

> [mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)<<mailto:mgrace@cityhall.nyc.gov>>

> o: 212-788-2969<tel:212-788-2969>

> c: 347-224-2309<tel:347-224-2309>

>

> Begin forwarded message:

>

> From: "Nicole Kolinsky"

> <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)<<mailto:Nicole.Kolinsky@berlinrosen.com>>>

> To: "Grace, Melissa" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)<<mailto:MGrace@cityhall.nyc.gov>>>

> Cc: "Jeremy Soffin" <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)<<mailto:jeremy@berlinrosen.com>>>

> Subject: RE: Hey there

>

> Hey Melissa, attached is a doc that breaks down OVA's on and off-site public improvements with some rough visuals. It also shows status on each item (the off-site work is all well underway which is something we should stress). We'd prefer Siff not report on the projected completion dates you see here but he can cite rough timing. This doc is just for background/not for publication. Also attaching the press release Garodnick issued during ULURP approval which contains some more basic language. Let me know if you have more questions.

>

> Nicole

>

> Nicole Kolinsky

> O. 646.200.5296

> C. 646.263.1527

> [nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)<<mailto:nicole.kolinsky@berlinrosen.com>>

>

> berlinrosen

> Los Angeles • New York • Washington D.C.

> [berlinrosen.com](http://berlinrosen.com)<<http://berlinrosen.com>>

> @berlinrosen | @brcities

>

>

>

> From: Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]

> Sent: Tuesday, August 1, 2017 5:21 PM

> To: Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)<<mailto:Nicole.Kolinsky@berlinrosen.com>>>

> Cc: Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)<<mailto:jeremy@berlinrosen.com>>>

> Subject: Re: Hey there

>

> Thank you Nicole!

> Melissa Grace

> Deputy Press Secretary

> Mayor's Press Office  
> mgrace@cityhall.nyc.gov<<mailto:mgrace@cityhall.nyc.gov>>  
> o: 212-788-2969<tel:212-788-2969>  
> c: 347-224-2309<tel:347-224-2309>  
>  
> On Aug 1, 2017, at 8:20 PM, Nicole Kolinsky  
<Nicole.Kolinsky@berlinrosen.com<<mailto:Nicole.Kolinsky@berlinrosen.com>>> wrote:  
> Hey Melissa, Jeremy and I work together on One Vanderbilt.  
>  
> We are pulling together the latest info on the public improvements and should have them to you  
tomorrow. But the biggest things under construction right now are the off-site improvements, i.e. things  
not in the One Vanderbilt footprint:  
>  
> \* the reconstruction of the long shuttered Mobil passageway to the former Mobil building on 42nd  
which will connect to GCT  
> \* widening of the Lexington Ave. corner entrance (Strawberry store stairs)  
> \* Enhancing the subway mezzanine level that leads to the 4/5/6 platforms, creating more  
circulation space  
> \* Constructing and modifying staircases to aid circulation on platforms and mezzanine  
>  
> Should have more detail to you tomorrow on entire package.  
>  
> Nicole  
>  
> Nicole Kolinsky  
> O. 646.200.5296  
> C. 646.263.1527  
> nicole.kolinsky@berlinrosen.com<<mailto:nicole.kolinsky@berlinrosen.com>>  
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> Los Angeles • New York • Washington D.C.  
> berlinrosen.com<<http://berlinrosen.com>>  
> @berlinrosen | @brcities  
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>  
>  
> From: Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
> Sent: Tuesday, August 01, 2017 11:07 AM  
> To: Jeremy Soffin <jeremy@berlinrosen.com<<mailto:jeremy@berlinrosen.com>>>  
> Subject: RE: Hey there  
>  
> Sorry, don't mean to be jerking you around on timing. Looking like next Wednesday now. (Siff can't  
do Monday or Tuesday)  
>  
> I think we'd very much like of one of your big bosses can make it.  
>  
> I will be back to you shortly with confirmed time later today.  
>  
> In meantime, can you send me info we can share with Siff on what exactly the upgrades are?  
>  
> From: Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
> Sent: Monday, July 31, 2017 5:17 PM  
> To: Grace, Melissa; Norvell, Wiley  
> Subject: RE: Hey there  
>  
> Checking  
>  
>  
> Jeremy Soffin

> O. 646.200.5318  
> C. 917.860.9076  
> jeremy@berlinrosen.com<<mailto:jeremy@berlinrosen.com>>  
>  
> berlinrosen  
> New York • Washington D.C. • Los Angeles  
> berlinrosen.com<<http://berlinrosen.com>>  
> @berlinrosen  
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>  
>  
> From: Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]<[mailto:\[mailto:MGrace@cityhall.nyc.gov\]](mailto:[mailto:MGrace@cityhall.nyc.gov])>  
> Sent: Monday, July 31, 2017 5:09 PM  
> To: Jeremy Soffin <jeremy@berlinrosen.com<<mailto:jeremy@berlinrosen.com>>>; Norvell, Wiley  
<WNorvell@cityhall.nyc.gov<<mailto:WNorvell@cityhall.nyc.gov>>>  
> Subject: RE: Hey there  
>  
> Looks like we are going to need to move this to Friday. Does that work for you Jeremy?  
>  
> From: Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
> Sent: Monday, July 31, 2017 4:51 PM  
> To: Grace, Melissa; Norvell, Wiley  
> Subject: RE: Hey there  
>  
> Let me check and get right back to you.  
>  
>  
> Jeremy Soffin  
> O. 646.200.5318  
> C. 917.860.9076  
> jeremy@berlinrosen.com<<mailto:jeremy@berlinrosen.com>>  
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> berlinrosen.com<<http://berlinrosen.com>>  
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>  
> From: Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]<[mailto:\[mailto:MGrace@cityhall.nyc.gov\]](mailto:[mailto:MGrace@cityhall.nyc.gov])>  
> Sent: Monday, July 31, 2017 4:17 PM  
> To: Norvell, Wiley <WNorvell@cityhall.nyc.gov<<mailto:WNorvell@cityhall.nyc.gov>>>; Jeremy Soffin  
<jeremy@berlinrosen.com<<mailto:jeremy@berlinrosen.com>>>  
> Subject: RE: Hey there  
>  
> +  
>  
> Andrew Siff is in!  
>  
> He asks if he can shoot Wednesday. Does that work on your end Jeremy?  
>  
> I'd need to get him the basics by tomorrow morning: What exactly is under construction and what is  
to come, can you send me that info?  
>  
> Also, we will need you all to set up logistics for a construction tour. Possible?  
>  
>  
> From: Grace, Melissa  
> Sent: Monday, July 31, 2017 2:16 PM  
> To: 'Jeremy Soffin'

> Subject: RE: Hey there  
>  
> Cool, back to you when I have a firm yes, but this is what I pitched so far.  
>  
>  
> \* We are particularly interested in showing big time work is underway as part of the Vanderbilt rezoning  
> \* Can show you demo work that will make access to the platforms much better so people can get on and off trains faster – meaning an additional trains can roll through every hour.  
> Can you send info about what exactly the work is that is underway and coming. With that, we can organize a tour for of what is underway.  
>  
>  
>  
> From: Jeremy Soffin [<mailto:jeremy@berlinrosen.com>] <[mailto:\[mailto:jeremy@berlinrosen.com\]](mailto:[mailto:jeremy@berlinrosen.com])>  
> Sent: Monday, July 31, 2017 1:51 PM  
> To: Grace, Melissa  
> Subject: RE: Hey there  
>  
> Yes!  
>  
>  
> Jeremy Soffin  
> O. 646.200.5318  
> C. 917.860.9076  
> jeremy@berlinrosen.com <<mailto:jeremy@berlinrosen.com>>  
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> berlinrosen.com <<http://berlinrosen.com>>  
> @berlinrosen  
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>  
> From: Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>] <[mailto:\[mailto:MGrace@cityhall.nyc.gov\]](mailto:[mailto:MGrace@cityhall.nyc.gov])>  
> Sent: Monday, July 31, 2017 1:50 PM  
> To: Jeremy Soffin <jeremy@berlinrosen.com <<mailto:jeremy@berlinrosen.com>>>  
> Subject: Hey there  
>  
> HI Jeremy,  
>  
> We are looking to set up a TV story (pitched to WNBC and waiting to hear back) on the work already started at GSC/East Midtown to vastly improve access to subways related to the Vanderbilt rezoning – this to also highlight other important East Midtown improvements coming.  
> <http://www1.nyc.gov/office-of-the-mayor/news/827-16/mayor-de-blasio-sl-green-local-officials-break-ground-new-office-tower-220-million-in/#/0>  
>  
> You are the right person to talk to?  
>  
> Melissa Grace | Deputy Press Secretary | Mayor's Press Office  
> mgrace@cityhall.nyc.gov <<mailto:mgrace@cityhall.nyc.gov>> | o: 212-788-2969 | c: 347-224-2309  
>  
>  
> <Transit Improvement Leasing Exhibit\_2-10-16\_DF update.pdf>  
> <FOR IMMEDIATE RELEASE: Garodnick Secures City Council Approval of First Phase of East Midtown Rezoning.eml>

**From:** [Norvell, Wiley](#)  
**To:** "[Nicole Kolinsky](#)"; [Jeremy Soffin](#); [Grace, Melissa](#)  
**Subject:** RE: Hey there  
**Date:** Friday, August 04, 2017 1:53:15 PM

---

Roger. Pants and boots it is!

---

**From:** Nicole Kolinsky [mailto:[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)]  
**Sent:** Friday, August 04, 2017 1:52 PM  
**To:** Jeremy Soffin; Grace, Melissa; Norvell, Wiley  
**Subject:** RE: Hey there

Hey Wiley, just want to flag that to exit the [REDACTED] might require a short ladder climb. Not a required part of the tour but wanted to give you some warning. It would be cool to come out across the street from GCT though!

Nicole

---

**From:** Jeremy Soffin  
**Sent:** Friday, August 4, 2017 8:53 AM  
**To:** Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>  
**Subject:** RE: Hey there

Here's what we're looking at for the tour:

One Vanderbilt Public Improvement Construction Tour

Start: 10AM

Meeting Point: NW corner of E. 43rd and Vanderbilt

Onsite contact: Nicole Kolinsky/646.263.1527

Approximate Duration: 1 hour

We will have hard hats and vests for everyone

-Proceed down to construction pit.

-Walk through foundation to [REDACTED]

-Proceed to [REDACTED] highlighting direct connection to subway system.

-Continue from shuttle into [REDACTED], talking through full set of improvements

-Continue to [REDACTED], explaining circulation improvements

-Continue to through to [REDACTED] t.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076

[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**

New York • Washington D.C. • Los Angeles  
berlinrosen.com  
@berlinrosen

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]

**Sent:** Thursday, August 03, 2017 6:33 PM

**To:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>

**Subject:** Fwd: Hey there

Hi all, looping in Wiley who will be running this w you as i am out next week. Wiley, see below for info on work.

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

Begin forwarded message:

**From:** "Nicole Kolinsky" <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>

**To:** "Grace, Melissa" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>

**Cc:** "Jeremy Soffin" <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

**Subject: RE: Hey there**

Hey Melissa, attached is a doc that breaks down OVA's on and off-site public improvements with some rough visuals. It also shows status on each item (the off-site work is all well underway which is something we should stress). We'd prefer Siff not report on the projected completion dates you see here but he can cite rough timing. This doc is just for background/not for publication. Also attaching the press release Garodnick issued during ULURP approval which contains some more basic language. Let me know if you have more questions.

Nicole

**Nicole Kolinsky**  
O. 646.200.5296  
C. 646.263.1527  
[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

**berlinrosen**

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, August 1, 2017 5:21 PM  
**To:** Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>  
**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** Re: Hey there

Thank you Nicole!

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Aug 1, 2017, at 8:20 PM, Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)> wrote:

Hey Melissa, Jeremy and I work together on One Vanderbilt.

We are pulling together the latest info on the public improvements and should have them to you tomorrow. But the biggest things under construction right now are the off-site improvements, i.e. things not in the One Vanderbilt footprint:

- the reconstruction of the long shuttered Mobil passageway to the former Mobil building on 42<sup>nd</sup> which will connect to GCT
- widening of the Lexington Ave. corner entrance (Strawberry store stairs)
- Enhancing the subway mezzanine level that leads to the 4/5/6 platforms, creating more circulation space
- Constructing and modifying staircases to aid circulation on platforms and mezzanine

Should have more detail to you tomorrow on entire package.

Nicole

**Nicole Kolinsky**  
O. 646.200.5296  
C. 646.263.1527  
[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

**berlinrosen**

Los Angeles • New York • Washington D.C.

[berlinrosen.com](http://berlinrosen.com)

@berlinrosen | @brcities

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]

**Sent:** Tuesday, August 01, 2017 11:07 AM

**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

**Subject:** RE: Hey there

Sorry, don't mean to be jerking you around on timing. Looking like next Wednesday now. (Siff can't do Monday or Tuesday)

I think we'd very much like of one of your big bosses can make it.

I will be back to you shortly with confirmed time later today.

In meantime, can you send me info we can share with Siff on what exactly the upgrades are?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]

**Sent:** Monday, July 31, 2017 5:17 PM

**To:** Grace, Melissa; Norvell, Wiley

**Subject:** RE: Hey there

Checking

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**

New York • Washington D.C. • Los Angeles

[berlinrosen.com](http://berlinrosen.com)

@berlinrosen

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]

**Sent:** Monday, July 31, 2017 5:09 PM

**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>

**Subject:** RE: Hey there

Looks like we are going to need to move this to Friday. Does that work for you Jeremy?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, July 31, 2017 4:51 PM  
**To:** Grace, Melissa; Norvell, Wiley  
**Subject:** RE: Hey there

Let me check and get right back to you.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**  
New York • Washington D.C. • Los Angeles  
[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Monday, July 31, 2017 4:17 PM  
**To:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Hey there

+

Andrew Siff is in!

He asks if he can shoot Wednesday. Does that work on your end Jeremy?

I'd need to get him the basics by tomorrow morning: What exactly is under construction and what is to come, can you send me that info?

Also, we will need you all to set up logistics for a construction tour. Possible?

---

**From:** Grace, Melissa  
**Sent:** Monday, July 31, 2017 2:16 PM  
**To:** 'Jeremy Soffin'  
**Subject:** RE: Hey there

Cool, back to you when I have a firm yes, but this is what I pitched so far.

- We are particularly interested in showing big time work is underway as part of the Vanderbilt rezone
- Can show you demo work that will make access to the platforms much better so people can get on and off trains faster – meaning an additional trains can roll through every hour.

Can you send info about what exactly the work is that is underway and coming. With that, we can organize a tour for of what is underway.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, July 31, 2017 1:51 PM  
**To:** Grace, Melissa  
**Subject:** RE: Hey there

Yes!

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**  
New York • Washington D.C. • Los Angeles  
[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Monday, July 31, 2017 1:50 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** Hey there

Hi Jeremy,

We are looking to set up a TV story (pitched to WNBC and waiting to hear back) on the work already started at GSC/East Midtown to vastly improve access to subways related to the Vanderbilt rezoning – this to also highlight other important East Midtown improvements coming.  
<http://www1.nyc.gov/office-of-the-mayor/news/827-16/mayor-de-blasio-sl-green-local-officials-break-ground-new-office-tower-220-million-in/#/0>

You are the right person to talk to?

Melissa Grace | Deputy Press Secretary | Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov) | o: 212-788-2969 | c: 347-224-2309

**From:** [Nicole Kolinsky](#)  
**To:** [Norvell, Wiley](#); [Jeremy Soffin](#); [Grace, Melissa](#)  
**Subject:** Re: Hey there  
**Date:** Tuesday, August 08, 2017 1:27:45 PM

---

Agree

---

**From:** "Norvell, Wiley" <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Date:** Tuesday, August 8, 2017 at 1:26 PM  
**To:** Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>, "Grace, Melissa" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>  
**Subject:** RE: Hey there

Swell. Let's keep the entourage as small as possible.

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Tuesday, August 08, 2017 1:24 PM  
**To:** Norvell, Wiley; Jeremy Soffin; Grace, Melissa  
**Subject:** Re: Hey there

Great. Will prob just be me from BR. From SLG it will be Andrew Mathias (president) and Rob Schiffer (managing director that captains the project) and some of the construction leads.

See you tomorrow!

---

**From:** "Norvell, Wiley" <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Date:** Tuesday, August 8, 2017 at 1:19 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>, "Grace, Melissa" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>, Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>  
**Subject:** RE: Hey there

Looking forward to tomorrow! Siff has confirmed he's all set.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, August 04, 2017 11:53 AM  
**To:** Grace, Melissa; Norvell, Wiley; Nicole Kolinsky  
**Subject:** RE: Hey there

Here's what we're looking at for the tour:

One Vanderbilt Public Improvement Construction Tour

Start: 10AM

Meeting Point: NW corner of E. 43rd and Vanderbilt Onsite contact: Nicole Kolinsky/646.263.1527

Approximate Duration: 1 hour

We will have hard hats and vests for everyone

- Proceed down to construction pit.
- Walk through [REDACTED]
- Proceed to [REDACTED], highlighting direct connection to subway system.
- Continue from [REDACTED] on, talking through full set of improvements
- Continue to [REDACTED] explaining circulation improvements
- Continue to through to [REDACTED].

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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@berlinrosen

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**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]

**Sent:** Thursday, August 03, 2017 6:33 PM

**To:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>

**Subject:** Fwd: Hey there

Hi all, looping in Wiley who will be running this w you as i am out next week. Wiley, see below for info on work.

Melissa Grace

Deputy Press Secretary

Mayor's Press Office

[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)

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**To:** "Grace, Melissa" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>

**Cc:** "Jeremy Soffin" <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

**Subject:** RE: Hey there

Hey Melissa, attached is a doc that breaks down OVA's on and off-site public

improvements with some rough visuals. It also shows status on each item (the off-site work is all well underway which is something we should stress). We'd prefer Siff not report on the projected completion dates you see here but he can cite rough timing. This doc is just for background/not for publication. Also attaching the press release Garodnick issued during ULURP approval which contains some more basic language. Let me know if you have more questions.

Nicole

**Nicole Kolinsky**

O. 646.200.5296

C. 646.263.1527

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

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**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]

**Sent:** Tuesday, August 1, 2017 5:21 PM

**To:** Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>

**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

**Subject:** Re: Hey there

Thank you Nicole!

Melissa Grace

Deputy Press Secretary

Mayor's Press Office

[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)

o: [212-788-2969](tel:212-788-2969)

c: [347-224-2309](tel:347-224-2309)

On Aug 1, 2017, at 8:20 PM, Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)> wrote:

Hey Melissa, Jeremy and I work together on One Vanderbilt.

We are pulling together the latest info on the public improvements and should have them to you tomorrow. But the biggest things under construction right now are the off-site improvements, i.e. things not in the One Vanderbilt footprint:

- the reconstruction of the long shuttered Mobil passageway to the former Mobil building on 42<sup>nd</sup> which will connect to GCT
- widening of the Lexington Ave. corner entrance (Strawberry store

- stairs)
- Enhancing the subway mezzanine level that leads to the 4/5/6 platforms, creating more circulation space
  - Constructing and modifying staircases to aid circulation on platforms and mezzanine

Should have more detail to you tomorrow on entire package.

Nicole

**Nicole Kolinsky**

O. 646.200.5296

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[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

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**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]

**Sent:** Tuesday, August 01, 2017 11:07 AM

**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

**Subject:** RE: Hey there

Sorry, don't mean to be jerking you around on timing. Looking like next Wednesday now. (Siff can't do Monday or Tuesday)

I think we'd very much like if one of your big bosses can make it.

I will be back to you shortly with confirmed time later today.

In meantime, can you send me info we can share with Siff on what exactly the upgrades are?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]

**Sent:** Monday, July 31, 2017 5:17 PM

**To:** Grace, Melissa; Norvell, Wiley

**Subject:** RE: Hey there

Checking

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Monday, July 31, 2017 5:09 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Subject:** RE: Hey there

Looks like we are going to need to move this to Friday. Does that work for you Jeremy?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, July 31, 2017 4:51 PM  
**To:** Grace, Melissa; Norvell, Wiley  
**Subject:** RE: Hey there

Let me check and get right back to you.

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Monday, July 31, 2017 4:17 PM  
**To:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Hey there

+

Andrew Siff is in!

He asks if he can shoot Wednesday. Does that work on your end Jeremy?

I'd need to get him the basics by tomorrow morning: What exactly is under construction and what is to come, can you send me that info?

Also, we will need you all to set up logistics for a construction tour. Possible?

---

**From:** Grace, Melissa  
**Sent:** Monday, July 31, 2017 2:16 PM  
**To:** 'Jeremy Soffin'  
**Subject:** RE: Hey there

Cool, back to you when I have a firm yes, but this is what I pitched so far.

- We are particularly interested in showing big time work is underway as part of the Vanderbilt rezone
- Can show you demo work that will make access to the platforms much better so people can get on and off trains faster – meaning an additional trains can roll through every hour.

Can you send info about what exactly the work is that is underway and coming. With that, we can organize a tour for of what is underway.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, July 31, 2017 1:51 PM  
**To:** Grace, Melissa  
**Subject:** RE: Hey there

Yes!

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Monday, July 31, 2017 1:50 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

**Subject:** Hey there

Hi Jeremy,

We are looking to set up a TV story (pitched to WNBC and waiting to hear back) on the work already started at GSC/East Midtown to vastly improve access to subways related to the Vanderbilt rezoning – this to also highlight other important East Midtown improvements coming.

<http://www1.nyc.gov/office-of-the-mayor/news/827-16/mayor-de-blasio-sl-green-local-officials-break-ground-new-office-tower-220-million-in/#/0>

You are the right person to talk to?

Melissa Grace | Deputy Press Secretary | Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov) | o: 212-788-2969 | c: 347-224-2309

**From:** [Danielle Schlanger](#)  
**To:** [Mayor's Press Office](#)  
**Subject:** Press Release- Midtown East Rezoning  
**Date:** Wednesday, August 09, 2017 2:56:22 PM

---

Hi,

Can you please forward me the press release on the Midtown East rezoning?

Thank you!

Best,  
Danielle

**Danielle Schlanger**

C. 917.859.8064

O. 646.200.5309

[danielle.schlanger@berlinrosen.com](mailto:danielle.schlanger@berlinrosen.com)

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**From:** [Goldstein, Freddi](#)  
**To:** [danielle.schlanger@berlinrosen.com](mailto:danielle.schlanger@berlinrosen.com)  
**Subject:** FW: MAYOR DE BLASIO AND COUNCIL MEMBER GARODNICK ANNOUNCE ADOPTION OF GREATER EAST MIDTOWN REZONING  
**Date:** Wednesday, August 09, 2017 3:41:29 PM  
**Attachments:** [image001.png](#)

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**From:** Mayor's Press Office  
**Sent:** Wednesday, August 09, 2017 3:41 PM  
**To:** Mayor's Press Office  
**Subject:** MAYOR DE BLASIO AND COUNCIL MEMBER GARODNICK ANNOUNCE ADOPTION OF GREATER EAST MIDTOWN REZONING



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE**, August 9, 2017  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO AND COUNCIL MEMBER GARODNICK ANNOUNCE ADOPTION  
OF GREATER EAST MIDTOWN REZONING**

*Decision to strengthen NYC's largest business district with more modern office buildings, 28,000 new jobs, protected landmarks, subway upgrades and more pedestrian space*

**NEW YORK**—Mayor de Blasio and Council Member Daniel Garodnick today marked the City Council's unanimous approval of the Greater East Midtown [rezoning](#). Years in the making, the plan will foster the new, modern office buildings needed to spur jobs and keep New York a global capital of commerce. The plan ties that growth directly to improvements in the district's public transit and public space, so as new buildings rise, New Yorkers will see major investments in subway stations, less congested sidewalks and expansive plazas for office workers and visitors.

East Midtown is the city's largest business district, generating 250,000 jobs and 10 percent of the city's property tax revenue. But its office buildings average 75 years-old and have become increasingly out-of-date and inefficient for today's companies. The district's historic growth was driven by access to public transit, but today its subways and streets are at capacity.

To overcome these challenges and revitalize the district, Councilmember Dan Garodnick and Borough President Gale Brewer led a host of community stakeholders in an extensive planning process that was advanced by the de Blasio administration and then the City Council. The approved rezoning covers 78 blocks between the east side of Third Avenue and the west side of Madison Avenue, from East 39th Street to East 57th Street.

“East Midtown’s growth is now directly linked to real-time improvements in its public transit and public realm. In the years ahead, this neighborhood will see major upgrades to subway stations, more expansive space for pedestrians, investments in its iconic landmarks, and a new generation of office buildings that will spur good jobs for New Yorkers. I thank the City Council, and congratulate City Planning Chair Lago, Council Member Garodnick and Borough President Brewer on this achievement,” said **Mayor Bill de Blasio**.

"With this vote, we are breathing new life into New York's most important business district," said **Council Member Dan Garodnick**. "Not only will we see sensible growth, but the public will benefit from extraordinary new investments in above-ground public spaces and in below-ground subway infrastructure. Better transit, new jobs, top-of-the-line office space: East Midtown is back, full of optimism, and open for business."

“The Greater East Midtown rezoning plan is a victory for everyone who lives, works, walks, or rides a subway through the East Side, and it also proves that stakeholder-driven planning works,” said **Manhattan Borough President Gale A. Brewer**. “Putting all the stakeholders around a table before the plan was certified meant we could forge consensus on a sound blueprint for East Midtown’s future. This plan, based on that blueprint, will spur new, state-of-the-art office construction, attract jobs, and deliver major investments in transit and street-level infrastructure, open space, and local landmarks.”

“It doesn’t get any bigger than East Midtown. This is where New York City competes for a huge number of jobs and an enormous slice of our tax base. We made this a priority from Day One, and today’s vote is a signal that New York City is serious about investing in its economic future,” said **Deputy Mayor for Housing and Economic Development Alicia Glen**.

"The adoption today of this plan marks a significant achievement in our quest to assure that Greater East Midtown remains the globe's premier business district - one that works for the employees, residents and tourists who fill its streets every day. Incentivizing as-of-right redevelopment of aging buildings, facilitating the upkeep of beloved landmarks, and providing a private-sector funding stream for transit and streetscape improvements - that's a winning combination. Today's success has its roots in the excellent work of the many individuals who participated in a steering committee led by Borough President Brewer and Council Member Garodnick," said **City Planning Commission Chair Marisa Lago**.

“This vote represents a turning point in future of East Midtown and will produce new state of the art office buildings, improved transit connectivity, additional resources for some of New York’s most treasured landmarks, and significant new public space,” said **Speaker Melissa Mark-Viverito**. “I congratulate Council Member Garodnick on his years of hard work to build consensus within the community and for his work with the administration to craft a zoning proposal and negotiate modifications that secure capital funding to kick-start public space improvements”

### **New and Upgraded Office Buildings**

The zoning changes will enable the development of new Class-A commercial buildings, cementing East Midtown’s position as a world class business district that offers modern amenities and a range of office types. Buildings would be able to achieve higher density provided the developments support enhancements to the area’s public realm by providing transit improvements and/or purchasing unused floor area from the district’s landmarks.

The zoning framework will generate 6.8 million square feet in new commercial office space over the next 20 years, along with an additional 6.6 million square feet of older office space that will be

upgraded into Class A office space. The resulting development is expected to create up to 28,000 new, permanent jobs and 23,000 construction jobs in the next two decades.

### **Improved Subways**

In “Transit Improvement Zones” near transit hubs, new buildings are allowed to exceed current Floor Area Ratio (FAR) provided they undertake important improvements to subway stations like new and expanded entrances, escalators, elevators and stairwells, as well as full station rehabilitations. New buildings cannot be granted certificates of occupancy for their increased space until those improvements are completed.

The specific stations and improvements were selected in close consultation with the MTA and encompass:

- Lexington Avenue / 53rd – 51st Street (E,M,6)
- Lexington Avenue - 59th Street (N,Q,R,4,5,6)
- Fifth Avenue / 53rd Street (E,M)
- 47th / 50th Streets – Rockefeller Ctr (B,D,F,M)
- 42 St - Bryant Park / 5th Avenue (B,D,F,M,7)
- Grand Central / 42nd Street (4,5,6,7,S)

### **Strengthening Historic Landmarks**

The plan permits property owners to purchase unused development rights from landmarks throughout the district on an as-of-right basis, a departure from current regulations. Those landmarks include [a dozen buildings designated](#) by the Landmarks Preservation Commission last year in advance of the rezoning which include some of the most historic and beloved icons in Midtown. This greater flexibility would increase the market for area landmarked buildings to sell their unused development rights, and thereby raise funds for their continued maintenance.

### **Improving and Expanding Public Space**

New public realm projects across East Midtown will be funded by a minimum contribution of \$61.49 per square foot or 20 percent of air rights’ sale price, ensuring that as development rights are sold to spur new development, the public reaps a steady funding stream to make commensurate improvements including shared streets, pedestrian plazas, thoroughfare upgrades.

The City will commit \$38 million in capital funds for eligible public realm projects selected by the East Midtown Governing Group. Up to 12 million additional dollars will be committed to public benefits that include:

- Shared Street on 43rd Street between Lexington and 3rd Avenue
- Pershing East Plaza
- 53rd Street Thoroughfare Improvements
- Park Avenue Turn Lane Improvements
- Lexington Avenue Improvements

“In a City growing with historic levels of population, jobs and tourism, the rezoning of East Midtown offers a welcome antidote in the most crowded of Manhattan neighborhoods,” said **DOT Commissioner Polly Trottenberg**. “For transportation, the rezoning intelligently prioritizes the most efficient uses – by building much-needed new subway entrances and improvements, while further expanding pedestrian plazas and shared streets. With the detailed plan passed by the Council today, congratulations are in order to Mayor de Blasio, Council Member Garodnick and

the entire Council for their productive partnership in getting it done.”

“NYC Parks is greatly supportive of this plan, which involved extensive community engagement and will ensure East Midtown remains a competitive business district while improving the neighborhood at large. Tying public realm improvements to development ensures that all New Yorkers will benefit from this plan,” said **NYC Parks Commissioner Mitchell J. Silver, FAICP.**

“Today’s Council approval is a successful conclusion to a robust process that integrated planning and landmark preservation to ensure that Greater East Midtown remains at the forefront of the global economy. The City’s comprehensive approach resulted in the designation of 12 outstanding historic buildings — bringing the number of protected individual landmarks in East Midtown to 50. Many thanks to the Greater East Midtown Steering Committee, led by Borough President Brewer and Council Member Garodnick, for their support of the Commission’s work in this neighborhood. The approval of this plan, along with the Commission’s landmark designations, fosters East Midtown’s growth and protects and preserves the heart of a district exemplified by its proud historic buildings,” said **Landmarks Preservation Commission Chair Meenakshi Srinivasan.**

“Providing accessibility to these subway stations will allow people with disabilities access to new job opportunities creating a more inclusive and accessible city,” said **Mayor’s Office for People with Disabilities Commissioner Victor Calise.**

"This rezoning ensures that East Midtown, with its legendary buildings and firms, will remain the place where the world comes together to do business for generations to come. The vision and leadership of Council Member Dan Garodnick and Borough President Gale Brewer drove a nuanced, participatory planning process with few parallels in our city's history. I thank and congratulate them both deeply as well as my colleagues and friends in the Council and the de Blasio administration for such a praiseworthy outcome,” said **Council Member David Greenfield, chair of the Land Use Committee.**

"This rezoning will finally tap into the true potential of East Midtown and deliver transit improvements, office space, open space and preserve historic landmarks," said **Council Member Donovan Richards, chair of the Subcommittee on Zoning and Franchises.** "This has been a long time coming, but residents and business owners will feel the benefits of this plan for decades to come. I'd like to congratulate Council Member Garodnick and Manhattan Borough President Gale Brewer for showing true leadership in negotiating a big victory for their residents and business owners."

**Congresswoman Carolyn B. Maloney** said, “The rezoning approved by the New York City Council will transform east midtown, easing the way for state-of-the-art buildings in the city’s central business district, while generating funds for critical amenities. The end result will be a vibrant business district with buildings designed for the 21st Century, new jobs, investments in transportation and much-needed parks and open space.”

**State Senator Liz Krueger** said, "I am very pleased that a deal has been reached to move forward on the East Midtown rezoning after a long, comprehensive, and inclusive process. I applaud Mayor de Blasio for working diligently with Borough President Brewer, Council Member Garodnick, and an array of stakeholders to ensure that this extremely complex rezoning balances the needs of those who already live and work in East Midtown, vital infrastructure and open space improvements, and our historic structures, while encouraging the planned development of 21st Century commercial buildings."

**State Senator Brad Hoylman** said, "I'm grateful to the Borough President Gale Brewer, Council Member Dan Garodnick and the City Administration for their efforts on the East Midtown

Rezoning. Through years of work and community engagement, they've ensured that the rezoning of East Midtown not only updates the building stock in one of the world's most important business districts, but also contributes to improvements that will benefit the public for years to come, including open space, pedestrian walkways, improved subway stations and historic preservation."

"These rezoning changes are pivotal to the future success of East Midtown," said **Assemblymember Dan Quart**. "This plan is a culmination of years of community input, inclusive planning, and careful consideration of diverse suggestions. I look forward to the coming transformation that will encourage economic development and spur public infrastructure projects. This is a major victory for our city and I applaud Council Member Garodnick for his leadership."

"The rezoning of Greater East Midtown provides the blueprint to transform and modernize commercial office space and spur new development in New York City's premiere business district. It also creates the mechanism for much needed improvements to the unmatched mass transit system serving our area while also giving us the opportunity to work on enhancing the public realm with the involvement of our stakeholders, which is critical for success," said **Alfred C. Cerullo, III, President and CEO of the Grand Central Partnership**.

"This rezoning initiative ensures that East Midtown will remain a competitive and viable center of international business activity. We thank Mayor de Blasio, Deputy Mayor Glen, Borough President Brewer, Council Member Garodnick, and all those who spearheaded this effort and worked to keep most of the vital Third Avenue corridor in the new subdistrict, while making certain that new development will bring with it new public space, which is sorely needed in this community," said **Rob Byrnes, President of the East Midtown Partnership**.

"The City Council's approval of the Greater East Midtown rezoning is an important milestone in an on-going effort to ensure the area remains one of the world's leading office districts. We want to thank Deputy Mayor Alicia Glen, Borough President Gale Brewer, Council Member Dan Garodnick, City Planning Chair Marisa Lago, all the Community Board Members and the many other stakeholders who worked tirelessly and understood that encouraging development in East Midtown generates the tax revenue that pays for vital city services that benefit all New Yorkers," said **John Banks, President of the Real Estate Board of New York**.

"The Greater East Midtown Rezoning will help to revitalize one of New York City's most important neighborhoods, create new jobs for the community, and assist landmarked houses of worship to generate funds through the sale of air rights to maintain and preserve sacred structures, such as Central Synagogue and St. Patrick's Cathedral, both of whom supported this rezoning, for generations to come," said **Reverend Monsignor Robert T. Ritchie, Rector, Saint Patrick's Cathedral**.

"Today's passage of the East Midtown rezoning is the next critical step to ensure that New York City remains competitive in the global marketplace," said **Bill Rudin, Chairman of the Association for a Better New York**. "We applaud Mayor de Blasio and his administration, the City Council led by Speaker Mark-Viverito and Councilmember Garodnick and as well as Borough President Brewer and all the stakeholders. Their vision and perseverance led to the passage of a rezoning plan that will help further the revitalization and modernization of East Midtown, improve and expand our infrastructure and open space, and protect the landmarks that have made this area great."

"Making East Midtown's subway stations more accessible with escalators and elevators and ensuring adequate pedestrian and park space in this busy area are positive steps toward creating a livable New York City for people of all ages. AARP commends Council Member Garodnick, Borough President Brewer and Mayor de Blasio for pushing real, every-day improvements in East

Midtown – which could serve as a model for making the entire city more age-friendly,” said **Chris Widelo, Associate State Director for AARP.**

**Fred Kent, President of Project for Public Spaces** said, "Quality of Place is a key factor in where businesses locate. Adding density can help do that. This zoning opens the door, but it requires a sustained commitment from both the public and private sectors. Our global work on Placemaking and Innovation could be a foundation for that to happen, and we look forward to following and participating in the work of the East Midtown governing group."

“We’re encouraged by the City’s well-measured response to East Midtown’s dire need for upgrading obsolete office buildings, and protecting landmarks. The Design Trust for Public Space looks forward to the upcoming concept plan from the Public Realm Governing Group. A well-functioning commercial district in a vibrant world capital requires a quality open space network. The Plan must include a comprehensive streetscape and open space strategy that provides new plazas and POPs, and ensures adequate sunlight on existing public spaces. It also must include substantially expanding our pedestrian and subway capacity for these new workers and visitors which is key to long term success of this district,” said **Susan Chin, FAIA, Hon. ASLA, Executive Director, Design Trust for Public Space.**

"We applaud the approval of this rezoning for East Midtown, which has long been an important economic driver for New York City," said **Hector Figueroa, president of SEIU 32BJ**, which represents over 800 commercial cleaners and security officers in the area included in the rezoning plan. “This plan will help ensure that East Midtown remains an influential economic center with good, family sustaining building service jobs for generations to come.”

"The members of the New York Hotel Trades Council would like to thank Mayor de Blasio, Speaker Mark-Viverito, Councilmember Garodnick, and Borough President Brewer for listening to our input throughout this critical rezoning process. Revitalizing Midtown East will allow our city to maintain its status as the world leader in providing the premium office space and public transit options that attract and retain the modern workforce. And this plan will ensure that new development in the district will be thoughtful and responsible," said **Peter Ward, President of the New York Hotel Trades Council.**

“The Greater East Midtown rezoning will not only help the city’s largest business district maintain its supremacy as a global leader in commerce, but it will also create thousands of good paying jobs in construction and other related industries,” said **Gary LaBarbera, president of the 100,000 member Building and Construction Trades Council of Greater New York.** “I want to thank the Mayor and City Council for working together on behalf of all New Yorkers to pass the rezoning and ultimately make these critical investments in our city's infrastructure. “

“The final approval for the Greater East Midtown rezoning is a major victory for one of the world’s most quintessential business districts, and the city as a whole. Thanks to the dedicated efforts and the collaborative spirit exhibited throughout the process by Mayor Bill de Blasio and his administration, Manhattan Borough President Gale Brewer and the City Council, led by Council Member Dan Garodnick, the path has been cleared for the construction and renovation of a new generation of iconic office towers, which will ensure the long-term viability of the neighborhood and create thousands of jobs in the process," said **Carlo Scissura, President & CEO, New York Building Congress.**

"This rezoning paves the way for the next generation of redevelopment and modernization of an aging portion of the city's central business district. It will bring jobs and enhance values that will benefit all New Yorkers," said **Kathryn Wylde, President and CEO of the Partnership for New York City.**

“This reinforces New York’s draw as a headquarters location for companies generating good-paying jobs for our residents,” said **Jessica Walker, president and CEO of the Manhattan Chamber of Commerce**. “Thank you to all of the stakeholders who worked tirelessly over many years to make this happen for our city.”

"Among the biggest winners from the East Midtown rezoning are the hundreds of thousands of riders who regularly use one of the big six subway stations that serve the area," said **Gene Russianoff, staff attorney for the Straphangers Campaign**. "All of these crowded and hard-to-navigate stations - from Grand Central/42nd Street to Rockefeller Center - will receive major rehabilitation from developer funds."

**John Raskin, Executive Director of the Riders Alliance**, said, "This rezoning will not only reshape East Midtown; it will also lead to hundreds of millions of dollars in much-needed investment for public transit infrastructure. The transit system has suffered from decades of underfunding and neglect, resulting in today's dire situation of regular breakdowns, delays and unreliable service. We should look to creative tools to find the billions of dollars we will need to modernize our subways and buses, and the East Midtown rezoning is a step in the right direction."

“This is rezoning done right because it manages density with key improvements to improve transit and the public realm. We applaud Mayor de Blasio and Councilmember Garodnick for leading this landmark context-sensitive change to the fabric of our growing city,” said **Paul White, Executive Director of Transportation Alternatives**.

“The Greater East Midtown rezoning will enable much needed commercial development capacity while preserving area landmarks, improving the pedestrian experience, and bringing desperately needed improvements to surrounding MTA stations. It’s an excellent example of how to do planning the right way, bringing a diversity of stakeholders with very different interests to the table early in the process, and encouraging genuine dialogue -- a step in the direction of the proposals that will be made in RPA’s Fourth Regional Plan this fall,” said **Pierina Ana Sanchez, New York Director of Regional Plan Association**.

"With the passage of Midtown East Rezoning, a critically-important area of our city will become re-vitalized as a 21st-century global business district. This transformative vision promotes investment in public spaces, transit-oriented development, and hyper-efficient sustainable buildings. These changes consider meaningful improvements in accessibility, workplace productivity for companies and commuters, and an enhanced quality of life for New York’s citizens,” **David Piscuskas, FAIA, President, American Institute of Architects New York Chapter**.

“As a disabled New Yorker, I strongly support the East Midtown Plan as part of which 6 inaccessible subway stations being totally rehabilitated to be fully accessible. In addition, the plan includes upgrading sidewalks, pedestrian ramps and public plazas,” said **Edith M Prentiss, Vice President Legislative Affairs for Disabled in Action**.

“Under the leadership of Manhattan Borough President Gale Brewer and Council Member Daniel Garodnick, the East Midtown Steering Committee process created a model of stakeholder engagement worth replicating. Particularly with respect to open space and historic preservation, this plan is a meaningful improvement on the 2013 proposal,” said **Elizabeth Goldstein, President of The Municipal Art Society of New York**. “However, the work is not yet done. This rezoning will undoubtedly bring great change to the neighborhood, and we must continue to find balance between private development and the public realm. Together, we can make East Midtown not just an appealing place to build, but an appealing place to live, work, and visit.”

"While we weren't always in agreement with the City's priorities for the rezoning of East Midtown, we applaud and deeply appreciate the efforts of our Council Member, Dan Garodnick, and Borough President Gale Brewer, who worked with Mayor Bill de Blasio and his administration to make it a better plan. We succeeded in creating more public space and a more attractive and pedestrian-friendly environment for the tens of thousands of workers who will spend their days around and within these new towers," said **Vikki Barbero, Chair of Community Board Five.**

###

**From:** [Lewis, Caitlin](#)  
**To:** [Norvell, Wiley](#); [Jeremy Soffin \(jeremy@berlinrosen.com\)](mailto:Jeremy.Soffin@berlinrosen.com); [Nicole Kolinsky \(Nicole.Kolinsky@berlinrosen.com\)](mailto:Nicole.Kolinsky@berlinrosen.com); [RACHAELE RAYNOFF \(RRAYNOFF@planning.nyc.gov\)](mailto:RACHAELE.RAYNOFF@planning.nyc.gov)  
**Cc:** [Bob Tuttle \(DCP\)](#); ["Frank Ruchala \(DCP\)"](#); [Fink, Carolee](#)  
**Subject:** Re: Question  
**Date:** Thursday, August 10, 2017 3:34:52 PM

---

Adding Bob & Frank.

Get [Outlook for iOS](#)

On Thu, Aug 10, 2017 at 3:31 PM -0400, "Norvell, Wiley" <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

Hey guys--need your help on this. MTA now saying 1 Vanderbilt won't increase train capacity (just caught up in politics of the day). Do we have a scope of work or some doc that officially makes that estimate clear? For WNBC TONIGHT. Need Asap.

-----Original Message-----  
From: Siff, Andrew (NBCUniversal) [mailto:[andrew.siff@nbcuni.com](mailto:andrew.siff@nbcuni.com)]  
Sent: Thursday, August 10, 2017 3:30 PM  
To: Norvell, Wiley  
Subject: Re: Question

Who at the mta?  
Do you have a document or anything?  
I just wanna be accurate in the 6.

Sent from my iPhone

> On Aug 10, 2017, at 3:27 PM, Norvell, Wiley wrote:

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> From: Siff, Andrew (NBCUniversal) [mailto:[andrew.siff@nbcuni.com](mailto:andrew.siff@nbcuni.com)]  
> Sent: Thursday, August 10, 2017 3:26 PM  
> To: Norvell, Wiley  
> Subject: Question

>  
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> Where did she get that from?

>  
> Sent from my iPhone

**From:** [Rachaele Raynoff \(DCP\)](#)  
**To:** [Norvell, Wiley](#); ["Jeremy Soffin"](#); [Nicole Kolinsky](#); [Lewis, Caitlin](#)  
**Subject:** RE: Question  
**Date:** Thursday, August 10, 2017 4:05:18 PM

---

Whew!

-----Original Message-----

From: Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
Sent: Thursday, August 10, 2017 4:04 PM  
To: Rachaele Raynoff (DCP) <[RRAYNOFF@planning.nyc.gov](mailto:RRAYNOFF@planning.nyc.gov)>; 'Jeremy Soffin' <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>; Lewis, Caitlin <[CLewis@cityhall.nyc.gov](mailto:CLewis@cityhall.nyc.gov)>  
Subject: RE: Question

Stand down. MTA just called Siff to apologize and say we were right!

-----Original Message-----

From: Rachaele Raynoff (DCP) [<mailto:RRAYNOFF@planning.nyc.gov>]  
Sent: Thursday, August 10, 2017 3:51 PM  
To: Norvell, Wiley; 'Jeremy Soffin'; Nicole Kolinsky; Lewis, Caitlin  
Subject: RE: Question

My folks are pulling transcripts of MTA reps who spoke in support. It would be great to know where/who said this.

-----Original Message-----

From: Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
Sent: Thursday, August 10, 2017 3:39 PM  
To: 'Jeremy Soffin' <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>; Lewis, Caitlin <[CLewis@cityhall.nyc.gov](mailto:CLewis@cityhall.nyc.gov)>; Rachaele Raynoff (DCP) <[RRAYNOFF@planning.nyc.gov](mailto:RRAYNOFF@planning.nyc.gov)>  
Subject: RE: Question

Many thanks.

-----Original Message-----

From: Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
Sent: Thursday, August 10, 2017 3:38 PM  
To: Norvell, Wiley; Nicole Kolinsky; Lewis, Caitlin; RACHAELE RAYNOFF ([RRAYNOFF@planning.nyc.gov](mailto:RRAYNOFF@planning.nyc.gov))  
Subject: RE: Question

Working on this.

Jeremy Soffin  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

berlinrosen  
New York . Washington D.C. . Los Angeles [berlinrosen.com](http://berlinrosen.com) @berlinrosen

-----Original Message-----

From: Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
Sent: Thursday, August 10, 2017 3:32 PM  
To: Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>;

Lewis, Caitlin <CLewis@cityhall.nyc.gov>; RACHAELE RAYNOFF (RRAYNOFF@planning.nyc.gov)  
<RRAYNOFF@planning.nyc.gov>  
Subject: FW: Question  
Importance: High

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>  
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> Sent: Thursday, August 10, 2017 3:26 PM  
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> Subject: Question  
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> Mta is pushing back on Alicia's claim that better circulation could lead to more trains.  
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>  
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**From:** [Norvell, Wiley](#)  
**To:** ["Rachaele Raynoff \(DCP\)"; Lewis, Caitlin; "Jeremy Soffin"; Nicole Kolinsky](#)  
**Subject:** RE: Question  
**Date:** Thursday, August 10, 2017 4:10:10 PM

---

I mean, I'll look at them for catharsis ☺

---

**From:** Rachaele Raynoff (DCP) [mailto:[RRAYNOFF@planning.nyc.gov](mailto:RRAYNOFF@planning.nyc.gov)]  
**Sent:** Thursday, August 10, 2017 4:07 PM  
**To:** Lewis, Caitlin; Norvell, Wiley; 'Jeremy Soffin'; Nicole Kolinsky  
**Subject:** RE: Question

And I had these great quotes from their people.

---

**From:** Lewis, Caitlin [mailto:[CLewis@cityhall.nyc.gov](mailto:CLewis@cityhall.nyc.gov)]  
**Sent:** Thursday, August 10, 2017 4:04 PM  
**To:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Rachaele Raynoff (DCP) <[RRAYNOFF@planning.nyc.gov](mailto:RRAYNOFF@planning.nyc.gov)>; 'Jeremy Soffin' <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Nicole Kolinsky <[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)>  
**Subject:** Re: Question

Excellent. Ty!

Get [Outlook for iOS](#)

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Sent: Thursday, August 10, 2017 3:39 PM  
To: 'Jeremy Soffin' ; Nicole Kolinsky ; Lewis, Caitlin ; Rachaele Raynoff (DCP)  
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Many thanks.

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From: Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
Sent: Thursday, August 10, 2017 3:38 PM  
To: Norvell, Wiley; Nicole Kolinsky; Lewis, Caitlin; RACHAELE RAYNOFF ([RRAYNOFF@planning.nyc.gov](mailto:RRAYNOFF@planning.nyc.gov))  
Subject: RE: Question

Working on this.

Jeremy Soffin

O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

berlinrosen  
New York . Washington D.C. . Los Angeles berlinrosen.com @berlinrosen

-----Original Message-----

From: Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
Sent: Thursday, August 10, 2017 3:32 PM  
To: Jeremy Soffin ; Nicole Kolinsky ; Lewis, Caitlin ; RACHAELE RAYNOFF ([RRAYNOFF@planning.nyc.gov](mailto:RRAYNOFF@planning.nyc.gov))  
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Importance: High

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> Sent from my iPhone

**From:** [Turk, Barbara](#)  
**To:** [Neustadt, David](#); [Laura Fahey](#); [Tracy Perrizo](#); [Bob Shaver \(bobshaver@redstonestrategy.com\)](#)  
**Cc:** ["Aaron Freedman"](#)  
**Subject:** RE: Food Assistance Collaborative  
**Date:** Friday, August 11, 2017 12:01:57 PM

---

  
-----Original Appointment-----

**From:** Turk, Barbara  
**Sent:** Thursday, August 10, 2017 1:01 PM  
**To:** Turk, Barbara; Neustadt, David; Laura Fahey; Tracy Perrizo; Bob Shaver (bobshaver@redstonestrategy.com)  
**Cc:** Aaron Freedman  
**Subject:** Food Assistance Collaborative  
**When:** Friday, August 11, 2017 12:00 PM-12:30 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** 

**From:** [Bob Shaver](#)  
**To:** [Neustadt, David](#)  
**Cc:** [Turk, Barbara](#); [Laura Fahey](#); [Tracy Perrizo](#); ["Aaron Freedman"](#); [Sam Greenberg](#)  
**Subject:** List of pantry investments  
**Date:** Monday, August 14, 2017 8:17:59 PM  
**Attachments:** [2017-08-14 Capacity Building Rundown.pdf](#)

---

Hi David,

Attached is a detailed list of pantry investments from the Collaborative, indexed by the neighborhood in which the pantry lives, the total investment, and the planned increase in food this investment will enable. These should track to the priority neighborhoods that you have seen, and provide a level of additional detail for thinking about a press conference location.

In addition to these, there is a launch event for “Pantry Forward” taking place on September 18<sup>th</sup> at Helmsley in Midtown. Pantry forward is a new initiative of the Collaborative, to help ten of the most promising pantries city-wide, and the event will be attended by Collaborative members, as well as representatives from the City’s strongest pantries. Potentially a good place / time to do interviews?

I hope this is helpful. Please let me know if I can provide anything else.

Thanks for all you are doing to get our work out there – it is deeply appreciated!

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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[www.redstonestrategy.com](http://www.redstonestrategy.com)

# Agency Responsibilities

August 14, 2017

EFRO ID	Investment	Neighborhood	Status	FY18 increase in output (pounds)	Cost estimates (dollars)	Investment type	Lead implementing partner	Supporting implementing partner
New program_CO	Council of Peoples PO Organization	Boro Park-Sunset Park East	Application pending	150,000	\$ 25,000	New pantry	Hannah	UWNYC
80413	Center for Family Life in Sunset Park	Boro Park-Sunset Park East	Application approved	150,000	\$ 3,547	Small pantry upgrade	Hannah	UWNYC
85322	Christ Apostolic Church Goke Food Pantry	Boro Park-Sunset Park East	In operation	100,000	\$ 6,438	Small pantry upgrade	Hannah	UWNYC
85310	Nazareth Housing (Louise's Pantry)	Lower East Side	Application pending	30,000	\$ 4,300	Small pantry upgrade	Hannah	UWNYC
85203	Church of the Holy Spirit (CCBQ)	Boro Park-Sunset Park East	Application approved	75,000	\$ 11,000	Small pantry upgrade	Hannah	UWNYC
85289	Holding Hands Ministries	Boro Park-Sunset Park East	Application approved	200,000	\$ 44,415	Large pantry upgrade	Hannah	UWNYC
City Harvest only	Kosher agency increases	Boro Park-Sunset Park East	In operation	500,000	\$ -	Food-only commitment	City Harvest	Hannah
85192	Masbia of Boro Park	Boro Park-Sunset Park East	In operation	280,000	\$ 70,000	Large pantry upgrade	City Harvest	Hannah
83364	Met Council: Tomchei Shabbos of Boro Park	Boro Park-Sunset Park East	Application approved	50,000	\$ 7,500	Small pantry upgrade	Hannah	UWNYC
85156	Antioch Outreach Ministries	Central Harlem North-Polo Grounds	In operation	150,000	\$ 20,000	Large pantry upgrade	City Harvest	Hannah
81353	Beth Hark Christian Counseling Center	Central Harlem North-Polo Grounds	Application approved	325,000	\$ 81,215	Medium pantry upgrade	UWNYC	Hannah
program_God	dard Goddard Riverside	Central Harlem North-Polo Grounds	Application pending	150,000	\$ 5,000	Pop-Up Pantry	Hannah	City Harvest
85088	Iris House	Central Harlem North-Polo Grounds	In operation	75,000	\$ 5,240	Small pantry upgrade	Hannah	UWNYC
82807	Salem United Methodist	Central Harlem North-Polo Grounds	In operation	50,000	\$ 4,981	Food-only commitment	City Harvest	Hannah
program_St.	Mark Holy St. Mark Holy Tabernacle	Central Harlem North-Polo Grounds	Application approved	100,000	\$ 25,000	New pantry	Hannah	UWNYC
84221	Christian Cultural Center	East New York	In operation	75,000	\$ 7,493	Small pantry upgrade	Hannah	UWNYC

EFRO ID	Investment	Neighborhood	Status	FY18 increase in output (pounds)	Cost estimates (dollars)	Investment type	Lead implementing partner	Supporting implementing partner
	<b>Pink Houses (River Fund Mobile)</b>							
85378		East New York	In operation	225,000	\$ -	Pop-Up Pantry	City Harvest	Hannah
82347	Flatbush SDA	Flatbush	Application approved	75,000	\$ 12,000	-	NYCFAC Members	Hannah
80336	Calvary Pentecostal	Flatbush	In operation	50,000	\$ -	Incremental food increase	Hannah	UWNYC
	<b>Church Of God Of Salvation - Just In Time</b>							
87341		Flatbush	Under design	175,000	\$ -	Just In Time	City Harvest	Hannah
81479	Emmaus SDA	Flatbush	Application approved	75,000	\$ 11,650	Small pantry upgrade	Hannah	UWNYC
	<b>Hazel Brooks Neighborhood Center</b>							
85290		Flatbush	Application approved	150,000	\$ 25,000	Small pantry upgrade	City Harvest	Hannah
82905	Holy Innocents Church	Flatbush	Application approved	75,000	\$ 17,000	Small pantry upgrade	Hannah	UWNYC
85447	Victory Tabernacle	Flatbush	Application approved	150,000	\$ 13,750	New pantry	Hannah	UWNYC
	<b>Worldwide Evangelical Church</b>							
84342		Flatbush	In operation	100,000	\$ 15,060	Client choice conversion	UWNYC	Hannah
85246	La Jornada	Flushing	In operation	180,000	\$ 27,900	Large pantry upgrade	City Harvest	Hannah
	<b>South Asian Council on Social Services</b>							
85383		Flushing	In operation	100,000	\$ 25,000	New CBO pantry	Hannah	UWNYC
85436	YWCA of Queens	Flushing	In operation	120,000	\$ 5,000	Pop-Up Pantry	City Harvest	Hannah
85435	BronxWorks	Grand Concourse	Application approved	350,000	\$ 95,000	New CBO pantry	Hannah	City Harvest
	<b>Catholic Charities Food Hub</b>							
82750		Grand Concourse	In operation	150,000	\$ -	New food hub	City Harvest	Hannah
	<b>Nazareth Housing (Thorpe Family Residence)</b>							
81637		Grand Concourse	In operation	100,000	\$ 24,600	Small pantry upgrade	Hannah	UWNYC
	<b>New Covenant Development Corp</b>							
84268		Grand Concourse	Application approved	200,000	\$ 68,000	Medium pantry upgrade	Hannah	UWNYC

EFRO ID	Investment	Neighborhood	Status	FY18 increase in output (pounds)	Cost estimates (dollars)	Investment type	Lead implementing partner	Supporting implementing partner
85423	GC WSCAH Mobile	Grand Concourse	Application approved	200,000	\$ -	HCT	N/A	N/A
80893	Elmcot Youth & Adult Activities #2	Jackson Heights-Elmhurst	Application approved	200,000	\$ 50,000	Small pantry upgrade	Hannah	UWNYC
84315	Evangelical Church Christ is the Light	Jackson Heights-Elmhurst	In operation	237,000	\$ 9,470	Small pantry upgrade	UWNYC	Hannah
84753	Jackson Heights SDA	Jackson Heights-Elmhurst	In operation	660,000	\$ 3,781	Small pantry upgrade	Hannah	UWNYC
85425	Make the Road	Jackson Heights-Elmhurst	Application approved	200,000	\$ 28,181	New CBO pantry	Hannah	UWNYC
80892	Salvation Army Queens Temple Corp	Jackson Heights-Elmhurst	In operation	100,000	\$ 22,269	Client choice conversion	Hannah	UWNYC
TBD 7	Add'l food to meet neighborhood target	Lower East Side	To be planned	180,000	\$ -	-	NYCFAC Members	Hannah
84193	Cabrini Immigrant Services	Lower East Side	In operation	100,000	\$ 8,000	Small pantry upgrade	UWNYC	Hannah
85434	Grand Street Settlement	Lower East Side	In operation	150,000	\$ 5,000	Pop-Up Pantry	City Harvest	Hannah
	New program_Lillian Wald							
	Met Council: Lillian Wald	Lower East Side	Application approved	50,000	\$ 15,650	Small pantry upgrade	Hannah	UWNYC
84743	Met Council: UJC of the Lower East Side	Lower East Side	Application approved	40,000	\$ 3,650	Small pantry upgrade	Hannah	UWNYC
80813	Trinity SAFH	Lower East Side	In operation	50,000	\$ 12,500	Small pantry upgrade	Hannah	UWNYC
	New EFRO Calvary							
	Calvary Assembly of God	Mid-Staten Island	Application pending	275,000	\$ -	New pantry	Hannah	UWNYC
85424	CHASI mobile	Mid-Staten Island	In operation	350,000	\$ 83,265	Mobile pantry	Hannah	City Harvest
85437	Project Hospitality mobile	Mid-Staten Island	In operation	175,000	\$ 80,223	Mobile pantry	Hannah	City Harvest
80085	Black Forum	North Bronx	In operation	290,000	\$ 17,151	Large pantry upgrade	Hannah	UWNYC
85109	Bronx Bethany Community Corporation	North Bronx	Application approved	200,000	\$ 50,000	Large pantry upgrade	Hannah	UWNYC
85307	Co-Op City SDA	North Bronx	In operation	150,000	\$ 16,794	Medium pantry upgrade	Hannah	UWNYC
	program_Jerusalem							
	Jerusalem Without Walls	North Bronx	Application approved	290,000	\$ 5,000	Pop-Up Pantry	City Harvest	Hannah

EFRO ID	Investment	Neighborhood	Status	FY18 increase in output (pounds)	Cost estimates (dollars)	Investment type	Lead implementing partner	Supporting implementing partner
80142	Shiloh Temple Pentecostal Church	North Bronx	Application approved	120,000	\$ 10,000	Small pantry upgrade	Hannah	UWNYC
80160	St. Luke's Episcopal Church	North Bronx	In operation	150,000	\$ 16,500	Small pantry upgrade	Hannah	UWNYC
TBD 5	Add'l food to meet neighborhood target	Sheepshead Bay	To be planned	470,000	\$ -	TBD	NYCFAC Members	Hannah
80249	Met Council: Kings Bay Y	Sheepshead Bay	Application approved	30,000	\$ 4,050	Small pantry upgrade	Hannah	UWNYC
85381	Shorefront JCC	Sheepshead Bay	Application approved	200,000	\$ 47,600	Large pantry upgrade	Hannah	UWNYC
85431	La Puerta Estrecha (Open Arms)	Washington Heights	In operation	150,000	\$ 33,650	New pantry	Hannah	UWNYC
80618	Met Council: JCC of Washington Heights	Washington Heights	Application approved	30,000	\$ 5,900	Small pantry upgrade	Hannah	UWNYC
MIS 83	Mobile Market - Washington Heights 2 / Prince Hall	Washington Heights	In operation	350,000	\$ -	Mobile Market	City Harvest	Hannah
81071	Community League of the Heights	Washington Heights	Under design	155,000	\$ 25,000	Small pantry upgrade	Hannah	UWNYC
85423	WH WSCAH Mobile	Washington Heights	Application approved	200,000	\$ -	HCT	N/A	N/A
<b>Total</b>				<b>10,487,000</b>	<b>\$1,214,723</b>			<b>61</b>

**From:** [Bob Shaver](#)  
**To:** [Neustadt, David](#)  
**Cc:** [Turk, Barbara](#); [Laura Fahey](#); [Tracy Perrizo](#); ["Aaron Freedman"](#); [Sam Greenberg](#)  
**Subject:** RE: List of pantry investments  
**Date:** Monday, August 14, 2017 8:41:53 PM  
**Attachments:** [2017-06-22 NYCFCAC action plan.pdf](#)

---

Hi again, David.

With apologies for multiple emails, the attachment here provides a bit of color on each of the pantry investments, and is a bit cleaner and more organized. Functionally, it is the same as the prior document.

In any case, let me know if there's anything else that I can provide.

Best,

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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---

**From:** Bob Shaver  
**Sent:** Monday, August 14, 2017 5:16 PM  
**To:** Neustadt, David <neustadtd@hra.nyc.gov>  
**Cc:** 'Turk, Barbara' <BTurk@cityhall.nyc.gov>; Laura Fahey <LFahey@helmsleytrust.org>; Tracy Perrizo <TPerrizo@helmsleytrust.org>; 'Aaron Freedman' <Aaron.Freedman@berlinrosen.com>; Sam Greenberg <samgreenberg@redstonestrategy.com>  
**Subject:** List of pantry investments

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June 22, 2017

## CAPACITY BUILDING EFFORTS

**Table 1: Planned neighborhoods**

Area	Organization	Description	Increase in supply (pounds) <sup>1</sup>	Estimated investment (dollars) <sup>2</sup>	Status
1: East New York	Pink Houses	Establish a new City Harvest community partner mobile market at the Pink Houses NYCHA facility	225,000	\$25,000	In operation
	Christian Cultural Center	Increase pantry hours of operation	75,000	\$15,000	In operation
2: Grand Concourse	BronxWorks	Establish a pantry at this large CBO, including renovations and equipment purchases	350,000	\$95,000	Application approved
	New Covenant Development Corp	Renovations of basement storage area	200,000	\$68,000	Application approved
	West Side Campaign Against Hunger mobile	Establish mobile pantry with a weekly stop at BronxWorks	200,000	<i>Funded directly by Helmsley</i>	Application approved
	Catholic Charities Food Hub	Food-only investment in new food distribution center	150,000	\$0	In operation
	Nazareth Housing	Expand to a 2nd day weekly and distribute by household size	100,000	\$25,000	In operation
	Grand Concourse SDA	Just in Time delivery: large City Harvest delivery right before pantry distribution hours	425,000	\$0	Under design
	True Gospel Tabernacle	Just in Time delivery: large City Harvest delivery right before pantry distribution hours	170,000	\$0	Under design

<sup>1</sup> Target poundage output after a two-year ramp-up period. It is subject to change.

<sup>2</sup> Rough cost estimate. Depending on the stage of the investment the costs could change considerably.

**NEW YORK CITY**  
**Food Assistance**  
**Collaborative**

	St. Augustine Food Pantry	Just in Time delivery: large City Harvest delivery right before pantry distribution hours	92,000	\$0	Under design
3: Jackson Heights-Elmhurst	Make the Road	Create a new pantry at this large CBO	200,000	\$33,500	Application approved
	Evangelical Church Christ is the Light	Improve distribution and quantity of food delivered	237,000	\$10,000	In operation
	Jackson Heights SDA	Increase storage capacity and quantity of food distributed	660,000	\$3,800	In operation
	Salvation Army Queens Temple Corp	Convert pantry to client choice and increase service times	100,000	\$25,000	In operation
	Elmcour Youth & Adult Activities #2	Expand pantry services and convert to supermarket-style distribution	200,000	\$50,000	Application approved
	Jewish Institute of Queens	Just in Time delivery: large City Harvest delivery right before pantry distribution hours	375,000	\$0	Under design
4: Mid-Statens Island	Project Hospitality	Create a second mobile pantry operation for this CBO	175,000	\$85,000	In operation
	Community Health Action of Staten Island	Create a mobile pantry for this already-established pantry	350,000	\$85,000	In operation
	Calvary Assembly of God	Establish new pantry in Eltingville	275,000	\$65,000	Under design
5: Boro Park/Sunset Park East	Masbia of Boro Park	Help pantry to open in a new location and expand services, including renovations and cold storage purchases	280,000	\$70,000	In operation
	Increased Kosher supply	Increase City Harvest food allotments to Kosher agencies in Boro Park	200,000	\$0	In operation
	Holding Hands Ministries	Increase storage capacity and quantity of food distributed	200,000	\$50,000	Application approved
	Center for Family Life in Sunset Park	Improve distribution and quantity of food delivered	150,000	\$8,000	Application approved

**NEW YORK CITY**  
**Food Assistance**  
**Collaborative**

	Lutheran Family Support Center	Establish a Pop-Up Pantry at this CBO	200,000	\$5,000	Under design
	Christ Apostolic Church Goke	Increase quantity of food distributed	100,000	\$7,000	In operation
	Church of the Holy Spirit	Small pantry upgrade, including food storage equipment and conversion to client choice	75,000	\$11,000	Application approved
	Tomchei Shabbos of Boro Park	Increase cold storage capacity and quantity of food distributed	50,000	\$7,500	Under design
	TBD	Still in planning	145,000	\$36,250	Under design
6: Lower East Side	Trinity SAFH	Increase pantry hours of operation and quantity of food distributed	50,000	\$12,500	In operation
	Cabrini Immigrant Services	Improve distribution and quantity of food delivered	100,000	\$8,000	In operation
	Grand Street Settlement	Establish a Pop-Up Pantry at this large CBO	120,000	\$5,000	In operation
	Lillian Wald	Establish a pantry at this NYCHA senior center	50,000	\$15,500	Under design
	UJC of the Lower East Side	Improve distribution and quantity of food delivered	40,000	\$5,000	Under design
	TBD	Still in planning	210,000	\$52,500	Under design
7: Flushing	La Jornada	Increase fresh produce distribution and obtain soup kitchen EFRO and certification	180,000	\$28,000	In operation
	South Asian Council on Social Services	Establish a new pantry at the South Asian-serving CBO, including renovations and equipment purchases	100,000	\$25,000	In operation
	YWCA of Queens	Establish a Pop-Up Pantry at this CBO	120,000	\$7,000	In operation

**NEW YORK CITY**  
**Food Assistance**  
**Collaborative**

8: Washington Heights	Prince Hall Mobile Market	City Harvest Mobile Market	350,000	\$0	In operation
	Washington Heights Ecumenical Pantry	Improve distribution and quantity of food delivered, including conversion to client choice model	70,000	\$15,000	Under design
	La Puerta Estrecha (with CHALK)	Establish a pantry at this church	150,000	\$35,000	In operation
	JCC of Washington Heights	Improve distribution and quantity of food delivered, including conversion to client choice model	30,000	\$6,000	Under design
	WSCAH mobile pantry stops	Establish mobile pantry with a weekly stop at BronxWorks	200,000	<i>Funded directly by Helmsley</i>	Application approved
9: Central Harlem North	Goddard Riverside Single Stop	Establish a new Pop-Up Pantry at this CBO, possibly in the church across the street	120,000	\$5,000	Under design
	Beth Hark Christian Counseling Center	Large pantry upgrade	325,000	\$80,000	Application approved
	Salem United Methodist	Incremental food increase	50,000	\$5,000	In operation
	Antioch Outreach Ministries	Improve distribution and quantity of food delivered	150,000	\$20,000	In operation
	St. Mark the Evangelist	Improve distribution and quantity of food delivered, including conversion to a client choice model	100,000	\$25,000	Under design
	St. Mark Holy Tabernacle	Establish a new pantry at this church, with equipment purchases and technical assistance	100,000	\$10,000	Under design
	Iris House	Improve client choice distribution and quantity of food delivered	75,000	\$6,000	In operation
	First Corinthian Baptist Church	Just in Time delivery: large City Harvest delivery right	350,000	\$0	Under design

**NEW YORK CITY**  
**Food Assistance**  
**Collaborative**

		before pantry distribution hours			
10: Flatbush	Hazel Brooks Neighborhood Center	Improve distribution and quantity of food delivered	150,000	\$25,000	Application approved
	Worldwide Evangelical Outreach	Small pantry upgrade including client choice conversion	100,000	\$18,200	Application approved
	Calvary Pentecostal	Incremental food increase	50,000	\$0	In operation
	Emmaus SDA	Small pantry upgrade	75,000	\$15,000	Under design
	Holy Innocents Church	Small pantry upgrade, including increase in freezer capacity	75,000	\$18,750	Application approved
	Victory Tabernacle	Establish a new pantry at this church, with equipment purchases and technical assistance	150,000	\$13,750	Application approved
	Church of God Salvation	Just in Time delivery: large City Harvest delivery right before pantry distribution hours	185,000	\$0	Under design
	TBD	Still in planning	65,000	\$16,250	Under design
11: North Bronx	Bronx Bethany Community Corp.	Improve distribution and quantity of food delivered. Purchase of a storage trailer.	200,000	\$50,000	Application approved
	St. Luke's Episcopal Church	Improve distribution and quantity of food delivered, including opening twice more monthly	150,000	\$16,500	In operation
	Black Forum	Improve distribution and quantity of food delivered, including three new distribution times weekly	290,000	\$50,000	In operation
	Co-Op City SDA	Small pantry upgrade, including renovation of a storage shed	150,000	\$16,800	Application approved

**NEW YORK CITY**  
**Food Assistance**  
**Collaborative**

	Jerusalem Without Walls	Establish a Pop-Up Pantry	290,000	\$5,000	Application approved
	Shiloh Temple Pentecostal Church	Improve distribution and quantity of food delivered, including conversion to a client choice model	120,000	\$10,000	Application approved
12: Sheepshead Bay	Shorefront JCC	Improve distribution and quantity of food delivered, including new pantry site renovation	200,000	\$50,000	Application approved
	Kings Bay Y	Improve distribution and quantity of food delivered at this small pantry	30,000	\$4,000	Under design
	TBD	Still in planning	470,000	\$125,000	Under design

**From:** [Turk, Barbara](#)  
**To:** ["Bob Shaver"](#); [Neustadt, David](#)  
**Cc:** [Laura Fahey](#); [Tracy Perrizo](#); ["Aaron Freedman"](#); [Sam Greenberg](#)  
**Subject:** RE: List of pantry investments  
**Date:** Monday, August 14, 2017 8:45:49 PM

---

Yes, this one will communicate more quickly. Thanks Bob.

---

**From:** Bob Shaver [mailto:bobshaver@redstonestrategy.com]  
**Sent:** Monday, August 14, 2017 8:40 PM  
**To:** Neustadt, David  
**Cc:** Turk, Barbara; Laura Fahey; Tracy Perrizo; 'Aaron Freedman'; Sam Greenberg  
**Subject:** RE: List of pantry investments

Hi again, David.

With apologies for multiple emails, the attachment here provides a bit of color on each of the pantry investments, and is a bit cleaner and more organized. Functionally, it is the same as the prior document.

In any case, let me know if there's anything else that I can provide.

Best,

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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---

**From:** Bob Shaver  
**Sent:** Monday, August 14, 2017 5:16 PM  
**To:** Neustadt, David <[neustadtd@hra.nyc.gov](mailto:neustadtd@hra.nyc.gov)>  
**Cc:** 'Turk, Barbara' <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>; Laura Fahey <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; Tracy Perrizo <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>; 'Aaron Freedman' <[Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com)>; Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>  
**Subject:** List of pantry investments

Hi David,

Attached is a detailed list of pantry investments from the Collaborative, indexed by the neighborhood in which the pantry lives, the total investment, and the planned increase in food this investment will enable. These should track to the priority neighborhoods that you have seen, and provide a level of additional detail for thinking about a press conference location.

In addition to these, there is a launch event for "Pantry Forward" taking place on September 18<sup>th</sup> at Helmsley in Midtown. Pantry forward is a new initiative of the Collaborative, to help ten of the most

promising pantries city-wide, and the event will be attended by Collaborative members, as well as representatives from the City's strongest pantries. Potentially a good place / time to do interviews?

I hope this is helpful. Please let me know if I can provide anything else.

Thanks for all you are doing to get our work out there – it is deeply appreciated!

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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**From:** [Goldstein, Freddi](#)  
**To:** "Rich Calder"; [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** RE: Today, Thurs. Aug. 17 @ Noon: Mayoral Candidate Albanese Press Conference - Giveaway of East Harlem's Marx Brothers Playground to Developers Opposed by Community, Threatens Parkland Throughout the City; Another City Hall/ Lobbying Connection Exposed  
**Date:** Thursday, August 17, 2017 12:40:54 PM  
**Attachments:** [image001.png](#)

---

Same response as last time.

“These are the first new high schools in East Harlem in 50 years, and they come alongside 300 permanently affordable apartments, new jobs for local residents and a full replacement of the playground. Anyone saying the status quo is better is turning a blind eye to this community’s need for better schools and homes people can afford.”

---

**From:** Rich Calder [<mailto:rcalder@nypost.com>]  
**Sent:** Thursday, August 17, 2017 12:38 PM  
**To:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com); Goldstein, Freddi  
**Subject:** Fwd: Today, Thurs. Aug. 17 @ Noon: Mayoral Candidate Albanese Press Conference - Giveaway of East Harlem's Marx Brothers Playground to Developers Opposed by Community, Threatens Parkland Throughout the City; Another City Hall/ Lobbying Connection Exposed

Writing for web. Looking for comment.

Thanks

Rich

Sent from my iPhone

Begin forwarded message:

**From:** "Linda Cronin-Gross" <[linda@lcgcommunications.com](mailto:linda@lcgcommunications.com)>  
**Date:** August 17, 2017 at 8:31:55 AM EDT  
**To:** "Rich Calder" <[rcalder@nypost.com](mailto:rcalder@nypost.com)>  
**Subject: Today, Thurs. Aug. 17 @ Noon: Mayoral Candidate Albanese Press Conference - Giveaway of East Harlem's Marx Brothers Playground to Developers Opposed by Community, Threatens Parkland Throughout the City; Another City Hall/ Lobbying Connection Exposed**

Rich – Hope to see you – thx - Linda

## **MEDIA ADVISORY**

**Event: City for Sale? Another City Hall/Lobbying Connection  
Mayoral Candidate Sal Albanese to Hold Press Conference: East Harlem’s Iconic Marx Brothers Playground to Be Handed Over to Developers; Parkland Belongs to the Public;**

## **Giveaway Would Establish Bad Precedent, Eliminate Much Needed Green Space**

**Date/Time:** Thursday, August 17, 2017 @ Noon

**Location:** Marx Brothers Playground @ East 96<sup>th</sup> Street and 2<sup>nd</sup> Ave. in Manhattan

**Contact:** Linda Cronin-Gross, LCG Communications – [718.853.5568](tel:718.853.5568); [917.767.1141](tel:917.767.1141); [linda@lcgcommunications.com](mailto:linda@lcgcommunications.com)

[Mayoral Candidate Sal Albanese](#) will hold a press conference on

Thursday, August 17<sup>th</sup> @ noon to support community efforts to stop the City from giving away the beloved Marx Brothers Playground to a private developer, Avalon Bay. Not coincidentally, the developer has been represented over the last 2-3 years by a number of lobbying firms, including Capalino + Co, a firm that is very close to de Blasio and was enmeshed in the various City Hall pay-to-play scandals. The playground is named after the famous family of comedians who grew up in the neighborhood.

The development project itself has been controversial, since it will create a massive, outsized residential tower that will be the tallest building north of 60<sup>th</sup> Street, and is opposed by the community.

“The City owns at least 1,000 parcels of vacant land that could be easily used to create affordable housing, schools, etc. It is shameful that Mayor de Blasio is selling off children's playgrounds and precious public green space which is part of the Parks Department. This part of the City has the WORST person-to-green space ratio in the entire City, and de Blasio is giving it away to private developers. It would require a run around the zoning laws that de Blasio himself made happen. If we allow this, every other parcel of parkland throughout the City would be potentially up for grabs by private developers; no playground, no park, no public open space would be safe. De Blasio is reneging on a promise to return the Marx Brothers playground after the Second Avenue subway was built. Hands off this playground. It belongs to everyone,” said Albanese.

The East Harlem community also recently rejected the Mayor's rezoning plan that would have crushed the character of the neighborhood and increased hypergentrification. “It appears that the Mayor has ears only for the big real estate developers and lobbyists who engage in legalized pay-to-play. Once again, his favorite lobbying firm, Capalino + Co is one of several lobbying firms that have been variously representing the developer, Avalon Bay, for the last few years. De Blasio apparently can't hear the East Harlem community, and the removal of this playground from the public domain is just another example,” he said.

Your coverage is welcome.

-30-

[Sal 2017](#)  
[@SalAlbaneseNYC](#)

**From:** [Neustadt, David](#)  
**To:** [Bob Shaver](#); [Turk, Barbara](#); [Centeno, Lourdes](#)  
**Cc:** [Laura Fahey](#); [Aaron Freedman](#); [Timothy Bradley](#); [Tracy Perrizo](#); [Sam Greenberg](#)  
**Subject:** Re: Check-in and next steps on Collaborative comms  
**Date:** Tuesday, August 22, 2017 1:32:24 PM

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+

Sent via HRA mobile device

----- Original message -----

**From:** Bob Shaver <[bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com)>  
**Date:** 8/22/17 12:24 PM (GMT-05:00)  
**To:** "Neustadt, David" <[neustattd@hra.nyc.gov](mailto:neustattd@hra.nyc.gov)>, "Turk, Barbara" <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>  
**Cc:** Laura Fahey <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>, Aaron Freedman <[Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com)>, Timothy Bradley <[Tim@berlinrosen.com](mailto:Tim@berlinrosen.com)>, Tracy Perrizo <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>, Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>  
**Subject:** Check-in and next steps on Collaborative comms

Hi David and Barbara,

I hope you are well and have each retained two functioning retinas after yesterday's eclipse!

Thank you again for continuing to push the NYT/Mayor's event plan forward, David. We're all quite excited about the vision there and the potential to boost the work! I trust that you have what you need in terms of data, etc., but please say the word if there's anything we can pass along.

With input from Helmsley and BerlinRosen, below is a proposal for how we might work together alongside (and after) the current NYT/Mayor's event effort, to achieve the remaining parts of the comms strategy. Specifically:

- David continues work to pitch Nikita Stewart at the NYT, tied closely to an event that he seeks to coordinate with the Mayor and the Collaborative at a food pantry. This story and event shouldn't be scooped by other pitches, so all other media outreach will hold until after that.
- Ahead of the Mayor event, David can confirm if Nikita is able to cover it. If not, BR can make a push with other NYT reporters and other press in the lead up, day-of, and after the Mayor event.
- Assuming the NYT story and Mayor event happen, BR can pitch NYT Fixes (or similar outlets in NPR or elsewhere) as well as other tech outlets about Plentiful after the event.
- David can pitch some of the very local, neighborhood-level outlets for Collaborative stories.
- Separately, BR can pursue a general pitch to the Chronicle of Philanthropy about Helmsley and the Collaborative.

How does this look to you, David and Barbara? If this is in line with your thinking, BerlinRosen is ready to start pulling together pitches and doing target mapping for the later work, while your

teams move the event and NYT piece into motion.

With appreciation,

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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**From:** [Jeremy Soffin](#)  
**To:** [Grace, Melissa](#); ["Anthony Hogrebe"](#); [Justine Johnson](#)  
**Cc:** [Norvell, Wiley](#)  
**Subject:** RE: ferry  
**Date:** Friday, August 25, 2017 11:59:47 AM

---

Got it, thanks!

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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[berlinrosen.com](http://berlinrosen.com)  
[@berlinrosen](#)

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Friday, August 25, 2017 11:22 AM  
**To:** 'Anthony Hogrebe' <[ahogrebe@edc.nyc.gov](mailto:ahogrebe@edc.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Justine Johnson <[jjohnson@edc.nyc.gov](mailto:jjohnson@edc.nyc.gov)>  
**Cc:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Subject:** RE: ferry

And Jeremy, in case I said Monday, that is wrong. **Event it Tuesday morning.** (my bad!)

---

**From:** Anthony Hogrebe [<mailto:ahogrebe@edc.nyc.gov>]  
**Sent:** Friday, August 25, 2017 11:00 AM  
**To:** Grace, Melissa; 'Jeremy Soffin'; Justine Johnson  
**Cc:** Norvell, Wiley  
**Subject:** RE: ferry

That all sounds great. Can't think of anything else at the moment, Jeremy let us know if you need anything else from us.

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Friday, August 25, 2017 10:40 AM  
**To:** 'Jeremy Soffin' <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Anthony Hogrebe <[ahogrebe@edc.nyc.gov](mailto:ahogrebe@edc.nyc.gov)>; Justine Johnson <[jjohnson@edc.nyc.gov](mailto:jjohnson@edc.nyc.gov)>  
**Cc:** Wiley Norvell (City Hall) <[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)>  
**Subject:** RE: ferry

Anthony and Justine – connecting you to Jeremy for event logistics.

1. Jeremy is going to send us a quote for the release.

2. I walked him through the program as we know it so far – 6:30 am departure from Astoria. Plan is it stands now is to have the mayor in Astoria, with dignitaries, making remarks, greeting commuters.
3. Jeremy is going to send names of Cornell folks who can come/should perhaps be acknowledged, and see if commuters will be getting on the boat on Roosevelt.

What else?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, August 25, 2017 8:27 AM  
**To:** Grace, Melissa  
**Subject:** RE: ferry

Do you have a minute to catch up on this?

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**  
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[berlinrosen.com](http://berlinrosen.com)  
[@berlinrosen](https://twitter.com/berlinrosen)

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, August 22, 2017 3:43 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: ferry

I do. At my desk now.

Melissa Grace | Deputy Press Secretary | Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov) | o: 212-788-2969 | c: 347-224-2309

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, August 22, 2017 3:24 PM  
**To:** Grace, Melissa  
**Subject:** ferry

Hey Melissa, hope you're well. Do you have a minute to chat about the ferry launch vis a vis

Roosevelt Island and Cornell? Thanks!

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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@berlinrosen

**From:** [Will Bredderman](#)  
**To:** [Phillips, Eric](#); [Dan Levitan](#); [rlvine@council.nyc.gov](mailto:rlvine@council.nyc.gov)  
**Subject:** Response to Savino?  
**Date:** Friday, August 25, 2017 6:45:42 PM  
**Attachments:** [image1.PNG](#)

---

**Diane J. Savino**

1 hr

An historical recounting by Arthur Piccolo on the Misrepresenting of Christopher Columbus. Thank you, Arthur for this piece.

### CHRISTOPHER COLUMBUS' UNFINISHED JOURNEY

The never ending attacks on Christopher Columbus are a reflection of the anti-Italian biases in America encouraged over generations by the entertainment industry seeking profit by exploiting an important ethnic group and sadly assisted by some Italians without any respect for their heritage.

Right now we have the ignorant City Council Speaker and the gutless Mayor of New York who changed his REAL name from Warren Wilhelm Jr. to Bill de Blasio for ONE purpose to advance political career in New York City.

SHAME ON BOTH C

Viverito for her statement

**From:** [Phillips, Eric](#)  
**To:** [Will Bredderman](#)  
**Cc:** [Dan Levitan](#); [rlvine@council.nyc.gov](mailto:rlvine@council.nyc.gov)  
**Subject:** Re: Response to Savino?  
**Date:** Friday, August 25, 2017 6:55:19 PM

---

Nah

> On Aug 25, 2017, at 6:45 PM, Will Bredderman < wrote:  
>  
> <image1.PNG>  
>

**From:** [Grace, Melissa](#)  
**To:** [Jeremy Soffin](#)  
**Cc:** [Anthony Hogrebe \(ahogrebe@edc.nyc\)](#); [jjohnson@edc.nyc](#); [Norvell, Wiley](#)  
**Subject:** Re: ferry  
**Date:** Saturday, August 26, 2017 9:26:14 AM

---

Thx

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Aug 26, 2017, at 8:58 AM, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

Please see quote below:

“Cornell Tech is proud to be a part of the Roosevelt Island community, and the campus has committed \$2.5 million to support the new NYC Ferry service to the island. The new ferry will provide another seamless connection for island residents, students, faculty, staff, the companies at The Bridge, and visitors to travel seamlessly between Roosevelt Island, Manhattan, and the growing tech community in western Queens. The Cornell Tech campus is all about openness and collaboration, and we can't wait to welcome New Yorkers when we officially open next month,” **said Meghan French, Senior Director of External Relations at Cornell Tech.**

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**  
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[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Friday, August 25, 2017 10:40 AM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Anthony Hogrebe ([ahogrebe@edc.nyc](mailto:ahogrebe@edc.nyc)) <[ahogrebe@edc.nyc](mailto:ahogrebe@edc.nyc)>; 'jjohnson@edc.nyc' <[jjohnson@edc.nyc](mailto:jjohnson@edc.nyc)>  
**Cc:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>

**Subject:** RE: ferry

Anthony and Justine – connecting you to Jeremy for event logistics.

1. Jeremy is going to send us a quote for the release.
2. I walked him through the program as we know it so far – 6:30 am departure from Astoria. Plan is it stands now is to have the mayor in Astoria, with dignitaries, making remarks, greeting commuters.
3. Jeremy is going to send names of Cornell folks who can come/should perhaps be acknowledged, and see if commuters will be getting on the boat on Roosevelt.

What else?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, August 25, 2017 8:27 AM  
**To:** Grace, Melissa  
**Subject:** RE: ferry

Do you have a minute to catch up on this?

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

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**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, August 22, 2017 3:43 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: ferry

I do. At my desk now.

Melissa Grace | Deputy Press Secretary | Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov) | o: 212-788-2969 | c: 347-224-2309

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, August 22, 2017 3:24 PM  
**To:** Grace, Melissa  
**Subject:** ferry

Hey Melissa, hope you're well. Do you have a minute to chat about the ferry launch vis a vis Roosevelt Island and Cornell? Thanks!

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**

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[berlinrosen.com](http://berlinrosen.com)

@berlinrosen

**From:** [Turk, Barbara](#)  
**To:** ["Laura Fahey"](#); [Bob Shaver](#); [Neustadt, David](#)  
**Cc:** [Aaron Freedman](#); [Timothy Bradley](#); [Tracy Perrizo](#); [Sam Greenberg](#)  
**Subject:** RE: Check-in and next steps on Collaborative comms  
**Date:** Thursday, August 31, 2017 5:57:12 PM

---

Hi Laura,

Are you and/or Tracy available for a quick call with me right now?

Barbara

---

**From:** Laura Fahey [mailto:[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)]  
**Sent:** Thursday, August 31, 2017 5:49 PM  
**To:** Bob Shaver; Neustadt, David; Turk, Barbara  
**Cc:** Aaron Freedman; Timothy Bradley; Tracy Perrizo; Sam Greenberg  
**Subject:** RE: Check-in and next steps on Collaborative comms

Hi all,

Reconnecting with this communications-minded group, so we can catch BerlinRosen up to speed on this afternoon's developments!

Aaron and Tim – It does not look like a Mayor's event will take place, but we do still have an interview lined up with NYT. David – I assume this is with Nikita Stewart?

Tomorrow at 8am, several members of the Collaborative will have a planning call to discuss the NYT interview. Aaron or Tim – Are you free to join? Next week (date/time TBD), everyone will come to Helmsley for an in-person group interview with the NYT reporter. For Helmsley, our spokesperson will either be Tracy or our CEO Stephanie, so we will need to think about talking points for them for next week.

Per our plan, I believe we can then move forward with our other pitches to various innovation/tech/philanthropy outlets, once we have a sense of when this NYT story will run.

Thanks, all!

---

**From:** Bob Shaver [mailto:[bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com)]  
**Sent:** Tuesday, August 22, 2017 12:24 PM  
**To:** Neustadt, David <[neustadtd@hra.nyc.gov](mailto:neustadtd@hra.nyc.gov)>; Turk, Barbara <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>  
**Cc:** Laura Fahey <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; Aaron Freedman <[Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com)>; Timothy Bradley <[Tim@berlinrosen.com](mailto:Tim@berlinrosen.com)>; Tracy Perrizo <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>; Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>  
**Subject:** Check-in and next steps on Collaborative comms

Hi David and Barbara,

I hope you are well and have each retained two functioning retinas after yesterday's eclipse!

Thank you again for continuing to push the NYT/Mayor's event plan forward, David. We're all quite excited about the vision there and the potential to boost the work! I trust that you have what you need in terms of data, etc., but please say the word if there's anything we can pass along.

With input from Helmsley and BerlinRosen, below is a proposal for how we might work together alongside (and after) the current NYT/Mayor's event effort, to achieve the remaining parts of the comms strategy. Specifically:

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- Separately, BR can pursue a general pitch to the Chronicle of Philanthropy about Helmsley and the Collaborative.

How does this look to you, David and Barbara? If this is in line with your thinking, BerlinRosen is ready to start pulling together pitches and doing target mapping for the later work, while your teams move the event and NYT piece into motion.

With appreciation,

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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**From:** [Turk, Barbara](#)  
**To:** ["bobshaver@redstonestrategy.com"](mailto:bobshaver@redstonestrategy.com); ["neustadtd@hra.nyc.gov"](mailto:neustadtd@hra.nyc.gov); ["jstephens@cityharvest.org"](mailto:jstephens@cityharvest.org); ["swright@uwnyc.org"](mailto:swright@uwnyc.org); ["jmclean@cityharvest.org"](mailto:jmclean@cityharvest.org); ["TPerrizo@helmsleytrust.org"](mailto:TPerrizo@helmsleytrust.org); ["shunte@uwnyc.org"](mailto:shunte@uwnyc.org); ["maharaj@hra.nyc.gov"](mailto:maharaj@hra.nyc.gov); ["philipm@hra.nyc.gov"](mailto:philipm@hra.nyc.gov); [Bonilla, Grace \(HRA\)](#); ["LFahey@helmsleytrust.org"](mailto:LFahey@helmsleytrust.org); ["Aaron.Freedman@berlinrosen.com"](mailto:Aaron.Freedman@berlinrosen.com); ["Tim@berlinrosen.com"](mailto:Tim@berlinrosen.com); ["Capacityadvisor@uwnyc.org"](mailto:Capacityadvisor@uwnyc.org)  
**Cc:** ["ivanbarkhorn@redstonestrategy.com"](mailto:ivanbarkhorn@redstonestrategy.com); ["samgreenberg@redstonestrategy.com"](mailto:samgreenberg@redstonestrategy.com)  
**Subject:** Re: Pantries and neighborhoods for NYT call  
**Date:** Thursday, August 31, 2017 9:38:43 PM

---

Sam and Hannah, thank you for pulling this together on short notice. I want confirmation from EFAP on you recommendations.

---

**From:** Bob Shaver [mailto:bobshaver@redstonestrategy.com]  
**Sent:** Thursday, August 31, 2017 07:08 PM  
**To:** Neustadt, David <neustadtd@hra.nyc.gov>; Turk, Barbara; 'Jilly Stephens' <jstephens@cityharvest.org>; Sheena Wright <swright@uwnyc.org>; Jennifer McLean <jmclean@cityharvest.org>; Tracy Perrizo <TPerrizo@helmsleytrust.org>; Suzette Hunte <shunte@uwnyc.org>; Maharaj, Lamaunda <maharajl@hra.nyc.gov>; philipm@hra.nyc.gov <philipm@hra.nyc.gov>; Bonilla, Grace (HRA); Laura Fahey <LFahey@helmsleytrust.org>; Aaron Freedman <Aaron.Freedman@berlinrosen.com>; Timothy Bradley <Tim@berlinrosen.com>; Hannah Lupien <Capacityadvisor@uwnyc.org>  
**Cc:** Ivan Barkhorn <ivanbarkhorn@redstonestrategy.com>; Sam Greenberg <samgreenberg@redstonestrategy.com>  
**Subject:** Pantries and neighborhoods for NYT call

Hi all,

David asked me to circulate this note below about pantries and neighborhoods to direct Nikita (NYT reporter) to for her story. We look forward to discussing this and other next steps for tomorrow morning.

Thanks!

Bob

---

Hi Ivan and Bob,

Below are pantries that we could show the reporter. David said the reporter may also be interested in profiling three neighborhoods where we added capacity: Flushing, Boro Park, Jackson Heights, and East New York each have 2 pantries that we are proud of, and therefore make good places to visit. I believe Barbara wants the group to make this decision on the call tomorrow; hopefully this list is a good starting point for that conversation.

**Hannah and I put this info together on short notice after our 5 pm meeting today so you could have it for tomorrow morning. Hannah will double check all of the details tomorrow and let you know if any of the hours or other details need to be updated.**

**Flushing**

- South Asian Council on Social Services (Flushing)
  - New pantry that we funded in an existing NGO. Serves South Asian population in NYC.
  - *Operate Friday at 11 am. Can easily meet at non-distribution times since they have full-time staff.*
- La Jornada (Flushing)
  - Existing large pantry run in the historic St. George's Episcopal Church. Doubled the amount of food they distribute.
  - *Operates Saturday mornings*
- YWCA of Queens pop-up (Flushing)
  - Pop-up pantry at an existing CBO
  - *Operating hours forthcoming*

### **Jackson Heights**

- Evangelical Church Christ is the Light (Jackson Heights)
  - Existing pantry that doubled its food distribution, converted to client choice, and was an early pilot site for Plentiful.
  - *Operate Friday mornings 9 am*
- Salvation Army Queens Temple Corps (Jackson Heights catchment area – technically East Elmhurst)
  - Small pantry that we transitioned to client choice.
  - *Operate Wednesday 9 – 10 am.*

### **Borough Park**

- Masbia of Boro Park (Borough Park)
  - Funded a renovation to enable them to open a new site in Boro Park that houses both a client choice pantry and soup kitchen. They are one of our largest single supply increases. Part of the Masbia network, which serves Jewish and non-Jewish clients.
  - *Pantry open Thursday 8 am – noon. Soup kitchen open for dinner Sun-Thu, 6:30 pm.*
- Goke (Borough Park catchment area – technically Kensignton)
  - Existing pantry, we helped get them cold storage equipment and new access to City Harvest for fresh produce, and doubled the amount of food they get. Very diverse pantry line, and user of Plentiful.
  - *Operate Tuesday evenings and Saturday mornings on alternate weeks – need to check which week is which*

### **East New York**

- Christian Cultural Center (East New York)
  - Major existing pantry – we bought them equipment and supplied more food, which enabled them to extend their operating hours.
  - *Operate Thursday from 9 am – 2 pm.*
- Pink Houses Pop-up (East New York)
  - Pop-up pantry at a large public housing complex
  - *Operating hours forthcoming*

### **Other neighborhoods**

- La Puerta Estrecha (Washington Heights catchment area – technically Inwood)
  - New pantry that we funded in a large church. Early successful Plentiful adopter, committed to client service.
  - *Operate Saturday at 10 am.*

Nazareth Housing (Grand Concourse)

- Existing pantry in a CBO that significantly increased the amount of food distributed, and converted to client choice. They doubled their service hours.
- *Operate Wednesday 8:30 am*
- Grant Street Settlement Pop-up pantry (Lower East Side)
  - New pop-up pantry at an existing CBO
  - *Operating hours forthcoming*

Sam Greenberg

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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**From:** [Turk, Barbara](#)  
**To:** ["Laura Fahey"](#); ["Neustadt, David"](#); ["Bob Shaver"](#)  
**Cc:** ["Aaron Freedman"](#); ["Timothy Bradley"](#); ["Tracy Perrizo"](#); ["Sam Greenberg"](#)  
**Subject:** RE: Check-in and next steps on Collaborative comms  
**Date:** Friday, September 01, 2017 1:04:46 PM

---

Also, you and Tracy should respond to the meeting invitation, just so I have an accurate count.

---

**From:** Turk, Barbara  
**Sent:** Friday, September 01, 2017 12:53 PM  
**To:** 'Laura Fahey'; Neustadt, David; Bob Shaver  
**Cc:** Aaron Freedman; Timothy Bradley; Tracy Perrizo; Sam Greenberg  
**Subject:** RE: Check-in and next steps on Collaborative comms

The time is confirmed. The group will arrive at 9:30. Names of the attendees are included in the meeting invitation. Let me know if you need a different kind of list for security.

---

**From:** Laura Fahey [<mailto:LFahey@helmsleytrust.org>]  
**Sent:** Friday, September 01, 2017 9:07 AM  
**To:** Neustadt, David; Bob Shaver; Turk, Barbara  
**Cc:** Aaron Freedman; Timothy Bradley; Tracy Perrizo; Sam Greenberg  
**Subject:** RE: Check-in and next steps on Collaborative comms

David and Barbara,

If we solidify the potential Wednesday morning slot, we will reserve a conference room to host everyone here at the Helmsley Charitable Trust. We're here in the Helmsley Building, right by Grand Central, at 230 Park Avenue, Suite 569.

Laura

---

**From:** Neustadt, David [<mailto:neustadtd@hra.nyc.gov>]  
**Sent:** Thursday, August 31, 2017 6:02 PM  
**To:** Laura Fahey <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; Bob Shaver <[bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com)>; Turk, Barbara <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>  
**Cc:** Aaron Freedman <[Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com)>; Timothy Bradley <[Tim@berlinrosen.com](mailto:Tim@berlinrosen.com)>; Tracy Perrizo <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>; Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>  
**Subject:** Re: Check-in and next steps on Collaborative comms

Yes it's Nikita Stewart. She wants to file the story by the end of next week  
She also wants to profile three of the neighborhoods where we added capacity we were planning to figure out which through those are on the 8 a.m. call tomorrow.  
I'm on my way out of town but will be available

Sent via HRA mobile device

----- Original message -----

From: Laura Fahey <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>  
Date: 8/31/17 5:49 PM (GMT-05:00)  
To: Bob Shaver <[bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com)>, "Neustadt, David" <[neustadtd@hra.nyc.gov](mailto:neustadtd@hra.nyc.gov)>, "Turk, Barbara" <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>  
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Thanks, all!

---

**From:** Bob Shaver [<mailto:bobshaver@redstonestrategy.com>]  
**Sent:** Tuesday, August 22, 2017 12:24 PM  
**To:** Neustadt, David <[neustadtd@hra.nyc.gov](mailto:neustadtd@hra.nyc.gov)>; Turk, Barbara <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>  
**Cc:** Laura Fahey <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; Aaron Freedman <[Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com)>; Timothy Bradley <[Tim@berlinrosen.com](mailto:Tim@berlinrosen.com)>; Tracy Perrizo <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>; Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>  
**Subject:** Check-in and next steps on Collaborative comms

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**From:** [Chirlane McCray](#)  
**To:** [CJ Macklin](#)  
**Cc:** [Cathy Rought](#); [Rick Fromberg](#); [Phil Walzak <phil@billdeblasio.com>](#) ([phil@billdeblasio.com](#)); [Ahilya Wallia](#); [bdb](#); [Amelia Adams](#); [Ricky Da Costa](#); [MonicaKlein \(billdeblasio.com\)](#); [Jennifer Samawat](#); [Roxanne John](#); [Claudia Cereceda](#); [Julia Savel](#)  
**Subject:** Re: UPDATED: Sunday Remarks for Fordham Road Evangelical Lutheran Church  
**Date:** Saturday, September 02, 2017 9:08:24 PM

---

Good evening,  
Edits below. Thank you!

### **Fordham Road Evangelical Lutheran Church Remarks**

- Good Morning, everyone! What a WARM welcome.
- FIRST, I give honor to GOD.
- Through the written word and the spoken word, may we know your living word – so we may serve you now and always.
- Thank you Rev. Jonathan Recabarren [WRECK-a-barren] and your wonderful wife First Lady Vilma Recabarren for all the work you do to create a stronger and safer community. You do so much to build bridges between the faith community and local police. And I praise you for leading the gun buy back programs to get guns off our streets.
- I also thank you Reverend for the incredibly moving eulogy you gave Officer Miosotis Familia, who was taken from us while protecting this community.
- And State Senator Gustavo Rivera, thank you for your great public service to our City and State.
- And thank you Fordham Road!
- You know, Coretta Scott King – a woman of extraordinary faith – once said that, “The greatness of a community is most accurately measured by the compassionate actions of its members.”
- The COMPASSIONATE WORK of this community reminds me just how much her words still ring true.
- I’ve been working very hard these last years on ThriveNYC. Tell me, how many people in this room have been affected by mental health; either directly or through a loved one? Please raise your hands.
- ThriveNYC is what we call the umbrella of mental health programs that provide vital services to New Yorkers and their families who need help.
- We’re just getting started, but I’m pleased to say that

Thrive is already the most comprehensive mental health plan of any city or state in the nation.

- Because of ThriveNYC, we have a number ANY New Yorker can call FOR FREE, and get information or get connected to mental health services.
- You can call for yourself or you can call for a loved one. Do you know the number? It's 1-888-NYC Well.
- Because of ThriveNYC we now have some form of mental health support in ALL our schools.
- Because of Thrive we have maternal depression screenings for our new mothers, AND women who are expecting.
- And through Thrive, our city now provides mental health services at 25 of our largest senior centers.
- But, we aren't doing this work alone. We have some amazing community partners.
- Earlier this year, 2,000 congregations all across NYC devoted part of their services to talk about mental health during our city's Weekend of Faith for Mental Health!
- This is the kind of PROGRESS we need to change the culture around mental health — to help people understand how common and treatable mental illness and substance misuse are.
- And this is the work we must continue.
- That's why it's so important to re-elect my husband, Mayor Bill de Blasio.
- So please tell your friends how THEY can get involved – and why standing on the sidelines IS NOT an option.
- Thank you again for joining me here today and for your support in helping us build a better future for our City.
- Praise be to God, and may you have a blessed day!

On Aug 31, 2017, at 1:11 PM, CJ Macklin <[CJ.Macklin@berlinrosen.com](mailto:CJ.Macklin@berlinrosen.com)> wrote:

## Fordham Road Evangelical Lutheran Church Remarks

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everyone! What a WARM welcome.

<!--[if !supportLists]-->• <!--[endif]-->FIRST, I give honor to  
GOD.

<!--[if !supportLists]-->• <!--[endif]-->Through the written  
word and the spoken word, may we know your living word – so  
we may serve you now and always.

<!--[if !supportLists]-->• <!--[endif]-->Thank you Rev. Jonathan  
Recabarren [WRECK-a-barren] and his lovely wife First Lady  
Wilma Recabarren for all the work you do to create a stronger  
and safer community – from building bridges between the faith  
community and area police to leading gun buy back programs  
to get guns off our streets.

<!--[if !supportLists]-->• <!--[endif]-->And I want to personally  
thank you Reverend for the touching eulogy you gave Officer  
Miosotis Familia, who was taken from us while protecting this  
community.

<!--[if !supportLists]-->• <!--[endif]-->I'd also like to thank  
State Senator Gustavo Rivera for your great public service to  
our City and State.

<!--[if !supportLists]-->• <!--[endif]-->And thank you Fordham  
Road!

<!--[if !supportLists]-->• <!--[endif]-->You know, Coretta Scott  
King – a woman of extraordinary faith – once said that, "The  
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<!--[if !supportLists]-->• <!--[endif]-->We're just getting started, but I'm pleased to say that Thrive is the most comprehensive mental health plan of any city or state in the nation.

<!--[if !supportLists]-->• <!--[endif]-->Because of Thrive, we have a number ANY New Yorker can call FOR FREE, and get information or get connected to mental health services.

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<!--[if !supportLists]-->• <!--[endif]-->And this is the work we must continue.

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**From:** [Bob Shaver](#)  
**To:** [Sheena Wright](#); [Suzette Hunte](#); ["Jilly Stephens"](#); [Jennifer McLean](#); [Jenique Jones](#); ["Stacey McCarthy"](#); [Turk, Barbara](#); [Maharaj, Lamaunda](#); [Bonilla, Grace \(HRA\)](#); [Clarke, Lewis H. \(HEALTH\)](#); [Ionescu, Simona F \(HEALTH\)](#); [Laura Fahey](#); [Tracy Perrizo](#); [Neustadt, David](#); [tietzd@hra.nyc.gov](mailto:tietzd@hra.nyc.gov); [philipm@hra.nyc.gov](mailto:philipm@hra.nyc.gov)  
**Cc:** [Sam Greenberg](#); [Ivan Barkhorn](#); [Aaron Freedman](#); [Timothy Bradley](#)  
**Subject:** Materials for Nikita Stewart interview  
**Date:** Monday, September 04, 2017 9:19:04 PM  
**Attachments:** [2017-08-30 Supply Gap for NYTimes.xlsx](#)  
[2017-08-04 NYCFAC Nikita Stewart interview participant briefing 2.docx](#)  
[2017-09-04 Interview for the NYT 2.pptx](#)

---

Dear colleagues,

Thanks to many of you for participating on Friday's call to prepare for our interview with Nikita Stewart. It was very useful to align around a strategy together.

Following that discussion, Redstone agreed to provide several items to ensure that we are coordinated heading into the meeting. To that end, I'm attaching:

- A brief memo that includes:
  - The basic three-part agenda that we plan to use with Nikita
  - The arc of the Collaborative story that we hope to convey
  - Talking points for anticipated questions, including which organization will respond to each question
  - Recommended pantries for Nikita to visit (Appendix A)
- A short PowerPoint presentation to use during the meeting
- An Excel table outlining the data we used to select the first 12 priority neighborhoods

David will share the recommended pantries (Appendix A) and Excel table with Nikita tomorrow (Tue) – thanks, David!

If you have any suggestions on the PowerPoint or talking points, please share those with me before 12noon ET tomorrow (Tue). I will try to circulate a final version of both by 2pm ET tomorrow, before I board a flight back to NYC.

I look forward to seeing you all on Wednesday at 9:30 at the Trust!

**Bob Shaver** | Redstone Strategy Group, LLC  
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# NYC Supply Gap Analysis

This analysis informed the Collaborative's selection of its original 12 priority neighborhoods. Not more than 12 NTAs selected, since in some cases neighboring NTAs were clustered into a single

The Collaborative prioritized neighborhoods with a large Supply Gap, while also factoring in the around the table (e.g., de-prioritizing Upper West Side) and seeking to work in a diverse portfolio

Data is based on the Feeding America Meal Gap released in 2015, and on FY14 supply delivery data

NTA Code	Name	Priority Neighborhood?	Supply gap (pounds)	Meal gap (pounds)
BK42	Flatbush, BK	1	3,726,263	5,091,410
MN03	Central Harlem North-Polo Group	1	3,463,909	4,760,390
BK88	Borough Park, BK	1	3,431,706	4,397,590
BK82	East New York, BK	1	3,101,383	5,275,386
BK61	Crown Heights North, BK	0	2,817,032	6,430,221
MN12	Upper West Side, MN	0	2,688,929	4,023,339
BK31	Bay Ridge, BK	0	2,683,220	2,753,179
BK34	Sunset Park East, BK	1	2,668,440	2,999,508
MN36	Washington Heights South, MN	1	2,572,389	3,314,727
BK60	Prospect Lefferts Gardens-Windsor	0	2,570,007	4,214,534
BK50	Canarsie, BK	0	2,468,826	3,777,036
BX14	East Concourse-Concourse Village	1	2,436,261	3,143,909
QN70	Astoria, QN	0	2,359,590	2,703,596
MN28	Lower East Side, MN	1	2,203,904	2,991,165
QN28	Jackson Heights, QN	1	2,102,623	2,388,363
MN32	Yorkville, MN	0	2,081,865	2,158,939
BK28	Bensonhurst West, BK	0	2,044,965	3,183,804
MN31	Lenox Hill-Roosevelt Island, MN	0	2,014,462	2,211,482
QN22	Flushing, QN	1	2,013,371	2,602,929
BK17	Sheepshead Bay-Gerritsen Beach	1	1,993,160	2,081,844
BX62	Woodlawn-Wakefield, BX	1	1,890,644	1,985,738
MN04	Hamilton Heights, MN	0	1,844,893	2,306,611
BK77	Bushwick North, BK	0	1,837,968	2,235,728
BX41	Mount Hope, BX	1	1,836,214	2,620,917
BK81	Brownsville, BK	0	1,829,984	3,897,667
QN29	Elmhurst, QN	1	1,818,055	2,244,020
BX13	Co-op City, BX	1	1,783,478	1,888,776
BX44	Williamsbridge-Olinville, BX	0	1,767,483	3,527,127
QN17	Forest Hills, QN	0	1,754,929	2,179,299
BX03	Eastchester-Edenwald-Baychester	1	1,736,652	1,827,343
BK29	Bensonhurst East, BK	0	1,717,829	2,139,132
QN12	Hammels-Arverne-Edgemere, QN	0	1,704,284	1,964,996
MN35	Washington Heights North, MN	1	1,688,096	2,316,405

BX05	Bedford Park-Fordham North, B	0	1,685,202	2,226,217
BX43	Norwood, BX	0	1,683,159	1,786,999
BK72	Williamsburg, BK	0	1,641,284	1,733,183
BK75	Bedford, BK	0	1,613,561	3,874,665
QN20	Ridgewood, QN	0	1,601,529	1,898,007
BX09	Soundview-Castle Hill-Clason Po	0	1,590,776	1,903,866
BX28	Van Cortlandt Village, BX	0	1,568,902	1,872,038
MN09	Morningside Heights, MN	0	1,537,876	2,069,955
QN51	Murray Hill, QN	0	1,513,584	1,598,796
MN27	Chinatown, MN	0	1,493,659	2,214,116
BX26	Highbridge, BX	0	1,458,984	1,920,497
BX55	Soundview-Bruckner, BX	0	1,452,227	1,601,042
BX07	Bronxdale, BX	0	1,439,790	1,454,802
BK37	Park Slope-Gowanus, BK	0	1,437,679	1,714,840
BK32	Sunset Park West, BK	0	1,391,447	1,569,049
BK30	Dyker Heights, BK	0	1,365,732	1,434,648
BK41	Kensington-Ocean Parkway, BK	0	1,347,772	1,476,837
QN55	South Ozone Park, QN	0	1,336,399	2,479,995
BK43	Midwood, BK	0	1,326,022	1,993,813
BK25	Homecrest, BK	0	1,319,973	1,542,766
QN72	Steinway, QN	0	1,305,968	1,449,325
BK73	North Side-South Side, BK	0	1,284,638	1,587,336
BX17	East Tremont, BX	0	1,267,296	2,304,446
BK58	Flatlands, BK	0	1,264,658	2,781,703
BK91	East Flatbush-Farragut, BK	0	1,248,874	2,661,775
QN25	Corona, QN	0	1,223,719	1,533,284
BX46	Parkchester, BX	0	1,216,901	1,301,274
BX36	University Heights-Morris Heigh	0	1,214,698	2,850,500
MN13	Hudson Yards-Chelsea-Flat Iron-	0	1,214,032	2,068,322
MN23	West Village, MN	0	1,213,335	1,719,484
QN34	Queens Village, QN	0	1,203,206	2,030,199
MN20	Murray Hill-Kips Bay, MN	0	1,184,288	1,281,495
MN14	Lincoln Square, MN	0	1,177,798	1,480,068
BX52	Schuylerville-Throgs Neck-Edgev	0	1,136,683	1,139,904
BK63	Crown Heights South, BK	0	1,130,737	2,532,768
BK45	Georgetown-Marine Park-Berge	0	1,126,173	1,150,092
BK44	Madison, BK	0	1,123,623	1,194,360
BX31	Allerton-Pelham Gardens, BX	0	1,100,597	1,111,650
BX63	West Concourse, BX	0	1,088,717	1,830,703
BK19	Brighton Beach, BK	0	1,078,064	1,210,923
BX08	West Farms-Bronx River, BX	0	1,076,876	1,544,436
BX40	Fordham South, BX	0	1,074,811	1,439,718
QN38	Pomonok-Flushing Heights-Hillc	0	1,058,482	1,265,747
QN46	Bayside-Bayside Hills, QN	0	1,053,742	1,053,742
QN63	Woodside, QN	0	1,051,024	1,180,127
SI22	West New Brighton-New Bright	0	1,043,912	1,310,606
QN35	Briarwood-Jamaica Hills, QN	0	1,039,161	1,295,147

BK68	Fort Greene, BK	0	1,021,900	1,417,114
BK21	Seagate-Coney Island, BK	0	1,015,561	1,836,154
BK69	Clinton Hill, BK	0	988,964	1,472,684
QN05	Rosedale, QN	0	988,414	1,021,987
BX30	Kingsbridge Heights, BX	0	966,381	1,280,609
BX59	Westchester-Unionport, BX	0	964,820	1,027,373
MN33	East Harlem South, MN	0	958,173	2,601,693
BK33	Carroll Gardens-Columbia Street, BK	0	948,492	1,309,319
BK26	Gravesend, BK	0	937,889	1,132,735
BK95	Erasmus, BK	0	925,439	1,814,478
BX37	Van Nest-Morris Park-Westchester, BX	0	922,609	945,787
BK38	DUMBO-Vinegar Hill-Downtown, BK	0	911,048	1,465,514
BK83	Cypress Hills-City Line, BK	0	908,208	1,447,623
MN15	Clinton, MN	0	890,251	1,447,826
MN01	Marble Hill-Inwood, MN	0	887,841	1,786,984
BK76	Greenpoint, BK	0	866,063	1,013,349
QN53	Woodhaven, QN	0	845,696	1,309,545
MN19	Turtle Bay-East Midtown, MN	0	837,571	1,070,373
BK27	Bath Beach, BK	0	834,932	901,889
QN21	Middle Village, QN	0	816,712	843,835
MN40	Upper East Side-Carnegie Hill, MN	0	806,845	949,067
SI05	New Springville-Bloomfield-Travertine, SI	1	805,697	813,371
BX49	Pelham Parkway, BX	0	801,621	892,989
QN52	East Flushing, QN	0	774,979	846,581
MN21	Gramercy, MN	0	759,107	843,415
MN50	Stuyvesant Town-Cooper Village, MN	0	752,361	801,647
MN06	Manhattanville, MN	0	751,636	1,021,748
MN22	East Village, MN	0	748,644	1,458,585
BX75	Crotona Park East, BX	0	710,975	943,875
SI12	Mariner's Harbor-Arlington-Port Jervis, SI	0	704,651	842,551
QN10	Breezy Point-Belle Harbor-Rockaway, QN	0	699,977	699,977
QN18	Rego Park, QN	0	697,276	793,594
BX06	Belmont, BX	0	693,490	1,223,296
QN31	Hunters Point-Sunnyside-West Maspeth, QN	0	685,592	1,632,807
SI54	Great Kills, SI	0	683,905	683,905
BK90	East Williamsburg, BK	0	681,521	1,193,733
MN25	Battery Park City-Lower Manhattan, MN	0	679,120	1,027,904
BX29	Spuyten Duyvil-Kingsbridge, BX	0	678,598	681,604
BX10	Pelham Bay-Country Club-City Island, BX	0	678,299	678,627
QN19	Glendale, QN	0	673,999	688,343
BK35	Stuyvesant Heights, BK	0	672,265	4,016,338
QN49	Whitestone, QN	0	662,411	662,411
QN30	Maspeth, QN	0	651,501	661,938
QN37	Kew Gardens Hills, QN	0	649,293	1,124,274
QN71	Old Astoria, QN	0	617,118	1,069,581
BK93	Starrett City, BK	0	600,713	764,312
QN06	Jamaica Estates-Holliswood, QN	0	599,555	783,894

BK78	Bushwick South, BK	0	590,302	2,931,111
BK40	Windsor Terrace, BK	0	589,168	597,672
BK85	East New York (Pennsylvania Av	0	583,458	1,852,304
BX22	North Riverdale-Fieldston-River	0	582,660	604,956
QN62	Queensboro Hill, QN	0	581,528	584,256
QN23	College Point, QN	0	580,773	584,086
QN42	Oakland Gardens, QN	0	571,879	571,879
QN41	Fresh Meadows-Utopia, QN	0	559,553	559,553
QN47	Ft. Totten-Bay Terrace-Clearvie	0	533,277	533,277
BK09	Brooklyn Heights-Cobble Hill, BK	0	510,918	615,600
QN56	Ozone Park, QN	0	510,857	516,254
QN02	Springfield Gardens North, QN	0	510,785	1,423,678
BX27	Hunts Point, BX	0	509,441	1,354,464
QN03	Springfield Gardens South-Broo	0	505,252	888,303
QN43	Bellerose, QN	0	503,718	520,888
QN57	Lindenwood-Howard Beach, QN	0	502,366	547,672
SI36	Old Town-Dongan Hills-South Be	1	500,968	590,427
QN15	Far Rockaway-Bayswater, QN	0	487,518	2,243,632
MN17	Midtown-Midtown South, MN	0	480,651	824,361
BK46	Ocean Parkway South, BK	0	473,202	677,573
MN24	SoHo-TriBeCa-Civic Center-Little	0	471,362	1,157,325
QN45	Douglas Manor-Douglaston-Litt	0	469,524	469,524
QN44	Glen Oaks-Floral Park-New Hyde	0	447,232	447,232
QN27	East Elmhurst, QN	0	441,836	512,089
QN48	Auburndale, QN	0	430,641	433,416
SI35	New Brighton-Silver Lake, SI	0	426,230	503,704
MN34	East Harlem North, MN	0	425,197	2,927,254
QN26	North Corona, QN	0	423,663	864,716
SI25	Oakwood-Oakwood Beach, SI	1	422,100	422,100
SI01	Annadale-Huguenot-Prince's Ba	0	416,607	502,287
SI45	New Dorp-Midland Beach, SI	0	412,181	412,181
SI48	Arden Heights, SI	1	394,304	394,304
QN76	Baisley Park, QN	0	371,208	1,617,143
QN60	Kew Gardens, QN	0	364,124	633,206
BK64	Prospect Heights, BK	0	344,620	668,751
SI11	Charleston-Richmond Valley-To	0	330,042	349,398
SI32	Rossville-Woodrow, SI	0	321,285	336,617
BK23	West Brighton, BK	0	317,435	530,412
QN07	Hollis, QN	0	288,034	959,122
SI07	Westerleigh, SI	0	259,612	467,365
BK96	Rugby-Remsen Village, BK	0	212,685	3,219,360
SI24	Todt Hill-Emerson Hill-Heartland	0	184,299	455,142
QN68	Queensbridge-Ravenswood-Lon	0	126,154	930,971
BX01	Claremont-Bathgate, BX	0	80,672	1,811,732
BX99	park-cemetery-etc-Bronx, BX	0	48,672	48,672
BK99	park-cemetery-etc-Brooklyn, BK	0	-	-
BX98	Rikers Island, BX	0	-	-

MN99	park-cemetery-etc-Manhattan,	0	-	-
QN98	Airport, QN	0	-	-
QN99	park-cemetery-etc-Queens, QN	0	-	-
SI99	park-cemetery-etc-Staten Island	0	-	-
MN11	Central Harlem South, MN	0	(23,742)	2,460,966
SI08	Grymes Hill-Clifton-Fox Hills, SI	0	(28,002)	862,279
QN50	Elmhurst-Maspeth, QN	0	(32,826)	571,881
SI14	Grasmere-Arrochar-Ft. Wadsw	0	(65,537)	384,142
QN61	Jamaica, QN	0	(191,843)	2,182,745
QN66	Laurelton, QN	0	(273,233)	966,983
SI28	Port Richmond, SI	0	(456,486)	484,954
BX39	Mott Haven-Port Morris, BX	0	(471,285)	2,463,411
QN33	Cambria Heights, QN	0	(485,543)	666,166
QN08	St. Albans, QN	0	(537,176)	2,326,560
BX33	Longwood, BX	0	(912,219)	1,126,785
SI37	Stapleton-Rosebank, SI	0	(1,019,373)	762,985
BX35	Morrisania-Melrose, BX	0	(1,147,978)	1,900,453
BK79	Ocean Hill, BK	0	(1,265,079)	1,934,225
BX34	Melrose South-Mott Haven Nor	0	(1,734,941)	1,974,533
QN54	Richmond Hill, QN	0	(3,411,893)	1,768,841
QN01	South Jamaica, QN	0	(3,549,640)	2,186,766

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<b>Food distribution (pounds)</b>	<b>Food insecure persons</b>
1,365,146	23,969
1,296,481	22,395
965,884	20,703
2,174,003	24,835
3,613,188	30,272
1,334,410	18,928
69,959	12,961
331,069	14,121
742,338	15,594
1,644,527	19,841
1,308,210	17,781
707,648	14,797
344,006	12,721
787,261	14,072
285,740	11,238
77,074	10,157
1,138,838	14,989
197,020	10,404
589,558	12,247
88,684	9,801
95,094	9,346
461,718	10,851
397,760	10,525
784,703	12,335
2,067,683	18,349
425,965	10,558
105,299	8,890
1,759,643	16,600
424,370	10,254
90,692	8,600
421,304	10,071
260,712	9,246
628,309	10,898

541,015	10,478
103,840	8,411
91,899	8,159
2,261,104	18,241
296,477	8,930
313,091	8,961
303,136	8,811
532,079	9,738
85,212	7,523
720,458	10,416
461,513	9,039
148,814	7,535
15,012	6,847
277,161	8,073
177,602	7,387
68,916	6,754
129,065	6,953
1,143,596	11,669
667,791	9,386
222,792	7,263
143,357	6,819
302,698	7,473
1,037,150	10,846
1,517,045	13,096
1,412,901	12,531
309,565	7,214
84,373	6,124
1,635,802	13,416
854,291	9,730
506,150	8,089
826,994	9,552
97,207	6,029
302,270	6,963
3,222	5,365
1,402,031	11,924
23,919	5,414
70,737	5,623
11,052	5,232
741,986	8,616
132,859	5,701
467,560	7,269
364,907	6,776
207,265	5,955
-	4,958
129,103	5,553
266,693	6,162
255,986	6,094

395,214	6,671
820,593	8,644
483,720	6,933
33,573	4,809
314,228	6,027
62,552	4,835
1,643,520	12,240
360,827	6,164
194,846	5,333
889,039	8,542
23,178	4,451
554,466	6,899
539,415	6,815
557,574	6,811
899,143	8,407
147,286	4,771
463,849	6,162
232,802	5,036
66,958	4,246
27,123	3,970
142,222	4,465
7,674	3,824
91,369	4,203
71,601	3,983
84,308	3,968
49,286	3,771
270,113	4,807
709,942	6,862
232,900	4,442
137,900	3,961
-	3,293
96,318	3,734
529,806	5,757
947,215	7,683
-	3,216
512,212	5,620
348,784	4,836
3,006	3,208
328	3,194
14,343	3,239
3,344,073	18,908
-	3,117
10,437	3,114
474,982	5,290
452,463	5,033
163,600	3,598
184,340	3,688

2,340,809	13,799
8,505	2,814
1,268,845	8,720
22,296	2,847
2,728	2,749
3,313	2,748
-	2,691
-	2,633
-	2,509
104,682	2,898
5,398	2,429
912,893	6,699
845,023	6,375
383,051	4,180
17,170	2,451
45,306	2,577
89,458	2,776
1,756,114	10,557
343,710	3,878
204,371	3,190
685,963	5,445
-	2,209
-	2,104
70,253	2,409
2,775	2,039
77,474	2,368
2,502,057	13,771
441,053	4,069
-	1,985
85,679	2,362
-	1,938
-	1,854
1,245,935	7,609
269,083	2,979
324,131	3,148
19,357	1,643
15,333	1,583
212,977	2,497
671,088	4,513
207,753	2,197
3,006,675	15,156
270,843	2,140
804,816	4,380
1,731,061	8,527
-	229
-	-
-	-

-	-
-	-
-	-
-	-
2,484,708	11,578
890,281	4,054
604,707	2,691
449,679	1,806
2,374,588	10,270
1,240,215	4,550
941,440	2,280
2,934,696	11,594
1,151,709	3,134
2,863,735	10,947
2,039,004	5,303
1,782,359	3,587
3,048,431	8,945
3,199,304	9,106
3,709,474	9,293
5,180,735	8,323
5,736,406	10,289

August 4, 2017

## TELLING THE COLLABORATIVE'S STORY TO THE NY TIMES

### - NIKITA STEWART INTERVIEW PARTICIPANT BRIEF -

This brief prepares NYC Food Assistance Collaborative participants for an interview with Nikita Stewart of the NY Times on Wednesday, August 6<sup>th</sup>. It outlines out approach to the meeting, the narrative arc of the Collaborative story, and roles and talking points for meeting participants.

#### 1. Our approach to the meeting

This interview provides an opportunity to build support for the Collaborative members' work among NYC philanthropic funders, local politicians, and thoughtful individual donors. To demonstrate the spirit of collaboration, representatives from Collaborative member organizations will conduct a group interview with a reporter on August 6<sup>th</sup>. The group interview will take place in three parts:

- A representative from Helmsley will open the meeting by describing their motivation for initiating the Collaborative (5 to 10 minutes).
- Redstone will provide an overview of the Collaborative's story, supported by slides (15 to 20 minutes – slides under separate cover).
- Collaborative member representatives will respond to the reporter's questions on different topics, as outlined below

#### 2. The Collaborative's story

The story we hope to convey about the Collaborative contains four parts:

1. Helmsley convened the collaborative to solve a discrete problem within five years, through a one-time infusion of about \$10 million in funds and support
2. The Collaborative came together to solve four problems that were impeding NYC's response to hunger:
  - a. The charitable food system was unusually complex, with multiple players and limited coordination
  - b. Food distribution was occurring inequitably across NYC neighborhoods
  - c. Metrics in use by key players did not account for improvements
  - d. And technology was quite limited across the system
3. Over the last three years, the Collaborative has achieved five major goals that address these problems. Specifically, it:
  - a. Established a common metric (supply gap) and information-sharing system (FeedNYC) to better match supply with need
  - b. Strengthened pantry capacity at over 60 programs to distribute safe, nutritious food
  - c. Increased food supply to 12 underserved areas

- d. Better served clients through technology and coordination (Plentiful)
  - e. Raised money for these improvements
4. The Collaborative is building on this success with four additional goals (CAP addendum)

### **3. Talking points for anticipated questions**

#### **1. Describe the origin of the Collaborative.**

*Respondent: Helmsley*

Helmsley cares about the well-being of New Yorkers, and has made major investments to improve the lives of New Yorkers, through our NYC Regional Grants Program. With over a million food insecure people living in NYC and a complex system of charitable food providers, there was a need to improve coordination and create a strong infrastructure for working together. As a relatively new funder, we also recognized the need to collaborate closely with other funders and stakeholders who know the City and its workings.

Our investment to launch the Collaborative assembled the major charitable food players to build on their expertise to create systems-level change. We recognized an opportunity to make one-time, time-limited investments to improve coordination among the City's food providers.

Now, with so many partners working closely together across the city, we feel delighted to have achieved our goal to improve the health and well-being of New Yorkers in need.

#### **2. Which organizations are members of the Collaborative?**

*Barbara*

The New York City Food Assistance Collaborative is a coalition of large charitable food distributors and funders in New York City, including City Harvest, United Way of NYC, NYC Mayor's Office of Food Policy, NYC Human Resources Administration's Emergency Food Assistance Program (EFAP), and NY State Dept. of Health's Hunger Prevention and Nutrition Assistance Program (HPNAP).

#### **3. Is Food Bank involved?**

*Helmsley*

The Collaborative would not have been nearly as successful if we had not had Food Bank at the table for the planning phase. They are an important player in NYC hunger relief, and their willingness to offer their perspectives, share information, and coordinate resulted in better plans. Food Bank chose not to participate in the implementation phase, but Collaborative members continue to coordinate with them as an important part of NYC's response to hunger.

#### **4. Can you describe some of the challenges and successes of building EFP capacity?**

*Hannah*

We have developed a systematic approach to investing in pantry capacity in underserved neighborhoods. We use information that Collaborative members have agreed to share – such as the amount of food being distributed to pantries in each neighborhood – to identify promising pantries

and CBOs. Our capacity building staff conduct initial screening visits, to identify high-probability pantries. Then, members of all Collaborative organizations conduct day-long neighborhood visits, where we pile into a van to visit pantries, interview their leadership, size up their potential, and determine what kind of support we can provide them. These van trips have become a symbol of our work. They are efficient, strategic, and fun!

#### *EFAP*

One of the things that is a barrier for many pantries is a lack of reliable staff capacity. Running a high quality pantry requires dedicated capacity, week in and week out, yet many food pantries across the City are run by volunteers. Helmsley has provided much-needed funding for one-time costs like refrigerators and shelving, but they are unable to support ongoing staff costs. EFAP has tried to fill this gap, by allowing some of our annual funding for food programs to be used toward staff support and other ongoing administrative needs. This has been a boon for many pantries across the City.

#### *City Harvest*

One thing that we have discovered is that underserved neighborhoods often lack pantry infrastructure. It is not uncommon to visit a priority neighborhood and find very few pantries that have the capacity to grow. To increase the food flowing into these areas, we have had to rely on innovative distribution models, which is something that is a strategic priority for City Harvest. Through our Mobile Markets, which provide twice-a-month farmers' market-style distributions, or pop-up pantry models that utilize temporary infrastructure, we have been able to meet the needs of more of our priority neighborhoods.

#### *Barbara*

NYC is a city of immigrants, and many of the pantries in our priority neighborhoods serve immigrant families. Often, the pantry directors and volunteers speak a different language than the pantry clients, which creates a communication challenge. In partnership with the NYC Office of Immigrant Affairs, the Collaborative has been able to recruit multi-lingual pantry volunteers to match gaps in language capacity that we uncover in the field.

### **5. Describe some of the efficiencies you have you seen as a result of this work.**

#### *United Way*

Before the Collaborative decided to invest in sharing information, a food pantry in NYC might be visited by site visitors from as many as five organizations, each with a slightly different set of questions and requirements. One of the things we did as a Collaborative was to compare these questions, and we found that there were over 400 unique questions that a single pantry might be asked. What's more, each time a site visitor came to an agency, they would ask these questions afresh, even though the answers were unlikely to change. Through concerted effort, we got this down to about 50 common questions, and through the technology of FeedNYC.org, we now have an electronic form that pre-populates the most recent site-visit data, to eliminate hours of useless data gathering. Our site visitors can now spend their time helping pantries accomplish their goals of serving more New Yorkers.

#### *City Harvest*

Another improvement is our common approach to assessing the capacity of food pantries. We agreed on five categories that we all care about – compliance, client dignity, distribution efficiency, resilience, and access to other services – and our common site visit form captures information about each of these. And we built simple reporting tools that allow our site visitors to create a simple report that illustrates a pantry’s capacity on each of those dimensions.

#### *EFAP*

Another improvement is our ability to see inequity in the types of foods that different pantries and neighborhoods receive. EFAP makes bulk orders of certain products, which are made available to nearly every pantry across the city. Prior to the Collaborative, we had limited insight into what kinds of food other distributors were providing. However, with shared data, we have been able to identify gaps in certain product types – such as dairy – and to see that some neighborhoods receive a far lower percentage of high-value foods like protein and fresh produce. We now think about how to fill those gaps when we are preparing our bulk orders.

### **6. How will you ensure continued funding? Will Helmsley keep supporting this?**

#### *Helmsley*

From the very beginning of the Collaborative, we have planned for Helmsley’s exit given the premise of our NYC program, which is that we seek to solve specific and time-bound problems across in a variety of settings. That is why we sought guidance from the major funders of the charitable food system, including Robin Hood, Tisch, NY Community Trust, Clark, and Starr in developing a vision for the Collaborative. It is also why we have continued to engage these funders in the process for the last three years, as well as other key stakeholders, to help ensure ongoing success. We expect the core investments of the Collaborative to be sustained in different ways. For instance, FeedNYC will continue to be supported by the NYS Department of Health, and food increases to priority neighborhoods will continue to be a part of budget planning for participating institutions. We also believe, as do our colleagues around the table, that this collaboration can support more improvements to the charitable food system, if additional funding and support can be identified.

### **7. How did the idea of Plentiful come about?**

#### *City Harvest*

Most pantries have not changed their approach to distribution in thirty years. They rely on pen and paper sign-in sheets. They use a telephone to communicate individually with their clients. And they are run by time-strapped volunteers. The result is that families seeking charitable food have to wait in long lines to get food.

When the Collaborative looked into technology solutions to solve these problems, we found an array of products that are designed to make it easier for pantries – variations on Salesforce for food pantries. But there were two problems: most pantries don’t have the capacity to operate complex client management systems, and even if they did, these systems do little to improve the experience of clients. So, we decided to create something new that would meet the pantries needs and improve the experience for clients, by eliminating lines, which is how we came up with Plentiful.

Our investment in Plentiful is at an earlier stage than our capacity building work. While our initial results are that pantries and clients really like it, we have many questions still to answer about how to make it a long-term success.

**8. How will changes to federal food legislation or SNAP cuts affect the Collaborative?**

*Barbara*

SNAP cuts or other reductions in support for families using charitable food would be devastating to millions of New Yorkers. But the actual need for charitable food today in NYC is already more than double the amount of food that is currently provided. So, we are accustomed to making efficient use of limited resources.

**9. How is the Collaborative different from the Policy Committee?**

*EFAP*

The Collaborative's work builds on the long-term efforts of the Policy Committee on NYC Hunger Resources. For instance, the Policy Committee built the original FeedNYC, and has convened a similar group of players since the 1990s. The Collaborative – through support from Helmsley and Redstone – has been able to take advantage of significant one-time resources, to make a substantial impact on problems that the Policy Committee has discussed for many years.

## Appendix A: Recommended pantries

The following is a list of pantries in Collaborative priority neighborhoods that received notable investments to establish or expand service. They represent pantries with operating hours during the week of Sep. 4<sup>th</sup>, and with pantry directors that are likely to provide an interesting and compelling perspective on the problem of hunger in NYC and the Collaborative's work.

### Flushing

- **South Asian Council on Social Services** is a new pantry in an existing CBO specializing in serving South Asian communities. Investments include renovations and startup support.
  - *Fridays, 11 am – 1 pm, or during non-distribution times since they have full-time staff*
- **La Jornada** is a large pantry in the historic St. George's Episcopal Church. Collaborative investments helped the pantry to distribute more food and convert to a client choice model.
  - *Saturdays, 1 pm – 3 pm*
- **YWCA of Queens** operates a new 'pop-up pantry' within an existing CBO. It specializes in serving Korean and Chinese communities.
  - *1<sup>st</sup> Saturdays, 10 am – 12 pm*

### Jackson Heights/Elmhurst

- **Evangelical Church Christ is the Light** is an existing pantry. Collaborative investments helped it to double food distribution, convert to client choice, and pilot Plentiful.
  - *Fridays, 9 am- 11 am*
- **Salvation Army Queens Temple Corps** is a small pantry with soup kitchen that we transitioned to client choice and helped to increase the quantity of food distributed.
  - *Wednesdays, 9 – 10 am, or during non-distribution times since they have full-time staff*

### Borough Park

- **Masbia of Boro Park** is part of the Masbia network, which serves Jewish and non-Jewish clients. Collaborative investments funded the renovation for an expanded new site that houses both a client choice pantry and soup kitchen.
  - *Thursdays, 8 am – 12noon*
- **Goke** operates a very diverse pantry line in the Borough Park catchment area. Collaborative investments helped expand cold storage and distribution equipment, provide access to fresh produce from City Harvest, double the amount of food distributed, and launch Plentiful.
  - *1<sup>st</sup> & 3<sup>rd</sup> Tuesdays, 6:30 pm - 7:30 pm, and 2<sup>nd</sup> & 4<sup>th</sup> Saturdays 11 am – 2 pm*

### East New York

- **Christian Cultural Center** is a major existing pantry. Our investments bought new equipment and more food, to enable extended operating hours.
  - *Thursdays, 9 am – 2 pm*
- **Pink Houses Pop-up**, is a new pop-up pantry in a large public housing complex.

- *2<sup>nd</sup> & 4<sup>th</sup> Tuesdays, 10 am – 12 pm*

### **Other neighborhoods**

- **La Puerta Estrecha** in Inwood is a new pantry in a large church. They were an early Plentiful adopter and are committed to client service.
  - *Saturday, 10 am – 12 pm*
- **Nazareth Housing** in Grand Concourse is an existing pantry in a CBO that significantly increased food distributed, doubled service hours, and converted to client choice.
  - *Wednesdays, 8:30 – 10:30am*
- **Grant Street Settlement Pop-up pantry** in the Lower East Side is a new pop-up pantry that was started within an existing CBO
  - *2<sup>nd</sup> Mondays, 10 am – 12 pm*



# The Collaborative Story

**NEW YORK CITY**  
**Food Assistance Collaborative**

Interview with Nikita Stewart

Wed, Sep 6, 2017

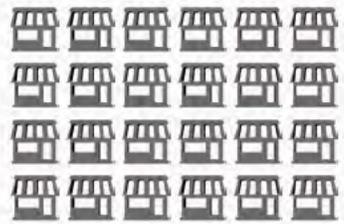


## The Collaborative was formed to tackle hunger in NYC

- Began three years ago (early 2015)
- Set ambitious goal to **increase equity and efficiency in charitable food distribution**
- Includes major players in hunger reduction in NYC
- Received seed funding from the Helmsley Charitable Trust

# The NYC charitable food system was unusually complex

**3** main suppliers



**900+**  
local agencies

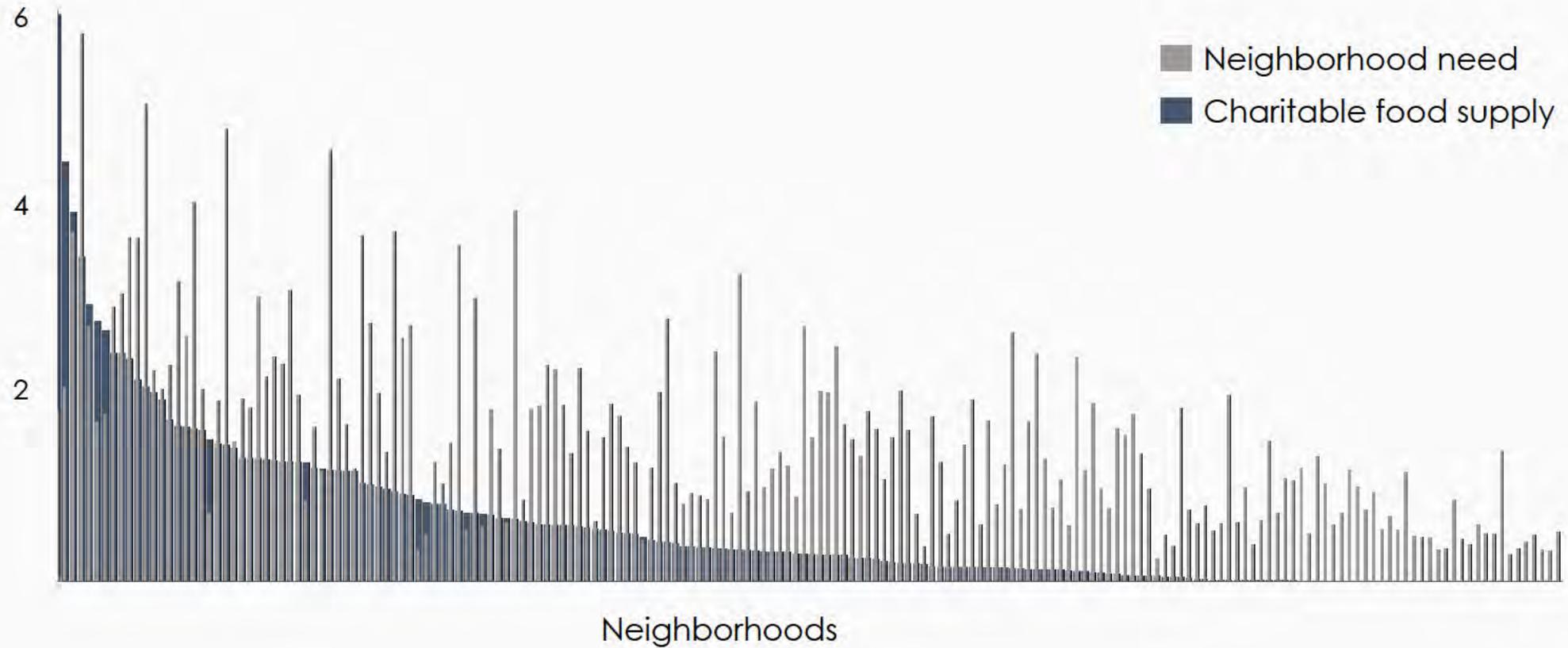
**~60%** of agencies  
receive food from  
multiple suppliers



- Most cities have one supplier, but NYC had three, with limited coordination
- Suppliers serving the same agencies had no insight into what others were supplying
- Each supplier had its own inspection process, with many redundancies

# Charitable food distribution was inequitable

2014 neighborhood food need vs. supply, \$ millions



# Previous measures only tracked need

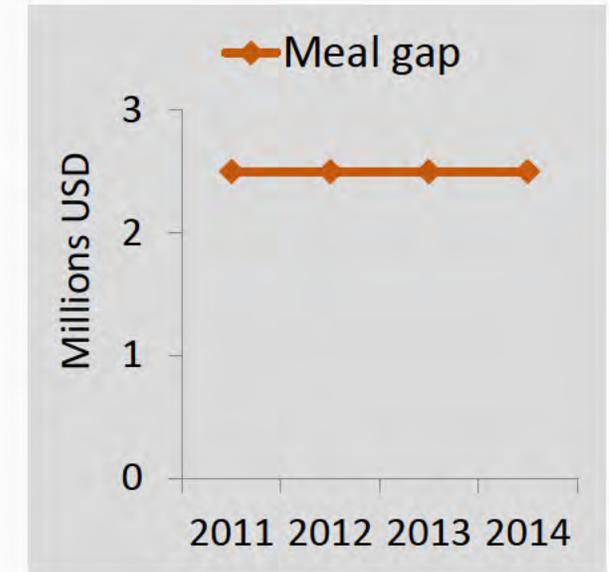
**Imagine a neighborhood** with a meal gap of \$2.5 million



**Local pantries and kitchens provide** over \$1 million in charitable food



**Yet, the measure of need remains high** and the major success is not evident



A vintage computer monitor and keyboard are visible on the left side of the slide. The monitor is a CRT type with a dark bezel and a light-colored frame. The keyboard is a full-sized, dark-colored keyboard with light-colored keys. The background is a soft, out-of-focus light color.

## And technology in the system was quite limited

- Multiple databases of overlapping information across organizations
- Pen and paper forms for pantry visits
- Paper sign-in sheets for clients at most pantries
- Unreliable, self-reported data on clients served at pantries

# The Collaborative has achieved five major goals



**Established a common metric and information-sharing system** to better match supply with need



**Strengthened pantry capacity** to distribute safe, nutritious food



**Increased food supply** to underserved areas



**Better served clients** through technology and coordination



**Raised money** for these improvements

We agreed on a “supply gap” to measure our success

**Meal gap**

(largely  
unaffected by  
charitable food  
programs)

-

**Supply**

(determined by  
charitable food  
programs)

=

**Supply gap**

(common  
metric of  
charitable  
food success)

# And selected 12 neighborhoods to address inequities

## Criteria for priority neighborhoods

**SG** High supply gaps



**Vulnerable populations** (e.g., undocumented immigrants)



Significant **SNAP cuts**



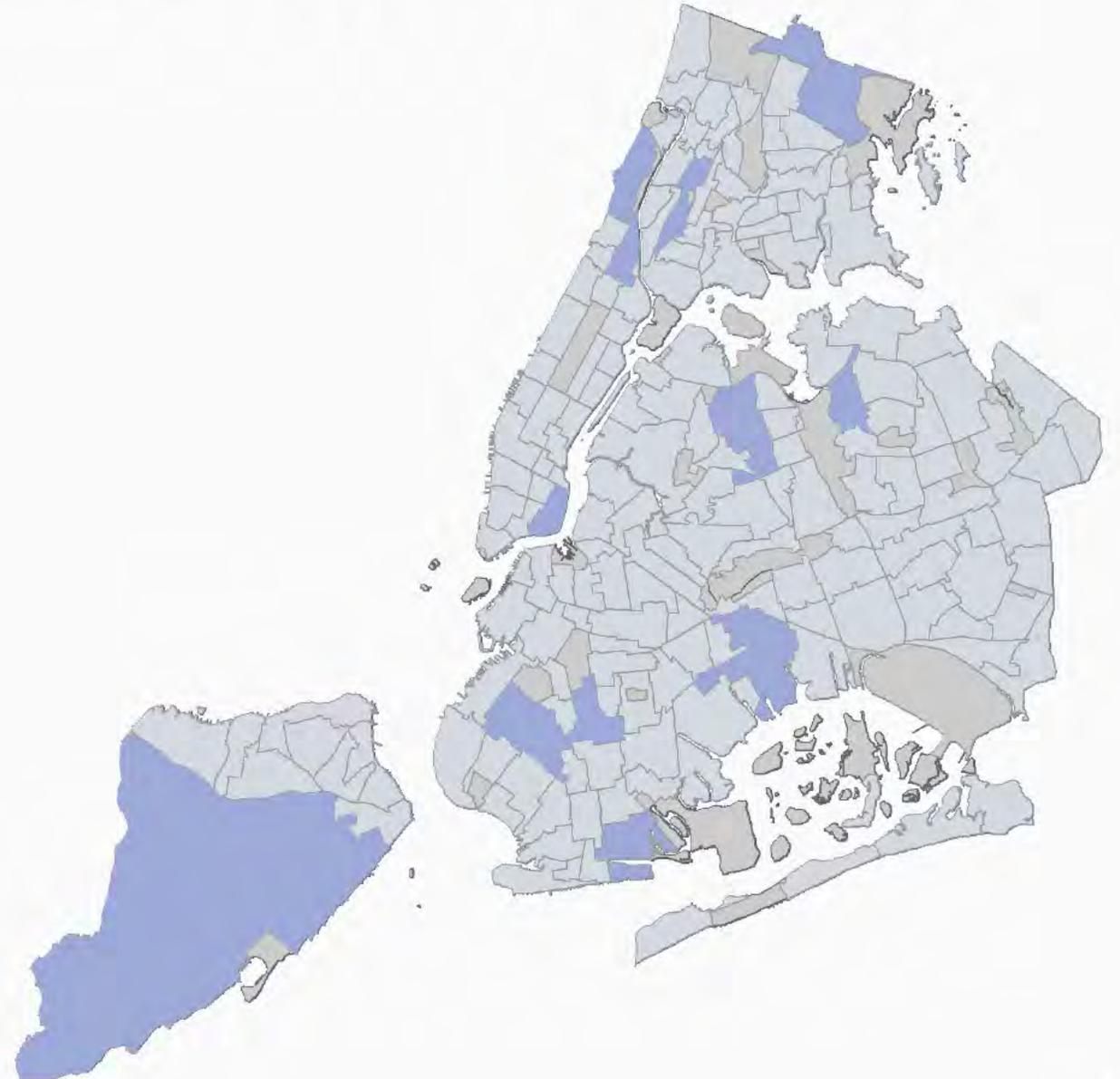
**Difficult access** to existing agencies



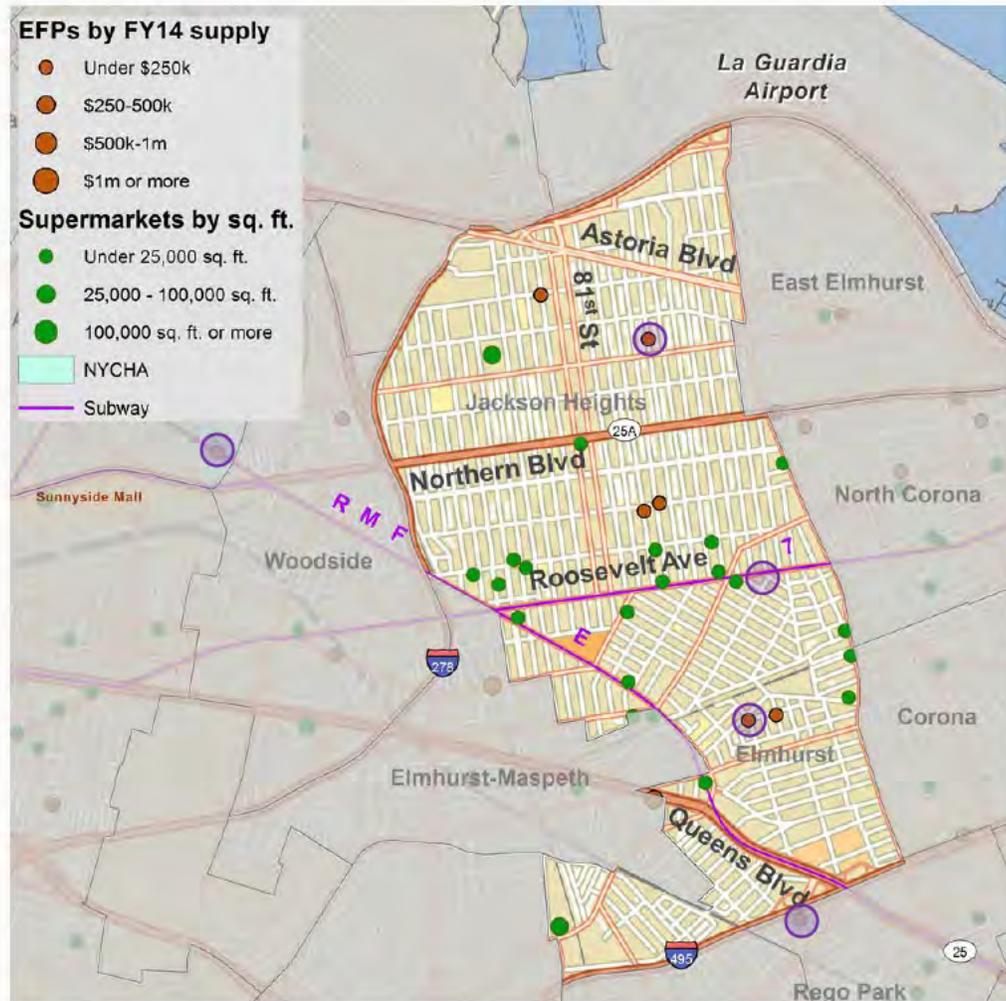
**Insufficient retail** availability of nutritious food



**Coverage** across the five boroughs



# We analyzed investment needs in each neighborhood



## Investments include:

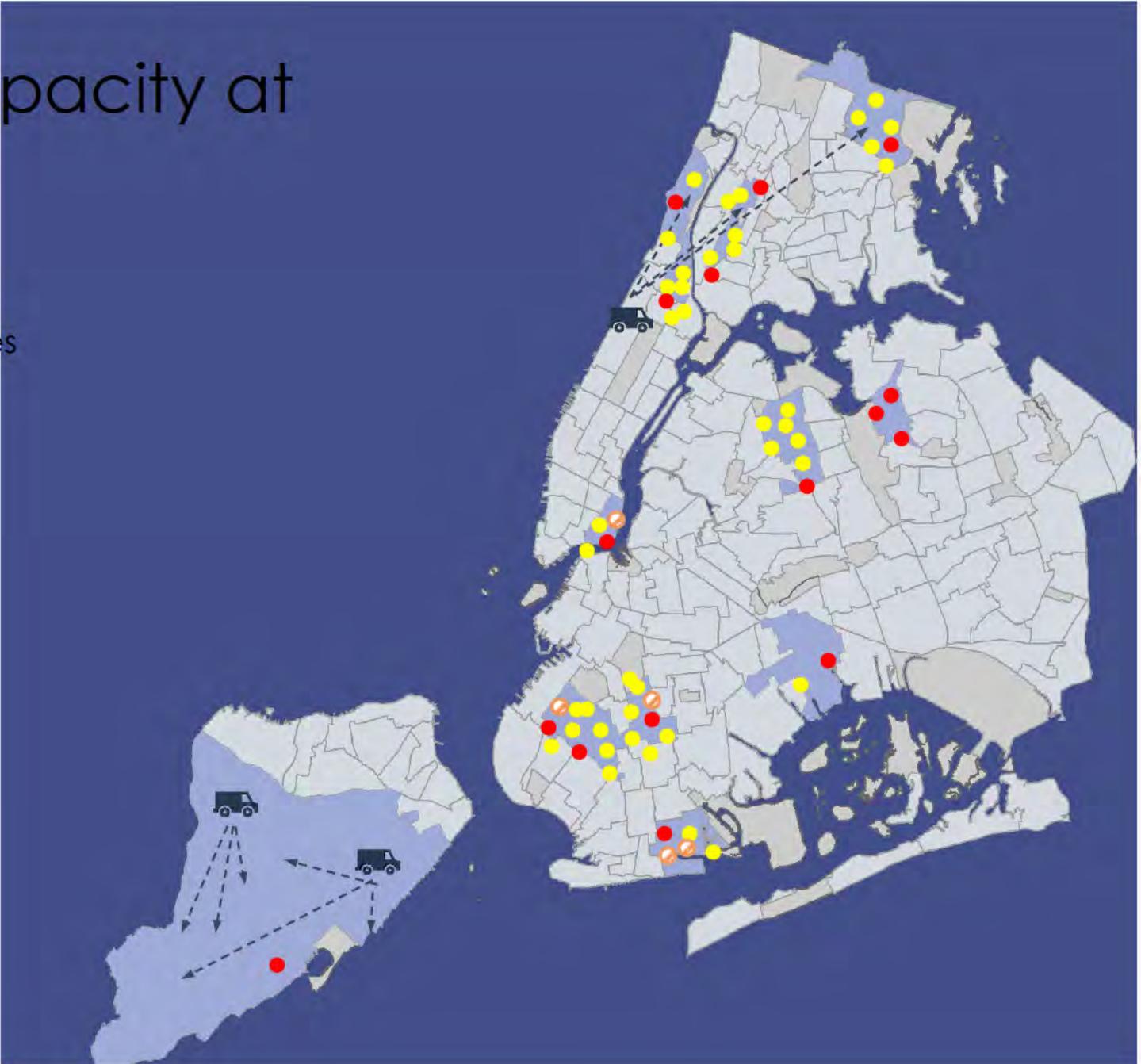
- Starting new pantries where there are none
- Upgrading storage, especially for fresh food
- Adding more distribution hours
- Using alternative distribution methods (e.g., mobile vehicles) for hard-to-reach areas

Map of all charitable food agencies and supermarkets in Jackson Heights-Elmhurst, one of our priority neighborhoods

○ Likely pantries for investment

# And are increasing capacity at 60+ pantries

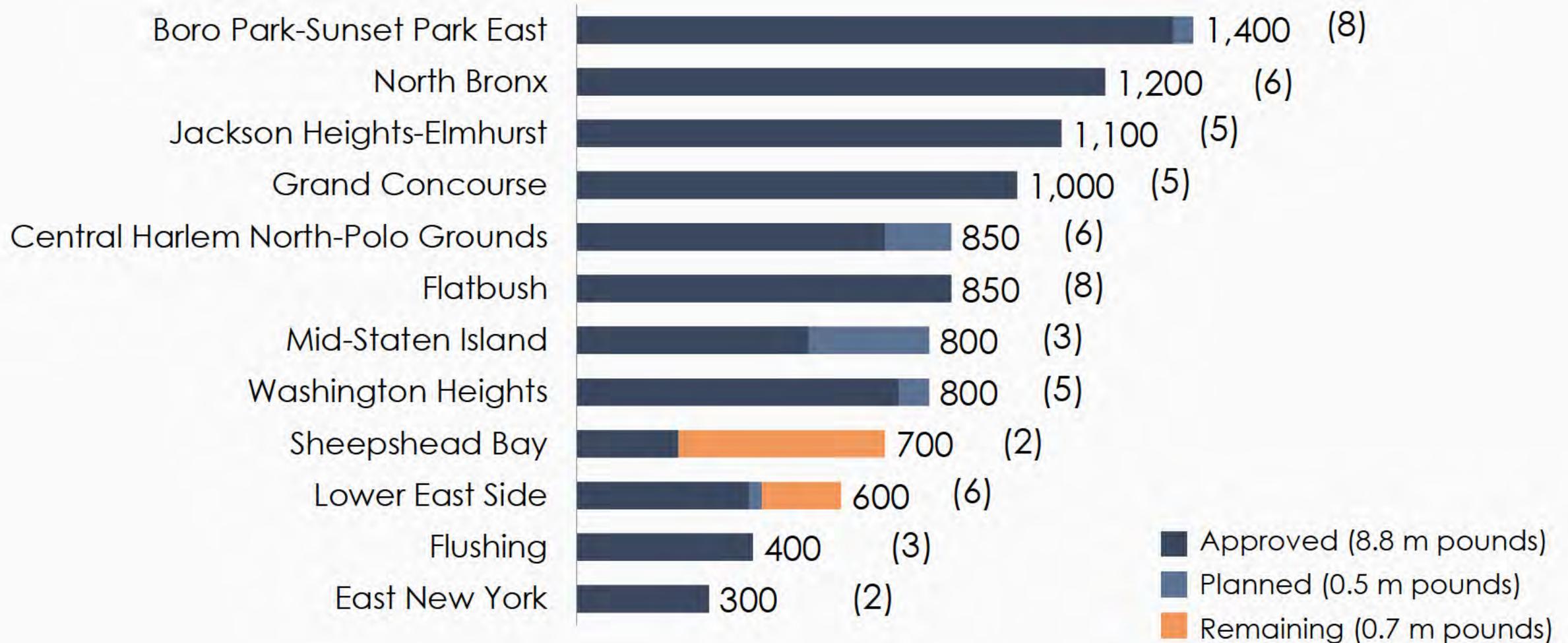
-  3 new mobile vehicles serving 45 sites
-  16 new pantries
-  40 expanded pantries
-  Additional investments TBD



Illustrative locations of new and expanded pantries

# We are also adding 10 million pounds of new food

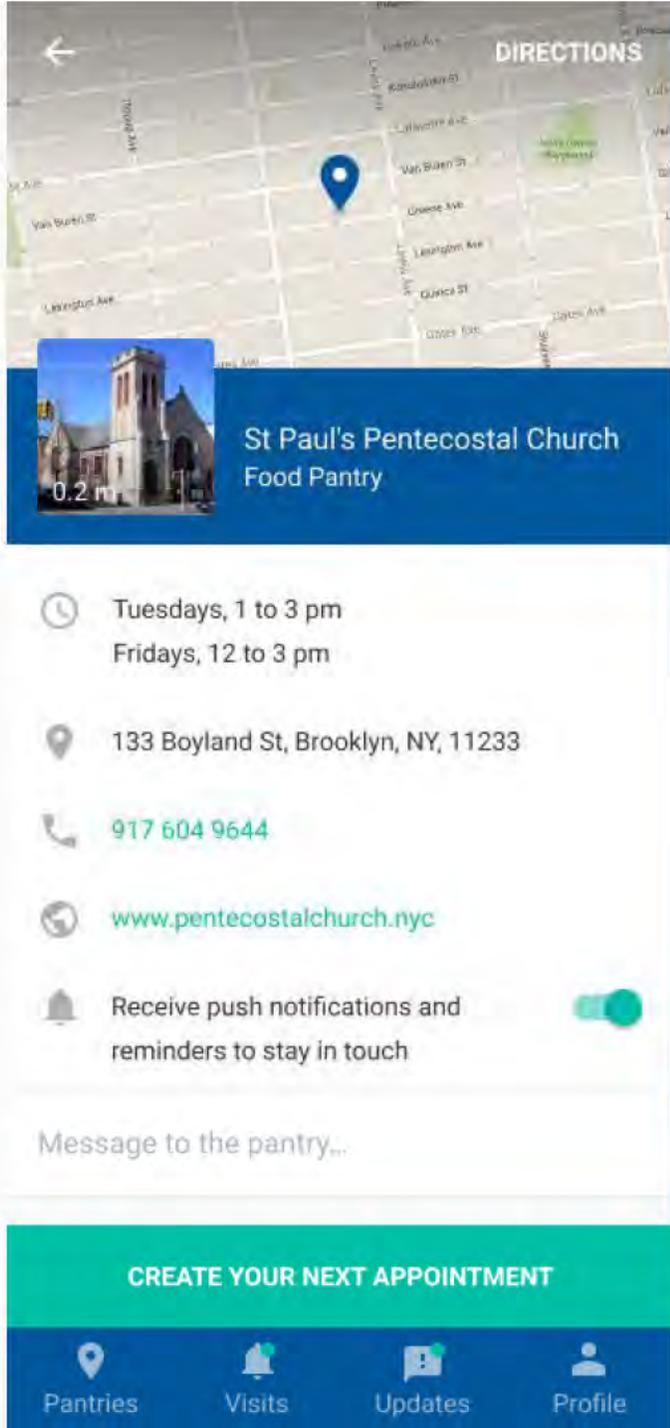
Thousands of pounds (number of EFPs)



# We enhanced FeedNYC.org to share crucial information

- More-detailed monthly information about food supply
- Shared reporting on system-wide metrics
- Shared profiles of each pantry





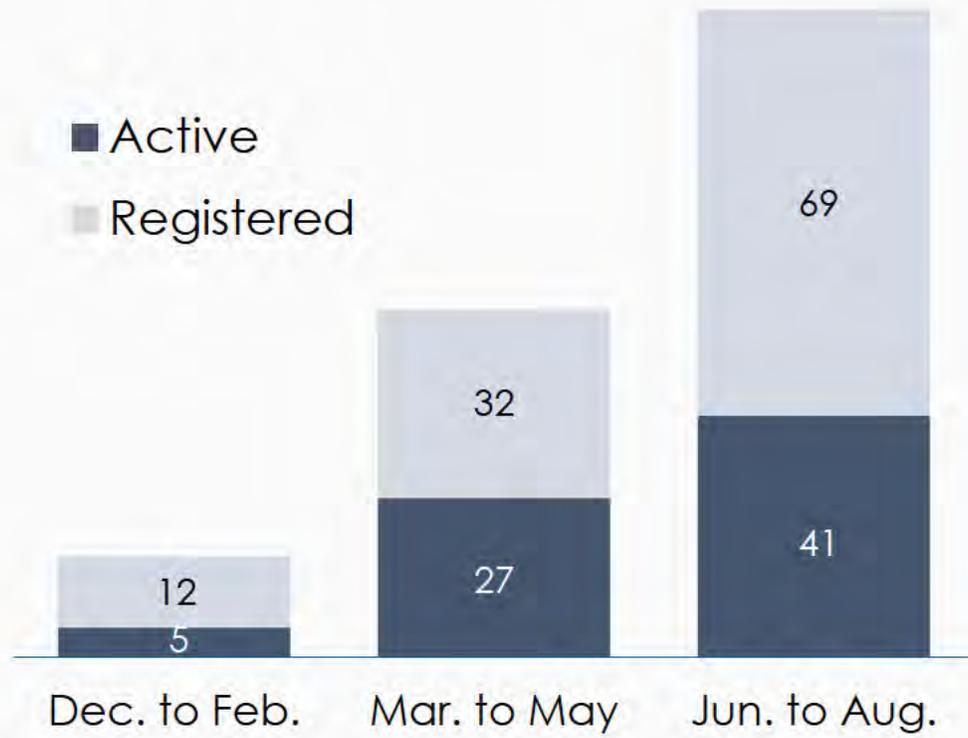
We also built Plentiful to improve client dignity

### Plentiful is simple mobile technology that:

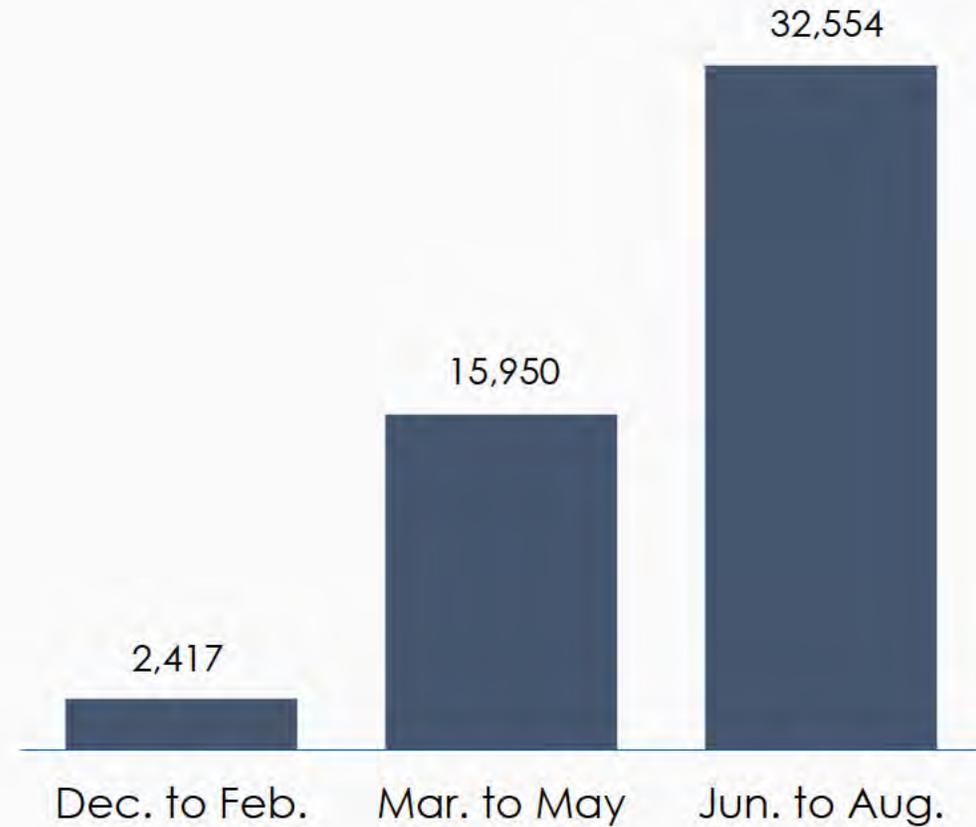
- Enables better customer service at pantries
- Improves the reliability of service statistics
- Enables a better understanding of client travel patterns

# Pantries have loved Plentiful, and we see rapid adoption

Registered and active pantries



Households served



# Finally, Helmsley's investments have catalyzed new spending

## One-time investments by Helmsley

100% = \$9.8m



## Ongoing resources catalyzed

Over \$15 million of new annual food commitments, including:

- Nearly \$8 million of high value EFAP food
- Over 6 million new pounds of fresh food from City Harvest
- \$1 million in flexible food funding from United Way

Countless other improvements for pantries and the New Yorkers they serve

# We are now building on success with four additional goals



- **Build capacity in six additional neighborhoods** to bring them to the city-wide average



- **Make the network more resilient** by providing intensive capacity building to high-potential programs



- **Enhance client service and dignity across the network** by improving language access and gathering client feedback



- **Set the Collaborative up for ongoing success** through ongoing coordination and effective implementation roles

**From:** [Turk, Barbara](#)  
**To:** ["Neustadt, David"](#); [Bob Shaver](#); [Sheena Wright](#); [Suzette Hunte](#); ["Jilly Stephens"](#); [Jennifer McLean](#); [Jenique Jones](#); ["Stacey McCarthy"](#); [Maharaj, Lamaunda](#); [Bonilla, Grace \(HRA\)](#); [Clarke, Lewis H. \(HEALTH\)](#); [Ionescu, Simona F \(HEALTH\)](#); [Laura Fahey](#); [Tracy Perrizo](#); [Tietz, Daniel](#); [Philip, Marie](#)  
**Cc:** [Sam Greenberg](#); [Ivan Barkhorn](#); [Aaron Freedman](#); [Timothy Bradley](#)  
**Subject:** RE: Materials for Nikita Stewart interview  
**Date:** Tuesday, September 05, 2017 9:29:20 AM

---

I'll call you now.

---

**From:** Neustadt, David [<mailto:neustadtd@hra.nyc.gov>]  
**Sent:** Tuesday, September 05, 2017 9:26 AM  
**To:** Bob Shaver; Sheena Wright; Suzette Hunte; 'Jilly Stephens'; Jennifer McLean; Jenique Jones; 'Stacey McCarthy'; Turk, Barbara; Maharaj, Lamaunda; Bonilla, Grace (HRA); Clarke, Lewis H. (HEALTH); Ionescu, Simona F (HEALTH); Laura Fahey; Tracy Perrizo; Tietz, Daniel; Philip, Marie  
**Cc:** Sam Greenberg; Ivan Barkhorn; Aaron Freedman; Timothy Bradley  
**Subject:** RE: Materials for Nikita Stewart interview

Good morning. who can help me understand the excel table with the data please. need to do that asap so I can send. Thanks.

---

**From:** Bob Shaver [<mailto:bobshaver@redstonestrategy.com>]  
**Sent:** Monday, September 04, 2017 9:14 PM  
**To:** Sheena Wright; Suzette Hunte; 'Jilly Stephens'; Jennifer McLean; Jenique Jones; 'Stacey McCarthy'; Turk, Barbara; Maharaj, Lamaunda; Bonilla, Grace C; Clarke, Lewis H. (HEALTH); Ionescu, Simona F (HEALTH); Laura Fahey; Tracy Perrizo; Neustadt, David; Tietz, Daniel; Philip, Marie  
**Cc:** Sam Greenberg; Ivan Barkhorn; Aaron Freedman; Timothy Bradley  
**Subject:** Materials for Nikita Stewart interview

Dear colleagues,

Thanks to many of you for participating on Friday's call to prepare for our interview with Nikita Stewart. It was very useful to align around a strategy together.

Following that discussion, Redstone agreed to provide several items to ensure that we are coordinated heading into the meeting. To that end, I'm attaching:

- A brief memo that includes:
  - The basic three-part agenda that we plan to use with Nikita
  - The arc of the Collaborative story that we hope to convey
  - Talking points for anticipated questions, including which organization will respond to each question
  - Recommended pantries for Nikita to visit (Appendix A)
- A short PowerPoint presentation to use during the meeting
- An Excel table outlining the data we used to select the first 12 priority neighborhoods

David will share the recommended pantries (Appendix A) and Excel table with Nikita tomorrow (Tue) – thanks, David!

If you have any suggestions on the PowerPoint or talking points, please share those with me before

12noon ET tomorrow (Tue). I will try to circulate a final version of both by 2pm ET tomorrow, before I board a flight back to NYC.

I look forward to seeing you all on Wednesday at 9:30 at the Trust!

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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**From:** [Turk, Barbara](#)  
**To:** ["Neustadt, David"](#); [Bob Shaver](#); [Sheena Wright](#); [Suzette Hunte](#); ["Jilly Stephens"](#); [Jennifer McLean](#); [Jenique Jones](#); ["Stacey McCarthy"](#); [Maharaj, Lamaunda](#); [Bonilla, Grace \(HRA\)](#); [Clarke, Lewis H. \(HEALTH\)](#); [Ionescu, Simona F \(HEALTH\)](#); [Laura Fahey](#); [Tracy Perrizo](#); [Tietz, Daniel](#); [Philip, Marie](#)  
**Cc:** [Sam Greenberg](#); [Ivan Barkhorn](#); [Aaron Freedman](#); [Timothy Bradley](#)  
**Subject:** RE: Materials for Nikita Stewart interview  
**Date:** Tuesday, September 05, 2017 2:14:47 PM

---

David, I'm familiar with the backstory. Will call.

---

**From:** Neustadt, David [mailto:neustattd@hra.nyc.gov]  
**Sent:** Tuesday, September 05, 2017 2:07 PM  
**To:** Bob Shaver; Sheena Wright; Suzette Hunte; 'Jilly Stephens'; Jennifer McLean; Jenique Jones; 'Stacey McCarthy'; Turk, Barbara; Maharaj, Lamaunda; Bonilla, Grace (HRA); Clarke, Lewis H. (HEALTH); Ionescu, Simona F (HEALTH); Laura Fahey; Tracy Perrizo; Tietz, Daniel; Philip, Marie  
**Cc:** Sam Greenberg; Ivan Barkhorn; Aaron Freedman; Timothy Bradley  
**Subject:** RE: Materials for Nikita Stewart interview

Heads up. Nikita says she will be asking a completely unrelated question about the Daily News story about the Dept of Education sending bad chicken to homeless shelters.

Here is the story if you have not seen it:

[http://www.nydailynews.com/new-york/education/education-dept-donated-chicken-unfit-kids-homeless-article-1.3468767?utm\\_content=buffer17c6e&utm\\_medium=social&utm\\_source=twitter.com&utm\\_campaign=Gsmith+Twitter](http://www.nydailynews.com/new-york/education/education-dept-donated-chicken-unfit-kids-homeless-article-1.3468767?utm_content=buffer17c6e&utm_medium=social&utm_source=twitter.com&utm_campaign=Gsmith+Twitter)

from the story:

“Rather than toss the drumsticks, education officials told the distributors to give the chicken to the Food Bank for New York City and City Harvest.”

“Representatives from Somma Foods and City Harvest did not respond to requests for comment. A food bank official said his group did not have the chicken.”

---

**From:** Bob Shaver [mailto:bobshaver@redstonestrategy.com]  
**Sent:** Tuesday, September 05, 2017 10:39 AM  
**To:** Neustadt, David; Sheena Wright; Suzette Hunte; 'Jilly Stephens'; Jennifer McLean; Jenique Jones; 'Stacey McCarthy'; Turk, Barbara; Maharaj, Lamaunda; Bonilla, Grace C; Clarke, Lewis H. (HEALTH); Ionescu, Simona F (HEALTH); Laura Fahey; Tracy Perrizo; Tietz, Daniel; Philip, Marie  
**Cc:** Sam Greenberg; Ivan Barkhorn; Aaron Freedman; Timothy Bradley  
**Subject:** RE: Materials for Nikita Stewart interview

Thanks, David!

Excellent point. We'll work on a talking point in response to that question.

Best,

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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[www.redstonestrategy.com](http://www.redstonestrategy.com)

---

**From:** Neustadt, David [<mailto:neustadtd@hra.nyc.gov>]

**Sent:** Tuesday, September 5, 2017 10:36 AM

**To:** Bob Shaver <[bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com)>; Sheena Wright <[swright@uwnyc.org](mailto:swright@uwnyc.org)>; Suzette Hunte <[shunte@uwnyc.org](mailto:shunte@uwnyc.org)>; 'Jilly Stephens' <[jstephens@cityharvest.org](mailto:jstephens@cityharvest.org)>; Jennifer McLean <[jmclean@cityharvest.org](mailto:jmclean@cityharvest.org)>; Jenique Jones <[JJones@cityharvest.org](mailto:JJones@cityharvest.org)>; 'Stacey McCarthy' <[smccarthy@uwnyc.org](mailto:smccarthy@uwnyc.org)>; Turk, Barbara <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>; Maharaj, Lamaunda <[maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)>; Bonilla, Grace C <[bonillagr@hra.nyc.gov](mailto:bonillagr@hra.nyc.gov)>; Clarke, Lewis H. (HEALTH) <[lewis.clarke@health.ny.gov](mailto:lewis.clarke@health.ny.gov)>; Ionescu, Simona F (HEALTH) <[simona.ionescu@health.ny.gov](mailto:simona.ionescu@health.ny.gov)>; Laura Fahey <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; Tracy Perrizo <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>; Tietz, Daniel <[tietzd@hra.nyc.gov](mailto:tietzd@hra.nyc.gov)>; Philip, Marie <[philipm@hra.nyc.gov](mailto:philipm@hra.nyc.gov)>

**Cc:** Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>; Ivan Barkhorn <[ivanbarkhorn@redstonestrategy.com](mailto:ivanbarkhorn@redstonestrategy.com)>; Aaron Freedman <[Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com)>; Timothy Bradley <[Tim@berlinrosen.com](mailto:Tim@berlinrosen.com)>

**Subject:** RE: Materials for Nikita Stewart interview

Materials look excellent to me. fantastic job.

One question we will need to be able to discuss is how we selected the 12 priority areas since the data seems to indicate that we left off some very high need areas with low current supply.

---

**From:** Bob Shaver [<mailto:bobshaver@redstonestrategy.com>]

**Sent:** Monday, September 04, 2017 9:14 PM

**To:** Sheena Wright; Suzette Hunte; 'Jilly Stephens'; Jennifer McLean; Jenique Jones; 'Stacey McCarthy'; Turk, Barbara; Maharaj, Lamaunda; Bonilla, Grace C; Clarke, Lewis H. (HEALTH); Ionescu, Simona F (HEALTH); Laura Fahey; Tracy Perrizo; Neustadt, David; Tietz, Daniel; Philip, Marie

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203-535-2559 Direct | 303-606-7100 Main

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**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#); [Grace, Melissa](#)  
**Subject:** RE: cornell  
**Date:** Friday, September 08, 2017 5:01:54 PM  
**Attachments:** [Cornell Tech Ribbon-Cutting Press Release.docx](#)

---

Release attached.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, September 08, 2017 4:33 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>  
**Subject:** RE: cornell

Sure. Can buzz me at [REDACTED]

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, September 08, 2017 4:32 PM  
**To:** Norvell, Wiley; Grace, Melissa  
**Subject:** RE: cornell

Yes, do you have a minute to discuss?  
Will have latest release to you by EOD.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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**Sent:** Friday, September 08, 2017 4:29 PM

**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>  
**Subject:** RE: cornell

And is Cornell Tech working on any big picture story for day-of like NYT?

---

**From:** Norvell, Wiley  
**Sent:** Friday, September 08, 2017 4:20 PM  
**To:** 'Jeremy Soffin'; Grace, Melissa  
**Subject:** RE: cornell

Hey Jeremy,  
Got a paper release I can look at?  
-WN

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, September 05, 2017 12:53 PM  
**To:** Grace, Melissa  
**Cc:** Norvell, Wiley  
**Subject:** RE: cornell

Hey Wiley, let me know if you want to jump on phone. Thanks.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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**Sent:** Tuesday, September 05, 2017 12:46 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Cc:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Subject:** RE: cornell

Hi Jeremy, Cc'ing Wiley who is running this one.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, September 05, 2017 12:41 PM  
**To:** Grace, Melissa  
**Subject:** cornell

Hey Melissa, hope you had a good holiday.  
The Cornell dedication is coming up next week, please let me know if there's someone on your team

who is coordinating remarks, etc that we should be in touch with. Thanks!

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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**FOR IMMEDIATE RELEASE:** September 13, 2017

**Contact:** Lauren Tsuboyama or Kate Treen, 646-452-5637

**Photos:** Download photos via the Cornell Tech press kit[LINK]

## **Cornell Tech Campus Opens on Roosevelt Island, Marking Transformational Milestone for Tech in NYC**

*Cornell Tech is reinventing graduate research and education focused on digital technologies and their impact on individuals, society and the economy*

*Jacobs Technion-Cornell Institute at Cornell Tech is a new kind of global academic partnership on research, education and technology commercialization*

*Transformational new campus is the first ever built for the digital age, reimagining academic space and pioneering new standards in sustainability and energy efficiency*

NEW YORK CITY – Cornell Tech today celebrated the official opening of its campus on Roosevelt Island with a dedication event attended by New York Governor Andrew Cuomo, New York City Mayor Bill de Blasio, former mayor Mike Bloomberg, Cornell University President Martha Pollack, Technion President Peretz Lavie and Cornell Tech Dean Daniel Huttenlocher. Cornell Tech is the first campus ever built for the digital age, bringing together academia and industry to create pioneering leaders and transformational new research, products, companies and social ventures. Today marks the opening of the first phase of the Roosevelt Island campus, which features some of the most environmentally friendly and energy efficient buildings in the world.

In 2011, Cornell Tech was named the winner of Mayor Mike Bloomberg’s Administration’s visionary Applied Sciences Competition, designed with the goal of diversifying the economy and creating a national hub for tech. The City estimated the new campus would generate up to 8,000 permanent jobs, hundreds of spin-off companies and more than \$23 billion in economic activity over the next 30 years.

“Cornell Tech is the latest in Cornell University’s great impact on and history in New York,” said **Cornell University President Martha Pollack**. “We’re proud to share this historic milestone with our partners at the Technion. The new campus is a modern day land grant institution -- just like our founding in Ithaca -- and it is our strong commitment to give back to New York. At Cornell Tech, we have created a center for impact and innovation in New York City, spinning out our next great tech leaders, ideas, and the research that will drive change in the digital age.”

Quote from Peretz Lavie

Quote from Governor Cuomo

Quote from Mayor de Blasio

"Cornell Tech is an investment in the future of New York City — a future that belongs to the generations to come, and the students here will help build it. Technological innovation played a central role in New York City becoming a global economic capital – and it must continue to play a central role for New York to remain a global economic capital. The companies and innovations spawned by Cornell Tech graduates will generate jobs for people across the economic spectrum and help our city compete with tech centers around the world, from Silicon Valley to Seoul," said **Mike Bloomberg**.

"I'm thrilled that the Cornell Tech campus is finally opening on Roosevelt Island," said **Congresswoman Carolyn B. Maloney**. "With its proximity to Manhattan and to industrial space in Western Queens, Roosevelt Island is the perfect setting for an educational institution, which is why I worked hard to ensure that it was selected when the City was considering locations for the new applied science campus. Cornell Tech will help us diversify our economic base and bring jobs through new startups. A New York school generates New York businesses and employs New Yorkers. As students are welcomed to the new campus, we know this is just the beginning – and that the future for this institution will be bright."

"As our world becomes more tech centered, the Cornell Tech campus will allow New York City to be at the heart of the innovation, leadership -- and most importantly, jobs -- in this space. This campus will bring academics, research and business together and educate the bright minds of our future. I look forward to seeing all that Cornell Tech has to offer our City, and to working with Cornell Tech to ensure that New Yorkers from every corner of our City benefit from this world-class institution," said **Public Advocate Letitia James**.

### **Academic Program & Research**

Cornell Tech started up in a temporary space generously provided by Google and has already graduated more than 300 masters and doctoral students, with most entering the New York City tech sector after graduation by joining local companies or starting their own. Masters students across all programs -- computer science, law, business, electrical engineering, operations research, connective media and health tech -- spend time learning and working collaboratively together in a Studio curriculum with extensive engagement with the tech industry. The projects students pursue in the Studio encourage them to practice entrepreneurship, product design, tech and public policy, management and other skills, helping them graduate with tangible, marketable experience and a portfolio of completed work that will help launch their career.

Cornell Tech's 30-member faculty has launched cutting-edge research groups in the areas of Human-Computer Interaction and Social Computing, Security and Privacy, Artificial Intelligence, Data and Modeling, and Business, Law and Policy. All of the faculty have a focus on applied research and having a real world impact.

“We are entering a new era for tech in New York, and the Cornell Tech campus is at the heart of it. Cornell Tech was given the rare opportunity to create a campus and academic program from scratch. The opening of our new campus brings together academic disciplines critical to the digital transformation of society and the economy, together with companies, early stage investors, and government to spark innovation and help improve lives of people throughout the City, country and world,” said **Cornell Tech Dean Daniel Huttenlocher**.

Quote from Bob Harrison

The Jacobs Technion-Cornell Institute at Cornell Tech is a unique academic partnership of two leading global universities, the Technion Israel Institute of Technology and Cornell. The Institute houses the Health Tech and Connective Media programs, where students receive dual degrees from Cornell and the Technion, and the Jacobs Runway Startup Postdoc program for recent tech PhDs. The Runway program has been responsible for about half of the more than 30 companies that have spun out of Cornell Tech campus with more than \$20 million in funds raised and employing more than 100 people.

Quote from Ron Brachman

### **Campus**

Cornell Tech’s mission of collaboration and innovation is reflected in the physical design of its Roosevelt Island campus. It is a new type of urban campus that provides space to think, but is also integrated—in both mission and design—with the city. The campus master plan was designed by Skidmore, Owings & Merrill and includes a number of innovative features and facilities across a river-to-river campus with expansive views, a series of green, public spaces and a seamless integration of indoor and outdoor areas. The campus has some of the most environmentally friendly and energy efficient buildings in the world.

Quote from SOM

The first phase of the campus includes:

**The Emma and Georgina Bloomberg Center** is the first academic building on campus. Cornell University received a \$100 million gift from Bloomberg Philanthropies in 2014 for the building. Designed by Pritzker Prize-winning architect Thom Mayne of Morphosis Architects, the building is a departure from traditional academic facilities with an open plan and extensive collaborative as well as private work spaces, adapting open plan offices from the tech world to the academic arena. Cornell is aspiring for the building to be among the largest net-zero energy buildings in the United States, with all of its power generated on campus. Art is a key component of The Bloomberg Center, with newly commissioned works throughout the building by artists Alison Elizabeth Taylor, Michael Riedel, Matthew Ritchie and Matthew Day Jackson. The building also features a ground-floor cafe and a custom room that houses a Works Projects Administration (WPA) Federal Art Project mural by Ilya Bolotowsky, from the decommissioned Goldwater Memorial Hospital previously on the Cornell Tech site which has been carefully restored.

Quote from Morphosis

**The Bridge**, designed by Weiss/Manfredi and developed by Forest City New York, is a first-of-its-kind building that houses an extraordinary mix of cutting-edge companies working alongside groundbreaking Cornell academic teams: from recent Cornell Tech graduates hustling to commercialize a new idea, to start-ups on the verge of explosive growth and established companies developing leading edge technologies and products. Tech and investment firm Two Sigma is opening a Collision Lab in the building where engineers from its R&D team will tackle difficult challenges away from the company's main campus and interact with innovative start-up companies backed by Two Sigma Ventures. Citigroup is taking space to engage with Cornell University students, faculty, researchers, startups and other companies and create closer ties between academia and industry. Ferrero International S.A., the Italian confectionary group and one of the world's largest manufacturers of chocolates, is taking space for its Open Innovation Science division to explore digital age innovation in the food industry.

"By bringing academia and industry together under one roof at The Bridge, we are driving innovation and economic growth for New York," said **MaryAnne Gilmartin, President and CEO of Forest City New York**. "The Bridge is welcoming an incredible mix of companies who want to work alongside some of the top tech talent New York City has to offer, and get a competitive advantage to bring their ideas and new products to market."

Quote from Weiss/Manfredi

**The House**, designed by Handel Architects and developed by The Hudson Companies and Related Companies, is the tallest and largest residential Passive House high-rise in the world. Passive House is the strict international building standard that drastically reduces energy consumption while creating a healthier and more comfortable living environment for a fraction of residents' usual energy costs. Cornell faculty, staff and students live at The House, giving the campus 24/7 activity.

"We are very excited to bring this first of its kind building to the New York City market. We have been humbled to be a part of this amazing campus, working with an incredible team of architects, engineers and contractors," said **David Kramer, President of The Hudson Companies**. "We hope that The House can serve as a model for other developments to continue to build big, build more sustainably and push the (super sealed) envelope."

Quote from Handel

Quote from Related

**Open space**, designed by James Corner Field Operations anchors the campus, fostering collaboration and innovation while simultaneously inviting the public into the campus. The campus is a river-to-river experience, engaging Roosevelt Island's esplanade and extraordinary water frontage maximizing views of Manhattan and Queens. The Tech Walk is a quarter-mile

long central spine creating a gateway to the campus and featuring a series of active and social spaces linked by pedestrian pathways. Throughout the campus, outdoor and indoor spaces are synergistically connected to allow people to move easily and comfortably in and out during the course of the day.

Quote from JCFO

Later this fall, Cornell Tech will begin construction on the Verizon Executive Education Center and Graduate Roosevelt Island Hotel, targeted for opening in 2019, providing a venue for academic conferences, executive programs and academic workshops.

When fully completed over the next few decades, the 12-acre campus will be home to more than 2,000 graduate students and hundreds of faculty and staff.

Quote from Verizon

### **Commitment to Community: Building a More Diverse and Inclusive Tech Talent Pipeline**

Cornell Tech is committed to having an impact beyond its campus, and to build and diversify New York City's tech talent pipeline so that more people can share in the rapid growth of the tech economy. Fulfilling its promise to New York City to spur K-12 tech education, the campus has partnered with more than a dozen local schools, including PS/IS 217 on Roosevelt Island, and is coordinating professional development opportunities for teachers to gain experience in incorporating tech thinking into their teaching. To date, Cornell Tech has impacted over 5,000 students and 350 teachers. Cornell Tech is also committed to building and diversifying the base of the technology talent in New York City. In partnership with CUNY and many tech companies in the city, Cornell Tech's Women in Technology and Entrepreneurship in New York (WiTNY) program provides the access, incentives and support needed for girls and women to succeed in the tech industry. To date, the curriculum has been implemented at more than a dozen CUNY campuses with 2,000 students impacted each year.

### **New York City Applied Sciences Competition**

Cornell Tech was founded when the partnership of Cornell University and the Technion were selected in December of 2011 as the winner of New York City's visionary Applied Sciences NYC initiative, created under Mayor Mike Bloomberg and Deputy Mayor Robert Steel. The Economic Development Corporation, then led by Executive Director Seth Pinsky, sought proposals for a university or partnership to develop and operate a new or expanded campus in the City in exchange for City capital, access to City-owned land and the full support and partnership of City government. Cornell Tech's proposal was selected ahead of submissions from 17 world-class institutions from around the globe. The Cornell Tech proposal was selected by the City as the first winner of the competition and was provided with land on Roosevelt Island and \$100 million in City capital to build the \$2 billion, 2 million square foot tech campus.

### **About Cornell Tech**

Cornell Tech brings together faculty, business leaders, tech entrepreneurs and students in a catalytic environment to produce visionary results grounded in significant needs that will reinvent the way we live in the digital age. The Jacobs Technion-Cornell Institute embodies the academic partnership between the Technion-Israel Institute of Technology and Cornell University on the Cornell Tech campus.

From 2012-2017, the campus was temporarily located in Google's New York City building. In fall 2017, 30 world-class faculty and about 300 graduate students moved to the first phase of Cornell Tech's permanent campus on Roosevelt Island, continuing to conduct groundbreaking research, collaborate extensively with tech-oriented companies and organizations and pursue their own startups. When fully completed, the campus will include two million square feet of state-of-the-art buildings, over two acres of open space, and will be home to more than 2,000 graduate students and hundreds of faculty and staff.

###

**From:** [Monica Klein](#)  
**To:** [Phil Walzak](#); [Rick Fromberg](#); [Lupo, Jon Paul](#); [Amelia Adams](#); [Mahen Gunaratna](#); [bdb](#); [Julia Savel](#)  
**Subject:** plan for Wed/ Malliotakis  
**Date:** Saturday, September 09, 2017 2:36:22 PM

---

**plan:** conference call + video hitting Malliotakis

**what we're saying:**

Mini Trump  
Ultra-right wing  
Hurts working families

**next steps:**

*video--*

Mahen/Dan pls send top hits to Phil - today  
Phil drafting script by Saturday COB (does that work?)  
Script finalized + sent to video folks Sunday AM  
First cut - Monday  
Finalize - Tuesday

*call--*

Amelia finds 3-4 Assembly members & other electeds - by end of weekend  
get TPs + Q&A to them, based on script - end of weekend

Work for everyone? Any concerns with timing? We'll be doing this Wed morning, and we have bdb doing radio + thanking vols Wed early afternoon

**From:** [Neustadt, David](#)  
**To:** [Turk, Barbara](#); [samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com); [bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com); [Tietz, Daniel](#); [Maharaj, Lamaunda](#); [shunte@uwnyc.org](mailto:shunte@uwnyc.org); [LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org); [jkirkendall@cityharvest.org](mailto:jkirkendall@cityharvest.org); [jmclean@cityharvest.org](mailto:jmclean@cityharvest.org); [TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org); [Philip, Marie](#); [MPope@uwnyc.org](mailto:MPope@uwnyc.org); [Capacityadvisor@uwnyc.org](mailto:Capacityadvisor@uwnyc.org); [ivanbarkhorn@redstonestrategy.com](mailto:ivanbarkhorn@redstonestrategy.com); [Bonilla, Grace \(HRA\)](#); [swright@uwnyc.org](mailto:swright@uwnyc.org); [jstephens@cityharvest.org](mailto:jstephens@cityharvest.org); [Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com); [simona.ionescu@health.ny.gov](mailto:simona.ionescu@health.ny.gov); [Tim@berlinrosen.com](mailto:Tim@berlinrosen.com); [Holm, Annette](#)  
**Subject:** Re: Fyi  
**Date:** Sunday, September 10, 2017 4:41:40 PM

---

Not surprisingly the story is being held because of the hurricane. When I get a publication date I will let you all know. Thanks for your help

Sent via HRA mobile device

----- Original message -----

**From:** "Neustadt, David" <[neustattd@hra.nyc.gov](mailto:neustattd@hra.nyc.gov)>  
**Date:** 9/9/17 12:58 PM (GMT-05:00)  
**To:** [BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov), [samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com), [bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com), "Tietz, Daniel" <[tietzd@hra.nyc.gov](mailto:tietzd@hra.nyc.gov)>, "Maharaj, Lamaunda" <[maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)>, [shunte@uwnyc.org](mailto:shunte@uwnyc.org), [LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org), [jkirkendall@cityharvest.org](mailto:jkirkendall@cityharvest.org), [jmclean@cityharvest.org](mailto:jmclean@cityharvest.org), [TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org), "Philip, Marie" <[philipm@hra.nyc.gov](mailto:philipm@hra.nyc.gov)>, [MPope@uwnyc.org](mailto:MPope@uwnyc.org), [Capacityadvisor@uwnyc.org](mailto:Capacityadvisor@uwnyc.org), [ivanbarkhorn@redstonestrategy.com](mailto:ivanbarkhorn@redstonestrategy.com), "Bonilla, Grace C" <[bonillagr@hra.nyc.gov](mailto:bonillagr@hra.nyc.gov)>, [swright@uwnyc.org](mailto:swright@uwnyc.org), [jstephens@cityharvest.org](mailto:jstephens@cityharvest.org), [Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com), [simona.ionescu@health.ny.gov](mailto:simona.ionescu@health.ny.gov), [Tim@berlinrosen.com](mailto:Tim@berlinrosen.com), "Holm, Annette" <[holma@hra.nyc.gov](mailto:holma@hra.nyc.gov)>  
**Subject:** Re: Fyi

What food bank told the New York Times that they were part of creating the plan and that one of the places that was discovered to have a gap is Hunts Point in the Bronx where they have their warehouse and they found that embarrassing and decided to focus on the neighborhood. They also said there are a lot of homeless people in shelter there who can not use pantries so they are setting up a kitchen in a church in the area.

Commissioner Banks pointed out to the reporter that most of the homeless clients in that area are in cluster Apartments where they would have their own kitchens. Like many other people receiving food stamps they may well run out of food and need to go to a pantry. But they would have a kitchen. Other than that he only had praise for food bank and its participation with the collaborative.

He also made clear that the city's ability to expand its own emergency food program is only possible because of the capacity expansion work done through the great public-private partnership the food assistance collaborative

Nikita says the story May run Monday which would mean it would be possibly online Sunday night

Sent via HRA mobile device

----- Original message -----

From: "Neustadt, David" <neustattd@hra.nyc.gov>

Date: 9/8/17 6:55 PM (GMT-05:00)

To: BTurk@cityhall.nyc.gov, samgreenberg@redstonestrategy.com, bobshaver@redstonestrategy.com, "Tietz, Daniel" <tietzd@hra.nyc.gov>, "Maharaj, Lamaunda" <maharajl@hra.nyc.gov>, shunte@uwnyc.org, LFahey@helmsleytrust.org, jkirkendall@cityharvest.org, jmclean@cityharvest.org, TPerrizo@helmsleytrust.org, "Philip, Marie" <philipm@hra.nyc.gov>, MPope@uwnyc.org, Capacityadvisor@uwnyc.org, ivanbarkhorn@redstonestrategy.com, "Bonilla, Grace C" <bonillagr@hra.nyc.gov>, swright@uwnyc.org, jstephens@cityharvest.org, Aaron.Freedman@berlinrosen.com, simona.ionescu@health.ny.gov, Tim@berlinrosen.com, "Holm, Annette" <holma@hra.nyc.gov>  
Subject: Fyi

Commissioner Banks will be talking briefly to Nikita Stewart Saturday morning. Nikita was scheduled to speak to the head of Food Bank and if necessary we want to be able to respond to anything said.

Other than that his goal is to talk about the importance of the collaborative along these lines:

People have been fighting hunger in New York City for years and now thanks to the New York City Food Assistance Collaborative, all the agencies involved, funders, providers and pantries, have a greater ability to respond efficiently and effectively to the need and to feed more New Yorkers.

I will report on this conversation. Nikita says she is planning to file Saturday.

Sent via HRA mobile device

Sent via HRA mobile device

**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [Jovana Rizzo](#)  
**Subject:** RE: cornell  
**Date:** Monday, September 11, 2017 9:22:38 AM

---

Yes, back to you shortly.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Monday, September 11, 2017 9:22 AM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: cornell

Can you shoot us contact info for these ones?

The Economist - Rosemarie Ward  
The Chronicle of Higher Education  
The Financial Times - Shannon Bond  
TechCrunch - Anthony Ha

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Monday, September 11, 2017 9:00 AM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: cornell

Can you send roster of reporters writing for Wednesday?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, September 08, 2017 5:00 PM  
**To:** Norvell, Wiley; Grace, Melissa  
**Subject:** RE: cornell

Release attached.

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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**Subject:** RE: cornell

Sure. Can buzz me at [REDACTED]

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**Sent:** Friday, September 08, 2017 4:32 PM

**To:** Norvell, Wiley; Grace, Melissa

**Subject:** RE: cornell

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**Jeremy Soffin**

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C. 917.860.9076

[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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@berlinrosen

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**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]

**Sent:** Friday, September 08, 2017 4:29 PM

**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>

**Subject:** RE: cornell

And is Cornell Tech working on any big picture story for day-of like NYT?

---

**From:** Norvell, Wiley

**Sent:** Friday, September 08, 2017 4:20 PM

**To:** 'Jeremy Soffin'; Grace, Melissa

**Subject:** RE: cornell

Hey Jeremy,  
Got a paper release I can look at?  
-WN

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, September 05, 2017 12:53 PM  
**To:** Grace, Melissa  
**Cc:** Norvell, Wiley  
**Subject:** RE: cornell

Hey Wiley, let me know if you want to jump on phone. Thanks.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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[@berlinrosen](https://twitter.com/berlinrosen)

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**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, September 05, 2017 12:46 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Cc:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Subject:** RE: cornell

Hi Jeremy, Cc'ing Wiley who is running this one.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, September 05, 2017 12:41 PM  
**To:** Grace, Melissa  
**Subject:** cornell

Hey Melissa, hope you had a good holiday.  
The Cornell dedication is coming up next week, please let me know if there's someone on your team who is coordinating remarks, etc that we should be in touch with. Thanks!

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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**From:** [Norvell, Wiley](#)  
**To:** ["Jeremy Soffin"](#); [Jovana Rizzo](#)  
**Subject:** RE: cornell  
**Date:** Monday, September 11, 2017 10:02:56 AM

---

gotcha

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, September 11, 2017 10:02 AM  
**To:** Norvell, Wiley; Jovana Rizzo  
**Subject:** RE: cornell

Thanks, Wiley, just please do us a favor and note that the statement is for use in embargoed stories so no one thinks it's an excuse to run early.

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

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---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Monday, September 11, 2017 9:59 AM  
**To:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: cornell

Thanks guys. We'll get them all a statement this morning.

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Monday, September 11, 2017 9:56 AM  
**To:** Jeremy Soffin; Norvell, Wiley  
**Subject:** RE: cornell

The Economist - Rosemarie Ward - [rosemarieward@economist.com](mailto:rosemarieward@economist.com)

The Chronicle of Higher Education - Goldie Blumenstyk - [goldie@chronicle.com](mailto:goldie@chronicle.com)

The Financial Times - Shannon Bond - [shannon.bond@ft.com](mailto:shannon.bond@ft.com)

TechCrunch - Anthony Ha - [anthonyha@techcrunch.com](mailto:anthonyha@techcrunch.com)

**Jovana Rizzo**

O. 646.200.5329

C. 917.836.0618

[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)

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---

**From:** Jeremy Soffin  
**Sent:** Monday, September 11, 2017 9:22 AM  
**To:** Norvell, Wiley  
**Cc:** Jovana Rizzo  
**Subject:** RE: cornell

Yes, back to you shortly.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
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---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Monday, September 11, 2017 9:22 AM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: cornell

Can you shoot us contact info for these ones?

The Economist - Rosemarie Ward  
The Chronicle of Higher Education  
The Financial Times - Shannon Bond  
TechCrunch - Anthony Ha

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Monday, September 11, 2017 9:00 AM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: cornell

Can you send roster of reporters writing for Wednesday?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, September 08, 2017 5:00 PM  
**To:** Norvell, Wiley; Grace, Melissa  
**Subject:** RE: cornell

Release attached.

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

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---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]

**Sent:** Friday, September 08, 2017 4:33 PM

**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>

**Subject:** RE: cornell

Sure. Can buzz me at [REDACTED]

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]

**Sent:** Friday, September 08, 2017 4:32 PM

**To:** Norvell, Wiley; Grace, Melissa

**Subject:** RE: cornell

Yes, do you have a minute to discuss?

Will have latest release to you by EOD.

**Jeremy Soffin**

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---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]

**Sent:** Friday, September 08, 2017 4:29 PM

**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>

**Subject:** RE: cornell

And is Cornell Tech working on any big picture story for day-of like NYT?

---

**From:** Norvell, Wiley  
**Sent:** Friday, September 08, 2017 4:20 PM  
**To:** 'Jeremy Soffin'; Grace, Melissa  
**Subject:** RE: cornell

Hey Jeremy,  
Got a paper release I can look at?  
-WN

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, September 05, 2017 12:53 PM  
**To:** Grace, Melissa  
**Cc:** Norvell, Wiley  
**Subject:** RE: cornell

Hey Wiley, let me know if you want to jump on phone. Thanks.

**Jeremy Soffin**  
O. 646.200.5318  
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[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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[@berlinrosen](https://twitter.com/berlinrosen)

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, September 05, 2017 12:46 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Cc:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Subject:** RE: cornell

Hi Jeremy, Cc'ing Wiley who is running this one.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, September 05, 2017 12:41 PM  
**To:** Grace, Melissa  
**Subject:** cornell

Hey Melissa, hope you had a good holiday.  
The Cornell dedication is coming up next week, please let me know if there's someone on your team who is coordinating remarks, etc that we should be in touch with. Thanks!

**Jeremy Soffin**  
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**From:** [Jeremy Soffin](#)  
**To:** [Grace, Melissa](#)  
**Cc:** [Norvell, Wiley](#)  
**Subject:** Re: cornell  
**Date:** Monday, September 11, 2017 3:34:24 PM

---

On subway will call soon as off.

On Sep 11, 2017, at 3:29 PM, Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)> wrote:

Jeremy, calling you on the release. In meantime, Mayor Bill de Blasio quote:

“As we work to keep New York City a leader in the 21<sup>st</sup> Century economy, we celebrate the opening of the Cornell Tech campus and the opportunities it opens up for our city and our people. I am proud to welcome our newest leading educational institution, which will become a tremendous catalyst for our tech sector. We won’t stop here. Though Computer Science for All, the Tech Talent Pipeline and the new Union Square Tech Hub, we are building on the progress Mayor Bloomberg set in motion, and helping more New Yorkers become a part of this extraordinary success story.”

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, September 08, 2017 5:00 PM  
**To:** Norvell, Wiley; Grace, Melissa  
**Subject:** RE: cornell

Release attached.

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C. 917.860.9076  
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**Subject:** RE: cornell

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**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Cc:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
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**To:** Grace, Melissa  
**Subject:** cornell

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**From:** [Turk, Barbara](#)  
**To:** "Neustadt, David"; [Hannah Lupien](#); [samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com); [bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com); [Tietz, Daniel](#); [Maharaj, Lamaunda](#); [Suzette Hunte](#); [LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org); [jkirkendall@cityharvest.org](mailto:jkirkendall@cityharvest.org); [jmclean@cityharvest.org](mailto:jmclean@cityharvest.org); [TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org); [Philip, Marie](#); [Melina Pope](#); [ivanbarkhorn@redstonestrategy.com](mailto:ivanbarkhorn@redstonestrategy.com); [Bonilla, Grace \(HRA\)](#); [Sheena Wright](#); [jstephens@cityharvest.org](mailto:jstephens@cityharvest.org); [Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com); [simona.ionescu@health.ny.gov](mailto:simona.ionescu@health.ny.gov); [Tim@berlinrosen.com](mailto:Tim@berlinrosen.com); [Holm, Annette](#); [Jenique Jones](#)  
**Subject:** RE: Story is up  
**Date:** Tuesday, September 12, 2017 11:59:12 AM  
**Attachments:** [image001.png](#)

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Link to the story appears in today's NYN Media.



Mostly sunny in New York City, morning fog and then sunny in Albany and sunny in Buffalo.  
New York City, high 83; Albany, high 82; Buffalo, high 78.

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***Editor's Note: This week, NYN Media is presenting its third annual Nonprofit MarkCon.***

*Learn about marketing, brand building, and increasing awareness online and offline for your nonprofit. This full day conference will bring together marketing and communications executives from nonprofits across New York. Join us on Sept. 14 at the Museum of Jewish Heritage. [Learn more here.](#)*

**TOP NEWS:**

- \* New York City's three biggest providers of emergency food - United Way of New York City, City Harvest and Food Bank For New York City - have reorganized in an effort to feed underserved communities and get ethnic ingredients to specific neighborhoods, [the New York Times reports](#).
- \* Online giving through Network for Good rose 81 percent over July and 73 percent over August of last year and the number of donors more than doubled, [the Chronicle of Philanthropy writes](#).
- \* New York's top education policymakers approved a major plan that could reshape the way the state evaluates schools, intervenes in those that are struggling, and several other key education policies, [Chalkbeat writes](#).
- \* Allison Sesso, executive director of the Human Services Council of New York City, [joined the Risk Alternatives](#) podcast to talk about New York City's nonprofit landscape, the importance of nonprofit risk management and collective advocacy by the nonprofit sector.
- \* New data shows that, just like in the private sector, female CEOs at nonprofits are still being paid far less than men in the same roles despite the attention that the problem of the wage gap has received, [Fast Company writes](#).
- \* U.S. Immigration and Customs Enforcement resumed raids in Saratoga Springs arresting eight men from Mexico whom the federal agency says are violating immigration laws, [the Times Union writes](#).
- \* Dreamers make up a significant portion of Brooklyn's economic and social fabric, which contributes to the sense of alarm about Trump's announcement and the mobilization to

oppose it, [The Bridge writes](#).

\* [GQ Magazine profiles Career Gear](#), an established nonprofit that will, among other things, help get former inmates into a suit for that interview.

\* Albany County lawmakers on Monday passed a law that will ensure that LGBT veterans who were discharged under the federal government's Don't Ask Don't Tell policy will receive county-level veterans benefits, [the Times Union reports](#).

#### **FOCUS ON HEALTH CARE:**

\* Like “repeal and replace,” “single-payer” is a broadly popular slogan that papers over intraparty disagreements and wrenching policy choices, [the New York Times reports](#).

\* The Disproportionate Share Hospital cuts the industry has feared for years are scheduled to begin taking effect in less than three weeks, creating a tough choice for the Cuomo administration, which may have to decide how to apportion a much smaller pot of money, [Politico New York writes](#).

\*\*\*\*\*

#### **KPIs and Dashboards – A Nonprofit Gamechanger**

Visibility and transparency are paramount to your nonprofits’ success. Everyone from program managers to board members need insight into different aspects of financial data to make the right decisions. Choosing the right KPIs and dashboards can be game-changing.

[Download this free guide to nonprofit dashboards today](#).

For over 25 years, JMT has been helping nonprofits achieve sustainability and mission effectiveness. [Learn more about JMT Consulting](#).

#### **Senior Leaders Program for Nonprofit Professionals**

Over 20 days, the [Senior Leaders Program for Nonprofit Professionals](#) at Columbia Business School Executive Education teaches senior-level nonprofit professionals strategic management and leadership skills and cutting-edge business knowledge to help them develop actionable plans for their organizations.

\*\*\*\*\*

#### **TRUMP ADMINISTRATION:**

\* One message that came through loud and clear is that DACA recipients are not abandoning their parents in exchange for U.S. citizenship, [Nonprofit Quarterly writes](#).

\* Congress has not only rejected the president’s proposed cuts to the National Institutes of Health, lawmakers from both parties have joined forces to increase spending on biomedical research and have bragged about it, [the New York Times writes](#).

#### **IN DEPTH:**

\* Rob Sanft, who has led the New York City Department of Education Office of Student Enrollment for the last seven years, is stepping down and his replacement will be responsible for helping Mayor Bill de Blasio’s education department implement a plan to boost school diversity, [Chalkbeat writes](#).

\* Allowing students to report their own standardized-test scores could ease some of the financial burden of the process, [The Atlantic writes](#).

\*\*\*\*\*

**Cornell in NYC. Imagining Tomorrow, Impacting Today.** For more than a century, Cornell University has profoundly impacted New York City, improving lives and enhancing the city’s diverse industries. This week’s opening of the Cornell Tech campus on Roosevelt Island continues our commitment to transformative impact across NYC. Imagination and impact

underpin Cornell's work; from pioneering life-saving medical research, to building tomorrow's tech companies, Cornell research and innovation drive NYC's future. [Read more.](#)

\*\*\*\*\*

#### **NONPROFITS IN THE NEWS:**

\* Rome, N.Y. wants to make a substantial amendment to how it will use almost 280,000 dollars of its federal Community Development Block Grant funding obtained for last year, [the Rome Sentinel writes.](#)

\* [The Staten Island Advance profiles](#) Favio Ramirez Caminatti, the executive director at El Centro Del Immigrante, a community based agency he joined in 2015.

\* Organizers are hoping to connect New York City, Washington, D.C., and Shanksville, Pennsylvania with a biking and walking trails, as well as quieter roadways, that cover 1,300 miles, [Newsworks reports.](#)

\* Joe Rappaport, executive director of the Brooklyn Center for Independence, a nonprofit for people with disabilities, called the design of subway leaning bars "incredibly unwelcoming," [the Daily News writes.](#)

#### **NYN BUZZ:**

\* The **New York State Health Foundation** has a broad mission to improve the health of all New Yorkers, especially the most vulnerable. NYSHealth's efforts are concentrated on specific priority and focus areas, but to ensure flexibility and responsiveness to other important health issues, the Special Projects Fund supports projects that are outside of those areas. All projects must have an impact on New Yorkers either at a local, regional, or statewide level. Special Projects Fund awards should be considered one-time, nonrenewable funding opportunities. NYSHealth issues two funding cycles for its Special Projects Fund through a request for proposals each year. See the [detailed 2018 Special Projects Fund RFP here.](#)

\* On Tuesday, Nov. 7, the **Elton John AIDS Foundation** will host its annual New York Fall Gala at the Cathedral of St. John the Divine in New York City. This year's gala commemorates the Foundation's 25th year and honors Founder Sir Elton John. President Bill Clinton, Governor Andrew M. Cuomo, Sharon Stone, and others will pay tribute to Elton John's achievements as a philanthropist and humanitarian. The legendary Aretha Franklin will be the special musical guest, along with performances by violinist Joshua Bell and Broadway's The Lion King, featuring Heather Headley. Neil Patrick Harris will host the event.

#### **CAREER MOVES:**

\* After a six-month executive search, the Board of Directors of **Providence House**, a nonprofit with nearly 40 years serving women and children in New York, has appointed Danielle Minelli Pagnotta, LMSW, to the role of Executive Director effective Sept. 11. Pagnotta joins Providence House following 12 years with the New York City Department of Homeless Services, most recently as Deputy Commissioner of Street Homeless Solutions. While at DHS she led a 85-member team to create and implement the Safe Haven housing model; increase transitional housing capacity by more than 1,200 units; and operate the street homeless program continuum more than 25 City-wide, performance-based programs.

\*\*\*\*\*

#### **[The Great Leaders Program \(Executive Certificate\)](#)**

Very few leaders are fully equipped to become the CEO of a nonprofit organization, regardless of their previous experience. [The Great Leaders Program](#), offered by the [Austin W. Marxe School of Public and International Affairs at Baruch College](#), is designed for career

nonprofit professionals who aspire to be CEOs. This executive certificate program – the first of its kind in the nation – was also developed for senior managers in government and business who seek to move to the nonprofit sector and lead charitable organizations.

[Learn more.](#)

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**POLITICAL BULLETIN BY CITY & STATE:**

\* From de Blasio’s margin of victory to the number of women in the New York City Council to the impact in Albany of state lawmakers fleeing for seats in local government, [City & State offers five things](#) to watch as the primary votes roll in tonight.

\* Bronx Assemblyman Mark Gjonaj, who is running for the City Council, accepted campaign donations from Martin Shkreli and another man indicted for money laundering in connection with drug trafficking and a scheme to smuggle AK-47s and a rocket launcher to Kosovo, [the New York Post writes](#).

\* Robert Nickol, who serves as counsel to state Sen. William Larkin, was arrested by the Albany Police Department on Monday on felony domestic violence charges, as well as weapons possession charges, [the Post writes](#).

\*\*\*\*\*

**One in seven New York City students will likely experience homelessness during elementary school**, according to a report by the Institute for Children, Poverty, and Homelessness. “The Atlas of Student Homelessness” profiles the City’s homeless student population, including where they live, where they go to school, and how they fare academically compared to their housed peers. [Download the report free here](#) and [join us on 9/28 for our launch event](#).

Accelerate your future at **Metropolitan College of New York**. Join us during Immediate Decision Days now through September 13 at our Bronx and Manhattan campuses. Bring your undergraduate or graduate program application and you’ll get an on-the-spot decision. Seats are filling up fast. Meet with an advisor about your financial aid and scholarship opportunities, available to those who qualify. [RSVP](#) here.

\*\*\*\*\*

**UPCOMING EVENTS:**

Sept. 13 -- [True Partnerships: Best Practices in Collaborations for Social Impact](#), A Conversation with the New York Women’s Foundation

Visit <http://go.cityandstatemedia.com/e/168882/events/23pwl2/93641103> to submit an event or view all community events.

**POINT OF INTEREST:** *“Thousands of people run out of food every month in New York City, where about 1.8 million people receive food stamps, but they would need more food donations without the federal help, advocates said,” [the New York Times](#).*

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**From:** Neustadt, David [<mailto:neustattd@hra.nyc.gov>]  
**Sent:** Tuesday, September 12, 2017 11:24 AM  
**To:** Hannah Lupien; Turk, Barbara; [samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com); [bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com); Tietz, Daniel; Maharaj, Lamaunda; Suzette Hunte; [LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org); [jkirkendall@cityharvest.org](mailto:jkirkendall@cityharvest.org); [jmclean@cityharvest.org](mailto:jmclean@cityharvest.org); [TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org); Philip, Marie; Melina Pope; [ivanbarkhorn@redstonestrategy.com](mailto:ivanbarkhorn@redstonestrategy.com); Bonilla, Grace (HRA); Sheena Wright; [jstephens@cityharvest.org](mailto:jstephens@cityharvest.org); [Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com); [simona.ionescu@health.ny.gov](mailto:simona.ionescu@health.ny.gov); [Tim@berlinrosen.com](mailto:Tim@berlinrosen.com); Holm, Annette; Jenique Jones  
**Subject:** RE: Story is up

I wonder if folks would like to do a debrief on this article and the next tasks.

This story clearly had some positives and some very major disappointments.

I am considering giving the reporter some feedback and would be interested to hear what others think.

More important is how we can use this article to get more press.

Our list of tasks included getting a story about Helmsley in the press that covers foundations which I believe Berlin Rosen was going to handle.

and getting stories in local and ethnic media about specific pantries which we were going to take the lead on, though happy for suggestions and help.

Also, a story about Plentiful. We should firm up the plan for that.

How about a 2 pm phone call?

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**From:** Hannah Lupien [<mailto:Capacityadvisor@uwnyc.org>]  
**Sent:** Tuesday, September 12, 2017 10:28 AM  
**To:** Neustadt, David; [BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov); [samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com); [bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com); Tietz, Daniel; Maharaj, Lamaunda; Suzette Hunte; [LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org); [jkirkendall@cityharvest.org](mailto:jkirkendall@cityharvest.org); [jmclean@cityharvest.org](mailto:jmclean@cityharvest.org); [TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org); Philip, Marie; Melina Pope; [ivanbarkhorn@redstonestrategy.com](mailto:ivanbarkhorn@redstonestrategy.com); Bonilla, Grace C; Sheena Wright; [jstephens@cityharvest.org](mailto:jstephens@cityharvest.org); [Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com); [simona.ionescu@health.ny.gov](mailto:simona.ionescu@health.ny.gov); [Tim@berlinrosen.com](mailto:Tim@berlinrosen.com); Holm, Annette; Jenique Jones

**Subject:** Re: Story is up

Thank you so much for all of your work in making this article happen!

An updated link: <https://www.nytimes.com/2017/09/11/nyregion/new-york-food-pantries.html>

---

[Adding Pantries and Spice to New York's Hungry Neighborhoods](#)



[www.nytimes.com](http://www.nytimes.com)

Food providers are changing the way pantries are operated in the city to better serve more than 1 million people who need emergency food.

---

---

**From:** Neustadt, David <[neustadtd@hra.nyc.gov](mailto:neustadtd@hra.nyc.gov)>

**Sent:** Monday, September 11, 2017 7:58:52 PM

**To:** [BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov); [samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com); [bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com); Tietz, Daniel; Maharaj, Lamaunda; Suzette Hunte; [LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org); [jkirkendall@cityharvest.org](mailto:jkirkendall@cityharvest.org); [jmclean@cityharvest.org](mailto:jmclean@cityharvest.org); [TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org); Philip, Marie; Melina Pope; Hannah Lupien; [ivanbarkhorn@redstonestrategy.com](mailto:ivanbarkhorn@redstonestrategy.com); Bonilla, Grace C; Sheena Wright; [jstephens@cityharvest.org](mailto:jstephens@cityharvest.org); [Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com); [simona.ionescu@health.ny.gov](mailto:simona.ionescu@health.ny.gov); [Tim@berlinrosen.com](mailto:Tim@berlinrosen.com); Holm, Annette

**Subject:** Story is up

Adding Pantries and Spice to New York's Hungry Neighborhoods <https://nyti.ms/2eSyL8C>

Sent via HRA mobile device

----- Original message -----

From: "Neustadt, David" <[neustadtd@hra.nyc.gov](mailto:neustadtd@hra.nyc.gov)>

Date: 9/10/17 4:40 PM (GMT-05:00)

To: [BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov), [samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com), [bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com), "Tietz, Daniel" <[tietzd@hra.nyc.gov](mailto:tietzd@hra.nyc.gov)>, "Maharaj, Lamaunda" <[maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)>, [shunte@uwnyc.org](mailto:shunte@uwnyc.org), [LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org), [jkirkendall@cityharvest.org](mailto:jkirkendall@cityharvest.org), [jmclean@cityharvest.org](mailto:jmclean@cityharvest.org), [TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org), "Philip, Marie" <[philipm@hra.nyc.gov](mailto:philipm@hra.nyc.gov)>, [MPope@uwnyc.org](mailto:MPope@uwnyc.org), [Capacityadvisor@uwnyc.org](mailto:Capacityadvisor@uwnyc.org),

[ivanbarkhorn@redstonestrategy.com](mailto:ivanbarkhorn@redstonestrategy.com), "Bonilla, Grace C" <[bonillagr@hra.nyc.gov](mailto:bonillagr@hra.nyc.gov)>, [swright@uwnyc.org](mailto:swright@uwnyc.org), [jstephens@cityharvest.org](mailto:jstephens@cityharvest.org), [Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com), [simona.ionescu@health.ny.gov](mailto:simona.ionescu@health.ny.gov), [Tim@berlinrosen.com](mailto:Tim@berlinrosen.com), "Holm, Annette" <[holma@hra.nyc.gov](mailto:holma@hra.nyc.gov)>

Subject: Re: Fyi

Not surprisingly the story is being held because of the hurricane. When I get a publication date I will let you all know. Thanks for your help

Sent via HRA mobile device

----- Original message -----

From: "Neustadt, David" <[neustadtd@hra.nyc.gov](mailto:neustadtd@hra.nyc.gov)>

Date: 9/9/17 12:58 PM (GMT-05:00)

To: [BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov), [samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com), [bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com), "Tietz, Daniel" <[tietzd@hra.nyc.gov](mailto:tietzd@hra.nyc.gov)>, "Maharaj, Lamaunda" <[maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)>, [shunte@uwnyc.org](mailto:shunte@uwnyc.org), [LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org), [jkirkendall@cityharvest.org](mailto:jkirkendall@cityharvest.org), [jmclean@cityharvest.org](mailto:jmclean@cityharvest.org), [TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org), "Philip, Marie" <[philipm@hra.nyc.gov](mailto:philipm@hra.nyc.gov)>, [MPope@uwnyc.org](mailto:MPope@uwnyc.org), [Capacityadvisor@uwnyc.org](mailto:Capacityadvisor@uwnyc.org), [ivanbarkhorn@redstonestrategy.com](mailto:ivanbarkhorn@redstonestrategy.com), "Bonilla, Grace C" <[bonillagr@hra.nyc.gov](mailto:bonillagr@hra.nyc.gov)>, [swright@uwnyc.org](mailto:swright@uwnyc.org), [jstephens@cityharvest.org](mailto:jstephens@cityharvest.org), [Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com), [simona.ionescu@health.ny.gov](mailto:simona.ionescu@health.ny.gov), [Tim@berlinrosen.com](mailto:Tim@berlinrosen.com), "Holm, Annette" <[holma@hra.nyc.gov](mailto:holma@hra.nyc.gov)>

Subject: Re: Fyi

What food bank told the New York Times that they were part of creating the plan and that one of the places that was discovered to have a gap is Hunts Point in the Bronx where they have their warehouse and they found that embarrassing and decided to focus on the neighborhood. They also said there are a lot of homeless people in shelter there who can not use pantries so they are setting up a kitchen in a church in the area.

Commissioner Banks pointed out to the reporter that most of the homeless clients in that area are in cluster Apartments where they would have their own kitchens. Like many other people receiving food stamps they may well run out of food and need to go to a pantry. But they would have a kitchen. Other than that he only had praise for food bank and its participation with the collaborative.

He also made clear that the city's ability to expand its own emergency food program is only possible because of the capacity expansion work done through the great public-private partnership the food assistance collaborative

Nikita says the story May run Monday which would mean it would be possibly online Sunday night

Sent via HRA mobile device

----- Original message -----

From: "Neustadt, David" <[neustadtd@hra.nyc.gov](mailto:neustadtd@hra.nyc.gov)>

Date: 9/8/17 6:55 PM (GMT-05:00)

To: [BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov), [samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com), [bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com), "Tietz, Daniel" <[tietzd@hra.nyc.gov](mailto:tietzd@hra.nyc.gov)>, "Maharaj, Lamaunda" <[maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)>, [shunte@uwnyc.org](mailto:shunte@uwnyc.org), [LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org), [jkirkendall@cityharvest.org](mailto:jkirkendall@cityharvest.org), [jmclean@cityharvest.org](mailto:jmclean@cityharvest.org), [TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org), "Philip, Marie" <[philipm@hra.nyc.gov](mailto:philipm@hra.nyc.gov)>, [MPope@uwnyc.org](mailto:MPope@uwnyc.org), [Capacityadvisor@uwnyc.org](mailto:Capacityadvisor@uwnyc.org), [ivanbarkhorn@redstonestrategy.com](mailto:ivanbarkhorn@redstonestrategy.com), "Bonilla, Grace C" <[bonillagr@hra.nyc.gov](mailto:bonillagr@hra.nyc.gov)>, [swright@uwnyc.org](mailto:swright@uwnyc.org), [jstephens@cityharvest.org](mailto:jstephens@cityharvest.org), [Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com), [simona.ionescu@health.ny.gov](mailto:simona.ionescu@health.ny.gov), [Tim@berlinrosen.com](mailto:Tim@berlinrosen.com), "Holm, Annette" <[holma@hra.nyc.gov](mailto:holma@hra.nyc.gov)>

Subject: Fyi

Commissioner Banks will be talking briefly to Nikita Stewart Saturday morning. Nikita was scheduled to speak to the head of Food Bank and if necessary we want to be able to respond to anything said.

Other than that his goal is to talk about the importance of the collaborative along these lines:

People have been fighting hunger in New York City for years and now thanks to the New York City Food Assistance Collaborative, all the agencies involved, funders, providers and pantries, have a greater ability to respond efficiently and effectively to the need and to feed more New Yorkers.

I will report on this conversation. Nikita says she is planning to file Saturday.

Sent via HRA mobile device

Sent via HRA mobile device

**From:** [Meyer, Jane](#)  
**To:** [Jovana Rizzo](#)  
**Cc:** [Jeremy Soffin](#)  
**Bcc:** [Meyer, Jane](#)  
**Subject:** Re: Cornell Tech - City Hall Press  
**Date:** Tuesday, September 12, 2017 3:44:40 PM

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Thanks so much! I'll be on site tomorrow around 9 AM. My cell is [REDACTED].

Sent from my iPhone

> On Sep 12, 2017, at 3:33 PM, Jovana Rizzo <jovana@berlinrosen.com> wrote:  
>  
> Hi Jane, just sent you the confirmation email we sent to press with arrival instructions. Thanks!  
>  
> Jovana Rizzo  
> O. 646.200.5329  
> C. 917.836.0618  
> jovana@berlinrosen.com  
>  
> berlinrosen  
> New York • Washington D.C. • Los Angeles  
> berlinrosen.com  
> @berlinrosen  
>  
>  
> \_\_\_\_\_  
> From: Jeremy Soffin  
> Sent: Tuesday, September 12, 2017 3:28 PM  
> To: Meyer, Jane  
> Cc: Jovana Rizzo  
> Subject: RE: Cornell Tech - City Hall Press  
>  
> Hi Jane (+Jovana).  
> Yes we will have a riser and mult.  
> I assume you won't have a van based on the below, so we'd ask folks to RSVP. Jovana can share the link and the directions.  
> What time do you expect to put out the mayor's schedule?  
> Thanks!!  
>  
> Best,  
>  
>  
>  
> Jeremy Soffin  
> O. 646.200.5318  
> C. 917.860.9076  
> jeremy@berlinrosen.com  
>  
> berlinrosen  
> New York • Washington D.C. • Los Angeles  
> berlinrosen.com  
> @berlinrosen  
>  
>  
>  
> -----Original Message-----  
> From: Meyer, Jane [<mailto:jmeyer2@cityhall.nyc.gov>]

> Sent: Tuesday, September 12, 2017 3:01 PM  
> To: Jeremy Soffin <jeremy@berlinrosen.com>  
> Subject: Cornell Tech - City Hall Press

>  
> Hi Jeremy -

>  
> My name is Jane and I handle press logistics for the Mayor. Robyn passed your info along to me. We are in the process of putting together the Mayor's public schedule and I was wondering if you had Arrival Instructions for press. Also, will there be a mult and press riser tomorrow?

>  
> Thanks!!

> Jane

>  
> Sent from my iPhone

>

**From:** [Grace, Melissa](#)  
**To:** "[Jeremy Soffin](#)"  
**Subject:** RE: cornell tech rls  
**Date:** Tuesday, September 12, 2017 4:10:25 PM

---

That is fine. Thanks.

---

**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Tuesday, September 12, 2017 4:09 PM  
**To:** Grace, Melissa  
**Subject:** RE: cornell tech rls

Thanks, Melissa, these look fine. Only additional change, if we're saying 35 years on those numbers we will add a note that they were City estimates from 2011.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**  
New York • Washington D.C. • Los Angeles  
[berlinrosen.com](http://berlinrosen.com)  
[@berlinrosen](#)

---

**From:** Grace, Melissa [mailto:[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)]  
**Sent:** Tuesday, September 12, 2017 3:15 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** FW: cornell tech rls

Made some changes, in blue, also highlighted – LMK if okay/not okay. Also, probably not my business by cut down the headers. So take or leave that, obviously  
And then some factual changes.

- The \$23 billion refers to 35 years of activity.
- Small point just for reference, the 8,000 jobs include direct and indirect jobs.
- There were multiple winners of the Applied Sciences initiative, so I swapped in 'one of the winners of the Applied Sciences NYC initiative.
- Also Pinsky was President of EDC not Exec Director

## **Cornell Tech Campus Opens on Roosevelt Island, Marking Transformational Milestone for Tech in NYC**

*New campus is the first ever built for the digital age, reimagining academic space and pioneering new standards in sustainability and energy efficiency*

*Jacobs Technion-Cornell Institute at Cornell Tech is a new kind of global academic partnership on research, education and technology commercialization*

NEW YORK CITY – Cornell Tech today celebrated the official opening of its campus on Roosevelt Island with a dedication event attended by New York City Mayor Bill de Blasio, former mayor Mike Bloomberg, New York Governor Andrew Cuomo, Cornell University President Martha Pollack, Technion President Peretz Lavie and Cornell Tech Dean Daniel Huttenlocher. Cornell Tech is the first campus ever built for the digital age, bringing together academia and industry to create pioneering leaders and transformational new research, products, companies and social ventures. Today marks the opening of the first phase of the Roosevelt Island campus, which features some of the most environmentally friendly and energy efficient buildings in the world.

In 2011, Cornell Tech was named the winner of the Bloomberg's Administration's visionary Applied Sciences Competition, designed with the goal of diversifying the economy and creating a national hub for tech. **The project, managed by the City's Economic Development Corporation, has been carried forward by the de Blasio administration, with the campus breaking ground in 2015. The City estimates the new campus would generate up to 8,000 permanent jobs, hundreds of spin-off companies and more than \$23 billion in economic activity over a period of 35 years. The campus is built on 12-acres of City land.**

"Cornell Tech is the latest in Cornell University's great impact on and history in New York," said **Cornell University President Martha Pollack**. "We're proud to share this historic milestone with our partners at the Technion. The new campus is a modern day land grant institution -- just like our founding in Ithaca -- and it is our strong commitment to give back to New York. At Cornell Tech, we have created a center for impact and innovation in New York City, spinning out our next great tech leaders, ideas, and the research that will drive change in the digital age."

Quote from Peretz Lavie

"Cornell Tech is an investment in the future of New York City — a future that belongs to the generations to come, and the students here will help build it. Technological innovation played a central role in New York City becoming a global economic capital – and it must continue to play a central role for New York to remain a global economic capital. The companies and innovations spawned by Cornell Tech graduates will generate jobs for people across the economic spectrum and help our city compete with tech centers around the world, from Silicon Valley to Seoul," said **Mike Bloomberg**.

"As we work to keep New York City a leader in the 21<sup>st</sup> Century economy, we celebrate the opening of the Cornell Tech campus and the opportunities it opens up for our city and our people. I am proud to welcome our newest leading educational institution, which will become a tremendous catalyst for our tech sector. We won't stop here. Though Computer Science for All, the Tech Talent Pipeline and the new Union Square Tech Hub, we are building on the progress Mayor Bloomberg set in motion, and helping more New Yorkers become a part of this extraordinary success story," **Mayor**

**Bill de Blasio** said.

Quote from Governor Cuomo

"I'm thrilled that the Cornell Tech campus is finally opening on Roosevelt Island," said **Congresswoman Carolyn B. Maloney**. "With its proximity to Manhattan and to industrial space in Western Queens, Roosevelt Island is the perfect setting for an educational institution, which is which is why I worked hard to ensure that it was selected when the City was considering locations for the new applied science campus. Cornell Tech will help us diversify our economic base and bring jobs through new startups. A New York school generates New York businesses and employs New Yorkers. As students are welcomed to the new campus, we know this is just the beginning – and that the future for this institution will be bright."

"As our world becomes more tech centered, the Cornell Tech campus will allow New York City to be at the heart of the innovation, leadership -- and most importantly, jobs -- in this space. This campus will bring academics, research and business together and educate the bright minds of our future. I look forward to seeing all that Cornell Tech has to offer our City, and to working with Cornell Tech to ensure that New Yorkers from every corner of our City benefit from this world-class institution," said **Public Advocate Letitia James**.

### **Academic Program & Research**

Cornell Tech started up in a temporary space generously provided by Google and has already graduated more than 300 masters and doctoral students, with most entering the New York City tech sector after graduation by joining local companies or starting their own. Masters students across all programs -- computer science, law, business, electrical engineering, operations research, connective media and health tech -- spend time learning and working collaboratively together in a Studio curriculum with extensive engagement with the tech industry. The projects students pursue in the Studio encourage them to practice entrepreneurship, product design, tech and public policy, management and other skills, helping them graduate with tangible, marketable experience and a portfolio of completed work that will help launch their career.

Cornell Tech's 30-member faculty has launched cutting-edge research groups in the areas of Human-Computer Interaction and Social Computing, Security and Privacy, Artificial Intelligence, Data and Modeling, and Business, Law and Policy. All of the faculty have a focus on applied research and having a real world impact.

"We are entering a new era for tech in New York, and the Cornell Tech campus is at the heart of it. Cornell Tech was given the rare opportunity to create a campus and academic program from scratch. The opening of our new campus brings together academic disciplines critical to the digital transformation of society and the economy, together with companies, early stage investors, and government to spark innovation and help improve lives of people throughout the City, country and world," said **Cornell Tech Dean Daniel Huttenlocher**.

Quote from Bob Harrison

The Jacobs Technion-Cornell Institute at Cornell Tech is a unique academic partnership of two leading global universities, the Technion Israel Institute of Technology and Cornell. The Institute houses the Health Tech and Connective Media programs, where students receive dual degrees from Cornell and the Technion, and the Jacobs Runway Startup Postdoc program for recent tech PhDs. The Runway program has been responsible for

about half of the more than 30 companies that have spun out of Cornell Tech campus with more than \$20 million in funds raised and employing more than 100 people.

Quote from Ron Brachman

### **Campus**

Cornell Tech's mission of collaboration and innovation is reflected in the physical design of its Roosevelt Island campus. It is a new type of urban campus that provides space to think, but is also integrated—in both mission and design—with the city. The campus master plan was designed by Skidmore, Owings & Merrill and includes a number of innovative features and facilities across a river-to-river campus with expansive views, a series of green, public spaces and a seamless integration of indoor and outdoor areas. The campus has some of the most environmentally friendly and energy efficient buildings in the world.

Quote from SOM

The first phase of the campus includes:

**The Emma and Georgina Bloomberg Center** is the first academic building on campus. Cornell University received a \$100 million gift from Bloomberg Philanthropies in 2014 for the building. Designed by Pritzker Prize-winning architect Thom Mayne of Morphosis Architects, the building is a departure from traditional academic facilities with an open plan and extensive collaborative as well as private work spaces, adapting open plan offices from the tech world to the academic arena. Cornell is aspiring for the building to be among the largest net-zero energy buildings in the United States, with all of its power generated on campus. Art is a key component of The Bloomberg Center, with newly commissioned works throughout the building by artists Alison Elizabeth Taylor, Michael Riedel, Matthew Ritchie and Matthew Day Jackson. The building also features a ground-floor cafe and a custom room that houses a Works Projects Administration (WPA) Federal Art Project mural by Ilya Bolotowsky, from the decommissioned Goldwater Memorial Hospital previously on the Cornell Tech site which has been carefully restored.

Quote from Morphosis

**The Bridge**, designed by Weiss/Manfredi and developed by Forest City New York, is a first-of-its-kind building that houses an extraordinary mix of cutting-edge companies working alongside groundbreaking Cornell academic teams: from recent Cornell Tech graduates hustling to commercialize a new idea, to start-ups on the verge of explosive growth and established companies developing leading edge technologies and products. Tech and investment firm Two Sigma is opening a Collision Lab in the building where engineers from its R&D team will tackle difficult challenges away from the company's main campus and interact with innovative start-up companies backed by Two Sigma Ventures. Citigroup is taking space to engage with Cornell University students, faculty, researchers, startups and other companies and create closer ties between academia and industry. Ferrero International S.A., the Italian confectionary group and one of the world's largest manufacturers of chocolates, is taking space for its Open Innovation Science division to explore digital age innovation in the food industry.

“By bringing academia and industry together under one roof at The Bridge, we are driving innovation and economic growth for New York,” said **MaryAnne Gilmartin, President and CEO of Forest City New York**. “The Bridge is welcoming an incredible mix of companies who want to work alongside some of the top tech talent New York City has to offer, and get a competitive advantage to bring their ideas and new products to market.”

Quote from Weiss/Manfredi

**The House**, designed by Handel Architects and developed by The Hudson Companies and Related Companies, is the tallest and largest residential Passive House high-rise in the world. Passive House is the strict international building standard that drastically reduces energy consumption while creating a healthier and more comfortable living environment for a fraction of residents' usual energy costs. Cornell faculty, staff and students live at The House, giving the campus 24/7 activity.

"We are very excited to bring this first of its kind building to the New York City market. We have been humbled to be a part of this amazing campus, working with an incredible team of architects, engineers and contractors," said **David Kramer, President of The Hudson Companies**. "We hope that The House can serve as a model for other developments to continue to build big, build more sustainably and push the (super sealed) envelope."

Quote from Handel  
Quote from Related

**Open space**, designed by James Corner Field Operations anchors the campus, fostering collaboration and innovation while simultaneously inviting the public into the campus. The campus is a river-to-river experience, engaging Roosevelt Island's esplanade and extraordinary water frontage maximizing views of Manhattan and Queens. The Tech Walk is a quarter-mile long central spine creating a gateway to the campus and featuring a series of active and social spaces linked by pedestrian pathways. Throughout the campus, outdoor and indoor spaces are synergistically connected to allow people to move easily and comfortably in and out during the course of the day.

Quote from JCFO

Later this fall, Cornell Tech will begin construction on the Verizon Executive Education Center and Graduate Roosevelt Island Hotel, targeted for opening in 2019, providing a venue for academic conferences, executive programs and academic workshops.

When fully completed over the next few decades, the 12-acre campus will be home to more than 2,000 graduate students and hundreds of faculty and staff.

NYC Ferry service to Roosevelt Island began in August, bringing more New York City neighborhoods within reach of the campus.

Quote from Verizon

### **Commitment to Community: Building a More Diverse and Inclusive Tech Talent Pipeline**

Cornell Tech is committed to having an impact beyond its campus, and to build and diversify New York City's tech talent pipeline so that more people can share in the rapid growth of the tech economy. Fulfilling its promise to New York City to spur K-12 tech education, the campus has partnered with more than a dozen local schools, including PS/IS 217 on Roosevelt Island, and is coordinating professional development opportunities for teachers to gain experience in incorporating tech thinking into their teaching. To date, Cornell Tech has impacted over 5,000 students and 350 teachers. Cornell Tech is also committed to building and diversifying the base of the technology talent in New York City. In partnership with CUNY and many tech companies in the city, Cornell Tech's Women in

Technology and Entrepreneurship in New York (WiTNY) program provides the access, incentives and support needed for girls and women to succeed in the tech industry. To date, the curriculum has been implemented at more than a dozen CUNY campuses with 2,000 students impacted each year.

### **New York City Applied Sciences Competition**

Cornell Tech was founded when the partnership of Cornell University and the Technion were selected in December of 2011 as one of the winners of New York City's visionary Applied Sciences NYC initiative, created under Mayor Mike Bloomberg and Deputy Mayor Robert Steel. The Economic Development Corporation, then led by Seth Pinsky, sought proposals for a university or partnership to develop and operate a new or expanded campus in the City in exchange for City capital, access to City-owned land and the full support and partnership of City government. Cornell Tech's proposal was selected ahead of submissions from 17 world-class institutions from around the globe. The Cornell Tech proposal was selected by the City as the first winner of the competition and was provided with land on Roosevelt Island and \$100 million in City capital to build the \$2 billion, 2 million square foot tech campus.

### **New York City Applied Sciences Competition**

Cornell Tech was founded when the partnership of Cornell University and the Technion were selected in December of 2011 as the winner of New York City's visionary Applied Sciences NYC initiative, created under Mayor Mike Bloomberg and Deputy Mayor Robert Steel. The Economic Development Corporation, then led by Executive Director Seth Pinsky, sought proposals for a university or partnership to develop and operate a new or expanded campus in the City in exchange for City capital, access to City-owned land and the full support and partnership of City government. Cornell Tech's proposal was selected ahead of submissions from 17 world-class institutions from around the globe. The Cornell Tech proposal was selected by the City as the first winner of the competition and was provided with land on Roosevelt Island and \$100 million in City capital to build the \$2 billion, 2 million square foot tech campus.

### **About Cornell Tech**

Cornell Tech brings together faculty, business leaders, tech entrepreneurs and students in a catalytic environment to produce visionary results grounded in significant needs that will reinvent the way we live in the digital age. The Jacobs Technion-Cornell Institute embodies the academic partnership between the Technion-Israel Institute of Technology and Cornell University on the Cornell Tech campus.

From 2012-2017, the campus was temporarily located in Google's New York City building. In fall 2017, 30 world-class faculty and about 300 graduate students moved to the first phase of Cornell Tech's permanent campus on Roosevelt Island, continuing to conduct groundbreaking research, collaborate extensively with tech-oriented companies and organizations and pursue their own startups. When fully completed, the campus will include two million square feet of state-of-the-art buildings, over two acres of open space, and will be home to more than 2,000 graduate students and hundreds of faculty and staff.

###

**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** Re: Pronunciation  
**Date:** Wednesday, September 13, 2017 9:12:19 AM

---

Peh-retz Lah-vee

On Sep 13, 2017, at 9:05 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

How do u pronounce this one:

**Peretz Lavie**

Sent from my BlackBerry 10 smartphone.

**From:** [Max Sarangay](#)  
**To:** [Gil, Claudia](#)  
**Subject:** RE: Scheduling dinner!  
**Date:** Wednesday, September 13, 2017 9:30:11 AM

---

Perfect. Thank you, Claudia.

Max

-----Original Message-----

From: Gil, Claudia [<mailto:cgil@cityhall.nyc.gov>]  
Sent: Wednesday, September 13, 2017 9:17 AM  
To: Max Sarangay <Max.Sarangay@berlinrosen.com>  
Subject: RE: Scheduling dinner!

Great, the invite was sent for Oct. 11th at 7pm with location TBD.

Thank you,  
CG

Claudia Gil  
Mayor's Office of Intergovernmental Affairs  
212 788-3679  
[cgil@cityhall.nyc.gov](mailto:cgil@cityhall.nyc.gov)

-----Original Message-----

From: Max Sarangay [<mailto:Max.Sarangay@berlinrosen.com>]  
Sent: Wednesday, September 13, 2017 9:13 AM  
To: Gil, Claudia  
Subject: RE: Scheduling dinner!

Hi Claudia,

Wednesday, October 11th works for Valerie.

Thanks so much for these dates.

Best,  
Max

Max Sarangay  
O. 646.200.5310  
C. 646.651.2117  
[max.sarangay@berlinrosen.com](mailto:max.sarangay@berlinrosen.com)

berlinrosen  
New York . Washington D.C. . Los Angeles [berlinrosen.com](http://berlinrosen.com) @berlinrosen

-----Original Message-----

From: Gil, Claudia [<mailto:cgil@cityhall.nyc.gov>]  
Sent: Wednesday, September 13, 2017 8:27 AM  
To: Max Sarangay <Max.Sarangay@berlinrosen.com>  
Subject: RE: Scheduling dinner!

Hi Max,

Emma is available for dinner on Oct. 2, 9, 11, 12, 16, 18 and 19th. Please let me know if any of these works for Val.

Thank you,  
CG

Claudia Gil  
Mayor's Office of Intergovernmental Affairs  
212 788-3679  
cgil@cityhall.nyc.gov

-----Original Message-----

From: Wolfe, Emma  
Sent: Wednesday, September 13, 2017 5:30 AM  
To: Valerie Berlin  
Cc: Max Sarangay; Gil, Claudia  
Subject: Re: Scheduling dinner!

Oops sorry yes!

Sent from my iPhone

> On Sep 12, 2017, at 10:12 PM, Valerie Berlin <Valerie@berlinrosen.com> wrote:

>

> Great! Do you want to loop Claudia here? I'm looping my assistant Max as well.

> Claudia can throw out some options and we'll go from there.

>

> Looking forward!

>

>

> -----Original Message-----

> From: Wolfe, Emma [<mailto:EWolfe@cityhall.nyc.gov>]

> Sent: Tuesday, September 12, 2017 8:09 PM

> To: Valerie Berlin <Valerie@berlinrosen.com>

> Subject: Scheduling dinner!

>

> Val,

> Would love to make this happen when you can. Claudia can throw out some options or vice versa?

> Emma

>

> Sent from my iPhone

>

**From:** [Turk, Barbara](#)  
**To:** ["Laura Fahey"; Bob Shaver](#)  
**Cc:** [Neustadt, David](#); [Aaron Freedman](#); [Timothy Bradley](#); [Tracy Perrizo](#); [Sam Greenberg](#)  
**Subject:** RE: Check-in and next steps on Collaborative comms  
**Date:** Wednesday, September 13, 2017 10:38:48 AM

---

I agree with Laura's assessment of the value of a comms meeting, both then and now. The central issue now is that Margarettes photo bombed (as it were) the story. City Harvest bore the brunt of that, and they were basically made invisible, exacerbating one of the issues that has been a barrier to collaboration for years. Traditional comms has each agency represented by a press agent, but in this case, if I had it to do over again, I would have had each of take a turn talking about what the other partners had contributed, and how much we value it. I have a lot to say about each of them.

Jilly reached out yesterday after the meeting, and in her usual lovely way questioned whether and for how long we need to abide by Margarette's rules about how we talk about the Food Bank's participation publicly. This is where I ended up too after I read the article Monday night, and therefore the conversation is really among the principals (Tracy, Jilly, Sheena) about whether they are ready and willing to talk about what has been the greatest challenge.

---

**From:** Laura Fahey [mailto:[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)]  
**Sent:** Wednesday, September 13, 2017 8:54 AM  
**To:** Bob Shaver  
**Cc:** Neustadt, David; Turk, Barbara; Aaron Freedman; Timothy Bradley; Tracy Perrizo; Sam Greenberg  
**Subject:** Re: Check-in and next steps on Collaborative comms

Agreed, Bob. Although the NYT story did not take shape exactly as we had hoped, I think it's a misguided critique to suggest that the result would have been better if we had built an additional Comms meeting into the process of preparing for the NYT. Historically, the occasional convenings that we used to do with the Collaborative Comms people did not lead to productive results. For pitches to come to fruition, they need to be owned and executed by individuals -- as we are doing now through David's swift NYT opportunity, and BerlinRosen's pitches coming next. (Thank you again, David!)

That said, we can definitely host another in-person Collaborative Comms meeting in the weeks ahead since there may be a renewed demand for it. Why don't we start with BR's philanthropy pitch right now (since that is primarily on Helmsley's behalf), and we can keep the Collaborative Comms contacts updated via email on that one.

It would be great for BR to also move forward on a Plentiful pitch, but do we need to first address (either among this group on this email or with the full Collaborative) who really owns the Plentiful story and who is currently the best spokesperson for Plentiful?

Recommended next steps:

--Bob reconnects all the comms counterparts by email so BerlinRosen can give an update on the

chronicle pitch, David can outline his vision for the local/ethnic pitches he had in mind, and we can begin coordinating schedules for a next in-person Comms meeting.

--This group weighs in on if it is okay for BerlinRosen to begin a Plentiful pitch, or if other crucial Collab members should be more involved.

Thoughts welcome!

Laura

Sent from my iPhone

On Sep 13, 2017, at 12:54 AM, Bob Shaver <[bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com)> wrote:

Thanks, Laura.

Today's call was interesting. I think we heard a bit of backlash from moving forward quickly and decisively on press, without detailed, grinding input from the various comms people at Collaborative institutions. On the other hand, the last time we did get that kind of input, we did not end up with a piece in the NYT. What is your take on Cara's request?

Regarding next steps, my two cents is that the neighborhood/ethnic pieces and the Chronicle pieces are clear priorities. One is bread and butter and the other can be more or less exclusively led by Helmsley. We continue to run into issues with folks wanting to hitch their fundraising wagon to the Plentiful star, which I am concerned might get projected onto any press pitch about Plentiful. I may be overly concerned, so perhaps worth some discussion, while we're making headway on the other pieces. I would love for Plentiful to get some more press, but I don't want that to contribute to making it harder to stand up on its own in the coming months.

Thanks!

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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[www.redstonestrategy.com](http://www.redstonestrategy.com)

---

**From:** Laura Fahey [<mailto:L.Fahey@helmsleytrust.org>]

**Sent:** Tuesday, September 12, 2017 9:13 AM

**To:** Bob Shaver <[bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com)>; Neustadt, David <[neustadtd@hra.nyc.gov](mailto:neustadtd@hra.nyc.gov)>; Turk, Barbara <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>

**Cc:** Aaron Freedman <[Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com)>; Timothy Bradley <[Tim@berlinrosen.com](mailto:Tim@berlinrosen.com)>; Tracy Perrizo <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>; Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>

**Subject:** RE: Check-in and next steps on Collaborative comms

All,

Now that the NYT story is published, I believe we can move on to other pitches. Per the original plan, that should mean the following:

- BR can pitch other innovation outlets similar to NYT Fixes or tech outlets about the Collaborative or specifically about Plentiful.
- David can pitch some of the very local, neighborhood-level outlets for Collaborative stories.
- BR can pursue a general pitch to the Chronicle of Philanthropy about Helmsley and the Collaborative.

I'll hop on the 3:30 call that David just organized. Tim and Aaron – if you can't make it, we can catch you up by email afterwards.

Laura

---

**From:** Laura Fahey

**Sent:** Thursday, August 31, 2017 5:49 PM

**To:** 'Bob Shaver' <[bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com)>; Neustadt, David <[neustadtd@hra.nyc.gov](mailto:neustadtd@hra.nyc.gov)>; Turk, Barbara <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>

**Cc:** Aaron Freedman <[Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com)>; Timothy Bradley <[Tim@berlinrosen.com](mailto:Tim@berlinrosen.com)>; Tracy Perrizo <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>; Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>

**Subject:** RE: Check-in and next steps on Collaborative comms

Hi all,

Reconnecting with this communications-minded group, so we can catch BerlinRosen up to speed on this afternoon's developments!

Aaron and Tim – It does not look like a Mayor's event will take place, but we do still have an interview lined up with NYT. David – I assume this is with Nikita Stewart?

Tomorrow at 8am, several members of the Collaborative will have a planning call to discuss the NYT interview. Aaron or Tim – Are you free to join? Next week (date/time TBD), everyone will come to Helmsley for an in-person group interview with the NYT reporter. For Helmsley, our spokesperson will either be Tracy or our CEO Stephanie, so we will need to think about talking points for them for next week.

Per our plan, I believe we can then move forward with our other pitches to various innovation/tech/philanthropy outlets, once we have a sense of when this NYT story will run.

Thanks, all!

---

**From:** Bob Shaver [<mailto:bobshaver@redstonestrategy.com>]  
**Sent:** Tuesday, August 22, 2017 12:24 PM  
**To:** Neustadt, David <[neustadtd@hra.nyc.gov](mailto:neustadtd@hra.nyc.gov)>; Turk, Barbara <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>  
**Cc:** Laura Fahey <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; Aaron Freedman <[Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com)>; Timothy Bradley <[Tim@berlinrosen.com](mailto:Tim@berlinrosen.com)>; Tracy Perrizo <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>; Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>  
**Subject:** Check-in and next steps on Collaborative comms

Hi David and Barbara,

I hope you are well and have each retained two functioning retinas after yesterday's eclipse!

Thank you again for continuing to push the NYT/Mayor's event plan forward, David. We're all quite excited about the vision there and the potential to boost the work! I trust that you have what you need in terms of data, etc., but please say the word if there's anything we can pass along.

With input from Helmsley and BerlinRosen, below is a proposal for how we might work together alongside (and after) the current NYT/Mayor's event effort, to achieve the remaining parts of the comms strategy. Specifically:

- David continues work to pitch Nikita Stewart at the NYT, tied closely to an event that he seeks to coordinate with the Mayor and the Collaborative at a food pantry. This story and event shouldn't be scooped by other pitches, so all other media outreach will hold until after that.
- Ahead of the Mayor event, David can confirm if Nikita is able to cover it. If not, BR can make a push with other NYT reporters and other press in the lead up, day-of, and after the Mayor event.
- Assuming the NYT story and Mayor event happen, BR can pitch NYT Fixes (or similar outlets in NPR or elsewhere) as well as other tech outlets about Plentiful after the event.
- David can pitch some of the very local, neighborhood-level outlets for Collaborative stories.
- Separately, BR can pursue a general pitch to the Chronicle of Philanthropy about Helmsley and the Collaborative.

How does this look to you, David and Barbara? If this is in line with your thinking, BerlinRosen is ready to start pulling together pitches and doing target mapping for the later work, while your teams move the event and NYT piece into motion.

With appreciation,

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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**From:** [Dan Levitan](#)  
**To:** [Stacey Levine](#); [Blumm, Kate](#); [Ruth Fasoldt](#)  
**Cc:** [Jovana Rizzo](#); [Raphael, Stephanie](#); [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov); [Grybauskas, Natalie](#)  
**Subject:** RE: hello!  
**Date:** Monday, September 25, 2017 11:00:27 AM

---

FYI:

**Katie Lusso**

[@KatieLusso](#)

NOW [@bradlander](#) [@PkSLCivCouncil](#) [@RidersNY](#) welcome [#bus](#) countdown clocks, call for [@LinkNYC](#) to post them [@News12BK facebook.com/KatieLusso12/v...](#)

**Dan Levitan**

C. 201.674.7475

O. 646.200.5315

[dan@berlinrosen.com](mailto:dan@berlinrosen.com)

**berlinrosen**

New York • Washington D.C. • Los Angeles

[berlinrosen.com](http://berlinrosen.com)

[@berlinrosen](#)

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]  
**Sent:** Monday, September 25, 2017 10:57 AM  
**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov); Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** Re: hello!

Since Stacy is pulling the FA details, here's our response to this one:

■ When will the transit updates you referenced be completed?

While we can't share details of our product roadmap, the team is currently working on transit and other features.

On Mon, Sep 25, 2017 at 10:29 AM, Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)> wrote:

+ Natalie

FWIW not seeing anything on twitter.

Tiny tweak and a number of background Qs we need to be prepared to answer (Stacy can you pull FA language?):

"While our franchise siting requirements don't allow for any Links near bus stops, we thank Councilmember Lander for the suggestion. Links currently provide transit information and updates on the tablet via access to MTA.info. We are actively working to add relevant transit updates to the local information already provided on the large displays, such as the weather forecast, community board meeting notices, street fairs and cultural events."

- Why aren't Links allowed in bus stops?
- What is the relevant language in the FA?
- When will the transit updates you referenced be completed?
- Why can't you just change the rules about where Links can go?

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]

**Sent:** Monday, September 25, 2017 9:36 AM

**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>

**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; [jovana@berlinrosen.com](mailto:jovana@berlinrosen.com); Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)

**Subject:** Re: hello!

Hey Kate, how about:

"While our franchise siting requirements don't allow for any Links near bus stops, we like the idea and thank Councilmember Lander for the suggestion. Links currently provide transit information and updates on the tablet via access to MTA.info. We are actively working to add relevant transit updates to the local information already provided on the large displays, such as the weather forecast, community board meeting notices, street fairs and cultural events."

---

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--

**Stacey Levine**

VP, Communications

+1 646.834.9657

[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

**Intersection**

10 Hudson Yards 26th Floor New York, NY 10001

[intersection.com](http://intersection.com)

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**From:** [Chin, Gloria](#)  
**To:** [Blumm, Kate](#); [Gastel, Scott](#); [Dan Levitan](#); [Stacey Levine](#); [Ruth Fasoldt](#)  
**Cc:** [Jovana Rizzo](#); [Raphael, Stephanie](#); [Grybauskas, Natalie](#)  
**Subject:** RE: hello!  
**Date:** Monday, September 25, 2017 11:31:52 AM

---

No worries at all – better safe than sorry! And yes, will share with team here before sending to reporter.

---

**From:** Blumm, Kate [mailto:[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)]  
**Sent:** Monday, September 25, 2017 11:31 AM  
**To:** Chin, Gloria; Gastel, Scott; Dan Levitan; Stacey Levine; Ruth Fasoldt  
**Cc:** Jovana Rizzo; Raphael, Stephanie; Grybauskas, Natalie  
**Subject:** RE: hello!

Thanks, Gloria. Please share before sending (I think that's what you mean by "finalized" but just being paranoid!). Thanks.

---

**From:** Chin, Gloria [<mailto:gchin@dot.nyc.gov>]  
**Sent:** Monday, September 25, 2017 11:29 AM  
**To:** Gastel, Scott <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>; Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

Here's what we just got from Caroline Spivak...working on a response and will share with all here when it's finalized:

*Good morning,*

*I'm reaching out about calls by Councilman Brad Lander for DOT to partner with Link NYC and the MTA to develop software that would display real time bus data on Link NYC kiosks to help bridge the gap as bus countdown clocks are rolled out across the city. Lander said he is been in conversation with the city. Is DOT interested in working with Link NYC and the MTA to pursue this proposal? I'd appreciate a response as soon as possible. Thanks in advance!*

*Best,  
Caroline*

---

**From:** Gastel, Scott  
**Sent:** Monday, September 25, 2017 11:27 AM  
**To:** 'Blumm, Kate'; Dan Levitan; Stacey Levine; Ruth Fasoldt  
**Cc:** Jovana Rizzo; Raphael, Stephanie; Grybauskas, Natalie; Chin, Gloria  
**Subject:** RE: hello!

DNA reached out here [will share](#)

---

**From:** Blumm, Kate [<mailto:KBlumm@doitt.nyc.gov>]  
**Sent:** Monday, September 25, 2017 11:22 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; Gastel, Scott <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

Good to go.

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, September 25, 2017 11:17 AM  
**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov); Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

Deadline v soon – first story airs at noon.

**Dan Levitan**  
C. 201.674.7475  
O. 646.200.5315  
[dan@berlinrosen.com](mailto:dan@berlinrosen.com)

**berlinrosen**  
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[berlinrosen.com](http://berlinrosen.com)  
[@berlinrosen](https://twitter.com/berlinrosen)

---

**From:** Blumm, Kate [<mailto:KBlumm@doitt.nyc.gov>]  
**Sent:** Monday, September 25, 2017 11:13 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov); Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

Hold for a moment please

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, September 25, 2017 11:07 AM  
**To:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>

**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov); Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

And we just got our first inquiry from Lusso at News 12.

We will send the statement below and see if she has any follow up questions.

**Dan Levitan**

C. 201.674.7475

O. 646.200.5315

[dan@berlinrosen.com](mailto:dan@berlinrosen.com)

**berlinrosen**

New York • Washington D.C. • Los Angeles

[berlinrosen.com](http://berlinrosen.com)

@berlinrosen

**From:** Stacey Levine [<mailto:stacey.levine@intersection.com>]

**Sent:** Monday, September 25, 2017 10:57 AM

**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>

**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov); Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>

**Subject:** Re: hello!

Since Stacy is pulling the FA details, here's our response to this one:

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+ Natalie

FWIW not seeing anything on twitter.

Tiny tweak and a number of background Qs we need to be prepared to answer (Stacy can you pull FA language?):

"While our franchise siting requirements don't allow for any Links near bus stops, we thank Councilmember Lander for the suggestion. Links currently provide transit information and updates on the tablet via access to MTA.info. We are actively working to add relevant transit updates to the local information already provided on the large displays, such as the weather forecast, community board meeting notices, street fairs and cultural

events.”

- Why aren't Links allowed in bus stops?
- What is the relevant language in the FA?
- When will the transit updates you referenced be completed?
- Why can't you just change the rules about where Links can go?

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]

**Sent:** Monday, September 25, 2017 9:36 AM

**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>

**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; [jovana@berlinrosen.com](mailto:jovana@berlinrosen.com); Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)

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--

**Stacey Levine**

VP, Communications

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**Intersection**

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[We're hiring!](#) Come build the future with us.

**From:** [Chin, Gloria](#)  
**To:** [Stacey Levine](#); [Blumm, Kate](#)  
**Cc:** [Gastel, Scott](#); [Dan Levitan](#); [Ruth Fasoldt](#); [Jovana Rizzo](#); [Raphael, Stephanie](#); [Grybauskas, Natalie](#); [Zack, Rebecca](#)  
**Subject:** RE: hello!  
**Date:** Monday, September 25, 2017 11:37:41 AM

---

Yes Stacey – we’re working on one now – and will share with all here before sending to DNA Info, who reached out to us.

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]  
**Sent:** Monday, September 25, 2017 11:37 AM  
**To:** Blumm, Kate  
**Cc:** Gastel, Scott; Chin, Gloria; Dan Levitan; Ruth Fasoldt; Jovana Rizzo; Raphael, Stephanie; Grybauskas, Natalie; Zack, Rebecca  
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*Best,  
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We will send the statement below and see if she has any follow up questions.

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**Sent:** Monday, September 25, 2017 10:57 AM  
**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
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FWIW not seeing anything on twitter.

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- Why aren't Links allowed in bus stops?
- What is the relevant language in the FA?
- When will the transit updates you referenced be completed?
- Why can't you just change the rules about where Links can go?

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]

**Sent:** Monday, September 25, 2017 9:36 AM

**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>

**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; [jovana@berlinrosen.com](mailto:jovana@berlinrosen.com); Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)

**Subject:** Re: hello!

Hey Kate, how about:

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**From:** [Gastel, Scott](#)  
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**Cc:** [Chin, Gloria](#); [Dan Levitan](#); [Ruth Fasoldt](#); [Jovana Rizzo](#); [Raphael, Stephanie](#); [Grybauskas, Natalie](#); [Zack, Rebecca](#)  
**Subject:** RE: hello!  
**Date:** Monday, September 25, 2017 11:38:51 AM

---

We will briefly reply to inquiries and basically confirm we are aware of Lander's interest. We can refer anyone to BR/Intersection.

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**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]

**Sent:** Monday, September 25, 2017 9:36 AM

**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>

**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; [jovana@berlinrosen.com](mailto:jovana@berlinrosen.com); Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)

**Subject:** Re: hello!

Hey Kate, how about:

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---

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--

**Stacey Levine**

VP, Communications

[+1 646.834.9657](tel:+16468349657)

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**[We're hiring!](#)** Come build the future with us.

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**Cc:** [Jovana Rizzo](#); [Raphael, Stephanie](#); [Grybauskas, Natalie](#); [Zack, Rebecca](#)  
**Subject:** RE: hello!  
**Date:** Monday, September 25, 2017 11:39:33 AM

---

Yes

---

**From:** Gastel, Scott [mailto:SGastel@dot.nyc.gov]  
**Sent:** Monday, September 25, 2017 11:34 AM  
**To:** Chin, Gloria <gchin@dot.nyc.gov>; Blumm, Kate <KBlumm@doitt.nyc.gov>; Dan Levitan <dan@berlinrosen.com>; Stacey Levine <stacey.levine@intersection.com>; Ruth Fasoldt <ruth.fasoldt@intersection.com>  
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[@berlinrosen](https://twitter.com/berlinrosen)

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**Subject:** Re: hello!

Since Stacy is pulling the FA details, here's our response to this one:

■ When will the transit updates you referenced be completed?  
While we can't share details of our product roadmap, the team is currently working on transit and other features.

On Mon, Sep 25, 2017 at 10:29 AM, Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)> wrote:

+ Natalie

FWIW not seeing anything on twitter.

Tiny tweak and a number of background Qs we need to be prepared to answer (Stacy can you pull

FA language?):

"While our franchise siting requirements don't allow for any Links near bus stops, we thank Councilmember Lander for the suggestion. Links currently provide transit information and updates on the tablet via access to MTA.info. We are actively working to add relevant transit updates to the local information already provided on the large displays, such as the weather forecast, community board meeting notices, street fairs and cultural events."

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**Subject:** Re: hello!

Hey Kate, how about:

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[intersection.com](http://intersection.com)

**[We're hiring!](#)** Come build the future with us.

**From:** [Chin, Gloria](#)  
**To:** [Raphael, Stephanie](#); [Gastel, Scott](#)  
**Cc:** [Stacey Levine](#); [Blumm, Kate](#); [Dan Levitan](#); [Ruth Fasoldt](#); [Jovana Rizzo](#); [Grybauskas, Natalie](#); [Zack, Rebecca](#)  
**Subject:** RE: hello!  
**Date:** Monday, September 25, 2017 11:48:44 AM

---

Stephanie – he just emailed us also. I hope to have something from my colleagues in the next few minutes to share with all here.

---

**From:** Raphael, Stephanie [mailto:[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)]  
**Sent:** Monday, September 25, 2017 11:48 AM  
**To:** Gastel, Scott  
**Cc:** Stacey Levine; Blumm, Kate; Chin, Gloria; Dan Levitan; Ruth Fasoldt; Jovana Rizzo; Grybauskas, Natalie; Zack, Rebecca  
**Subject:** Re: hello!

Just got this from amNY FYI

Hi Stephanie,

I'm working on an article about Councilman Brad Lander's proposal to bring bus time to LinkNYC. Has DoITT heard of the request and have any comment?

Ivan Pereira  
amNewYork  
[ivan.pereira@amny.com](mailto:ivan.pereira@amny.com)  
O: [646-293-9470](tel:646-293-9470)  
C: [646-281-2811](tel:646-281-2811)  
@ivanper4

Sent from my iPhone

On Sep 25, 2017, at 11:39 AM, Gastel, Scott <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)> wrote:

We will briefly reply to inquiries and basically confirm we are aware of Lander's interest. We can refer anyone to BR/Intersection.

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**Subject:** Re: hello!

Is DOT issuing a statement as well?

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Yes

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*I'd appreciate a response as soon as possible. Thanks in advance!*

*Best,  
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- Why aren't Links allowed in bus stops?
- What is the relevant language in the FA?
- When will the transit updates you referenced be completed?
- Why can't you just change the rules about where Links can go?

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]  
**Sent:** Monday, September 25, 2017 9:36 AM  
**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; [jovana@berlinrosen.com](mailto:jovana@berlinrosen.com);  
Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)  
**Subject:** Re: hello!

Hey Kate, how about:

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--

**Stacey Levine**  
VP, Communications

[+1 646.834.9657](tel:+16468349657)  
[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

**Intersection**

10 Hudson Yards 26th Floor New York, NY 10001  
[intersection.com](http://intersection.com)

**[We're hiring!](#)** Come build the future with us.

--

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**From:** Dan Levitan  
**To:** Chin, Gloria  
**Cc:** Raphael, Stephanie; Gastel, Scott; Stacey Levine; Blumm, Kate; Ruth Fasoldt; Jovana Rizzo; Grybauskas, Natalie; Zack, Rebecca; Eli Bovarnick  
**Subject:** Re: hello!  
**Date:** Monday, September 25, 2017 12:06:59 PM

---

Looping in my colleague Eli who can provide.

- Sent from mobile -

On Sep 25, 2017, at 11:54 AM, Chin, Gloria <[gchin@dot.nyc.gov](mailto:gchin@dot.nyc.gov)> wrote:

Reporters who reached out to DOT:

\*AM NY: Ivan Pereira

\*DNA Info: Caroline Spivak

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Just got this from amNY FYI

Hi Stephanie,

I'm working on an article about Councilman Brad Lander's proposal to bring bus time to LinkNYC Has DoITT heard of the request and have any comment?

Ivan Pereira  
amNewYork  
[ivan.pereira@amny.com](mailto:ivan.pereira@amny.com)  
O: 646-293-9470  
C: 646-281-2811  
@ivanper4

Sent from my iPhone

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We will briefly reply to inquiries and basically confirm we are aware of Lander's interest. We can refer anyone to BR/Intersection.

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**Subject:** RE: hello!

+ Rebecca

Just to be clear, it's not Doitt issuing any statement? It's BR on behalf of Intersection?

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**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

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*Good morning,*

*I'm reaching out about calls by Councilman Brad Lander for DOT to partner with Link NYC and the MTA to develop software that would display real time bus data on Link NYC kiosks to help bridge the gap as bus countdown clocks are rolled out across the city. Lander said he is been in conversation with the city. Is DOT interested in working with Link NYC and the MTA to pursue this proposal?  
I'd appreciate a response as soon as possible. Thanks in advance!*

*Best,  
Caroline*

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**To:** 'Blumm, Kate'; Dan Levitan; Stacey Levine; Ruth Fasoldt  
**Cc:** Jovana Rizzo; Raphael, Stephanie; Grybauskas, Natalie; Chin, Gloria  
**Subject:** RE: hello!

DNA reached out here will share

---

**From:** Blumm, Kate [<mailto:KBlumm@doitt.nyc.gov>]  
**Sent:** Monday, September 25, 2017 11:22 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; Gastel, Scott <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

Good to go

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, September 25, 2017 11:17 AM  
**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov); Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

Deadline v soon – first story airs at noon

Dan Levitan  
C. 201.674.7475  
O. 646.200.5315  
[dan@berlinrosen.com](mailto:dan@berlinrosen.com)

**berlinrosen**  
New York • Washington D.C. • Los Angeles  
[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

---

**From:** Blumm, Kate [<mailto:KBlumm@doitt.nyc.gov>]  
**Sent:** Monday, September 25, 2017 11:13 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov); Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

Hold for a moment please

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, September 25, 2017 11:07 AM  
**To:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
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**Subject:** RE: hello!

And we just got our first inquiry from Lusso at News 12

We will send the statement below and see if she has any follow up questions

Dan Levitan  
C. 201.674.7475  
O. 646.200.5315  
[dan@berlinrosen.com](mailto:dan@berlinrosen.com)

**berlinrosen**  
New York • Washington D.C. • Los Angeles

[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

**From:** Stacey Levine [[mailto:stacey\\_levine@intersection.com](mailto:stacey_levine@intersection.com)]  
**Sent:** Monday, September 25, 2017 10:57 AM  
**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Ruth Fasoldt <[ruth\\_fasoldt@intersection.com](mailto:ruth_fasoldt@intersection.com)>  
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**Subject:** Re: hello!

Since Stacy is pulling the FA details, here's our response to this one:

■ When will the transit updates you referenced be completed?  
While we can't share details of our product roadmap, the team is currently working on transit and other features

On Mon, Sep 25, 2017 at 10:29 AM, Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)> wrote:

+ Natalie

FWIW not seeing anything on twitter

Tiny tweak and a number of background Qs we need to be prepared to answer (Stacy can you pull FA language?):

"While our franchise siting requirements don't allow for any Links near bus stops, we thank Councilmember Lander for the suggestion Links currently provide transit information and updates on the tablet via access to [MTA.info](http://MTA.info). We are actively working to add relevant transit updates to the local information already provided on the large displays, such as the weather forecast, community board meeting notices, street fairs and cultural events "

- Why aren't Links allowed in bus stops?
- What is the relevant language in the FA?
- When will the transit updates you referenced be completed?
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Hey Kate, how about:

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[We're hiring!](#) Come build the future with us

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Thank you.

NYC – Department of Transportation  
\*\*\*\*\*

**From:** [Chin, Gloria](#)  
**To:** [Dan Levitan](#)  
**Cc:** [Raphael, Stephanie](#); [Gastel, Scott](#); [Stacey Levine](#); [Blumm, Kate](#); [Ruth Fasoldt](#); [Jovana Rizzo](#); [Grybauskas, Natalie](#); [Zack, Rebecca](#)  
**Subject:** RE: hello!  
**Date:** Monday, September 25, 2017 12:07 06 PM

---

Here's our response, which I plan to send off at 12:15p to AM NY and DNA Info:

NYC DOT is proud to partner with communities regarding the installation of real time passenger information signage in all five boroughs to help get New Yorkers where they need to go. While we are always willing to explore the best ways to get information to New Yorkers, LinkNYC kiosks are specifically prohibited within 15 feet of a bus stop zone by city rules and the LinkNYC franchise agreement, which is meant to maintain the accessibility of the bus stop

---

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**Sent:** Monday, September 25, 2017 11:54 AM  
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**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>

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**Sent:** Monday, September 25, 2017 11:22 AM

**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>

**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; Gastel, Scott <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>

**Subject:** RE: hello!

Good to go

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]

**Sent:** Monday, September 25, 2017 11:17 AM

**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>

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**Subject:** RE: hello!

Deadline v soon – first story airs at noon

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**Subject:** RE: hello!

And we just got our first inquiry from Lusso at News 12

We will send the statement below and see if she has any follow up questions

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O. 646.200.5315  
[dan@berlinrosen.com](mailto:dan@berlinrosen.com)

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@berlinrosen

**From:** Stacey Levine [[mailto:stacey\\_levine@intersection.com](mailto:stacey_levine@intersection.com)]  
**Sent:** Monday, September 25, 2017 10:57 AM  
**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Ruth Fasoldt <[ruth\\_fasoldt@intersection.com](mailto:ruth_fasoldt@intersection.com)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov); Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** Re: hello!

Since Stacy is pulling the FA details, here's our response to this one:

■ When will the transit updates you referenced be completed?  
While we can't share details of our product roadmap, the team is currently working on transit and other features

On Mon, Sep 25, 2017 at 10:29 AM, Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)> wrote:

+ Natalie

FWIW not seeing anything on twitter

Tiny tweak and a number of background Qs we need to be prepared to answer (Stacy can you pull FA language?):

"While our franchise siting requirements don't allow for any Links near bus stops, we thank Councilmember Lander for the suggestion Links currently provide transit information and updates on the tablet via access to [MTA.info](http://MTA.info). We are actively working to add relevant transit updates to the local information already provided on the large displays, such as the weather forecast, community board meeting notices, street fairs and cultural events "

- Why aren't Links allowed in bus stops?
- What is the relevant language in the FA?
- When will the transit updates you referenced be completed?
- Why can't you just change the rules about where Links can go?

**From:** Stacey Levine [[mailto:stacey\\_levine@intersection.com](mailto:stacey_levine@intersection.com)]  
**Sent:** Monday, September 25, 2017 9:36 AM  
**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; [jovana@berlinrosen.com](mailto:jovana@berlinrosen.com); Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)  
**Subject:** Re: hello!

Hey Kate, how about:

"While our franchise siting requirements don't allow for any Links near bus stops, we like the idea and thank Councilmember Lander for the suggestion Links currently provide transit information and updates on the tablet via access to [MTA.info](http://MTA.info). We are actively working to add relevant transit updates to the local information already provided on the large displays, such as the weather forecast, community board meeting notices, street fairs and cultural events "

---

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--  
**Stacey Levine**  
VP, Communications

+1 646 834 9657  
[stacey\\_levine@intersection.com](mailto:stacey_levine@intersection.com)

**Intersection**  
10 Hudson Yards 26th Floor New York, NY 10001  
[intersection.com](http://intersection.com)

**We're hiring!** Come build the future with us

--

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Thank you.

NYC – Department of Transportation

\*\*\*\*\*

**From:** [Dan Levitan](#)  
**To:** [Gastel, Scott](#); ["Blumm, Kate"](#); [Stacey Levine](#); [Ruth Fasoldt](#)  
**Cc:** [Jovana Rizzo](#); [Raphael, Stephanie](#); [Grybauskas, Natalie](#); [Chin, Gloria](#)  
**Subject:** RE: hello!  
**Date:** Monday, September 25, 2017 1:31:19 PM

---

Thanks, let us know who and we can send them the statement from us.

[Dan Levitan](#)  
C. 201.674.7475  
O. 646.200.5315  
[dan@berlinrosen.com](mailto:dan@berlinrosen.com)

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[@berlinrosen](#)

---

**From:** [Gastel, Scott](#) [<mailto:SGastel@dot.nyc.gov>]  
**Sent:** Monday, September 25, 2017 11:27 AM  
**To:** 'Blumm, Kate' <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; [Dan Levitan](#) <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; [Stacey Levine](#) <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; [Ruth Fasoldt](#) <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
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**Subject:** RE: hello!

DNA reached out here [will share](#)

---

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**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana@berlinrosen.com; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; SGastel@dot.nyc.gov  
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VP, Communications

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Thank you.

NYC – Department of Transportation

\*\*\*\*\*

**From:** [Cub Barrett](#)  
**To:** [Anderson, Dawnn](#)  
**Cc:** [Samawat, Jennifer](#); [Bernyk, Kate](#); [Andrew MacPhail](#); [gaymenshealthcrisis](#)  
**Subject:** Re: Media advisory re tomorrow's GMHC event  
**Date:** Tuesday, September 26, 2017 10:24:02 PM

---

Thank you!

Sent from my iPhone

On Sep 26, 2017, at 9:23 PM, Anderson, Dawnn <[DAnderson@cityhall.nyc.gov](mailto:DAnderson@cityhall.nyc.gov)> wrote:

Hello Cub,

Thanks so much for reaching out about the media advisory. Kate and I are fine with this going out as is.

Best,

Dawnn Anderson

Assistant Press Secretary  
First Lady of New York City | Office of the Mayor  
W: 212-341-9413 | C: 347-224-8951

---

**From:** Cub Barrett [<mailto:CubB@GMHC.org>]  
**Sent:** Tuesday, September 26, 2017 6:38 PM  
**To:** Anderson, Dawnn; Samawat, Jennifer; Bernyk, Kate  
**Cc:** Andrew MacPhail; gaymenshealthcrisis  
**Subject:** RE: Media advisory re tomorrow's GMHC event

Hi all,

Just confirming you're OK with this advisory. We can send out tonight or just wait to send in the morning to the desks.

Thanks,  
Cub

---

**From:** Cub Barrett  
**Sent:** Tuesday, September 26, 2017 5:05 PM  
**To:** '[DAnderson@cityhall.nyc.gov](mailto:DAnderson@cityhall.nyc.gov)' <[DAnderson@cityhall.nyc.gov](mailto:DAnderson@cityhall.nyc.gov)>; '[JSamawat@cityhall.nyc.gov](mailto:JSamawat@cityhall.nyc.gov)' <[JSamawat@cityhall.nyc.gov](mailto:JSamawat@cityhall.nyc.gov)>; '[KBernyk@cityhall.nyc.gov](mailto:KBernyk@cityhall.nyc.gov)' <[KBernyk@cityhall.nyc.gov](mailto:KBernyk@cityhall.nyc.gov)>

**Cc:** 'Andrew MacPhail ([AndrewM@GMHC.org](mailto:AndrewM@GMHC.org))' <[AndrewM@GMHC.org](mailto:AndrewM@GMHC.org)>;  
gaymenshealthcrisis <[gaymenshealthcrisis@berlinrosen.com](mailto:gaymenshealthcrisis@berlinrosen.com)>  
**Subject:** Media advisory re tomorrow's GMHC event

Hi Jennifer, Kate, and Dawnn,

Please see below our updated media advisory for tomorrow's ribbon cutting, which includes the First Lady's name. We're thrilled she'll be able to join us for this important landmark for GMHC.

I'm copying my colleagues at Berlin Rosen who are working on the media pitching for the opening so that they're fully looped in. They can send out this updated advisory if you're OK with it.

Thank you again—  
Cub

FOR PLANNING PURPOSES - Wednesday, September 27, 2017  
CONTACT- Cub Barrett | 212-367-1561 | [CubB@GMHC.org](mailto:CubB@GMHC.org)  
Lauren Tsuboyama | 212-574-3410 | [Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)

<image001.jpg>

## GMHC OPENS STATE-OF-THE-ART SUBSTANCE USE CLINIC

Support Services Available to New York Adults of All Sexual Orientations,  
Gender Identities and Income Levels

New Clinic a Critical Tool in Campaign to End HIV/AIDS in New York State  
by 2020

NYC First Lady Chirlane McCray, NYS Senator Brad Hoylman, Public  
Advocate Leticia James Expected

NEW YORK – Gay Men's Health Crisis (GMHC) will host a ribbon-cutting for its new Substance Use Clinic on Wednesday, September 27 at 11:00 AM. This much-needed facility will expand the organization's comprehensive service-delivery model and work in conjunction with GMHC's Carl Jacobs Mental Health Clinic – with particular emphasis on care for people who have a dual diagnosis of substance use and mental health issues.

The facility will be open to New York adults of all sexual orientations, gender identities and income levels, including HIV-negative individuals, as a safe and inclusive environment. Services will include individual, couples, family, and group therapy, serving

diverse communities living with and affected by HIV/AIDS. The clinic will serve clients covered by Medicaid, Medicare, and private insurance and will be available to the uninsured on a sliding fee scale.

WHAT: Ribbon cutting celebration and tour of GMHC's Substance Use Clinic

WHO: Kelsey Louie, CEO of GMHC  
NYC First Lady Chirlane McCray  
NYS Senator Brad Hoylman  
NYS Assemblyman Richard Gottfried  
Public Advocate Letitia James  
Johanne Morne, Director of New York State AIDS Institute  
Dr. Demetre Daskalakis, Deputy Commissioner of Disease Control at NYC  
Health Department

WHERE: GMHC Headquarters, 446 West 33rd Street, New York City

WHEN: Wednesday, September 27, 2017, 11:00 AM

\*\*Media and photographers interested in attending should contact Lauren Tsuboyama at [Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)\*\*

###

About Gay Men's Health Crisis

Gay Men's Health Crisis (GMHC) is the world's first HIV/AIDS service organization. GMHC is on the front lines providing services to over 12,000 people living with and affected by HIV/AIDS. Programs include: testing, prevention, nutrition, legal, supportive housing, mental health and substance use services. GMHC also advocates for stronger public policies at the local, state and federal level with the goal of ending AIDS as an epidemic. For more information, visit [www.gmhc.org](http://www.gmhc.org).

Cub Barrett

Vice President, Communications & Marketing

*Pronouns: he, him, his*

P: (212) 367-1561

C: (847) 571-0509

**From:** [Jeremy Soffin](#)  
**To:** [Sarah Brown](#); [Falana Renee Ash](#)  
**Cc:** [Velani, Sonam](#); [Norvell, Wiley](#); [Sean Ludwig](#)  
**Subject:** RE: Next week's Winternship event at Cornell Tech  
**Date:** Monday, October 02, 2017 4:36:53 PM

---

I can do 2.

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**

New York • Washington D.C. • Los Angeles

[berlinrosen.com](http://berlinrosen.com)

@berlinrosen

**From:** Sarah Brown [mailto:[sarah@technyc.org](mailto:sarah@technyc.org)]

**Sent:** Monday, October 02, 2017 4:27 PM

**To:** Falana Renee Ash <[fra26@cornell.edu](mailto:fra26@cornell.edu)>

**Cc:** Velani, Sonam <[SVelani@cityhall.nyc.gov](mailto:SVelani@cityhall.nyc.gov)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Sean Ludwig <[sean@technyc.org](mailto:sean@technyc.org)>

**Subject:** Re: Next week's Winternship event at Cornell Tech

Hi all,

If we do 2pm tomorrow, I can only do about 10-mins (sorry!). But happy to join, and also looping in Sean from our team. We are planning a blogpost for day of, but also happy to be helpful beyond that.

More soon,  
S.

On Mon, Oct 2, 2017 at 4:09 PM, Falana Renee Ash <[fra26@cornell.edu](mailto:fra26@cornell.edu)> wrote:

Hello All,

Tuesday 10/3/17 at 2pm works for both Meghan and Judy.

---

**From:** Meghan French

**Sent:** Monday, October 2, 2017 3:34 PM

**To:** Velani, Sonam <[SVelani@cityhall.nyc.gov](mailto:SVelani@cityhall.nyc.gov)>; Judith Ann Spitz <[jas962@cornell.edu](mailto:jas962@cornell.edu)>; Sarah Brown <[sarah@technyc.org](mailto:sarah@technyc.org)>

**Cc:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Falana Renee Ash <[fra26@cornell.edu](mailto:fra26@cornell.edu)>

**Subject:** RE: Next week's Winternship event at Cornell Tech

Falana

Can you please help us schedule this call?

Thanks

---

**From:** Velani, Sonam [<mailto:SVelani@cityhall.nyc.gov>]

**Sent:** Monday, October 02, 2017 3:29 PM

**To:** Judith Ann Spitz <[jas962@cornell.edu](mailto:jas962@cornell.edu)>; Meghan French <[meghan.french@cornell.edu](mailto:meghan.french@cornell.edu)>; Sarah Brown <[sarah@technyc.org](mailto:sarah@technyc.org)>

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**Subject:** RE: Next week's Winternship event at Cornell Tech

Hi all – Alicia would love a podium if possible. I imagine Julie prefers the same.

Here are some times this week that work us:

Tuesday: 10am, 2:00-3:30pm, 4:00pm

Wednesday: 12:00-2:00pm, 3:00pm

Thanks!

---

**From:** Judith Ann Spitz [<mailto:jas962@cornell.edu>]

**Sent:** Monday, October 02, 2017 1:56 PM

**To:** Meghan French; Velani, Sonam; Sarah Brown

**Cc:** Norvell, Wiley; Jeremy Soffin

**Subject:** RE: Next week's Winternship event at Cornell Tech

Happy to join. Just let me know when. Still chasing RSVP's to the event but happy to share what we have and what is pending.

Judy

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**Sent:** Monday, October 2, 2017 1:07 PM

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+Jeremy who works can work with Wiley on press

+Judy, she should share a list of participating companies a with you, and should join us for a call

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Thank you for reaching out!  
Meghan

---

**From:** Velani, Sonam [<mailto:SVelani@cityhall.nyc.gov>]

**Sent:** Monday, October 02, 2017 1:00 PM

**To:** Meghan French <[meghan.french@cornell.edu](mailto:meghan.french@cornell.edu)>; Sarah Brown <[sarah@technyc.org](mailto:sarah@technyc.org)>

**Cc:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>

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Ideas and thoughts welcome! Let us know when you're free to discuss further. Thanks!

Cheers,  
Sonam

---

**Sonam Velani**

Senior Advisor

Deputy Mayor for Housing & Economic Development

City of New York

[SVelani@cityhall.nyc.gov](mailto:SVelani@cityhall.nyc.gov)

O: [212-341-5081](tel:212-341-5081)

C: [773-710-1713](tel:773-710-1713)

--  
--

Chief of Staff, Tech:NYC

[www.technyc.org](http://www.technyc.org)

T: 917.453.0955

From: [Jeremy Soffin](#)  
To: [Meghan French](#); [Velani Sonam](#); [Falana Renee Ash](#); [Sarah Brown](#); [Judith Ann Spitz](#)  
Cc: [Jeremy Soffin](#)  
Subject: RE: Winternship event at Cornell Tech - Room 356  
Date: Tuesday, October 03, 2017, 10:30:22 AM  
Attachments: [Winternship rosasen.docx](#)

Hi everyone, attached please find a draft release for discussion. Looking forward to talking this afternoon.

Best

Jeremy Soffin  
D: 646.200.5338  
C: 917.869.9076  
[js.rosen@be.lin.osen.com](mailto:js.rosen@be.lin.osen.com)

[berlinrosen](#)  
New York • Washington D.C. • Los Angeles  
[be.lin.osen.com](http://be.lin.osen.com)  
@be.lin.osen

From: Meghan French [<mailto:meghan.french@cornell.edu>]  
Sent: Tuesday, October 03, 2017 10:01 AM  
To: Velani Sonam <[SVelani@cityhall.nyc.gov](mailto:SVelani@cityhall.nyc.gov)>; Falana Renee Ash <[fra26@cornell.edu](mailto:fra26@cornell.edu)>; Sarah Brown <[sarah@technyc.org](mailto:sarah@technyc.org)>; Judith Ann Spitz <[jas962@cornell.edu](mailto:jas962@cornell.edu)>  
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Subject: RE: Winternship event at Cornell Tech - Room 356

For today's call:

1. detailed ROS (below)
2. draft release (to be shared by Jeremy) social media tool kit to be shared this week
3. sample creative for LINK (will have 9 panels all together)





**WITNY Winternship Launch Agenda**

3:00-3:15pm: check in/registration (the Bridge)  
3:15-3:45pm: Remarks  
Intro WITNY and intro Julie Samuels/Tech:NYC Judy Spitz 4m  
Julie Samuels Intro DM Glen 3m  
Welcome - Announce Call to Action (LINK campaign) DM Alicia Glen 10m  
3:45-4:45pm: The Future of Tech: WITNY Winternship Workshop  
J introduce Toby Redshaw and the panel  
Panel 30m  
J introduce workshop at tables  
Workshop brainstorming 15m  
Workshop read out by facilitators 15m  
----- 15m buffer to make up time -----  
5:00-6:00pm: Networking reception with CUNY women (Judy to close)  
Andrew Shapiro Davis Welcome to Reception

-----Original Appointment-----

**From:** Velani Sonam (<mailto:SVelani@cityhall.nyc.gov>)  
**Sent:** Monday, October 02, 2017 4:19 PM  
**To:** Velani Sonam; Falana Renee Ash; Sarah Brown; Judith Ann Spitz; Meghan French  
**Cc:** Norvell Wiley; Jeremy Soffin  
**Subject:** Winternship event at Cornell Tech - Room 356  
**When:** Tuesday, October 03, 2017 2:00 PM-2:30 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** Dial-in [redacted]; Access Code [redacted]; Pin [redacted]

Judy- update the group on participation share program  
Discuss draft release and press play

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**Sent:** Monday, October 02, 2017 4:09 PM  
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**Cc:** Norvell Wiley; Jeremy Soffin  
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Cheers  
Sonam

---

**Sonam Velani**  
Senior Advisor  
Deputy Mayor for Housing & Economic Development  
City of New York  
[SVelani@cityhall.nyc.gov](mailto:SVelani@cityhall.nyc.gov)  
O: 212-341-5081  
C: 773-710-1713

**FOR IMMEDIATE RELEASE:** October 11, 2017

**Contact:** Lauren Tsuboyama or Kate Treen, 646-452-5637

For more information, visit [tech.cornell.edu](http://tech.cornell.edu), follow us on [Facebook](#) and [Twitter](#) #CornellTech

## **Cornell Tech & CUNY Launch Winternship: New Paid Internship Program & Digital Campaign for CUNY Women in Tech**

*Over 200 CUNY women to participate in special 2-week program across  
dozens of tech companies*

*New campaign launches to open the doors for more young women in NYC  
to pursue tech*

NEW YORK -- Cornell Tech and the City University of New York today launched a new winter internship program as part of the university's Women in Technology and Entrepreneurship in NY (WiTNY) partnership. The new program, called a Winternship, will provide paid internships to up to 200 CUNY women in their freshman or sophomore year who are studying computer science or related fields. Today participating companies came together to craft their Winternship experiences in conjunction with the launch of a marketing campaign to encourage more companies to participate and sponsor a Wintern and more young women to explore degree and career opportunities in technology, including digital advertising on social media platforms and on LinkNYC kiosks across the city.

Participating companies include: Verizon, OATH, Accenture, Citi, Turner, AppNexus, Pfizer, Microsoft, Bit.ly, Blackstone, and many others. The Winternships will occur over winter break in January 2018.

"Cornell Tech is proud to partner with CUNY and dozens of tech companies who are dedicated to launching the next generation of women in tech in New York," said **Judith Spitz, Cornell Tech's WiTNY Program Director**. "Winternships will give CUNY freshmen and sophomores that first 'foot in the door' and an early look into what their future in tech could look like as they build their skills, confidence, and network. We believe that with one or more of these experiences 'under their belt' and on their resumes, we will replace the obstacle course that these young women face with a glide path to success; launching the careers of a new generation of women in tech in NYC. We want all young women in New York to know there is a place for them in tech, and to have the opportunity to share in the benefits the tech industry affords."

CUNY QUOTE

DM GLEN

JULIE SAMUELS

Short internships early in their college careers will give these young CUNY women much needed exposure, experience and a set of credentials that make their resumes more competitive when it comes time to apply for full 10-week summer internships, and ultimately jobs. Giving young women these mini-internship experiences will help launch the careers of a new generation of women in tech in New York.

A digital advertising campaign on social media and LinkNYC kiosks across the five boroughs will show the diverse group of women who have participated in the WiTNY program to encourage more young women to pursue careers in tech. Through the campaign, WiTNY will also generate interest from additional companies who want to join the WiTNY network.

Cornell Tech is committed to encouraging more women to pursue careers in technology. As part of this mission, Cornell Tech, the City University of New York (CUNY), and a growing number of corporations have partnered to create WiTNY to facilitate, encourage and enable a significant increase in the participation of women in both higher education and entrepreneurship in fields related to technology in the New York market.

WiTNY's strategy is to recruit more women by working with CUNY faculty to offer innovative introductory curricula -- both undergraduate courses as well as a unique summer program called the Summer Guild for young women in between their last year of high school and first year at CUNY -- and retain them through scholarship incentives, career immersion via high tech internships, programming and mentorship to develop a robust community of tech women in New York. To expand access to computer science at the CUNY, Cornell Tech and CUNY partnered and developed curriculum that is being implemented at more than a dozen CUNY campuses, with as many as 2,000 students impacted each year.

### **About Cornell Tech**

Cornell Tech brings together faculty, business leaders, tech entrepreneurs and students in a catalytic environment to produce visionary results grounded in significant needs that will reinvent the way we live in the digital age. The Jacobs Technion-Cornell Institute embodies the academic partnership between the Technion-Israel Institute of Technology and Cornell University on the Cornell Tech campus.

From 2012-2017, the campus was temporarily located in Google's New York City building. In fall 2017, 30 world-class faculty and about 300 graduate students moved to the first phase of Cornell Tech's permanent campus on Roosevelt Island, continuing to conduct groundbreaking research, collaborate extensively with tech-oriented companies and organizations and pursue their own startups. When fully completed, the campus will include two million square feet of

state-of-the-art buildings, over two acres of open space, and will be home to more than 2,000 graduate students and hundreds of faculty and staff.

**From:** [Valerie Berlin](#)  
**To:** [Wolfe, Emma](#)  
**Cc:** [Max Sarangay](#); [Gil, Claudia](#)  
**Subject:** Re: Scheduling dinner!  
**Date:** Wednesday, October 04, 2017 7:14:28 PM

---

Hi there - for our dinner next week, possible to do in Park Slope? I have a meeting there at 6 but can be somewhere in the neighborhood at 7. Doable?

**Valerie Berlin**

O. [646.200.5300](tel:646.200.5300)

C. [917.886.8300](tel:917.886.8300)

[valerie@berlinrosen.com](mailto:valerie@berlinrosen.com)

**berlinrosen**

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[berlinrosen.com](http://berlinrosen.com)

@berlinrosen

On Sep 13, 2017, at 5:30 AM, Wolfe, Emma <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)> wrote:

Oops sorry yes!

Sent from my iPhone

On Sep 12, 2017, at 10:12 PM, Valerie Berlin  
<[Valerie@berlinrosen.com](mailto:Valerie@berlinrosen.com)> wrote:

Great! Do you want to loop Claudia here? I'm looping my assistant Max as well.

Claudia can throw out some options and we'll go from there.

Looking forward!

-----Original Message-----

From: Wolfe, Emma [<mailto:EWolfe@cityhall.nyc.gov>]

Sent: Tuesday, September 12, 2017 8:09 PM

To: Valerie Berlin <[Valerie@berlinrosen.com](mailto:Valerie@berlinrosen.com)>

Subject: Scheduling dinner!

Val,

Would love to make this happen when you can. Claudia can throw out some options or vice versa?

Emma

Sent from my iPhone

**From:** [Valerie Berlin](#)  
**To:** [Wolfe, Emma](#)  
**Cc:** [Max Sarangay](#); [Gil, Claudia](#)  
**Subject:** Re: Scheduling dinner!  
**Date:** Wednesday, October 04, 2017 7:51:26 PM

---

Great! Location tbd.  
Thanks!

**Valerie Berlin**

O. [646.200.5300](tel:646.200.5300)  
C. [917.886.8300](tel:917.886.8300)  
[valerie@berlinrosen.com](mailto:valerie@berlinrosen.com)

**berlinrosen**

New York • Washington D.C. • Los Angeles  
[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

On Oct 4, 2017, at 7:23 PM, Wolfe, Emma <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)> wrote:

Absolutely

Get [Outlook for iOS](#)

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Claudia can throw out some options or vice  
versa?

Emma

Sent from my iPhone

**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** cornell  
**Date:** Thursday, October 05, 2017 10:47:27 AM

---

Hi Wiley, please let me know if there's a good time to chat briefly about press for the Winternship event next week. Thanks.

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**

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@berlinrosen

**From:** [Fialkoff, Gabrielle](#)  
**To:** ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Subject:** Update on Relief Efforts  
**Date:** Friday, October 06, 2017 12:15:58 PM

---

Dear Jonathan –

The past several weeks have been a terrible time for our nation and fellow Americans; New York City mourns all those injured and killed by the shooting in Las Vegas and we struggle to help all those affected by the hurricanes. I wanted to share with you an update of what the City is doing to help the Puerto Rico relief efforts, in addition to the heroic efforts of so many New Yorkers.

Immediately after Maria hit, Mayor de Blasio was asked to send first responders and emergency management officials to establish emergency command centers for the City of San Juan and for the island; Puerto Rico lacked such command centers. Additionally, New York City's Task Force 1, the 27 member urban search-and-rescue team made up of FDNY and NYPD first responders, has been crisscrossing the commonwealth for more than a week searching for survivors and those in need of evacuation. NYC has had 148 first responders on the ground in Puerto Rico helping to restore vital infrastructure and services to our 3.5 million fellow Americans on the island. And yesterday, Mayor de Blasio announced the deployment of 22 workers from the Department of Buildings and the Department of Housing Preservation and Development to conduct inspections of buildings impacted by the hurricane and 31 workers from the Department of Sanitation will to assist the Puerto Rico Emergency Management Agency (PREMA). [Please see this Daily News story on Task Force 1's work.](#)

As you may know, the City is also collecting the critical items of diapers, batteries, feminine hygiene products, first aid kits, and baby food at firehouses and police precincts throughout the five boroughs and we are diligently working on getting those items to Puerto Rico quickly and efficiently (if you can offer transit assistance, please let us know). City employees and New Yorkers from all across the City are [donating to the Mayor's Fund to Advance NYC](#) to be part of the effort.

In the coming weeks, I anticipate our relief efforts will shift to helping Puerto Ricans as they come to NYC to seek shelter and refuge. Students will need to go to school, seniors will need care, and families may come with nothing but the clothes on their backs. We are making plans to help those that arrive and need our help and believe there will be a great need for philanthropic support to help these Americans.

This disaster hits home for so many of our neighbors, as 10% of our City is Puerto Rican or has family on the island. We know that it will take several months and even years of work for Puerto Rico to recover. We will do everything we can to support this ongoing effort. If you would like more information on ways you can help in the coming weeks, please reach out to me directly.

Sincerely,  
Gabrielle

Gabrielle Fialkoff  
Senior Advisor to the Mayor

Director of the Office of Strategic Partnerships  
212-341-5084  
[gfialkoff@cityhall.nyc.gov](mailto:gfialkoff@cityhall.nyc.gov)

From: [Nor, J. Wiley](#)  
To: [Jeremy Soffin](#); [Sarah Brown](#); [Meghan French](#)  
Cc: [Jeremy Soffin](#); [Sean Ludwig](#); [Falana Renee Ash](#); [Judith Ann Spitz](#)  
Subject: RE: Winternship event at Cornell Tech - Room 356  
Date: Friday, October 06, 2017 3:37:43 PM

Hey Jeremy  
I'm free now. Can you give me a buzz: [REDACTED]

From: Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
Sent: Friday, October 06, 2017 3:37 PM  
To: Sarah Brown; Meghan French  
Cc: Velani, Sonam; Sean Ludwig; Falana Renee Ash; Judith Ann Spitz; Norve J, Wiley  
Subject: RE: Winternship event at Cornell Tech - Room 356

Hi all - just touching base to see if there are edits on the release or other thoughts on press. Thanks and happy to chat again by phone if easier.

Best

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O. 646.200.5318  
C. 917.860.9076  
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Sean from our team.

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- Intro WITNY and intro Julie Samuels/Tech.NYC Judy Spitz 4m
- Julie Samuels intro DM Glen 3m
- Welcome Announcement Call to Action (LINK campaign) DM Alicia Glen 10m
- 3:45-4:45pm: The Future of Tech: WITNY Winternship Workshop
- J introduce Toby Redshaw and the panel
- Panel 30m
- J introduce workshop at tables
- Workshop brainstorming 15m
- Workshop read out by facilitators 15m
- ----- 15m buffer to make up time -----
- 5:00-6:00pm: Networking reception with CUNY women (Judy to close)
- Andrew Shapiro Davis Welcome to Reception

-----Original Appointment-----

**From:** Velani Sonam [<mailto:SVelani@cityhall.nyc.gov>]  
**Sent:** Monday, October 02, 2017 4:19 PM  
**To:** Velani Sonam; Falana Renee Ash; Sarah Brown; Judith Ann Spitz; Meghan French  
**Cc:** Norvell Wiley; Jeremy Soffin  
**Subject:** Winternship event at Cornell Tech - Room 356  
**When:** Tuesday, October 03 2017 2:00 PM-2:30 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** Dial-in [redacted] Access Code [redacted] Pin [redacted]

Judy- update the group on participation share program  
 Discuss draft release and press play

**From:** Falana Renee Ash [<mailto:fra26@cornell.edu>]  
**Sent:** Monday, October 02, 2017 4:30 PM  
**To:** Velani Sonam; Sarah Brown  
**Cc:** Norvell Wiley; Jeremy Soffin  
**Subject:** RE: Next week's Winternship event at Cornell Tech

Hello All

Tuesday 10/3/17 at 2pm works for both Meghan and Judy.

**From:** Meghan French  
**Sent:** Monday, October 2, 2017 3:34 PM  
**To:** Velani Sonam <[SVelani@cityhall.nyc.gov](mailto:SVelani@cityhall.nyc.gov)>; Judith Ann Spitz <[cjas92@cornell.edu](mailto:cjas92@cornell.edu)>; Sarah Brown <[sarah@technyc.org](mailto:sarah@technyc.org)>;  
**Cc:** Norvell Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Falana Renee Ash <[fra26@cornell.edu](mailto:fra26@cornell.edu)>  
**Subject:** RE: Next week's Winternship event at Cornell Tech

Falana

Can you please help us schedule this call?  
Thanks

**From:** Velani Sonam [<mailto:SVelani@cityhall.nyc.gov>]

**Sent:** Monday, October 02, 2017 3:29 PM

**To:** Judith Ann Spitz <[jas962@cornell.edu](mailto:jas962@cornell.edu)>; Meghan French <[meghan\\_french@cornell.edu](mailto:meghan_french@cornell.edu)>; Sarah Brown <[sarah@technyc.org](mailto:sarah@technyc.org)>

**Cc:** Norvell Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

**Subject:** RE: Next week's Winternship event at Cornell Tech

Hi all – Alicia would love a podium if possible. I imagine Julie prefers the same.

Here are some times this week that work us:

Tuesday: 10am 2:00-3:30pm 4:00pm

Wednesday: 12:00-2:00pm 3:00pm

Thanks!

**From:** Judith Ann Spitz [<mailto:jas962@cornell.edu>]

**Sent:** Monday, October 02, 2017 1:56 PM

**To:** Meghan French; Velani, Sonam; Sarah Brown

**Cc:** Norvell, Wiley; Jeremy Soffin

**Subject:** RE: Next week's Winternship event at Cornell Tech

Happy to join. Just let me know when. St ill chasing RSVP's to the event, but happy to share what we have and what is pending.

Judy

**From:** Meghan French

**Sent:** Monday, October 2, 2017 1:07 PM

**To:** Velani Sonam <[SVelani@cityhall.nyc.gov](mailto:SVelani@cityhall.nyc.gov)>; Sarah Brown <[sarah@technyc.org](mailto:sarah@technyc.org)>

**Cc:** Norvell Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Judith Ann Spitz <[jas962@cornell.edu](mailto:jas962@cornell.edu)>

**Subject:** RE: Next week's Winternship event at Cornell Tech

Jeremy who works can work with Wiley on press

Judy she should share a list of participating companies a with you and should join us for a call to go over the program for the afternoon.

Thank you for reaching out!

Meghan

**From:** Velani Sonam [<mailto:SVelani@cityhall.nyc.gov>]

**Sent:** Monday, October 02, 2017 1:00 PM

**To:** Meghan French <[meghan\\_french@cornell.edu](mailto:meghan_french@cornell.edu)>; Sarah Brown <[sarah@technyc.org](mailto:sarah@technyc.org)>

**Cc:** Norvell Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>

**Subject:** Next week's Winternship event at Cornell Tech

Meghan and Sarah

Hope all is well! We wanted to touch base with you about next week's Winternship event at Cornell Tech. Are you available for a call early this week?

In particular, it would be great to have a list of participants, companies, etc. We also want to run a press play on this building on our theme that NYC is the best place in the world for women to build their careers in the tech industry. Winternships open the door for women particularly those from underrepresented backgrounds to participate in this ecosystem. Cornell Tech is leading the way in partnership with the City and Tech NYC.

Ideas and thoughts welcome! Let us know when you're free to discuss further. Thanks!

Cheers

Sonam

---

**Sonam Velani**

Senior Advisor

Deputy Mayor for Housing & Economic Development

City of New York

[SVelani@cityhall.nyc.gov](mailto:SVelani@cityhall.nyc.gov)

O: 212-341-5081

C: 773-710-1713

--

Chief of Staff, TechNYC

[www.technyc.org](http://www.technyc.org)

T: 917.453.0955

**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** FW: Winternship release v2 JRS  
**Date:** Friday, October 06, 2017 3:56:49 PM  
**Attachments:** [Winternship release v2 JRS.docx](#)

---

Here you go.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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berlinrosen.com  
@berlinrosen

---

**From:** Lauren Tsuboyama  
**Sent:** Friday, October 06, 2017 3:54 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** Winternship release v2 JRS

Most up to date attached.

**Lauren Tsuboyama**  
C. 914.860.5120  
O. 212.574.3410  
[Lauren.tsuboyama@berlinrosen.com](mailto:Lauren.tsuboyama@berlinrosen.com)

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**FOR IMMEDIATE RELEASE:** October 11, 2017

**Contact:** Lauren Tsuboyama or Kate Treen, 646-452-5637

For more information, visit [tech.cornell.edu](http://tech.cornell.edu), follow us on [Facebook](#) and [Twitter](#) #CornellTech

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*Over 200 CUNY women to participate in special 2-week program across  
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*New campaign launches to open the doors for more young women in NYC  
to pursue tech*

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Participating companies include: Verizon, OATH, Accenture, Citi, Turner, AppNexus, Pfizer, Bitly, Blackstone, and many others. The Winternships will occur over winter break in January 2018.

"Cornell Tech is proud to partner with CUNY and dozens of tech companies who are dedicated to launching the next generation of women in tech in New York," said **Judith Spitz, Cornell Tech's WiTNY Program Director**. "Winternships will give CUNY freshmen and sophomores that first 'foot in the door' and an early look into what their future in tech could be like as they build their skills, confidence, and network. We believe that with one or more of these experiences 'under their belt' and on their resumes, we will replace the obstacle course that these young women face with a glide path to success; giving them the opportunity to share in the benefits the tech industry affords."

CUNY QUOTE

DM GLEN

JULIE SAMUELS

Short internships early in their college careers will give these young CUNY women much needed exposure, experience and a set of credentials that make their resumes more competitive when it comes time to apply for full 10-week summer internships, and ultimately jobs. Giving young women these mini-internship experiences will help launch the careers of a new generation of women in tech in New York.

A digital advertising campaign on social media and LinkNYC kiosks across the five boroughs will show the diverse group of women who have participated in the WiTNY program to encourage more young women to pursue careers in tech. Through the campaign, WiTNY will also generate interest from additional companies who want to join the WiTNY network.

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WiTNY's strategy is to recruit more women by working with CUNY faculty to offer innovative introductory curricula -- both undergraduate courses as well as a unique summer program called the Summer Guild for young women in between their last year of high school and first year at CUNY -- and retain them through scholarship incentives, career immersion via high tech internships, programming and mentorship to develop a robust community of tech women in New York. To expand access to computer science at the CUNY, Cornell Tech and CUNY partnered and developed curriculum that is being implemented at more than a dozen CUNY campuses.

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**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [Lauren Tsuboyama](#)  
**Subject:** sorry use this one  
**Date:** Friday, October 06, 2017 4:22:51 PM  
**Attachments:** [Winternship release v3 JRS.docx](#)

---

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**

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[berlinrosen.com](http://berlinrosen.com)

@berlinrosen

---

**From:** Lauren Tsuboyama  
**Sent:** Friday, October 06, 2017 4:19 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: quote

Updated attached.

---

**From:** Jeremy Soffin  
**Sent:** Friday, October 6, 2017 4:15 PM  
**To:** Lauren Tsuboyama <[Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)>  
**Subject:** FW: quote

Can you check these quickly and I'll resend to wiley?

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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@berlinrosen

---

**From:** Judith Ann Spitz [<mailto:jas962@cornell.edu>]

**Sent:** Friday, October 06, 2017 4:14 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Cc:** Judith Ann Spitz <[jas962@cornell.edu](mailto:jas962@cornell.edu)>  
**Subject:** FW: quote

FYI – and attached is the release with a couple of edits requested by one of the companies being named. Let me know of any issues.

---

**From:** Andrea Shapiro Davis [<mailto:Andrea.Davis@cornell.edu>]  
**Sent:** Friday, October 6, 2017 4:11 PM  
**To:** Judith Ann Spitz <[jas962@cornell.edu](mailto:jas962@cornell.edu)>  
**Subject:** RE: quote

Folks here want to see city hall's comments/the re-drafted/latest release first so they can do a quote in line with the release.

---

**From:** Judith Ann Spitz [<mailto:jas962@cornell.edu>]  
**Sent:** Friday, October 06, 2017 4:00 PM  
**To:** Andrea Shapiro Davis <[Andrea.Davis@cornell.edu](mailto:Andrea.Davis@cornell.edu)>  
**Subject:** quote

Andrea:

When do you think you can get a quote to me for the press release?

Judy

**JUDITH SPITZ, Ph.D.**

PROGRAM DIRECTOR OF WITNY (WOMEN IN TECHNOLOGY AND ENTREPRENEURSHIP IN NEW YORK)  
646.632.4961 office  
914.589.2616 mobile

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**FOR IMMEDIATE RELEASE:** October 11, 2017

**Contact:** Lauren Tsuboyama or Kate Treen, 646-452-5637

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CUNY QUOTE

DM GLEN

JULIE SAMUELS

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**From:** [Jeremy Soffin](#)  
**To:** [Grace, Melissa](#); [Norvell, Wiley](#)  
**Cc:** [Lauren Tsuboyama](#); [Kate Treen](#)  
**Subject:** RE: cornell  
**Date:** Wednesday, October 11, 2017 9:04:24 AM  
**Attachments:** [Winternship Press Release 101117.docx](#)

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Couple minor tweaks in attached, waiting for some other quotes on our end, please let us know soon as you can when you'll have the rest of the info to fill in.  
I'm fine with each institution putting out same release whenever this is final.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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[@berlinrosen](#)

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**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, October 10, 2017 7:08 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Cc:** Lauren Tsuboyama <[Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)>  
**Subject:** RE: cornell

Jeremy, again, apologies.

Also, we have a details to fill out (highlighted towards end) – will update those in the morning and will send a quote for Alicia Glen

**Deputy Mayor Alicia Glen, Cornell Tech, & CUNY Launch Winternship:  
A Paid Internship Program & Digital Campaign  
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*Over 200 freshmen and sophomore women at CUNY will participate in 2-week program across dozens of tech companies; Campaign will open doors for more young women in tech sector*

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DM GLEN QUOTE

CUNY QUOTE

JULIE SAMUELS QUOTE

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## PROGRAMS TO PROMOTE TECH]

WITNY's strategy is to recruit more women by working with CUNY faculty to offer innovative introductory curricula -- both undergraduate courses as well as a unique summer program called the Summer Guild for young women in between their last year of high school and first year at CUNY -- and retain them through scholarship incentives, career immersion via high tech internships, programming and mentorship to develop a robust community of tech women in New York. To expand access to computer science at the CUNY, Cornell Tech and CUNY partnered and developed curriculum that is being implemented at more than a dozen CUNY campuses. [WILL ALSO ADD DETAILS ON CUNY 2X HERE]

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IF THERE'S AN 'ABOUT CORNELL TECH SECTION' – SHOULD WE ADD AN 'ABOUT CUNY' OR 'ABOUT TECH TALENT PIPELINE' SECTION?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, October 10, 2017 4:20 PM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa; Lauren Tsuboyama  
**Subject:** RE: cornell

Checking back in, really need this asap. Thanks!

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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[@berlinrosen](https://twitter.com/berlinrosen)

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**Sent:** Tuesday, October 10, 2017 1:02 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Cc:** Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>  
**Subject:** RE: cornell

MG will have to you shortly!

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, October 10, 2017 9:01 AM  
**To:** Norvell, Wiley  
**Subject:** cornell

Hey Wiley, just checking in on the Winternship release. Thanks.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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[@berlinrosen](https://twitter.com/berlinrosen)

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DM GLEN QUOTE

CUNY QUOTE

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“People are New York City’s greatest source of competitive advantage,” said Lynn McMahon, New York Metro Office Managing Director, Accenture. “At a time when employers are facing a skills gap – particularly in the technology field – internships are an effective way for companies to reach previously untapped pools of talent. We believe that the Cornell Tech and the City University of New York winter internship program is critical to ignite greater interest in technology and ultimately build a stronger pipeline in New York City.”

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IF THERE'S AN 'ABOUT CORNELL TECH SECTION' – SHOULD WE ADD AN 'ABOUT CUNY' OR 'ABOUT TECH TALENT PIPELINE' SECTION?

**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [Grace, Melissa](#); [Lauren Tsuboyama](#); [Kate Treen](#)  
**Subject:** RE: cornell  
**Date:** Wednesday, October 11, 2017 9:38:08 AM

---

If release is ready sounds good to me.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

### berlinrosen

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**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Wednesday, October 11, 2017 9:36 AM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
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**Subject:** RE: cornell

How about noon?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Wednesday, October 11, 2017 9:35 AM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa; Lauren Tsuboyama; Kate Treen  
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When do you want to put it out Jeremy? 3 is a bit late.

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**Cc:** Lauren Tsuboyama <[Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)>

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**Date:** Wednesday, October 11, 2017 10:38:57 AM  
**Attachments:** [Winternship Press Release 101117WN.docx](#)

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Updated version that merges your and Melissa's edits. Additional quotes coming?  
Adding Ben from City Hall who will blast final when ready at noonish.

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Participating companies include Verizon, OATH, Accenture, Citi, Turner, AppNexus, Pfizer, Bitly, Blackstone, and many others. The Winternships will occur during CUNY’s winter break in January 2018.

“New York City is building the strongest tech sector for women anywhere in the country. These are real investments that put more women on career paths in technology. We thank Cornell Tech, CUNY and our private sector partners for collaborating to help women build their skills and their resumes,” said **Mayor Bill de Blasio**.

“Cornell Tech is proud to partner with CUNY and dozens of companies who are dedicated to launching the next generation of women in tech in New York,” said **Judith Spitz, Cornell Tech’s WiTNY Program Director**. “Winternships will give CUNY freshmen and sophomores that first ‘foot in the door’ and an early look into what their future in tech could be like as they build their skills, confidence, and network. We believe that with one or more of these experiences ‘under their belt’ and on their resumes, we will replace the obstacle course that these young women face with a glide path to success; giving them the opportunity to share in the benefits the tech industry affords.”

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Over the past two years, graduates of TTP’s industry-informed college programs have secured jobs across the NYC tech ecosystem at companies like Time, Inc., Viacom, JP Morgan Chase, and Goldman Sachs. Through the Mayor’s TTP Academic Council, 16 presidents and provosts of public and private NYC colleges - including Columbia, NYU, Pace, Pratt Institute, and CUNY – have also made commitments to further pathways to tech careers for an additional 1,300 New Yorkers.

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To expand access to computer science at CUNY, Cornell Tech and CUNY partnered and developed curriculum that is being implemented at more than a dozen campuses. Building on this success, this past June, Mayor de Blasio announced a new comprehensive commitment to double the number of CUNY tech Bachelor’s recipients who graduate ready to secure and succeed in tech jobs by 2022.

The City will highlight new investments in instruction, advising, and internships as well as industry commitments to meeting this goal at a Partners Summit on October 23<sup>rd</sup>.

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### **About the NYC Tech Talent Pipeline**

Launched by the Mayor in 2014, the NYC Tech Talent Pipeline is the City's tech Industry Partnership, designed to support the inclusive growth of the NYC tech sector and prepare New Yorkers for 21st century jobs. Incubated and supported by the NYC Department of Small Business Services, the NYC Tech Talent Pipeline works with 175 companies, 16 local colleges, and additional public and private partners to define employer needs, develop training and education models to meet these needs, and scale solutions throughout the City, delivering quality talent for the City's businesses and quality jobs for New Yorkers. Learn more information at <http://www.techtalentpipeline.nyc/> or email [team@techtalent.nyc](mailto:team@techtalent.nyc).

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**Subject:** RE: cornell  
**Date:** Wednesday, October 11, 2017 10:47:21 AM  
**Attachments:** [Winternship Press Release 101117WNjs.docx](#)

---

Added CUNY and Julie Samuels quotes and About CUNY boiler.  
Let me have Cornell folks take final look but then I think we're set.

**Jeremy Soffin**

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Updated version that merges your and Melissa's edits. Additional quotes coming?  
Adding Ben from City Hall who will blast final when ready at noonish.

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**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Wednesday, October 11, 2017 9:35 AM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa; Lauren Tsuboyama; Kate Treen  
**Subject:** Re: cornell

Whenever it's final is fine by me, late morning/early pm?

On Oct 11, 2017, at 9:31 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

When do you want to put it out Jeremy? 3 is a bit late.

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**Sent:** Wednesday, October 11, 2017 9:03 AM  
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**Cc:** Lauren Tsuboyama; Kate Treen  
**Subject:** RE: cornell

Couple minor tweaks in attached, waiting for some other quotes on our end, please let us know soon as you can when you'll have the rest of the info to fill in.  
I'm fine with each institution putting out same release whenever this is final.

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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**Cc:** Lauren Tsuboyama <[Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)>  
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**Deputy Mayor Alicia Glen, Cornell Tech, & CUNY Launch  
Winternship:  
A Paid Internship Program & Digital Campaign  
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*Over 200 freshmen and sophomore women at CUNY will participate in 2-week program across dozens of tech companies; Campaign will open doors for more young women in tech sector*

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"Cornell Tech is proud to partner with CUNY and dozens of tech companies who are dedicated to launching the next generation of women in tech in New York," said **Judith Spitz, Cornell Tech's WiTNY Program Director**. "Winternships will give CUNY freshmen and sophomores that first 'foot in the door' and an early look into what their future in tech could be like as they build their skills, confidence, and network. We believe that with one or more of these experiences 'under their belt' and on their resumes, we will replace the obstacle course that these young women face with a glide path to success; giving them the opportunity to share in the benefits the tech industry affords."

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A digital advertising campaign on social media and LinkNYC kiosks will show the diverse group of women who have participated in other WiTNY programs to encourage more young women to pursue careers in tech. Through the campaign, WiTNY will also generate interest from additional companies who want to join the WiTNY network.

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## THE CITY'S PROGRAMS TO PROMOTE TECH]

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ALSO ADD DETAILS ON CUNY 2X HERE]

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IF THERE'S AN 'ABOUT CORNELL TECH SECTION' – SHOULD WE ADD AN 'ABOUT CUNY' OR 'ABOUT TECH TALENT PIPELINE' SECTION?

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**Cc:** Grace, Melissa; Lauren Tsuboyama

**Subject:** RE: cornell

Checking back in, really need this asap. Thanks!

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**Sent:** Tuesday, October 10, 2017 9:01 AM  
**To:** Norvell, Wiley  
**Subject:** cornell

Hey Wiley, just checking in on the Winternship release. Thanks.

**Jeremy Soffin**  
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Participating companies include Verizon, OATH, Accenture, Citi, Turner, AppNexus, Pfizer, Bitly, Blackstone, and many others. The Winternships will occur during CUNY's winter break in January 2018.

“New York City is building the strongest tech sector for women anywhere in the country. These are real investments that put more women on career paths in technology. We thank Cornell Tech, CUNY and our private sector partners for collaborating to help women build their skills and their resumes,” said **Mayor Bill de Blasio**.

“Cornell Tech is proud to partner with CUNY and dozens of companies who are dedicated to launching the next generation of women in tech in New York,” said **Judith Spitz, Cornell Tech's WiTNY Program Director**. “Winternships will give CUNY freshmen and sophomores that first ‘foot in the door’ and an early look into what their future in tech could be like as they build their skills, confidence, and network. We believe that with one or more of these experiences ‘under their belt’ and on their resumes, we will replace the obstacle course that these young women face with a glide path to success; giving them the opportunity to share in the benefits the tech industry affords.”

“Women are vastly underrepresented in the technology workforce, and this new Winternship program is part of CUNY's comprehensive effort to address this problem,” said **Associate Vice Chancellor Andrea Shapiro Davis, who is leading the WiTNY program at CUNY**. “These internships will not only provide new opportunities for our students, but will more broadly introduce the NY tech ecosystem to the strengths and talents of our diverse student population and-show them that CUNY is a place to recruit the next generation of tech talent.”

"New York is the best place to be a woman in tech, and the Winternship program is an example of that," said **Julie Samuels, Executive Director of Tech:NYC**. "It's refreshing and meaningful to see institutions like Cornell Tech and CUNY join with the private sector to support our future

women leaders and to work together to realize the goal of a tech industry where women are truly equal."

Short internships early in their college careers will give these young CUNY women much needed exposure, experience and a set of credentials that make their resumes more competitive when it comes time to apply for 10-week summer internships, and ultimately full-time jobs. Giving young women these mini-internship experiences will help launch the careers of a new generation of women in tech in New York.

"People are New York City's greatest source of competitive advantage," said Lynn McMahon, New York Metro Office Managing Director, Accenture. "At a time when employers are facing a skills gap – particularly in the technology field – internships are an effective way for companies to reach previously untapped pools of talent. We believe that the Cornell Tech and the City University of New York winter internship program is critical to ignite greater interest in technology and ultimately build a stronger pipeline in New York City."

A digital advertising campaign on social media and LinkNYC kiosks will show the diverse group of women who have participated in other WiTNY programs to encourage more young women to pursue careers in tech. Through the campaign, WiTNY will also generate interest from additional companies who want to join the WiTNY network.

The City of New York, along with Cornell Tech and CUNY, are committed to encouraging more women to pursue careers in technology. As part of this mission, Cornell Tech, CUNY, and a growing number of corporations including Verizon, Accenture, IBM, Citi and Xerox have partnered to create WiTNY to facilitate, encourage, and enable a significant increase in the participation of women in both higher education and entrepreneurship in fields related to technology in the New York market. The City of New York has supported these efforts, facilitating industry-academia partnerships through its Tech Talent Pipeline and other initiatives to build a more inclusive tech ecosystem.

Over the past two years, graduates of TTP's industry-informed college programs have secured jobs across the NYC tech ecosystem at companies like Time, Inc., Viacom, JP Morgan Chase, and Goldman Sachs. Through the Mayor's TTP Academic Council, 16 presidents and provosts of public and private NYC colleges - including Columbia, NYU, Pace, Pratt Institute, and CUNY – have also made commitments to further pathways to tech careers for an additional 1,300 New Yorkers.

WiTNY's strategy is to recruit more women by working with CUNY faculty to offer innovative introductory curricula -- both undergraduate courses as well as a unique summer program called the Summer Guild for women in between their last year of high school and first year at CUNY - and retain them through scholarship incentives, career immersion via high tech internships, programming and mentorship to develop a robust community of tech women in New York.

To expand access to computer science at CUNY, Cornell Tech and CUNY partnered and developed curriculum that is being implemented at more than a dozen campuses. **Building on this success, this past June, Mayor de Blasio announced a new comprehensive commitment to**

double the number of CUNY tech Bachelor's recipients who graduate ready to secure and succeed in tech jobs by 2022.

The City will highlight new investments in instruction, advising, and internships as well as industry commitments to meeting this goal at a Partners Summit on October 23<sup>rd</sup>.

### **About Cornell Tech**

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### **About CUNY**

The City University of New York is the nation's leading urban public university. Founded in 1847, the University comprises 24 institutions: 11 senior colleges, seven community colleges, the William E. Macaulay Honors College at CUNY, the CUNY Graduate School Center, the CUNY Graduate School of Journalism, the CUNY School of Law, the CUNY School of Professional Studies and the CUNY Graduate School of Public Health and Health Policy. The University serves more than 272,000 degree-seeking students. College Now, the University's academic enrichment program, is offered at CUNY campuses and more than 400 high schools throughout the five boroughs. The University offers online baccalaureate and master's degrees through the CUNY School of Professional Studies.

### **About the NYC Tech Talent Pipeline**

Launched by the Mayor in 2014, the NYC Tech Talent Pipeline is the City's tech Industry Partnership, designed to support the inclusive growth of the NYC tech sector and prepare New Yorkers for 21st century jobs. Incubated and supported by the NYC Department of Small Business Services, the NYC Tech Talent Pipeline works with 175 companies, 16 local colleges, and additional public and private partners to define employer needs, develop training and education models to meet these needs, and scale solutions throughout the City, delivering quality talent for the City's businesses and quality jobs for New Yorkers. Learn more information at <http://www.techtalentpipeline.nyc/> or email [team@techtalent.nyc](mailto:team@techtalent.nyc).

**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#); [Sarle, Ben](#)  
**Cc:** [Grace, Melissa](#); [Lauren Tsuboyama](#); [Kate Treen](#)  
**Subject:** RE: cornell  
**Date:** Wednesday, October 11, 2017 11:51:24 AM  
**Attachments:** [Winternship Press Release 101117WNjs.docx](#)

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Two minor edits in yellow:

--added "dozens of" before companies

--took out Pfizer (they haven't given okay) and added Grand Central Tech

If you're good with this we can all plan to push out. Can we say 12:30 instead of noon?

**Jeremy Soffin**

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"People are New York City's greatest source of competitive advantage," said Lynn McMahon, New York Metro Office Managing Director, Accenture. "At a time when employers are facing a skills gap – particularly in the technology field – internships are an effective way for companies to reach previously untapped pools of talent. We believe that the Cornell Tech and the City University of New York winter internship program is critical to ignite greater interest in technology and ultimately build a stronger pipeline in New York City."

A digital advertising campaign on social media and LinkNYC kiosks will show the diverse group of women who have participated in other WiTNY programs to encourage more young women to pursue careers in tech. Through the campaign, WiTNY will also generate interest from additional companies who want to join the WiTNY network.

The City of New York, along with Cornell Tech and CUNY, are committed to encouraging more women to pursue careers in technology. As part of this mission, Cornell Tech, CUNY, and a growing number of corporations including Verizon, Accenture, IBM, Citi and Xerox have partnered to create WiTNY to facilitate, encourage, and enable a significant increase in the participation of women in both higher education and entrepreneurship in fields related to technology in the New York market. The City of New York has supported these efforts, facilitating industry-academia partnerships through its Tech Talent Pipeline and other initiatives to build a more inclusive tech ecosystem.

Over the past two years, graduates of TTP's industry-informed college programs have secured jobs across the NYC tech ecosystem at companies like Time, Inc., Viacom, JP Morgan Chase, and Goldman Sachs. Through the Mayor's TTP Academic Council, 16 presidents and provosts of public and private NYC colleges - including Columbia, NYU, Pace, Pratt Institute, and CUNY – have also made commitments to further pathways to tech careers for an additional 1,300 New Yorkers.

WiTNY's strategy is to recruit more women by working with CUNY faculty to offer innovative introductory curricula -- both undergraduate courses as well as a unique summer program called the Summer Guild for women in between their last year of high school and first year at CUNY - and retain them through scholarship incentives, career immersion via high tech internships, programming and mentorship to develop a robust community of tech women in New York.

To expand access to computer science at CUNY, Cornell Tech and CUNY partnered and developed curriculum that is being implemented at more than a dozen campuses. **Building on this success, this past June, Mayor de Blasio announced a new comprehensive commitment to**

double the number of CUNY tech Bachelor's recipients who graduate ready to secure and succeed in tech jobs by 2022.

The City will highlight new investments in instruction, advising, and internships as well as industry commitments to meeting this goal at a Partners Summit on October 23<sup>rd</sup>.

### **About Cornell Tech**

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### **About the NYC Tech Talent Pipeline**

Launched by the Mayor in 2014, the NYC Tech Talent Pipeline is the City's tech Industry Partnership, designed to support the inclusive growth of the NYC tech sector and prepare New Yorkers for 21st century jobs. Incubated and supported by the NYC Department of Small Business Services, the NYC Tech Talent Pipeline works with 175 companies, 16 local colleges, and additional public and private partners to define employer needs, develop training and education models to meet these needs, and scale solutions throughout the City, delivering quality talent for the City's businesses and quality jobs for New Yorkers. Learn more information at <http://www.techtalentpipeline.nyc/> or email [team@techtalent.nyc](mailto:team@techtalent.nyc).

**From:** [Sarle, Ben](#)  
**To:** [Jeremy Soffin](#); [Norvell, Wiley](#)  
**Cc:** [Grace, Melissa](#); [Lauren Tsuboyama](#); [Kate Treen](#)  
**Subject:** RE: cornell  
**Date:** Wednesday, October 11, 2017 11:53:06 AM  
**Attachments:** [image001.png](#)

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Cool, edited. And 12:30 sounds good to me

**Ben Sarle**

Deputy Press Secretary  
Mayor's Press Office | City of New York  
(347) 407-1385  
[@bensarle](#)

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Wednesday, October 11, 2017 11:51 AM  
**To:** Sarle, Ben; Norvell, Wiley  
**Cc:** Grace, Melissa; Lauren Tsuboyama; Kate Treen  
**Subject:** RE: cornell

Our emails crossed, just need a couple minor edits:

--Add "dozens of" before "companies" in graf 2  
--In graf 3 remove Pfizer and add Grand Central Tech

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**

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[@berlinrosen](#)

---

**From:** Sarle, Ben [<mailto:BSarle@cityhall.nyc.gov>]  
**Sent:** Wednesday, October 11, 2017 11:49 AM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Cc:** Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Lauren Tsuboyama <[Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)>; Kate Treen <[Kate.Treen@berlinrosen.com](mailto:Kate.Treen@berlinrosen.com)>  
**Subject:** RE: cornell

Here is it formatted, couple minor tweaks too. Also the ampersand after the comma like that in the header seems weird, should take both out and just say 'and'. But will defer.



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE:** October 11, 2017

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO, CORNELL TECH, & CUNY LAUNCH WINTERSHIP: A PAID INTERNSHIP PROGRAM & DIGITAL CAMPAIGN FOR CUNY WOMEN IN TECH**

*Over 200 freshmen and sophomore women at CUNY will participate in 2-week program across dozens of companies; Campaign will open doors for more young women in tech sector*

**NEW YORK**—Mayor de Blasio, Cornell Tech, and the City University of New York today launched a new winter internship program as part of the Women in Technology and Entrepreneurship in NY (WiTNY) initiative. The program, called a Winternship, will provide paid internships to up to 200 CUNY female students in their freshman or sophomore year who are studying computer science or related fields.

Today, Deputy Mayor Alicia Glen and companies gathered at Cornell Tech to craft their Winternship program in conjunction with the launch of a marketing campaign to encourage more companies to sponsor young women exploring degree and career opportunities in technology. The campaign will include digital advertising on social media platforms and on LinkNYC kiosks across the city.

Participating companies include Verizon, OATH, Accenture, Citi, Turner, AppNexus, Pfizer, Bitly, Blackstone, and many others. The Winternships will occur during CUNY's winter break in January 2018.

“New York City is building the strongest tech sector for women anywhere in the country,” said **Mayor Bill de Blasio**. “These are real investments that put more women on career paths in technology. We thank Cornell Tech, CUNY and our private sector partners for collaborating to help women build their skills and their resumes.”

“Cornell Tech is proud to partner with CUNY and dozens of companies who are dedicated to launching the next generation of women in tech in New York,” said **Judith Spitz, Cornell Tech's WiTNY Program Director**. “Winternships will give CUNY freshmen and sophomores that first ‘foot in the door’ and an early look into what their future in tech could be like as they build their skills, confidence, and network. We believe that with one or more of these experiences ‘under their belt’ and on their resumes, we will replace the obstacle course that these young women face with a glide path to success; giving them the opportunity to share in the benefits the tech industry affords.”

“Women are vastly underrepresented in the technology workforce, and this new Winternship program is part of CUNY’s comprehensive effort to address this problem,” said **Associate Vice Chancellor Andrea Shapiro Davis, who is leading the WiTNY program at CUNY**. “These internships will not only provide new opportunities for our students, but will more broadly introduce the NY tech ecosystem to the strengths and talents of our diverse student population and-show them that CUNY is a place to recruit the next generation of tech talent.”

"New York is the best place to be a woman in tech, and the Winternship program is an example of that," said **Julie Samuels, Executive Director of Tech:NYC**. "It's refreshing and meaningful to see institutions like Cornell Tech and CUNY join with the private sector to support our future women leaders and to work together to realize the goal of a tech industry where women are truly equal."

Short internships early in their college careers will give these young CUNY women much needed exposure, experience and a set of credentials that make their resumes more competitive when it comes time to apply for 10-week summer internships, and ultimately full-time jobs. Giving young women these mini-internship experiences will help launch the careers of a new generation of women in tech in New York.

“People are New York City’s greatest source of competitive advantage,” said **Lynn McMahon, New York Metro Office Managing Director, Accenture**. “At a time when employers are facing a skills gap – particularly in the technology field – internships are an effective way for companies to reach previously untapped pools of talent. We believe that the Cornell Tech and the City University of New York winter internship program is critical to ignite greater interest in technology and ultimately build a stronger pipeline in New York City.”

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###

**Ben Sarle**

Deputy Press Secretary  
Mayor's Press Office | City of New York  
(347) 407-1385  
@bensarle

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Wednesday, October 11, 2017 11:19 AM  
**To:** Norvell, Wiley; Sarle, Ben  
**Cc:** Grace, Melissa; Lauren Tsuboyama; Kate Treen  
**Subject:** RE: cornell

Just give me 15 minutes please, waiting on final approval

**Jeremy Soffin**

O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**

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@berlinrosen

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Wednesday, October 11, 2017 10:59 AM  
**To:** Sarle, Ben <[BSarle@cityhall.nyc.gov](mailto:BSarle@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Cc:** Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Lauren Tsuboyama <[Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)>; Kate Treen <[Kate.Treen@berlinrosen.com](mailto:Kate.Treen@berlinrosen.com)>  
**Subject:** RE: cornell

Meh, it's fine

---

**From:** Sarle, Ben  
**Sent:** Wednesday, October 11, 2017 10:58 AM  
**To:** Jeremy Soffin; Norvell, Wiley  
**Cc:** Grace, Melissa; Lauren Tsuboyama; Kate Treen  
**Subject:** RE: cornell

Should we move mayor quote up a little, feels a little deep?

**Ben Sarle**

Deputy Press Secretary  
Mayor's Press Office | City of New York  
(347) 407-1385  
@bensarle

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Wednesday, October 11, 2017 10:45 AM  
**To:** Norvell, Wiley; Sarle, Ben  
**Cc:** Grace, Melissa; Lauren Tsuboyama; Kate Treen  
**Subject:** RE: cornell

Added CUNY and Julie Samuels quotes and About CUNY boiler.  
Let me have Cornell folks take final look but then I think we're set.

**Jeremy Soffin**

O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**

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[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Wednesday, October 11, 2017 10:39 AM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Sarle, Ben <[BSarle@cityhall.nyc.gov](mailto:BSarle@cityhall.nyc.gov)>  
**Cc:** Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Lauren Tsuboyama <[Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)>; Kate Treen <[Kate.Treen@berlinrosen.com](mailto:Kate.Treen@berlinrosen.com)>  
**Subject:** RE: cornell

Updated version that merges your and Melissa's edits. Additional quotes coming?  
Adding Ben from City Hall who will blast final when ready at noonish.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Wednesday, October 11, 2017 9:35 AM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa; Lauren Tsuboyama; Kate Treen  
**Subject:** Re: cornell

Whenever it's final is fine by me, late morning/early pm?

On Oct 11, 2017, at 9:31 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

When do you want to put it out Jeremy? 3 is a bit late.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Wednesday, October 11, 2017 9:03 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Lauren Tsuboyama; Kate Treen  
**Subject:** RE: cornell

Couple minor tweaks in attached, waiting for some other quotes on our end, please let us know soon as you can when you'll have the rest of the info to fill in.  
I'm fine with each institution putting out same release whenever this is final.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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@berlinrosen

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, October 10, 2017 7:08 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Cc:** Lauren Tsuboyama <[Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)>  
**Subject:** RE: cornell

Jeremy, again, apologies.

Also, we have a details to fill out (highlighted towards end) – will update those in the morning and will send a quote for Alicia Glen

**Deputy Mayor Alicia Glen, Cornell Tech, & CUNY Launch  
Winternship:  
A Paid Internship Program & Digital Campaign  
for CUNY Women in Tech**

*Over 200 freshmen and sophomore women at CUNY will participate in 2-week program across dozens of tech companies; Campaign will open doors for more young women in tech sector*

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Participating companies include: Verizon, OATH, Accenture, Citi, Turner, AppNexus, Pfizer, Bitly, Blackstone, and many others. The Winternships will occur during CUNY's winter break in January 2018.

“Cornell Tech is proud to partner with CUNY and dozens of tech companies who are dedicated to launching the next generation of women in tech in New York,” said **Judith Spitz, Cornell Tech's WiTNY Program Director**. “Winternships will give CUNY freshmen and sophomores that first ‘foot in the door’ and an early look into what their future in tech could be like as they build their skills, confidence, and network. We believe that with one or more of these experiences ‘under their belt’ and on their resumes, we will replace the obstacle course that these young women face with a glide path to success; giving them the opportunity to share in the benefits the tech industry affords.”

DM GLEN QUOTE

CUNY QUOTE

JULIE SAMUELS QUOTE

Short internships early in their college careers will give these young CUNY women much needed exposure, experience and a set of credentials that make their resumes more competitive when it comes time to apply for 10-week summer internships, and ultimately full-time jobs. Giving young women these mini-internship experiences will help launch the careers of a new generation of women in tech in New York.

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WiTNY to facilitate, encourage, and enable a significant increase in the participation of women in both higher education and entrepreneurship in fields related to technology in the New York market. The City of New York has supported these efforts, facilitating industry-academia partnerships through its Tech Talent Pipeline and other initiatives to build a more inclusive tech ecosystem. [We WILL ADD STUFF HERE ON THE CITY'S PROGRAMS TO PROMOTE TECH]

WiTNY's strategy is to recruit more women by working with CUNY faculty to offer innovative introductory curricula -- both undergraduate courses as well as a unique summer program called the Summer Guild for young women in between their last year of high school and first year at CUNY -- and retain them through scholarship incentives, career immersion via high tech internships, programming and mentorship to develop a robust community of tech women in New York. To expand access to computer science at the CUNY, Cornell Tech and CUNY partnered and developed curriculum that is being implemented at more than a dozen CUNY campuses. [WILL ALSO ADD DETAILS ON CUNY 2X HERE]

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[IF THERE'S AN 'ABOUT CORNELL TECH SECTION' – SHOULD WE ADD AN 'ABOUT CUNY' OR 'ABOUT TECH TALENT PIPELINE' SECTION?]

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, October 10, 2017 4:20 PM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa; Lauren Tsuboyama  
**Subject:** RE: cornell

Checking back in, really need this asap. Thanks!

Jeremy Soffin

O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Tuesday, October 10, 2017 1:02 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Cc:** Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>  
**Subject:** RE: cornell

MG will have to you shortly!

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, October 10, 2017 9:01 AM  
**To:** Norvell, Wiley  
**Subject:** cornell

Hey Wiley, just checking in on the Winternship release. Thanks.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**

New York • Washington D.C. • Los Angeles  
[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

**From:** [Norvell, Wiley](#)  
**To:** ["Jeremy Soffin"](#); [Sarle, Ben](#)  
**Cc:** [Grace, Melissa](#); [Lauren Tsuboyama](#); [Kate Treen](#)  
**Subject:** RE: cornell  
**Date:** Wednesday, October 11, 2017 12:40:33 PM  
**Attachments:** [image001.png](#)

---

same

---

**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Wednesday, October 11, 2017 12:40 PM  
**To:** Sarle, Ben; Norvell, Wiley  
**Cc:** Grace, Melissa; Lauren Tsuboyama; Kate Treen  
**Subject:** RE: cornell

Good to go on our end

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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[@berlinrosen](#)

---

**From:** Sarle, Ben [mailto:[BSarle@cityhall.nyc.gov](mailto:BSarle@cityhall.nyc.gov)]  
**Sent:** Wednesday, October 11, 2017 12:31 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Cc:** Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Lauren Tsuboyama <[Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)>; Kate Treen <[Kate.Treen@berlinrosen.com](mailto:Kate.Treen@berlinrosen.com)>  
**Subject:** RE: cornell

Ok, good to blast in a minute?



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE:** October 11, 2017  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

## **MAYOR DE BLASIO, CORNELL TECH AND CUNY LAUNCH WINTERNSHIP: A PAID INTERNSHIP PROGRAM & DIGITAL CAMPAIGN FOR CUNY WOMEN IN TECH**

*Over 200 freshmen and sophomore women at CUNY will participate in two-week program across dozens of companies; campaign will open doors for more young women in tech sector*

**NEW YORK**—Mayor de Blasio, Cornell Tech, and the City University of New York today launched a new winter internship program as part of the Women in Technology and Entrepreneurship in NY (WiTNY) initiative. The program, called a Winternship, will provide paid internships to up to 200 CUNY female students in their freshman or sophomore year who are studying computer science or related fields.

Today, Deputy Mayor Alicia Glen and dozens of companies gathered at Cornell Tech to craft their Winternship program in conjunction with the launch of a marketing campaign to encourage more companies to sponsor young women exploring degree and career opportunities in technology. The campaign will include digital advertising on social media platforms and on LinkNYC kiosks across the city.

Participating companies include Verizon, OATH, Accenture, Citi, Turner, AppNexus, Grand Central Tech, Bitly, Blackstone, and many others. The Winternships will occur during CUNY's winter break in January 2018.

“New York City is building the strongest tech sector for women anywhere in the country. These are real investments that put more women on career paths in technology. We thank Cornell Tech, CUNY and our private sector partners for collaborating to help women build their skills and their resumes,” said **Mayor Bill de Blasio**.

“Cornell Tech is proud to partner with CUNY and dozens of companies who are dedicated to launching the next generation of women in tech in New York,” said **Judith Spitz, Cornell Tech's WiTNY Program Director**. “Winternships will give CUNY freshmen and sophomores that first ‘foot in the door’ and an early look into what their future in tech could be like as they build their skills, confidence, and network. We believe that with one or more of these experiences ‘under their belt’ and on their resumes, we will replace the obstacle course that these young women face with a glide path to success; giving them the opportunity to share in the benefits the tech industry affords.”

“Women are vastly underrepresented in the technology workforce, and this new Winternship program is part of CUNY's comprehensive effort to address this problem,” said **Associate Vice Chancellor Andrea Shapiro Davis, who is leading the WiTNY program at CUNY**. “These internships will not only provide new opportunities for our students, but will more broadly introduce the NY tech ecosystem to the strengths and talents of our diverse student population and show them that CUNY is a place to recruit the next generation of tech talent.”

"New York is the best place to be a woman in tech, and the Winternship program is an example of that," said **Julie Samuels, Executive Director of Tech:NYC**. "It's refreshing and meaningful to see institutions like Cornell Tech and CUNY join with the private sector to

support our future women leaders and to work together to realize the goal of a tech industry where women are truly equal."

Short internships early in their college careers will give these young CUNY women much needed exposure, experience and a set of credentials that make their resumes more competitive when it comes time to apply for 10-week summer internships, and ultimately full-time jobs. Giving young women these mini-internship experiences will help launch the careers of a new generation of women in tech in New York.

"People are New York City's greatest source of competitive advantage," said Lynn McMahon, New York Metro Office Managing Director, Accenture. "At a time when employers are facing a skills gap – particularly in the technology field – internships are an effective way for companies to reach previously untapped pools of talent. We believe that the Cornell Tech and the City University of New York winter internship program is critical to ignite greater interest in technology and ultimately build a stronger pipeline in New York City."

A digital advertising campaign on social media and LinkNYC kiosks will show the diverse group of women who have participated in other WiTNY programs to encourage more young women to pursue careers in tech. Through the campaign, WiTNY will also generate interest from additional companies who want to join the WiTNY network.

The City of New York, along with Cornell Tech and CUNY, are committed to encouraging more women to pursue careers in technology. As part of this mission, Cornell Tech, CUNY, and a growing number of corporations including Verizon, Accenture, IBM, Citi and Xerox have partnered to create WiTNY to facilitate, encourage, and enable a significant increase in the participation of women in both higher education and entrepreneurship in fields related to technology in the New York market. The City of New York has supported these efforts, facilitating industry-academia partnerships through its Tech Talent Pipeline and other initiatives to build a more inclusive tech ecosystem.

Over the past two years, graduates of TTP's industry-informed college programs have secured jobs across the NYC tech ecosystem at companies like Time, Inc., Viacom, JP Morgan Chase, and Goldman Sachs. Through the Mayor's TTP Academic Council, 16 presidents and provosts of public and private NYC colleges - including Columbia, NYU, Pace, Pratt Institute, and CUNY – have also made commitments to further pathways to tech careers for an additional 1,300 New Yorkers.

WiTNY's strategy is to recruit more women by working with CUNY faculty to offer innovative introductory curricula -- both undergraduate courses as well as a unique summer program called the Summer Guild for women in between their last year of high school and first year at CUNY -- and retain them through scholarship incentives, career immersion via high tech internships, programming and mentorship to develop a robust community of tech women in New York.

To expand access to computer science at CUNY, Cornell Tech and CUNY partnered and developed curriculum that is being implemented at more than a dozen campuses. Building on this success, this past June, Mayor de Blasio announced a new comprehensive commitment to double the number of CUNY tech Bachelor's recipients who graduate ready to secure and succeed in tech jobs by 2022.

The City will highlight new investments in instruction, advising, and internships as well as industry commitments to meeting this goal at a Partners Summit on October 23<sup>rd</sup>.

### **About Cornell Tech**

Cornell Tech brings together faculty, business leaders, tech entrepreneurs and students in a catalytic environment to produce visionary results grounded in significant needs that will reinvent the way we live in the digital age. The Jacobs Technion-Cornell Institute embodies the academic partnership between the Technion-Israel Institute of Technology and Cornell University on the Cornell Tech campus.

From 2012-2017, the campus was temporarily located in Google's New York City building. In fall 2017, 30 world-class faculty and about 300 graduate students moved to the first phase of Cornell Tech's permanent campus on Roosevelt Island, continuing to conduct groundbreaking research, collaborate extensively with tech-oriented companies and organizations and pursue their own startups. When fully completed, the campus will include two million square feet of state-of-the-art buildings, over two acres of open space, and will be home to more than 2,000 graduate students and hundreds of faculty and staff.

### **About CUNY**

The City University of New York is the nation's leading urban public university. Founded in 1847, the University comprises 24 institutions: 11 senior colleges, seven community colleges, the William E. Macaulay Honors College at CUNY, the CUNY Graduate School Center, the CUNY Graduate School of Journalism, the CUNY School of Law, the CUNY School of Professional Studies and the CUNY Graduate School of Public Health and Health Policy. The University serves more than 272,000 degree-seeking students. College Now, the University's academic enrichment program, is offered at CUNY campuses and more than 400 high schools throughout the five boroughs. The University offers online baccalaureate and master's degrees through the CUNY School of Professional Studies.

### **About the NYC Tech Talent Pipeline**

Launched by the Mayor in 2014, the NYC Tech Talent Pipeline is the City's tech Industry Partnership, designed to support the inclusive growth of the NYC tech sector and prepare New Yorkers for 21st century jobs. Incubated and supported by the NYC Department of Small Business Services, the NYC Tech Talent Pipeline works with 175 companies, 16 local colleges, and additional public and private partners to define employer needs, develop training and education models to meet these needs, and scale solutions throughout the City, delivering quality talent for the City's businesses and quality jobs for New Yorkers. Learn more information at <http://www.techtalentpipeline.nyc/> or email [team@techtalent.nyc](mailto:team@techtalent.nyc).

###

### **Ben Sarle**

Deputy Press Secretary

Mayor's Press Office | City of New York

(347) 407-1385

@bensarle

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**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Wednesday, October 11, 2017 11:50 AM  
**To:** Norvell, Wiley; Sarle, Ben  
**Cc:** Grace, Melissa; Lauren Tsuboyama; Kate Treen  
**Subject:** RE: cornell

Two minor edits in yellow:

--added "dozens of" before companies  
--took out Pfizer (they haven't given okay) and added Grand Central Tech

If you're good with this we can all plan to push out. Can we say 12:30 instead of noon?

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**

New York • Washington D.C. • Los Angeles

[berlinrosen.com](http://berlinrosen.com)

@berlinrosen

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Wednesday, October 11, 2017 10:39 AM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Sarle, Ben <[BSarle@cityhall.nyc.gov](mailto:BSarle@cityhall.nyc.gov)>  
**Cc:** Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Lauren Tsuboyama <[Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)>; Kate Treen <[Kate.Treen@berlinrosen.com](mailto:Kate.Treen@berlinrosen.com)>  
**Subject:** RE: cornell

Updated version that merges your and Melissa's edits. Additional quotes coming?  
Adding Ben from City Hall who will blast final when ready at noonish.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Wednesday, October 11, 2017 9:35 AM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa; Lauren Tsuboyama; Kate Treen  
**Subject:** Re: cornell

Whenever it's final is fine by me, late morning/early pm?

On Oct 11, 2017, at 9:31 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

When do you want to put it out Jeremy? 3 is a bit late.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Wednesday, October 11, 2017 9:03 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Lauren Tsuboyama; Kate Treen  
**Subject:** RE: cornell

Couple minor tweaks in attached, waiting for some other quotes on our end, please let us know soon as you can when you'll have the rest of the info to fill in.  
I'm fine with each institution putting out same release whenever this is final.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**  
New York • Washington D.C. • Los Angeles  
[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, October 10, 2017 7:08 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Cc:** Lauren Tsuboyama <[Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)>  
**Subject:** RE: cornell

Jeremy, again, apologies.

Also, we have a details to fill out (highlighted towards end) – will update those in the morning and will send a quote for Alicia Glen

**Deputy Mayor Alicia Glen, Cornell Tech, & CUNY Launch  
Winternship:  
A Paid Internship Program & Digital Campaign  
for CUNY Women in Tech**

*Over 200 freshmen and sophomore women at CUNY will participate in 2-week program across dozens of tech companies; Campaign will open doors for more young women in tech sector*

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Participating companies include: Verizon, OATH, Accenture, Citi, Turner, AppNexus, Pfizer, Bitly, Blackstone, and many others. The Winternships will occur during CUNY's winter break in January 2018.

“Cornell Tech is proud to partner with CUNY and dozens of tech companies who are dedicated to launching the next generation of women in tech in New York,” said **Judith Spitz, Cornell Tech's WiTNY Program Director**. “Winternships will give CUNY freshmen and sophomores that first ‘foot in the door’ and an early look into what their future in tech could be like as they build their skills, confidence, and network. We believe that with one or more of these experiences ‘under their belt’ and on their resumes, we will replace the obstacle course that these young women face with a glide path to success; giving them the opportunity to share in the benefits the tech industry affords.”

DM GLEN QUOTE

CUNY QUOTE

JULIE SAMUELS QUOTE

Short internships early in their college careers will give these young CUNY women much needed exposure, experience and a set of credentials that make their resumes more competitive when it comes time to apply for 10-week summer internships, and ultimately full-time jobs. Giving young women these mini-internship experiences will help launch the careers of a new generation of women in tech in New York.

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of women in both higher education and entrepreneurship in fields related to technology in the New York market. The City of New York has supported these efforts, facilitating industry-academia partnerships through its Tech Talent Pipeline and other initiatives to build a more inclusive tech ecosystem. [We WILL ADD STUFF HERE ON THE CITY'S PROGRAMS TO PROMOTE TECH]

WITNY's strategy is to recruit more women by working with CUNY faculty to offer innovative introductory curricula -- both undergraduate courses as well as a unique summer program called the Summer Guild for young women in between their last year of high school and first year at CUNY -- and retain them through scholarship incentives, career immersion via high tech internships, programming and mentorship to develop a robust community of tech women in New York. To expand access to computer science at the CUNY, Cornell Tech and CUNY partnered and developed curriculum that is being implemented at more than a dozen CUNY campuses. [WILL ALSO ADD DETAILS ON CUNY 2X HERE]

### **About Cornell Tech**

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[IF THERE'S AN 'ABOUT CORNELL TECH SECTION' – SHOULD WE ADD AN 'ABOUT CUNY' OR 'ABOUT TECH TALENT PIPELINE' SECTION?]

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, October 10, 2017 4:20 PM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa; Lauren Tsuboyama  
**Subject:** RE: cornell

Checking back in, really need this asap. Thanks!

**Jeremy Soffin**  
O. 646.200.5318

C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**

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@berlinrosen

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Tuesday, October 10, 2017 1:02 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Cc:** Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>  
**Subject:** RE: cornell

MG will have to you shortly!

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, October 10, 2017 9:01 AM  
**To:** Norvell, Wiley  
**Subject:** cornell

Hey Wiley, just checking in on the Winternship release. Thanks.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**

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[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

**From:** [Gunther, Paul](#)  
**To:** [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)  
**Subject:** Join us in Honoring Richard Parsons and Chita Rivera!  
**Date:** Friday, October 13, 2017 4:45:00 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)

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Dear Jonathan Rosen,

As the steward of “the People’s House” on the occasion of its 75th anniversary as official residence, I write inviting you to join the Mayor and First Lady on **December 7** for an intimate dinner in the Wagner Ballroom awarding a Key to the City to *Richard Parsons* and *Chita Rivera*. The reply form attached provides the details. Your presence on the Host Committee and in person that night will assure the success merited to sustain our full range of public programs. It will also enhance our collective recognition of two legendary New Yorkers, whose career contributions set a standard of civic excellence that is second to none.

Thanks in advance.

We look forward to seeing you at Gracie on December 7, 2017.

Warm regards,



**Paul Gunther**  
*Executive Director*



and **FIRST LADY CHIRLANE MCCRAY**  
invite you to dinner

honoring **RICHARD PARSONS**  
and **CHITA RIVERA**

benefitting the  
**GRACIE MANSION CONSERVANCY**

6pm Reception and Tours

7pm Dinner

Business Attire

**GRACIE MANSION**

East End Avenue at 88th Street  
New York City

**INVITATION TO FOLLOW**

For more information  
or to purchase tickets now please  
call 212.676.3060 or  
email [GracieRSVP@cityhall.nyc.gov](mailto:GracieRSVP@cityhall.nyc.gov)

**GRACIE<sup>75</sup>**  
**MANSION**

# SAVE THE DATE

THURSDAY, DECEMBER 7, 2017

In celebration of  
**GRACIE MANSION'S 75TH ANNIVERSARY**  
as **NEW YORK'S MAYORAL RESIDENCE**  
**MAYOR BILL DE BLASIO**  
and **FIRST LADY CHIRLANE MCCRAY**  
invite you to dinner

honoring **RICHARD PARSONS**  
and **CHITA RIVERA**

benefitting the  
**GRACIE MANSION CONSERVANCY**

6pm Reception and Tours

7pm Dinner

Business Attire

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**INVITATION TO FOLLOW**

For more information  
or to purchase tickets now please  
call 212.676.3060 or  
email [GracieRSVP@cityhall.nyc.gov](mailto:GracieRSVP@cityhall.nyc.gov)

**GRACIE<sup>75</sup>**  
**MANSION**

**From:** [Raphael, Stephanie](#)  
**To:** [Grybauskas, Natalie](#); [Stacey Levine](#); [LinkNYC](#); [Koenig, Anne J.](#); [Shor, Stanley](#); [Blumm, Kate](#); [Gardener, Stacy \(DOITT\)](#); [Michael Kenney \(kenney@cyber.nyc.gov\)](mailto:kenney@cyber.nyc.gov); [Emily Pease](#); [Amanda Giddon](#)  
**Subject:** NYC3 Recognizes National Cybersecurity Awareness Month - draft release  
**Date:** Monday, October 16, 2017 10:21:16 AM  
**Attachments:** [NYC3 Cyber Aware Month press release.docx](#)

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All,

Attached and below is a draft release for cyber command to announce the launch of internet safety tips on Links to begin this afternoon. Let me know if you have any questions, comments, edits .

Thank you!

Stephanie

**FOR IMMEDIATE RELEASE:** October 17, 2017

**CONTACT:** [sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)

## **NEW YORK CITY CYBER COMMAND RECOGNIZES NATIONAL CYBERSECURITY AWARENESS MONTH**

*LinkNYC Kiosks Now Featuring Cyber Tips for New Yorkers*

**NEW YORK** – New York City Cyber Command today announced the launch of an “Internet Safety 101” tip series on LinkNYC kiosks throughout the city in recognition of National Cybersecurity Awareness Month. The new awareness campaign will display the top five basic cybersecurity tips and best practices on Link’s 55-inch digital screens in an effort to increase public understanding of cyber threats and empower New Yorkers to be safer and more secure online.

“As we continue to expand our digital footprint, it is becoming increasingly important to share best practices and make it known that cybersecurity is everyone’s responsibility,” said **Geoffrey Brown, NYC Chief Information Security Officer (CISO) and Head of Cyber Command**. “You don’t need to be a computer expert to practice good cyber hygiene. We hope these simple everyday reminders will help New Yorkers lead a safer online life.”

NYC Cyber Command (NYC3) was created by [executive order](#) in July 2017 to lead the City’s cyber defense efforts, working across more than 100 agencies and offices to prevent, detect, respond, and recover from cyber threats. Brown recently named Quiescence Phillips as the new Deputy CISO for Threat Management. Phillips will oversee the threat intelligence analysis and operations dedicated to countering and responding to cyber incidents across City government.

While NYC3’s work is exclusively focused on cyber defense within City government, the team has developed the following “Internet Safety 101” tips featured on LinkNYC kiosks for the general public: [ATTACH SCREENSHOTS]

- Never share your passwords -- with anyone.
- Always confirm sender before opening unknown links or attachments.  
Use strong, unique passwords for all of your accounts.

- The Internet is forever: Be thoughtful about what you post online.
- Always use passcodes on your personal devices.

Cyber Security Awareness Month is a nationally recognized effort sponsored by the U.S. Department of Homeland Security in cooperation with the National Cyber Security Alliance to raise cybersecurity awareness across the country and to empower citizens, businesses, government and schools to improve their cyber security preparedness.

**About New York City Cyber Command**

NYC Cyber Command was created by Executive Order to lead the City's cyber defense efforts, working across more than 100 agencies and offices to prevent, detect, respond, and recover from cyber threats. NYC Cyber Command is committed to protecting NYC infrastructure and critical systems from malicious attacks through the use of the latest technologies, public-private partnerships, and regular training and exercises for City employees.

**About the Department of Information Technology and Telecommunications (DoITT)**

DoITT is the technology core of New York City government, working with over 100 city agencies and entities to deliver the tech they need to serve and empower New Yorkers. DoITT's technology solutions help keep the five boroughs safe, strong, and vibrant. For more information, visit [nyc.gov/DoITT](http://nyc.gov/DoITT) or visit us on Facebook ([facebook.com/NYCDoITT](https://facebook.com/NYCDoITT)) or Twitter ([twitter.com/NYCDoITT](https://twitter.com/NYCDoITT)).

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**FOR IMMEDIATE RELEASE:** October 17, 2017

**CONTACT:** [sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)

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**From:** [Sarle, Ben](#)  
**To:** [Sarle, Ben](#)  
**Bcc:** [Ryan Max \(rmax@culture.nyc.gov\)](#); [ryan.murray@mocs.nyc.gov](#); "[Alexis Wichowski \(awichowski@veterans.nyc.gov\)](#)"; [brian.levin@berlinrosen.com](#); [Scott Gastel \(sgastel@dot.nyc.gov\)](#); [Chris Browne \(cbrowne@dot.nyc.gov\)](#); [Gloria Chin \(gchin@dot.nyc.gov\)](#); [Alana Morales \(amorales4@dot.nyc.gov\)](#); [Negash, Dabash](#); [Christopher Heywood \(cheywood@nycgo.com\)](#); [Nick Benson \(nbenson@sbs.nyc.gov\)](#); [Julianne Cho \(jcho@sbs.nyc.gov\)](#); [Cynthia Keyser \(ckeyser@sbs.nyc.gov\)](#); [Novick, Jonathan](#); [King, Kleo](#); [Salvador Arrona \(SArrona@bic.nyc.gov\)](#); [Paolucci, Nick \(Law\)](#); "[Kate O'Brien Ahlers \(kahlers@law.nyc.gov\)](#)"; [Finkelppearl, Tom \(Cultural\)](#); [Zumhagen, Brian](#)  
**Subject:** FW: You're invited to Flacks & Hacks 27 (Oct 19, 2017)  
**Date:** Monday, October 16, 2017 5:55:00 PM

---

See you there flack friends!

**Ben Sarle**

Deputy Press Secretary  
Mayor's Press Office | City of New York  
(347) 407-1385  
[@bensarle](#)

---

**From:** Flacks & Hacks [mailto:invite@eventbrite.com]  
**Sent:** Tuesday, October 03, 2017 4:31 PM  
**To:** Sarle, Ben  
**Subject:** You're invited to Flacks & Hacks 27 (Oct 19, 2017)

**Hello Ben,**

You are invited to the following event:

## [FLACKS & HACKS 27](#)



Event to be held at the following time, date, and location:

Thursday, October 19, 2017 from 6:00 PM to 9:00 PM (EDT)

**The Patriot (Upstairs)**  
110 Chambers Street  
New York, NY 10007

[View Map](#)

[Attend Event](#)

Share this event:



It was announced today that the twenty-seventh happy hour for New York spokespeople a.k.a. flacks, and New York reporters a.k.a. hacks, will be held on Thursday, October 19.

Share this event on [Facebook](#) and [Twitter](#)

We hope you can make it!

Cheers,  
Flacks & Hacks



This invitation was sent to [bsarle@cityhall.nyc.gov](mailto:bsarle@cityhall.nyc.gov) by [Flacks & Hacks](#) the organizer. To stop receiving invitations from this organizer, you can [unsubscribe](#).



Eventbrite, Inc. | 155 5th St, 7th Floor | San Francisco, CA 94103

**From:** [Donald, Donte](#)  
**To:** [andy@berlinrosen.com](mailto:andy@berlinrosen.com)  
**Cc:** [REDACTED]  
**Subject:** Good running into you  
**Date:** Tuesday, October 17, 2017 8:49:13 AM

---

At the fundraiser! Would love to catch up at some point.

Donté

Sent from my iPhone

**From:** [Raphael, Stephanie](#)  
**To:** [Grybauskas, Natalie](#); [Stacey Levine](#); [LinkNYC](#); [Koenig, Anne J.](#); [Shor, Stanley](#); [Blumm, Kate](#); [Gardener, Stacy \(DOITT\)](#); [Michael Kenney \(kenney@cyber.nyc.gov\)](#); [Emily Pease](#); [Amanda Giddon](#)  
**Subject:** RE: NYC3 Recognizes National Cybersecurity Awareness Month - draft release  
**Date:** Wednesday, October 18, 2017 9:56:10 AM  
**Attachments:** [InternetSafety\\_FINAL.ZIP](#)  
[NYC3 Cyber Aware Month\\_press\\_release.docx](#)

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All,  
Updated attached with a few minor changes and going out this morning.  
Thanks,  
Steph

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**From:** Raphael, Stephanie  
**Sent:** Monday, October 16, 2017 10:19 AM  
**To:** 'Grybauskas, Natalie' <NGrybauskas@cityhall.nyc.gov>; Stacey Levine <stacey.levine@intersection.com>; LinkNYC <LinkNYC@berlinrosen.com>; Koenig, Anne J. <ankoenig@doitt.nyc.gov>; Shor, Stanley <SShor@doitt.nyc.gov>; Blumm, Kate <KBlumm@doitt.nyc.gov>; Gardener, Stacy <SGardener@doitt.nyc.gov>; Michael Kenney (kenney@cyber.nyc.gov) <kenney@cyber.nyc.gov>; Emily Pease <emily.pease@intersection.com>; 'Amanda Giddon' <amanda.giddon@intersection.com>  
**Subject:** NYC3 Recognizes National Cybersecurity Awareness Month - draft release

All,  
  
Attached and below is a draft release for cyber command to announce the launch of internet safety tips on Links to begin this afternoon. Let me know if you have any questions, comments, edits .  
Thank you!

Stephanie

**FOR IMMEDIATE RELEASE:** October 17, 2017  
**CONTACT:** [sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)

## **NEW YORK CITY CYBER COMMAND RECOGNIZES NATIONAL CYBERSECURITY AWARENESS MONTH**

*LinkNYC Kiosks Now Featuring Cyber Tips for New Yorkers*

**NEW YORK** – New York City Cyber Command today announced the launch of an “Internet Safety 101” tip series on LinkNYC kiosks throughout the city in recognition of National Cybersecurity Awareness Month. The new awareness campaign will display the top five basic cybersecurity tips and best practices on Link’s 55-inch digital screens in an effort to increase public understanding of cyber threats and empower New Yorkers to be safer and more secure online.

**“As we continue to expand our digital footprint, it is becoming increasingly important to**

share best practices and make it known that cybersecurity is everyone's responsibility," said **Geoffrey Brown, NYC Chief Information Security Officer (CISO) and Head of Cyber Command**. "You don't need to be a computer expert to practice good cyber hygiene. We hope these simple everyday reminders will help New Yorkers lead a safer online life."

NYC Cyber Command (NYC3) was created by [executive order](#) in July 2017 to lead the City's cyber defense efforts, working across more than 100 agencies and offices to prevent, detect, respond, and recover from cyber threats. Brown recently named Quiescence Phillips as the new Deputy CISO for Threat Management. Phillips will oversee the threat intelligence analysis and operations dedicated to countering and responding to cyber incidents across City government.

While NYC3's work is exclusively focused on cyber defense within City government, the team has developed the following "Internet Safety 101" tips featured on LinkNYC kiosks for the general public: [ATTACH SCREENSHOTS]

- Never share your passwords -- with anyone.
- Always confirm sender before opening unknown links or attachments.
- Use strong, unique passwords for all of your accounts.
- The Internet is forever: Be thoughtful about what you post online.
- Always use passcodes on your personal devices.

Cyber Security Awareness Month is a nationally recognized effort sponsored by the U.S. Department of Homeland Security in cooperation with the National Cyber Security Alliance to raise cybersecurity awareness across the country and to empower citizens, businesses, government and schools to improve their cyber security preparedness.

#### **About New York City Cyber Command**

NYC Cyber Command was created by Executive Order to lead the City's cyber defense efforts, working across more than 100 agencies and offices to prevent, detect, respond, and recover from cyber threats. NYC Cyber Command is committed to protecting NYC infrastructure and critical systems from malicious attacks through the use of the latest technologies, public-private partnerships, and regular training and exercises for City employees.

#### **About the Department of Information Technology and Telecommunications (DoITT)**

DoITT is the technology core of New York City government, working with over 100 city agencies and entities to deliver the tech they need to serve and empower New Yorkers. DoITT's technology solutions help keep the five boroughs safe, strong, and vibrant. For more information, visit [nyc.gov/DoITT](http://nyc.gov/DoITT) or visit us on Facebook ([facebook.com/NYCDoITT](https://facebook.com/NYCDoITT)) or Twitter ([twitter.com/NYCDoITT](https://twitter.com/NYCDoITT)).

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# Internet Safety

## 101

**Never  
share your  
passwords—  
with anyone.**

**NYC**

Cyber Command

**October is #CyberAware Month**

---

# Internet Safety 101

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opening  
unknown links  
or attachments.**

**NYC**

Cyber Command

**October is #CyberAware Month**

---

# Internet Safety

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**NYC**

Cyber Command

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---

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**NYC**<sup>®</sup>

Cyber Command

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---

# Internet Safety 101

**Always use  
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**NYC**

Cyber Command

**October is #CyberAware Month**

**FOR IMMEDIATE RELEASE:** October 18, 2017

**CONTACT:** [sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)

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While NYC3’s work is exclusively focused on cyber defense within City government, the team has developed the following “Internet Safety 101” tips featured on LinkNYC kiosks for the general public:

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**From:** [Eichenstein, Simcha](#)  
**To:** [Dan Levitan](#)  
**Subject:** Re: Housing Announcement  
**Date:** Monday, October 23, 2017 9:15:06 PM

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Thank you, and the Coalition should feel free to send someone from their organization (with branding on their t-shirt or sign). We'll happily acknowledge them!

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**From:** Dan Levitan  
**Sent:** Monday, October 23, 2017 8:08 PM  
**To:** Eichenstein, Simcha  
**Subject:** Housing Announcement

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Simcha –

Mary from the Coalition for the Homeless is on leave, but here is a quote you can use from Shelly Nortz, Executive Director for Policy:

“The Mayor’s housing plan represents real progress toward making New York City more affordable. To lower record levels of homelessness, the City must build and complete an additional 10,000 units of affordable housing for currently homeless New Yorkers in the next five years. With that commitment, and doubling federal housing set-asides for homeless households, we can finally turn the tide on the homeless epidemic.”

**Dan Levitan**  
C. 201.674.7475  
O. 646.200.5315  
[dan@berlinrosen.com](mailto:dan@berlinrosen.com)

**berlinrosen**  
New York • Washington D.C. • Los Angeles  
[berlinrosen.com](http://berlinrosen.com)  
[@berlinrosen](https://www.instagram.com/berlinrosen)

**From:** [Eichenstein, Simcha](#)  
**Bcc:** ["dan@berlinrosen.com"](#); ["pfreitag@wsfssh.org"](#); ["brosen@breakingground.org"](#);  
["jkende@enterprisecommunity.org"](#); ["lascuch@shnny.org"](#); ["joanneo@camba.org"](#); ["jperine@chpcny.org"](#);  
["Joanne Page"](#); ["thoughton@gatewayhousing.nyc"](#); ["plomonaco@GoodShepherds.org"](#)  
**Subject:** FW: MAYOR DE BLASIO TO COMPLETE AFFORDABLE HOUSING PLAN 2 YEARS AHEAD OF SCHEDULE,  
ACCELERATE PACE AND EXPAND GOALS  
**Date:** Tuesday, October 24, 2017 11:32:48 AM

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FYI

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**From:** Mayor's Press Office  
**Sent:** Tuesday, October 24, 2017 10:40 AM  
**To:** Mayor's Press Office  
**Subject:** MAYOR DE BLASIO TO COMPLETE AFFORDABLE HOUSING PLAN 2 YEARS AHEAD OF  
SCHEDULE, ACCELERATE PACE AND EXPAND GOALS



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR

**MAYOR DE BLASIO TO COMPLETE AFFORDABLE HOUSING PLAN 2 YEARS  
AHEAD OF SCHEDULE, ACCELERATE PACE AND EXPAND GOALS**

*City will boost production to 25,000 apartments annually, administration sets new goal of  
300,000 apartments by 2026*

**NEW YORK**—Mayor Bill de Blasio today announced that his administration is now on track to build and protect 200,000 affordable homes by 2022, two years ahead of schedule. With the addition of new tools, programs and funding, the City will ramp up to securing 25,000 affordable apartments annually by 2021 and beyond—a pace it has never before reached. With that machinery in place, the City is taking on a new goal: 300,000 such apartments by 2026, enough for the entire population of Boston or Seattle.

In the coming days, the Mayor will unveil a battery of new programs designed to realize this new goal. Those efforts will target seniors, homeowners and tenants in existing affordable housing who need protection. To accelerate, the plan will require an additional \$150 million per year in the current 4-year financial plan. This will bring the City's investment in achieving 100,000 more homes to about \$1.3 billion per year over nine years. Future financial plans will reflect the commitment.

“We’ve kept our promises to New Yorkers, and now it’s time to go farther and faster. Like Mayor Koch before us, we are building an engine that will keep families in safe, decent and affordable homes for decades to come. We will keep this a city for seniors, veterans, working

families and the middle class,” **Mayor Bill de Blasio** said.

“Every year, we have pushed this plan deeper to reach more people in more neighborhoods. Completing this plan two years early means tens of thousands more families will come home sooner to homes they can afford. I am so proud of our agency teams and all our partners who are building an engine for affordable housing that will continue building and protecting homes for years to come,” said **Deputy Mayor for Housing and Economic Development Alicia Glen**.

Mayor de Blasio announced the first new program today. The “Neighborhood Pillars” program will deploy a \$275 million public-private fund to target fast-changing neighborhoods where aggressive speculators threaten traditional rent regulated apartment buildings. Through the largest program of its kind in the United States, the City’s Department of Housing Preservation and Housing Development Corporation will provide financing to non-profits and other mission-driven organizations to purchase older rent-regulated buildings to keep them affordable and keep current tenants in place. The program will secure an additional 1,000 affordable homes each year—7,500 total—putting those buildings in good hands before bad actors put tenants at risk of illegal rent hikes, harassment or eviction.

The program will help mission-driven non-profits grow and will take advantage of their ability to identify the buildings most at risk of speculation and rapid turnover. It will leverage funding from private-sector banking partners and philanthropic organizations.

Learn more about the new “Neighborhood Pillars” program [here](#).

“The gains we have made to date through Housing New York are borne out not just in the numbers, but in the people we are reaching through the affordable housing we build and preserve. We are excited to act even more boldly and decisively by tackling this new, more aggressive goal and by deploying more tools to safeguard affordability,” said **Housing Preservation and Development Commissioner Maria Torres-Springer**. “I want to thank the Mayor, my colleagues at HPD and HDC, and our many partners for their tireless work and commitment to ensuring New York is a more just and equitable city for generations to come.”

“We are proud to stand with the Mayor as he expands the City’s commitment to the people of New York with an accelerated housing plan,” said **Housing Development Corporation President Eric Enderlin**. “Together with our many dedicated partners we have set a solid course to reach the ambitious goals of Housing New York and are primed to amplify our production of affordable housing to reach even more New Yorkers in need.”

When the de Blasio administration took office, it inherited a strong foundation of affordable programs capable of building and protecting approximately 15,000 homes each year. Since 2014, the City has increased that pipeline to more than 20,000 per year. The new annual target of 25,000 per year represents a 66 percent jump from pre-2014 levels, and will represent a sustained level of production never before achieved by the City.

## Accelerated and Expanded Housing Plan



To date, the City has secured 77,651 affordable homes—enough for more than 200,000 New Yorkers. The City’s efforts to reform and accelerate affordable housing have included:

- **More housing for the lowest-income New Yorkers than ever before:** Over 40 percent of all affordable homes secured last year served individuals making less than \$33,500 or \$43,000 for a family of three. New programs like ELLA (Extremely Low and Low Affordability) are now among the largest drivers of affordable housing in the city.
- **More protections to keep New Yorkers in their homes:** Rent regulated tenants saw two consecutive years of rent freezes, the City is funding free legal services for all tenants facing eviction, a new Anti-Harassment Task Force is laying criminal charges against landlords who put tenants’ safety at risk, and targeted preservation efforts are keeping hundreds of buildings affordable.
- **A new paradigm for building:** Permanent affordable housing is now mandatory in newly-rezoned residential buildings and neighborhoods, the City has passed reforms improving the quality and lowering the cost of affordable home construction, and tax incentive programs now require at least 25 percent of new apartments to be affordable—with no tax breaks at all for luxury condos.
- **A bigger network of housing providers:** More partners than ever are building and protecting affordable housing in the city. Non-profit organizations are involved in a third of all affordable projects, the City is cultivating MWBE partners with special requests for proposals, and City worked with Enterprise to fund a number of emerging Community Land Trusts.
- **No stone left unturned:** The City has added more affordable housing into existing projects like Lighthouse point on Staten Island and the Domino Sugar site in Williamsburg. The City has put two-thirds of its remaining public lots suitable for housing into production, and leveraged opportunities to add housing to City projects

like the renovation and expansion of the Sunset Park library and at Brooklyn Bridge Park.

The Mayor made today's announced at CAMBA Gardens II, one of the first new affordable and supportive housing construction projects undertaken under the Mayor's housing plan in 2014. Today, tenants are moving into 293 brand new homes in Prospect Lefferts Gardens.

"Wherever I go in Brooklyn, the urgent demand for affordable housing is the same. We need to exhaust every resource we have to preserve and create the affordable homes that Brooklynites need to stay in the communities they helped to build. I thank Mayor de Blasio for advancing our City's affordable housing goals further forward and committing billions of dollars in new investment to this most critical of endeavors. My administration also appreciates the efforts to empower mission-driven non-profits to acquire buildings at risk of falling out of the rent regulation rolls, helping us combat those who may seek to engage in tenant harassment. Brooklyn must continue to be a home to everyone from everywhere," said the **Brooklyn Borough President Eric Adams**.

**State Senator Jose Peralta** said, "Affordable housing is key in keeping New York what it is, a dynamic, diverse metropolis. Our city must maintain its identity by helping hard-working New Yorkers stay in the neighborhoods they built, and this is why I applaud Mayor Bill de Blasio and his administration's programs to increase the number of affordable homes."

"This city administration and I share the deep belief that safe, affordable housing is a life-changing commodity that stabilizes communities and infuses families and individuals with hope for the future," said **Assemblyman Steven Cymbrowitz, Chair of the Housing Committee**. "I commend Mayor de Blasio for achieving this housing plan and I'm pleased that these successful public-private partnerships will allow so many additional New Yorkers to realize the American Dream."

"Housing is the most critical necessity for the residents of our city. The preservation and creation of truly affordable housing will guarantee that our communities remain intact," said **Assemblywoman Carmen De La Rosa**. "I commend the efforts of Mayor de Blasio and his administration in making housing a priority for New York City."

"By dramatically preserving and expanding New York's affordable housing stock, Mayor de Blasio's administration is helping to ensure that our city remains livable city for people from all walks of life, including middle and low-income New Yorkers," **Assembly Member Richard N. Gottfried** said.

**Assemblyman Jeffrey Dinowitz (D-Bronx) said:** "New Yorkers are increasingly unable to afford to continue living in New York City. I applaud Mayor de Blasio for the almost 80,000 units of affordable housing already secured as well as the ambitious goal of 300,000 affordable units in the next decade. People in my district are facing new and evolving threats to their homes, such as preferential rents and the accompanying large rent increases. We must ensure that everyone has the ability to afford to live in our great City, and this affordable housing plan is an important first step."

**Assemblyman Luis Sepulveda, member of Housing Committee, stated,** "Affordable housing is a cornerstone of achieving an American Dream. I praise the mayor on his aggressive focus on this important problem. Every day I get people walking into my office looking for housing. I hope that this initiatives help to begin to solve homelessness problem

and preserve housing for those who would otherwise faced imminent evictions as they could Not afford increased rent. Thank you mayor de Blasio, especially for your focus on seniors, veterans, working and middle class of our city who are in much need of quality affordable housing today!"

"I applaud Mayor Bill de Blasio and HPD Commissioner Torres-Springer for their ambitious efforts to create and preserve affordable housing at such a groundbreaking scale that is years ahead of schedule. NYC proudly invests in its residents to ensure that all New Yorkers have access to quality affordable housing at a broad range of income levels. I look forward to seeing the results of Housing New York's new goals across our diverse communities and congratulate my Council colleagues for their important role in funding and approving such projects in all five boroughs," said **Council Member David Greenfield, Chair of the Committee on Land Use.**

"Affordable Housing is the biggest issue of the day, so thankfully we are heading in the right direction in the Mayor's housing plan," said **Council Member Donovan Richards, chair of the Subcommittee on Zoning and Franchises.** "We look forwarding to working in the City Council to deliver more thoughtful affordable housing opportunities that bring key investments into our communities."

"Affordable housing is vital for the welfare of our low-income residents. No one should feel forced to skip meals in order to pay rent, or to relocate to another city due to New York City's high cost of living. This is a situation that needs an immediate solution and I'm glad to learn that Mayor de Blasio is delivering on his promise to increase affordable housing opportunities for New Yorkers, ahead of schedule," said **Council Member Julissa Ferreras-Copeland, Chair of the Finance Committee.**

"The importance of creating and securing more affordable housing in New York City cannot be overstated. Knowing that we are ahead of schedule in achieving the housing preservation and development goals set out by the Housing New York plan means we are making significant progress toward ensuring low-income New Yorkers are able to afford to stay in the city they call home. Boosting these goals and supplying additional programming and resources to attain them is indicative of the seriousness of the housing situation in New York and even more demonstrative of the City's commitment to creating and preserving more of it," **Council Member Robert Cornegy** said.

"Affordable housing is one of the most important things for New Yorkers. Everywhere I go and speak, people want to know about affordable housing. This is great news," said **Council Member Karen Koslowitz.**

"Working with the administration, we were able to put a plan in place to secure over 3,000 units of affordable housing in East New York," said **Council Member Rafael Espinal.** "This, in addition to the other investments in jobs, infrastructure and education, will be a vital protection for New Yorkers who deserve to have safe and affordable housing. Congratulations to Mayor de Blasio on exceeding his housing goals and keeping focused on addressing the affordability crisis in our city."

"The pace of progress signals this Administration's serious commitment to combatting the affordability crisis in New York City. We must continue the work to deepen affordability for families across the City. Every New Yorker has a right to a stable home," **Council Member Ritchie Torres** said.

“Affordable housing is a major issue in our city, and it is important for all of us to work together to address the needs of those most affected by this crisis. I want to commend our partners who have worked diligently to address this issue, including the Mayor, CAMBA, and numerous city agencies. There is more work to be done, but today’s announcement is a significant step in keeping the men and women of New York City in safe and affordable homes,” said **Council Member Mathieu Eugene**.

“This is historic and good news. The unprecedented success of the Mayor's affordable housing plan in combination with these new programs targeted for seniors, homeowners and existing affordable housing tenants in need of protection will make a real difference in addressing NYC's housing crisis,” said **Council Member Brad Lander**. “Today, I’m proud to stand beside Mayor de Blasio and the administration, as we set more ambitious goals in our fight to ensure affordable housing and commit ourselves to help the New Yorkers who simply want to stay in the homes they’ve been in for years, without fear of harassment or displacement.”

“To create a city that works for all New Yorkers, all of us have to be committed to creating quality, affordable housing,” said **Council Member Rafael Salamanca, Jr.** “That is certainly true of my district in the Bronx, and all efforts to expedite the creation of more housing is a worthy effort.”

“With the rampant speculation in my district, one of the biggest challenges we face is keeping tenants in their homes. The new Neighborhood Pillars policy acknowledges that non-profits have a long-term commitment to stabilizing our communities. I appreciate the administration’s attention to this issue and look forward to working with Mayor de Blasio to find opportunities for affordable housing preservation and development.” said **Council Member Antonio Reynoso**.

“In such a densely populated city, it can be difficult to meet the demand for affordable housing. The de Blasio administration has consistently embraced this challenge, developing and promptly fulfilling the goals outlined in the Housing New York plan. The Mayor’s commitment to providing adequate housing and additional protections for tenants will ensure that we maintain a high-quality of life for our most vulnerable New Yorkers.” said **Council Member Annabel Palma**.

“Today I want to welcome families into 293 brand new houses here in New York City. Housing and rent are serious issues in New York City, and when we do not take action, we see the consequences measured in higher prices, evictions, and instability for families. We have come far, but we will never stop working until every New Yorker has shelter. A special thank you to Mayor de Blasio for his role in ramping up the Housing NY plan, as well as to everyone working to bring affordable homes to New York,” said **Council Member Carlos Menchaca**.

“Today’s announcement that the City is on track to reach and surpass its goal to build 200,000 units of affordable housing is welcome news. I especially applaud the fact that we have been able to achieve this goal well ahead of schedule,” said **Council Member Fernando Cabrera**.

“Building and preserving affordable housing units in New York City was the number one priority for this administration,” said **Council Member Ben Kallos**. “Now, almost four years later, the Mayor remains focused on this priority and has managed to get ahead of his Affordable Housing plan’s ambitious schedule. Congratulations to Mayor de Blasio and all the

agencies involved in reaching this milestone as we work together to keep New York City a place where New Yorkers of all incomes can afford to live."

"With a challenge as daunting as the lack of affordable housing in this city, our response must be as ambitious as possible," said **Council Member Stephen Levin**. "New Yorkers everywhere struggle with rising housing costs, displacement, and a constant worry about the future. There is no single policy solution that will save the day. We need a comprehensive, multi-pronged, and aggressive approach. This administration has already made significant progress expanding and preserving affordable housing. Under this new plan, I look forward to even greater progress on the biggest challenge facing our city."

"It is excellent news that the City is ahead of its schedule in terms of affordable housing units that are in process and existing units that have been preserved. The profound need for affordable housing across our city is a crisis that will take many years to address. In my district and many other neighborhoods, tenants in affordable units continue to be harassed and displaced. I commend the de Blasio administration for attacking this issue from multiple angles and pushing forward," said **Council Member Helen Rosenthal**.

"New York has over 8.5 million people who call this city home. Creating more affordable housing units will ensure it remains that way for generations," said **Council Member Ydanis Rodriguez**. "We're living the consequences of lack of attention to affordable housing of years ago. I'm glad that as a city we're focused again on affordability for working and middle class New Yorkers."

"The pace at which this Administration has preserved and created affordable housing units is a remarkable achievement that will benefit New Yorkers for years to come. As our city continues to change and grow, it is absolutely imperative that we provide safe and affordable housing for the families and communities who have always lived here. I commend Mayor de Blasio and HPD Commissioner Maria Springer Torres for their leadership and their commitment to protecting the affordability of our neighborhoods and our communities," said **Council Member Vanessa Gibson**.

"Over the last four years, this Administration has affirmed its commitment to promoting home and housing affordability to the residents of my district," said **Council Member I. Daneek Miller**, Chair of the Civil Service and Labor Committee. "I've partnered with it to prevent the foreclosure and private equity consumption of distressed homes through the Council's Mortgage Buyback program, and to develop thousands of affordable housing units through the employment of M/WBE contractors. The innovative proposal unveiled today has great potential to build on these recent successes, and I commend Mayor de Blasio for taking this latest step to keep New Yorkers comfortably housed in their communities."

"Affordable housing and housing preservation are two keys to fighting homelessness. Mayor de Blasio and the Housing Preservation Department's work towards building new affordable housing and creating programs that preserve housing at affordable rates for those in need is laudable," said **Council Member Andrew Cohen**.

"I applaud the Mayor and his team for their creative, aggressive and indefatigable efforts to ensure quality affordable housing. These major affordable housing programs the Mayor has implemented over the course of his first term have made an extraordinary positive difference in the lives of many individuals and families in New York City. We still have much work ahead us. But we are on a right path for ensuring safe and accessible housing for all New

Yorkers,” said **Frederick A. Davie, of the Union Theological Seminary.**

“We applaud the mayor for accelerating his ambitious housing plan and expanding it to ensure even more New Yorkers have the affordable housing that they need,” said **32BJ President Hector Figueroa.** “The plan will help seniors and vulnerable people stay in their homes. And by providing more housing for working families at varying income levels, while ensuring the creation of quality, permanent jobs, we can make sure that our city remains the diverse and vibrant place that makes it so great.”

“The Mayor’s housing plan represents real progress toward making New York City more affordable. To lower record levels of homelessness, the City must build and complete an additional 10,000 units of affordable housing for currently homeless New Yorkers in the next five years. With that commitment, and doubling federal housing set-asides for homeless households, we can finally turn the tide on the homeless epidemic,” said **Shelly Nortz, Executive Director for Policy, Coalition for the Homeless.**

“Congratulations to the Mayor and every affordable housing provider in New York who are working tirelessly to ensure that our city stays a place where everyone can live with dignity. Still, there is more to do- which is why we look forward to supporting the Mayor's goal of protecting 300,000 units of affordable housing citywide by 2029,” said **Paul R. Freitag, Executive Director, West Side Federation for Senior and Supportive Housing.**

“The City's commitment to expanding affordable housing for individuals and families at risk of homelessness is unparalleled and Breaking Ground is proud to be a part of it. We thank the de Blasio Administration for their commitment to helping the most vulnerable New Yorkers and for their additional support today for mission-driven non-profits to do even more to keep the city we love affordable for all,” said **Brenda Rosen, President and CEO of Breaking Ground.**

“With New Yorkers in every neighborhood feeling the pressure of rising rents, building and preserving affordable homes citywide should be our number one priority,” said **Judi Kende, vice president and New York market leader, Enterprise Community Partners.** “By empowering mission-driven nonprofits to acquire and stabilize traditional rent regulated buildings, the Neighborhood Pillars Initiative will preserve homes and help tenants stay in their neighborhoods. We applaud the city for recognizing the critical role nonprofits and community organizations can play in solving New York’s affordable housing challenges and we look forward to continuing to work with the Mayor’s Office and HPD to ensure every New Yorker has an affordable place to call home.”

“We are thrilled to see the Mayor expand the Housing New York plan, and to focus much needed resources on seniors, homeowners and efforts to combat aggressive speculators” said **Christie Peale, Executive Director of the Center for NYC Neighborhoods.** “The Center strongly supports innovative models that ensure permanent affordability, such as community land trusts, that can protect homeowners and their renters from the volatility of the real estate market. We look forward to further supporting programs like the Homeowner HelpDesk that provide vulnerable homeowners with direct assistance, while also working with the City to catalyze new affordable homeownership opportunities.”

“Creating affordable housing for all income levels is key to maintaining New York City’s competitiveness,” said **Bill Rudin, Chairman for the Association for a Better New York.** “Mayor de Blasio’s commitment to this goal and his administration’s dedication has led to unprecedented levels of preservation and development, which is

critical to keep pace with our increasing population.”

"Community Development Corporations have been providing housing to very low income New Yorkers for decades. We applaud the Mayor's recognition of the unique role that CDCs play in the City's affordable housing landscape. The Joint Ownership Entity is premised on increasing member CDCs' capacity to pursue new development opportunities and we look forward to working with HPD to develop of new financing tools to purchase rent regulated apartments," said **Michael Rochford, Chair of the Joint Ownership Entity New York City (JOE NYC)**.

“We applaud the Mayor for progress toward its ambitious 10-year Housing New York Plan,” said **Sam Marks, Executive Director of LISC NYC**. “In particular we are excited about the announcement of the Community Pillars program, which aligns with our mission of bringing more affordable housing into nonprofit and community stewardship as a long term hedge against residential displacement.”

“People who work in New York must be able to afford to live in New York -- that means fair wages and access to affordable housing. We support the Mayor's efforts to make this a reality for all on both fronts. Affordable housing has been a priority for the De Blasio administration from day one and must continue to be. What he has achieved on affordable housing is important for all New Yorkers," said **Stuart Appelbaum, President of the Retail, Wholesale and Department Store Union**.

“We applaud the Mayor’s commitment to meeting the growing homelessness crisis head-on, leaving no stone unturned in the effort to preserve and create truly affordable housing in New York City,” said **Laura Mascuch, Executive Director, Supportive Housing Network of New York**.

“We’re incredibly proud to partner with the city and very excited that our city, under Mayor de Blasio’s leadership, is set to exceed its affordable housing goals. CAMBA Gardens 2 is a perfect example of what can be created when innovation meets initiative. CAMBA/CAMBA Housing Ventures looks forward to developing and preserving affordable housing in New York City to accomplish Mayor de Blasio's housing goal. Thanks to the Mayor’s good efforts, more people can be served by this and other innovative programs within the next few years,” said **Joanne Oplustil, President and CEO of CAMBA**.

“New York City has had a long tradition of innovation in housing policies designed to protect our older rental housing stock, increase housing options for those most in need, and improve neighborhoods. With the latest announcement, Mayor deBlasio has further demonstrated his long term commitment to housing and with a new emphasis on partnering with our City’s not-for-profit housing organizations will expand opportunities to protect neighborhoods and help preserve their scarce rental housing resources for future generations,” said **Jerilyn Perine, Executive Director, Citizens Housing & Planning Council**.

**JoAnne Page, President and CEO of the Fortune Society, said,** “As a provider of innovative affordable and supportive housing to people with criminal justice histories and to low income members of the community, we know that a safe and affordable place to live is essential to helping people rebuild their lives and to building and preserving healthy families and communities. We commend the Mayor for significantly expanding New York City’s commitment to creating and preserving affordable housing. Such housing is essential for the health and vibrancy and diversity and justice of our beautiful city.”

“Kudos to the Mayor and his team: no one has ramped up affordable housing production to this level ever before, in New York City, or anywhere in the country. Frankly, I thought they’d have a hard time meeting their original goal when it was first announced; to now go up to 25,000 units a year is truly impressive, especially with the new plan’s welcome focus on helping nonprofits house very low-income New Yorkers,” said **Ted Houghton, President, Gateway Housing.**

“As a provider of supportive housing for young adults, Good Shepherd Services believes that every New Yorker must have the opportunity to thrive in a safe and stable home in order for our city to unleash its full potential. The de Blasio administration has made incredible progress creating and preserving affordable housing, implementing innovative programming with achievable goals. We look forward to working together and applaud the administration for setting aggressive new goals for Housing NY,” said **Sr. Paulette LoMonaco, Executive Director, Good Shepherd Services.**

“When Brooklyn’s workforce can keep and make their homes here too, it helps to strengthen our economy even more,” said **Brooklyn Chamber of Commerce President and CEO Andrew Hoan.** “We commend the Mayor and his administration for employing the services of our local MWBEs and non-profits, and for moving so quickly on such an important issue for Brooklyn and all of New York City.”

“We applaud the establishment of the Neighbor Pillars initiative which provides mission driven community organizations with the opportunity to protect properties. Over our 4 decades of work as a non-profit affordable housing developer we have worked against the displacement of tenants as unscrupulous rent regulated building owners harass and force out tenants in heated real estate markets. We have long advocated for expanded ownership of properties using public resources by locally controlled mission based non-profits to better ensure permanent affordability and community oversight and support the Mayor’s initiative to increase that component,” said **Frank Lang Director of Housing at St Nicks Alliance.**

###

**From:** [Dan Levitan](#)  
**To:** [Rich Calder](#); [Grybauskas, Natalie](#)  
**Subject:** RE: Underhill Playground  
**Date:** Tuesday, October 31, 2017 2:30:18 PM

---

This is a question for Natalie as whatever happened is unrelated to the ad.

**Dan Levitan**  
C. 201.674.7475  
O. 646.200.5315  
[dan@berlinrosen.com](mailto:dan@berlinrosen.com)

**berlinrosen**  
New York • Washington D.C. • Los Angeles  
[berlinrosen.com](http://berlinrosen.com)  
[@berlinrosen](#)

**From:** Rich Calder [<mailto:rcalder@nypost.com>]  
**Sent:** Tuesday, October 31, 2017 2:25 PM  
**To:** Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Fwd: Underhill Playground

Hi Natalie and Dan, I am bring both of you in on this because part of story involves a mayoral campaign ad.

<https://m.youtube.com/watch?v=6x7M-Eq9mc&feature=youtu.be>

This campaign ad that began airing a few weeks ago includes footage of kids playing among the toys at Underhill Playground. If the mayor felt that scene was good enough to use in a campaign ad showing progress the city has made, why would the city feel a need to remove the toys?

Also, I have to ask whether the toys were removed as a result of the campaign's visit to film ad a month ago.

Thanks

Rich

----- Forwarded message -----

From: **Rich Calder** <[rcalder@nypost.com](mailto:rcalder@nypost.com)>  
Date: Tue, Oct 31, 2017 at 2:18 PM  
Subject: Underhill Playground  
To: "Press Office (Parks)" <[pressoffice@parks.nyc.gov](mailto:pressoffice@parks.nyc.gov)>

Hi, I am working on a story about beloved toys that children played with at Underhill Playground in Prospect Heights being removed the night of October 23 by Parks Department workers.

Parents in the area are very upset, saying the toys have been there for many years. While some were old, others were new and donated. Why not just remove the old toys if that was the issue?

Checking why the Parks Department decided to remove them.

Thanks

Rich Calder, staff reporter

New York Post

[718-744-8304](tel:718-744-8304) (cell)

**From:** [Grybauskas, Natalie](#)  
**To:** ["Rich Calder"](#); [Dan Levitan](#)  
**Subject:** RE: Underhill Playground  
**Date:** Tuesday, October 31, 2017 2:32:29 PM

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Any action by the city here is unrelated to a campaign ad – to the specific q about the playground, parks press office can help you.

**From:** Rich Calder [mailto:rcalder@nypost.com]  
**Sent:** Tuesday, October 31, 2017 2:25 PM  
**To:** Grybauskas, Natalie; Dan Levitan  
**Subject:** Fwd: Underhill Playground

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**Date:** Tue, Oct 31, 2017 at 2:18 PM  
**Subject:** Underhill Playground  
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Thanks

Rich Calder, staff reporter

New York Post

[718-744-8304](tel:718-744-8304) (cell)

**From:** [Dan Levitan](#)  
**To:** [Aneri Pattani](#)  
**Cc:** [Mayor's Press Office](#)  
**Subject:** Re: WNYC Inquiry re property taxes  
**Date:** Thursday, November 02, 2017 6:11:59 PM

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“As the Mayor has said, the property tax system in New York City is fundamentally broken and unfair, and he looks forward to working together with communities across the City on sensible reforms. Assemblymember Malliotakis has been a legislator in Albany for years – where the primary power to change the tax code lies -- and has never delivered anything for New York homeowners.”

Sent from my iPhone

On Nov 2, 2017, at 5:25 PM, Aneri Pattani <[apattani@wnyc.org](mailto:apattani@wnyc.org)> wrote:

Hello,

I am a reporter at WNYC. I'm working on a short story after Nicole Malliotakis was on our air today.

She said the mayor has fallen short of his promises to make the city more affordable. She claims that when he froze stabilized rents for a year, that put the burden on property owners because property taxes kept increasing and owners had to make up the difference.

I wanted to reach out to get a response to those criticisms.

Thank you,  
Aneri

--

**Aneri Pattani**

Reporter/Producer

D: 646-461-5724 | M: 203-907-8100

WNYC, 160 Varick Street, New York, NY 10013

**From:** [Morgan Williams](#)  
**To:** [Ryan Thomas](#)  
**Cc:** [Karyn Bruggeman](#); [Elyssa Koidin](#); [Angela Simaan](#); [Green, Jon](#); [Sam Quigley](#); [Theo Chayegan](#); [tim@thehubproject.org](#); [Goldstein, Freddi](#); [Ari Schwartz](#); [Sarah Johnson](#); [momsrising](#)  
**Subject:** RE: State based press calls  
**Date:** Monday, November 13, 2017 10:14:44 AM

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Thanks, Ryan!

**From:** Ryan Thomas [mailto:ryan@thehubproject.org]  
**Sent:** Monday, November 13, 2017 10:09 AM  
**To:** Morgan Williams <Morgan.Williams@berlinrosen.com>  
**Cc:** Karyn Bruggeman <karynb@stateinnovation.org>; Elyssa Koidin <elyssa@momsrising.org>; Angela Simaan <angela@mainstreetalliance.org>; Green, Jon <JGreen@cityhall.nyc.gov>; Sam Quigley <sam@patrioticmillionaires.org>; Theo Chayegan <theo@thehubproject.org>; tim@thehubproject.org; Goldstein, Freddi <FGoldstein@cityhall.nyc.gov>; Ari Schwartz <aschwartz@populardemocracy.org>; Sarah Johnson <sjohnson@populardemocracy.org>; momsrising <momsrising@berlinrosen.com>  
**Subject:** Re: State based press calls

Hi all,

Will have the press advisory to you all within the hour along with dial-in details.

RT

On Mon, Nov 13, 2017 at 10:06 AM, Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)> wrote:

Good morning all,

We've been reaching out to press with the tentative details for this and we have a few reporters who are interested in potentially joining but would love more details on which elected officials will be joining. Can someone share the list of confirmed elected officials who will be on the call on Wednesday? Also wondering if there's an update on the press advisory.

Thanks so much!

Morgan

**Morgan Williams Grogan**

O. [202.836.9890](tel:202.836.9890)

C. [512.913.8875](tel:512.913.8875)

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

**berlinrosen**

New York • Washington D.C. • Los Angeles

[berlinrosen.com](http://berlinrosen.com)

@berlinrosen

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**From:** Morgan Williams

**Sent:** Friday, November 10, 2017 2:16 PM

**To:** Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** RE: State based press calls

Let me know the call in and I will join.

Best,  
Morgan

---

**From:** Karyn Bruggeman [<mailto:karynb@stateinnovation.org>]

**Sent:** Friday, November 10, 2017 2:10 PM

**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

I can join 3 – 4 pm on Monday.

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

[703.795.5392](tel:703.795.5392)

[www.stateinnovation.org](http://www.stateinnovation.org)

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**From:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>

**Date:** Friday, November 10, 2017 at 1:42 PM

**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)" <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>, Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Ryan

Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

Morgan (cced) will be on for MomsRising since she's handling our press for this event. Thanks all!

Sent from my iPhone

On Nov 10, 2017, at 1:29 PM, Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

We'll have someone on—likely our comms person.

So I'm guessing we won't have an advisory until Monday?

Sent from my iPhone

On Nov 10, 2017, at 1:14 PM, Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)> wrote:

Can do Monday 3-4pm.

On Fri, Nov 10, 2017 at 1:04 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Thanks Angela and all. This is coming together nicely, appreciate everyone's help.

I'd like to propose we have a call on Monday to review next steps in terms of logistics, RoS, talking points and press outreach. Mayor Kenney's primary point of contact can only do 3-4 on Monday. Can folks let me know today if that works for them as well?

Thanks again.

Best,  
Jon

**From:** Angela Simaan [mailto:[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)]

**Sent:** Thursday, November 09, 2017 7:12 PM

**To:** Green, Jon

**Cc:** Sam Quigley; Theo Chayegan; Elyssa Koidin Schmier; Ryan Thomas; Karyn Bruggeman; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson

**Subject:** Re: State based press calls

Yes - was just waiting to confirm the time. I'll try to catch him tomorrow

and update you all. Thx!

On Thu, Nov 9, 2017 at 2:50 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Excellent. Angela, are you still working on a small biz owner as well? That would be a nice addition.

Also hearing that Peduto might want to participate, will confirm when he gets back from his trip to Germany.

**From:** Sam Quigley [mailto:[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)]

**Sent:** Thursday, November 09, 2017 2:49 PM

**To:** Theo Chayegan

**Cc:** Elyssa Koidin Schmier; Ryan Thomas; Green, Jon; Karyn Bruggeman; Angela Simaan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson

**Subject:** Re: State based press calls

Richard Master is confirmed, I think we're all set for 3:15 on the 15th. Thanks for doing the lifting on the logistics/advisory Theo and Ryan!

On Thu, Nov 9, 2017 at 1:52 PM, Theo Chayegan

<[theo@thehubproject.org](mailto:theo@thehubproject.org)> wrote:

Pulling in Ryan from our team who can help set-up the call, draft a press advisory, and send it out to press in the area.

On Thu, Nov 9, 2017 at 1:19 PM, Elyssa Koidin Schmier

<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

So are we all set with 3:15 on Wednesday, Nov. 15th?

Can someone lay out next steps so I can update our mom Gabby and our press team? (We are juggling multiple events next week so want to make sure nothing falls through the cracks).

Thank you all for organizing!

On Thu, Nov 9, 2017 at 1:16 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

wrote:

Great.

---

**From:** Karyn Bruggeman [mailto:[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)]

**Sent:** Thursday, November 09, 2017 1:14 PM

**To:** Green, Jon

**Cc:** Elyssa Koidin Schmier; Angela Simaan; [tim@thehubproject.org](mailto:tim@thehubproject.org); [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org); Goldstein, Freddi; Ari Schwartz; Theo Chayegan; Sarah Johnson

**Subject:** Re: State based press calls

Great, I appreciated that! We're all good, Sen. Haywood is confirmed.

--

**Karyn Bruggeman**

Press Secretary

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[www.stateinnovation.org](http://www.stateinnovation.org)

<image001.jpg>

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**From:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

**Date:** Thursday, November 9, 2017 at 11:12 AM

**To:** Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>

**Cc:** Elyssa Koidin Schmier <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, Angela Simaan

<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)"

<[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)"

<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi"

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<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson

<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

Thanks. We based the time on times that didn't conflict with him based on your prior guidance so hopefully still good!

Sent from my iPhone

On Nov 9, 2017, at 11:07 AM, Karyn Bruggeman

<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:

Thanks for the update, Jon.

I'll check in with Sen. Haywood's office to confirm.

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

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[www.stateinnovation.org](http://www.stateinnovation.org)

<image001.jpg>

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**From:** Elyssa Koidin Schmier <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>

**Date:** Thursday, November 9, 2017 at 10:59 AM

**To:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)" <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

That should work for us but let me confirm with our mom first to double check (we have other options if Gabby can't do it).

On Thu, Nov 9, 2017 at 10:53 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Hi everyone, thanks for your patience. I just heard back from Mayor Kenney's office, he's in. Monday and Tuesday of next week are bad schedule wise. He can do Wednesday 11/15 at 3:15pm. Does that work for others?

Once we confirm participants we can discuss run of show, TPs, logistics and press outreach. Thanks all!

Jon

**From:** Elyssa Koidin Schmier [mailto:[elyssa@momsrising.org](mailto:elyssa@momsrising.org)]  
**Sent:** Wednesday, November 08, 2017 3:28 PM  
**To:** Karyn Bruggeman  
**Cc:** Angela Simaan; Green, Jon; [tim@thehubproject.org](mailto:tim@thehubproject.org); [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org); Goldstein, Freddi; Ari Schwartz; Theo Chayegan; Sarah Johnson  
**Subject:** Re: State based press calls

Hi All,

Wanted to circle back to see if we have a time yet for the PA call? We have a mom interested but she needs to know the time ASAP since she is booking clients (she's a hair dresser) and want to works around this.

Also I just heard that the Senate could bring their bill to the floor likely the week after Thanksgiving (yikes!) so we might

want to move ahead and start thinking about the other states we would want to do. On the call I was just on it sounds like the Senate Finance Rs are all yeses on the bill so it might not even be worth the time doing a call in Utah (unless we just want to through negative press at Hatch).

I think something in Arizona, Tennessee, Maine, and possibly Ohio would be best.

Thank you,  
Elyssa

On Tue, Nov 7, 2017 at 5:47 PM, Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:

Hi all,

As an update, if the call does get bumped to Tuesday or Wednesday of next week, Sen. Haywood's schedule for those days is this:

PA legislature is in session from about 1-4 pm on Tuesday and 11 am -1 pm on Wednesday, so for his sake it'd be ideal to avoid those time blocks.

Thanks!

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

[703.795.5392](tel:703.795.5392)

[www.stateinnovation.org](http://www.stateinnovation.org)

---

**From:** Karyn Bruggeman

<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>

**Date:** Tuesday, November 7, 2017 at 3:07 PM

**To:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>,

"Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

**Cc:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>,

"[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>,

"[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)"

<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi"

<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz

<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan

<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

Hi,

Just to put this in writing:

We've got confirmation that state Sen. Art Haywood is interested in participating, and could participate on Monday 11/13, though he can't do anytime between 1 and 4 pm, since the legislature is in session then.

He represents Senate District 4, which straddles Philadelphia and Montgomery County.

--

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Press Secretary

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**From:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>

**Date:** Tuesday, November 7, 2017 at 3:52 PM

**To:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

**Cc:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)" <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>

**Subject:** Re: State based press calls

I double booked for 3pm today - sorry to miss it. I'm close to confirming a small business owner in Philadelphia if that's still of interest for the call on the 13th.

On Tue, Nov 7, 2017 at 12:13 PM, Green, Jon

<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

--

**Angela Simaan | Communications Director**  
**Main Street Alliance | Main Street Alliance Action Fund**  
[1107 17th Street NW, Suite 1220](#), Washington, DC 20036  
[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org) | [202-281-4748](tel:202-281-4748) mobile  
[mainstreetalliance.org](http://mainstreetalliance.org) | [Facebook](#) | [@mainstreetweets](#)

--

Elyssa Koidin Schmier  
MomsRising  
Senior Campaign Director, National Early Learning and Budget  
[781-608-8795](tel:781-608-8795)  
[@ElyssaK](#)  
[www.MomsRising.org](http://www.MomsRising.org)  
[MamásConPoder](#)

--

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--

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[@ElyssaK](#)  
[www.MomsRising.org](http://www.MomsRising.org)  
[MamásConPoder](#)

--

**Sam Quigley | Deputy Communications Director**  
Patriotic Millionaires  
[1701 K St NW | Suite 750](#) | Washington, DC 20006  
O: [202-446-0489](tel:202-446-0489) | C: [317-752-9150](tel:317-752-9150) | [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)

--

**Angela Simaan | Communications Director**  
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[1107 17th Street NW, Suite 1220](#), Washington, DC 20036  
[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org) | [202-281-4748](tel:202-281-4748) mobile  
[mainstreetalliance.org](http://mainstreetalliance.org) | [Facebook](#) | [@mainstreettweets](#)

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[mainstreetalliance.org](http://mainstreetalliance.org) | [Facebook](#) | [@mainstreettweets](#)

--

**Ryan Thomas**  
Communications Associate, The Hub Project  
[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

**From:** [Ryan Thomas](#)  
**To:** [Green, Jon](#)  
**Cc:** [Morgan Williams](#); [Karyn Bruggeman](#); [Elyssa Koidin](#); [Angela Simaan](#); [Sam Quigley](#); [Theo Chayegan](#); [tim@thehubproject.org](mailto:tim@thehubproject.org); [Goldstein, Freddi](#); [Ari Schwartz](#); [Sarah Johnson](#); [momsrising](#)  
**Subject:** Re: State based press calls  
**Date:** Monday, November 13, 2017 11:02:38 AM  
**Attachments:** [Press Advisory for PA Mayors Call.docx](#)

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Hey folks --

Here is the draft advisory with the confirmed speakers and the list of organizations that were listed in the tracker. I will update with any additional information that we get today and tomorrow. Who would be the best point of contact for media on the day of the press call that we can include in the advisory?

In terms of the call-in information, we just booked the lines and will be able to share the dial in for speakers and press shortly.

Thanks!  
Ryan

On Mon, Nov 13, 2017 at 10:17 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

- [Mayor Kenney of Philadelphia](#)
- [State Senator Art Haywood](#)
- [Marita Garrett, the Mayor of Wilkinsburg, PA](#)

[Should know about Mayor Peduto of Pittsburgh by this afternoon.](#)

[Also will be joined by Richard Master, CEO of MCS Industries, and a member of Patriotic Millionaires and Gabrielle Trinkle--MomsRising member from Newburg, PA, mom of two children.](#)

---

**From:** Morgan Williams [mailto:[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)]  
**Sent:** Monday, November 13, 2017 10:06 AM  
**To:** 'Karyn Bruggeman'; 'Elyssa Koidin'  
**Cc:** 'Angela Simaan'; Green, Jon; 'Sam Quigley'; 'Theo Chayegan'; 'Ryan Thomas'; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; 'Ari Schwartz'; 'Sarah Johnson'; momsrising

**Subject:** RE: State based press calls

Good morning all,

We've been reaching out to press with the tentative details for this and we have a few reporters who are interested in potentially joining but would love more details on which elected officials will be joining. Can someone share the list of confirmed elected officials who will be on the call on Wednesday? Also wondering if there's an update on the press advisory.

Thanks so much!

Morgan

### Morgan Williams Grogan

O. [202.836.9890](tel:202.836.9890)

C. [512.913.8875](tel:512.913.8875)

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

### berlinrosen

New York • Washington D.C. • Los Angeles

[berlinrosen.com](http://berlinrosen.com)

@berlinrosen

---

**From:** Morgan Williams

**Sent:** Friday, November 10, 2017 2:16 PM

**To:** Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari

Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** RE: State based press calls

Let me know the call in and I will join.

Best,  
Morgan

---

**From:** Karyn Bruggeman [<mailto:karynb@stateinnovation.org>]  
**Sent:** Friday, November 10, 2017 2:10 PM  
**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Morgan Williams  
<[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>  
**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo  
Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>;  
[tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari  
Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

I can join 3 – 4 pm on Monday.

--

**Karyn Bruggeman**

Press Secretary

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| |

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**From:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>  
**Date:** Friday, November 10, 2017 at 1:42 PM  
**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)" <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>  
**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>, Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Morgan (cced) will be on for MomsRising since she's handling our press for this event. Thanks all!

Sent from my iPhone

On Nov 10, 2017, at 1:29 PM, Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

We'll have someone on—likely our comms person.

So I'm guessing we won't have an advisory until Monday?

Sent from my iPhone

On Nov 10, 2017, at 1:14 PM, Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)> wrote:

Can do Monday 3-4pm.

On Fri, Nov 10, 2017 at 1:04 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Thanks Angela and all. This is coming together nicely, appreciate everyone's help.

I'd like to propose we have a call on Monday to review next steps in terms of logistics, RoS, talking points and press outreach. Mayor Kenney's primary point of contact can only do 3-4 on Monday. Can folks let me know today if that works for them as well?

Thanks again.

Best,

Jon

**From:** Angela Simaan [mailto:[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)]  
**Sent:** Thursday, November 09, 2017 7:12 PM  
**To:** Green, Jon  
**Cc:** Sam Quigley; Theo Chayegan; Elyssa Koidin Schmier; Ryan Thomas; Karyn Bruggeman; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson

**Subject:** Re: State based press calls

Yes - was just waiting to confirm the time. I'll try to catch him tomorrow and update you all. Thx!

On Thu, Nov 9, 2017 at 2:50 PM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Excellent. Angela, are you still working on a small biz owner as well? That would be a nice addition.

Also hearing that Peduto might want to participate, will confirm when he gets back from his trip to Germany.

**From:** Sam Quigley [mailto:[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)]  
**Sent:** Thursday, November 09, 2017 2:49 PM  
**To:** Theo Chayegan  
**Cc:** Elyssa Koidin Schmier; Ryan Thomas; Green, Jon; Karyn Bruggeman; Angela Simaan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson

**Subject:** Re: State based press calls

Richard Master is confirmed, I think we're all set for 3:15 on the 15th. Thanks for doing the lifting on the logistics/advisory Theo and Ryan!

On Thu, Nov 9, 2017 at 1:52 PM, Theo Chayegan

<[theo@thehubproject.org](mailto:theo@thehubproject.org)> wrote:

Pulling in Ryan from our team who can help set-up the call, draft a press advisory, and send it out to press in the area.

On Thu, Nov 9, 2017 at 1:19 PM, Elyssa Koidin Schmier <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

So are we all set with 3:15 on Wednesday, Nov. 15th?

Can someone lay out next steps so I can update our mom Gabby and our press team? (We are juggling multiple events next week so want to make sure nothing falls through the cracks).

Thank you all for organizing!

On Thu, Nov 9, 2017 at 1:16 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Great.

---

**From:** Karyn Bruggeman [mailto:[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)]  
**Sent:** Thursday, November 09, 2017 1:14 PM  
**To:** Green, Jon  
**Cc:** Elyssa Koidin Schmier; Angela Simaan; [tim@thehubproject.org](mailto:tim@thehubproject.org); [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org); Goldstein, Freddi; Ari Schwartz; Theo Chayegan; Sarah Johnson  
**Subject:** Re: State based press calls

Great, I appreciated that! We're all good, Sen. Haywood is confirmed.

--

**Karyn Bruggeman**

Press Secretary

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[www.stateinnovation.org](http://www.stateinnovation.org)

<image001.jpg>

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**From:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Date:** Thursday, November 9, 2017 at 11:12 AM  
**To:** Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Cc:** Elyssa Koidin Schmier <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)" <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Thanks. We based the time on times that didn't conflict with him based on your prior guidance so hopefully still good!

Sent from my iPhone

On Nov 9, 2017, at 11:07 AM, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:

Thanks for the update, Jon.

I'll check in with Sen. Haywood's office to confirm.

--

**Karyn Bruggeman**

Press Secretary

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**From:** Elyssa Koidin Schmier  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>  
**Date:** Thursday, November 9, 2017 at 10:59 AM  
**To:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>,  
"tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,  
"sam@patrioticmillionaires.org"  
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Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

That should work for us but let me confirm with our mom first to double check (we have other options if Gabby can't do it).

On Thu, Nov 9, 2017 at 10:53 AM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Hi everyone, thanks for your patience.

I just heard back from Mayor Kenney's office, he's in.

Monday and Tuesday of next week are bad schedule wise. He can do Wednesday 11/15 at 3:15pm. Does that work for others?

Once we confirm participants we can discuss run of show, TPs, logistics and press outreach.

Thanks all!

Jon

**From:** Elyssa Koidin Schmier  
[mailto:[elyssa@momsrising.org](mailto:elyssa@momsrising.org)]  
**Sent:** Wednesday, November 08, 2017 3:28 PM

**To:** Karyn Bruggeman  
**Cc:** Angela Simaan; Green, Jon; [tim@thehubproject.org](mailto:tim@thehubproject.org);  
[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org); Goldstein, Freddi; Ari  
Schwartz; Theo Chayegan; Sarah Johnson  
**Subject:** Re: State based press calls

Hi All,

Wanted to circle back to see if we have a time yet for the PA call? We have a mom interested but she needs to know the time ASAP since she is booking clients (she's a hair dresser) and want to works around this.

Also I just heard that the Senate could bring their bill to the floor likely the week after Thanksgiving (yikes!) so we might want to move ahead and start thinking about the other states we would want to do. On the call I was just on it sounds like the Senate Finance Rs are all yeses on the bill so it might not even be worth the time doing a call in Utah (unless we just want to through negative press at Hatch).

I think something in Arizona, Tennessee, Maine, and possibly Ohio would be best.

Thank you,

Elyssa

On Tue, Nov 7, 2017 at 5:47 PM, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:

Hi all,

As an update, if the call does get bumped to Tuesday or Wednesday of next week, Sen. Haywood's schedule for those days is this:

PA legislature is in session from about 1-4 pm on Tuesday and 11 am - 1 pm on Wednesday, so for his sake it'd be ideal to avoid those time blocks.

Thanks!

--

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Press Secretary

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**From:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Date:** Tuesday, November 7, 2017 at 3:07 PM  
**To:** Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "Green,  
Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>,  
"tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,  
"sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein,  
Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari  
Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>,  
Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Hi,

Just to put this in writing:

We've got confirmation that state Sen. Art Haywood is interested in participating, and could participate on Monday 11/13, though he can't do anytime between 1 and 4 pm, since the legislature is in session then.

He represents Senate District 4, which straddles Philadelphia and Montgomery County.

--

**Karyn Bruggeman**

Press Secretary

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**From:** Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>  
**Date:** Tuesday, November 7, 2017 at 3:52 PM  
**To:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)" <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Subject:** Re: State based press calls

I double booked for 3pm today - sorry to miss it. I'm close to confirming a small business owner in Philadelphia if that's still of interest for the call on the 13th.

On Tue, Nov 7, 2017 at 12:13 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

--

**Angela Simaan | Communications Director**

**Main Street Alliance | Main Street Alliance Action Fund**

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[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org) | [202-281-4748](tel:202-281-4748) mobile

[mainstreetalliance.org](http://mainstreetalliance.org) | [Facebook](#) | [@mainstreettweets](#)

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Elyssa Koidin Schmier

MomsRising  
Senior Campaign Director, National Early Learning and Budget

[781-608-8795](tel:781-608-8795)

[@ElyssaK](#)

[www.MomsRising.org](http://www.MomsRising.org)  
[MamásConPoder](#)

--

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Elyssa Koidin Schmier

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[781-608-8795](tel:781-608-8795)

[@ElyssaK](https://twitter.com/ElyssaK)

[www.MomsRising.org](http://www.MomsRising.org)

[MamásConPoder](http://MamásConPoder)

--

**Sam Quigley | Deputy Communications Director**

Patriotic Millionaires

[1701 K St NW | Suite 750](http://1701_K_St_NW_Suite_750) | Washington, DC 20006

O: [202-446-0489](tel:202-446-0489) | C: [317-752-9150](tel:317-752-9150) | [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)

--

**Angela Simaan | Communications Director**

**Main Street Alliance | Main Street Alliance Action Fund**

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[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org) | [202-281-4748](tel:202-281-4748) mobile

[mainstreetalliance.org](http://mainstreetalliance.org) | [Facebook](#) | [@mainstreettweets](https://twitter.com/mainstreettweets)

--

**Angela Simaan | Communications Director**

**Main Street Alliance | Main Street Alliance Action Fund**

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--

**Ryan Thomas**

Communications Associate, The Hub Project

[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Press Contact TBD

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny”  
Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkinsburg to Join  
Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkinsburg, and State Senator Art Haywood will join “[Not One Penny](#)” advocates to host a press call to denounce Trump’s tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

Joined by [Main Street Alliance](#), [MomsRising](#), [Patriotic Millionaires](#), and [State Innovation Exchange](#) Action, speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia  
Mayor Marita Garrett of Wilkinsburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should email [TBD](#).

**From:** [Green, Jon](#)  
**To:** [Ryan Thomas](#)  
**Cc:** [Morgan Williams](#); [Karyn Bruggeman](#); [Elyssa Koidin](#); [Angela Simaan](#); [Sam Quigley](#); [Theo Chayegan](#); [tim@thehubproject.org](mailto:tim@thehubproject.org); [Goldstein, Freddi](#); [Ari Schwartz](#); [Sarah Johnson](#); [momsrising](#)  
**Subject:** RE: State based press calls  
**Date:** Monday, November 13, 2017 11:11:00 AM

---

We should make sure the elected officials get to review before sending advisory.

I can share with team Kenney.

And note Mayor-elect of Wilkinsburg, PA (not Mayor yet). Sarah does she hold a current elected office (city council or some such?)

**From:** Ryan Thomas [mailto:[ryan@thehubproject.org](mailto:ryan@thehubproject.org)]  
**Sent:** Monday, November 13, 2017 11:00 AM  
**To:** Green, Jon  
**Cc:** [Morgan Williams](#); [Karyn Bruggeman](#); [Elyssa Koidin](#); [Angela Simaan](#); [Sam Quigley](#); [Theo Chayegan](#); [tim@thehubproject.org](mailto:tim@thehubproject.org); [Goldstein, Freddi](#); [Ari Schwartz](#); [Sarah Johnson](#); [momsrising](#)  
**Subject:** Re: State based press calls

Hey folks --

Here is the draft advisory with the confirmed speakers and the list of organizations that were listed in the tracker. I will update with any additional information that we get today and tomorrow. Who would be the best point of contact for media on the day of the press call that we can include in the advisory?

In terms of the call-in information, we just booked the lines and will be able to share the dial in for speakers and press shortly.

Thanks!  
Ryan

On Mon, Nov 13, 2017 at 10:17 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

- [Mayor Kenney of Philadelphia](#)
- [State Senator Art Haywood](#)
- [Marita Garrett, the Mayor of Wilkinsburg, PA](#)

Should know about Mayor Peduto of Pittsburgh by this afternoon.

Also will be joined by Richard Master, CEO of MCS Industries, and a member of Patriotic Millionaires and Gabrielle Trinkle--MomsRising member from Newburg, PA, mom of two children.

---

**From:** Morgan Williams [mailto:[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)]

**Sent:** Monday, November 13, 2017 10:06 AM

**To:** 'Karyn Bruggeman'; 'Elyssa Koidin'

**Cc:** 'Angela Simaan'; Green, Jon; 'Sam Quigley'; 'Theo Chayegan'; 'Ryan Thomas'; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; 'Ari Schwartz'; 'Sarah Johnson'; momsrising

**Subject:** RE: State based press calls

Good morning all,

We've been reaching out to press with the tentative details for this and we have a few reporters who are interested in potentially joining but would love more details on which elected officials will be joining. Can someone share the list of confirmed elected officials who will be on the call on Wednesday? Also wondering if there's an update on the press advisory.

Thanks so much!

Morgan

**Morgan Williams Grogan**

O. [202.836.9890](tel:202.836.9890)

C. [512.913.8875](tel:512.913.8875)

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

**berlinrosen**

New York • Washington D.C. • Los Angeles

[berlinrosen.com](http://berlinrosen.com)

@berlinrosen

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**From:** Morgan Williams

**Sent:** Friday, November 10, 2017 2:16 PM

**To:** Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** RE: State based press calls

Let me know the call in and I will join.

Best,

Morgan

---

**From:** Karyn Bruggeman [<mailto:karynb@stateinnovation.org>]

**Sent:** Friday, November 10, 2017 2:10 PM

**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

I can join 3 – 4 pm on Monday.

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

[703.795.5392](tel:703.795.5392)

[www.stateinnovation.org](http://www.stateinnovation.org)

| |

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**From:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>  
**Date:** Friday, November 10, 2017 at 1:42 PM  
**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)" <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>  
**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>, Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Morgan (cced) will be on for MomsRising since she's handling our press for this event. Thanks all!

Sent from my iPhone

On Nov 10, 2017, at 1:29 PM, Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

We'll have someone on—likely our comms person.

So I'm guessing we won't have an advisory until Monday?

Sent from my iPhone

On Nov 10, 2017, at 1:14 PM, Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)> wrote:

Can do Monday 3-4pm.

On Fri, Nov 10, 2017 at 1:04 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

|

Thanks Angela and all. This is coming together nicely, appreciate everyone's help.

I'd like to propose we have a call on Monday to review next steps in terms of logistics, RoS, talking points and press outreach. Mayor Kenney's primary point of contact can only do 3-4 on Monday. Can folks let me know today if that works for them as well?

Thanks again.

Best,  
Jon

**From:** Angela Simaan [mailto:[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)]  
**Sent:** Thursday, November 09, 2017 7:12 PM  
**To:** Green, Jon  
**Cc:** Sam Quigley; Theo Chayegan; Elyssa Koidin Schmier; Ryan Thomas; Karyn Bruggeman; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson

**Subject:** Re: State based press calls

Yes - was just waiting to confirm the time. I'll try to catch him tomorrow and update you all. Thx!

On Thu, Nov 9, 2017 at 2:50 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Excellent. Angela, are you still working on a small biz owner as well? That would be a nice addition.

Also hearing that Peduto might want to participate, will confirm when he gets back from his trip to Germany.

**From:** Sam Quigley [mailto:[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)]  
**Sent:** Thursday, November 09, 2017 2:49 PM  
**To:** Theo Chayegan  
**Cc:** Elyssa Koidin Schmier; Ryan Thomas; Green, Jon; Karyn Bruggeman; Angela Simaan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson

**Subject:** Re: State based press calls

Richard Master is confirmed, I think we're all set for 3:15 on the 15th. Thanks for doing the lifting on the logistics/advisory Theo and Ryan!

On Thu, Nov 9, 2017 at 1:52 PM, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)> wrote:  
Pulling in Ryan from our team who can help set-up the call, draft a press advisory, and send it out to press in the area.

On Thu, Nov 9, 2017 at 1:19 PM, Elyssa Koidin Schmier <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:  
So are we all set with 3:15 on Wednesday, Nov. 15th?

Can someone lay out next steps so I can update our mom Gabby and our press team? (We are juggling multiple events next week so want to make sure nothing falls through the cracks).

Thank you all for organizing!

On Thu, Nov 9, 2017 at 1:16 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Great.

---

**From:** Karyn Bruggeman [mailto:[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)]  
**Sent:** Thursday, November 09, 2017 1:14 PM  
**To:** Green, Jon  
**Cc:** Elyssa Koidin Schmier; Angela Simaan; [tim@thehubproject.org](mailto:tim@thehubproject.org); [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org); Goldstein, Freddi; Ari Schwartz; Theo Chayegan; Sarah Johnson  
**Subject:** Re: State based press calls

Great, I appreciated that! We're all good, Sen. Haywood is confirmed.

--

**Karyn Bruggeman**  
Press Secretary  
State Innovation Exchange (SiX)  
[703.795.5392](tel:703.795.5392)  
[www.stateinnovation.org](http://www.stateinnovation.org)

<image001.jpg>

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**From:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Date:** Thursday, November 9, 2017 at 11:12 AM  
**To:** Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Cc:** Elyssa Koidin Schmier <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)" <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Thanks. We based the time on times that didn't conflict with him based on your prior guidance so hopefully still good!

Sent from my iPhone

On Nov 9, 2017, at 11:07 AM, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:

Thanks for the update, Jon.

I'll check in with Sen. Haywood's office to confirm.

--

**Karyn Bruggeman**

Press Secretary  
State Innovation Exchange (SiX)  
[703.795.5392](tel:703.795.5392)  
[www.stateinnovation.org](http://www.stateinnovation.org)

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**From:** Elyssa Koidin Schmier  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>  
**Date:** Thursday, November 9, 2017 at 10:59 AM  
**To:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>,  
"tim@thehubproject.org" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>,  
"sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

That should work for us but let me confirm with our mom first to double check (we have other options if Gabby can't do it).

On Thu, Nov 9, 2017 at 10:53 AM, Green, Jon

<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Hi everyone, thanks for your patience.

I just heard back from Mayor Kenney's office, he's in.

Monday and Tuesday of next week are bad schedule wise. He can do Wednesday 11/15 at 3:15pm. Does that work for others?

Once we confirm participants we can discuss run of show, TPs, logistics and press outreach.

Thanks all!

Jon

**From:** Elyssa Koidin Schmier  
[mailto:[elyssa@momsrising.org](mailto:elyssa@momsrising.org)]  
**Sent:** Wednesday, November 08, 2017 3:28 PM  
**To:** Karyn Bruggeman  
**Cc:** Angela Simaan; Green, Jon; [tim@thehubproject.org](mailto:tim@thehubproject.org);  
[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org); Goldstein, Freddi; Ari Schwartz; Theo Chayegan; Sarah Johnson

**Subject:** Re: State based press calls

Hi All,

Wanted to circle back to see if we have a time yet for the PA call? We have a mom interested but she needs to know the time ASAP since she is booking clients (she's a hair dresser) and want to works around this.

Also I just heard that the Senate could bring their bill to the floor likely the week after Thanksgiving (yikes!) so we might want to move ahead and start thinking about the other states we would want to do. On the call I was just on it sounds like the Senate Finance Rs are all yeses on the bill so it might not even be worth the time doing a call in Utah (unless we just want to through negative press at Hatch).

I think something in Arizona, Tennessee, Maine, and possibly Ohio would be best.

Thank you,  
Elyssa

On Tue, Nov 7, 2017 at 5:47 PM, Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:  
Hi all,

As an update, if the call does get bumped to Tuesday or Wednesday of next week, Sen. Haywood's schedule for those days is this:

PA legislature is in session from about 1-4 pm on Tuesday and 11 am -1 pm on Wednesday, so for his sake it'd be ideal to avoid those time blocks.

Thanks!

--

**Karyn Bruggeman**  
Press Secretary  
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[www.stateinnovation.org](http://www.stateinnovation.org)

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**From:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Date:** Tuesday, November 7, 2017 at 3:07 PM  
**To:** Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>,  
"tim@thehubproject.org" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>,

"[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Hi,

Just to put this in writing:

We've got confirmation that state Sen. Art Haywood is interested in participating, and could participate on Monday 11/13, though he can't do anytime between 1 and 4 pm, since the legislature is in session then.

He represents Senate District 4, which straddles Philadelphia and Montgomery County.

--

**Karyn Bruggeman**  
Press Secretary  
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**From:** Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>  
**Date:** Tuesday, November 7, 2017 at 3:52 PM  
**To:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)" <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Subject:** Re: State based press calls

I double booked for 3pm today - sorry to miss it. I'm close to confirming a small business owner in Philadelphia if that's still of interest for the call on the 13th.

On Tue, Nov 7, 2017 at 12:13 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

--

**Angela Simaan | Communications Director**  
**Main Street Alliance | Main Street Alliance Action Fund**  
[1107 17th Street NW, Suite 1220](#), Washington, DC 20036  
[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org) | [202-281-4748](tel:202-281-4748) mobile  
[mainstreetalliance.org](http://mainstreetalliance.org) | [Facebook](#) | [@mainstreettweets](#)

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**Ryan Thomas**  
Communications Associate, The Hub Project  
[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

**From:** [Morgan Williams](#)  
**To:** [Sarah Johnson](#); [Ryan Thomas](#)  
**Cc:** [Green, Jon](#); [Karyn Bruggeman](#); [Elyssa Koidin](#); [Angela Simaan](#); [Sam Quigley](#); [Theo Chayegan](#); [tim@thehubproject.org](#); [Goldstein, Freddi](#); [Ari Schwartz](#); [momsrising](#)  
**Subject:** RE: State based press calls  
**Date:** Monday, November 13, 2017 11:15:59 AM

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Hi all,

I can be the press contact for the advisory. Contact: Morgan Williams Grogan, [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com), 512-913-8875.

Thanks!  
Morgan

---

**From:** Sarah Johnson [mailto:[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)]  
**Sent:** Monday, November 13, 2017 11:04 AM  
**To:** Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>  
**Cc:** Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; [momsrising@berlinrosen.com](mailto:momsrising@berlinrosen.com)  
**Subject:** Re: State based press calls

Hi all,

Small correction- Marita Garrett is the Mayor elect, not yet the Mayor I think unless she's been sworn in between nov 7 and today. I'll double check and confirm.

Sarah

Sent from my iPhone

On Nov 13, 2017, at 11:00 AM, Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)> wrote:

Hey folks --

Here is the draft advisory with the confirmed speakers and the list of organizations that were listed in the tracker. I will update with any additional information that we get today and tomorrow. Who would be the best point of contact for media on the day of the press call that we can include in the advisory?

In terms of the call-in information, we just booked the lines and will be able to share the dial in for speakers and press shortly.

Thanks!  
Ryan

On Mon, Nov 13, 2017 at 10:17 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

- Mayor Kenney of Philadelphia
- State Senator Art Haywood
- Marita Garrett, the Mayor of Wilkinsburg, PA

Should know about Mayor Peduto of Pittsburgh by this afternoon.

Also will be joined by Richard Master, CEO of MCS Industries, and a member of Patriotic Millionaires and Gabrielle Trinkle--MomsRising member from Newburg, PA, mom of two children.

---

**From:** Morgan Williams [mailto:[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)]

**Sent:** Monday, November 13, 2017 10:06 AM

**To:** 'Karyn Bruggeman'; 'Elyssa Koidin'

**Cc:** 'Angela Simaan'; Green, Jon; 'Sam Quigley'; 'Theo Chayegan'; 'Ryan Thomas'; '[tim@thehubproject.org](mailto:tim@thehubproject.org)'; Goldstein, Freddi; 'Ari Schwartz'; 'Sarah Johnson'; momsrising

**Subject:** RE: State based press calls

Good morning all,

We've been reaching out to press with the tentative details for this and we have a few reporters who are interested in potentially joining but would love more details on which elected officials will be joining. Can someone share the list of confirmed elected officials who will be on the call on Wednesday? Also wondering if there's an update on the press advisory.

Thanks so much!

Morgan

**Morgan Williams Grogan**

O. [202.836.9890](tel:202.836.9890)

C. [512.913.8875](tel:512.913.8875)

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

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@berlinrosen

---

**From:** Morgan Williams

**Sent:** Friday, November 10, 2017 2:16 PM

**To:** Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** RE: State based press calls

Let me know the call in and I will join.

Best,  
Morgan

---

**From:** Karyn Bruggeman [<mailto:karynb@stateinnovation.org>]

**Sent:** Friday, November 10, 2017 2:10 PM

**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

I can join 3 – 4 pm on Monday.

--

**Karyn Bruggeman**

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<~WRD000.jpg>

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**From:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>

**Date:** Friday, November 10, 2017 at 1:42 PM

**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "Morgan.Williams@berlinrosen.com" <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>, Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, "tim@thehubproject.org" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

Morgan (cced) will be on for MomsRising since she's handling our press for this event. Thanks all!

Sent from my iPhone

On Nov 10, 2017, at 1:29 PM, Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

We'll have someone on—likely our comms person.

So I'm guessing we won't have an advisory until Monday?

Sent from my iPhone

On Nov 10, 2017, at 1:14 PM, Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)> wrote:

Can do Monday 3-4pm.

On Fri, Nov 10, 2017 at 1:04 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Thanks Angela and all. This is coming together nicely, appreciate everyone's help.

I'd like to propose we have a call on Monday to review next steps in terms of logistics, RoS, talking points and press outreach. Mayor Kenney's primary point of contact can only do 3-4 on Monday. Can folks let me know today if that works for them as well?

Thanks again.

Best,  
Jon

**From:** Angela Simaan

[mailto:[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)]

**Sent:** Thursday, November 09, 2017 7:12 PM

**To:** Green, Jon

**Cc:** Sam Quigley; Theo Chayegan; Elyssa Koidin Schmier; Ryan Thomas; Karyn Bruggeman; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson

**Subject:** Re: State based press calls

Yes - was just waiting to confirm the time. I'll try to catch him tomorrow and update you all. Thx!

On Thu, Nov 9, 2017 at 2:50 PM, Green, Jon

<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Excellent. Angela, are you still working on a small biz owner as well? That would be a nice addition.

Also hearing that Peduto might want to participate, will confirm when he gets back from his trip to Germany.

**From:** Sam Quigley [mailto:[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)]

**Sent:** Thursday, November 09, 2017 2:49 PM

**To:** Theo Chayegan

**Cc:** Elyssa Koidin Schmier; Ryan Thomas; Green, Jon; Karyn Bruggeman; Angela Simaan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson

**Subject:** Re: State based press calls

Richard Master is confirmed, I think we're all set for 3:15 on the 15th. Thanks for doing the lifting on the logistics/advisory Theo and Ryan!

On Thu, Nov 9, 2017 at 1:52 PM, Theo Chayegan

<[theo@thehubproject.org](mailto:theo@thehubproject.org)> wrote:

Pulling in Ryan from our team who can help set-up the call, draft a press advisory, and send it out to press in the area.

On Thu, Nov 9, 2017 at 1:19 PM, Elyssa Koidin Schmier

<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

So are we all set with 3:15 on Wednesday, Nov. 15th?

Can someone lay out next steps so I can update our mom Gabby and our press team? (We are juggling multiple events next week so want to make sure nothing falls through the cracks).

Thank you all for organizing!

On Thu, Nov 9, 2017 at 1:16 PM, Green, Jon

<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Great.

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**From:** Karyn Bruggeman  
[mailto:[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)]  
**Sent:** Thursday, November 09, 2017 1:14 PM  
**To:** Green, Jon  
**Cc:** Elyssa Koidin Schmier; Angela Simaan;  
[tim@thehubproject.org](mailto:tim@thehubproject.org); [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org);  
Goldstein, Freddi; Ari Schwartz; Theo Chayegan; Sarah  
Johnson  
**Subject:** Re: State based press calls

Great, I appreciated that! We're all good, Sen. Haywood is confirmed.

--

**Karyn Bruggeman**

Press Secretary

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**From:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Date:** Thursday, November 9, 2017 at 11:12 AM  
**To:** Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Cc:** Elyssa Koidin Schmier <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)" <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Thanks. We based the time on times that didn't conflict with him based on your prior guidance so hopefully still good!

Sent from my iPhone

On Nov 9, 2017, at 11:07 AM, Karyn Bruggeman

<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:

Thanks for the update, Jon.

I'll check in with Sen. Haywood's office to confirm.

--

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**From:** Elyssa Koidin Schmier

<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>

**Date:** Thursday, November 9, 2017 at 10:59 AM

**To:** "Green, Jon"

<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

**Cc:** Karyn Bruggeman

<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, Angela

Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>,

"[tim@thehubproject.org](mailto:tim@thehubproject.org)"

<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,

"[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)"

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"Goldstein, Freddi"

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<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah

Johnson

<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

That should work for us but let me confirm with our mom first to double check (we have other options if Gabby can't do it).

On Thu, Nov 9, 2017 at 10:53 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Hi everyone, thanks for your patience. I just heard back from Mayor Kenney's office, he's in. Monday and Tuesday of next week are bad schedule wise. He can do Wednesday 11/15 at 3:15pm. Does that work for others?

Once we confirm participants we can discuss run of show, TPs, logistics and press outreach.

Thanks all!

Jon

**From:** Elyssa Koidin Schmier  
[mailto:[elyssa@momsrising.org](mailto:elyssa@momsrising.org)]  
**Sent:** Wednesday, November 08, 2017  
3:28 PM  
**To:** Karyn Bruggeman  
**Cc:** Angela Simaan; Green, Jon;  
[tim@thehubproject.org](mailto:tim@thehubproject.org);  
[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org); Goldstein,  
Freddi; Ari Schwartz; Theo Chayegan; Sarah  
Johnson  
**Subject:** Re: State based press calls

Hi All,

Wanted to circle back to see if we have a time yet for the PA call? We have a mom interested but she needs to know the time ASAP since she is booking clients (she's a hair dresser) and want to works around this.

Also I just heard that the Senate could bring their bill to the floor likely the week after Thanksgiving (yikes!) so we might want to move ahead and start thinking about the other states we would want to do. On the call I was just on it sounds like the Senate Finance Rs are all yeses on the bill so it might not even be worth the time doing a call in Utah (unless we just want to through negative press at Hatch).

I think something in Arizona, Tennessee, Maine, and possibly Ohio would be best.

Thank you,  
Elyssa

On Tue, Nov 7, 2017 at 5:47 PM, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:  
Hi all,

As an update, if the call does get bumped to Tuesday or Wednesday of next week, Sen. Haywood's schedule for those days is this:

PA legislature is in session from about 1-4 pm on Tuesday and 11 am -1 pm on Wednesday, so for his sake it'd be ideal to avoid those time blocks.

Thanks!

--

**Karyn Bruggeman**

Press Secretary  
State Innovation Exchange (SiX)  
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[www.stateinnovation.org](http://www.stateinnovation.org)

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**From:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Date:** Tuesday, November 7, 2017 at 3:07 PM  
**To:** Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>,  
"Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Elyssa Koidin  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>,  
"tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,  
"sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>,  
"Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari  
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<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>,  
Theo Chayegan

<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah  
Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

Hi,

Just to put this in writing:

We've got confirmation that state Sen. Art Haywood is interested in participating, and could participate on Monday 11/13, though he can't do anytime between 1 and 4 pm, since the legislature is in session then.

He represents Senate District 4, which straddles Philadelphia and Montgomery County.

--

**Karyn Bruggeman**

Press Secretary

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**From:** Angela Simaan

<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>

**Date:** Tuesday, November 7, 2017 at 3:52  
PM

**To:** "Green, Jon"

<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

**Cc:** Elyssa Koidin

<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>,

"[tim@thehubproject.org](mailto:tim@thehubproject.org)"

<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,

"[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)"

<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>,

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<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>,  
Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>

**Subject:** Re: State based press calls

I double booked for 3pm today - sorry to miss it. I'm close to confirming a small business owner in Philadelphia if that's still of interest for the call on the 13th.

On Tue, Nov 7, 2017 at 12:13 PM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

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**Angela Simaan | Communications Director**  
**Main Street Alliance | Main Street Alliance**  
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[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org) | [202-281-4748](tel:202-281-4748) mobile  
[mainstreetalliance.org](http://mainstreetalliance.org) | [Facebook](https://www.facebook.com/mainstreetalliance) | [@mainstreettweets](https://www.instagram.com/mainstreettweets)

--

**Angela Simaan | Communications Director**  
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[mainstreetalliance.org](http://mainstreetalliance.org) | [Facebook](https://www.facebook.com/mainstreetalliance) | [@mainstreettweets](https://www.instagram.com/mainstreettweets)

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**Ryan Thomas**

Communications Associate, The Hub Project  
[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

<Press Advisory for PA Mayors Call.docx>

**From:** [Ryan Thomas](#)  
**To:** [Sarah Johnson](#)  
**Cc:** [Green, Jon](#); [Morgan Williams](#); [Karyn Bruggeman](#); [Elyssa Koidin](#); [Angela Simaan](#); [Sam Quigley](#); [Theo Chayegan](#); [tim@thehubproject.org](#); [Goldstein, Freddi](#); [Ari Schwartz](#); [momsrising](#)  
**Subject:** Re: State based press calls  
**Date:** Monday, November 13, 2017 11:19:49 AM  
**Attachments:** [Press Advisory for PA Mayors Call V2.docx](#)

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Hi folks - made those updates and attached the new version below.

On Mon, Nov 13, 2017 at 11:16 AM, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)> wrote:

Yes- she's a city councilmember.

Sent from my iPhone

On Nov 13, 2017, at 11:11 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

We should make sure the elected officials get to review before sending advisory.

I can share with team Kenney.

And note Mayor-elect of Wilkesburg, PA (not Mayor yet). Sarah does she hold a current elected office (city council or some such?)

**From:** Ryan Thomas [<mailto:ryan@thehubproject.org>]

**Sent:** Monday, November 13, 2017 11:00 AM

**To:** Green, Jon

**Cc:** Morgan Williams; Karyn Bruggeman; Elyssa Koidin; Angela Simaan; Sam Quigley; Theo Chayegan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; momsrising

**Subject:** Re: State based press calls

Hey folks --

Here is the draft advisory with the confirmed speakers and the list of organizations that were listed in the tracker. I will update with any additional information that we get today and tomorrow. Who would be the best point of contact for media on the day of the press call that we can include in the advisory?

In terms of the call-in information, we just booked the lines and will be able to share the dial in for speakers and press shortly.

Thanks!

Ryan

On Mon, Nov 13, 2017 at 10:17 AM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

- Mayor Kenney of Philadelphia
- State Senator Art Haywood
- Marita Garrett, the Mayor of Wilkinsburg, PA

Should know about Mayor Peduto of Pittsburgh by this afternoon.

Also will be joined by Richard Master, CEO of MCS Industries, and a member of Patriotic Millionaires and Gabrielle Trinkle--MomsRising member from Newburg, PA, mom of two children.

---

**From:** Morgan Williams [mailto:[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)]  
**Sent:** Monday, November 13, 2017 10:06 AM  
**To:** 'Karyn Bruggeman'; 'Elyssa Koidin'  
**Cc:** 'Angela Simaan'; Green, Jon; 'Sam Quigley'; 'Theo Chayegan'; 'Ryan Thomas'; '[tim@thehubproject.org](mailto:tim@thehubproject.org)'; Goldstein, Freddi; 'Ari Schwartz'; 'Sarah Johnson'; momsrising

**Subject:** RE: State based press calls

Good morning all,

We've been reaching out to press with the tentative details for this and we have a few reporters who are interested in potentially joining but would love more details on which elected officials will be joining. Can someone share the list of confirmed elected officials who will be on the

call on Wednesday? Also wondering if there's an update on the press advisory.

Thanks so much!

Morgan

## Morgan Williams Grogan

O. [202.836.9890](tel:202.836.9890)

C. [512.913.8875](tel:512.913.8875)

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

## berlinrosen

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---

**From:** Morgan Williams  
**Sent:** Friday, November 10, 2017 2:16 PM  
**To:** Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>  
**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** RE: State based press calls

Let me know the call in and I will join.

Best,  
Morgan

---

**From:** Karyn Bruggeman [<mailto:karynb@stateinnovation.org>]  
**Sent:** Friday, November 10, 2017 2:10 PM  
**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>  
**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

I can join 3 – 4 pm on Monday.

--

**Karyn Bruggeman**

Press Secretary

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[www.stateinnovation.org](http://www.stateinnovation.org)

<image001.jpg>

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**From:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>  
**Date:** Friday, November 10, 2017 at 1:42 PM  
**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)" <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>  
**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>, Sam Quigley

<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>,  
Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>,  
"tim@thehubproject.org" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

Morgan (cced) will be on for MomsRising since she's handling our press for this event. Thanks all!

Sent from my iPhone

On Nov 10, 2017, at 1:29 PM, Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

We'll have someone on—likely our comms person.

So I'm guessing we won't have an advisory until Monday?

Sent from my iPhone

On Nov 10, 2017, at 1:14 PM, Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)> wrote:

Can do Monday 3-4pm.

On Fri, Nov 10, 2017 at 1:04 PM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Thanks Angela and all. This is coming together nicely, appreciate everyone's help.

I'd like to propose we have a call on Monday to review next steps in terms of logistics, RoS, talking points and press outreach. Mayor Kenney's primary point of contact can only do 3-4 on Monday. Can folks let me know today if that works for them as well?

Thanks again.

Best,

Jon

**From:** Angela Simaan [mailto:[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)]  
**Sent:** Thursday, November 09, 2017 7:12 PM  
**To:** Green, Jon  
**Cc:** Sam Quigley; Theo Chayegan; Elyssa Koidin Schmier; Ryan Thomas; Karyn Bruggeman; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson

**Subject:** Re: State based press calls

Yes - was just waiting to confirm the time. I'll try to catch him tomorrow and update you all. Thx!

On Thu, Nov 9, 2017 at 2:50 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Excellent. Angela, are you still working on a small biz owner as well? That would be a nice addition.

Also hearing that Peduto might want to participate, will confirm when he gets back from his trip to Germany.

**From:** Sam Quigley [mailto:[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)]

**Sent:** Thursday, November 09, 2017 2:49 PM  
**To:** Theo Chayegan  
**Cc:** Elyssa Koidin Schmier; Ryan Thomas; Green, Jon; Karyn Bruggeman; Angela Simaan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson

**Subject:** Re: State based press calls

Richard Master is confirmed, I think we're all set for 3:15 on the 15th. Thanks for doing the lifting on the logistics/advisory Theo and Ryan!

On Thu, Nov 9, 2017 at 1:52 PM, Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)> wrote:

Pulling in Ryan from our team who can help set-up the call, draft a press advisory, and send it out to press in the area.

On Thu, Nov 9, 2017 at 1:19 PM, Elyssa Koidin Schmier <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

So are we all set with 3:15 on Wednesday, Nov. 15th?

Can someone lay out next steps so I can update our mom Gabby and our press team? (We are juggling multiple events next week so want to make sure nothing falls through the cracks).

Thank you all for organizing!

On Thu, Nov 9, 2017 at 1:16 PM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Great.

---

**From:** Karyn Bruggeman [mailto:[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)]  
**Sent:** Thursday, November 09, 2017 1:14 PM  
**To:** Green, Jon  
**Cc:** Elyssa Koidin Schmier; Angela Simaan; [tim@thehubproject.org](mailto:tim@thehubproject.org); [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org); Goldstein, Freddi; Ari Schwartz; Theo Chayegan; Sarah Johnson  
**Subject:** Re: State based press calls

Great, I appreciated that! We're all good, Sen. Haywood is confirmed.

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

[703.795.5392](tel:703.795.5392)

[www.stateinnovation.org](http://www.stateinnovation.org)

<image001.jpg>

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**From:** "Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Date:** Thursday, November 9, 2017 at 11:12 AM  
**To:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Cc:** Elyssa Koidin Schmier  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Thanks. We based the time on times that didn't conflict with him based on your prior guidance so hopefully still good!

Sent from my iPhone

On Nov 9, 2017, at 11:07 AM, Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:

Thanks for the update, Jon.

I'll check in with Sen. Haywood's office to confirm.

--

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<image001.jpg>

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**From:** Elyssa Koidin Schmier  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>  
**Date:** Thursday, November 9, 2017  
at 10:59 AM  
**To:** "Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
>  
**Subject:** Re: State based press calls

That should work for us but let me confirm with our mom first to double check (we have other options if Gabby can't do it).

On Thu, Nov 9, 2017 at 10:53 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Hi everyone, thanks for your

patience.

I just heard back from Mayor  
Kenney's office, he's in.

Monday and Tuesday of next week  
are bad schedule wise. He can do  
Wednesday 11/15 at 3:15pm. Does  
that work for others?

Once we confirm participants we  
can discuss run of show, TPs,  
logistics and press outreach.

Thanks all!

Jon

**From:** Elyssa Koidin Schmier  
[mailto:[elyssa@momsrising.org](mailto:elyssa@momsrising.org)]  
**Sent:** Wednesday, November 08, 2017 3:28  
PM  
**To:** Karyn Bruggeman  
**Cc:** Angela Simaan; Green, Jon;  
[tim@thehubproject.org](mailto:tim@thehubproject.org);  
[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org); Goldstein,  
Freddi; Ari Schwartz; Theo Chayegan; Sarah  
Johnson  
**Subject:** Re: State based press calls

Hi All,

Wanted to circle back to see if we have a  
time yet for the PA call? We have a mom  
interested but she needs to know the  
time ASAP since she is booking clients  
(she's a hair dresser) and want to works  
around this.

Also I just heard that the Senate could  
bring their bill to the floor likely the week  
after Thanksgiving (yikes!) so we might  
want to move ahead and start thinking  
about the other states we would want to  
do. On the call I was just on it sounds  
like the Senate Finance Rs are all yeses  
on the bill so it might not even be worth  
the time doing a call in Utah (unless we

just want to through negative press at Hatch).

I think something in Arizona, Tennessee, Maine, and possibly Ohio would be best.

Thank you,

Elyssa

On Tue, Nov 7, 2017 at 5:47 PM, Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:

Hi all,

As an update, if the call does get bumped to Tuesday or Wednesday of next week, Sen. Haywood's schedule for those days is this:

PA legislature is in session from about 1-4 pm on Tuesday and 11 am -1 pm on Wednesday, so for his sake it'd be ideal to avoid those time blocks.

Thanks!

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

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[www.stateinnovation.org](http://www.stateinnovation.org)

---

**From:** Karyn Bruggeman

<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Date:** Tuesday, November 7, 2017  
at 3:07 PM  
**To:** Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>,  
"Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Elyssa Koidin  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>,  
"tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,  
"sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>,  
"Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari  
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<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>,  
Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>,  
Sarah  
Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
>

**Subject:** Re: State based press  
calls

Hi,

Just to put this in writing:

We've got confirmation that state Sen.  
Art Haywood is interested in  
participating, and could participate on  
Monday 11/13, though he can't do  
anytime between 1 and 4 pm, since the  
legislature is in session then.

He represents Senate District 4, which  
straddles Philadelphia and Montgomery  
County.

--

**Karyn Bruggeman**

Press Secretary

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---

**From:** Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>  
**Date:** Tuesday, November 7, 2017  
at 3:52 PM  
**To:** "Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Elyssa Koidin  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>, Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Subject:** Re: State based press calls

I double booked for 3pm today - sorry to miss it. I'm close to confirming a small business owner in Philadelphia if that's still of interest for the call on the 13th.

On Tue, Nov 7, 2017 at 12:13 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

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**Angela Simaan | Communications  
Director**

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ook](#) | [@mainstreetweets](#)

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Elyssa Koidin Schmier

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[www.MomsRising.org](http://www.MomsRising.org)  
[MamásConPoder](#)

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[MamasConPoder](http://MamasConPoder.com)

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**Sam Quigley | Deputy Communications Director**

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**Angela Simaan | Communications Director**

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**Angela Simaan | Communications Director**

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**Ryan Thomas**

Communications Associate, The Hub Project

[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | [763.954.0470](tel:763.954.0470) (c)

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**Ryan Thomas**

Communications Associate, The Hub Project

[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | [763.954.0470](tel:763.954.0470) (c)

**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Morgan Williams Grogan

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny”  
Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkinsburg to Join  
Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkinsburg, and State Senator Art Haywood will join [“Not One Penny”](#) advocates to host a press call to denounce Trump’s tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

Joined by [Main Street Alliance](#), [MomsRising](#), [Patriotic Millionaires](#), and [State Innovation Exchange Action](#), speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia

Councilwoman Marita Garrett of Wilkinsburg

State Senator Art Haywood

Richard Master, CEO of MCS Industries and a Patriotic Millionaire

Gabrielle Trinkle, MomsRising

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

**From:** [Green, Jon](#)  
**To:** [Karyn Bruggeman](#); [Ryan Thomas](#); [Sarah Johnson](#)  
**Cc:** [Morgan Williams](#); [Elyssa Koidin](#); [Angela Simaan](#); [Sam Quigley](#); [Theo Chayegan](#); [tim@thehubproject.org](mailto:tim@thehubproject.org); [Goldstein, Freddi](#); [Ari Schwartz](#); [momsrising](#)  
**Subject:** RE: State based press calls  
**Date:** Monday, November 13, 2017 11:43:26 AM

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Suggested revised version below. Trying to give it a bit more of a local feel. Let me know if folks are ok with this.

Do we know if we will have a speaker from Main Street Alliance, and if so who?

**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny”  
Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor-Elect Garrett of Wilkinsburg to Join  
Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor-Elect Marita Garrett of Wilkinsburg, and State Senator Art Haywood will join with other Pennsylvanians to host a press call to discuss the harmful impacts that the Republican tax proposal will have on Pennsylvania families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and [xxxx], owner of [xxx] in [xxxx], and a member of the Main Street Alliance.

Speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors, business executives, and other local advocates of the “Not One Penny” campaign that opposes tax cuts for the rich at the expense of working families.

**WHO:**

Mayor Jim Kenney of Philadelphia  
Councilwoman Marita Garrett of Wilkinsburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
[xxxx], small business owner, member of Main Street Alliance.

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

---

**From:** Karyn Bruggeman [mailto:karynb@stateinnovation.org]  
**Sent:** Monday, November 13, 2017 11:21 AM  
**To:** Ryan Thomas; Sarah Johnson  
**Cc:** Green, Jon; Morgan Williams; Elyssa Koidin; Angela Simaan; Sam Quigley; Theo Chayegan; tim@thehubproject.org; Goldstein, Freddi; Ari Schwartz; momsrising  
**Subject:** Re: State based press calls

Hi all,

Thanks for putting this together. I'll send the advisory over to Sen. Haywood's office.

We can change it from "State Innovation Exchange Action" to just "SiX Action," if that's doable.

Thanks!

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**Karyn Bruggeman**

Press Secretary  
State Innovation Exchange (SiX)  
703.795.5392  
[www.stateinnovation.org](http://www.stateinnovation.org)

| |

---

**From:** Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>  
**Date:** Monday, November 13, 2017 at 11:17 AM  
**To:** Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Cc:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>, Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, momsrising <[momsrising@berlinrosen.com](mailto:momsrising@berlinrosen.com)>  
**Subject:** Re: State based press calls

Hi folks - made those updates and attached the new version below.

On Mon, Nov 13, 2017 at 11:16 AM, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)> wrote:  
Yes- she's a city councilmember.

Sent from my iPhone

On Nov 13, 2017, at 11:11 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

We should make sure the elected officials get to review before sending advisory.  
I can share with team Kenney.  
And note Mayor-elect of Wilkesburg, PA (not Mayor yet). Sarah does she hold a current elected office (city council or some such?)

**From:** Ryan Thomas [<mailto:ryan@thehubproject.org>]  
**Sent:** Monday, November 13, 2017 11:00 AM  
**To:** Green, Jon  
**Cc:** Morgan Williams; Karyn Bruggeman; Elyssa Koidin; Angela Simaan; Sam Quigley; Theo Chayegan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; momsrising  
**Subject:** Re: State based press calls

Hey folks --

Here is the draft advisory with the confirmed speakers and the list of organizations that were listed in the tracker. I will update with any additional information that we get today and tomorrow. Who would be the best point of contact for media on the day of the press call that we can include in the advisory?

In terms of the call-in information, we just booked the lines and will be able to share the dial in for speakers and press shortly.

Thanks!  
Ryan

On Mon, Nov 13, 2017 at 10:17 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

- Mayor Kenney of Philadelphia
- State Senator Art Haywood
- Marita Garrett, the Mayor of Wilkinsburg, PA

Should know about Mayor Peduto of Pittsburgh by this afternoon.

Also will be joined by Richard Master, CEO of MCS Industries, and a member of Patriotic Millionaires and Gabrielle Trinkle--MomsRising member from Newburg, PA, mom of two children.

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**From:** Morgan Williams [mailto:[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)]

**Sent:** Monday, November 13, 2017 10:06 AM

**To:** 'Karyn Bruggeman'; 'Elyssa Koidin'

**Cc:** 'Angela Simaan'; Green, Jon; 'Sam Quigley'; 'Theo Chayegan'; 'Ryan Thomas'; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; 'Ari Schwartz'; 'Sarah Johnson'; momsrising

**Subject:** RE: State based press calls

Good morning all,

We've been reaching out to press with the tentative details for this and we have a few reporters who are interested in potentially joining but would love more details on which elected officials will be joining. Can someone share the list of confirmed elected officials who will be on the call on Wednesday? Also wondering if there's an update on the press advisory.

Thanks so much!

Morgan

**Morgan Williams Grogan**

O. [202.836.9890](tel:202.836.9890)

C. [512.913.8875](tel:512.913.8875)

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

**berlinrosen**

New York • Washington D.C. • Los Angeles

[berlinrosen.com](http://berlinrosen.com)

@berlinrosen

---

**From:** Morgan Williams

**Sent:** Friday, November 10, 2017 2:16 PM

**To:** Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** RE: State based press calls

Let me know the call in and I will join.

Best,  
Morgan

---

**From:** Karyn Bruggeman [<mailto:karynb@stateinnovation.org>]

**Sent:** Friday, November 10, 2017 2:10 PM

**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

I can join 3 – 4 pm on Monday.

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

[703.795.5392](tel:703.795.5392)

[www.stateinnovation.org](http://www.stateinnovation.org)

<image001.jpg>

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**From:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>

**Date:** Friday, November 10, 2017 at 1:42 PM

**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)" <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>, Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz

<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Morgan (cced) will be on for MomsRising since she's handling our press for this event.  
Thanks all!

Sent from my iPhone

On Nov 10, 2017, at 1:29 PM, Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

We'll have someone on—likely our comms person.

So I'm guessing we won't have an advisory until Monday?

Sent from my iPhone

On Nov 10, 2017, at 1:14 PM, Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)> wrote:

Can do Monday 3-4pm.

On Fri, Nov 10, 2017 at 1:04 PM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Thanks Angela and all. This is coming together nicely, appreciate everyone's help.

I'd like to propose we have a call on Monday to review next steps in terms of logistics, RoS, talking points and press outreach. Mayor Kenney's primary point of contact can only do 3-4 on Monday. Can folks let me know today if that works for them as well?

Thanks again.

Best,  
Jon

**From:** Angela Simaan  
[mailto:[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)]  
**Sent:** Thursday, November 09, 2017 7:12 PM  
**To:** Green, Jon  
**Cc:** Sam Quigley; Theo Chayegan; Elyssa Koidin Schmier; Ryan Thomas; Karyn Bruggeman; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson

**Subject:** Re: State based press calls

Yes - was just waiting to confirm the time. I'll try to catch him tomorrow and update you all. Thx!

On Thu, Nov 9, 2017 at 2:50 PM, Green, Jon

<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Excellent. Angela, are you still working on a small biz owner as well? That would be a nice addition. Also hearing that Peduto might want to participate, will confirm when he gets back from his trip to Germany.

**From:** Sam Quigley [mailto:[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)]

**Sent:** Thursday, November 09, 2017 2:49 PM

**To:** Theo Chayegan

**Cc:** Elyssa Koidin Schmier; Ryan Thomas; Green, Jon; Karyn Bruggeman; Angela Simaan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson

**Subject:** Re: State based press calls

Richard Master is confirmed, I think we're all set for 3:15 on the 15th. Thanks for doing the lifting on the logistics/advisory Theo and Ryan!

On Thu, Nov 9, 2017 at 1:52 PM, Theo Chayegan

<[theo@thehubproject.org](mailto:theo@thehubproject.org)> wrote:

Pulling in Ryan from our team who can help set-up the call, draft a press advisory, and send it out to press in the area.

On Thu, Nov 9, 2017 at 1:19 PM, Elyssa Koidin Schmier

<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

So are we all set with 3:15 on Wednesday, Nov. 15th?

Can someone lay out next steps so I can update our mom Gabby and our press team? (We are juggling multiple events next week so want to make sure nothing falls through the cracks).

Thank you all for organizing!

On Thu, Nov 9, 2017 at 1:16 PM, Green, Jon

<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Great.

---

**From:** Karyn Bruggeman

[mailto:[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)]

**Sent:** Thursday, November 09, 2017 1:14 PM

**To:** Green, Jon

**Cc:** Elyssa Koidin Schmier; Angela Simaan; [tim@thehubproject.org](mailto:tim@thehubproject.org); [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org); Goldstein, Freddi; Ari Schwartz; Theo Chayegan; Sarah Johnson

**Subject:** Re: State based press calls

Great, I appreciated that! We're all good, Sen. Haywood is confirmed.

--

**Karyn Bruggeman**

Press Secretary  
State Innovation Exchange (SiX)  
[703.795.5392](tel:703.795.5392)  
[www.stateinnovation.org](http://www.stateinnovation.org)

<image001.jpg>

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**From:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Date:** Thursday, November 9, 2017 at 11:12 AM  
**To:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Cc:** Elyssa Koidin Schmier  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>,  
"tim@thehubproject.org" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>,  
"sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Thanks. We based the time on times that didn't conflict with him based on your prior guidance so hopefully still good!

Sent from my iPhone

On Nov 9, 2017, at 11:07 AM, Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:

Thanks for the update, Jon.

I'll check in with Sen. Haywood's office to confirm.

--

**Karyn Bruggeman**  
Press Secretary  
State Innovation Exchange (SiX)  
[703.795.5392](tel:703.795.5392)  
[www.stateinnovation.org](http://www.stateinnovation.org)

<image001.jpg>

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**From:** Elyssa Koidin Schmier  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>  
**Date:** Thursday, November 9, 2017 at  
10:59 AM  
**To:** "Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

**Cc:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>,  
"tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,  
"sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>,  
"Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>,  
Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

That should work for us but let me confirm with our mom first to double check (we have other options if Gabby can't do it).

On Thu, Nov 9, 2017 at 10:53 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:  
Hi everyone, thanks for your patience. I just heard back from Mayor Kenney's office, he's in. Monday and Tuesday of next week are bad schedule wise. He can do Wednesday 11/15 at 3:15pm. Does that work for others?

Once we confirm participants we can discuss run of show, TPs, logistics and press outreach.  
Thanks all!

Jon

**From:** Elyssa Koidin Schmier  
[mailto:[elyssa@momsrising.org](mailto:elyssa@momsrising.org)]  
**Sent:** Wednesday, November 08, 2017 3:28 PM  
**To:** Karyn Bruggeman  
**Cc:** Angela Simaan; Green, Jon; [tim@thehubproject.org](mailto:tim@thehubproject.org); [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org); Goldstein, Freddi; Ari Schwartz; Theo Chayegan; Sarah Johnson  
**Subject:** Re: State based press calls

Hi All,

Wanted to circle back to see if we have a time yet for the PA call? We have a mom interested but she needs to know the time ASAP since she is booking clients (she's a hair dresser) and want to works around this.

Also I just heard that the Senate could bring their bill to the floor likely the week after Thanksgiving (yikes!) so we might want to move ahead and start thinking about the other states we would want to do. On the call I was just on it sounds like the Senate Finance Rs are all yeses on the bill so it might not even be worth the time doing a call in Utah (unless we just want to through negative press at Hatch).

I think something in Arizona, Tennessee, Maine, and possibly Ohio would be best.

Thank you,  
Elyssa

On Tue, Nov 7, 2017 at 5:47 PM, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:  
Hi all,

As an update, if the call does get bumped to Tuesday or Wednesday of next week, Sen. Haywood's schedule for those days is this:

PA legislature is in session from about 1-4 pm on Tuesday and 11 am -1 pm on Wednesday, so for his sake it'd be ideal to avoid those time blocks.

Thanks!

--

**Karyn Bruggeman**  
Press Secretary  
State Innovation Exchange (SiX)  
[703.795.5392](tel:703.795.5392)  
[www.stateinnovation.org](http://www.stateinnovation.org)

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**From:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Date:** Tuesday, November 7, 2017 at 3:07 PM  
**To:** Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>,  
"Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

**Cc:** Elyssa Koidin  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>,  
"tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,  
"sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>,  
"Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari  
Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>,  
Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah  
Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Hi,

Just to put this in writing:

We've got confirmation that state Sen. Art Haywood is interested in participating, and could participate on Monday 11/13, though he can't do anytime between 1 and 4 pm, since the legislature is in session then.

He represents Senate District 4, which straddles Philadelphia and Montgomery County.

--

**Karyn Bruggeman**  
Press Secretary  
State Innovation Exchange (SiX)  
[703.795.5392](tel:703.795.5392)  
[www.stateinnovation.org](http://www.stateinnovation.org)

---

**From:** Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>  
**Date:** Tuesday, November 7, 2017 at  
3:52 PM  
**To:** "Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Elyssa Koidin  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>,  
"tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,  
"sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>,  
"Goldstein, Freddi"

<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari  
Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>,  
Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah  
Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>,  
Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Subject:** Re: State based press calls

I double booked for 3pm today - sorry to miss  
it. I'm close to confirming a small business  
owner in Philadelphia if that's still of interest  
for the call on the 13th.

On Tue, Nov 7, 2017 at 12:13 PM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

--

**Angela Simaan | Communications Director**  
**Main Street Alliance | Main Street Alliance**  
**Action Fund**  
[1107 17th Street NW, Suite 1220](https://www.mainstreetalliance.org), Washington, DC  
20036  
[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org) | [202-281-4748](tel:202-281-4748)  
mobile  
[mainstreetalliance.org](https://www.mainstreetalliance.org) | [Facebook](https://www.facebook.com/mainstreetalliance) |  
[@mainstreettweets](https://twitter.com/mainstreettweets)

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Elyssa Koidin Schmier  
MomsRising  
Senior Campaign Director, National Early Learning  
and Budget  
[781-608-8795](tel:781-608-8795)  
[@ElyssaK](https://twitter.com/ElyssaK)  
[www.MomsRising.org](https://www.MomsRising.org)  
[MamásConPoder](https://www.MamasConPoder.org)

--

Elyssa Koidin Schmier  
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Senior Campaign Director, National Early Learning  
and Budget  
[781-608-8795](tel:781-608-8795)

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--

Elyssa Koidin Schmier  
MomsRising  
Senior Campaign Director, National Early Learning and Budget  
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@ElyssaK  
[www.MomsRising.org](http://www.MomsRising.org)  
[MamásConPoder](#)

--

**Sam Quigley | Deputy Communications Director**  
Patriotic Millionaires  
[1701 K St NW | Suite 750](#) | Washington, DC 20006  
O: [202-446-0489](tel:202-446-0489) | C: [317-752-9150](tel:317-752-9150) |  
[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)

--

**Angela Simaan | Communications Director**  
**Main Street Alliance | Main Street Alliance Action Fund**  
[1107 17th Street NW, Suite 1220](#), Washington, DC 20036  
[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org) | [202-281-4748](tel:202-281-4748) mobile  
[mainstreetalliance.org](http://mainstreetalliance.org) | [Facebook](#) | [@mainstreettweets](#)

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**Angela Simaan | Communications Director**  
**Main Street Alliance | Main Street Alliance Action Fund**  
[1107 17th Street NW, Suite 1220](#), Washington, DC 20036  
[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org) | [202-281-4748](tel:202-281-4748) mobile  
[mainstreetalliance.org](http://mainstreetalliance.org) | [Facebook](#) | [@mainstreettweets](#)

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**Ryan Thomas**  
Communications Associate, The Hub Project  
[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | [763.954.0470](tel:763.954.0470) (c)

--

**Ryan Thomas**

Communications Associate, The Hub Project

[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

**From:** [Ryan Thomas](#)  
**To:** [Green, Jon](#)  
**Cc:** [Karyn Bruggeman](#); [Sarah Johnson](#); [Morgan Williams](#); [Elyssa Koidin](#); [Angela Simaan](#); [Sam Quigley](#); [Theo Chavegan](#); [tim@thehubproject.org](mailto:tim@thehubproject.org); [Goldstein, Freddi](#); [Ari Schwartz](#); [momsrising](#)  
**Subject:** Re: State based press calls  
**Date:** Monday, November 13, 2017 2:04:23 PM  
**Attachments:** [Press Advisory for PA Mayors Call V3.docx](#)

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Hey folks - those changes look great. I've updated the release to reflect them, pending further updates on new speakers. Here is the call-in information:

Time: 3:15 PM ET (with 15 minute pre-conference)  
Lines: 40 individual lines for press

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

On Mon, Nov 13, 2017 at 11:43 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Suggested revised version below. Trying to give it a bit more of a local feel. Let me know if folks are ok with this.

Do we know if we will have a speaker from Main Street Alliance, and if so who?

**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Morgan Williams Grogan

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

[512-913-8875](tel:512-913-8875)

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny” Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor-Elect Garrett of Wilkinsburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor-Elect Marita Garrett of Wilkinsburg, and State Senator Art Haywood will join with other Pennsylvanians to host a press call to discuss the harmful impacts that the Republican tax proposal will have on Pennsylvania families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and [xxxx], owner of [xxx] in [xxxx], and a member of the Main Street Alliance.

Speakers will discuss how Republicans' tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors, business executives, and other local advocates of the "Not One Penny" campaign that opposes tax cuts for the rich at the expense of working families.

**WHO:**

Mayor Jim Kenney of Philadelphia

Councilwoman Marita Garrett of Wilkinsburg

State Senator Art Haywood

Richard Master, CEO of MCS Industries and a Patriotic Millionaire

Gabrielle Trinkle, MomsRising

[xxxx], small business owner, member of Main Street Alliance.

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or [512-913-8875](tel:512-913-8875).

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**From:** Karyn Bruggeman [mailto:[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)]  
**Sent:** Monday, November 13, 2017 11:21 AM  
**To:** Ryan Thomas; Sarah Johnson  
**Cc:** Green, Jon; Morgan Williams; Elyssa Koidin; Angela Simaan; Sam Quigley; Theo Chayegan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; momsrising  
**Subject:** Re: State based press calls

Hi all,

Thanks for putting this together. I'll send the advisory over to Sen. Haywood's office.

We can change it from "State Innovation Exchange Action" to just "SiX Action," if that's doable.

Thanks!

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

[703.795.5392](tel:703.795.5392)

[www.stateinnovation.org](http://www.stateinnovation.org)

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**From:** Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>

**Date:** Monday, November 13, 2017 at 11:17 AM

**To:** Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Cc:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>, Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, momsrising <[momsrising@berlinrosen.com](mailto:momsrising@berlinrosen.com)>

**Subject:** Re: State based press calls

Hi folks - made those updates and attached the new version below.

On Mon, Nov 13, 2017 at 11:16 AM, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)> wrote:

Yes- she's a city councilmember.

Sent from my iPhone

On Nov 13, 2017, at 11:11 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

We should make sure the elected officials get to review before sending advisory.

I can share with team Kenney.

And note Mayor-elect of Wilkesburg, PA (not Mayor yet). Sarah does she hold a current elected office (city council or some such?)

**From:** Ryan Thomas [<mailto:ryan@thehubproject.org>]

**Sent:** Monday, November 13, 2017 11:00 AM

**To:** Green, Jon

**Cc:** Morgan Williams; Karyn Bruggeman; Elyssa Koidin; Angela Simaan; Sam Quigley; Theo Chayegan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; momsrising

**Subject:** Re: State based press calls

Hey folks --

Here is the draft advisory with the confirmed speakers and the list of organizations that were listed in the tracker. I will update with any additional information that we get today and tomorrow. Who would be the best point of contact for media on the day of the press call that we can include in the advisory?

In terms of the call-in information, we just booked the lines and will be able to share the dial in for speakers and press shortly.

Thanks!

Ryan

On Mon, Nov 13, 2017 at 10:17 AM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

- Mayor Kenney of Philadelphia
- State Senator Art Haywood
- Marita Garrett, the Mayor of Wilkinsburg, PA

Should know about Mayor Peduto of Pittsburgh by this afternoon.

Also will be joined by Richard Master, CEO of MCS Industries, and a member of Patriotic Millionaires and Gabrielle Trinkle--MomsRising member from Newburg, PA, mom of two children.

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**From:** Morgan Williams [mailto:[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)]  
**Sent:** Monday, November 13, 2017 10:06 AM  
**To:** 'Karyn Bruggeman'; 'Elyssa Koidin'  
**Cc:** 'Angela Simaan'; Green, Jon; 'Sam Quigley'; 'Theo Chayegan'; 'Ryan Thomas';  
'[tim@thehubproject.org](mailto:tim@thehubproject.org)'; Goldstein, Freddi; 'Ari Schwartz'; 'Sarah Johnson'; momsrising

**Subject:** RE: State based press calls

Good morning all,

We've been reaching out to press with the tentative details for this and we have a few reporters who are interested in potentially joining but would love more details on which elected officials will be joining. Can someone share the list of confirmed elected officials who will be on the call on Wednesday? Also wondering if there's an update on the press advisory.

Thanks so much!

Morgan

**Morgan Williams Grogan**

O. [202.836.9890](tel:202.836.9890)

C. [512.913.8875](tel:512.913.8875)

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

**berlinrosen**

New York • Washington D.C. • Los Angeles

[berlinrosen.com](http://berlinrosen.com)

@berlinrosen

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**From:** Morgan Williams  
**Sent:** Friday, November 10, 2017 2:16 PM  
**To:** Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>  
**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** RE: State based press calls

Let me know the call in and I will join.

Best,  
Morgan

---

**From:** Karyn Bruggeman [<mailto:karynb@stateinnovation.org>]  
**Sent:** Friday, November 10, 2017 2:10 PM  
**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>  
**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

I can join 3 – 4 pm on Monday.

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

[703.795.5392](tel:703.795.5392)

[www.stateinnovation.org](http://www.stateinnovation.org)

<image001.jpg>

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**From:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>  
**Date:** Friday, November 10, 2017 at 1:42 PM  
**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)" <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>  
**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>, Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Morgan (cced) will be on for MomsRising since she's handling our press for this event. Thanks all!

Sent from my iPhone

On Nov 10, 2017, at 1:29 PM, Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

We'll have someone on—likely our comms person.

So I'm guessing we won't have an advisory until Monday?

Sent from my iPhone

On Nov 10, 2017, at 1:14 PM, Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)> wrote:

Can do Monday 3-4pm.

On Fri, Nov 10, 2017 at 1:04 PM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Thanks Angela and all. This is coming together nicely, appreciate everyone's help.

I'd like to propose we have a call on Monday to review next steps in terms of logistics, RoS, talking points and press outreach. Mayor Kenney's primary point of contact can only do 3-4 on Monday. Can folks let me know today if that works for them as well?

Thanks again.

Best,

Jon

**From:** Angela Simaan [mailto:[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)]

**Sent:** Thursday, November 09, 2017 7:12 PM

**To:** Green, Jon

**Cc:** Sam Quigley; Theo Chayegan; Elyssa Koidin Schmier; Ryan Thomas; Karyn Bruggeman; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson

**Subject:** Re: State based press calls

Yes - was just waiting to confirm the time. I'll try to catch him tomorrow and update you all. Thx!

On Thu, Nov 9, 2017 at 2:50 PM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Excellent. Angela, are you still working on a small biz owner as well? That would be a nice addition.

Also hearing that Peduto might want to participate, will confirm when he gets back from his trip to Germany.

**From:** Sam Quigley [mailto:[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)]

**Sent:** Thursday, November 09, 2017 2:49 PM

**To:** Theo Chayegan

**Cc:** Elyssa Koidin Schmier; Ryan Thomas; Green, Jon;  
Karyn Bruggeman; Angela Simaan;  
[tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz;  
Sarah Johnson

**Subject:** Re: State based press calls

Richard Master is confirmed, I think we're all set for 3:15 on the 15th. Thanks for doing the lifting on the logistics/advisory Theo and Ryan!

On Thu, Nov 9, 2017 at 1:52 PM, Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)> wrote:

Pulling in Ryan from our team who can help set-up the call, draft a press advisory, and send it out to press in the area.

On Thu, Nov 9, 2017 at 1:19 PM, Elyssa Koidin Schmier <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

So are we all set with 3:15 on Wednesday, Nov. 15th?

Can someone lay out next steps so I can update our mom Gabby and our press team? (We are juggling multiple events next week so want to make sure nothing falls through the cracks).

Thank you all for organizing!

On Thu, Nov 9, 2017 at 1:16 PM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Great.

---

**From:** Karyn Bruggeman [mailto:[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)]

**Sent:** Thursday, November 09, 2017 1:14 PM

**To:** Green, Jon  
**Cc:** Elyssa Koidin Schmier; Angela Simaan;  
[tim@thehubproject.org](mailto:tim@thehubproject.org); [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org);  
Goldstein, Freddi; Ari Schwartz; Theo Chayegan; Sarah  
Johnson  
**Subject:** Re: State based press calls

Great, I appreciated that! We're all good, Sen.  
Haywood is confirmed.

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

[703.795.5392](tel:703.795.5392)

[www.stateinnovation.org](http://www.stateinnovation.org)

<image001.jpg>

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**From:** "Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Date:** Thursday, November 9, 2017 at 11:12  
AM  
**To:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Cc:** Elyssa Koidin Schmier  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>,  
"tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,  
"sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein,  
Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari  
Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)  
>, Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Thanks. We based the time on times that didn't  
conflict with him based on your prior guidance so

hopefully still good!

Sent from my iPhone

On Nov 9, 2017, at 11:07 AM, Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:

Thanks for the update, Jon.

I'll check in with Sen. Haywood's office  
to confirm.

--

**Karyn Bruggeman**

Press Secretary

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[www.stateinnovation.org](http://www.stateinnovation.org)

<image001.jpg>

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**From:** Elyssa Koidin Schmier  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>  
**Date:** Thursday, November 9, 2017  
at 10:59 AM  
**To:** "Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan

<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
>  
**Subject:** Re: State based press calls

That should work for us but let me confirm with our mom first to double check (we have other options if Gabby can't do it).

On Thu, Nov 9, 2017 at 10:53 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Hi everyone, thanks for your patience.

I just heard back from Mayor Kenney's office, he's in.

Monday and Tuesday of next week are bad schedule wise. He can do Wednesday 11/15 at 3:15pm. Does that work for others?

Once we confirm participants we can discuss run of show, TPs, logistics and press outreach.

Thanks all!

Jon

**From:** Elyssa Koidin Schmier  
[mailto:[elyssa@momsrising.org](mailto:elyssa@momsrising.org)]  
**Sent:** Wednesday, November 08, 2017 3:28 PM  
**To:** Karyn Bruggeman  
**Cc:** Angela Simaan; Green, Jon; [tim@thehubproject.org](mailto:tim@thehubproject.org); [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org); Goldstein, Freddi; Ari Schwartz; Theo Chayegan; Sarah Johnson  
**Subject:** Re: State based press calls

Hi All,

Wanted to circle back to see if we have a time yet for the PA call? We have a mom interested but she needs to know the time ASAP since she is booking clients (she's a hair dresser) and want to works around this.

Also I just heard that the Senate could bring their bill to the floor likely the week after Thanksgiving (yikes!) so we might want to move ahead and start thinking about the other states we would want to do. On the call I was just on it sounds like the Senate Finance Rs are all yeses on the bill so it might not even be worth the time doing a call in Utah (unless we just want to through negative press at Hatch).

I think something in Arizona, Tennessee, Maine, and possibly Ohio would be best.

Thank you,

Elyssa

On Tue, Nov 7, 2017 at 5:47 PM, Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:

Hi all,

As an update, if the call does get bumped to Tuesday or Wednesday of next week, Sen. Haywood's schedule for those days is this:

PA legislature is in session from about 1-4 pm on Tuesday and 11 am -1 pm on Wednesday, so for his sake it'd be ideal to avoid those time blocks.

Thanks!

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

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[www.stateinnovation.org](http://www.stateinnovation.org)

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**From:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Date:** Tuesday, November 7, 2017  
at 3:07 PM  
**To:** Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Elyssa Koidin  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
>

**Subject:** Re: State based press calls

Hi,

Just to put this in writing:

We've got confirmation that state Sen. Art Haywood is interested in participating, and could participate on Monday 11/13, though he can't do anytime between 1 and 4 pm, since the legislature is in session then.

He represents Senate District 4, which straddles Philadelphia and Montgomery County.

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

[703.795.5392](tel:703.795.5392)

[www.stateinnovation.org](http://www.stateinnovation.org)

---

**From:** Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>  
**Date:** Tuesday, November 7, 2017  
at 3:52 PM  
**To:** "Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Elyssa Koidin  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>, Karyn Bruggeman

<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>

**Subject:** Re: State based press calls

I double booked for 3pm today - sorry to miss it. I'm close to confirming a small business owner in Philadelphia if that's still of interest for the call on the 13th.

On Tue, Nov 7, 2017 at 12:13 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

--

**Angela Simaan | Communications Director**

**Main Street Alliance | Main Street Alliance Action Fund**

[1107 17th Street NW, Suite 1220](#),  
Washington, DC 20036

[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org) | [202-281-4748](tel:202-281-4748) mobile

[mainstreetalliance.org](http://mainstreetalliance.org) | [Facebook](#)  
[@mainstreettweets](#)

--

Elyssa Koidin Schmier

MomsRising  
Senior Campaign Director, National Early Learning and Budget

[781-608-8795](tel:781-608-8795)  
[@ElyssaK](https://twitter.com/ElyssaK)

[www.MomsRising.org](http://www.MomsRising.org)

[MamásConPoder](#)

--

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[@ElyssaK](https://www.instagram.com/ElyssaK)

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[@ElyssaK](https://www.instagram.com/ElyssaK)

[www.MomsRising.org](http://www.MomsRising.org)  
[MamásConPoder](#)

--

**Sam Quigley | Deputy Communications Director**  
Patriotic Millionaires  
[1701 K St NW | Suite 750](#) | Washington, DC 20006  
O: [202-446-0489](tel:202-446-0489) | C: [317-752-9150](tel:317-752-9150) |  
[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)

--

**Angela Simaan | Communications Director**

**Main Street Alliance | Main Street Alliance Action Fund**

[1107 17th Street NW, Suite 1220](#), Washington, DC 20036

[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org) | [202-281-4748](tel:202-281-4748) mobile

[mainstreetalliance.org](http://mainstreetalliance.org) | [Facebook](#) | [@mainstreettweets](#)

--

**Angela Simaan | Communications Director**

**Main Street Alliance | Main Street Alliance Action Fund**

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[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org) | [202-281-4748](tel:202-281-4748) mobile

[mainstreetalliance.org](http://mainstreetalliance.org) | [Facebook](#) | [@mainstreettweets](#)

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**Ryan Thomas**

Communications Associate, The Hub Project

[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | [763.954.0470](tel:763.954.0470) (c)

--

**Ryan Thomas**

Communications Associate, The Hub Project

[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | [763.954.0470](tel:763.954.0470) (c)

--

**Ryan Thomas**

Communications Associate, The Hub Project  
[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | [763.954.0470](tel:763.954.0470) (c)

**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Morgan Williams Grogan

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny”  
Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor-Elect Garrett of Wilkinsburg to Join  
Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor-Elect Marita Garrett of Wilkinsburg, and State Senator Art Haywood will join with other Pennsylvanians to host a press call to discuss the harmful impacts that the Republican tax proposal will have on Pennsylvania families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and [xxxx], owner of [xxx] in [xxxx], and a member of the Main Street Alliance.

Speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors, business executives, and other local advocates of the “Not One Penny” campaign that opposes tax cuts for the rich at the expense of working families.

**WHO:**

Mayor Jim Kenney of Philadelphia  
Councilwoman and Mayor-Elect Marita Garrett of Wilkinsburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
[xxxx], small business owner, member of Main Street Alliance.

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

From: [Green, Jon](#)  
 To: [Angela Simaan](#); [Sam Quijey](#); [Theo Chavegan](#); [Ryan Thomas](#); [tim@thehubproject.org](#); [Goldstein, Fred](#); [Ari Schwartz](#); [Sarah Johnson](#); [Karyn Bruggeman](#); [Elyssa Koidin](#); [James Engler](#); [Deborah Mahler](#); [Morgan Williams](#)  
 Subject: Materials for call to prep for PA press call on 11/15  
 Date: Monday, November 13, 2017 2:59:38 PM  
 Attachments: [Not One Penny - Talking Points 11.09.17.pdf](#)  
[Press Ad - copy for PA Mayors Call - 2.docx](#)

Attached and below is a draft media advisory for the Wednesday press call with local elected officials, business owners, and a member of Moms Rising.

Below the press release is a helpful table from Institute for Tax and Economic Policy (ITEP) showing the distributional effects of the tax reform bill in PA. Key data point: Over 1 million PA families will see taxes increase under this plan, and 70% of those have family incomes of less than \$150,000.

For our call at 3pm we need to review

1. Logistics – Not One Penny is point on setting up call system, providing call-in information for participants and press.
2. Press outreach – Berlin Rosen can handle? Should coordinate with elected officials press offices.
3. Top-line messages, talking points (see attached material from Not One Penny – and I think there will be other points we will want specific speakers to touch on)
4. Run of Show

**FOR PLANNING PURPOSES ONLY:**  
 Monday, November 13, 2017

**PRESS CONTACT:**  
 Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
 512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny” Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkesburg, and State Senator Art Haywood will join “Not One Penny” advocates to host a press call to denounce Trump’s tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

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**WHAT:**  
 Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**  
 Mayor Jim Kenney of Philadelphia  
 Councilwoman Marita Garrett of Wilkesburg  
 State Senator Art Haywood  
 Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
 Gabrielle Trinkle, MomsRising  
 Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**  
 Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**  
 Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

Income				All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
Income Group	Income Range	Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$		
<b>Poorest 20%</b>	Less than	\$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000
<b>Second 20%</b>	\$33,400 to	\$59,850	\$46,200	-\$330,900	-\$230	-0.5%	4%	76%	-\$380	13%	\$450	184,000
<b>Middle 20%</b>	\$59,850 to	\$93,260	\$75,300	-\$758,700	-\$540	-0.7%	9%	79%	-\$910	19%	\$930	262,000
<b>Fourth 20%</b>	\$93,260 to	\$148,380	\$116,100	-\$1,083,500	-\$870	-0.8%	13%	80%	-\$1,600	19%	\$2,160	235,000
<b>Next 15%</b>	\$148,380 to	\$303,300	\$201,900	-\$1,339,500	-\$1,450	-0.7%	16%	73%	-\$3,000	27%	\$2,780	248,000
<b>Next 4%</b>	\$303,300 to	\$753,590	\$461,700	-\$1,142,200	-\$4,620	-1.0%	13%	78%	-\$7,470	22%	\$5,360	55,000
<b>Richest 1%</b>	\$753,590 and higher	\$2,454,400		-\$3,775,000	-\$66,120	-2.7%	44%	97%	-\$68,590	3%	\$6,620	2,000
<b>ALL</b>			<b>\$115,300</b>	<b>-\$8,585,300</b>	<b>-\$1,260</b>	<b>-1.1%</b>	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>
<b>Bottom 60%</b>	Less than	\$93,260	\$46,900	-\$1,244,700	-\$290	-0.6%	14%	79%	-\$470	11%	\$700	478,000

**Jon Green**  
 NYC Office of the Mayor  
 Senior Advisor for Strategic Initiatives  
 Office: (212) 748-0368  
 Cell: (917) 704-5807



## Not One Penny | Talking Points

As President Trump and congressional Republicans push their plan to give massive tax breaks to the rich, progressive groups and grassroots organizations are mobilizing across the country to demand that elected officials provide **not one penny in tax cuts for millionaires, billionaires, and wealthy corporations.**

**The last thing working-class Americans need is a tax code that further rigs the system in favor of corporations and the top 1 percent.** This plan benefits the wealthy and well-connected at the expense of working families.

- This plan includes massive tax cuts aimed exclusively at millionaires, billionaires, and wealthy corporations that put public education, job training programs, Medicare, and Medicaid at risk. **In fact, the bill gives 48 percent of its benefits to those in the top 1 percent.**
- Trump's tax cuts rely on the same trickle-down economics that have left working families and small businesses behind as corporate profits skyrocket and wages stagnate.

**This plan raises taxes on everyday people.** The American middle class drives our economy and we must invest in working people. Tax cuts for the rich and wealthy corporations hurt the economy and cost jobs.

- The plan raises taxes on millions of people who can least afford it, including seniors on fixed incomes and people in the lowest income tax brackets. Under the Republican plan, more than 1 in 4 households would see a tax increase – averaging over \$2,000 – once the plan is fully phased in.
- This framework is designed to shower even more benefits on millionaires and wealthy corporations as time goes by, but would mean tighter budgets for middle-class families over time. On average, families with children earning less \$100,000 per year would see a tax increase.
- The Republican plan claims to cut taxes on small businesses. What it really does is create a special low tax rate for lobbyists, corporate lawyers, and other wealthy business owners, while excluding people who work for a salary or hourly wage.

**This plan cuts trillions of dollars in funding for Medicare, Medicaid, education, and other vital services millions of Americans rely upon.** Every dollar in new tax giveaways for the rich is another dollar taken away from our children's education, our loved ones' health care, and our families' financial security.

- The GOP plan gets rid of help for families with large medical expenses and for families who adopt, while also ending tax provisions that make it easier for veterans to find jobs, help workers pay off their student loans, and give assistance for the elderly.
- When Republicans say they want to repeal the Affordable Care Act, what they really mean is that they will take our health care away to give tax cuts to their donors.

**Not one penny of tax cuts should go to those who need it the least, including multinational corporations and Wall Street.** This plan gives a trillion-dollar tax cut to wealthy corporations and business owners.

- Slashing taxes for multinational corporations will not support small businesses and job creation. Instead, this bill will send even more jobs and profits offshore.
- This bill will provide massive tax breaks to the Wall Street executives that caused the Great Recession.

**Under his proposed framework, Trump could stand to gain millions in tax cuts.** Without his tax returns, we don't know how much this plan will benefit him. We must continue demanding Trump release his tax returns and calling on Republican leadership to stop giving tax breaks to millionaires, billionaires, and wealthy corporations.

Join our campaign by visiting [notonepenny.org](http://notonepenny.org) or by texting NotOnePenny to 52886.

**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Morgan Williams Grogan

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny”  
Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join  
Progressive Organizations Mobilizing Against GOP Tax Bill*

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The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia

Councilwoman Marita Garrett of Wilkesburg

State Senator Art Haywood

Richard Master, CEO of MCS Industries and a Patriotic Millionaire

Gabrielle Trinkle, MomsRising

Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

**From:** [Morgan Williams](#)  
**To:** [Karyn Bruggeman](#); [Green, Jon](#); [Angela Simaan](#); [Sam Quigley](#)  
**Cc:** [Elyssa Koidin Schmier](#); [Ryan Thomas](#); [Sarah Johnson](#); [Theo Chayegan](#); [tim@thehubproject.org](#); [Goldstein, Freddi](#); [Ari Schwartz](#); [momsrising](#)  
**Subject:** RE: State based press calls  
**Date:** Monday, November 13, 2017 3:34:12 PM  
**Attachments:** [Press Advisory for PA Mayors Call 11.13.docx](#)

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Attached with changes we discussed on the planning call.

Thanks,  
Morgan

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**From:** Karyn Bruggeman [mailto:karynb@stateinnovation.org]  
**Sent:** Monday, November 13, 2017 3:09 PM  
**To:** Green, Jon <JGreen@cityhall.nyc.gov>; Angela Simaan <angela@mainstreetalliance.org>; Sam Quigley <sam@patrioticmillionaires.org>  
**Cc:** Elyssa Koidin Schmier <elyssa@momsrising.org>; Ryan Thomas <ryan@thehubproject.org>; Sarah Johnson <sjohnson@populardemocracy.org>; Morgan Williams <Morgan.Williams@berlinrosen.com>; Theo Chayegan <theo@thehubproject.org>; tim@thehubproject.org; Goldstein, Freddi <FGoldstein@cityhall.nyc.gov>; Ari Schwartz <aschwartz@populardemocracy.org>; momsrising <momsrising@berlinrosen.com>  
**Subject:** Re: State based press calls

I think this is good on our end, sent it to Haywood's team and haven't heard any objections.

--

**Karyn Bruggeman**  
Press Secretary  
State Innovation Exchange (SiX)  
703.795.5392  
[www.stateinnovation.org](http://www.stateinnovation.org)



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**From:** "Green, Jon" <JGreen@cityhall.nyc.gov>  
**Date:** Monday, November 13, 2017 at 2:40 PM  
**To:** Angela Simaan <angela@mainstreetalliance.org>, Sam Quigley <sam@patrioticmillionaires.org>  
**Cc:** Elyssa Koidin Schmier <elyssa@momsrising.org>, Ryan Thomas <ryan@thehubproject.org>, Karyn Bruggeman <karynb@stateinnovation.org>, Sarah Johnson <sjohnson@populardemocracy.org>, Morgan Williams <Morgan.Williams@berlinrosen.com>, Theo Chayegan <theo@thehubproject.org>, "tim@thehubproject.org" <tim@thehubproject.org>, "Goldstein, Freddi" <FGoldstein@cityhall.nyc.gov>, Ari Schwartz <aschwartz@populardemocracy.org>, momsrising <momsrising@berlinrosen.com>  
**Subject:** RE: State based press calls

Great. Can you let us know where he is from?

**From:** Angela Simaan [<mailto:angela@mainstreetalliance.org>]

**Sent:** Monday, November 13, 2017 2:38 PM

**To:** Sam Quigley

**Cc:** Green, Jon; Elyssa Koidin Schmier; Ryan Thomas; Karyn Bruggeman; Sarah Johnson; Morgan Williams; Theo Chayegan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; momsrising

**Subject:** Re: State based press calls

Looks good from our end too. The small biz owner is Michael Row, owner of Penn Book Center.

On Mon, Nov 13, 2017 at 2:29 PM, Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)> wrote:  
Looks good for the Patriotic Millionaires!

On Nov 13, 2017 2:12 PM, "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Everyone else good with this? Would like to send to team Kenny in advance of 3pm call.

**From:** Elyssa Koidin Schmier [<mailto:elyssa@momsrising.org>]

**Sent:** Monday, November 13, 2017 2:11 PM

**To:** Ryan Thomas

**Cc:** Green, Jon; Karyn Bruggeman; Sarah Johnson; Morgan Williams; Angela Simaan; Sam Quigley; Theo Chayegan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; momsrising

**Subject:** Re: State based press calls

This looks good from MomsRising's end. Thank you Ryan.

On Mon, Nov 13, 2017 at 2:02 PM, Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)> wrote:  
Hey folks - those changes look great. I've updated the release to reflect them, pending further updates on new speakers. Here is the call-in information:

Time: 3:15 PM ET (with 15 minute pre-conference)

Lines: 40 individual lines for press

Speaker Call-In Number: [REDACTED]

Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]

Press Confirmation Code: [REDACTED]

On Mon, Nov 13, 2017 at 11:43 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:  
Suggested revised version below. Trying to give it a bit more of a local feel. Let me know if folks are ok with this.

Do we know if we will have a speaker from Main Street Alliance, and if so who?

**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Morgan Williams Grogan

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

[512-913-8875](tel:512-913-8875)

## **WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny” Advocates in Opposing Trump Tax Scam**

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### **WHAT:**

Press Call with Pennsylvania Mayors, business executives, and other local advocates of the “Not One Penny” campaign that opposes tax cuts for the rich at the expense of working families.

### **WHO:**

Mayor Jim Kenney of Philadelphia  
Councilwoman Marita Garrett of Wilkinsburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
[xxxx], small business owner, member of Main Street Alliance.

### **WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

### **RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or [512-913-8875](tel:512-913-8875).

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**From:** Karyn Bruggeman [mailto:[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)]  
**Sent:** Monday, November 13, 2017 11:21 AM  
**To:** Ryan Thomas; Sarah Johnson  
**Cc:** Green, Jon; Morgan Williams; Elyssa Koidin; Angela Simaan; Sam Quigley; Theo Chayegan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; momsrising  
**Subject:** Re: State based press calls

Hi all,

Thanks for putting this together. I'll send the advisory over to Sen. Haywood's office.

We can change it from "State Innovation Exchange Action" to just "SiX Action," if that's doable.

Thanks!

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

[703.795.5392](tel:703.795.5392)

[www.stateinnovation.org](http://www.stateinnovation.org)

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**From:** Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>  
**Date:** Monday, November 13, 2017 at 11:17 AM  
**To:** Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Cc:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>, Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, momsrising <[momsrising@berlinrosen.com](mailto:momsrising@berlinrosen.com)>  
**Subject:** Re: State based press calls

Hi folks - made those updates and attached the new version below.

On Mon, Nov 13, 2017 at 11:16 AM, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)> wrote:  
Yes- she's a city councilmember.

Sent from my iPhone

On Nov 13, 2017, at 11:11 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

We should make sure the elected officials get to review before sending advisory.  
I can share with team Kenney.

And note Mayor-elect of Wilkinsburg, PA (not Mayor yet). Sarah does she hold a current elected office (city council or some such?)

**From:** Ryan Thomas [<mailto:ryan@thehubproject.org>]

**Sent:** Monday, November 13, 2017 11:00 AM

**To:** Green, Jon

**Cc:** Morgan Williams; Karyn Bruggeman; Elyssa Koidin; Angela Simaan; Sam Quigley; Theo Chayegan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; momsrising

**Subject:** Re: State based press calls

Hey folks --

Here is the draft advisory with the confirmed speakers and the list of organizations that were listed in the tracker. I will update with any additional information that we get today and tomorrow. Who would be the best point of contact for media on the day of the press call that we can include in the advisory?

In terms of the call-in information, we just booked the lines and will be able to share the dial in for speakers and press shortly.

Thanks!

Ryan

On Mon, Nov 13, 2017 at 10:17 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

- [Mayor Kenney of Philadelphia](#)
- [State Senator Art Haywood](#)
- [Marita Garrett, the Mayor of Wilkinsburg, PA](#)

[Should know about Mayor Peduto of Pittsburgh by this afternoon.](#)

[Also will be joined by Richard Master, CEO of MCS Industries, and a member of Patriotic Millionaires and Gabrielle Trinkle--MomsRising member from Newburg, PA, mom of two children.](#)

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**From:** Morgan Williams [mailto:[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)]  
**Sent:** Monday, November 13, 2017 10:06 AM  
**To:** 'Karyn Bruggeman'; 'Elyssa Koidin'  
**Cc:** 'Angela Simaan'; Green, Jon; 'Sam Quigley'; 'Theo Chayegan'; 'Ryan Thomas';  
'[tim@thehubproject.org](mailto:tim@thehubproject.org)'; Goldstein, Freddi; 'Ari Schwartz'; 'Sarah Johnson'; momsrising

**Subject:** RE: State based press calls

Good morning all,

We've been reaching out to press with the tentative details for this and we have a few reporters who are interested in potentially joining but would love more details on which elected officials will be joining. Can someone share the list of confirmed elected officials who will be on the call on Wednesday? Also wondering if there's an update on the press advisory.

Thanks so much!  
Morgan

**Morgan Williams Grogan**

O. [202.836.9890](tel:202.836.9890)

C. [512.913.8875](tel:512.913.8875)

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

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---

**From:** Morgan Williams  
**Sent:** Friday, November 10, 2017 2:16 PM  
**To:** Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>  
**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** RE: State based press calls

Let me know the call in and I will join.

Best,  
Morgan

---

**From:** Karyn Bruggeman [mailto:[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)]

**Sent:** Friday, November 10, 2017 2:10 PM

**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; tim@thehubproject.org; Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

I can join 3 – 4 pm on Monday.

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

[703.795.5392](tel:703.795.5392)

[www.stateinnovation.org](http://www.stateinnovation.org)

<image001.jpg>

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**From:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>

**Date:** Friday, November 10, 2017 at 1:42 PM

**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)" <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>, Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Ryan Thomas

<[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)"

<[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz

<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

Morgan (cced) will be on for MomsRising since she's handling our press for this event. Thanks all!

Sent from my iPhone

On Nov 10, 2017, at 1:29 PM, Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

We'll have someone on—likely our comms person.

So I'm guessing we won't have an advisory until Monday?

Sent from my iPhone

On Nov 10, 2017, at 1:14 PM, Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)> wrote:

Can do Monday 3-4pm.

On Fri, Nov 10, 2017 at 1:04 PM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Thanks Angela and all. This is coming together nicely, appreciate everyone's help.

I'd like to propose we have a call on Monday to review next steps in terms of logistics, RoS, talking points and press outreach. Mayor Kenney's primary point of contact can only do 3-4 on Monday. Can folks let me know today if that works for them as well?

Thanks again.

Best,  
Jon

**From:** Angela Simaan  
[mailto:[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)]  
**Sent:** Thursday, November 09, 2017 7:12 PM  
**To:** Green, Jon  
**Cc:** Sam Quigley; Theo Chayegan; Elyssa Koidin Schmier; Ryan Thomas; Karyn Bruggeman; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson  
**Subject:** Re: State based press calls

Yes - was just waiting to confirm the time. I'll try to catch him tomorrow and update you all. Thx!

On Thu, Nov 9, 2017 at 2:50 PM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Excellent. Angela, are you still working on a small biz owner as well? That would be a nice addition. Also hearing that Peduto might want to participate, will confirm when he gets back from his trip to Germany.

**From:** Sam Quigley [mailto:[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)]  
**Sent:** Thursday, November 09, 2017 2:49 PM  
**To:** Theo Chayegan  
**Cc:** Elyssa Koidin Schmier; Ryan Thomas; Green, Jon; Karyn Bruggeman; Angela Simaan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson  
**Subject:** Re: State based press calls

Richard Master is confirmed, I think we're all set for 3:15 on the 15th. Thanks for doing the lifting on the

logistics/advisory Theo and Ryan!

On Thu, Nov 9, 2017 at 1:52 PM, Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)> wrote:

Pulling in Ryan from our team who can help set-up the call, draft a press advisory, and send it out to press in the area.

On Thu, Nov 9, 2017 at 1:19 PM, Elyssa Koidin Schmier  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

So are we all set with 3:15 on Wednesday, Nov. 15th?

Can someone lay out next steps so I can update our mom Gabby and our press team? (We are juggling multiple events next week so want to make sure nothing falls through the cracks).

Thank you all for organizing!

On Thu, Nov 9, 2017 at 1:16 PM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Great.

---

**From:** Karyn Bruggeman  
[mailto:[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)]  
**Sent:** Thursday, November 09, 2017 1:14 PM  
**To:** Green, Jon  
**Cc:** Elyssa Koidin Schmier; Angela Simaan;  
[tim@thehubproject.org](mailto:tim@thehubproject.org); [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org);  
Goldstein, Freddi; Ari Schwartz; Theo Chayegan; Sarah Johnson  
**Subject:** Re: State based press calls

Great, I appreciated that! We're all good, Sen. Haywood is confirmed.

--

**Karyn Bruggeman**  
Press Secretary  
State Innovation Exchange (SiX)  
[703.795.5392](tel:703.795.5392)  
[www.stateinnovation.org](http://www.stateinnovation.org)

<image001.jpg>

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**From:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Date:** Thursday, November 9, 2017 at 11:12 AM  
**To:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Cc:** Elyssa Koidin Schmier  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>,  
"[tim@thehubproject.org](mailto:tim@thehubproject.org)"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,

"[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein,  
Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari  
Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>,  
Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah  
Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Thanks. We based the time on times that didn't conflict  
with him based on your prior guidance so hopefully still  
good!

Sent from my iPhone

On Nov 9, 2017, at 11:07 AM, Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:

Thanks for the update, Jon.

I'll check in with Sen. Haywood's office to  
confirm.

--

**Karyn Bruggeman**  
Press Secretary  
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<image001.jpg>

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**From:** Elyssa Koidin Schmier  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>  
**Date:** Thursday, November 9, 2017 at  
10:59 AM  
**To:** "Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, Angela  
Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>,  
"tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,  
"sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>,  
"Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari  
Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>,  
Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah

Johnson

<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

That should work for us but let me confirm with our mom first to double check (we have other options if Gabby can't do it).

On Thu, Nov 9, 2017 at 10:53 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Hi everyone, thanks for your patience. I just heard back from Mayor Kenney's office, he's in.

Monday and Tuesday of next week are bad schedule wise. He can do Wednesday 11/15 at 3:15pm. Does that work for others?

Once we confirm participants we can discuss run of show, TPs, logistics and press outreach.  
Thanks all!

Jon

**From:** Elyssa Koidin Schmier

[mailto:[elyssa@momsrising.org](mailto:elyssa@momsrising.org)]

**Sent:** Wednesday, November 08, 2017  
3:28 PM

**To:** Karyn Bruggeman

**Cc:** Angela Simaan; Green, Jon;

[tim@thehubproject.org](mailto:tim@thehubproject.org);

[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org); Goldstein, Freddi; Ari Schwartz; Theo Chayegan; Sarah Johnson

**Subject:** Re: State based press calls

Hi All,

Wanted to circle back to see if we have a time yet for the PA call? We have a mom interested but she needs to know the time ASAP since she is booking clients (she's a hair dresser) and want to works around this.

Also I just heard that the Senate could bring their bill to the floor likely the week after Thanksgiving (yikes!) so we might want to move ahead and start thinking about the other states we would want to do. On the call I was just on it sounds like the Senate Finance Rs are all yeses on the bill so it might not even be worth the time doing a call in Utah (unless we just want to through

negative press at Hatch).

I think something in Arizona, Tennessee, Maine, and possibly Ohio would be best.

Thank you,  
Elyssa

On Tue, Nov 7, 2017 at 5:47 PM, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:  
Hi all,

As an update, if the call does get bumped to Tuesday or Wednesday of next week, Sen. Haywood's schedule for those days is this:

PA legislature is in session from about 1-4 pm on Tuesday and 11 am -1 pm on Wednesday, so for his sake it'd be ideal to avoid those time blocks.

Thanks!

--

**Karyn Bruggeman**  
Press Secretary  
State Innovation Exchange (SiX)  
[703.795.5392](tel:703.795.5392)  
[www.stateinnovation.org](http://www.stateinnovation.org)

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**From:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Date:** Tuesday, November 7, 2017 at 3:07 PM  
**To:** Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>,  
"Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Elyssa Koidin  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>,  
"tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,  
"sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>,  
"Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>,  
Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah

Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

Hi,

Just to put this in writing:

We've got confirmation that state Sen. Art Haywood is interested in participating, and could participate on Monday 11/13, though he can't do anytime between 1 and 4 pm, since the legislature is in session then.

He represents Senate District 4, which straddles Philadelphia and Montgomery County.

--

**Karyn Bruggeman**  
Press Secretary  
State Innovation Exchange (SiX)  
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---

**From:** Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>  
**Date:** Tuesday, November 7, 2017 at 3:52 PM  
**To:** "Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Elyssa Koidin  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>,  
"tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,  
"sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>,  
"Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>,  
Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>,  
Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Subject:** Re: State based press calls

I double booked for 3pm today - sorry to

miss it. I'm close to confirming a small business owner in Philadelphia if that's still of interest for the call on the 13th.

On Tue, Nov 7, 2017 at 12:13 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

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**Angela Simaan | Communications Director  
Main Street Alliance | Main Street Alliance  
Action Fund**  
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DC 20036  
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[www.MomsRising.org](http://www.MomsRising.org)  
[MamásConPoder](#)

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[www.MomsRising.org](http://www.MomsRising.org)

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**Sam Quigley | Deputy Communications Director**  
Patriotic Millionaires  
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O: [202-446-0489](tel:202-446-0489) | C: [317-752-9150](tel:317-752-9150) |  
[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)

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**Angela Simaan | Communications Director**  
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**Angela Simaan | Communications Director**  
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**Ryan Thomas**  
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**Ryan Thomas**  
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**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Morgan Williams Grogan

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny”  
Advocates in Opposing Trump Tax Scam**

*Mayor Kenney of Philadelphia and Mayor-Elect Garrett of Wilkinsburg to Join  
Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor-Elect Marita Garrett of Wilkinsburg, and State Senator Art Haywood will join “[Not One Penny](#)” advocates to host a press call to denounce Trump’s tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia

Mayor-Elect and Councilwoman Marita Garrett of Wilkinsburg

State Senator Art Haywood

Richard Master, CEO of MCS Industries and a Patriotic Millionaire

Gabrielle Trinkle, MomsRising

Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

**From:** [Morgan Williams](#)  
**To:** [Green, Jon](#)  
**Subject:** RE: Do you have a minute to talk?  
**Date:** Tuesday, November 14, 2017 11:49:58 AM

---

Sure. Give me a call on my office line: [REDACTED].

---

**From:** Green, Jon [mailto:JGreen@cityhall.nyc.gov]  
**Sent:** Tuesday, November 14, 2017 11:42 AM  
**To:** Morgan Williams <Morgan.Williams@berlinrosen.com>  
**Subject:** Do you have a minute to talk?

Thanks.

Jon

**Jon Green**

NYC, Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Cell: (917) 704-5807

From: [Green Jon](#)  
To: [Morgan Williams](#); [James Engler](#); [Angela Simaan](#); [Sam Quigley](#); [Theo Chayegan](#); [Ryan Thomas](#); [tim@thehubproject.org](#); [Goldstein, Freddi](#); [Ari Schwartz](#); [Sarah Johnson](#); [Karyn Bruggeman](#); [Elyssa Koidin](#); [Deborah Mahler](#); [Leslie Patterson](#)  
Subject: RE: Materials for call to prep for PA press call on 11/15  
Date: Tuesday, November 14, 2017 12:49:10 PM

Thanks all.

I will write a run of show document including the call-in # and times for each speaker and share with this group.

---

From: Morgan Williams [mailto:[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)]  
Sent: Tuesday, November 14, 2017 12:41 PM  
To: Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson  
Subject: RE: Materials for call to prep for PA press call on 11/15

Hi all

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Thanks  
Morgan

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From: Green Jon [mailto:[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)]  
Sent: Tuesday, November 14, 2017 12:30 PM  
To: James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; tim@thehubproject.org; Goldstein, Freddi <[EGoldstein@cityhall.nyc.gov](mailto:EGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>  
Subject: RE: Materials for call to prep for PA press call on 11/15

Yes – I believe it was sent yesterday but perhaps to a different email chain. Apologies

Time: 3:15 PM ET (with 15 minute pre-conference)  
Lines: 40 individual lines for press

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number [REDACTED]  
Press Confirmation Code: [REDACTED]

RT

---

From: James Engler [mailto:[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)]  
Sent: Tuesday, November 14, 2017 12:25 PM  
To: Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; 'Morgan Williams'  
Subject: Re: Materials for call to prep for PA press call on 11/15

Hey All,

Do we have call-in information yet for this?

Thanks, Jim

James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm 203 | Philadelphia, PA 19107  
Office: 215 686 0323  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

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From: Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
Sent: Monday, November 13, 2017 2:59:36 PM  
To: Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'  
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Attached and below is a draft media advisory for the Wednesday press call with local elected officials, business owners, and a member of Moms Rising.

Below the press release is a helpful table from Institute for Tax and Economic Policy (ITEP) showing the distributional effects of the tax reform bill in PA. Key data point: Over 1 million PA families will see taxes increase under this plan, and 70% of those have family incomes of less than \$150,000.

For our call at 3pm we need to review

1. Logistics – Not One Penny is point on setting up call system providing call-in information for participants and press.
2. Press outreach – Berlin Rosen can handle? Should coordinate with elected officials press offices.
3. Top-line messages talking points (see attached material from Not One Penny – and I think there will be other points we will want specific speakers to touch on)
4. Run of Show

**FOR PLANNING PURPOSES ONLY:**  
Monday, November 13, 2017

**PRESS CONTACT:**  
Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
512-913-8875

### WEDNESDAY PRESS CALL: Pennsylvania Mayors Join "Not One Penny" Advocates in Opposing Trump Tax Scam

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkesburg, and State Senator Art Haywood will join "Not One Penny" advocates to host a press call to denounce Trump's tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

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Speakers will discuss how Republicans' tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

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Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia  
 Councilwoman Marita Garrett of Wilkesburg  
 State Senator Art Haywood  
 Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
 Gabrielle Trinkle, MomsRising  
 Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**  
 Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**  
 Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

### Impacts of the House Tax Plan in 2027 in Pennsylvania

Income Group	Income			All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
	Income Range	Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$		
<b>Poorest 20%</b>	Less than	\$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000
<b>Second 20%</b>	\$33,400 to	\$59,850	\$46,200	-\$330,900	-\$230	-0.5%	4%	76%	-\$380	13%	\$450	184,000
<b>Middle 20%</b>	\$59,850 to	\$93,260	\$75,300	-\$758,700	-\$540	-0.7%	9%	79%	-\$910	19%	\$930	262,000
<b>Fourth 20%</b>	\$93,260 to	\$148,380	\$116,100	-\$1,083,500	-\$870	-0.8%	13%	80%	-\$1,600	19%	\$2,160	235,000
<b>Next 15%</b>	\$148,380 to	\$303,300	\$201,900	-\$1,339,500	-\$1,450	-0.7%	16%	73%	-\$3,000	27%	\$2,780	248,000
<b>Next 4%</b>	\$303,300 to	\$753,590	\$461,700	-\$1,142,200	-\$4,620	-1.0%	13%	78%	-\$7,470	22%	\$5,360	55,000
<b>Richest 1%</b>	\$753,590 and higher	\$2,454,400		-\$3,775,000	-\$66,120	-2.7%	44%	97%	-\$68,590	3%	\$6,620	2,000
<b>ALL</b>			<b>\$115,300</b>	<b>-\$8,585,300</b>	<b>-\$1,260</b>	<b>-1.1%</b>	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>
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**Jon Green**  
 NYC Office of the Mayor  
 Senior Advisor for Strategic Initiatives  
 Office: (212) 748-0368  
 Cell: (917) 704-5807

**From:** [Green\\_Jon](mailto:Green_Jon)  
**To:** [James Engler](mailto:James.Engler)  
**Cc:** [Morgan Williams](mailto:Morgan.Williams)  
**Subject:** RE: Materials for call to prep for PA press call on 11/15  
**Date:** Tuesday, November 14, 2017 3:40:00 PM

+ Morgan:  
Morgan can you send?  
Thanks much.  
Jon

---

**From:** James Engler [<mailto:James.Engler@Phila.gov>]  
**Sent:** Tuesday, November 14, 2017 2:59 PM  
**To:** Green, Jon  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Can you please send me the final Press advisory? I don't think I was in that email either.

James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm. 203 | Philadelphia, PA 19107  
Office [215.686.0323](tel:215.686.0323)  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

On Nov 14 2017 at 12:49 PM Green Jon <[Green@cityhall.nyc.gov](mailto:Green@cityhall.nyc.gov)> wrote

Thanks all.  
I will write a run of show document including the call-in # and times for each speaker and share with this group.

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**Sent:** Tuesday, November 14, 2017 12:41 PM  
**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson  
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**To:** James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>  
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RT

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**Sent:** Tuesday, November 14, 2017 12:25 PM  
**To:** Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; 'Morgan Williams'  
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James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
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Office [215.686.0323](tel:215.686.0323)  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

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**From:** Green Jon <[jgreen@cityhall.nyc.gov](mailto:jgreen@cityhall.nyc.gov)>  
**Sent:** Monday, November 13, 2017 2:59:36 PM  
**To:** Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'  
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Monday, November 13, 2017

**PRESS CONTACT:**  
Morgan Williams Grogan  
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Councilwoman Marita Garrett of Wilkesburg  
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Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
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Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

Income				All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
Income Group	Income Range	Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$		
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**Jon Green**

NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Ce I: (917) 704-5807

**From:** [Green, Jon](#)  
**To:** [Morgan, Williams](#); [James Engler](#); [Angela Simaan](#); [Sam Quigley](#); [Theo Chayegan](#); [Ryan Thomas](#); [tim@thehubproject.org](#); [Goldstein, Freddi](#); [Ari Schwartz](#); [Sarah Johnson](#); [Karyn Bruggeman](#); [Elyssa Koidin](#); [Deborah Mahler](#); [Leslie Patterson](#)  
**Subject:** RE: Materials for call to prep for PA press call on 11/15  
**Date:** Tuesday, November 14, 2017, 4:21:22 PM  
**Attachments:** [PA Press Call ROs.docx](#)

---

Greetings all

Thanks for everyone's help organizing tomorrow's PA press call. Attached and copied below is a draft run of show including speaking times and the call-in information both for speakers and press.

I'd encourage each of you to try to have your speaker do this call from a land line as that reduces risk of disconnection and poor reception.

Also note Michael Row of the Penn Book Store might not be able to participate and is not listed in the run of show for that reason. If MSA is able to confirm him or add a replacement we can update.

ICYMI: Indications are that the vote on the floor of the House could happen sometime tomorrow. This is not a vote on final passage as the Senate still needs to have their committee mark-up and a floor vote and then there would likely be a conference to reconcile the two bills which would have to go back to both chambers. We will keep close tabs on the progress of the floor vote and if the vote has happened prior to this call, speakers should frame their remarks as a reaction to the vote rather than a pre-emptive strike. But the messages are largely unchanged. We will of course let the group know about which, if any, Representatives in Pennsylvania vote against the bill. I could imagine this development could impact press interest in the call in both positive and negative ways – Morgan may have thoughts on that.

Don't hesitate to reach out if you have any questions.

Thank you  
Jon

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Cell: (917) 704-5807

**Press Call on House Tax Bill**

Time: 3:15 PM ET Participants should dial into the participant line at 3:10

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

**Run of Show**

**3:15 - 3:16 Leslie Patterson of Berlin Rosen, call facilitator**  
Leslie will open the call and introduce Mayor Jim Kenney

**3:17 - 3:20 Philadelphia Mayor Jim Kenney**  
Mayor Kenney will speak about the ways in which the tax reform bill harms Philadelphia and its residents. Mayor Kenney will introduce State Senator Art Haywood.

**3:21 - 3:24 State Senator Art Haywood**  
State Senator Art Haywood will speak about the ways the tax reform bill harms the people of his district and the people of Pennsylvania. Senator Haywood will introduce Mayor Elect Garrett.

**3:25 - 3:27 Councilwoman and Mayor-elect Marita Garrett of Wilkingsburg**  
Mayor-elect Garrett will speak about the ways in which the tax reform bill harms small and medium sized cities and benefits Wall Street more than Main Street. Mayor Elect Garrett will introduce Richard Master.

**3:28 - 3:30 Richard Master, CEO of MCS Industries and a Patriotic Millionaire**  
Mr. Master will speak about how the ways in which tax bill will benefit him personally – but not give his business incentive to hire more workers or increase wages. Mr. Master will introduce Gabrielle Trinkle.

**3:31 - 3:33 Gabrielle Trinkle, MomsRising member and mother of two**  
Gabrielle will speak about how the tax bill will grow the deficit and lead to cuts in programs like healthcare and education for her children. She will share how she depended on SNAP benefits earlier in her life and how the tax bill would lead to cuts in programs like that.

**3:34 - 3:45 Leslie Patterson of Berlin Rosen will facilitate Q & A from press**

---

**From:** Morgan Williams [mailto:[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)]  
**Sent:** Tuesday, November 14, 2017, 12:41 PM  
**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson  
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Thanks  
Morgan

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**From:** Green, Jon [mailto:[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)]  
**Sent:** Tuesday, November 14, 2017, 12:30 PM  
**To:** James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[EGoldstein@cityhall.nyc.gov](mailto:EGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes – I believe it was sent yesterday but perhaps to a different email chain. Apologies

Time: 3:15 PM ET (with 15 minute pre-conference)  
Lines: 40 individual lines for press

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

RT

---

**From:** James Engler [mailto:[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)]  
**Sent:** Tuesday, November 14, 2017, 12:25 PM  
**To:** Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; 'Morgan Williams'

Subject: Re: Materials for call to prep for PA press call on 11/15

Hey All,

Do we have call-in information yet for this?

Thanks, Jim

James R Engler, Esq  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm 203 | Philadelphia, PA 19107  
Office: 215 686 0323  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

From: Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

Sent: Monday November 13 2017 2 59 36 PM

To: Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tjm@thehubproject.org](mailto:tjm@thehubproject.org); Goldstein Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'

Subject: Materials for call to prep for PA press call on 11/15

Attached and below is a draft media advisory for the Wednesday press call with local elected officials business owners and a member of Moms Rising.

Below the press release is a helpful table from Institute for Tax and Economic Policy (ITEP) showing the distributional effects of the tax reform bill in PA. Key data point Over 1 million PA families will see taxes increase under this plan and 70% of those have family incomes of less than \$150 000.

For our call at 3pm we need to review

1. Logistics – Not One Penny is point on setting up call system providing call-in information for participants and press.
2. Press outreach – Berlin Rosen can handle? Should coordinate with elected officials press offices.
3. Top-line messages talking points (see attached material from Not One Penny – and I think there will be other points we will want specific speakers to touch on)
4. Run of Show

**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny” Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkesburg, and State Senator Art Haywood will join “[Not One Penny](#)” advocates to host a press call to denounce Trump’s tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia  
Councilwoman Marita Garrett of Wilkesburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

Income				All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
Income Group	Income Range	Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$		
<b>Poorest 20%</b>	Less than	\$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000
<b>Second 20%</b>	\$33,400 to	\$59,850	\$46,200	-\$330,900	-\$230	-0.5%	4%	76%	-\$380	13%	\$450	184,000
<b>Middle 20%</b>	\$59,850 to	\$93,260	\$75,300	-\$758,700	-\$540	-0.7%	9%	79%	-\$910	19%	\$930	262,000
<b>Fourth 20%</b>	\$93,260 to	\$148,380	\$116,100	-\$1,083,500	-\$870	-0.8%	13%	80%	-\$1,600	19%	\$2,160	235,000
<b>Next 15%</b>	\$148,380 to	\$303,300	\$201,900	-\$1,339,500	-\$1,450	-0.7%	16%	73%	-\$3,000	27%	\$2,780	248,000
<b>Next 4%</b>	\$303,300 to	\$753,590	\$461,700	-\$1,142,200	-\$4,620	-1.0%	13%	78%	-\$7,470	22%	\$5,360	55,000
<b>Richest 1%</b>	\$753,590 and higher	\$2,454,400		-\$3,775,000	-\$66,120	-2.7%	44%	97%	-\$68,590	3%	\$6,620	2,000
<b>ALL</b>		<b>\$115,300</b>		<b>\$ -8,585,300</b>	<b>-\$1,260</b>	<b>-1.1%</b>	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>
<b>Bottom 60%</b>	Less than	\$93,260	\$46,900	\$ -1,244,700	-\$290	-0.6%	14%	79%	-\$470	11%	\$700	478,000

Jon Green  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Cell: (917) 704-5807

## **Press Call on House Tax Bill**

Time: 3:15 PM ET. Participants should dial into the participant line at 3:10.

Speaker Call-In Number: [REDACTED]

Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]

Press Confirmation Code: [REDACTED]

### **Run of Show**

#### **3:15- 3:16 Leslie Patterson of Berlin Rosen, call facilitator**

Leslie will open the call and introduce Mayor Jim Kenny.

#### **3:17 – 3:20 Philadelphia Mayor Jim Kenney**

Mayor Kenney will speak about the ways in which the tax reform bill harms Philadelphia and its residents. Mayor Kenney will introduce State Senator Art Haywood.

#### **3:21 – 3:24 State Senator Art Haywood**

State Senator Art Haywood will speak about the ways the tax reform bill harms the people of his district and the people of Pennsylvania. Senator Haywood will introduce Mayor Elect Garrett.

#### **3:25 – 3:27 Councilwoman and Mayor-elect Marita Garrett of Wilkinsburg**

Mayor-elect Garrett will speak about the ways in which the tax reform bill harms small and medium sized cities and benefits Wall Street more than Main Street. Mayor Elect Garrett will introduce Richard Master.

#### **3:28 – 3:30 Richard Master, CEO of MCS Industries and a Patriotic Millionaire**

Mr. Master will speak about how the ways in which tax bill will benefit him personally – but not give his business incentive to hire more workers or increase wages. Mr. Master will introduce Gabrielle Trinkle.

#### **3:31 – 3:33 Gabrielle Trinkle, MomsRising member and mother of two**

Gabrielle will speak about how the tax bill will grow the deficit and lead to cuts in programs like healthcare and education for her children. She will share how she depended on SNAP benefits earlier in her life and how the tax bill would lead to cuts in programs like that.

#### **3:34 – 3:45 Leslie Patterson of Berlin Rosen will facilitate Q & A from press**

**From:** [Morgan Williams](#)  
**To:** [Green Jon](#); [James Engler](#)  
**Subject:** RE: Materials for call to prep for PA press call on 11/15  
**Date:** Tuesday, November 14, 2017 4:48:15 PM  
**Attachments:** [Press Ad isory for PA Mayors Call 11.13.doc](#)

---

Hi James

Attached please find the final advisory. Let me know if you have any questions.

Thanks!  
Morgan

---

**From:** Green Jon [mailto:[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)]  
**Sent:** Tuesday, November 14, 2017 3:40 PM  
**To:** James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>  
**Cc:** Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

+ Morgan.  
Morgan can you send?  
Thanks much.  
Jon

---

**From:** James Engler [mailto:[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)]  
**Sent:** Tuesday, November 14, 2017 2:59 PM  
**To:** Green, Jon  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

Can you please send me the final Press advisory? I don't think I was in that email either.

James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall Rm. 203 | Philadelphia PA 19107  
Office [215.686.0323](tel:215.686.0323)  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

On Nov 14 2017 at 12:49 PM Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote

Thanks all.  
I will write a run of show document including the call-in # and times for each speaker and share with this group.

---

**From:** Morgan Williams [mailto:[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)]  
**Sent:** Tuesday, November 14, 2017 12:41 PM  
**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi all

My colleague Leslie Patterson who is also from BerlinRosen and works with MomsRising will be helping to staff the call. The plan should be for the speakers to introduce the person following them but Leslie will be on in case that doesn't happen. She will also call on press for questions. Let me know if there are any questions.

Thanks  
Morgan

---

**From:** Green Jon [mailto:[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)]  
**Sent:** Tuesday, November 14, 2017 12:30 PM  
**To:** James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>  
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RT

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**Sent:** Tuesday, November 14, 2017 12:25 PM  
**To:** Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; 'Morgan Williams'  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

Hey All,

Do we have call-in information yet for this?

Thanks, Jim

James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm. 203 | Philadelphia, PA 19107  
Office [215.686.0323](tel:215.686.0323)  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

---

**From:** Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Sent:** Monday, November 13, 2017 2:59:36 PM  
**To:** Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'  
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**FOR PLANNING PURPOSES ONLY:**  
Monday, November 13, 2017

**PRESS CONTACT:**  
Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny” Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

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Councilwoman Marita Garrett of Wilkesburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**  
Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**  
Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

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**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Cell: (917) 704-5807

**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Morgan Williams Grogan

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

512-913-8875

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**WHAT:**

Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia

Mayor-Elect and Councilwoman Marita Garrett of Wilkesburg

State Senator Art Haywood

Richard Master, CEO of MCS Industries and a Patriotic Millionaire

Gabrielle Trinkle, MomsRising

Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

From: [Green\\_Jon](mailto:Green_Jon)  
To: [Leslie.Patterson](mailto:Leslie.Patterson)  
Cc: [Ryan.Thomas](mailto:Ryan.Thomas)  
Subject: RE: Materials for call to prep for PA press call on 11/15  
Date: Wednesday, November 15, 2017, 1:52:00 PM

Leslie have you and Ryan done a test drive of the call-in system? All set?  
I'll dial into the press line so I'm not worried about whether my phone is muted.

Just want to make sure that the admin piece is completely handled. And I really appreciate you plugging that gap.

Thanks.

---

From: Leslie Patterson [mailto:[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)]  
Sent: Tuesday, November 14, 2017, 5:49 PM  
To: Green, Jon; Morgan Williams; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler  
Subject: RE: Materials for call to prep for PA press call on 11/15

Hi everyone – thanks so much for all of this! It looks great and I'm excited about the call. Two quick questions

- Can other folks who are sending the advisory to press keep the group posted about RSVPs they're getting? We're going to be pitching aggressively tomorrow and want to have a sense of where we're at as much as possible. As of now we've heard that NBC 10 in Philly plans to cover.
- We'd like to add the dial-in information into the advisory when we resend it tomorrow – especially now that the vote might happen we want to make it easy for press to join on what's going to be a busy day. Can you let us know if there's any issue with doing that?

Finally, Jon, I agree with your recommendation on how to reframe remarks if the vote happens. I do think it would likely help with press attendance to our call depending on the timing. We'll look out for any updates from you on that front.

Thanks!  
Leslie

---

From: Green\_Jon [mailto:[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)]  
Sent: Tuesday, November 14, 2017, 4:21 PM  
To: Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>; James Engler <[James.Engler@phila.gov](mailto:James.Engler@phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
Subject: RE: Materials for call to prep for PA press call on 11/15

Greetings all

Thanks for everyone's help organizing tomorrow's PA press call. Attached and copied below is a draft run of show including speaking times and the call-in information both for speakers and press.

I'd encourage each of you to try to have your speaker do this call from a land line as that reduces risk of disconnection and poor reception.

Also note Michael Row of the Penn Book Store might not be able to participate and is not listed in the run of show for that reason. If MSA is able to confirm him or add a replacement we can update.

ICYMI, indications are that the vote on the floor of the House could happen sometime tomorrow. This is not a vote on final passage as the Senate still needs to have their committee mark-up and a floor vote and then there would likely be a conference to reconcile the two bills, which would have to go back to both chambers. We will keep close tabs on the progress of the floor vote and if the vote has happened prior to this call, speakers should frame their remarks as a reaction to the vote rather than a pre-emptive strike. But the messages are largely unchanged. We will of course let the group know about which, if any, Representatives in Pennsylvania vote against the bill. I could imagine this development could impact press interest in the call in both positive and negative ways – Morgan may have thoughts on that.

Don't hesitate to reach out if you have any questions.

Thank you  
Jon

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Cell: (917) 704-5807

**Press Call on House Tax Bill**

Time: 3:15 PM ET Participants should dial into the participant line at 3:10

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

**Run of Show**

**3:15- 3:16 Leslie Patterson of Berlin Rosen, call facilitator**  
Leslie will open the call and introduce Mayor Jim Kenney

**3:17 – 3:20 Philadelphia Mayor Jim Kenney**  
Mayor Kenney will speak about the ways in which the tax reform bill harms Philadelphia and its residents. Mayor Kenney will introduce State Senator Art Haywood

**3:21 – 3:24 State Senator Art Haywood**  
State Senator Art Haywood will speak about the ways the tax reform bill harms the people of his district and the people of Pennsylvania. Senator Haywood will introduce Mayor Elect Garrett

**3:25 – 3:27 Councilwoman and Mayor-elect Marita Garrett of Wilkensburg**  
Mayor-elect Garrett will speak about the ways in which the tax reform bill harms small and medium-sized cities and benefits Wall Street more than Main Street. Mayor Elect Garrett will introduce Richard Master

**3:28 – 3:30 Richard Master, CEO of MCS Industries and a Patriotic Millionaire**  
Mr. Master will speak about how the ways in which tax bill will benefit him personally – but not give his business incentive to hire more workers or increase wages. Mr. Master will introduce Gabrielle Trinkle

**3:31 – 3:33 Gabrielle Trinkle, MomsRising member and mother of two**  
Gabrielle will speak about how the tax bill will grow the deficit and lead to cuts in programs like healthcare and education for her children. She will share how she depended on SNAP benefits earlier in her life and how the tax bill would lead to cuts in programs like that.

**3:34 – 3:45 Leslie Patterson of Berlin Rosen will facilitate Q & A from press**

---

From: Morgan Williams [mailto:[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)]  
Sent: Tuesday, November 14, 2017, 12:41 PM

To: Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson  
Subject: RE: Materials for call to prep for PA press call on 11/15

Hi all

My colleague Leslie Patterson who is also from BerlinRosen and works with MomsRising will be helping to staff the call. The plan should be for the speakers to introduce the person following them but Leslie will be on in case that doesn't happen. She will also call on press for questions. Let me know if there are any questions.

Thanks  
Morgan

---

From: Green Jon [<mailto:JGreen@cityhall.nyc.gov>]

Sent: Tuesday November 14 2017 12:30 PM

To: James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein Freddi <[EGoldstein@cityhall.nyc.gov](mailto:EGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

Subject: RE: Materials for call to prep for PA press call on 11/15

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Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number [REDACTED]  
Press Confirmation Code: [REDACTED]

RT

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From: James Engler [<mailto:James.Engler@Phila.gov>]

Sent: Tuesday, November 14, 2017 12:25 PM

To: Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; 'Morgan Williams'

Subject: Re: Materials for call to prep for PA press call on 11/15

Hey All,

Do we have call-in information yet for this?

Thanks, Jim

James R Engler, Esq  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm 203 | Philadelphia, PA 19107  
Office: 215 686 0323  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

---

From: Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

Sent: Monday November 13 2017 2:59:36 PM

To: Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'

Subject: Materials for call to prep for PA press call on 11/15

Attached and below is a draft media advisory for the Wednesday press call with local elected officials, business owners, and a member of Moms Rising.

Below the press release is a helpful table from Institute for Tax and Economic Policy (ITEP) showing the distributional effects of the tax reform bill in PA. Key data point: Over 1 million PA families will see taxes increase under this plan, and 70% of those have family incomes of less than \$150,000.

For our call at 3pm we need to review

1. Logistics – Not One Penny is point on setting up call system, providing call-in information for participants and press.
2. Press outreach – Berlin Rosen can handle? Should coordinate with elected officials press offices.
3. Top-line messages, talking points (see attached material from Not One Penny – and I think there will be other points we will want specific speakers to touch on)
4. Run of Show

**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join "Not One Penny" Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkesburg, and State Senator Art Haywood will join "Not One Penny" advocates to host a press call to denounce Trump's tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans' tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia  
Councilwoman Marita Garrett of Wilkesburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

Income				All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
Income Group	Income Range		Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$	
<b>Poorest 20%</b>	Less than	\$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000
<b>Second 20%</b>	\$33,400 to	\$59,850	\$46,200	-\$330,900	-\$230	-0.5%	4%	76%	-\$380	13%	\$450	184,000
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<b>Fourth 20%</b>	\$93,260 to	\$148,380	\$116,100	-\$1,083,500	-\$870	-0.8%	13%	80%	-\$1,600	19%	\$2,160	235,000
<b>Next 15%</b>	\$148,380 to	\$303,300	\$201,900	-\$1,339,500	-\$1,450	-0.7%	16%	73%	-\$3,000	27%	\$2,780	248,000
<b>Next 4%</b>	\$303,300 to	\$753,590	\$461,700	-\$1,142,200	-\$4,620	-1.0%	13%	78%	-\$7,470	22%	\$5,360	55,000
<b>Richest 1%</b>	\$753,590 and higher		\$2,454,400	-\$3,775,000	-\$66,120	-2.7%	44%	97%	-\$68,590	3%	\$6,620	2,000
<b>ALL</b>			<b>\$115,300</b>	<b>\$ -8,585,300</b>	<b>-\$1,260</b>	<b>-1.1%</b>	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>
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**Jon Green**

NYC Office of the Mayor  
 Senior Advisor for Strategic Initiatives  
 Office: (212) 748-0368  
 Cell: (917) 704-5807

**From:** [Green Jon](#)  
**To:** [Leslie Patterson](#); [Morgan Williams](#); [James Engler](#); [Angela Simaan](#); [Sam Quigley](#); [Theo Chayegan](#); [Ryan Thomas](#); [tim@thehubproject.org](#); [Goldstein](#); [Freddi](#); [Ari Schwartz](#); [Sarah Johnson](#); [Karyn Bruggeman](#); [Elyssa Koidin](#); [Deborah Mahler](#)  
**Subject:** RE: Materials for call to prep for PA press call on 11/15  
**Date:** Wednesday, November 15, 2017, 1:55:19 PM

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Thanks Leslie.

I believe Mayor Kenney's office was planning to advise the call and include on his schedule for press.

Also to update folks I am now hearing that the vote on the house floor will be tomorrow morning after President Trump has a closed door meeting with the Republican house members at 9am.

Look forward to this call – thanks to all of you for participating.

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
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---

**From:** Leslie Patterson [mailto:[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)]  
**Sent:** Tuesday, November 14, 2017 5:49 PM  
**To:** Green, Jon; Morgan Williams; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi everyone – thanks so much for all of this! It looks great and I'm excited about the call. Two quick questions

- Can other folks who are sending the advisory to press keep the group posted about RSVPs they're getting? We're going to be pitching aggressively tomorrow and want to have a sense of where we're at as much as possible. As of now we've heard that NBC 10 in Philly plans to cover.
- We'd like to add the dial-in information into the advisory when we resend it tomorrow – especially now that the vote might happen we want to make it easy for press to join on what's going to be a busy day. Can you let us know if there's any issue with doing that?

Finally Jon I agree with your recommendation on how to reframe remarks if the vote happens. I do think it would likely help with press attendance to our call depending on the timing. We'll look out for any updates from you on that front.

Thanks!  
Leslie

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**From:** Green Jon [mailto:[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)]  
**Sent:** Tuesday, November 14, 2017 4:21 PM  
**To:** Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>; James Engler <[James.Engler@phila.gov](mailto:James.Engler@phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Greetings all

Thanks for everyone's help organizing tomorrow's PA press call. Attached and copied below is a draft run of show including speaking times and the call-in information both for speakers and press.

I'd encourage each of you to try to have your speaker do this call from a land line as that reduces risk of disconnection and poor reception.

Also note Michael Row of the Penn Book Store might not be able to participate and is not listed in the run of show for that reason. If MSA is able to confirm him or add a replacement we can update.

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#### **Press Call on House Tax Bill**

Time: 3:15 PM ET Participants should dial into the participant line at 3:10

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Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
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#### **Run of Show**

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Leslie will open the call and introduce Mayor Jim Kenney

**3:17 – 3:20 Philadelphia Mayor Jim Kenney**  
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how the tax bill would lead to cuts in programs like that

3:34 – 3:45 **Leslie Patterson of Berlin Rosen will facilitate Q & A from press**

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**Sent:** Tuesday, November 14, 2017 12:41 PM  
**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

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**Sent:** Tuesday November 14 2017 12 30 PM  
**To:** James Engler <James.Engler@Phila.gov>; Angela Simaan <angela@mainstreetalliance.org>; Sam Quigley <sam@patrioticmillionaires.org>; Theo Chayegan <theo@thehubproject.org>; Ryan Thomas <ryan@thehubproject.org>; tim@thehubproject.org; Goldstein Freddi <EGoldstein@cityhall.nyc.gov>; Ari Schwartz <aschwartz@populardemocracy.org>; Sarah Johnson <sjohnson@populardemocracy.org>; Karyn Bruggeman <karynb@stateinnovation.org>; Elyssa Koidin <elyssa@momsrising.org>; Deborah Mahler <Deborah.Mahler@phila.gov>; Morgan Williams <Morgan.Williams@berlinrosen.com>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

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Speaker Confirmation Code: [REDACTED]

Press Call-In Number [REDACTED]  
Press Confirmation Code: [REDACTED]

RT

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**Sent:** Tuesday, November 14, 2017 12:25 PM  
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**Subject:** Re: Materials for call to prep for PA press call on 11/15

Hey All,

Do we have call-in information yet for this?

Thanks, Jim

James R Engler, Esq  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm 203 | Philadelphia, PA 19107  
Office: 215 686 0323  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

---

**From:** Green Jon <JGreen@cityhall.nyc.gov>  
**Sent:** Monday November 13 2017 2 59 36 PM  
**To:** Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'  
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**FOR PLANNING PURPOSES ONLY:**  
Monday, November 13, 2017

**PRESS CONTACT:**  
Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
512-913-8875

### **WEDNESDAY PRESS CALL: Pennsylvania Mayors Join "Not One Penny" Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkesburg, and State Senator Art Haywood will join "Not One Penny" advocates to host a press call to denounce Trump's tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

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Speakers will discuss how Republicans' tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia  
 Councilwoman Marita Garrett of Wilkesburg  
 State Senator Art Haywood  
 Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
 Gabrielle Trinkle, MomsRising  
 Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**  
 Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**  
 Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

### Impacts of the House Tax Plan in 2027 in Pennsylvania

Income				All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
Income Group	Income Range		Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$	
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<b>Bottom 60%</b>	Less than	\$93,260	\$46,900	-\$1,244,700	-\$290	-0.6%	14%	79%	-\$470	11%	\$700	478,000

**Jon Green**  
 NYC Office of the Mayor  
 Senior Advisor for Strategic Initiatives  
 Office: (212) 748-0368  
 Cell: (917) 704-5807

From: [Leslie Patterson](mailto:Leslie.Patterson)  
To: [Green\\_Jon](mailto:Green_Jon)  
Cc: [Ryan.Thomas](mailto:Ryan.Thomas)  
Subject: RE: Materials for call to prep for PA press call on 11/15  
Date: Wednesday, November 15, 2017, 2:01:50 PM

Ryan, have you? I'm not familiar with this system – happy to do a test run in the next hour, but I know on the system I've used in the past that's not an option. You only have the line for the hour you book it. Ryan, please let us know what's doable with this service.

Thanks  
Leslie

---

From: Green\_Jon [mailto:[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)]  
Sent: Wednesday, November 15, 2017, 1:53 PM  
To: Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
Cc: Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>  
Subject: RE: Materials for call to prep for PA press call on 11/15

Leslie, have you and Ryan done a test drive of the call-in system? All set?  
I'll dial into the press line so I'm not worried about whether my phone is muted.

Just want to make sure that the admin piece is completely handled. And I really appreciate you plugging that gap.

Thanks.

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From: Leslie Patterson [mailto:[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)]  
Sent: Tuesday, November 14, 2017, 5:49 PM  
To: Green, Jon; Morgan Williams; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler  
Subject: RE: Materials for call to prep for PA press call on 11/15

Hi everyone – thanks so much for all of this! It looks great, and I'm excited about the call. Two quick questions:

- Can other folks who are sending the advisory to press keep the group posted about RSVPs they're getting? We're going to be pitching aggressively tomorrow and want to have a sense of where we're at, as much as possible. As of now, we've heard that NBC 10 in Philly plans to cover.
- We'd like to add the dial-in information into the advisory when we resend it tomorrow – especially now that the vote might happen. We want to make it easy for press to join on what's going to be a busy day. Can you let us know if there's any issue with doing that?

Finally, Jon, I agree with your recommendation on how to reframe remarks if the vote happens. I do think it would likely help with press attendance to our call, depending on the timing. We'll look out for any updates from you on that front.

Thanks!  
Leslie

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From: Green\_Jon [mailto:[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)]  
Sent: Tuesday, November 14, 2017, 4:21 PM  
To: Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>; James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
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Greetings all

Thanks for everyone's help organizing tomorrow's PA press call. Attached and copied below is a draft run of show including speaking times and the call-in information both for speakers and press.

I'd encourage each of you to try to have your speaker do this call from a land line as that reduces risk of disconnection and poor reception.

Also note Michael Row of the Penn Book Store might not be able to participate and is not listed in the run of show for that reason. If MSA is able to confirm him or add a replacement we can update.

ICYMI, indications are that the vote on the floor of the House could happen sometime tomorrow. This is not a vote on final passage as the Senate still needs to have their committee mark-up and a floor vote and then there would likely be a conference to reconcile the two bills, which would have to go back to both chambers. We will keep close tabs on the progress of the floor vote and if the vote has happened prior to this call, speakers should frame their remarks as a reaction to the vote rather than a pre-emptive strike. But the messages are largely unchanged. We will, of course, let the group know about which, if any, Representatives in Pennsylvania vote against the bill. I could imagine this development could impact press interest in the call in both positive and negative ways – Morgan may have thoughts on that.

Don't hesitate to reach out if you have any questions.

Thank you  
Jon

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Cell: (917) 704-5807

#### **Press Call on House Tax Bill**

Time: 3:15 PM ET. Participants should dial into the participant line at 3:10

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

#### **Run of Show**

**3:15- 3:16 Leslie Patterson of Berlin Rosen, call facilitator**  
Leslie will open the call and introduce Mayor Jim Kenney

**3:17 – 3:20 Philadelphia Mayor Jim Kenney**

Mayor Kenney will speak about the ways in which the tax reform bill harms Philadelphia and its residents. Mayor Kenney will introduce State Senator Art Haywood

**3:21 – 3:24 State Senator Art Haywood**

State Senator Art Haywood will speak about the ways the tax reform bill harms the people of his district and the people of Pennsylvania. Senator Haywood will introduce Mayor Elect Garrett

**3:25 – 3:27 Councilwoman and Mayor-elect Marita Garrett of Wilkensburg**

Mayor-elect Garrett will speak about the ways in which the tax reform bill harms small and medium-sized cities and benefits Wall Street more than Main Street. Mayor Elect Garrett will introduce Richard Master

**3:28 – 3:30 Richard Master, CEO of MCS Industries and a Patriotic Millionaire**

Mr. Master will speak about how the ways in which tax bill will benefit him personally – but not give his business incentive to hire more workers or increase wages. Mr. Master will introduce Gabrielle Trinkle

**3:31 – 3:33 Gabrielle Trinkle, MomsRising member and mother of two**

Gabrielle will speak about how the tax bill will grow the deficit and lead to cuts in programs like healthcare and education for her children She will share how she depended on SNAP benefits earlier in her life and how the tax bill would lead to cuts in programs like that

**3:34 – 3:45 Leslie Patterson of Berlin Rosen will facilitate Q & A from press**

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**From:** Morgan Williams [mailto:Morgan.Williams@berlinrosen.com]

**Sent:** Tuesday, November 14, 2017 12:41 PM

**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson

**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi all

My colleague Leslie Patterson who is also from BerlinRosen and works with MomsRising will be helping to staff the call. The plan should be for the speakers to introduce the person following them but Leslie will be on in case that doesn't happen. She will also call on press for questions. Let me know if there are any questions.

Thanks  
Morgan

---

**From:** Green Jon [mailto:JGreen@cityhall.nyc.gov]

**Sent:** Tuesday November 14 2017 12 30 PM

**To:** James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein Freddi <[EGoldstein@cityhall.nyc.gov](mailto:EGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes – I believe it was sent yesterday but perhaps to a different email chain. Apologies

Time: 3:15 PM ET (with 15 minute pre-conference)  
Lines: 40 individual lines for press

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number [REDACTED]  
Press Confirmation Code: [REDACTED]

RT

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**From:** James Engler [mailto:James.Engler@Phila.gov]

**Sent:** Tuesday, November 14, 2017 12:25 PM

**To:** Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; 'Morgan Williams'

**Subject:** Re: Materials for call to prep for PA press call on 11/15

Hey All,

Do we have call-in information yet for this?

Thanks, Jim

James R Engler, Esq  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm 203 | Philadelphia, PA 19107  
Office: 215 686 0323  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

---

**From:** Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

**Sent:** Monday November 13 2017 2 59 36 PM

**To:** Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'

**Subject:** Materials for call to prep for PA press call on 11/15

Attached and below is a draft media advisory for the Wednesday press call with local elected officials business owners and a member of Moms Rising.

Below the press release is a helpful table from Institute for Tax and Economic Policy (ITEP) showing the distributional effects of the tax reform bill in PA. Key data point Over 1 million PA families will see taxes increase under this plan and 70% of those have family incomes of less than \$150 000.

For our call at 3pm we need to review

1. Logistics – Not One Penny is point on setting up call system providing call-in information for participants and press.
2. Press outreach – Berlin Rosen can handle? Should coordinate with elected officials press offices.
3. Top-line messages talking points (see attached material from Not One Penny – and I think there will be other points we will want specific speakers to touch on)
4. Run of Show

**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join "Not One Penny" Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilksburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilksburg, and State Senator Art Haywood will join "Not One Penny" advocates to host a press call to denounce Trump's tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans' tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia  
 Councilwoman Marita Garrett of Wilkinsburg  
 State Senator Art Haywood  
 Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
 Gabrielle Trinkle, MomsRising  
 Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

### Impacts of the House Tax Plan in 2027 in Pennsylvania

Income Group	Income			All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
	Income Range		Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$	
<b>Poorest 20%</b>	Less than	\$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000
<b>Second 20%</b>	\$33,400 to	\$59,850	\$46,200	-\$330,900	-\$230	-0.5%	4%	76%	-\$380	13%	\$450	184,000
<b>Middle 20%</b>	\$59,850 to	\$93,260	\$75,300	-\$758,700	-\$540	-0.7%	9%	79%	-\$910	19%	\$930	262,000
<b>Fourth 20%</b>	\$93,260 to	\$148,380	\$116,100	-\$1,083,500	-\$870	-0.8%	13%	80%	-\$1,600	19%	\$2,160	235,000
<b>Next 15%</b>	\$148,380 to	\$303,300	\$201,900	-\$1,339,500	-\$1,450	-0.7%	16%	73%	-\$3,000	27%	\$2,780	248,000
<b>Next 4%</b>	\$303,300 to	\$753,590	\$461,700	-\$1,142,200	-\$4,620	-1.0%	13%	78%	-\$7,470	22%	\$5,360	55,000
<b>Richest 1%</b>	\$753,590 and higher		\$2,454,400	-\$3,775,000	-\$66,120	-2.7%	44%	97%	-\$68,590	3%	\$6,620	2,000
<b>ALL</b>			<b>\$115,300</b>	<b>\$ -8,585,300</b>	<b>-\$1,260</b>	<b>-1.1%</b>	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>
<b>Bottom 60%</b>	Less than	\$93,260	\$46,900	\$ -1,244,700	-\$290	-0.6%	14%	79%	-\$470	11%	\$700	478,000

**Jon Green**

NYC Office of the Mayor  
 Senior Advisor for Strategic Initiatives  
 Office: (212) 748-0368  
 Cell: (917) 704-5807

From: Green Jon  
To: Leslie Patterson  
Cc: Ryan Thomas  
Subject: Re: Materials for call to prep for PA press call on 11/15  
Date: Wednesday, November 15, 2017, 2:39:22 PM

Great thank you!!

Sent from my iPhone

On Nov 15, 2017, at 2:38 PM, Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote:

I just did a test run spoke to someone and I'm signed into the system so I think I'm good to go!

---

From: Green Jon [<mailto:jgreen@cityhall.nyc.gov>]  
Sent: Wednesday, November 15, 2017, 2:37 PM  
To: Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>  
Cc: Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
Subject: Re: Materials for call to prep for PA press call on 11/15

Please do a test/trial run of system with Leslie so she knows how to use the system.

Sent from my iPhone

On Nov 15, 2017, at 2:36 PM, Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)> wrote

Hi folks -- sorry was hoping off of another press call. Everything all set?

On Wed, Nov 15, 2017, at 2:34 PM, Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote

I just did a test call they said we're all set. The person I spoke to is making a note that we're calling in a few minutes early. I think we should be good to go. Thanks!

---

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Jon Green  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-9368  
Cell: (917) 704-4807

**Press Call on House Tax Bill**  
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Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
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**Sent:** Tuesday November 14 2017 12:30 PM

**To:** James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

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RT

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Thanks, Jim

James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm. 203 | Philadelphia, PA 19107  
Office [215.686.0323](tel:215.686.0323)  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

---

**From:** Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

**Sent:** Monday November 13 2017 2:59:36 PM

**To:** Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'

**Subject:** Materials for call to prep for PA press call on 11/15

Attached and below is a draft media advisory for the Wednesday press call with local elected officials, business owners, and a member of Moms Rising.

Below the press release is a helpful table from Institute for Tax and Economic Policy (ITEP) showing the distributional effects of the tax reform bill in PA. Key data point: Over 1 million PA families will see taxes increase under this plan, and 70% of those have family incomes of less than \$150,000.

For our call at 3pm we need to review

1. Logistics – Not One Penny is point on setting up call system, providing call-in information for participants and press.
2. Press outreach – Berlin Rosen can handle? Should coordinate with elected officials press offices.
3. Top-line messages, talking points (see attached material from Not One Penny – and I think there will be other points we will want specific speakers to touch on)
4. Run of Show

**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
[512-913-8875](tel:512-913-8875)

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join "Not One Penny" Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkesburg, and State Senator Art Haywood will join "[Not One Penny](#)," advocates to host a press call to denounce Trump's tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans' tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia  
 Councilwoman Marita Garrett of Wilkesburg  
 State Senator Art Haywood  
 Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
 Gabrielle Trinkle, MomsRising  
 Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or [512-913-8875](tel:512-913-8875).

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

Income				All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
Income Group	Income Range	Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$		
<b>Poorest 20%</b>	Less than	\$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000
<b>Second 20%</b>	\$33,400 to	\$59,850	\$46,200	-\$330,900	-\$230	-0.5%	4%	76%	-\$380	13%	\$450	184,000
<b>Middle 20%</b>	\$59,850 to	\$93,260	\$75,300	-\$758,700	-\$540	-0.7%	9%	79%	-\$910	19%	\$930	262,000
<b>Fourth 20%</b>	\$93,260 to	\$148,380	\$116,100	-\$1,083,500	-\$870	-0.8%	13%	80%	-\$1,600	19%	\$2,160	235,000
<b>Next 15%</b>	\$148,380 to	\$303,300	\$201,900	-\$1,339,500	-\$1,450	-0.7%	16%	73%	-\$3,000	27%	\$2,780	248,000
<b>Next 4%</b>	\$303,300 to	\$753,590	\$461,700	-\$1,142,200	-\$4,620	-1.0%	13%	78%	-\$7,470	22%	\$5,360	55,000
<b>Richest 1%</b>	\$753,590 and higher	\$2,454,400	\$2,454,400	-\$3,775,000	-\$66,120	-2.7%	44%	97%	-\$68,590	3%	\$6,620	2,000
<b>ALL</b>		<b>\$115,300</b>		<b>-\$8,585,300</b>	<b>-\$1,260</b>	<b>-1.1%</b>	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>
<b>Bottom 60%</b>	Less than	\$93,260	\$46,900	-\$1,244,700	-\$290	-0.6%	14%	79%	-\$470	11%	\$700	478,000

**Jan Green**  
 NYC Office of the Mayor  
 Senior Advisor for Strategic Initiatives  
 Office: [212-748-0368](tel:212-748-0368)  
 Cell: [917-704-5802](tel:917-704-5802)

**Ryan Thomas**  
 Communications Associate The Hub Project  
[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

**From:** Leslie Patterson  
**To:** James Engler; Green Jon  
**Cc:** Ryan Thomas; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15  
**Date:** Wednesday, November 15, 2017 2:53:30 PM

We have only heard from CBS 6 and NBC 10 that they plan to have someone join. The other networks said they wouldn't know until right before and we kept getting passed around at the Inquirer but never got a confirmation that someone would join although several people have the call in number.

---

**From:** James Engler [mailto:James.Engler@Phila.gov]  
**Sent:** Wednesday, November 15, 2017 2:51 PM  
**To:** Green Jon <JGreen@cityhall.nyc.gov>; Leslie Patterson <leslie@berlinrosen.com>  
**Cc:** Ryan Thomas <ryan@thehubproject.org>; Deborah Mahler <Deborah.Mahler@phila.gov>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Do you have a list of RSVPs? Depending on timing Mayor Kenney may not make the Q&A.

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**Cc:** Ryan Thomas <ryan@thehubproject.org>; James Engler <James.Engler@Phila.gov>; Deborah Mahler <Deborah.Mahler@phila.gov>  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

+ Jim and Debbie from Kenney's office. They should weigh in.

Sent from my iPhone

On Nov 15, 2017, at 2:45 PM, Leslie Patterson <leslie@berlinrosen.com> wrote

Jon, if there are any reporters who *wouldn't* want us to call on, say that you've had issues with in the past or something that would be good for us to know that. Otherwise, we'll give priority based on size/prominence of the outlet. Thanks!

---

**From:** Green Jon [mailto:JGreen@cityhall.nyc.gov]  
**Sent:** Wednesday, November 15, 2017 2:37 PM  
**To:** Ryan Thomas <ryan@thehubproject.org>  
**Cc:** Leslie Patterson <leslie@berlinrosen.com>  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

Please do a test/trial run of system with Leslie so she knows how to use the system.

Sent from my iPhone

On Nov 15, 2017, at 2:36 PM, Ryan Thomas <ryan@thehubproject.org> wrote

Hi folks -- sorry was hoping off of another press call. Everything all set?

On Wed, Nov 15, 2017, at 2:34 PM, Leslie Patterson <leslie@berlinrosen.com> wrote

I just did a test call they said we're all set. The person I spoke to is making a note that we're calling in a few minutes early. I think we should be good to go. Thanks!

---

**From:** Green Jon [mailto:JGreen@cityhall.nyc.gov]  
**Sent:** Wednesday, November 15, 2017 1:53 PM  
**To:** Leslie Patterson <leslie@berlinrosen.com>  
**Cc:** Ryan Thomas <ryan@thehubproject.org>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Leslie have you and Ryan done a test drive of the call-in system? All set?  
I'll dial into the press line so I'm not worried about whether my phone is muted.

Just want to make sure that the admin piece is completely handled. And I really appreciate you plugging that gap.

Thanks.

---

**From:** Leslie Patterson [mailto:leslie@berlinrosen.com]  
**Sent:** Tuesday, November 14, 2017 5:49 PM  
**To:** Green, Jon; Morgan Williams; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi everyone – thanks so much for all of this! It looks great and I'm excited about the call. Two quick questions

- Can other folks who are sending the advisory to press keep the group posted about RSVPs they're getting? We're going to be pitching aggressively tomorrow and want to have a sense of where we're at as much as possible. As of now, we've heard that NBC 10 in Philly plans to cover.
- We'd like to add the dial-in information into the advisory when we resend it tomorrow – especially now that the vote might happen, we want to make it easy for press to join on what's going to be a busy day. Can you let us know if there's any issue with doing that?

Finally, Jon, I agree with your recommendation on how to reframe remarks if the vote happens. I do think it would likely help with press attendance to our call, depending on the timing. We'll look out for any updates from you on that front.

Thanks!  
Leslie

---

**From:** Green Jon [mailto:JGreen@cityhall.nyc.gov]  
**Sent:** Tuesday, November 14, 2017 4:21 PM  
**To:** Morgan Williams <Morgan.Williams@berlinrosen.com>; James Engler <James.Engler@Phila.gov>; Angela Simaan <angela@mainstreetalliance.org>; Sam Quigley <sam@patrioticmillionaires.org>; Theo Chayegan <theo@thehubproject.org>; Ryan Thomas <ryan@thehubproject.org>; tim@thehubproject.org; Goldstein, Freddi <FGoldstein@cityhall.nyc.gov>; Ari Schwartz <aschwartz@populardemocracy.org>; Sarah Johnson <sjohnson@populardemocracy.org>; Karyn Bruggeman <karynb@stateinnovation.org>; Elyssa Koidin <elyssa@momsrising.org>; Deborah Mahler <Deborah.Mahler@phila.gov>; Leslie Patterson <leslie@berlinrosen.com>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Greetings all

Thanks for everyone's help organizing tomorrow's PA press call. Attached and copied below is a draft run of show including speaking times and the call-in information both for speakers and press.

I'd encourage each of you to try to have your speaker do this call from a land line as that reduces risk of disconnection and poor reception.

Also note Michael Row of the Penn Book Store might not be able to participate and is not listed in the run of show for that reason. If MSA is able to confirm him or add a replacement we can update.

ICYMI, indications are that the vote on the floor of the House could happen sometime tomorrow. This is not a vote on final passage as the Senate still needs to have their committee mark-up and a floor vote and then there would likely be a conference to reconcile the two bills, which would have to go back to both chambers. We will keep close tabs on the progress of the floor vote and if the vote has happened prior to this call, speakers should frame their remarks as a reaction to the vote rather than a pre-emptive strike. But the messages are largely unchanged. We will of course let the group know about which, if any, Representatives in Pennsylvania vote against the bill. I could imagine this development could impact press interest in the call in both positive and negative ways – Morgan may have thoughts on that.

Don't hesitate to reach out if you have any questions.

Thank you  
Jon

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Cell: (917) 704-5807

**Press Call on House Tax Bill**

Time 3 15 PM ET. Participants should dial into the participant line at 3 10.

Speaker Call-In Number [REDACTED]  
Speaker Confirmation Code [REDACTED]

Press Call-In Number [REDACTED]  
Press Confirmation Code [REDACTED]

**Run of Show**

**3:15 - 3:16 Leslie Patterson of Berlin Rosen, call facilitator**  
Leslie will open the call and introduce Mayor Jim Kenny.

**3:17 - 3:20 Philadelphia Mayor Jim Kenney**  
Mayor Kenney will speak about the ways in which the tax reform bill harms Philadelphia and its residents. Mayor Kenney will introduce State Senator Art Haywood.

**3:21 - 3:24 State Senator Art Haywood**  
State Senator Art Haywood will speak about the ways the tax reform bill harms the people of his district and the people of Pennsylvania. Senator Haywood will introduce Mayor Elect Garrett.

**3:25 - 3:27 Councilwoman and Mayor-elect Marita Garrett of Wilkinsburg**  
Mayor-elect Garrett will speak about the ways in which the tax reform bill harms small and medium sized cities and benefits Wall Street more than Main Street. Mayor Elect Garrett will introduce Richard Master.

**3:28 - 3:30 Richard Master, CEO of MCS Industries and a Patriotic Millionaire**  
Mr. Master will speak about how the ways in which tax bill will benefit him personally – but not give his business incentive to hire more workers or increase wages. Mr. Master will introduce Gabrielle Trinkle.

**3:31 - 3:33 Gabrielle Trinkle, MomsRising member and mother of two**  
Gabrielle will speak about how the tax bill will grow the deficit and lead to cuts in programs like healthcare and education for her children. She will share how she depended on SNAP benefits earlier in her life and how the tax bill would lead to cuts in programs like that.

**3:34 - 3:45 Leslie Patterson of Berlin Rosen will facilitate Q & A from press**

---

**From:** Morgan Williams [mailto:Morgan.Williams@berlinrosen.com]  
**Sent:** Tuesday, November 14, 2017 12:41 PM  
**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koldin; Deborah Mahler; Leslie Patterson  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi all

My colleague Leslie Patterson who is also from BerlinRosen and works with MomsRising will be helping to staff the call. The plan should be for the speakers to introduce the person following them but Leslie will be on in case that doesn't happen. She will also call on press for questions. Let me know if there are any questions.

Thanks  
Morgan

---

**From:** Green Jon [mailto:JGreen@cityhall.nyc.gov]  
**Sent:** Tuesday November 14 2017 12 30 PM  
**To:** James Engler <James.Engler@Phila.gov>; Angela Simaan <angela@mainstreetalliance.org>; Sam Quigley <sam@patrioticmillionaires.org>; Theo Chayegan <theo@thehubproject.org>; Ryan Thomas <ryan@thehubproject.org>; tim@thehubproject.org; Goldstein Freddi <fgoldstein@cityhall.nyc.gov>; Ari Schwartz <aschwartz@populardemocracy.org>; Sarah Johnson <sjohnson@populardemocracy.org>; Karyn Bruggeman <karynb@stateinnovation.org>; Elyssa Koldin <elyssa@momsrising.org>; Deborah Mahler <Deborah.Mahler@phila.gov>; Morgan Williams <Morgan.Williams@berlinrosen.com>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes – I believe it was sent yesterday but perhaps to a different email chain. Apologies

Time: 3:15 PM ET (with 15 minute pre-conference)  
Lines: 40 individual lines for press

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

RT

---

**From:** James Engler [mailto:James.Engler@Phila.gov]  
**Sent:** Tuesday, November 14, 2017 12:25 PM  
**To:** Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koldin; Deborah Mahler; 'Morgan Williams'  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

Hey All,

Do we have call-in information yet for this?

Thanks, Jim

James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm. 203 | Philadelphia, PA 19107  
Office 215.686.0323  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

---

**From:** Green Jon <JGreen@cityhall.nyc.gov>  
**Sent:** Monday November 13 2017 2 59 36 PM  
**To:** Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koldin; James Engler; Deborah Mahler; 'Morgan Williams'  
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Attached and below is a draft media advisory for the Wednesday press call with local elected officials business owners and a member of Moms Rising.

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Monday, November 13, 2017

**PRESS CONTACT:**  
Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
[512-913-8875](tel:512-913-8875)

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny” Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

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**WHAT:**  
Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**  
Mayor Jim Kenney of Philadelphia  
Councilwoman Marita Garrett of Wilkesburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**  
Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**  
Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or [512-913-8875](tel:512-913-8875).

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

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--  
**Ryan Thomas**  
Communications Associate The Hub Project  
[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

**From:** [Green Jon](#)  
**To:** [Leslie Patterson](#); [James Engler](#)  
**Cc:** [Ryan Thomas](#); [Deborah Mahler](#)  
**Subject:** RE: Materials for call to prep for PA press call on 11/15  
**Date:** Wednesday, November 15, 2017 3:18:00 PM

---

I am on the press line and still hearing music. Has call started?

---

**From:** [Leslie Patterson](#) [<mailto:leslie@berlinrosen.com>]  
**Sent:** Wednesday, November 15, 2017 2:53 PM  
**To:** [James Engler](#); [Green Jon](#)  
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**Cc:** [Ryan Thomas](#) <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>  
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**Sent:** Tuesday, November 14, 2017 5:49 PM  
**To:** [Green Jon](#); [Morgan Williams](#); [James Engler](#); [Angela Simaan](#); [Sam Quigley](#); [Theo Chayegan](#); [Ryan Thomas](#); [tim@thehubproject.org](#); [Goldstein, Freddi](#); [Ari Schwartz](#); [Sarah Johnson](#); [Karyn Bruggeman](#); [Elyssa Koidin](#); [Deborah Mahler](#)  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi everyone -- thanks so much for all of this! It looks great and I'm excited about the call. Two quick questions

- Can other folks who are sending the advisory to press keep the group posted about RSVPs they're getting? We're going to be pitching aggressively tomorrow and want to have a sense of where we're at as much as possible. As of now we've heard that NBC 10 in Philly plans to cover.
- We'd like to add the dial-in information into the advisory when we resend it tomorrow -- especially now that the vote might happen we want to make it easy for press to join on what's going to be a busy day. Can you let us know if there's any issue with doing that?

Finally Jon I agree with your recommendation on how to reframe remarks if the vote happens. I do think it would likely help with press attendance to our call depending on the timing. We'll look out for any updates from you on that front.

Thanks!  
Leslie

---

**From:** [Green Jon](#) [<mailto:JGreen@cityhall.nyc.gov>]  
**Sent:** Tuesday, November 14, 2017 4:21 PM  
**To:** [Morgan Williams](#) <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>; [James Engler](#) <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; [Angela Simaan](#) <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; [Sam Quigley](#) <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; [Theo Chayegan](#) <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; [Ryan Thomas](#) <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](#); [Goldstein, Freddi](#) <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; [Ari Schwartz](#) <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; [Sarah Johnson](#) <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; [Karyn Bruggeman](#) <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; [Elyssa Koidin](#) <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; [Deborah Mahler](#) <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; [Leslie Patterson](#) <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Greetings all

Thanks for everyone's help organizing tomorrow's PA press call. Attached and copied below is a draft run of show including speaking times and the call-in information both for speakers and press.

I'd encourage each of you to try to have your speaker do this call from a land line as that reduces risk of disconnection and poor reception.

Also note Michael Row of the Penn Book Store might not be able to participate and is not listed in the run of show for that reason. If MSA is able to confirm him or add a replacement we can update.

ICYMI Indications are that the vote on the floor of the House could happen sometime tomorrow. This is not a vote on final passage as the Senate still needs to have their committee mark-up and a floor vote and then there would likely be a conference to reconcile the two bills which would have to go back to both chambers. We will keep close tabs on the progress of the floor vote and if the vote has happened prior to this call speakers should frame their remarks as a reaction to the vote rather than a pre-emptive strike. But the messages are largely unchanged. We will of course let the group know about which if any Representatives in Pennsylvania vote against the bill. I could imagine this development could impact press interest in the call in both positive and negative ways – Morgan may have thoughts on that.

Don't hesitate to reach out if you have any questions.

Thank you  
Jon

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: [212-748-0388](tel:212-748-0388)  
Cell: [917-704-5807](tel:917-704-5807)

**Press Call on House Tax Bill**

Time: 3:15 PM ET. Participants should dial into the participant line at 3:10.

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

**Run of Show**

**3:15- 3:16 Leslie Patterson of Berlin Rosen, call facilitator**

Leslie will open the call and introduce Mayor Jim Kenny.

**3:17 – 3:20 Philadelphia Mayor Jim Kenney**

Mayor Kenney will speak about the ways in which the tax reform bill harms Philadelphia and its residents. Mayor Kenney will introduce State Senator Art Haywood.

**3:21 – 3:24 State Senator Art Haywood**

State Senator Art Haywood will speak about the ways the tax reform bill harms the people of his district and the people of Pennsylvania. Senator Haywood will introduce Mayor Elect Garrett.

**3:25 – 3:27 Councilwoman and Mayor-elect Marita Garrett of Wilkinsburg**

Mayor-elect Garrett will speak about the ways in which the tax reform bill harms small and medium sized cities and benefits Wall Street more than Main Street. Mayor Elect Garrett will introduce Richard Master.

**3:28 – 3:30 Richard Master, CEO of MCS Industries and a Patriotic Millionaire**

Mr. Master will speak about how the ways in which tax bill will benefit him personally – but not give his business incentive to hire more workers or increase wages. Mr. Master will introduce Gabrielle Trinkle.

**3:31 – 3:33 Gabrielle Trinkle, MomsRising member and mother of two**

Gabrielle will speak about how the tax bill will grow the deficit and lead to cuts in programs like healthcare and education for her children. She will share how she depended on SNAP benefits earlier in her life and how the tax bill would lead to cuts in programs like that.

**3:34 – 3:45 Leslie Patterson of Berlin Rosen will facilitate Q & A from press**

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**From:** Morgan Williams [<mailto:Morgan.Williams@berlinrosen.com>]

**Sent:** Tuesday, November 14, 2017 12:41 PM

**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson

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Hi all

My colleague Leslie Patterson who is also from BerlinRosen and works with MomsRising will be helping to staff the call. The plan should be for the speakers to introduce the person following them but Leslie will be on in case that doesn't happen. She will also call on press for questions. Let me know if there are any questions.

Thanks  
Morgan

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**From:** Green Jon [<mailto:JGreen@cityhall.nyc.gov>]

**Sent:** Tuesday, November 14, 2017 12:30 PM

**To:** James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karyn@stateinnovation.org](mailto:karyn@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes – I believe it was sent yesterday but perhaps to a different email chain. Apologies

Time: 3:15 PM ET (with 15 minute pre-conference)  
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Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

RT

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**From:** James Engler [<mailto:James.Engler@Phila.gov>]

**Sent:** Tuesday, November 14, 2017 12:25 PM

**To:** Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; 'Morgan Williams'

**Subject:** Re: Materials for call to prep for PA press call on 11/15

Hey All,

Do we have call-in information yet for this?

Thanks, Jim

James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm. 203 | Philadelphia, PA 19107  
Office: [215-686-0323](tel:215-686-0323)  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

---

**From:** Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

**Sent:** Monday, November 13, 2017 2:59:36 PM

**To:** Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'

**Subject:** Materials for call to prep for PA press call on 11/15

Attached and below is a draft media advisory for the Wednesday press call with local elected officials, business owners, and a member of Moms Rising.

Below the press release is a helpful table from Institute for Tax and Economic Policy (ITEP) showing the distributional effects of the tax reform bill in PA. Key data point: Over 1 million PA families will see taxes increase under this plan, and 70% of those have family incomes of less than \$150,000.

For our call at 3pm we need to review

1. Logistics – Not One Penny is point on setting up call system, providing call-in information for participants and press.
2. Press outreach – Berlin Rosen can handle? Should coordinate with elected officials press offices.
3. Top-line messages, talking points (see attached material from Not One Penny – and I think there will be other points we will want specific speakers to touch on)
4. Run of Show

**FOR PLANNING PURPOSES ONLY:**  
Monday, November 13, 2017

**PRESS CONTACT:**  
Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny” Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkesburg, and State Senator Art Haywood will join “Not One Penny” advocates to host a press call to denounce Trump’s tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**  
Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**  
Mayor Jim Kenney of Philadelphia  
Councilwoman Marita Garrett of Wilkesburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**  
Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**  
Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

Income Group	Income			All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
	Income Range	Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$		
<b>Poorest 20%</b>	Less than \$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000	
<b>Second 20%</b>	\$33,400 to \$59,850	\$46,200	-\$330,900	-\$230	-0.5%	4%	76%	-\$380	13%	\$450	184,000	
<b>Middle 20%</b>	\$59,850 to \$93,260	\$75,300	-\$758,700	-\$540	-0.7%	9%	79%	-\$910	19%	\$930	262,000	
<b>Fourth 20%</b>	\$93,260 to \$148,380	\$116,100	-\$1,083,500	-\$870	-0.8%	13%	80%	-\$1,600	19%	\$2,160	235,000	
<b>Next 15%</b>	\$148,380 to \$303,300	\$201,900	-\$1,339,500	-\$1,450	-0.7%	16%	73%	-\$3,000	27%	\$2,780	248,000	
<b>Next 4%</b>	\$303,300 to \$753,590	\$461,700	-\$1,142,200	-\$4,620	-1.0%	13%	78%	-\$7,470	22%	\$5,360	55,000	
<b>Richest 1%</b>	\$753,590 and higher	\$2,454,400	-\$3,775,000	-\$66,120	-2.7%	44%	97%	-\$68,590	3%	\$6,620	2,000	
<b>ALL</b>		<b>\$115,300</b>	<b>-\$8,585,300</b>	<b>-\$1,260</b>	<b>-1.1%</b>	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>	
<b>Bottom 60%</b>	Less than \$93,260	\$46,900	-\$1,244,700	-\$290	-0.6%	14%	79%	-\$470	11%	\$700	478,000	

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: [212.748.0368](tel:2127480368)  
Cell: [917.704.5807](tel:9177045807)

--  
**Ryan Thomas**  
Communications Associate, The Hub Project  
[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

**From:** Green Jon  
**To:** Leslie Patterson; James Engler  
**Cc:** Ryan Thomas; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15  
**Date:** Wednesday, November 15, 2017 3:19:00 PM

Ok we re in.

---

**From:** Leslie Patterson [mailto:leslie@berlinrosen.com]  
**Sent:** Wednesday, November 15, 2017 2:53 PM  
**To:** James Engler; Green, Jon  
**Cc:** Ryan Thomas; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

We have only heard from CBS 6 and NBC 10 that they plan to have someone join. The other networks said they wouldn't know until right before and we kept getting passed around at the Inquirer but never got a confirmation that someone would join although several people have the call in number.

---

**From:** James Engler [mailto:James.Engler@Phila.gov]  
**Sent:** Wednesday, November 15, 2017 2:51 PM  
**To:** Green Jon <JGreen@cityhall.nyc.gov>; Leslie Patterson <leslie@berlinrosen.com>  
**Cc:** Ryan Thomas <ryan@thehubproject.org>; Deborah Mahler <Deborah.Mahler@phila.gov>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Do you have a list of RSVPs? Depending on timing Mayor Kenney may not make the Q&A.

---

**From:** Green Jon [mailto:JGreen@cityhall.nyc.gov]  
**Sent:** Wednesday, November 15, 2017 2:48 PM  
**To:** Leslie Patterson <leslie@berlinrosen.com>  
**Cc:** Ryan Thomas <ryan@thehubproject.org>; James Engler <James.Engler@Phila.gov>; Deborah Mahler <Deborah.Mahler@phila.gov>  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

+ Jim and Debbie from Kenney's office. They should weigh in.

Sent from my iPhone

On Nov 15 2017 at 2:45 PM Leslie Patterson <leslie@berlinrosen.com> wrote

Jon if there are any reporters who you *wouldn't* want us to call on say that you've had issues with in the past or something that would be good for us to know that. Otherwise we'll give priority based on size/prominence of the outlet. Thanks!

---

**From:** Green Jon [mailto:JGreen@cityhall.nyc.gov]  
**Sent:** Wednesday, November 15, 2017 2:37 PM  
**To:** Ryan Thomas <ryan@thehubproject.org>  
**Cc:** Leslie Patterson <leslie@berlinrosen.com>  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

Please do a test/trial run of system with Leslie so she knows how to use the system.

Sent from my iPhone

On Nov 15 2017 at 2:36 PM Ryan Thomas <ryan@thehubproject.org> wrote

Hi folks -- sorry was hoping off of another press call. Everything all set?

On Wed Nov 15 2017 at 2:34 PM Leslie Patterson <leslie@berlinrosen.com> wrote

I just did a test call they said we're all set. The person I spoke to is making a note that we're calling in a few minutes early. I think we should be good to go. Thanks!

---

**From:** Green Jon [mailto:JGreen@cityhall.nyc.gov]  
**Sent:** Wednesday, November 15, 2017 1:53 PM  
**To:** Leslie Patterson <leslie@berlinrosen.com>  
**Cc:** Ryan Thomas <ryan@thehubproject.org>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Leslie have you and Ryan done a test drive of the call-in system? All set?  
I'll dial into the press line so I'm not worried about whether my phone is muted.

Just want to make sure that the admin piece is completely handled. And I really appreciate you plugging that gap.

Thanks.

---

**From:** Leslie Patterson [mailto:leslie@berlinrosen.com]  
**Sent:** Tuesday, November 14, 2017 5:49 PM  
**To:** Green, Jon; Morgan Williams; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler  
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Speaker Confirmation Code: [REDACTED]

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**Sent:** Tuesday, November 14, 2017 12:30 PM

**To:** James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karyn@stateinnovation.org](mailto:karyn@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

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RT

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Thanks, Jim

James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm. 203 | Philadelphia, PA 19107  
Office [215-686-0323](tel:215-686-0323)  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

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**From:** Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

**Sent:** Monday, November 13, 2017 2:59:36 PM

**To:** Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'

**Subject:** Materials for call to prep for PA press call on 11/15

Attached and below is a draft media advisory for the Wednesday press call with local elected officials, business owners, and a member of Moms Rising.

Below the press release is a helpful table from Institute for Tax and Economic Policy (ITEP) showing the distributional effects of the tax reform bill in PA. Key data point: Over 1 million PA families will see taxes increase under this plan, and 70% of those have family incomes of less than \$150,000.

For our call at 3pm we need to review

1. Logistics – Not One Penny is point on setting up call system, providing call-in information for participants and press.
2. Press outreach – Berlin Rosen can handle? Should coordinate with elected officials press offices.
3. Top-line messages, talking points (see attached material from Not One Penny – and I think there will be other points we will want specific speakers to touch on)
4. Run of Show

**FOR PLANNING PURPOSES ONLY:**  
Monday, November 13, 2017

**PRESS CONTACT:**  
Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
[512-913-8875](tel:512-913-8875)

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny” Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkensburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkensburg, and State Senator Art Haywood will join “Not One Penny” advocates to host a press call to denounce Trump’s tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**  
Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**  
Mayor Jim Kenney of Philadelphia  
Councilwoman Marita Garrett of Wilkensburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**  
Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**  
Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or [512-913-8875](tel:512-913-8875).

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

Income Group	Income		Average Income	All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
	Income Range			Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$	
<b>Poorest 20%</b>	Less than	\$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000
<b>Second 20%</b>	\$33,400 to	\$59,850	\$46,200	-\$330,900	-\$230	-0.5%	4%	76%	-\$380	13%	\$450	184,000
<b>Middle 20%</b>	\$59,850 to	\$93,260	\$75,300	-\$758,700	-\$540	-0.7%	9%	79%	-\$910	19%	\$930	262,000
<b>Fourth 20%</b>	\$93,260 to	\$148,380	\$116,100	-\$1,083,500	-\$870	-0.8%	13%	80%	-\$1,600	19%	\$2,160	235,000
<b>Next 15%</b>	\$148,380 to	\$303,300	\$201,900	-\$1,339,500	-\$1,450	-0.7%	16%	73%	-\$3,000	27%	\$2,780	248,000
<b>Next 4%</b>	\$303,300 to	\$753,590	\$461,700	-\$1,142,200	-\$4,620	-1.0%	13%	78%	-\$7,470	22%	\$5,360	55,000
<b>Richest 1%</b>	\$753,590 and higher		\$2,454,400	-\$3,775,000	-\$66,120	-2.7%	44%	97%	-\$68,590	3%	\$6,620	2,000
<b>ALL</b>			<b>\$115,300</b>	<b>-\$8,585,300</b>	<b>-\$1,260</b>	<b>-1.1%</b>	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>
<b>Bottom 60%</b>	Less than	\$93,260	\$46,900	-\$1,244,700	-\$290	-0.6%	14%	79%	-\$470	11%	\$700	478,000

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: [212-748-0368](tel:212-748-0368)  
Cell: [917-704-5807](tel:917-704-5807)

--  
**Ryan Thomas**  
Communications Associate, The Hub Project  
[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

**From:** Green Jon  
**To:** Leslie Patterson; James Engler  
**Cc:** Ryan Thomas; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15  
**Date:** Wednesday, November 15, 2017 3:27:00 PM

Yeah I am all set. No problem. Sounds good.

---

**From:** Leslie Patterson [mailto:leslie@berlinrosen.com]  
**Sent:** Wednesday, November 15, 2017 3:27 PM  
**To:** Green, Jon; James Engler  
**Cc:** Ryan Thomas; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes it s started and we re well into it. Mr Master is speaking currently. You dialed into the press number below?

Press Call-In Number [REDACTED]  
Press Confirmation Code [REDACTED]

---

**From:** Green Jon [mailto:JGreen@cityhall.nyc.gov]  
**Sent:** Wednesday, November 15, 2017 3:19 PM  
**To:** Leslie Patterson <leslie@berlinrosen.com>; James Engler <James.Engler@Phila.gov>  
**Cc:** Ryan Thomas <ryan@thehubproject.org>; Deborah Mahler <Deborah.Mahler@phila.gov>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

I am on the press line and still hearing music. Has call started?

---

**From:** Leslie Patterson [mailto:leslie@berlinrosen.com]  
**Sent:** Wednesday, November 15, 2017 2:53 PM  
**To:** James Engler; Green, Jon  
**Cc:** Ryan Thomas; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

We have only heard from CBS 6 and NBC 10 that they plan to have someone join. The other networks said they wouldn't know until right before and we kept getting passed around at the Inquirer but never got a confirmation that someone would join although several people have the call in number.

---

**From:** James Engler [mailto:James.Engler@Phila.gov]  
**Sent:** Wednesday, November 15, 2017 2:51 PM  
**To:** Green Jon <JGreen@cityhall.nyc.gov>; Leslie Patterson <leslie@berlinrosen.com>  
**Cc:** Ryan Thomas <ryan@thehubproject.org>; Deborah Mahler <Deborah.Mahler@phila.gov>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Do you have a list of RSVPs s? Depending on timing Mayor Kenney may not make the Q&A.

---

**From:** Green Jon [mailto:JGreen@cityhall.nyc.gov]  
**Sent:** Wednesday, November 15, 2017 2:48 PM  
**To:** Leslie Patterson <leslie@berlinrosen.com>  
**Cc:** Ryan Thomas <ryan@thehubproject.org>; James Engler <James.Engler@Phila.gov>; Deborah Mahler <Deborah.Mahler@phila.gov>  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

+ Jim and Debbie from Kenney's office. They should weigh in.

Sent from my iPhone

On Nov 15, 2017, at 2:45 PM, Leslie Patterson <leslie@berlinrosen.com> wrote:

Jon, if there are any reporters who you *wouldn't* want us to call on, say that you've had issues with in the past or something that would be good for us to know that. Otherwise, we'll give priority based on size/prominence of the outlet. Thanks!

---

**From:** Green Jon [mailto:JGreen@cityhall.nyc.gov]  
**Sent:** Wednesday, November 15, 2017 2:37 PM  
**To:** Ryan Thomas <ryan@thehubproject.org>  
**Cc:** Leslie Patterson <leslie@berlinrosen.com>  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

Please do a test/trial run of system with Leslie so she knows how to use the system.

Sent from my iPhone

On Nov 15, 2017, at 2:36 PM, Ryan Thomas <ryan@thehubproject.org> wrote:

Hi folks -- sorry was hoping off of another press call. Everything all set?

On Wed, Nov 15, 2017, at 2:34 PM, Leslie Patterson <leslie@berlinrosen.com> wrote:

I just did a test call, they said we're all set. The person I spoke to is making a note that we're calling in a few minutes early. I think we should be good to go. Thanks!

---

**From:** Green Jon [mailto:JGreen@cityhall.nyc.gov]  
**Sent:** Wednesday, November 15, 2017 1:53 PM  
**To:** Leslie Patterson <leslie@berlinrosen.com>  
**Cc:** Ryan Thomas <ryan@thehubproject.org>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Leslie, have you and Ryan done a test drive of the call-in system? All set?  
I'll dial into the press line so I'm not worried about whether my phone is muted.

Just want to make sure that the admin piece is completely handled. And I really appreciate you plugging that gap.

Thanks.

---

**From:** Leslie Patterson [mailto:leslie@berlinrosen.com]  
**Sent:** Tuesday, November 14, 2017 5:49 PM  
**To:** Green, Jon; Morgan Williams; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddy; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koldin; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi everyone – thanks so much for all of this! It looks great and I'm excited about the call. Two quick questions:

- Can other folks who are sending the advisory to press keep the group posted about RSVPs they're getting? We're going to be pitching aggressively tomorrow and want to have a sense of where we're at as much as possible. As of now, we've heard that NBC 10 in Philly plans to cover.
- We'd like to add the dial-in information into the advisory when we resend it tomorrow – especially now that the vote might happen, we want to make it easy for press to join on what's going to be a busy day. Can you let us know if there's any issue with doing that?

Finally, Jon, I agree with your recommendation on how to reframe remarks if the vote happens. I do think it would likely help with press attendance to our call, depending on the timing. We'll look out for any

updates from you on that front.

Thanks!  
Leslie

---

**From:** Green Jon [mailto:JGreen@cityhall.nyc.gov]  
**Sent:** Tuesday, November 14, 2017, 4:21 PM  
**To:** Morgan Williams <Morgan.Williams@berlinrosen.com>; James Engler <James.Engler@Phila.gov>; Angela Simaan <angela@mainstreetalliance.org>; Sam Quigley <sam@patrioticmillionaires.org>; Theo Chayegan <theo@thehubproject.org>; Ryan Thomas <ryan@thehubproject.org>; Goldstein, Freddi <FGoldstein@cityhall.nyc.gov>; Ari Schwartz <aschwartz@populardemocracy.org>; Sarah Johnson <sjohnson@populardemocracy.org>; Karyn Bruggeman <karynb@stateinnovation.org>; Elyssa Koidin <elyssa@momsrising.org>; Deborah Mahler <Deborah.Mahler@phila.gov>; Leslie Patterson <leslie@berlinrosen.com>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Greetings all

Thanks for everyone's help organizing tomorrow's PA press call. Attached and copied below is a draft run of show including speaking times and the call-in information both for speakers and press.

I'd encourage each of you to try to have your speaker do this call from a land line as that reduces risk of disconnection and poor reception.

Also note Michael Row of the Penn Book Store might not be able to participate and is not listed in the run of show for that reason. If MSA is able to confirm him or add a replacement we can update.

ICYMI: Indications are that the vote on the floor of the House could happen sometime tomorrow. This is not a vote on final passage as the Senate still needs to have their committee mark-up and a floor vote and then there would likely be a conference to reconcile the two bills which would have to go back to both chambers. We will keep close tabs on the progress of the floor vote and if the vote has happened prior to this call, speakers should frame their remarks as a reaction to the vote rather than a pre-emptive strike. But the messages are largely unchanged. We will of course let the group know about which if any Representatives in Pennsylvania vote against the bill. I could imagine this development could impact press interest in the call in both positive and negative ways – Morgan may have thoughts on that.

Don't hesitate to reach out if you have any questions.

Thank you  
Jon

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Cell: (917) 704-5807

**Press Call on House Tax Bill**

Time: 3:15 PM ET. Participants should dial into the participant line at 3:10.

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

**Run of Show**

**3:15 - 3:16 Leslie Patterson of Berlin Rosen, call facilitator**  
Leslie will open the call and introduce Mayor Jim Kenny.

**3:17 - 3:20 Philadelphia Mayor Jim Kenney**  
Mayor Kenney will speak about the ways in which the tax reform bill harms Philadelphia and its residents. Mayor Kenney will introduce State Senator Art Haywood.

**3:21 - 3:24 State Senator Art Haywood**  
State Senator Art Haywood will speak about the ways the tax reform bill harms the people of his district and the people of Pennsylvania. Senator Haywood will introduce Mayor Elect Garrett.

**3:25 - 3:27 Councilwoman and Mayor-elect Marita Garrett of Wilkesburg**  
Mayor-elect Garrett will speak about the ways in which the tax reform bill harms small and medium sized cities and benefits Wall Street more than Main Street. Mayor Elect Garrett will introduce Richard Master.

**3:28 - 3:30 Richard Master, CEO of MCS Industries and a Patriotic Millionaire**  
Mr. Master will speak about how the ways in which tax bill will benefit him personally – but not give his business incentive to hire more workers or increase wages. Mr. Master will introduce Gabrielle Trinkle.

**3:31 - 3:33 Gabrielle Trinkle, MomsRising member and mother of two**  
Gabrielle will speak about how the tax bill will grow the deficit and lead to cuts in programs like healthcare and education for her children. She will share how she depended on SNAP benefits earlier in her life and how the tax bill would lead to cuts in programs like that.

**3:34 - 3:45 Leslie Patterson of Berlin Rosen will facilitate Q & A from press**

---

**From:** Morgan Williams [mailto:Morgan.Williams@berlinrosen.com]  
**Sent:** Tuesday, November 14, 2017, 12:41 PM  
**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi all

My colleague Leslie Patterson who is also from BerlinRosen and works with MomsRising will be helping to staff the call. The plan should be for the speakers to introduce the person following them but Leslie will be on in case that doesn't happen. She will also call on press for questions. Let me know if there are any questions.

Thanks  
Morgan

---

**From:** Green Jon [mailto:JGreen@cityhall.nyc.gov]  
**Sent:** Tuesday, November 14, 2017, 12:30 PM  
**To:** James Engler <James.Engler@Phila.gov>; Angela Simaan <angela@mainstreetalliance.org>; Sam Quigley <sam@patrioticmillionaires.org>; Theo Chayegan <theo@thehubproject.org>; Ryan Thomas <ryan@thehubproject.org>; tim@thehubproject.org; Goldstein, Freddi <FGoldstein@cityhall.nyc.gov>; Ari Schwartz <aschwartz@populardemocracy.org>; Sarah Johnson <sjohnson@populardemocracy.org>; Karyn Bruggeman <karynb@stateinnovation.org>; Elyssa Koidin <elyssa@momsrising.org>; Deborah Mahler <Deborah.Mahler@phila.gov>; Morgan Williams <Morgan.Williams@berlinrosen.com>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes – I believe it was sent yesterday but perhaps to a different email chain. Apologies

Time: 3:15 PM ET (with 15 minute pre-conference)  
Lines: 40 individual lines for press

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

RT

---

**From:** James Engler [mailto:James.Engler@Phila.gov]  
**Sent:** Tuesday, November 14, 2017, 12:25 PM

To: Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; 'Morgan Williams'  
 Subject: Re: Materials for call to prep for PA press call on 11/15

Hey All,

Do we have call-in information yet for this?

Thanks, Jim

James R. Engler, Esq.  
 Deputy Mayor for Policy and Legislation | Office of the Mayor  
 City of Philadelphia  
 City Hall, Rm. 203 | Philadelphia, PA 19107  
 Office [215 686 0323](tel:2156860323)  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

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For our call at 3pm we need to review

1. Logistics – Not One Penny is point on setting up call system, providing call-in information for participants and press.
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[512-913-8875](tel:512-913-8875)

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny” Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkes-Barre to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

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Speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

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 Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**  
 Mayor Jim Kenney of Philadelphia  
 Councilwoman Marita Garrett of Wilkes-Barre  
 State Senator Art Haywood  
 Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
 Gabrielle Trinkle, MomsRising  
 Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**  
 Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**  
 Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or [512-913-8875](tel:512-913-8875).

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

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Income Group	Income Range	Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$		
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**Jon Green**  
 NYC Office of the Mayor  
 Senior Advisor for Strategic Initiatives  
 Office: [212 748 0368](tel:2127480368)  
 Cell: [917 704 5807](tel:9177045807)

--

**Ryan Thomas**

Communications Associate The Hub Project

[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

From: [Green Jon](#)  
To: [Leslie Patterson](#)  
Subject: RE: Materials for call to prep for PA press call on 11/15  
Date: Wednesday November 15, 2017 3:34:00 PM

Did we have any other media on the call?

Thanks much.

From: Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
Sent: Wednesday, November 15, 2017 3:27 PM  
To: Green, Jon; James Engler  
Cc: Ryan Thomas; Deborah Mahler  
Subject: RE: Materials for call to prep for PA press call on 11/15

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Press Confirmation Code [REDACTED]

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Cc: Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>  
Subject: RE: Materials for call to prep for PA press call on 11/15

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From: Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
Sent: Wednesday, November 15, 2017 2:53 PM  
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Cc: Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>  
Subject: RE: Materials for call to prep for PA press call on 11/15

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To: Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
Cc: Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>  
Subject: Re: Materials for call to prep for PA press call on 11/15

+ Jim and Debbie from Kenney's office. They should weigh in.

Sent from my iPhone

On Nov 15 2017 at 2 45 PM Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote

Jon if there are any reporters who you *wouldn't* want us to call on say that you ve had issues with in the past or something that would be good for us to know that. Otherwise we ll give priority based on size/prominence of the outlet. Thanks!

From: Green Jon [<mailto:JGreen@cityhall.nyc.gov>]  
Sent: Wednesday November 15 2017 2 37 PM  
To: Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>  
Cc: Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
Subject: Re: Materials for call to prep for PA press call on 11/15

Please do a test/trial run of system with Leslie so she knows how to use the system.

Sent from my iPhone

On Nov 15 2017 at 2 36 PM Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)> wrote

Hi folks -- sorry was hoping off of another press call. Everything all set?

On Wed Nov 15 2017 at 2 34 PM Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote

I just did a test call they said we re all set. The person I spoke to is making a note that we re calling in a few minutes early. I think we should be good to go. Thanks!

From: Green Jon [<mailto:JGreen@cityhall.nyc.gov>]  
Sent: Wednesday November 15 2017 1 53 PM  
To: Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
Cc: Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>  
Subject: RE: Materials for call to prep for PA press call on 11/15

Leslie have you and Ryan done a test drive of the call-in system? All set?

I ll dial into the press line so I m not worried about whether my phone is muted.

Just want to make sure that the admin piece is completely handled. And I really appreciate you plugging that gap.

Thanks.

From: Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
Sent: Tuesday, November 14, 2017 5:49 PM  
To: Green, Jon; Morgan Williams; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddy; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koldin; Deborah Mahler  
Subject: RE: Materials for call to prep for PA press call on 11/15

Hi everyone – thanks so much for all of this! It looks great and I m excited about the call. Two quick questions

- Can other folks who are sending the advisory to press keep the group posted about RSVPs they re getting? We re going to be pitching aggressively tomorrow and want to have a sense of where we re at as much as possible. As of now we have heard that NBC 10 in Philly plans to cover.
- We d like to add the dial in information into the advisory when we resend it tomorrow – especially now that the vote might happen we want to make it easy for press to join on what s going to be a busy day. Can you let us know if there s any issue with doing that?

Finally Jon I agree with your recommendation on how to reframe remarks if the vote happens. I do think it would likely help with press attendance to our call depending on the timing. We ll look out for any updates from you on that front.

Thanks!  
Leslie

---

**From:** Green Jon [<mailto:JGreen@cityhall.nyc.gov>]  
**Sent:** Tuesday, November 14, 2017, 4:21 PM  
**To:** Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>; James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; tim@thehubproject.org; Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Greetings all

Thanks for everyone's help organizing tomorrow's PA press call. Attached and copied below is a draft run of show including speaking times and the call-in information both for speakers and press.

I'd encourage each of you to try to have your speaker do this call from a land line as that reduces risk of disconnection and poor reception.

Also note Michael Row of the Penn Book Store might not be able to participate and is not listed in the run of show for that reason. If MSA is able to confirm him or add a replacement we can update.

ICYMI: Indications are that the vote on the floor of the House could happen sometime tomorrow. This is not a vote on final passage as the Senate still needs to have their committee mark-up and a floor vote and then there would likely be a conference to reconcile the two bills which would have to go back to both chambers. We will keep close tabs on the progress of the floor vote and if the vote has happened prior to this call, speakers should frame their remarks as a reaction to the vote rather than a pre-emptive strike. But the messages are largely unchanged. We will of course let the group know about which, if any, Representatives in Pennsylvania vote against the bill. I could imagine this development could impact press interest in the call in both positive and negative ways – Morgan may have thoughts on that.

Don't hesitate to reach out if you have any questions.

Thank you  
Jon

**Jon Green**  
NYC, Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Cell: (917) 704-5807

**Press Call on House Tax Bill**

Time: 3:15 PM ET. Participants should dial into the participant line at 3:10.

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

**Run of Show**

**3:15 - 3:16 Leslie Patterson of Berlin Rosen, call facilitator**  
Leslie will open the call and introduce Mayor Jim Kenny.

**3:17 – 3:20 Philadelphia Mayor Jim Kenney**  
Mayor Kenney will speak about the ways in which the tax reform bill harms Philadelphia and its residents. Mayor Kenney will introduce State Senator Art Haywood.

**3:21 – 3:24 State Senator Art Haywood**  
State Senator Art Haywood will speak about the ways the tax reform bill harms the people of his district and the people of Pennsylvania. Senator Haywood will introduce Mayor Elect Garrett.

**3:25 – 3:27 Councilwoman and Mayor-elect Marita Garrett of Wilkesburg**  
Mayor-elect Garrett will speak about the ways in which the tax reform bill harms small and medium sized cities and benefits Wall Street more than Main Street. Mayor Elect Garrett will introduce Richard Master.

**3:28 – 3:30 Richard Master, CEO of MCS Industries and a Patriotic Millionaire**  
Mr. Master will speak about how the ways in which tax bill will benefit him personally – but not give his business incentive to hire more workers or increase wages. Mr. Master will introduce Gabrielle Trinkle.

**3:31 – 3:33 Gabrielle Trinkle, MomsRising member and mother of two**  
Gabrielle will speak about how the tax bill will grow the deficit and lead to cuts in programs like healthcare and education for her children. She will share how she depended on SNAP benefits earlier in her life and how the tax bill would lead to cuts in programs like that.

**3:34 – 3:45 Leslie Patterson of Berlin Rosen will facilitate Q & A from press**

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**From:** Morgan Williams [<mailto:Morgan.Williams@berlinrosen.com>]  
**Sent:** Tuesday, November 14, 2017, 12:41 PM  
**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi all

My colleague Leslie Patterson who is also from BerlinRosen and works with MomsRising will be helping to staff the call. The plan should be for the speakers to introduce the person following them, but Leslie will be on in case that doesn't happen. She will also call on press for questions. Let me know if there are any questions.

Thanks  
Morgan

---

**From:** Green Jon [<mailto:JGreen@cityhall.nyc.gov>]  
**Sent:** Tuesday, November 14, 2017, 12:30 PM  
**To:** James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes – I believe it was sent yesterday but perhaps to a different email chain. Apologies

Time: 3:15 PM ET (with 15 minute pre-conference)  
Lines: 40 individual lines for press

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

RT

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**From:** James Engler [<mailto:James.Engler@Phila.gov>]  
**Sent:** Tuesday, November 14, 2017, 12:25 PM  
**To:** Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Morgan

Williams'  
Subject: Re: Materials for call to prep for PA press call on 11/15

Hey All,

Do we have call-in information yet for this?

Thanks, Jim

James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm. 203 | Philadelphia, PA 19107  
Office [215.686.0323](tel:2156860323)  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

From: Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
Sent: Monday, November 13, 2017, 2:59:36 PM  
To: Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddy; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'  
Subject: Materials for call to prep for PA press call on 11/15

Attached and below is a draft media advisory for the Wednesday press call with local elected officials, business owners, and a member of Moms Rising.

Below the press release is a helpful table from Institute for Tax and Economic Policy (ITEP) showing the distributional effects of the tax reform bill in PA. Key data point: Over 1 million PA families will see taxes increase under this plan, and 70% of those have family incomes of less than \$150,000.

For our call at 3pm, we need to review:

1. Logistics – Not One Penny is point on setting up call system, providing call-in information for participants and press.
2. Press outreach – Berlin Rosen can handle? Should coordinate with elected officials press offices.
3. Top-line messages, talking points (see attached material from Not One Penny – and I think there will be other points we will want specific speakers to touch on)
4. Run of Show

**FOR PLANNING PURPOSES ONLY:**  
Monday, November 13, 2017

**PRESS CONTACT:**  
Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
[512-913-8875](tel:512-913-8875)

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join "Not One Penny" Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkes-Barre to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

Washington, D.C. — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkes-Barre, and State Senator Art Haywood will join "Not One Penny" advocates to host a press call to denounce Trump's tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans' tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**  
Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**  
Mayor Jim Kenney of Philadelphia  
Councilwoman Marita Garrett of Wilkes-Barre  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**  
Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**  
Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or [512-913-8875](tel:512-913-8875).

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

Income				All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
Income Group	Income Range	Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$		
Poorest 20%	Less than \$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000	
Second 20%	\$33,400 to \$59,850	\$46,200	-\$330,900	-\$230	-0.5%	4%	76%	-\$380	13%	\$450	184,000	
Middle 20%	\$59,850 to \$93,260	\$75,300	-\$758,700	-\$540	-0.7%	9%	79%	-\$910	19%	\$930	262,000	
Fourth 20%	\$93,260 to \$148,380	\$116,100	-\$1,083,500	-\$870	-0.8%	13%	80%	-\$1,600	19%	\$2,160	235,000	
Next 15%	\$148,380 to \$303,300	\$201,900	-\$1,339,500	-\$1,450	-0.7%	16%	73%	-\$3,000	27%	\$2,780	248,000	
Next 4%	\$303,300 to \$753,590	\$461,700	-\$1,142,200	-\$4,620	-1.0%	13%	78%	-\$7,470	22%	\$5,360	55,000	
Richest 1%	\$753,590 and higher	\$2,454,400	-\$3,775,000	-\$66,120	-2.7%	44%	97%	-\$68,590	3%	\$6,620	2,000	
<b>ALL</b>		<b>\$115,300</b>	<b>-\$8,585,300</b>	<b>-\$1,260</b>	<b>-1.1%</b>	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>	
Bottom 60%	Less than \$93,260	\$46,900	-\$1,244,700	-\$290	-0.6%	14%	79%	-\$470	11%	\$700	478,000	

Jon Green  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: [212-748-0368](tel:212-748-0368)  
Cell: [917-704-5807](tel:917-704-5807)

--

**Ryan Thomas**

Communications Associate The Hub Project

[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

From: [Green, Jon](#)  
To: [Leslie Patterson](#)  
Cc: [Morgan Williams](#); [James Engler](#); [Angela Simaan](#); [Sam Quigley](#); [Theo Chayegan](#); [Ryan Thomas](#); [tim@thehubproject.org](#); [Goldstein, Freddi](#); [Ari Schwartz](#); [Sarah Johnson](#); [Karyn Bruggeman](#); [Elyssa Koidin](#); [Deborah Mahler](#)  
Subject: RE: Materials for call to prep for PA press call on 11/15  
Date: Wednesday, November 15, 2017, 3:36:34 PM

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Thanks all.

We'll work with the coalition to get a release out to media as well.

Jim and Debbie: if your shop has a release or wants to take the lead on it we'll be glad to follow your lead.

Jon

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From: Green, Jon  
Sent: Wednesday, November 15, 2017, 3:01 PM  
To: Leslie Patterson  
Cc: Morgan Williams; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler  
Subject: RE: Materials for call to prep for PA press call on 11/15

Hi everyone

The call will begin in 15 minutes at 3:15. I would appreciate it if everyone who is staffing a presenter on the call could remind them to keep their remarks to the time limit in the RoS. (4 minutes for Mayor Kenney and State Senator Haywood, 3 minutes for all other speakers).

I've copied the RoS below in case anyone needs to get it to their presenter. Thanks!

**Press Call on House Tax Bill**

Time: 3:15 PM ET. Participants should dial into the participant line at 3:10.

Speaker Call-In Number: [REDACTED]

Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]

Press Confirmation Code: [REDACTED]

-

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**3:15 - 3:16 Leslie Patterson of Berlin Rosen, call facilitator**

Leslie will open the call and introduce Mayor Jim Kenney.

**3:17 - 3:20 Philadelphia Mayor Jim Kenney**

Mayor Kenney will speak about the ways in which the tax reform bill harms Philadelphia and its residents. Mayor Kenney will introduce State Senator Art Haywood.

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Mayor-elect Garrett will speak about the ways in which the tax reform bill harms small and medium-sized cities and benefits Wall Street more than Main Street. Mayor Elect Garrett will introduce Richard Master.

**3:28 - 3:30 Richard Master, CEO of MCS Industries and a Patriotic Millionaire**

Mr. Master will speak about how the ways in which tax bill will benefit him personally – but not give his business incentive to hire more workers or increase wages. Mr. Master will introduce Gabrielle Trinkle.

**3:31 - 3:33 Gabrielle Trinkle, MomsRising member and mother of two**

Gabrielle will speak about how the tax bill will grow the deficit and lead to cuts in programs like healthcare and education for her children. She will share how she depended on SNAP benefits earlier in her life and how the tax bill would lead to cuts in programs like that.

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From: Green, Jon  
Sent: Tuesday, November 14, 2017, 7:04 PM  
To: Leslie Patterson  
Cc: Morgan Williams; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](#); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler  
Subject: Re: Materials for call to prep for PA press call on 11/15

Vote now appears to be scheduled for Thursday afternoon.

Sent from my iPhone

On Nov 14, 2017, at 5:49 PM, Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote

Hi everyone – thanks so much for all of this! It looks great, and I'm excited about the call. Two quick questions

- Can other folks who are sending the advisory to press keep the group posted about RSVPs they're getting? We're going to be pitching aggressively tomorrow and want to have a sense of where we're at as much as possible. As of now, we've heard that NBC 10 in Philly plans to cover.
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Finally, Jon, I agree with your recommendation on how to reframe remarks if the vote happens. I do think it would likely help with press attendance to our call, depending on the timing. We'll look out for any updates from you on that front.

Thanks!

Leslie

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Sent: Tuesday, November 14, 2017, 4:21 PM  
To: Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>; James Engler <[James.Engler@phila.gov](mailto:James.Engler@phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; Jim <[jim@thehubproject.org](mailto:jim@thehubproject.org)>; Goldstein, Freddi <[EGoldstein@cityhall.nyc.gov](mailto:EGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karyn@stateinnovation.org](mailto:karyn@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
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ICYMI: Indications are that the vote on the floor of the House could happen sometime tomorrow. This is not a vote on final passage as the Senate still needs to have their committee mark-up and a floor vote and then there would likely be a conference to reconcile the two bills, which would have to go back to both chambers. We will keep close tabs on the progress of the floor vote and if the vote has happened prior to this call, speakers should frame their remarks as a reaction to the vote rather than a pre-emptive strike. But the messages are largely unchanged. We will, of course, let the group know about which, if any, Representatives in Pennsylvania vote against the bill. I could imagine this development could impact press interest in the call in both positive and negative ways – Morgan may have thoughts on that.

Don't hesitate to reach out if you have any questions.

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Jon Green  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Ce I: (917) 704-5807

**Press Call on House Tax Bill**

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Speaker Call-In Number [REDACTED]  
Speaker Confirmation Code [REDACTED]

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**From:** Morgan Williams [mailto:Morgan.Williams@berlinrosen.com]  
**Sent:** Tuesday, November 14, 2017 12:41 PM  
**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

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**From:** Green Jon [mailto:JGreen@cityhall.nyc.gov]  
**Sent:** Tuesday November 14 2017 12 30 PM  
**To:** James Engler <James.Engler@Phila.gov>; Angela Simaan <angela@mainstreetalliance.org>; Sam Quigley <sam@patrioticmillionaires.org>; Theo Chayegan <theo@thehubproject.org>; Ryan Thomas <ryan@thehubproject.org>; tim@thehubproject.org; Goldstein Freddi <Goldstein@cityhall.nyc.gov>; Ari Schwartz <aschwartz@populardemocracy.org>; Sarah Johnson <sjohnson@populardemocracy.org>; Karyn Bruggeman <karynb@stateinnovation.org>; Elyssa Koidin <elyssa@momsrising.org>; Deborah Mahler <Deborah.Mahler@phila.gov>; Morgan Williams <Morgan.Williams@berlinrosen.com>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes – I believe it was sent yesterday but perhaps to a different email chain. Apologies

Time: 3:15 PM ET (with 15 minute pre-conference)  
Lines: 40 individual lines for press

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

RT

---

**From:** James Engler [mailto:James.Engler@Phila.gov]  
**Sent:** Tuesday, November 14, 2017 12:25 PM  
**To:** Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; 'Morgan Williams'  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

Hey All,

Do we have call-in information yet for this?

Thanks, Jim

James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm. 203 | Philadelphia, PA 19107  
Office 215.686.0323  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

---

**From:** Green Jon <JGreen@cityhall.nyc.gov>  
**Sent:** Monday November 13 2017 2 59 36 PM  
**To:** Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'  
**Subject:** Materials for call to prep for PA press call on 11/15

Attached and below is a draft media advisory for the Wednesday press call with local elected officials business owners and a member of Moms Rising.

Below the press release is a helpful table from Institute for Tax and Economic Policy (ITEP) showing the distributional effects of the tax reform bill in PA. Key data point Over 1 million PA families will see taxes increase under this plan and 70% of those have family incomes of less than \$150 000.

For our call at 3pm we need to review

1. Logistics – Not One Penny is point on setting up call system providing call-in information for participants and press.
2. Press outreach – Berlin Rosen can handle? Should coordinate with elected officials press offices.
3. Top-line messages talking points (see attached material from Not One Penny – and I think there will be other points we will want specific speakers to touch on)
4. Run of Show

**FOR PLANNING PURPOSES ONLY:**  
Monday, November 13, 2017

**PRESS CONTACT:**  
Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join "Not One Penny" Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkesburg, and State Senator Art Haywood will join "[Not One Penny](#)" advocates to host a press call to denounce Trump's tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans' tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia  
Councilwoman Marita Garrett of Wilkesburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

Income Group	Income			All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
	Income Range	Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$		
<b>Poorest 20%</b>	Less than \$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000	
<b>Second 20%</b>	\$33,400 to \$59,850	\$46,200	-\$330,900	-\$230	-0.5%	4%	76%	-\$380	13%	\$450	184,000	
<b>Middle 20%</b>	\$59,850 to \$93,260	\$75,300	-\$758,700	-\$540	-0.7%	9%	79%	-\$910	19%	\$930	262,000	
<b>Fourth 20%</b>	\$93,260 to \$148,380	\$116,100	-\$1,083,500	-\$870	-0.8%	13%	80%	-\$1,600	19%	\$2,160	235,000	
<b>Next 15%</b>	\$148,380 to \$303,300	\$201,900	-\$1,339,500	-\$1,450	-0.7%	16%	73%	-\$3,000	27%	\$2,780	248,000	
<b>Next 4%</b>	\$303,300 to \$753,590	\$461,700	-\$1,142,200	-\$4,620	-1.0%	13%	78%	-\$7,470	22%	\$5,360	55,000	
<b>Richest 1%</b>	\$753,590 and higher	\$2,454,400	-\$3,775,000	-\$66,120	-2.7%	44%	97%	-\$68,590	3%	\$6,620	2,000	
<b>ALL</b>		<b>\$115,300</b>	<b>-\$8,585,300</b>	<b>-\$1,260</b>	<b>-1.1%</b>	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>	
<b>Bottom 60%</b>	Less than \$93,260	\$46,900	-\$1,244,700	-\$290	-0.6%	14%	79%	-\$470	11%	\$700	478,000	

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Ce I: (917) 704-5807

**From:** [Green Jon](#)  
**To:** [Leslie Patterson](#)  
**Subject:** RE: Materials for call to prep for PA press call on 11/15  
**Date:** Wednesday, November 15, 2017 3:50:00 PM

---

Leslie can you give me a quick call – office line below.  
Thanks much for your help!

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Cell: (917) 704-5807

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Wednesday, November 15, 2017 3:27 PM  
**To:** Green, Jon; James Engler  
**Cc:** Ryan Thomas; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes it s started and we re well into it. Mr Master is speaking currently. You dialed into the press number below?

Press Call-In Number [REDACTED]  
Press Confirmation Code [REDACTED]

---

**From:** Green Jon [<mailto:JGreen@cityhall.nyc.gov>]  
**Sent:** Wednesday, November 15, 2017 3:19 PM  
**To:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>; James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>  
**Cc:** Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

I am on the press line and still hearing music. Has call started?

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Wednesday, November 15, 2017 2:53 PM  
**To:** James Engler; Green, Jon  
**Cc:** Ryan Thomas; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

We have only heard from CBS 6 and NBC 10 that they plan to have someone join. The other networks said they wouldn t know until right before and we kept getting passed around at the Inquirer but never got a confirmation that someone would join although several people have the call in number.

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**From:** James Engler [<mailto:James.Engler@Phila.gov>]  
**Sent:** Wednesday, November 15, 2017 2:51 PM  
**To:** Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Do you have a list of RSVPs s? Depending on timing Mayor Kenney may not make the Q&A.

---

**From:** Green Jon [<mailto:JGreen@cityhall.nyc.gov>]  
**Sent:** Wednesday, November 15, 2017 2:48 PM  
**To:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

+ Jim and Debbie from Kenney's office. They should weigh in.

Sent from my iPhone

On Nov 15 2017 at 2:45 PM Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote

Jon if there are any reporters who you *wouldn't* want us to call on say that you ve had issues with in the past or something that would be good for us to know that. Otherwise we ll give priority based on size/prominence of the outlet. Thanks!

---

**From:** Green Jon [<mailto:JGreen@cityhall.nyc.gov>]  
**Sent:** Wednesday, November 15, 2017 2:37 PM  
**To:** Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>  
**Cc:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

Please do a test/trial run of system with Leslie so she knows how to use the system.

Sent from my iPhone

On Nov 15 2017 at 2:36 PM Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)> wrote

Hi folks -- sorry was hoping off of another press call. Everything all set?

On Wed Nov 15 2017 at 2:34 PM Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote

I just did a test call they said we re all set. The person I spoke to is making a note that we re calling in a few minutes early. I think we should be good to go. Thanks!

---

**From:** Green Jon [<mailto:JGreen@cityhall.nyc.gov>]  
**Sent:** Wednesday, November 15, 2017 1:53 PM  
**To:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Leslie have you and Ryan done a test drive of the call-in system? All set?  
I ll dial into the press line so I m not worried about whether my phone is muted.

Just want to make sure that the admin piece is completely handled. And I really appreciate you plugging that gap.

Thanks.

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Tuesday, November 14, 2017 5:49 PM  
**To:** Green, Jon; Morgan Williams; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koldin; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi everyone – thanks so much for all of this! It looks great and I m excited about the call. Two quick questions

- Can other folks who are sending the advisory to press keep the group posted about RSVPs they re getting? We re going to be pitching aggressively tomorrow and want to have a sense of where we re at

as much as possible. As of now we have heard that NBC 10 in Philly plans to cover.

- We'd like to add the dial-in information to the advisory when we resend it tomorrow – especially now that the vote might happen we want to make it easy for press to join on what's going to be a busy day. Can you let us know if there's any issue with doing that?

Finally, Jon, I agree with your recommendation on how to reframe remarks if the vote happens. I do think it would likely help with press attendance to our call depending on the timing. We'll look out for any updates from you on that front.

Thanks!  
Leslie

---

**From:** Green, Jon [mailto:JGreen@cityhall.nyc.gov]  
**Sent:** Tuesday, November 14, 2017, 4:21 PM  
**To:** Morgan Williams <Morgan.Williams@berlinrosen.com>; James Engler <James.Engler@Phila.gov>; Angela Simaan <angela@mainstreetalliance.org>; Sam Quigley <sam@patrioticmillionaires.org>; Theo Chayegan <theo@thehubproject.org>; Ryan Thomas <ryan@thehubproject.org>; Goldstein, Freddi <FGoldstein@cityhall.nyc.gov>; Ari Schwartz <aschwartz@populardemocracy.org>; Sarah Johnson <sjohnson@populardemocracy.org>; Karyn Bruggeman <karynb@stateinnovation.org>; Elyssa Koidin <elyssa@momsrising.org>; Deborah Mahler <Deborah.Mahler@phila.gov>; Leslie Patterson <leslie@berlinrosen.com>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Greetings all

Thanks for everyone's help organizing tomorrow's PA press call. Attached and copied below is a draft run of show including speaking times and the call-in information both for speakers and press.

I do encourage each of you to try to have your speaker do this call from a land line as that reduces risk of disconnection and poor reception.

Also note Michael Row of the Penn Book Store might not be able to participate and is not listed in the run of show for that reason. If MSA is able to confirm him or add a replacement we can update.

ICYMI: Indications are that the vote on the floor of the House could happen sometime tomorrow. This is not a vote on final passage as the Senate still needs to have their committee mark-up and a floor vote and then there would likely be a conference to reconcile the two bills which would have to go back to both chambers. We will keep close tabs on the progress of the floor vote and if the vote has happened prior to this call, speakers should frame their remarks as a reaction to the vote rather than a pre-emptive strike. But the messages are largely unchanged. We will of course let the group know about which if any Representatives in Pennsylvania vote against the bill. I could imagine this development could impact press interest in the call in both positive and negative ways – Morgan may have thoughts on that.

Don't hesitate to reach out if you have any questions.

Thank you  
Jon

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0968  
Cell: (917) 704-5807

#### Press Call on House Tax Bill

Time: 3:15 PM ET. Participants should dial into the participant line at 3:10.

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

#### Run of Show

**3:15- 3:16 Leslie Patterson of Berlin Rosen, call facilitator**

Leslie will open the call and introduce Mayor Jim Kenney.

**3:17 – 3:20 Philadelphia Mayor Jim Kenney**

Mayor Kenney will speak about the ways in which the tax reform bill harms Philadelphia and its residents. Mayor Kenney will introduce State Senator Art Haywood.

**3:21 – 3:24 State Senator Art Haywood**

State Senator Art Haywood will speak about the ways the tax reform bill harms the people of his district and the people of Pennsylvania. Senator Haywood will introduce Mayor Elect Garrett.

**3:25 – 3:27 Councilwoman and Mayor-elect Marita Garrett of Wilkesburg**

Mayor-elect Garrett will speak about the ways in which the tax reform bill harms small and medium sized cities and benefits Wall Street more than Main Street. Mayor Elect Garrett will introduce Richard Master.

**3:28 – 3:30 Richard Master, CEO of MCS Industries and a Patriotic Millionaire**

Mr. Master will speak about how the ways in which tax bill will benefit him personally – but not give his business incentive to hire more workers or increase wages. Mr. Master will introduce Gabrielle Trinkle.

**3:31 – 3:33 Gabrielle Trinkle, MomsRising member and mother of two**

Gabrielle will speak about how the tax bill will grow the deficit and lead to cuts in programs like healthcare and education for her children. She will share how she depended on SNAP benefits earlier in her life and how the tax bill would lead to cuts in programs like that.

**3:34 – 3:45 Leslie Patterson of Berlin Rosen will facilitate Q & A from press**

---

**From:** Morgan Williams [mailto:Morgan.Williams@berlinrosen.com]  
**Sent:** Tuesday, November 14, 2017, 12:41 PM  
**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi all

My colleague Leslie Patterson who is also from BerlinRosen and works with MomsRising will be helping to staff the call. The plan should be for the speakers to introduce the person following them but Leslie will be on in case that doesn't happen. She will also call on press for questions. Let me know if there are any questions.

Thanks  
Morgan

---

**From:** Green, Jon [mailto:JGreen@cityhall.nyc.gov]  
**Sent:** Tuesday, November 14, 2017, 12:30 PM  
**To:** James Engler <James.Engler@Phila.gov>; Angela Simaan <angela@mainstreetalliance.org>; Sam Quigley <sam@patrioticmillionaires.org>; Theo Chayegan <theo@thehubproject.org>; Ryan Thomas <ryan@thehubproject.org>; tim@thehubproject.org; Goldstein, Freddi <FGoldstein@cityhall.nyc.gov>; Ari Schwartz <aschwartz@populardemocracy.org>; Sarah Johnson <sjohnson@populardemocracy.org>; Karyn Bruggeman <karynb@stateinnovation.org>; Elyssa Koidin <elyssa@momsrising.org>; Deborah Mahler <Deborah.Mahler@phila.gov>; Morgan Williams <Morgan.Williams@berlinrosen.com>  
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Speaker Confirmation Code: [REDACTED]

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**Sent:** Tuesday, November 14, 2017 12:25 PM  
**To:** Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; 'Morgan Williams'  
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Thanks, Jim

James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm. 203 | Philadelphia, PA 19107  
Office 215.686.0323  
James.Engler@Phila.gov

**From:** Green Jon <JGreen@cityhall.nyc.gov>  
**Sent:** Monday November 13 2017 2 59 36 PM  
**To:** Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'  
**Subject:** Materials for call to prep for PA press call on 11/15

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4. Run of Show

**FOR PLANNING PURPOSES ONLY:**  
Monday, November 13, 2017

**PRESS CONTACT:**  
Morgan Williams Grogan  
morgan.williams@berlinrosen.com  
512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny” Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkesburg, and State Senator Art Haywood will join “Not One Penny” advocates to host a press call to denounce Trump’s tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**  
Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**  
Mayor Jim Kenney of Philadelphia  
Councilwoman Marita Garrett of Wilkesburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**  
Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**  
Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or [512-913-8875](tel:512-913-8875).

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

Income				All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
Income Group	Income Range		Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$	
<b>Poorest 20%</b>	Less than	\$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000
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<b>Fourth 20%</b>	\$93,260 to	\$148,380	\$116,100	-\$1,083,500	-\$870	-0.8%	13%	80%	-\$1,600	19%	\$2,160	235,000
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<b>ALL</b>			<b>\$115,300</b>	<b>-\$8,585,300</b>	<b>-\$1,260</b>	<b>-1.1%</b>	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>
<b>Bottom 60%</b>	Less than	\$93,260	\$46,900	-\$1,244,700	-\$290	-0.6%	14%	79%	-\$470	11%	\$700	478,000

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: [212-748-0368](tel:212-748-0368)  
Cell: [917-704-5807](tel:917-704-5807)

--  
**Ryan Thomas**  
Communications Associate - The Hub Project  
[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

**From:** [Leslie Patterson](mailto:Leslie.Patterson)  
**To:** [Green Jon](mailto:Green_Jon)  
**Subject:** RE: Materials for call to prep for PA press call on 11/15  
**Date:** Wednesday, November 15, 2017 4:55:16 PM

---

Hi Jon, sorry just getting off a string of calls. Let me know if you still want to connect on the phone.

Unfortunately, we didn't have media that joined the call. Even the two RSVPs we'd gotten dropped off last minute. We'd love to be able to send a press release, and we're supposed to be getting the recording so we'll try to use that to follow up with folks and urge coverage.

Thanks  
Leslie

---

**From:** Green Jon [<mailto:JGreen@cityhall.nyc.gov>]  
**Sent:** Wednesday, November 15, 2017 3:35 PM  
**To:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Did we have any other media on the call?

Thanks much.

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Wednesday, November 15, 2017 3:27 PM  
**To:** Green, Jon; James Engler  
**Cc:** Ryan Thomas; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes, it's started, and we're well into it. Mr. Master is speaking currently. You dialed into the press number below?

Press Call-In Number [REDACTED]  
Press Confirmation Code [REDACTED]

---

**From:** Green Jon [<mailto:JGreen@cityhall.nyc.gov>]  
**Sent:** Wednesday, November 15, 2017 3:19 PM  
**To:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>; James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>  
**Cc:** Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

I am on the press line and still hearing music. Has call started?

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Wednesday, November 15, 2017 2:53 PM  
**To:** James Engler; Green, Jon  
**Cc:** Ryan Thomas; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

We have only heard from CBS 6 and NBC 10 that they plan to have someone join. The other networks said they wouldn't know until right before, and we kept getting passed around at the Inquirer, but never got a confirmation that someone would join, although several people have the call-in number.

---

**From:** James Engler [<mailto:James.Engler@Phila.gov>]  
**Sent:** Wednesday, November 15, 2017 2:51 PM  
**To:** Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
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**To:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
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+ Jim and Debbie from Kenney's office. They should weigh in.

Sent from my iPhone

On Nov 15, 2017, at 2:45 PM, Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote

Jon, if there are any reporters who *wouldn't* want us to call on, say that you've had issues with in the past or something, that would be good for us to know that. Otherwise, we'll give priority based on size/prominence of the outlet. Thanks!

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Please do a test/trial run of system with Leslie so she knows how to use the system.

Sent from my iPhone

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I just did a test call, they said we're all set. The person I spoke to is making a note that we're calling in a few minutes early. I think we should be good to go. Thanks!

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**From:** Green Jon [<mailto:JGreen@cityhall.nyc.gov>]  
**Sent:** Wednesday, November 15, 2017 1:53 PM  
**To:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Leslie, have you and Ryan done a test drive of the call-in system? All set?  
I'll dial into the press line so I'm not worried about whether my phone is muted.

Just want to make sure that the admin piece is completely handled. And I really appreciate you plugging that gap.

Thanks.

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**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Tuesday, November 14, 2017 5:49 PM  
**To:** Green, Jon; Morgan Williams; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddy; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler

**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi everyone – thanks so much for all of this! It looks great and I'm excited about the call. Two quick questions

- Can other folks who are sending the advisory to press keep the group posted about RSVPs they're getting? We're going to be pitching aggressively tomorrow and want to have a sense of where we're at as much as possible. As of now we have heard that NBC 10 in Philly plans to cover.
- We'd like to add the dial-in information to the advisory when we resend it tomorrow – especially now that the vote might happen we want to make it easy for press to join on what's going to be a busy day. Can you let us know if there's any issue with doing that?

Finally, Jon, I agree with your recommendation on how to reframe remarks if the vote happens. I do think it would likely help with press attendance to our call depending on the timing. We'll look out for any updates from you on that front.

Thanks!  
Leslie

---

**From:** Green Jon [<mailto:JGreen@cityhall.nyc.gov>]

**Sent:** Tuesday, November 14, 2017, 4:21 PM

**To:** Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>; James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; tim@thehubproject.org; Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Subject:** RE: Materials for call to prep for PA press call on 11/15

Greetings all

Thanks for everyone's help organizing tomorrow's PA press call. Attached and copied below is a draft run of show including speaking times and the call-in information both for speakers and press.

I do encourage each of you to try to have your speaker do this call from a land line as that reduces risk of disconnection and poor reception.

Also note Michael Row of the Penn Book Store might not be able to participate and is not listed in the run of show for that reason. If MSA is able to confirm him or add a replacement we can update.

ICYMI: Indications are that the vote on the floor of the House could happen sometime tomorrow. This is not a vote on final passage as the Senate still needs to have their committee mark-up and a floor vote and then there would likely be a conference to reconcile the two bills which would have to go back to both chambers. We will keep close tabs on the progress of the floor vote and if the vote has happened prior to this call, speakers should frame their remarks as a reaction to the vote rather than a pre-emptive strike. But the messages are largely unchanged. We will of course let the group know about which if any Representatives in Pennsylvania vote against the bill. I could imagine this development could impact press interest in the call in both positive and negative ways – Morgan may have thoughts on that.

Don't hesitate to reach out if you have any questions.

Thank you  
Jon

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0988  
Cell: (917) 704-5807

**Press Call on House Tax Bill**

Time: 3:15 PM ET. Participants should dial into the participant line at 3:10.

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

**Run of Show**

**3:15 – 3:16 Leslie Patterson of Berlin Rosen, call facilitator**  
Leslie will open the call and introduce Mayor Jim Kenney.

**3:17 – 3:20 Philadelphia Mayor Jim Kenney**  
Mayor Kenney will speak about the ways in which the tax reform bill harms Philadelphia and its residents. Mayor Kenney will introduce State Senator Art Haywood.

**3:21 – 3:24 State Senator Art Haywood**  
State Senator Art Haywood will speak about the ways the tax reform bill harms the people of his district and the people of Pennsylvania. Senator Haywood will introduce Mayor Elect Garrett.

**3:25 – 3:27 Councilwoman and Mayor-elect Marita Garrett of Wilkinsburg**  
Mayor-elect Garrett will speak about the ways in which the tax reform bill harms small and medium-sized cities and benefits Wall Street more than Main Street. Mayor Elect Garrett will introduce Richard Master.

**3:28 – 3:30 Richard Master, CEO of MCS Industries and a Patriotic Millionaire**  
Mr. Master will speak about how the ways in which tax bill will benefit him personally – but not give his business incentive to hire more workers or increase wages. Mr. Master will introduce Gabrielle Trinkle.

**3:31 – 3:33 Gabrielle Trinkle, MomsRising member and mother of two**  
Gabrielle will speak about how the tax bill will grow the deficit and lead to cuts in programs like healthcare and education for her children. She will share how she depended on SNAP benefits earlier in her life and how the tax bill would lead to cuts in programs like that.

**3:34 – 3:45 Leslie Patterson of Berlin Rosen will facilitate Q & A from press**

---

**From:** Morgan Williams [<mailto:Morgan.Williams@berlinrosen.com>]

**Sent:** Tuesday, November 14, 2017, 12:41 PM

**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson

**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi all

My colleague Leslie Patterson who is also from BerlinRosen and works with MomsRising will be helping to staff the call. The plan should be for the speakers to introduce the person following them, but Leslie will be on in case that doesn't happen. She will also call on press for questions. Let me know if there are any questions.

Thanks  
Morgan

---

**From:** Green Jon [<mailto:JGreen@cityhall.nyc.gov>]

**Sent:** Tuesday, November 14, 2017, 12:30 PM

**To:** James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; tim@thehubproject.org; Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes – I believe it was sent yesterday but perhaps to a different email chain. Apologies

Time: 3:15 PM ET (with 15 minute pre-conference)  
Lines: 40 individual lines for press

Speaker Call-in Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-in Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

RT

**From:** James Engler [mailto:James.Engler@Phila.gov]  
**Sent:** Tuesday, November 14, 2017 12:25 PM  
**To:** Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddy; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; 'Morgan Williams'  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

Hey All,

Do we have call-in information yet for this?

Thanks, Jim

James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm. 203 | Philadelphia, PA 19107  
Office 215.686.0323  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

**From:** Green Jon <JGreen@cityhall.nyc.gov>  
**Sent:** Monday November 13 2017 2 59 36 PM  
**To:** Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddy; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'  
**Subject:** Materials for call to prep for PA press call on 11/15

Attached and below is a draft media advisory for the Wednesday press call with local elected officials, business owners, and a member of Moms Rising.

Below the press release is a helpful table from Institute for Tax and Economic Policy (ITEP) showing the distributional effects of the tax reform bill in PA. Key data point: Over 1 million PA families will see taxes increase under this plan, and 70% of those have family incomes of less than \$150,000.

For our call at 3pm we need to review

1. Logistics – Not One Penny is point on setting up call system, providing call-in information for participants and press.
2. Press outreach – Berlin Rosen can handle? Should coordinate with elected officials press offices.
3. Top-line messages, talking points (see attached material from Not One Penny – and I think there will be other points we will want specific speakers to touch on)
4. Run of Show

**FOR PLANNING PURPOSES ONLY:**  
Monday, November 13, 2017

**PRESS CONTACT:**  
Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny” Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkesburg, and State Senator Art Haywood will join “Not One Penny” advocates to host a press call to denounce Trump’s tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**  
Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**  
Mayor Jim Kenney of Philadelphia  
Councilwoman Marita Garrett of Wilkesburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**  
Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**  
Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

Income			All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
Income Group	Income Range	Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$	
<b>Poorest 20%</b>	Less than \$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000
<b>Second 20%</b>	\$33,400 to \$59,850	\$46,200	-\$330,900	-\$230	-0.5%	4%	76%	-\$380	13%	\$450	184,000
<b>Middle 20%</b>	\$59,850 to \$93,260	\$75,300	-\$758,700	-\$540	-0.7%	9%	79%	-\$910	19%	\$930	262,000
<b>Fourth 20%</b>	\$93,260 to \$148,380	\$116,100	-\$1,083,500	-\$870	-0.8%	13%	80%	-\$1,600	19%	\$2,160	235,000
<b>Next 15%</b>	\$148,380 to \$303,300	\$201,900	-\$1,339,500	-\$1,450	-0.7%	16%	73%	-\$3,000	27%	\$2,780	248,000
<b>Next 4%</b>	\$303,300 to \$753,590	\$461,700	-\$1,142,200	-\$4,620	-1.0%	13%	78%	-\$7,470	22%	\$5,360	55,000

<b>Richest 1%</b>	\$753,590 and higher	\$2,454,400	-\$3,775,000	-\$66,120	-2.7%	44%	97%	-\$68,590	3%	\$6,620	2,000	
<b>ALL</b>		<b>\$115,300</b>	<b>\$-8,585,300</b>	<b>-\$1,260</b>	-1.1%	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>	
<b>Bottom 60%</b>	Less than	\$93,260	\$46,900	\$-1,244,700	-\$290	-0.6%	14%	79%	-\$470	11%	\$700	478,000

**Jon Green**  
 NYC Office of the Mayor  
 Senior Advisor for Strategic Initiatives  
 Office: [212.748.0368](tel:2127480368)  
 Cell: [917.704.5807](tel:9177045807)

--  
**Ryan Thomas**  
 Communications Associate The Hub Project  
[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

**From:** [Leslie Patterson](mailto:Leslie.Patterson)  
**To:** [Green Jon](mailto:Green_Jon)  
**Subject:** RE: Materials for call to prep for PA press call on 11/15  
**Date:** Wednesday, November 15, 2017 5:37:07 PM

---

Just spoke to the service we should get the recording either tonight or first thing tomorrow. It's being processed. I'll of course pass it along!

---

**From:** Green Jon [<mailto:JGreen@cityhall.nyc.gov>]  
**Sent:** Wednesday, November 15, 2017 4:56 PM  
**To:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Bummer.  
Yes please call at # below.

Jon

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Cell: (917) 704-5807

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Wednesday, November 15, 2017 4:55 PM  
**To:** Green, Jon  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi Jon sorry just getting off a string of calls. Let me know if you still want to connect on the phone.

Unfortunately we didn't have media that joined the call. Even the two RSVPs we'd gotten dropped off last minute. We'd love to be able to send a press release and we're supposed to be getting the recording so will try to use that to follow up with folks and urge coverage.

Thanks  
Leslie

---

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**Cc:** Ryan Thomas; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

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Please do a test/trial run of system with Leslie so she knows how to use the system.

Sent from my iPhone

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**Subject:** RE: Materials for call to prep for PA press call on 11/15

Leslie have you and Ryan done a test drive of the call-in system? All set?  
I'll dial into the press line so I'm not worried about whether my phone is muted.

Just want to make sure that the admin piece is completely handled. And I really appreciate you plugging that gap.

Thanks.

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**From:** Leslie Patterson [mailto:[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)]  
**Sent:** Tuesday, November 14, 2017 5:49 PM  
**To:** Green, Jon; Morgan Williams; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi everyone – thanks so much for all of this! It looks great and I'm excited about the call. Two quick questions

- Can other folks who are sending the advisory to press keep the group posted about RSVPs they're getting? We're going to be pitching aggressively tomorrow and want to have a sense of where we're at as much as possible. As of now we've heard that NBC 10 in Philly plans to cover.
- We'd like to add the dial-in information into the advisory when we resend it tomorrow – especially now that the vote might happen we want to make it easy for press to join on what's going to be a busy day. Can you let us know if there's any issue with doing that?

Finally Jon I agree with your recommendation on how to reframe remarks if the vote happens. I do think it would likely help with press attendance to our call depending on the timing. We'll look out for any updates from you on that front.

Thanks!  
Leslie

---

**From:** Green Jon [mailto:[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)]  
**Sent:** Tuesday November 14 2017 4 21 PM  
**To:** Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>; James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[EGoldstein@cityhall.nyc.gov](mailto:EGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Greetings all

Thanks for everyone's help organizing tomorrow's PA press call. Attached and copied below is a draft run of show including speaking times and the call-in information both for speakers and press.

I'd encourage each of you to try to have your speaker do this call from a land line as that reduces risk of disconnection and poor reception.

Also note Michael Row of the Penn Book Store might not be able to participate and is not listed in the run of show for that reason. If MSA is able to confirm him or add a replacement we can update.

ICYMI Indications are that the vote on the floor of the House could happen sometime tomorrow. This is not a vote on final passage as the Senate still needs to have their committee mark-up and a floor vote and then there would likely be a conference to reconcile the two bills which would have to go back to both chambers. We will keep close tabs on the progress of the floor vote and if the vote has happened prior to this call speakers should frame their remarks as a reaction to the vote rather than a pre-emptive strike. But the messages are largely unchanged. We will of course let the group know about which if any Representatives in Pennsylvania vote against the bill. I could imagine this development could impact press interest in the call in both positive and negative ways – Morgan may have thoughts on that.

Don't hesitate to reach out if you have any questions.

Thank you  
Jon

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: [212-748-0368](tel:212-748-0368)  
Cell: [917-704-5807](tel:917-704-5807)

#### **Press Call on House Tax Bill**

Time 3:15 PM ET. Participants should dial into the participant line at 3:10.

Speaker Call-In Number [REDACTED]  
Speaker Confirmation Code [REDACTED]

Press Call-In Number [REDACTED]  
Press Confirmation Code [REDACTED]

#### **Run of Show**

**3:15- 3:16 Leslie Patterson of Berlin Rosen, call facilitator**  
Leslie will open the call and introduce Mayor Jim Kenny.

**3:17 – 3:20 Philadelphia Mayor Jim Kenney**  
Mayor Kenney will speak about the ways in which the tax reform bill harms Philadelphia and its residents. Mayor Kenney will introduce State Senator Art Haywood.

**3:21 – 3:24 State Senator Art Haywood**  
State Senator Art Haywood will speak about the ways the tax reform bill harms the people of his district and the people of Pennsylvania. Senator Haywood will introduce Mayor Elect Garrett.

**3:25 – 3:27 Councilwoman and Mayor-elect Marita Garrett of Wilkesburg**  
Mayor-elect Garrett will speak about the ways in which the tax reform bill harms small and medium sized cities and benefits Wall Street more than Main Street. Mayor Elect Garrett will introduce Richard Master.

**3:28 – 3:30 Richard Master, CEO of MCS Industries and a Patriotic Millionaire**  
Mr. Master will speak about how the ways in which tax bill will benefit him personally – but not give his business incentive to hire more workers or increase wages. Mr. Master will introduce Gabrielle Trinkle.

**3:31 – 3:33 Gabrielle Trinkle, MomsRising member and mother of two**  
Gabrielle will speak about how the tax bill will grow the deficit and lead to cuts in programs like healthcare and education for her children. She will share how she depended on SNAP benefits earlier in her life and how the tax bill would lead to cuts in programs like that.

**3:34 – 3:45 Leslie Patterson of Berlin Rosen will facilitate Q & A from press**

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**From:** Morgan Williams [<mailto:Morgan.Williams@berlinrosen.com>]

**Sent:** Tuesday, November 14, 2017 12:41 PM

**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koldin; Deborah Mahler; Leslie Patterson

**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi all

My colleague Leslie Patterson who is also from BerlinRosen and works with MomsRising will be helping to staff the call. The plan should be for the speakers to introduce the person following them but Leslie will be on in case that doesn't happen. She will also call on press for questions. Let me know if there are any questions.

Thanks  
Morgan

---

**From:** Green Jon [<mailto:JGreen@cityhall.nyc.gov>]

**Sent:** Tuesday November 14 2017 12 30 PM

**To:** James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koldin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes – I believe it was sent yesterday but perhaps to a different email chain. Apologies

Time: 3:15 PM ET (with 15 minute pre-conference)

Lines: 40 individual lines for press

Speaker Call-in Number: [REDACTED]

Speaker Confirmation Code: [REDACTED]

Press Call-in Number: [REDACTED]

Press Confirmation Code: [REDACTED]

RT

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**From:** James Engler [<mailto:James.Engler@Phila.gov>]

**Sent:** Tuesday, November 14, 2017 12:25 PM

**To:** Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koldin; Deborah Mahler; 'Morgan Williams'

**Subject:** Re: Materials for call to prep for PA press call on 11/15

Hey All,

Do we have call-in information yet for this?

Thanks, Jim

James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm. 203 | Philadelphia, PA 19107  
Office [215.686.0323](tel:215.686.0323)  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

---

**From:** Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

**Sent:** Monday November 13 2017 2 59 36 PM

**To:** Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koldin; James Engler; Deborah Mahler; 'Morgan Williams'

**Subject:** Materials for call to prep for PA press call on 11/15

Attached and below is a draft media advisory for the Wednesday press call with local elected officials business owners and a member of Moms Rising.

Below the press release is a helpful table from Institute for Tax and Economic Policy (ITEP) showing the distributional effects of the tax reform bill in PA. Key data point Over 1 million PA families will see taxes increase under this plan and 70% of those have family incomes of less than \$150,000.

For our call at 3pm we need to review

1. Logistics – Not One Penny is point on setting up call system providing call-in information for participants and press.
2. Press outreach – Berlin Rosen can handle? Should coordinate with elected officials press offices.
3. Top-line messages talking points (see attached material from Not One Penny – and I think there will be other points we will want specific speakers to touch on)
4. Run of Show

**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
[512-913-8875](tel:512-913-8875)

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny” Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkesburg, and State Senator Art Haywood will join “[Not One Penny](#)” advocates to host a press call to denounce Trump’s tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia  
Councilwoman Marita Garrett of Wilkesburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**  
Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**  
Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

Income				All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
Income Group	Income Range		Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$	
<b>Poorest 20%</b>	Less than	\$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000
<b>Second 20%</b>	\$33,400 to	\$59,850	\$46,200	-\$330,900	-\$230	-0.5%	4%	76%	-\$380	13%	\$450	184,000
<b>Middle 20%</b>	\$59,850 to	\$93,260	\$75,300	-\$758,700	-\$540	-0.7%	9%	79%	-\$910	19%	\$930	262,000
<b>Fourth 20%</b>	\$93,260 to	\$148,380	\$116,100	-\$1,083,500	-\$870	-0.8%	13%	80%	-\$1,600	19%	\$2,160	235,000
<b>Next 15%</b>	\$148,380 to	\$303,300	\$201,900	-\$1,339,500	-\$1,450	-0.7%	16%	73%	-\$3,000	27%	\$2,780	248,000
<b>Next 4%</b>	\$303,300 to	\$753,590	\$461,700	-\$1,142,200	-\$4,620	-1.0%	13%	78%	-\$7,470	22%	\$5,360	55,000
<b>Richest 1%</b>	\$753,590 and higher		\$2,454,400	-\$3,775,000	-\$66,120	-2.7%	44%	97%	-\$68,590	3%	\$6,620	2,000
<b>ALL</b>			<b>\$115,300</b>	<b>-\$8,585,300</b>	<b>-\$1,260</b>	<b>-1.1%</b>	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>
<b>Bottom 60%</b>	Less than	\$93,260	\$46,900	-\$1,244,700	-\$290	-0.6%	14%	79%	-\$470	11%	\$700	478,000

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: [212.748.0368](tel:2127480368)  
Cell: [917.704.5807](tel:9177045807)

--  
**Ryan Thomas**  
Communications Associate The Hub Project  
[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

**From:** [Turk, Barbara](#)  
**To:** "[Silan Akgul](#)"; [bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com); [Laura Fahey](#); [agarvey@uwnyc.org](mailto:agarvey@uwnyc.org); [ctaback@cityharvest.org](mailto:ctaback@cityharvest.org); [centenolo@hra.nyc.gov](mailto:centenolo@hra.nyc.gov); [smccarthy@uwnyc.org](mailto:smccarthy@uwnyc.org); [JJones@cityharvest.org](mailto:JJones@cityharvest.org); [maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)  
**Cc:** [Heidi.Overbeck@berlinrosen.com](mailto:Heidi.Overbeck@berlinrosen.com); [samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com); [Ben Schaefer](#); [Tracy Perrizo](#); [Marci Gelb](#)  
**Subject:** RE: Thursday's Communications meeting  
**Date:** Tuesday, November 28, 2017 12:24:50 PM

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Silan,

Speaking for myself, email is a challenging way to respond to you. The story is not just a few sentences. May I suggest that we make this an agenda item and invite you to our next Collaborative meeting?

---

**From:** Silan Akgul [<mailto:SAkgul@helmsleytrust.org>]  
**Sent:** Tuesday, November 28, 2017 11:37 AM  
**To:** [bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com); [Laura Fahey](#); [agarvey@uwnyc.org](mailto:agarvey@uwnyc.org); [ctaback@cityharvest.org](mailto:ctaback@cityharvest.org); [centenolo@hra.nyc.gov](mailto:centenolo@hra.nyc.gov); [smccarthy@uwnyc.org](mailto:smccarthy@uwnyc.org); [JJones@cityharvest.org](mailto:JJones@cityharvest.org); [maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)  
**Cc:** [Turk, Barbara](#); [Heidi.Overbeck@berlinrosen.com](mailto:Heidi.Overbeck@berlinrosen.com); [samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com); [Ben Schaefer](#); [Tracy Perrizo](#); [Marci Gelb](#)  
**Subject:** RE: Thursday's Communications meeting

**McAfee SiteAdvisor Warning**

This e-mail message contains potentially unsafe links to these sites:

-  <mailto:Heidi.Overbeck@berlinrosen.com>
-  <mailto:Ben.Schaefer@berlinrosen.com>
-  <mailto:Tim@berlinrosen.com>

Hope you all had a good Thanksgiving!

Just following up on any feedback you might have that can help shape our video telling the Collaborative's story. Feel free to send any and all thoughts and reactions here, so we can share with the videographer as they craft a proposal for this project.

Thanks, everyone.  
Silan

**Silan Akgul**

Communications Associate  
The Helmsley Charitable Trust  
230 Park Avenue, Suite 659  
New York, NY 10169  
desk: 212.953.2854  
cell: 646.856.2204  
[helmsleytrust.org](http://helmsleytrust.org)  
[@HelmsleyTrust](#)

---

**From:** Silan Akgul

**Sent:** Tuesday, November 21, 2017 9:18 AM

**To:** 'bobshaver@redstonestrategy.com' <[bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com)>; Laura Fahey <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; 'agarvey@uwnyc.org' <[agarvey@uwnyc.org](mailto:agarvey@uwnyc.org)>; 'ctaback@cityharvest.org' <[ctaback@cityharvest.org](mailto:ctaback@cityharvest.org)>; 'centenolo@hra.nyc.gov' <[centenolo@hra.nyc.gov](mailto:centenolo@hra.nyc.gov)>; 'smccarthy@uwnyc.org' <[smccarthy@uwnyc.org](mailto:smccarthy@uwnyc.org)>; 'JJones@cityharvest.org' <[JJones@cityharvest.org](mailto:JJones@cityharvest.org)>; 'maharajl@hra.nyc.gov' <[maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)>

**Cc:** 'BTurk@cityhall.nyc.gov' <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>; 'Heidi.Overbeck@berlinrosen.com' <[Heidi.Overbeck@berlinrosen.com](mailto:Heidi.Overbeck@berlinrosen.com)>; 'samgreenberg@redstonestrategy.com' <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>; 'Ben Schaefer' <[Ben.Schaefer@berlinrosen.com](mailto:Ben.Schaefer@berlinrosen.com)>; Tracy Perrizo <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>; Marci Gelb <[MGelb@helmsleytrust.org](mailto:MGelb@helmsleytrust.org)>

**Subject:** RE: Thursday's Communications meeting

Thank you all for the good communications check-in last week! To give everyone a sense of the filming style used by [RedFitz](#) (the videographer we hope to hire for the Collaborative video project), please see a variety of their sample work below. We've also included a few other non-RedFitz videos that we hope you'll watch so we can hear your reactions on video style elements you like and don't like.

Please look at each of these to inspire some thoughts on which **visual styles** and which **storytelling methods** you think could work well for our story about people collaboratively improving emergency food assistance across an enormous city. We will share any feedback with the videographer as they brainstorm the look and approach of this project.

**Videos by RedFitz:**

1. [Until There is a Cure](#) (produced for Helmsley's Type 1 Diabetes Program)
2. [The Good Deed Feed](#) (this ad for Subway was NOT edited by RedFitz, but all footage and interviews are by RedFitz)
3. [IHG Hotels + Cisco](#) (this animation style that traces into real world objects could be applicable to this project)

**Other video examples:**

4. [Fighting Hunger in NYC](#) (City Harvest video)
5. [Why We Should Be Urban Farming](#) (a longer documentary-style video about solving Detroit's food waste with urban farming)

**Short clips of a potential style for opening scene drone visuals:**

6. [New York City by Air](#)
7. [Movement from an Aerial Reel](#)
8. [Bulk Logistics](#) (just watch first 4 secs)

Thanks in advance for your thoughts,  
Silan and Laura

**Silan Akgul**

Communications Associate  
The Helmsley Charitable Trust  
230 Park Avenue, Suite 659  
New York, NY 10169  
desk: 212.953.2854  
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[helmsleytrust.org](http://helmsleytrust.org)  
[@HelmsleyTrust](https://twitter.com/HelmsleyTrust)

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Please consider the environment before printing this email.

---

**From:** Bob Shaver [<mailto:bobshaver@redstonestrategy.com>]  
**Sent:** Thursday, November 16, 2017 4:00 PM  
**To:** [agarvey@uwnyc.org](mailto:agarvey@uwnyc.org); Cara Taback <[ctaback@cityharvest.org](mailto:ctaback@cityharvest.org)>; Centeno, Lourdes <[centenolo@hra.nyc.gov](mailto:centenolo@hra.nyc.gov)>; 'Stacey McCarthy' <[smccarthy@uwnyc.org](mailto:smccarthy@uwnyc.org)>; Jenique Jones <[JJones@cityharvest.org](mailto:JJones@cityharvest.org)>; Laura Fahey <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; Maharaj, Lamaunda <[maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)>  
**Cc:** Marci Gelb <[MGelb@helmsleytrust.org](mailto:MGelb@helmsleytrust.org)>; Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>; Turk, Barbara <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>; Heidi Overbeck <[Heidi.Overbeck@berlinrosen.com](mailto:Heidi.Overbeck@berlinrosen.com)>; Timothy Bradley <[Tim@berlinrosen.com](mailto:Tim@berlinrosen.com)>  
**Subject:** RE: Thursday's Communications meeting

Hi Everyone,

Just a note that due to issues with the original conference line, those calling in today should use the following dial-in details. Talk soon!

Join from PC, Mac, Linux, iOS or Android [REDACTED]  
Or iPhone one-tap :  
US: [REDACTED]  
Or Telephone:  
Dial(for higher quality, dial a number based on your current location):  
US: [REDACTED]  
Meeting ID: [REDACTED]

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

---

**From:** Bob Shaver

**Sent:** Tuesday, November 14, 2017 10:27 AM

**To:** 'agarvey@uwnyc.org' <[agarvey@uwnyc.org](mailto:agarvey@uwnyc.org)>; 'Cara Taback' <[ctaback@cityharvest.org](mailto:ctaback@cityharvest.org)>; 'Centeno, Lourdes' <[centenolo@hra.nyc.gov](mailto:centenolo@hra.nyc.gov)>; 'Stacey McCarthy' <[smccarthy@uwnyc.org](mailto:smccarthy@uwnyc.org)>; 'Jenique Jones' <[JJones@cityharvest.org](mailto:JJones@cityharvest.org)>; 'Laura Fahey' <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; 'Maharaj, Lamaunda' <[maharaj@hra.nyc.gov](mailto:maharaj@hra.nyc.gov)>

**Cc:** 'Marci Gelb' <[MGelb@helmsleytrust.org](mailto:MGelb@helmsleytrust.org)>; 'Sam Greenberg' <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>; 'Turk, Barbara' <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>; 'Heidi Overbeck' <[Heidi.Overbeck@berlinrosen.com](mailto:Heidi.Overbeck@berlinrosen.com)>; 'Timothy Bradley' <[Tim@berlinrosen.com](mailto:Tim@berlinrosen.com)>

**Subject:** Thursday's Communications meeting

Hi all,

We look forward to getting together later this week to discuss our communications work streams. In advance of that conversation, here are the agenda items that we propose, in addition to anything that you might like to discuss:

- Check-in on the press pitches and/or releases that UW and CH/HRA opted to pursue
- Update on the Plentiful pitch – content and outlets
- Update on the Chronicle pitch for Helmsley

I will be calling in, and Sam will join in person.

Thanks!

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

***Helping solve urgent social problems***  
[www.redstonestrategy.com](http://www.redstonestrategy.com)

**From:** [Turk, Barbara](#)  
**To:** ["Bob Shaver"](#); [Silan Akgul](#); [Laura Fahey](#); [agarvey@uwnyc.org](#); [ctaback@cityharvest.org](#); [centenolo@hra.nyc.gov](#); [smccarthy@uwnyc.org](#); [JJones@cityharvest.org](#); [maharajl@hra.nyc.gov](#)  
**Cc:** [Heidi.Overbeck@berlinrosen.com](#); [Sam Greenberg](#); [Ben Schaefer](#); [Tracy Perrizo](#); [Marci Gelb](#)  
**Subject:** RE: Thursday's Communications meeting  
**Date:** Monday, December 04, 2017 2:06:51 PM

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Thank you all. We can push this one out on our social.

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**From:** Bob Shaver [mailto:bobshaver@redstonestrategy.com]  
**Sent:** Monday, December 04, 2017 1:11 PM  
**To:** Silan Akgul; Laura Fahey; agarvey@uwnyc.org; ctaback@cityharvest.org; centenolo@hra.nyc.gov; smccarthy@uwnyc.org; JJones@cityharvest.org; maharajl@hra.nyc.gov  
**Cc:** Turk, Barbara; Heidi.Overbeck@berlinrosen.com; Sam Greenberg; Ben Schaefer; Tracy Perrizo; Marci Gelb  
**Subject:** RE: Thursday's Communications meeting

**McAfee SiteAdvisor Warning**

This e-mail message contains potentially unsafe links to these sites:

-  <mailto:Heidi.Overbeck@berlinrosen.com>
-  <mailto:Ben.Schaefer@berlinrosen.com>

Hi all,

The New York Daily News story is up and it looks great! <http://www.nydailynews.com/new-york/new-app-streamlines-nyc-food-pantries-feed-hungry-article-1.3672643>

Thanks, Laura, for catching this one!

Best wishes,

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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[www.redstonestrategy.com](http://www.redstonestrategy.com)

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**From:** Bob Shaver  
**Sent:** Monday, November 27, 2017 9:14 AM  
**To:** 'Silan Akgul' <[SAkgul@helmsleytrust.org](mailto:SAkgul@helmsleytrust.org)>; 'Laura Fahey' <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; 'agarvey@uwnyc.org' <[agarvey@uwnyc.org](mailto:agarvey@uwnyc.org)>; 'ctaback@cityharvest.org' <[ctaback@cityharvest.org](mailto:ctaback@cityharvest.org)>; 'centenolo@hra.nyc.gov' <[centenolo@hra.nyc.gov](mailto:centenolo@hra.nyc.gov)>; 'smccarthy@uwnyc.org' <[smccarthy@uwnyc.org](mailto:smccarthy@uwnyc.org)>; 'JJones@cityharvest.org' <[JJones@cityharvest.org](mailto:JJones@cityharvest.org)>; 'maharajl@hra.nyc.gov' <[maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)>  
**Cc:** 'BTurk@cityhall.nyc.gov' <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>; 'Heidi.Overbeck@berlinrosen.com' <[Heidi.Overbeck@berlinrosen.com](mailto:Heidi.Overbeck@berlinrosen.com)>; Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>; 'Ben

Schaefer' <[Ben.Schaefer@berlinrosen.com](mailto:Ben.Schaefer@berlinrosen.com)>; 'Tracy Perrizo' <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>; 'Marci Gelb' <[MGelb@helmsleytrust.org](mailto:MGelb@helmsleytrust.org)>

**Subject:** RE: Thursday's Communications meeting

Welcome back, all. As Laura and Ben have been tracking the press hits, I thought I would share them along to the full group here. Here's what we've seen:

- [AgFunderNews](#) ran a story about the gap that Plentiful is filling for food banks' and food pantries' unique technology needs
- The [Daily Meal](#), a culinary news outlet, posted a brief recap of the Fast Company story, which was then picked up again in the [San Diego Union Tribune](#) and the [Baltimore Sun](#)
- No one has seen a NY Daily News story so far

Thanks!

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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**From:** Bob Shaver

**Sent:** Wednesday, November 22, 2017 7:46 AM

**To:** 'Silan Akgul' <[SAkgul@helmsleytrust.org](mailto:SAkgul@helmsleytrust.org)>; 'Laura Fahey' <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; 'agarvey@uwnyc.org' <[agarvey@uwnyc.org](mailto:agarvey@uwnyc.org)>; 'ctaback@cityharvest.org' <[ctaback@cityharvest.org](mailto:ctaback@cityharvest.org)>; 'centenolo@hra.nyc.gov' <[centenolo@hra.nyc.gov](mailto:centenolo@hra.nyc.gov)>; 'smccarthy@uwnyc.org' <[smccarthy@uwnyc.org](mailto:smccarthy@uwnyc.org)>; 'JJones@cityharvest.org'

<[JJones@cityharvest.org](mailto:JJones@cityharvest.org)>; 'maharajl@hra.nyc.gov' <[maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)>

**Cc:** 'BTurk@cityhall.nyc.gov' <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>; 'Heidi.Overbeck@berlinrosen.com' <[Heidi.Overbeck@berlinrosen.com](mailto:Heidi.Overbeck@berlinrosen.com)>; Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>; 'Ben Schaefer' <[Ben.Schaefer@berlinrosen.com](mailto:Ben.Schaefer@berlinrosen.com)>; 'Tracy Perrizo' <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>; 'Marci Gelb' <[MGelb@helmsleytrust.org](mailto:MGelb@helmsleytrust.org)>

**Subject:** RE: Thursday's Communications meeting

We have our first hit on the Plentiful push! A [great, favorable profile in Fast Company](#). We expect to see NY Daily News and Ag Funder News coverage, too, today or tomorrow.

Best,

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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---

**From:** Bob Shaver

**Sent:** Tuesday, November 21, 2017 11:47 AM

**To:** 'Silan Akgul' <[SAkgul@helmsleytrust.org](mailto:SAkgul@helmsleytrust.org)>; Laura Fahey <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; [agarvey@uwnyc.org](mailto:agarvey@uwnyc.org); [ctaback@cityharvest.org](mailto:ctaback@cityharvest.org); [centenolo@hra.nyc.gov](mailto:centenolo@hra.nyc.gov); [smccarthy@uwnyc.org](mailto:smccarthy@uwnyc.org); [JJones@cityharvest.org](mailto:JJones@cityharvest.org); [maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)

**Cc:** [BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov); [Heidi.Overbeck@berlinrosen.com](mailto:Heidi.Overbeck@berlinrosen.com); Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>; Ben Schaefer <[Ben.Schaefer@berlinrosen.com](mailto:Ben.Schaefer@berlinrosen.com)>; Tracy Perrizo <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>; Marci Gelb <[MGelb@helmsleytrust.org](mailto:MGelb@helmsleytrust.org)>

**Subject:** RE: Thursday's Communications meeting

FYI – Over the last few days, Tracy, Bryan, and I have done three interviews around Plentiful, with the NY Daily News, Fast Company, and Ag Funder News. In all cases, they told us they are planning to run stories tomorrow or Thursday. We'll keep you posted as we learn more!

Best,

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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[www.redstonestrategy.com](http://www.redstonestrategy.com)

---

**From:** Silan Akgul [<mailto:SAkgul@helmsleytrust.org>]

**Sent:** Tuesday, November 21, 2017 9:18 AM

**To:** Bob Shaver <[bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com)>; Laura Fahey <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; [agarvey@uwnyc.org](mailto:agarvey@uwnyc.org); [ctaback@cityharvest.org](mailto:ctaback@cityharvest.org); [centenolo@hra.nyc.gov](mailto:centenolo@hra.nyc.gov); [smccarthy@uwnyc.org](mailto:smccarthy@uwnyc.org); [JJones@cityharvest.org](mailto:JJones@cityharvest.org); [maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)

**Cc:** [BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov); [Heidi.Overbeck@berlinrosen.com](mailto:Heidi.Overbeck@berlinrosen.com); Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>; Ben Schaefer <[Ben.Schaefer@berlinrosen.com](mailto:Ben.Schaefer@berlinrosen.com)>; Tracy Perrizo <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>; Marci Gelb <[MGelb@helmsleytrust.org](mailto:MGelb@helmsleytrust.org)>

**Subject:** RE: Thursday's Communications meeting

Thank you all for the good communications check-in last week! To give everyone a sense of the filming style used by [RedFitz](#) (the videographer we hope to hire for the Collaborative video project), please see a variety of their sample work below. We've also included a few other non-RedFitz videos that we hope you'll watch so we can hear your reactions on video style elements you like and don't like.

Please look at each of these to inspire some thoughts on which **visual styles** and which **storytelling methods** you think could work well for our story about people collaboratively improving emergency food assistance across an enormous city. We will share any feedback with the videographer as they brainstorm the look and approach of this project.

**Videos by RedFitz:**

1. [Until There is a Cure](#) (produced for Helmsley's Type 1 Diabetes Program)

2. [The Good Deed Feed](#) (this ad for Subway was NOT edited by RedFitz, but all footage and interviews are by RedFitz)
3. [IHG Hotels + Cisco](#) (this animation style that traces into real world objects could be applicable to this project)

**Other video examples:**

4. [Fighting Hunger in NYC](#) (City Harvest video)
5. [Why We Should Be Urban Farming](#) (a longer documentary-style video about solving Detroit's food waste with urban farming)

**Short clips of a potential style for opening scene drone visuals:**

6. [New York City by Air](#)
7. [Movement from an Aerial Reel](#)
8. [Bulk Logistics](#) (just watch first 4 secs)

Thanks in advance for your thoughts,  
Silan and Laura

**Silan Akgul**

Communications Associate  
The Helmsley Charitable Trust  
230 Park Avenue, Suite 659  
New York, NY 10169  
desk: 212.953.2854  
cell: 646.856.2204  
[helmsleytrust.org](http://helmsleytrust.org)  
[@HelmsleyTrust](#)

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Please consider the environment before printing this email.

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**From:** Bob Shaver [<mailto:bobshaver@redstonestrategy.com>]

**Sent:** Thursday, November 16, 2017 4:00 PM

**To:** [agarvey@uwnyc.org](mailto:agarvey@uwnyc.org); Cara Taback <[ctaback@cityharvest.org](mailto:ctaback@cityharvest.org)>; Centeno, Lourdes <[centenolo@hra.nyc.gov](mailto:centenolo@hra.nyc.gov)>; 'Stacey McCarthy' <[smccarthy@uwnyc.org](mailto:smccarthy@uwnyc.org)>; Jenique Jones <[JJones@cityharvest.org](mailto:JJones@cityharvest.org)>; Laura Fahey <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; Maharaj, Lamaunda <[maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)>

**Cc:** Marci Gelb <[MGelb@helmsleytrust.org](mailto:MGelb@helmsleytrust.org)>; Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>; Turk, Barbara <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>; Heidi Overbeck

<[Heidi.Overbeck@berlinrosen.com](mailto:Heidi.Overbeck@berlinrosen.com)>; Timothy Bradley <[Tim@berlinrosen.com](mailto:Tim@berlinrosen.com)>

**Subject:** RE: Thursday's Communications meeting

Hi Everyone,

Just a note that due to issues with the original conference line, those calling in today should use the following dial-in details. Talk soon!

Join from PC, Mac, Linux, iOS or Android: [REDACTED]

Or iPhone one-tap :

US: [REDACTED]

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: [REDACTED]

Meeting ID: [REDACTED]

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

---

**From:** Bob Shaver

**Sent:** Tuesday, November 14, 2017 10:27 AM

**To:** 'agarvey@uwnyc.org' <[agarvey@uwnyc.org](mailto:agarvey@uwnyc.org)>; 'Cara Taback' <[ctaback@cityharvest.org](mailto:ctaback@cityharvest.org)>; 'Centeno, Lourdes' <[centenolo@hra.nyc.gov](mailto:centenolo@hra.nyc.gov)>; 'Stacey McCarthy' <[smccarthy@uwnyc.org](mailto:smccarthy@uwnyc.org)>; 'Jenique Jones' <[JJones@cityharvest.org](mailto:JJones@cityharvest.org)>; 'Laura Fahey' <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; 'Maharaj, Lamaunda' <[maharaj@hra.nyc.gov](mailto:maharaj@hra.nyc.gov)>

**Cc:** 'Marci Gelb' <[MGelb@helmsleytrust.org](mailto:MGelb@helmsleytrust.org)>; 'Sam Greenberg' <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>; 'Turk, Barbara' <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>; 'Heidi Overbeck' <[Heidi.Overbeck@berlinrosen.com](mailto:Heidi.Overbeck@berlinrosen.com)>; 'Timothy Bradley' <[Tim@berlinrosen.com](mailto:Tim@berlinrosen.com)>

**Subject:** Thursday's Communications meeting

Hi all,

We look forward to getting together later this week to discuss our communications work streams. In advance of that conversation, here are the agenda items that we propose, in addition to anything that you might like to discuss:

- Check-in on the press pitches and/or releases that UW and CH/HRA opted to pursue
- Update on the Plentiful pitch – content and outlets
- Update on the Chronicle pitch for Helmsley

I will be calling in, and Sam will join in person.

Thanks!

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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**From:** [Wright, Ann](#)  
**To:** "[kunal@berlinrosen.com](mailto:kunal@berlinrosen.com)"  
**Subject:** [REDACTED]  
**Date:** Thursday, December 07, 2017 2:45:15 PM

---

Dear Kunal,

I'm reaching out because [REDACTED] listed you as a professional reference for a job as Deputy Chief of Staff in our office – the Mayor's Office of Strategic Partnerships. I was wondering if you had some time today, tomorrow, or early next week to speak by phone? I appreciate you taking the time to speak with me about your experience working with [REDACTED]

Thanks,

Ann Wright

Ann Wright  
Chief of Staff  
Office of Strategic Partnerships  
[awright@cityhall.nyc.gov](mailto:awright@cityhall.nyc.gov)  
(C) 646-891-8749

---

**From:** Press Office  
**To:** Mayor's Press Office  
**Subject:** PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR TUESDAY, NOVEMBER 22, 2016



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE**

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR TUESDAY, NOVEMBER 22, 2016**

*On Tuesday, Mayor de Blasio and Police Commissioner O'Neill will host a press conference to make an announcement. This event is open press. There will be on- and off-topic Q-and-A.*

*In the evening, the Mayor will attend the District Council 37 Delegates Meeting. This meeting is closed press.*

**Press Schedule**

**1:00 PM – Hosts Press Conference**

David N. Dinkins Municipal Building – Rear Plaza  
1 Centre Street  
New York, NY 10007

***NYPD credentials required. Members of the media must be in place by 12:30 PM.*** Footage will be provided by NYC Media and will be available shortly following the event on Encompass Port CTY- 4205. Official photos will be available at [flickr.com/nycmayorsoffice](http://flickr.com/nycmayorsoffice) shortly following the event.

###

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**From:** Press Office  
**To:** Mayor's Press Office  
**Subject:** PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR FRIDAY, NOVEMBER 11, 2016



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE**

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR FRIDAY, NOVEMBER 11, 2016**

*On Friday, Mayor de Blasio and Department of Veterans' Services Commissioner Loree Sutton will host a Veterans Day Breakfast at Gracie Mansion, where the Mayor will deliver remarks. This event is open press. There will be no Q-and-A.*

*After, the Mayor will attend and deliver remarks at the opening ceremony for the 2016 America's Parade in honor of Veterans Day. Following the ceremony, the Mayor will march in the 2016 America's Parade. This event is open press. There will be no Q-and-A.*

*In the evening, the Mayor will deliver remarks at the Islamic Society of Mid-Manhattan and the Congregation Beit Simchat Torah. These events are open press. There will be no Q-and-A.*

*Later, the Mayor will attend the opening reception for Edi Ramot's art exhibition at the Marian Goodman Gallery. This event is open press. There will be no Q-and-A.*

**Press Schedule**

**8:45 AM – Hosts Veterans Day Breakfast**

Gracie Mansion  
88th Street and East End Avenue  
New York, NY 10128

**NYPD press credentials required.** Official photos will be available at [flickr.com/nycmayorsoffice](http://flickr.com/nycmayorsoffice) shortly following the event.

**10:00 AM – Attends and Deliver Remarks at the Opening Ceremony for 2016 America's Parade**

Madison Square Park  
E 23rd Street between 5th & Madison Avenues  
New York, NY 10010

*Official photos will be available at [flickr.com/nycmayoroffice](http://flickr.com/nycmayoroffice) shortly following the event.*

**11:00 AM – Marches in America’s Parade**

23rd Street and 5th Avenue to 52nd St & 5th Avenue  
New York, NY

*Official photos will be available at [flickr.com/nycmayoroffice](http://flickr.com/nycmayoroffice) shortly following the event.*

**Approximately 5:50 PM – Delivers Remarks at Islamic Society of Mid-Manhattan**

Islamic Society of Mid-Manhattan  
154 E 55th Street  
New York, NY 10022

*Members of the media are asked to follow the guidelines established by the congregation. This includes wearing long skirts or slacks and long sleeves. Official photos will be available at [flickr.com/nycmayoroffice](http://flickr.com/nycmayoroffice) shortly following the event.*

**Approximately 6:40 PM – Delivers Remarks at Congregation Beit Simchat Torah**

130 W 30th Street  
New York, NY 10001

*Official photos will be available at [flickr.com/nycmayoroffice](http://flickr.com/nycmayoroffice) shortly following the event.*

**7:30 PM – Attends Edi Rama’s Art Exhibition**

Marian Goodman Gallery  
24 W 57th Street  
New York, NY 10019

*Official photos will be available at [flickr.com/nycmayoroffice](http://flickr.com/nycmayoroffice) shortly following the event.*

###

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**From:** Press Office  
**To:** Mayor's Press Office  
**Subject:** STATEMENTS FROM MAYOR DE BLASIO AND HEALTHCARE LEADERS ON THE RECOMMENDATION OF STANLEY BREZENOFF AS INTERIM PRESIDENT AND CEO OF HEALTH + HOSPITALS



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE:** November 7, 2016  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**STATEMENTS FROM MAYOR DE BLASIO AND HEALTH CARE LEADERS ON THE RECOMMENDATION OF STANLEY BREZENOFF AS INTERIM PRESIDENT AND CEO OF HEALTH + HOSPITALS**

*On November 7, 2016, Mayor Bill de Blasio announced that Stanley Brezenoff would be recommended to the Health + Hospitals Board of Directors for appointment as Interim President and CEO of the public healthcare system. Mr. Brezenoff served as H+H President under Mayor Koch, as well as President and CEO of Continuum Health Partners, a non-profit hospitals network. He currently serves as Chair of the Board of Correction.*

*Statement from Mayor Bill de Blasio:*

“Today’s vision for Health + Hospitals recognizes that in our changing healthcare landscape, we must work to ensure that the City is able to guarantee a high quality of care for all. I thank Dr. Raju not only for his service but for also making this his mission as he led H+H. Our public healthcare system will continue to put stable leadership in place as we make progress on our financial targets and define our modernization plan. Stanley Brezenoff’s vast experience in the public healthcare system will be a great asset.”

*Statement from Dr. Ramanathan Raju:*

“As I exit, Health + Hospitals will be under the leadership of Interim CEO Stanley Brezenoff, who previously served as Health + Hospitals President, and can provide the experienced leadership necessary to continue moving this essential health system into the future.”

*Statement from Stanley Brezenoff, Chair of the Board of Correction:*

“Dr. Raju's leadership has paved the way for the nation's largest public healthcare system to implement a bold transformation plan that will keep entire communities healthy. I'm committed to ensuring a smooth transition that supports the critical efforts to preserve Health + Hospitals' essential safety-net mission and modernizing healthcare services for the 21st century. New Yorkers deserve high-quality affordable health care, and a transformed Health + Hospitals will be the cornerstone of a vibrant and equitable city.”

*Statement from Deputy Mayor for Health and Human Services Dr. Herminia Palacio:*

“I am delighted that Stan has agreed to serve as Interim President and CEO. His extraordinary experience in both the public and voluntary healthcare systems – in combination with his rich career at the highest levels of City government – make him an outstanding choice to keep the transformation moving full-steam ahead.”

*Statement from Gordon J. Campbell, Acting Chair of the Board of Directors for Health + Hospitals:*

“I want to commend Mayor de Blasio on recommending that Stanley Brezenoff serve as Interim President and CEO of Health + Hospitals. Given Stan's extensive service in New York City government and health care, including his previous service as President and CEO of Health + Hospitals, the City will be well-served. Having known Stan for many years, I look forward to working with him on our ongoing efforts to transform Health + Hospitals.”

*Statement from Martha King, Executive Director of the Board of Correction:*

“Stan Brezenoff's contributions to the Board of Correction have been instrumental in making the Board stronger and more effective. He will continue to serve as Chair of the Board of Correction until he transitions into his H+H role. We are deeply grateful for his leadership of the Board and that he will continue to serve our City while at Health and Hospitals.”

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**From:** Press Office  
**To:** Mayor's Press Office  
**Subject:** MAYOR DE BLASIO SIGNS PACKAGE OF LEGISLATION TO INCREASE ACCESS AND INFORMATION ON GAS PRACTICES, PROCEDURES AND INFRASTRUCTURE



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE:** December 6, 2016  
[pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO SIGNS PACKAGE OF LEGISLATION TO INCREASE ACCESS AND INFORMATION ON GAS PRACTICES, PROCEDURES AND INFRASTRUCTURE**

*Also signs bill to establish electric car charging pilot program*

**NEW YORK** – Mayor Bill de Blasio today held public hearings for and signed 17 pieces of legislation into law – Intros. 738-A, 1079-A, 1088-A, 1090-A, 1093-A, 1094-A, 1098-A, 1100-A, 1101 and 1102, in relation to gas safety; Intro. 1124-A, in relation to establishing an electric vehicle charging station pilot program; Intro. 1138-A, in relation to establishing a task force on affordability, admissions and graduation rates at the City University of New York; Intro. 1228-B, in relation to amending the New York City charter to review the operations, policies, programs and practices of the Department of Correction; Intro. 301-A, in relation to the removal of snow and ice from fire hydrants; Intro. 1147-A, in relation to establishing an Office of Crime Victim Services; and Intros. 1213-A and 1214-A, in relation to services provided to NYCHA residents, including the Jobs-Plus program.

“Gas safety is important for all New Yorkers, and this legislative package will resolve numerous regulatory oversights. These bills will help protect tenants in the event of an outage and require greater information sharing between City agencies and gas utilities to enhance safety,” said **Mayor Bill de Blasio**. “Most importantly, these reforms will ensure both property owners and utility companies are accountable for keeping buildings safe.”

“I would like to thank Council Speaker Melissa Mark-Viverito for her continued support fighting for the safety of all New Yorkers and for sponsoring Intro. 1079-A. Additionally, I would like to thank Council Members Mark Levine, Rafael Espinal, Vanessa Gibson, Rosie Mendez, Donovan Richards, Ydanis Rodriguez, Jimmy Vacca and Jumaine Williams for sponsoring Intros. 738-A, 1088-A, 1090-A, 1093-A, 1094-A, 1098-A, 1100-A, 1101-A and 1102-A respectfully,” said **Mayor de Blasio**.

“Ensuring meaningful oversight in New York City jails is paramount to our commitment to a fair and equitable criminal justice system,” said **Council Speaker Melissa Mark Viverito**. “First proposed in my State of the

City address earlier this year, establishing a permanent entity to monitor, review and report on DOC activity marks an important milestone toward achieving this goal. I thank Mayor de Blasio for signing this measure into law, and commend my fellow council members for their advocacy on this critical issue.”

The first bill, Intro. 738-A, requires that all work on gas piping systems be done by a licensed master plumber, a person with a gas work qualification or a person with a limited gas work qualification. This bill also requires that such qualifications be issued by the Department of Buildings.

The second bill, Intro. 1079-A, requires the final inspection of gas pipe systems to be conducted by the Department of Buildings in the presence of the building holder or the superintendent of the building.

The third bill, Intro. 1088-A, requires building owners to have their gas piping systems inspected by a DOB qualified inspector every five years. This bill also requires building owners to report on any fixes or corrections which were made after this inspection.

The fourth bill, Intro. 1090-A, requires dwelling owners to deliver a notice to all current and prospective tenants with written guidance of what they should do if a gas leak is suspected or discovered.

The fifth bill, Intro. 1093-A, requires gas service operators and owners to notify the DOB within 24 hours of gas service being shut off in a building. Additionally, gas service operators and owners must notify the DOB within 24 hours if gas cannot be restored due to safety concerns.

The sixth bill, Intro. 1094-A, requires an agency or office designated by the Mayor, to identify potential risk factors that may indicate a hazard to health or safety. Some risk factors include unauthorized gas usage, abandoned structures or structures condemned by the City and unusual gas usage for small buildings.

The seventh bill, Intro. 1098-A, requires gas utility corporations to provide annual reports with information on gas asset conditions, a summary of major planned infrastructure projects and investment priorities over the next year. This report will be discussed with City officials each year after being submitted.

The eighth bill, Intro. 1100-A, requires the DOB to establish or adopt a standard governing the installation and location of natural gas detectors after an industry standard has been promulgated. Intro. 1100-A also require that owners install and maintain these detectors.

The ninth bill, Intro. 1101-A, requires the Commissioner of the DOB to establish a penalty waiver program, allowing building owners an opportunity to bring appliances and systems up to code without paying a penalty. Eligibility would be restricted to building owners who own more than one building with fuel gas piping systems.

The tenth bill, Intro. 1102-A, classifies certain violations as “immediately hazardous,” including supplying or installing gas without a permit; operating an altered or newly installed gas piping system without first notifying the utility company; or operating an altered or newly installed piping system without completing a compliance inspection.

“I want to thank Mayor de Blasio and our partners in the City Council and in the construction industry for their effort on these bills. This package of legislation builds upon the Department’s work to enhance gas safety for all New Yorkers, while further enhancing coordination between DOB’s inspectors and utility companies,” said **Rick Chandler, P.E., Commissioner of the Department of Buildings.**

"In a relatively short time we've seen a number of gas explosions take place in the City; many of them due to failures to report and handle gas leaks properly. To ensure the well-being of New Yorkers and first responders,

it's vital we pass legislation that will implement and enforce a system of safety procedures followed by all building owners and plumbers," said **Council Member Jumaane Williams, Chair of the Committee on Housing and Buildings.**

"Gas explosions are devastating, tragic and, in many cases, preventable. I applaud Speaker Melissa Mark-Viverito and Council Member Jumaane Williams for championing a package of bills that will set forth new regulations for monitoring gas installations and enact harsher punishments against those whose actions put the safety of their neighbors at risk, and I thank Mayor de Blasio for signing them into law today. As we continue to examine the potential impacts of our aging infrastructure, I look forward to continued conversations with all stakeholders, the Administration and the public in pursuit of a better and safer New York," said **Council Member Vanessa Gibson.**

"We saw several explosions over the last few years related to gas from Harlem to the East Village, so my bill looks to identify risk factors that could lead to another fatal incident and have the city take more action in this particular area," said **Council Member Donovan Richards.** "We want to have a more proactive approach before we have to lose more people to these catastrophes. There are risk factors that the City, working with the gas companies, can identify. We want to catch the bad actors, the people cutting corners to save a few dollars. If we can identify a cracked pipe or illegal hookup early, maybe we can prevent a tragedy. I'd like to thank Mayor de Blasio, Speaker Mark-Viverito, and all of my colleagues in the Council who sponsored this package of bills."

"In the wake of several gas related tragedies throughout New York City in recent years, it is time that we reform our laws in relation to gas piping systems," said **Council Member Rafael Espinal.** "I was shocked to learn that the City has required inspections for boilers, elevators, water tanks, water recycling systems, and sprinklers, but until now, no inspections for gas piping systems have been required. I am proud to be the lead sponsor of Intro 1088-A, which will ensure proper monitoring of gas piping systems to prevent future gas related incidents. I would like to thank Mayor de Blasio for signing this bill into law and applaud Speaker Melissa Mark-Viverito, as well as, Chair Jumaane Williams on putting forth a comprehensive set of bills that will go a long way to ensuring lasting safety in our city."

"Natural gas alarms will make our multifamily dwellings much safer," said **Council Member James Vacca.** "I'm proud to sponsor legislation that will provide potentially lifesaving early warnings of a dangerous gas leak. We have seen horrible tragedies throughout our city due to natural gas explosions. By requiring natural gas alarms, we will treat natural gas leaks with the same care and concern we have for carbon monoxide and fires. I thank Mayor de Blasio and Speaker Melissa Mark-Viverito for their consideration of this legislation and the package as a whole."

"I am proud to work with my colleagues in the City Council to have introduced a package of legislation aimed at preventing another disaster. We have a duty as legislators to make sure that we hold individuals and agencies accountable, particularly when the public is at risk. Intro. 1093 would require gas service operators and building owners to notify the Department of Buildings ("DOB") within 24 hours when gas service to a building is shut-off or not restored based on safety concerns. Our city has had several gas explosions in recent years, in particular the East Harlem in 2014 and East Village Explosions in 2015 that caused several casualties, unspeakable damage and shook New Yorkers to our core. Intro. 1093 coupled with the other bills in this legislative package will NYC safer and ensure that the agencies are receiving information in real time that will go a long way to prevent future disasters," said **Council Member Rosie Mendez.**

"After the tragic east Harlem explosion, it was clear our gas regulations needed an upgrade to prevent these catastrophes going forward," said **Council Member Ydanis Rodriguez,** sponsor of Intro. 1098. "The Council has responded with important measures aimed at ensuring gas workers are experienced and licensed and that companies are attentive to decaying infrastructure."

The eleventh bill, Intro.1124-A, requires the establishment of an electric vehicle charging station pilot program. This program requires the City to install at least 25 electric charging stations across the city, with at least two stations in each borough. The pilot program will end on March 1, 2020. The Electric Vehicle Advisory Committee will monitor the results of the program. In his remarks, the Mayor thanked the bill's co-sponsors, Council Members Costa Constantinides and Ydanis Rodriguez.

“Reaching our 80 x 50 greenhouse gas reduction goal requires greater use of electric vehicles and the infrastructure to support them. This new local law launches an important effort to provide a public-access electric vehicle charging network that will empower New Yorkers to go electric when they purchase vehicles,” said **Daniel Zarrilli, Senior Director for Climate Policy and Programs and the Chief Resilience Officer for the Mayor’s Office**. “We applaud Council Members Constantinides and Rodriguez on their stewardship to make sure we can meet the growing demand for sustainable transportation options in all five boroughs.”

“The adoption of electric vehicles is a critical component of the City’s commitment to green the transportation sector within our 80 x 50 greenhouse gas emissions reduction plan,” said **Mark Chambers, Director of the Mayor’s Office of Sustainability**. “The pilot program that goes into effect with today’s signing keeps us on the path to delivering cleaner transportation options for all New Yorkers. We thank Council Members Constantinides and Rodriguez for their efforts, and look forward to working with them to implement, support and grow these types of sustainable programs.”

“The City currently operates 356 charging stations for City owned fleet vehicles, the largest single EV charging network in NY State,” said **DCAS Commissioner Lisette Camilo**. “As DCAS grows this fleet network even further, we look forward to also supporting public access to charging through this bill.”

“Thank you to Council Members Constantinides and Rodriguez as well as to Mayor Bill de Blasio for their leadership in reducing carbon emissions in New York City,” said **Commissioner Polly Trottenberg**. “DOT already proudly hosts electric vehicle charging infrastructure at municipal lots in all five boroughs and the pilot established in this bill will help us to expand on this program to serve even more New Yorkers.”

“Now more than ever, our City must implement innovative policies that decrease our reliance on traditional fossil fuels. Intro. 1124-A will help us reach our goal of reducing our carbon emissions 80 percent by 2050 by encouraging sustainable habits. A pilot program for electric vehicle charging stations will encourage more New Yorkers to use electric cars – a more renewable energy source than traditional gasoline. I look forward to continuing to be global role models in sustainability and to lead on environmental policy. I thank Mayor de Blasio and my Council colleagues for their support of this important legislation,” said **Council Member Costa Constantinides**.

“The intersections between transportation and environmental protection are abundant and encouraging more environmentally-friendly vehicles is a serious first step toward a more productive future,” said **Council Member Ydanis Rodriguez, Chair of the Committee on Transportation**. “I’m proud to sponsor Intro. 1124-A, so that New Yorkers become more familiar with electric vehicles and begin to see the value in them. This is a classic, ‘if you build it, they will come’ scenario, and we as a city should do all we can to lower our impact on the environment.”

The twelfth bill, Intro. 300-A, requires property owners to keep snow and other materials from accumulating near fire hydrants which front their property. This bill will clarify the bounds of the area around the fire hydrant which property owners are responsible for clearing and removes the requirement that residents must clear snow from the street. In his remarks, the Mayor thanked the bill’s sponsor, Council Member Andy King.

“There comes a time when all of us must shoulder the responsibility of keeping others around us safe, which is why I am pleased that today Mayor de Blasio is signing my piece of legislation, Intro. 300-A, into law. This law

will make it so that there is a clear and explicit duty on building owners, homeowners, lessees and tenants to keep fire hydrants clear of obstructions such as snow or ice within four hours after the snow has stopped falling. This will add to the safety of our neighborhoods because it will prevent emergency responders, such as the FDNY that need access to fire hydrants, from being delayed in their work,” said **Council Member Andy King**.

“As Chair of the Council’s Sanitation Committee, I appreciate thoughtful legislation like Intro. 300-A. This bill helps provide better clarity over the responsibilities for property owners after a snowfall, and will require that fire hydrants are cleared of snow to help ensure the Fire Department has proper access to hydrants,” said **Council Member Antonio Reynoso**.

The thirteenth bill, Intro. 1228-B, requires that the Commissioner of the Department of Investigation permanently maintain a position to monitor and investigate the operations, policies and practices of the DOC. In his remarks, the Mayor thanked the bill’s sponsor, Council Speaker Melissa Mark-Viverito.

**DOI Commissioner Mark G. Peters** said, “As the City’s independent Inspector General, DOI’s work to date on Rikers has resulted in 36 arrests for violence and contraband smuggling as well as better hiring procedures going forward. To that end, I particularly appreciate that this bill reflects that confidence through the commitment of additional resources to carry out further work on these issues.”

“We thank the Council for its support of our reforms. The legislation strengthens oversight by ensuring that our partnership with the Department of Investigation continues during future administrations,” said **Department of Correction Commissioner Joseph Ponte**.

The fourteenth bill, Intro. 1147-A, creates an Office of Crime Victim Services. This new office will be a resource to connect crime victims to services designed to support them. In his remarks, the Mayor thanked the bill’s co-sponsors, Council Speaker Melissa Mark-Viverito and Council Member Laurie Cumbo.

"After surviving a traumatic experience, it can be challenging for crime victims to navigate through our City agencies and nonprofit partners in search of immediate assistance. Through my legislation, Intro. 1147-A, we will create a dedicated office that can connect New Yorkers directly to the vast network of service providers that will support their recovery," said **Council Member Laurie A. Cumbo, Chair of the Committee on Women's Issues and co-Chair of the Women's Caucus**.

“Following an attack, crime victims may need access to a number of services, ranging from trauma therapy to relocation. In her State of the City speech, our Speaker Melissa Mark-Viverito proposed a new, cohesive strategy of victim services, one that centralized services to make life easier for victims and their families. I thank Mayor de Blasio, Speaker Melissa Mark-Viverito, and co-Chair of the Women's Caucus Council Member Laurie Cumbo for their leadership and their commitment to close this long standing gap in criminal justice reform. As Chair of the Committee on Public Safety, I am so proud to see this plan come to fruition and for New York City to have an office dedicated to ensuring victims can become victors,” said **Council Member Vanessa Gibson, Chair of the Committee on Public Safety**.

The fifteenth bill, Intro. 1138-A, creates a task force to examine ways to increase affordability, admissions and graduation rates at CUNY schools. In his remarks, the Mayor thanked the bill’s sponsor, Council Member Inez Barron.

"I am a proud graduate of Hunter College. I was fortunate to have attended CUNY when tuition was free. Our current CUNY students find themselves struggling to balance tuition, student fees, textbook costs, rent, food, transportation and child care costs, as well as often times having work schedules. We, as elected officials have an obligation to assist with helping college students achieve a college degree. As we know, it is access to higher education that leads to improved academic, social and economic conditions, both for the individual and for the

society at-large. It is our obligation and responsibility as political leaders to remove barriers to admission and completion of college. We know that student debt has surpassed consumer debt levels. Tuition cost is a contributing factor to students not completing their college program. In today's highly technological world, if we make provisions to provide for college as a mandatory post-secondary education, we will expand the opportunities and increase the number of those who have been marginalized and locked out of participating meaningfully in the world economy. It is my hope that this task force will conduct the necessary research and identify possible funding streams to lift the burden of students from having to pay for tuition," said **Council Member Inez Barron**.

The sixteenth bill, Intro. 1213-A, requires the City of New York to report on utilization of services and the outcomes of services provided to public housing residents. This report will be completed on an annual basis. In his remarks, the Mayor thanked the bill's sponsor, Council Member Ritchie Torres.

The seventeenth bill, Intro. 1214-A, calls for the City's Center for Economic Opportunity to develop a recommendation for how the City might expand the Jobs-Plus program for public housing residents. Jobs-Plus is a comprehensive employment program including job and career support. In his remarks, the Mayor thanked the bill's sponsor, Council Member Ritchie Torres.

"The Center for Economic Opportunity, housed within the Mayor's Office of Operations, is committed to building effective programs through data-driven and evidence-based decision making," said **Mindy Tarlow, Director of the Mayor's Office of Operations**. "Intro. 1214-A advances these goals by asking for a plan that shows how Jobs-Plus, a robust employment program, could expand to serve all eligible public housing residents."

"The Center for Economic Opportunity assesses programs and policies with two significant considerations in mind: Are they effective, and can they operate at citywide scale?" said **Matthew Klein, Executive Director of the Center for Economic Opportunity**. "We look forward to producing a plan that assesses how the promising Jobs-Plus model could be made available to all eligible New Yorkers."

**NYCHA Chair and CEO Shola Olatoye** said, "Jobs-Plus is a proven-effective employment program that is strengthening pathways to opportunity for our residents and creating more connected communities. Thanks to Mayor de Blasio and Public Housing Committee Chair Torres, more residents will have access to this tool. Additionally, today's legislation will increase transparency and help us ensure all of our residents receive services more effectively, efficiently, and equitably."

"Jobs-Plus is NYCHA's hidden gem that has proven to raise income and employment opportunities for public housing residents. It has been implemented in various parts of the country and in several public housing developments in the City, and has shown to increase the earnings of public housing residents by as much as 17 percent. Jobs-Plus should be expanded to all NYCHA developments so that residents have the tools to land jobs and stable careers. These 2 bills are steps in that direction and I look forward to them being signed into law," said **Council Member Ritchie Torres of the Bronx, Chair of the Council's Public Housing Committee**.

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**From:** Press Office  
**To:** Mayor's Press Office  
**Subject:** CITY REPORT REVEALS MAJOR INCREASE IN THE NUMBER OF TENANTS IN HOUSING COURT WHO HAVE LEGAL REPRESENTATION



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE:** August 30, 2016  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**CITY REPORT REVEALS MAJOR INCREASE IN THE NUMBER OF TENANTS IN HOUSING COURT WHO HAVE LEGAL REPRESENTATION**

*Three years ago just 1 in 100 tenants in housing court had representation. Today, more than 1 in 4*

*Office of Civil Justice report shows number of tenants in eviction proceedings with legal representation in court has increased to 27 percent from 1 percent in 2013*

*City funding for free or low-cost legal assistance will exceed \$100 million in Fiscal Year 2017*

**NEW YORK** – Mayor Bill de Blasio today released the findings of the Office of Civil Justice’s first annual report, which show that 27 percent of tenants in Housing Court for eviction proceedings have legal representation – up from 1 percent in 2013. As a result of annual investments totaling over \$100 million in civil legal services of all types under Mayor de Blasio, evictions have fallen 24 percent in the last two years according to the report.

The report details the various legal needs common among low-income New Yorkers, and the effect of providing free and low-cost legal services to meet those needs, with a special focus on legal services for tenants facing evictions, harassment and other housing-related problems.

“As we face one of the most serious affordable housing crises in our city’s history, we have made an unprecedented commitment to provide legal assistance for low-income New Yorkers, and we are beginning to see the results of these efforts,” said **Mayor Bill de Blasio**. “The Office of Civil Justice’s first annual report documents the progress we have made in providing New Yorkers in need with access to quality legal representation, particularly to prevent evictions and harassment by unscrupulous landlords.”

“The New York City Council is committed to ensuring better access to justice in civil legal matters for our residents,” said **Council Speaker Melissa Mark-Viverito**. “Our creation of the Office of Civil Justice was an

important first step and this initial report is a promising indication that the work we're doing is making a difference for our most vulnerable citizens. We look forward to continuing to collaborate with the Office and the administration as we plan for even more robust access to justice for low-income New Yorkers, and we remain committed to continuing to bring equity and justice to New Yorkers in every borough. I would like to thank Council Members Mark Levine and Vanessa Gibson for their leadership on this issue."

"Under Mayor de Blasio's administration, New York City has become a national leader in the provision of legal services for low-income families and individuals," said **Department of Social Services Commissioner Steven Banks**. "Based at the Human Resources Administration, the Office of Civil Justice offers critical assistance that can truly make a difference in the lives of tens of thousands of New Yorkers in need who otherwise would not be able to afford legal representation. This report provides a clear picture of who those New Yorkers are and what we need to do to support them."

For Fiscal Year 2017, City funding for legal services addressing the needs of low-income New Yorkers will total \$110 million; including \$82 million from mayoral initiatives, and nearly \$28 million from City Council discretionary funds. Through the Human Resource Administration's (HRA) Tenant Support Unit (TSU), mayoral funding for legal services for tenants facing eviction or harassment has increased to approximately \$62 million, 10 times the investment made by the previous administration. The TSU proactively engages with New Yorkers through door-to-door outreach, connecting them with vital services and case managing their issues to resolution.

During FY17, this additional investment is expected to provide housing-related legal services to 33,000 low-income households, including a total of 113,000 New Yorkers. As these expanded tenant legal services – including anti-eviction and anti-harassment legal programs funded through HRA – are being fully-implemented, the increase in funding over the last two years is already yielding positive results. In 2015, there were 21,988 marshals' evictions, compared to 26,857 in 2014 and 28,849 in 2013 – a significant two-year decline of 24 percent.

Other key findings of the report are:

- More than half of the legal representation for tenants who appear in Housing Court for eviction cases is provided by non-profit legal services organizations serving low income New Yorkers.
- The average anti-eviction legal service client is 43 years old and resides in a household of three.
- 99 percent of landlords in eviction proceedings in court have legal representation.

See a copy of the report [here](#).

"New York City has made an investment in civil legal services larger than any other municipality, and this first Annual Report is the Administration's latest step towards ensuring that low-income New Yorkers have access to a fair and equitable civil justice system" said **Jordan Dressler, Civil Justice Coordinator**. "The findings in this Report will establish a solid foundation for discussions about the future of civil legal assistance for low-income people in New York City."

Pursuant to legislation sponsored by Council Speaker Melissa Mark-Viverito and Council Member Mark Levine, the Office of Civil Justice (OCJ) was formally created in June 2015 when Mayor de Blasio signed Local Law 61 into law and placed the office under HRA, the agency in charge of addressing poverty, income inequality and reducing homelessness. Its main focus is to provide coordination, planning, and oversight of city resources and programs to meet the civil legal needs of low-income New Yorkers.

OCJ is required to prepare an annual report and to develop a five-year plan based on the information provided in these reports. In addition, it makes budget recommendations on funding, and provides outreach and education about the legal services programs.

As part of its effort to consolidate and enhance civil legal services in New York City, the Administration has also increased mayoral funding in the Fiscal Year 2017 adopted budget for legal assistance for low-income immigrant New Yorkers, including: \$7.9 million for legal services and community outreach as part of the ActionNYC program; and \$8.5 million in funding for the Immigrant Opportunity Initiative legal services programs.

"This landmark report provides us the most complete picture we've ever had of the New Yorkers whose lives hang in the balance in housing court. Thankfully, our rapidly increasing investment in tenant legal services has already brought about a significant drop in evictions. I look forward to further gains for our city's most vulnerable as we continue to scale up these vital services," said **Council Member Mark Levine**.

"Whether or not you can afford a lawyer should not be the determining factor between staying in your home and becoming homeless. At a time when tenant harassment and abuse is at an all-time high, tenants need someone on their side to fight back. By providing legal representation to our most needy the City is leveling the playing field and keeping tenants in their homes. This report highlights the progress being made in the midst of the housing affordability crisis, and I applaud the Mayor's continued commitment to this groundbreaking initiative," said **Council Member Stephen Levin, Chair of the General Welfare Committee**.

"This report confirms what many of us have long known: City funded legal services protects tenants from harassment and eviction while preserving the long term affordability of New York City. The investments the Administration has made to protect those facing eviction have proven to be important and successful steps in our ongoing efforts to create a more fair and just City. I commend Mayor de Blasio and Speaker Melissa Mark-Viverito for their leadership, and I look forward to working with my partner in the fight for right to counsel, Council Member Mark Levine, and all of the advocates and stakeholders as we work to further expand protections for tenants in housing court," said **Council Member Vanessa L. Gibson**.

"Given the lack of affordable, quality housing opportunities in the city, many bad-acting landlords continue to take advantage of our City's most vulnerable residents. This is why, as Chair of the Committee on Housing and Buildings, we've held numerous hearings and passed a number of bills aimed at helping keep people in their homes, and preventing illegal, unlawful activities aimed at pressuring them out. I'm pleased that the administration, and the council, is continuing its efforts to protect those who need it most," said **Council Member Jumaane D. Williams, Chair of the Housing and Buildings Committee**.

"Representation in Housing Court is vital if we're going to un-stack the deck for New York City's tenants," said **Manhattan Borough President Gale A. Brewer**. "Civil legal services are a wise, practical investment that promotes fairness, prevents homelessness, and helps keep precious rent-regulated apartments from being lost."

"Without representation, tenants facing eviction find themselves on an uneven playing field that far too often leaves them without a place to live," said **State Senator Adriano Espaillat**. "This report shows that we are starting to move in the right direction, providing more tenants with the legal aid they need to keep their homes. I commend Mayor de Blasio for his commitment to evening the playing field for our city's tenants in housing court."

"New York City has made great strides in providing legal representation to those who need it most. I applaud Mayor de Blasio and the City Council for increasing the City funding for free or low-cost legal assistance to over \$100 million. This additional funding will help even more New Yorkers gain access to quality legal representation," said **State Senator José M. Serrano**.

“No tenant in New York City should lose their home because they lack the resources to afford adequate legal representation,” said **State Senator Gustavo Rivera**. “Due to this investment, my office has been able to help hundreds of constituents avoid unnecessary evictions and get the repairs they need. I look forward to continue working with Mayor de Blasio’s administration in providing New Yorkers greater access to rental assistance programs and quality legal representation to help fight our City’s affordable housing crisis.”

“Families in Housing Court are focused on keeping stable homes and protecting their rights during what are often some of the most stressful times they will ever experience,” said **Assembly Member Latoya Joyner**. “Expanding access to needed legal counsel is an important step toward leveling the playing field and ensuring that the fundamental rights of Bronx families are respected. I appreciate the determined efforts Mayor de Blasio and his administration have put into expanding the right to counsel for our families.”

“The Legal Aid Society has long argued that providing access to legal representation to low-income tenants facing eviction, the most vulnerable and least likely to seek or afford representation legal representation, would result not only in a decrease of evictions and homelessness, but in an overall financial savings to the City. We are pleased that the City’s data shows that providing access to legal services is resulting in marked decreased evictions as well as a more just court process,” said **Magda Rosa-Rios, Director of the Tenant Rights Campaign at the Legal Aid Society**.

“The Office of Civil Justice’s report demonstrates what advocates have long known – that anti-eviction and anti-harassment legal services keep families in their homes and protect New York City’s diverse and vibrant communities,” said **Raun Rasmussen, Executive Director of Legal Services NYC**. “The City’s unprecedented investment in these services provides a national model for eviction prevention, and has made New York City fairer and more just for all.”

“For far too long, the deck has been stacked against tenants facing eviction because they lacked the resources to hire an attorney to defend their rights. The City’s provision of these critical resources is leveling the playing field and helping vulnerable populations avoid eviction and homelessness,” said **Reverend Patrick J. Keating, Chief Executive Officer of Catholic Migration Services**.

“Housing Conservation Coordinators applauds Mayor de Blasio and the Council for their significant investment in legal services. Providing greater access to legal services is a common sense approach to reducing evictions and homelessness. It is not only cost effective in that it saves taxpayer dollars by avoiding shelter enrollments, but has immeasurable benefits to those families who avoid eviction, and thus the negative ramifications of homelessness, such as disruption in school enrollments, missed school days, and lost wages or employment from days taken off work. This Administration’s historic investment in legal services has proven to be effective in reducing evictions, improving access to justice for low income families, and in the midst of a housing crisis, has also preserved housing affordable to those families,” said **Sarah Desmond, Executive Director, Housing Conservation Coordinators, Inc.**

“The Urban Justice Center’s Community Development Project, Mental Health Project, Safety Net Project and Veteran Advocacy Project have been able to expand the housing representation they provide to tenants due to this mayoral funding. The impact of being represented by an attorney in housing court is tremendous both in the lives of the families who the Urban Justice Center’s projects have protected from eviction and in the fabric of the communities in which they live,” said **Mary Beth Anderson, Director of the Urban Justice Center’s Mental Health Project**.

“Long-term, low income tenants in many neighborhoods where rents are rapidly escalating are facing powerful pressures to move, including harassment by landlords, through frivolous eviction proceedings brought by landlords, refusal to renew leases, improper rent over charges, and denial of repairs. A skilled advocate is

essential to assert and achieve rights under city, state and federal law,” said **Hillary Exter, Coordination of the Anti-Harassment Tenant Protection Program at the Urban Justice Center**, which is the lead agency of LEAP, a consortium of 13 legal services providers working through a city-funded grant

“The findings of the Office of Civil Justice’s first annual survey demonstrate that funding legal services for low-income tenants facing eviction and other housing issues is having a profound impact on access to justice in Housing Court,” said **Beth Goldman, President and Attorney-in-Charge of the New York Legal Assistance Group**. “We applaud the unprecedented commitment to this cause by the de Blasio administration and the City Council and look forward to continuing to work with the Human Resources Administration and the Office of Civil Justice to demonstrate even more conclusively the benefits of civil legal services to the City - and to poor and near-poor New Yorkers who risk losing their housing without the benefit of legal representation.”

“NMIC is proud to partner with New York City Mayor Bill de Blasio and the New York City Human Resources Administration to provide eviction prevention services to low income tenants who are struggling with gentrification. These services help protect NYC's vibrant multicultural communities by ensuring residents have access to the legal services they need to maintain their homes,” said **NMIC Executive Director Maria Lizardo**.

"As public defenders in the Bronx, we have seen first-hand the positive impact of being able to expand our representation in housing, an area where the collateral consequences of any involvement in the criminal justice system can be devastating," said **Runa Rajagopal, Director of the Civil Action Practice at The Bronx Defenders**. "This is an important milestone toward the critical goal of guaranteeing legal representation for low-income New Yorkers who are most vulnerable to harassment, displacement and wrongful evictions by private, as well as public, landlords. We must now seize the opportunity to capitalize on this progress and address the root of the problem by establishing, once and for all, a right to counsel in housing court."

“I knew that when the Mayor implemented more tenant protections that it would help stop these no good landlords in their tracks. I am so glad to hear about these great results...let’s keep up the good work,” said **Cynthia Simpson, President of the Marcy Houses Tenants Green Committee**.

“I want to thank the Mayor for not only hearing but for addressing tenant harassment issues. The increase from 1 percent to 27 percent shows that when government gets it rights positive results will follow,” said **Lenora Keith, President of Tompkins Houses Resident Association**.

"Legal representation is a lifeline for so many low-income New Yorkers. It helps level the playing field for immigrants, seniors and other tenants to have confidence that their cases are treated fairly. We welcome increased attention and resources for legal services which will result from this report," said **Amy T. Paul, Executive Director of Woodside on the Move Inc.**

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**From:** Press Office  
**To:** Mayor's Press Office  
**Subject:** PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR THURSDAY, JULY 7, 2016



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE**

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR THURSDAY, JULY 7, 2016**

*On Thursday, Mayor de Blasio will speak to seniors and hold a media availability at the Bronxworks Morris Innovative Senior Center to discuss severe heat and safety. This event is open press, and there will be on- and off-topic Q-and-A.*

**Press Schedule**

**12:00 PM – Speaks to Seniors and Holds Media Availability at Bronxworks Morris Innovative Senior Center**

Bronxworks Morris Innovative Senior Center  
80 East 181st Street  
Bronx, NY 10453

*A press van will depart the east gate of City Hall at 10:45 AM. Footage will be provided by NYC Media and will be available shortly following the event on Encompass Portal CTY- 4205. Official photos will be available at [flickr.com/nycmayorsoffice](https://www.flickr.com/photos/nycmayorsoffice/) shortly following the event.*

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**From:** Mayor's Press Office  
**To:** Mayor's Press Office  
**Subject:** STATEMENT FROM MAYOR DE BLASIO ON MEMORIAL DAY



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE:** May 30, 2016  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**STATEMENT FROM MAYOR DE BLASIO ON MEMORIAL DAY**

“Today we honor the men and women who made the ultimate sacrifice to fight for our own independence, from those who freed the world from the scourge of fascism, to those protecting us from 21st century terrorism. We owe an enormous debt of gratitude to all who have served our country and all those serving us now. They have exhibited the utmost courage, fortitude and resilience in protecting this nation and the world – which is why every veteran should have a home, a good job and high-quality mental health services when they return home. As a City, we have committed to delivering these essential resources that veterans deserve. We also are very proud that for the first time in New York City history we have created a Department of Veteran Services, so we can honor our veterans better than ever before. We continue the mission to serve and honor the heroes of today, because that’s our way to honor the memories of the heroes who made all our lives possible. Thank you and God bless.”

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**From:** Mayor's Press Office  
**To:** Mayor's Press Office  
**Subject:** MAYOR DE BLASIO AND COUNCIL MEMBER CUMBO UNVEIL CAREY GABAY WAY



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE:** May 15, 2016  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO AND COUNCIL MEMBER CUMBO UNVEIL CAREY GABAY WAY**

*Clinton Avenue co-named Carey Gabay Way in honor of former State public servant*

**NEW YORK**— Mayor Bill de Blasio and Council Member Laurie A. Cumbo today co-named Clinton Avenue between Myrtle Avenue and Willoughby Avenue as Carey Gabay Way in honor of the former First Deputy Counsel for the Empire State Development Corporation, who lost his life last year at the J'Ouvert festival. Today, he would have turned 44.

"My thoughts and prayers remain with the family of Carey Gabay," said **Mayor de Blasio**. "Gabay would have turned 44 today, and I'm sure he would have continued serving the interests of all New Yorkers if he was still with us. He was raised in public housing, attended public schools and rose to the top after graduating summa cum laude from Harvard Law School. Gabay went on to serve the State where he promoted affordable housing and fought against job discrimination. It's safe to say Gabay epitomized the American Dream – a dream his Jamaican parents were in pursuit of when they immigrated to America. Now, when people look up at Carey Gabay Way, they will be inspired by and reminded of the great public servant who put the needs of working-class New Yorkers ahead of his own."

"Carey Gabay was an exemplary public servant who dedicated his life to the city he loved," said **Council Speaker Melissa Mark-Verteno**. "Carey Gabay Way will serve as a lasting testament to Carey's enduring spirit and will inspire future generations of New Yorkers to pursue the promise of the American dream. As we mark Carey's 44th Birthday, I join Governor Andrew M. Cuomo, Council Member Laurie Cumbo, the Mayor, my colleagues in government and Carey's loved ones in honoring Carey's life and the lasting legacy he left on our City."

"From public housing to public service, Carey Gabay embodied the American spirit and was a pillar of his community. Carey Gabay Way is a testament of his incredible contribution to the City and State of New York. Today, on what would have been his 44th birthday, we remember Gabay not only as an upstanding citizen, but

as a hero in his own right who inspired others to pursue the American Dream. In honor of his life and legacy, we remain steadfast in our commitment to end gun violence," said **Council Member Laurie A. Cumbo**.

Carey Gabay epitomized the American Dream being the son of Jamaican immigrants and growing up in public housing in the Bronx. Gabay attended New York City public schools through high school before graduating from Harvard University and Harvard Law School summa cum laude. While at Harvard, Gabay studied government and, during his senior year, was elected as the first black President of the Undergraduate Council, the main body of student government.

He started off his career practicing law in the private sector for several years before dedicating himself to public service. Gabay served as an assistant counsel to New York Governor Andrew Cuomo and most recently as First Deputy Counsel for the Empire State Development Corporation, the State's chief economic development agency.

Gabay was critically wounded while seeking cover after being caught in the crossfire between rival gangs at the J'Ouvert festival in Brooklyn, hours before the start of the West Indian Day Parade in 2015. He is survived by his wife Trenelle Gabay; brother Aaron McNaughton; sisters Crystal Gabay-Nurse and Stephanie Gabay-Smith; his mother Audrey Hylton; father Nerval Gabay; and step father Rupert McNaughton.

"Carey Gabay was a dedicated public servant who epitomized the spirit of what it means to be a New Yorker. Today, on what would have been his 44th birthday, we rename this street so that his contributions to our city and state will never be forgotten. The senseless violence that took Carey's life is unforgivable, and my thoughts and prayers continue to be with his family and loved ones," said **Public Advocate Letitia James**.

"Carey Gabay lives on in the hearts and minds of all Brooklynites, his legacy of public service and commitment to excellence is a shining beacon for every person striving to achieve more for their community. The work to honor his memory goes beyond the co-naming of a street; it continues as we pursue efforts to end senseless gun violence, uplift every immigrant, and ensure safe, affordable housing for each and every New Yorker," said **Borough President Eric Adams**.

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**From:** Mayor's Press Office  
**To:** Mayor's Press Office  
**Subject:** PUBLIC SCHEDULE FOR FIRST LADY CHIRLANE MCCRAY FOR SATURDAY, FEBRUARY 6, 2016



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE**

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**PUBLIC SCHEDULE FOR FIRST LADY CHIRLANE MCCRAY FOR SATURDAY, FEBRUARY 6, 2016**

*On Saturday, First Lady Chirlane McCray will deliver remarks and read "Love Is," a picture book she edited in collaboration with Scholastic, to celebrate the launch of the NYC Children's Cabinet series of Baby Showers for parents and caregivers.*

**Press Schedule**

**10:30 AM – Participates in Baby Shower**

New York Public Library – Stephen A. Schwarzman Building.  
Celeste Bartos Forum  
5th Avenue at 42nd Street  
New York, NY, 10018

*Official photos will be available at [flickr.com/mycmayorsoffice](https://www.flickr.com/photos/mycmayorsoffice) shortly following the event.*

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**From:** Mayor's Press Office  
**To:** Mayor's Press Office  
**Subject:** PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR WEDNESDAY, MARCH 23, 2016



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE**

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR WEDNESDAY, MARCH 23, 2016**

*On Wednesday, Mayor de Blasio will appear on CNN's New Day to discuss terrorism preparedness and the Brussels attacks.*

*After, the Mayor will host a roundtable with advocates and survivors of domestic violence to advocate for expanding funding and eligibility for rental assistance in the state budget. The bottom of this event is open press, and there will be on-topic Q-and-A.*

*Later, the Mayor, First Lady Chirlane McCray, Council Speaker Melissa Mark-Viverito and U.S. Secretary of Housing and Urban Development Julián Castro will attend a rally marking the passage of key affordable housing reforms, where the Mayor and First Lady will deliver remarks. This event is open press, and there will be no Q-and-A.*

*In the evening, the Mayor and First Lady will host a Women's History Month Celebration at Gracie Mansion. This event is open press, and there will be no Q-and-A. Members of the media interested in attending must RSVP at [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov).*

**Press Schedule**

**Approximately 7:00 AM – Appears on CNN**

**3:30 PM – Hosts Roundtable**

Blue Room  
City Hall  
New York, NY 10007

**Members of the media should arrive at the first floor police desk by 3:30 PM.** Footage will be provided by NYC Media and will be available shortly following the event on Encompass Port CTY- 4205. Official photos will be available at [flickr.com/nycmayoroffice](https://www.flickr.com/photos/nycmayoroffice) shortly following the event.

**5:35 PM – Delivers Remarks at Housing Rally**

Foley Square

111 Worth Street

New York, NY 10013

*Footage will be provided by NYC Media and will be available shortly following the event on Encompass Port CTY- 4205. Official photos will be available at [flickr.com/nycmayoroffice](https://www.flickr.com/photos/nycmayoroffice/) shortly following the event.*

**7:30 PM – Hosts Women’s History Month Celebration**

Gracie Mansion

Ballroom

Gracie Mansion

88th Street and East End Avenue

New York, NY 10128

**Members of the media interested in attending must RSVP at [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov). NYPD press credentials required.** *Footage will be provided by NYC Media and will be available shortly following the event on Encompass Port CTY- 4205. Official photos will be available at [flickr.com/nycmayoroffice](https://www.flickr.com/photos/nycmayoroffice/) shortly following the event.*

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**From:** Viguers, Jonathan  
**Sent:** Wednesday, April 08, 2015 4:45 PM  
**To:** Viguers, Jonathan  
**Subject:** April 18: Come out for pre-K

Apologies if you got this earlier, but we really want your help!

We need volunteer captains to help manage a location and make sure the day runs smoothly. Staging Location Captains will be on site from 9 AM to 5 PM to help with site set up, volunteer sign-in, training, and material distribution. To volunteer as a captain, just check the box on the on the web form.

If you have any questions, please let me know. And feel free to share the sign-up link far and wide.

Thank you!!

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**From:** Marco Carrión, City Hall [<mailto:no-reply@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 08, 2015 1:38 PM  
**To:** @CAU2  
**Subject:** April 18: Come out for pre-K



THE CITY OF NEW YORK

Hi there,

New York City is about to take a historic step: This fall, the City will provide free, full-day, high-quality pre-K to all 4-year-olds in the five boroughs.

We need to make sure every family knows about this great opportunity.

**[Are you ready to do your part? Sign up for our day of action on April 18th.](#)**

Your commitment and passion led to our shared success in expanding pre-K last year.

We need that same dedication this year to make sure every parent of a four year-old in New York City knows about this incredible opportunity for kids and

their families.

**Sign up now to volunteer on April 18th -- there will be opportunities to get involved in all five boroughs:**

[on.nyc.gov/prek-action](https://on.nyc.gov/prek-action)

Thanks,

Marco Carrión  
Commissioner, Mayor's Community Affairs Unit

P.S. If you'd prefer to sign up by phone, you can call this number during business hours: (212) 637-8000

This email was sent to [CAU2@cityhall.nyc.gov](mailto:CAU2@cityhall.nyc.gov) | [Unsubscribe](#)



New York City Hall, City Hall Park, New York, NY 10007

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**From:** Viguers, Jonathan  
**Sent:** Wednesday, April 22, 2015 1:44 PM  
**To:** Viguers, Jonathan  
**Subject:** Tele-townhall Tomorrow - ONE NEW YORK: THE PLAN FOR A STRONG AND JUST CITY

Today Mayor Bill de Blasio announced the release of One New York - a Plan for a Strong and Just City, which will guide our city's path for years to come as we move toward environmental and economic sustainability. This plan came together because of people like you; more than 8,000 New Yorkers took our survey and gave ideas that informed OneNYC, and together we're acting on our plan for growth, sustainability, resiliency, and equity. **Now we want to give you a chance to hear directly about OneNYC from the people who wrote it.**

If you'd like to learn more about the OneNYC plan, please join First Deputy Mayor Tony Shorris and Nilda Mesa, Director of the Mayor's Office of Sustainability, for a tele-town hall at 11:15 a.m. on Thursday, April 23.

All you have to do to join is call **(844) 801-8220**.

In the meantime, please visit the [OneNYC](http://nyc.gov/onenyc) site <<http://nyc.gov/onenyc>> and continue to be a part of our city's future.

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**From:** Mayor's Press Office  
**Sent:** Wednesday, April 22, 2015 11:37 AM  
**To:** Mayor's Press Office  
**Subject:** MAYOR DE BLASIO RELEASES ONE NEW YORK: THE PLAN FOR A STRONG AND JUST CITY



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE:** April 22, 2015  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO RELEASES ONE NEW YORK: THE PLAN FOR A STRONG AND JUST CITY**

*OneNYC establishes bold goals and specific targets for a strong, sustainable, resilient, and equitable city – 800,000 people out of poverty by 2025, Zero Waste, eliminating long-term displacement after future shock events, and much more*

*Mayor de Blasio: Environmental and Economic Sustainability Must Go Hand in Hand – and OneNYC is the Blueprint*

**NEW YORK**—The de Blasio administration announced today the release of “One New York: The Plan for a Strong and Just City,” a comprehensive plan for a sustainable and resilient city for all New Yorkers that addresses the profound social, economic, and environmental challenges ahead.

OneNYC builds on prior long-term sustainability plans for New York City, expanding on the critical targets established under previous plans, as well as on the work of the de Blasio administration over the last 16 months. Growth, sustainability, and resiliency remain at the core of OneNYC – but with the poverty rate remaining high and income inequality continuing to grow, the de Blasio administration added equity as a guiding principle throughout the plan.

OneNYC sets measurable goals for tackling these challenges in the coming years – including a poverty reduction target of 800,000 New Yorkers over the next 10 years, zero waste to landfills by 2030, and the elimination of long-term displacement from homes and jobs after shock events by 2050 – with critical action in the short-term to put the city on the path to achieving these goals.

“Environmental and economic sustainability must go hand in hand – and OneNYC is the blueprint to ensure they do,” said **Mayor de Blasio**. “Today, we are laying out specific goals to make sure that as we build a stronger, more sustainable, and more resilient city, we are also creating a more equitable one. From our unprecedented goal of lifting 800,000 New Yorkers out of poverty, to sweeping environmental initiatives such as Zero Waste, the cleanest air of any large city, and a dramatic reduction in emissions, this is a bold and ambitious plan – and New York City requires nothing less. OneNYC builds on the strong foundation created by the Bloomberg administration, and ensures that our city can meet the challenges we face today and in the future, while inspiring others around the world to do the same.”

Visit [nyc.gov/onenyc](http://nyc.gov/onenyc) to read the full plan.

Today, New York City faces a number of challenges, including a rapidly growing population, rising inequality, an aging infrastructure, and climate change. OneNYC lays out a series of specific targets and initiatives to prepare New York City for the future generations, including:

- Making New York City home to 4.9 million jobs by 2040.
- Creating 240,000 new housing units by 2025, and an additional 250,000 to 300,000 by 2040.
- Enabling the average New Yorker to reach 25% more jobs – or 1.8 million jobs – within 45 minutes by public transit.
- Lifting 800,000 New Yorkers out of poverty or near-poverty by 2025.
- Cutting premature mortality by 25 percent by 2040, while reducing racial/ethnic disparities.
- Reducing the city’s greenhouse gas emissions by 80 percent by 2050, over 2005 levels.
- Sending zero waste to landfills and reducing waste disposal by 90 percent relative to 2005 levels, by 2030.
- Ensuring New York City has the best air quality among all large U.S. cities by 2030.
- Reducing risks of flooding in most affected communities.

- Eliminating long-term displacement from homes and jobs after future shock events by 2050.
- Reducing the city’s Social Vulnerability Index for neighborhoods across the City;
- Reducing annual economic losses from climate-related events;
- Continued investment as part of an over-\$20 billion program that includes a range of physical, social, and economic resiliency measures.

The plan recognizes New York City’s role and responsibilities as a regional hub, and calls on the City’s partners to work together on shared goals for building a strong region. The plan follows months of engagement with thousands of New Yorkers across the five boroughs – including through an online survey available in seven language, dozens of community meetings, a phone survey, and meetings with hundreds of civic organizations and local and regional elected officials. In the coming months, the de Blasio administration will continue the conversation with residents, civic leaders, and elected officials to refine initiatives and encourage civic engagement. New Yorkers can also share their thoughts and priorities at [nyc.gov/onenyc](http://nyc.gov/onenyc).

The plan – a 332-page document – is divided into four visions for a stronger, more equitable, more sustainable, and more resilient New York City, and includes over 200 new initiatives, with over 80 specific new metrics and targets.

The full report – including complete initiatives and indicators – can be viewed at [nyc.gov/oneNYC](http://nyc.gov/oneNYC).

### **Vision 1: Our Growing, Thriving City**

*New York City will continue to be the world’s most dynamic urban economy where families, businesses, and neighborhoods thrive:*

- **Industry Expansion & Cultivation:** New York City will have the space and assets to be a global economic leader and grow quality jobs across a diverse range of sectors.
- **Workforce Development:** New York City will have a workforce equipped with the skills needed to participate in the 21<sup>st</sup> century economy.
- **Housing:** New Yorkers will have access to affordable, high-quality housing coupled with robust infrastructure and neighborhood services.
- **Thriving Neighborhoods:** New York City’s neighborhoods will continue to thrive and be well-served.
- **Culture:** All New Yorkers will have easy access to cultural resources and activities.
- **Transportation:** New York City’s transportation network will be reliable, safe, sustainable, and accessible, meeting the needs of all New Yorkers and supporting the city’s growing economy.
- **Infrastructure Planning and Management:** New York City’s infrastructure and built environment will exemplify global economic, environmental, and social leadership.
- **Broadband:** Every resident and business will have access to affordable, reliable, high-speed broadband service everywhere by 2025.

## **Vision 2: Our Just and Equitable City**

*OneNYC will have an inclusive, equitable economy that offers well-paying jobs and opportunities for all New Yorkers to live with dignity and security:*

- **Early Childhood:** Every child in New York City will be nurtured, will be protected, and will thrive.
- **Integrated Government and Social Services:** All New Yorkers will have access to high-quality, conveniently located, community-based City resources that promote civic engagement and enable them to thrive.
- **Healthy Neighborhoods, Active Living:** New Yorkers of all ages will live, work, learn, and play in neighborhoods that promote an active and healthy lifestyle.
- **Healthcare Access:** All New Yorkers will have access to the physical and mental healthcare services they need.
- **Criminal Justice Reform:** Among large U.S. cities, New York will continue to be the safest and will have the lowest incarceration, with a criminal justice system that leads the nation in fairness and efficiency.
- **Vision Zero:** New Yorkers will continue to embrace Vision Zero and accept no traffic fatalities on New York City Streets.

## **Vision 3: Our Sustainable City**

*OneNYC will ensure that New York City is the most sustainable big city in the world and a global leader in the fight against climate change:*

- **80x50:** New York City's greenhouse gas emissions will be 80 percent lower by 2050 than in 2005.
- **Zero Waste:** New York City will send zero waste to landfills by 2030.
- **Air Quality:** New York City will have the best air quality among all large U.S. cities by 2030.
- **Brownfields:** New York City will clean up contaminated land to address disproportionately high exposures in low-income communities, and convert land to safe and beneficial use.
- **Water Management:** New York City will mitigate neighborhood flooding and offer high-quality water services.
- **Parks and Natural Resources:** All New Yorkers will benefit from useful, accessible, and beautiful open spaces.

## **Vision 4: Our Resilient City**

*OneNYC will ensure that our neighborhoods, economy, and public services are ready to withstand and emerge stronger from the impacts of climate change and other 21<sup>st</sup> century threats:*

- **Neighborhoods:** Every city neighborhood will be safer by strengthening community, social, and economic resiliency.
- **Buildings:** The city’s buildings will be upgraded against climate impacts.
- **Infrastructure:** Infrastructure systems across the region will adapt to enable continued services.
- **Coastal Defense:** New York City’s coastal defenses will be strengthened against flood and sea level rise.

“The City Council is committed to making New York a more sustainable City for all New Yorkers,” said **Speaker Melissa Mark-Viverito**. “From passing legislation to reduce greenhouse gas emissions by 80 percent by 2050 to encouraging low-carbon transportation options and increasing energy efficiencies, the City Council is proud of its work to strengthen New York City and I thank the de Blasio Administration for their shared efforts to preserve and protect New York City for future generations.”

“OneNYC puts New York City in the global forefront of sustainable development. The City’s new plan is bold, comprehensive, creative, and most important, achievable. It will be a model for cities around the world as all nations take up the new Sustainable Development Goals at the UN this Fall. The vision, reach, and detailed groundwork of this plan will help to ensure that NYC achieves its visions of prosperity, justice, sustainability, and resiliency in the coming generation,” said **Jeffrey D. Sachs, Co-Chair of the OneNYC Advisory Board and Director of the Earth Institute at Columbia University**.

“As New York City contends with the challenge of combatting climate change, PlanNYC has been an integral component in outlining our vision to become a truly sustainable city,” said **Council Member Donovan Richards, Chair to the Committee on Environmental Protection and Co-Chair to the OneNYC Advisory Board**. “OneNYC gave the city a unique opportunity to recalibrate and to set ambitious but attainable goals. From legislation to limit unnecessary nighttime illumination, advising new housing developments to be smoke free, building the infrastructure to support and charge electric vehicles and updating the air code, a number of bills will set key legislative standards citywide. Locally, Southeast Queens residents will finally see long and short term mitigation measures in their neighborhoods to address flooding along with other expected courses of action to respond to concerns in low and middle income neighborhoods. I commend the administration for developing OneNYC and securing a future for New York City that will certainly be greener than its past.”

**Michael Berkowitz, President of 100 Resilient Cities**, pioneered by the Rockefeller Foundation, said, “To truly build resilience a city must not only consider sustainability and disaster response, but also take in to account social and economic issues, and it needs to consider them together. By considering social, physical and economic issues together, the city will be able to address not only the challenges it knows are coming, but those it doesn’t. In other words, making a city stronger overall, in good times and bad, makes the city better able to withstand all types of shocks. This holistic plan that New York has developed, interweaving social, economic, and physical resilience, puts the city on the forefront of urban planning worldwide.”

“Mayor de Blasio’s One NYC Plan recognizes the link between poverty and pollution, while providing concrete steps that will make New York City one of the most environmentally sustainable cities in the nation. As Hurricane Sandy illustrated, poor people are often disproportionately impacted by pollution and the impacts of climate change,” said **Judith A. Enck, U.S. Environmental Protection Agency Regional Administrator**. “The One NYC Plan’s focus on driving down greenhouse gas emissions and working toward zero waste are examples of environmental protection policies that also provide huge economic benefits.”

“OneNYC addresses the increasing risk that climate change poses to the neighborhoods of New York, using the best available science to inform its approach,” said **Cynthia Rosenzweig, Co-Chair of the New York City Panel on Climate Change, NASA and Columbia University**. “This is essential to achieving resiliency to heat and coastal flooding throughout the City.”

“OneNYC continues the important long-term planning work that is so essential to our city’s future. The de Blasio Administration has appropriately added a regional lens to the city's long term plan,” said **Kathryn Wylde, President and CEO of the Partnership for New York City**. “This reflects that our tri-state economy is increasingly interconnected and we need a vision and infrastructure that supports a coordinated approach to economic development, transportation and resiliency.”

“We commend Mayor de Blasio for committing to integrate equity into the fiber of OneNYC,” said **Eddie Bautista, Executive Director of the NYC Environmental Justice Alliance**. “The plan's ambitious zero waste goals and acknowledgement of the need to reassess our commercial waste system are a significant step toward a more sustainable and equitable city for all New Yorkers. The NYC Environmental Justice Alliance and our allies will be combing through the fine details of the plan in the weeks ahead to fully assess its impacts on environmental justice communities. We look forward to working with the Administration throughout the next steps of OneNYC.”

“Persistent poverty continues to keep too many New Yorkers from moving ahead economically,” said **David R. Jones, President and CEO of the Community Service Society of New York**. “Mayor de Blasio has staked his administration on addressing income inequality and the needs of the segments of our city who are struggling. And now he's setting a milestone and a plan for how to get there. It's an ambitious plan, with the goal of lifting one in five poor New Yorkers out of poverty by 2025. But we should be setting ambitious goals. More than 20 percent of our city lives in poverty, with 40 percent living below twice the poverty threshold. Two-thirds of New Yorkers are worried about a disappearing middle class. Raising the minimum wage and expanding higher education opportunities, such as making college more affordable, are measures New Yorkers believe can help improve the economic prospects of low-income residents.”

“This is a broad and ambitious plan to make New York a more sustainable city and a better place to live,” said **Eric Goldstein, New York City Environment Director at the Natural Resources Defense Council**. “Perhaps most notably, this is the first time ever the City’s sustainability plan approaches these issues through an equity lens. That’s key because many urban environmental problems, including climate change, hit poor and working class New Yorkers the hardest. Critical to this plan’s success, of course, will be putting it into action. We look forward to working with the de Blasio administration to accomplish that objective.”

“THE POINT CDC is thrilled and encouraged by the release of Mayor De Blasio’s agenda for addressing environmental and economic injustice through sustainability in the OneNYC initiative. The South Bronx, like so many communities throughout New York City, have suffered the burden of inequitable policies that have resulted in disproportionate health impacts such as sky rocking asthma rates. We are in need of an agenda that tackles these issues head on through fair share and waste equity, economic democracy, and infrastructure investments, to help our communities confront inequality through creating and sustaining living wage jobs in communities where we can raise our families in without fear of displacement. We look forward to continuing to work with our families, community partners, the Mayor, friends in the City Council and all of our elected officials, to ensure this vision becomes something real for those of us that need it most,” said **Kellie Terry, Executive Director, The Point**.

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**From:** Viguers, Jonathan  
**Sent:** Friday, May 29, 2015 3:33 PM  
**To:** Viguers, Jonathan  
**Subject:** ICYMI: Sharing the message to #ActNowAlbany

I hope you can send the Mayor's message out widely to all your communities to get involved in making sure our progress on education continues.

You can also share this link to [#ActNowAlbany](#) on twitter and on [Facebook](#).

Thanks!

--

**Jonathan Viguers**

Borough Director | Mayor's Community Affairs Unit

o: 212-788-7929 | c: 347-331-3607 | e: [jviguers@cityhall.nyc.gov](mailto:jviguers@cityhall.nyc.gov)



THE CITY OF NEW YORK

Friend --

Our state legislature is deciding the future of mayoral control of our city's schools right now -- and our students could feel the effects of that decision as early as July 1st. It's imperative that we let Albany know that mayoral control must be made permanent.

Before mayoral control, the city's school system was fragmented. There was little accountability, and we saw far too many instances of waste, mismanagement, and corruption.

In the more than ten years since mayoral control passed, we've seen improved attendance and graduation rates, safer schools, and more kids given the chance to succeed. We've increased parental engagement with teachers and are making parents and communities partners in shaping successful schools. But all that progress could halt if we don't make sure mayoral control is here to stay.

[Join me in calling on Albany to make mayoral control permanent -- add your name to our petition.](#)

So much of what we've accomplished together wouldn't have been possible without mayoral control.

We're bringing free, full-day, high-quality pre-K to more than 70,000 children this September. Our Renewal Schools program is turning struggling schools around by providing them with the support and resources they need. These and other new programs are bringing innovation, collaboration, and comprehensive services into our schools.

**We've come too far to turn back now. Sign our petition asking Albany to make mayoral control permanent:**

[nyc.gov/mayoralcontrol](https://nyc.gov/mayoralcontrol)

Thank you,

Bill de Blasio  
Mayor

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**From:** Viguers, Jonathan  
**Sent:** Tuesday, June 09, 2015 2:17 PM  
**To:** Viguers, Jonathan  
**Subject:** March with the Mayor in Brooklyn Pride Parade

Hi Friends,

Good news! Mayor Bill de Blasio will be marching Brooklyn Pride Parade on Saturday June 13<sup>th</sup>. We want to invite you and your friends and family to march with the Mayor.

**If you are interested in marching with the mayor at the Brooklyn Pride Parade, please RSVP to Kicy Motley at [kmotley@cityhall.nyc.gov](mailto:kmotley@cityhall.nyc.gov).**

We will gather in Park Slope at 6:30pm on Saturday, June 13th. More specific meeting location instructions will be given later in the week.

Thank you and hope to see you on Saturday!

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**Jonathan Viguers**

Borough Director | Mayor's Community Affairs Unit

o: 212-788-7929 | c: 347-331-3607 | e: [jviguers@cityhall.nyc.gov](mailto:jviguers@cityhall.nyc.gov)

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**From:** Viguers, Jonathan  
**Sent:** Friday, June 26, 2015 11:09 AM  
**To:** Viguers, Jonathan  
**Subject:** Marriage Equality Pop-Up Party at City Hall!!

Join Mayor de Blasio today at 2PM in the City Hall courtyard to celebrate the historic Marriage Equality decision just handed down by the Supreme Court.

**What:** Marriage equality pop-up party and celebration in honor of 2 couples.

**Where:** City Hall (enter through the west gate located on Broadway and Murray Street)

**When:** Today! The ceremony will start at 2PM.

All are welcome, please share!

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**From:** Mayor's Press Office  
**Sent:** Friday, June 26, 2015 10:43 AM  
**To:** Mayor's Press Office  
**Subject:** STATEMENT FROM MAYOR DE BLASIO ON SUPREME COURT DECISION ON MARRIAGE EQUALITY



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE:** June 26, 2015  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**STATEMENT FROM MAYOR DE BLASIO ON SUPREME COURT DECISION ON MARRIAGE EQUALITY**

“America will never forget this day, and neither will people all across the world who know the meaning of love and compassion. June 26, 2015, will forever be memorialized as a pivotal moment in the history of our nation – the day the Supreme Court affirmed our core values of love, equality, and justice, rejected ignorance and malice, and appealed to the humanity in us all. Our country will finally afford millions of Americans the rights they have always deserved, but until now were unable to exercise. Today, this country is richer – filled with more equality, more acceptance, and more love than yesterday. And for the people of this city, where the

movement for LGBT rights began in 1969 at the Stonewall Inn, we can be proud that we helped blaze the trail to this great victory.”

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**From:** Mayor's Press Office  
**Sent:** Saturday, August 08, 2015 7:21 PM  
**To:** Mayor's Press Office  
**Subject:** PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR SUNDAY, AUGUST 9, 2015



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE**

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR SUNDAY, AUGUST 9, 2015**

*On Sunday, Mayor de Blasio will march in the 2015 Dominican Day Parade. This event is open press, and there will be no Q-and-A.*

**Press Schedule**

**11:50 AM – Marches in 2015 Dominican Day Parade**

6th Avenue from 34th Street to 54th Street

New York, NY 10001

*Official photos will be available at [flickr.com/nycmayorsoffice](http://flickr.com/nycmayorsoffice) shortly following the event.*

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**From:** Fialkoff, Gabrielle  
**Sent:** Wednesday, December 09, 2015 1:35 PM  
**To:** Fialkoff, Gabrielle  
**Subject:** ICYMI: BLOOMBERG: De Blasio Enlists New York City's Wealthy for His War on Income Inequality

In case you missed this story.

Best, Gabrielle

\*\*\*\*\*

**De Blasio Enlists New York City's Wealthy for His War on Income Inequality**

BLOOMBERG - Henry Goldman

<http://www.bloomberg.com/politics/articles/2015-12-08/de-blasio-enlists-nyc-s-wealthy-for-his-war-on-income-inequality>

New York Mayor Bill de Blasio, who became a scourge of the wealthy with a vow to raise their taxes, has enlisted members of the financial elite to advance his agenda.

Venture capitalist Fred Wilson has offered \$5 million to get computer science in every city school, while Viacom Chief Executive Officer Philippe Dauman is pushing for more broadband Internet in the Bronx. Hedge-fund operators Paul Tudor Jones and William Ackman and Blackstone Group LP President Tony James are helping with affordable housing, mental health and youth employment.

De Blasio, 54, a Democrat who pledged to fight income inequality, has accused the rich of using their influence to block antipoverty efforts. Lately, that rhetoric has been mixed with paeans to public-private partnerships forged to attack homelessness, create jobs and improve schools and health.

“We may not agree on individual issues but we’re all in the same ecosystem,” said Morgan Stanley Chief Executive Officer James Gorman. He’s co-chairman of the Partnership for New York City, a group that finds corporate partners for city programs, such as job experience for youth and investment in economic development.

For several corporate leaders, cooperation began last year when de Blasio sought their help in a failed effort to persuade the Democratic Party to choose New York City for the 2016 convention.

**Selfish Interest**

Wilson, co-founder of Union Square Ventures who helped finance Twitter Inc.’s creation, persuaded the de Blasio administration to embark on an \$81 million plan to train 5,000 teachers over 10 years. He put up \$5 million, matched by AOL’s charitable foundation, with the city and more private sources paying the rest. Wilson said he approached city officials after reading that de Blasio said that boosting schools’ ability to teach science, technology, electronics and math could solve the industry’s labor shortage.

“I’m invested in 25 technology companies and none of them can find enough workers, so I have a selfish interest in solving this,” Wilson said. “Even if we just got 5 percent of the 65,000 kids who graduate each year, that would amount to 3,000 kids, as opposed to the 500 now enrolled in Advanced Placement computer science.”

Just last week, Unilever contributed about 80 percent of a \$5.3 million donation for a city public-health program providing 12 low-income neighborhoods with better access to fresh fruit and vegetables, recreation and exercise and health-care facilities.

“Our city’s business and philanthropic communities are critical collaborators in our work fighting against income inequality,” de Blasio said in an e-mailed statement. “With support of our private partners we are working to strengthen the economy, prepare our future workforce and make our city more equal and accessible.”

Jones, founder of asset manager Tudor Investment, has been trying to find a way for the Robin Hood Foundation, which he started 27 years ago to aid New York City’s poor, to help de Blasio realize his goal of creating 200,000 units of affordable housing. The foundation has also backed de Blasio’s computer-science initiative.

The foundation, built on the largesse of Wall Street and real-estate investors, last year contributed more than \$130 million to programs run by the city government and private nonprofits.

#### Wealth Concentrated

“We can bring everyone in the real-estate industry to the table and have a wonderful public-private partnership,” Jones said last summer after briefly encountering de Blasio at the East Hampton home of billionaire investor Ronald Perelman.

The encounter occurred just a month after de Blasio told CNN’s Carol Costello, “we have seen wealth concentrated in fewer and fewer hands and have a negative impact on how many people are unemployed and what kind of wages they have.”

The mayor has quieted the antagonism since then, said Robin Hood executive director David Saltzman.

“It took a little bit of time for the relationship to blossom but it has blossomed,” Saltzman said.

#### Criticism Faced

As the mayor’s relationship with some of the wealthiest investors and executives has improved, he’s faced criticism from neighborhood groups and past supporters.

His affordable-housing zoning plan, which would increase density to help finance construction of below-market units, has come under attack from advocates and community boards who say it would spur gentrification. Some accuse him of being too generous with developers who would benefit from tax abatements and subsidies.

De Blasio also has failed to convince some of the city’s wealthiest philanthropists. Kenneth Langone, the Home Depot Inc. co-founder and Republican donor who has served on the Robin Hood Foundation’s board, said he’s not interested in collaborating with de Blasio.

“I have no interest in being involved with politicians, because clearly they can’t get anything done,” said Langone, who gave \$200 million to NYU Medical Center and millions more to other charities. “He’s got plenty of authority to do what it takes to fix the schools. When he does that, he’ll have a better chance of getting more cooperation and help.”

De Blasio’s outreach to investors and corporations is coordinated by an Office of Strategic Partnerships. Its director, Gabrielle Fialkoff, is a former jewelry-company president who was finance director for Hillary Clinton’s 2000 U.S. Senate campaign, which de Blasio managed.

Fialkoff enlisted Blackstone President Tony James and Deloitte’s New York managing partner Steve Gallucci, to participate in a coalition of 60 companies to raise \$5.4 million, some of which paid for an \$80 million program that helped connect 54,000 young people to jobs and internships. Her goal is for the city to create 100,000 such opportunities within five years.

“If the city is to remain the commercial center of the world, we need the private sector at the table,” she said. “They understand that we can offer them a return on their investment.”

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**From:** Leopold, Elana  
**Sent:** Tuesday, December 22, 2015 11:49 AM  
**To:** Leopold, Elana  
**Subject:** Exclusive: NYC to offer paid parental leave

Hello-

Hope all is well. It's been too long since we've connected with many of you. I wanted to take a quick moment to share this exciting news. Please let me know if you have any questions. Looking forward to catching up with many of you in the New Year.

Best-

Elana

Elana Leopold  
Intergovernmental Affairs  
Mayor's Office  
212.341.5064

## **WNYC EXCLUSIVE: De Blasio To Offer Six Weeks Paid Parental Leave**

WNYC has learned New York City Mayor Bill de Blasio plans to issue an executive order guaranteeing some city workers 6-weeks of paid parental leave. He plans to make the announcement Tuesday.

Starting in January, 20,000 managers and non-unionized workers will be eligible for the policy – covering maternity, paternity, adoption, and foster care leave, at 100 percent of their salary. When combined with existing paid time off, some employees will be eligible for up to 12 weeks total.

“I remember after Chiara was born, just our economic reality was that Chirlane had to go back to work very quickly,” de Blasio told WNYC. “She has always felt a tension over that. She didn't feel good about not being able to spend more time with Chiara.”

It's a decision faced by many new parents: bond with your baby or pay the bills.

“We want to give parents that choice. We want to give them that opportunity at that precious

moment to spend time with their child in the way that makes sense for them,” de Blasio said.

To cover the \$15 million cost, all non-union employees will see their vacation time reduced by two days, from 27 to 25. The city will also take back a small portion of a multi-year raise that would have taken effect in July 2017 to pay for the extra leave.

The policy does not apply to the city’s 300,000 union employees. But the mayor said the benefit can be added to their contracts through collective bargaining.

Henry Garrido, head of District Council 37, the largest municipal union, says that is “absolutely” what he wants for his 122,000 members.

“I think it should be offered to all city employees and I think we should begin a process to negotiate,” Garrido said.

Paid family leave is becoming more popular in the private sector as companies compete to keep employees. But in the public sector, this benefit is a rarity. Only Austin and Pittsburgh offer 6 weeks paid leave.

It's something feminist activist and writer Gloria Steinem has been trying to push since the Nixon administration. She says the city's new policy is progress.

“It sends the message that we might barely begin to catch up with other advanced democracies in the world that have long since offered such policies,” Steinem told WNYC. She added, “We are way behind.”

According to a United Nations report, only two countries in the world do not guarantee some form of paid leave parental leave: the United States and Papua New Guinea.

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**From:** Leopold, Elana  
**Sent:** Wednesday, December 30, 2015 4:47 PM  
**To:** Leopold, Elana  
**Subject:** Paid Parental Leave Signing with the Mayor

Hello-

The Mayor will be signing the below executive order on January 7<sup>th</sup> at 2pm in City Hall. This is a big day and we would love for you to join us for this historic signing.

Please feel free to invite others to attend, as this will be a big celebration and we want to include as many as possible in this important moment.

Please RSVP directly to me.

Hope to see you there!

Elana

Elana Leopold  
Mayor's Office  
Intergovernmental Affairs  
212.341.5064

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**Sent:** Tuesday, December 22, 2015 11:51 AM  
**To:** Leopold, Elana  
**Subject:** Exclusive: NYC to offer paid parental leave

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**From:** Leopold, Elana  
**Sent:** Monday, January 04, 2016 2:04 PM  
**To:** Leopold, Elana  
**Subject:** REMINDER TO RSVP: Paid Parental Leave Signing with the Mayor

Hello-

Hope you can join us this Thursday. If you haven't already, please RSVP to me and please let me know if you plan to bring others (we encourage it!)

**Note: The time has been changed to 1:45pm. If you plan to attend, please arrive by 1:30pm.**

Thanks very much and Happy New Year!

Elana

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Mayor's Office  
Intergovernmental Affairs  
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**From:** Mayor's Press Office  
**Sent:** Tuesday, January 05, 2016 7:21 PM  
**To:** Mayor's Press Office  
**Subject:** PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR WEDNESDAY, JANUARY 6, 2016



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE**

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR WEDNESDAY, JANUARY 6, 2016**

*On Wednesday, Mayor de Blasio will deliver remarks at the annual Three Kings Day Breakfast at El Museo del Barrio. This event is open press, and there will be no Q-and-A.*

*In the afternoon, the Mayor will host a press conference to make an announcement. This event is open press, and there will be on-topic Q-and-A.*

**Press Schedule**

**Approximately 9:45 AM – Delivers Remarks at Three Kings Day Breakfast**

El Museo del Barrio  
1230 5th Avenue  
New York, NY 10029

*Footage will be provided by NYC Media and will be available following the event on Encompass Port CTY-4205. Official photos will be available at [flickr.com/nycmayorsoffice](http://flickr.com/nycmayorsoffice) shortly following the event.*

**2:00 PM – Hosts Press Conference**

District Council 37  
125 Barclay Street  
New York, NY 10007

*Footage will be provided by NYC Media and will be available following the event on Encompass Port CTY-4205. Official photos will be available at [flickr.com/nycmayorsoffice](http://flickr.com/nycmayorsoffice) shortly following the event.*

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**From:** The Office of Mayor de Blasio  
**Sent:** Tuesday, February 02, 2016 10:29 AM  
**Subject:** You are cordially invited to the reception celebrating the 2016 State of the City Address



We are pleased that you will be joining us for the 2016 State of the City Address, February 4<sup>th</sup>, 7:00 PM, Lehman Center for the Performing Arts, Concert Hall.

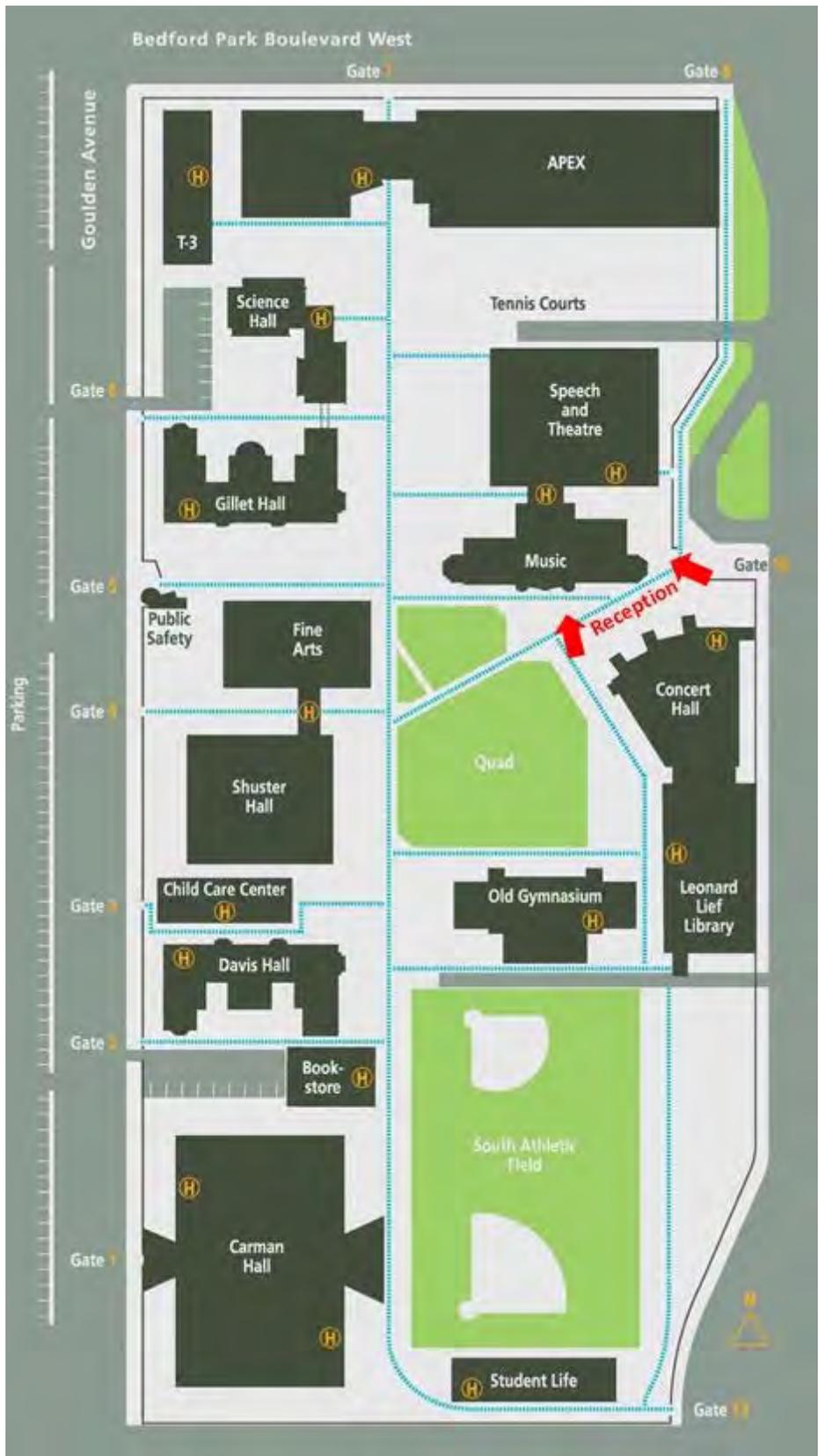
Immediately following the address, the Mayor and the First Lady request your company at a private reception in the Music Building, Third Floor, Hearth Room 330.

The Music Building is directly across from the Concert Hall and there will be Mayor's Office staff on hand to guide you if needed. The campus map is provided below.

There is no need to RSVP, however, your name will be checked at the door.

This invitation is non-transferable.

We look forward to seeing you this Thursday.



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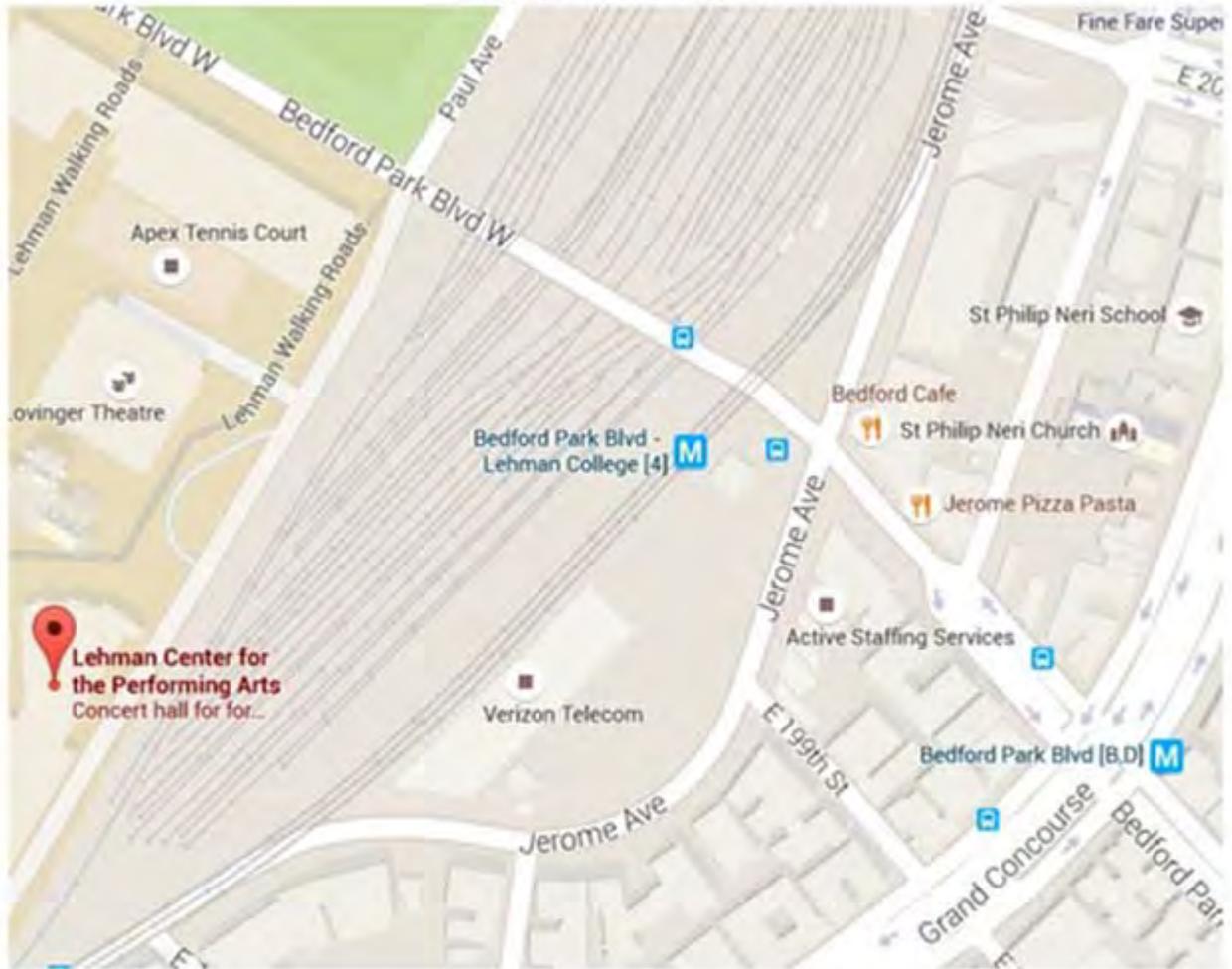
**From:** The Office of Mayor de Blasio  
**Sent:** Tuesday, February 02, 2016 3:49 PM  
**Subject:** REMINDER: You are cordially invited to the 2016 State of the City Address



Thank you very much for confirming your attendance for the 2016 State of the City Address on February 4 at Lehman Center for the Performing Arts, Concert Hall. Doors open at 6:00 PM and the program begins promptly at 7:00 PM. Please enter the campus at 250 Bedford Park Boulevard West, between Paul Avenue and Goulden Avenue (Gate 7). We look forward to seeing you this Thursday. If you can no longer attend, please respond to this email with your regrets by Wednesday, February 3.

There is limited street parking, so we do encourage everyone to take mass transit, which is close by and easily accessible. Accessible on-street parking is available at Gate 7, but is limited and will be provided on a first-come, first-served basis.

Directions to Lehman Center for the Performing Arts, Concert Hall  
Entrance on Paul Avenue



By subway:

**4, B, D** train to Bedford Park Boulevard

By bus:

The following buses stop near the Lehman College Campus: **Bx1, 2, 3, 9, 10 12, 22, 26, 28, 32, and 34**

**BxM-4A or BxM-4B** to Bedford Park Boulevard and Grand Concourse

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**From:** Mayor's Press Office  
**Sent:** Monday, February 15, 2016 3:38 PM  
**To:** Mayor's Press Office  
**Subject:** MAYOR DE BLASIO REMINDS NEW YORKERS THAT A TRAVEL ADVISORY REMAINS IN EFFECT FOR MONDAY AND TUESDAY



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE:** February 15, 2016  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO REMINDS NEW YORKERS THAT A TRAVEL ADVISORY REMAINS IN EFFECT FOR MONDAY AND TUESDAY**

*Wintry mix of snow, freezing rain and rain may impact travel and cause dangerously slick driving conditions*

*Minor coastal flooding possible during Tuesday afternoon and evening high tide cycles*

**New York**—Mayor Bill de Blasio today reminded New Yorkers that a wintry mix of snow, freezing rain and rain will create dangerous driving conditions throughout Monday and into Tuesday.

“New Yorkers who are driving this evening should be extra careful – roads may be slick and dangerous as the snow transitions to rain,” said **Mayor Bill de Blasio**. “While the temperature is rising, the ground is still freezing from the colder weather this weekend, so roads and sidewalks will be icy this evening.”

The New York City Emergency Management Department issued a travel advisory for Monday, February 15, 2016 and Tuesday, February 16. The National Weather Service has issued a Winter Weather Advisory from 1:00 PM Monday through midnight. Snow will continue throughout the afternoon, and begin to mix with sleet and freezing rain before transitioning to all rain later this evening. Rain, moderate to heavy at times, will continue throughout the day Tuesday.

A total of 1 to 2 inches of snow, a trace of ice, and 1 ¼ to 1 ½ inches of rain are predicted throughout the event. High winds are predicted Tuesday, with sustained winds of 20-25 mph, and gusts up to 30-40 mph. Temperatures Monday are forecast to be in the lower 30s, and will continue to increase to mid-50s on Tuesday. Minor coastal flooding is possible during Tuesday afternoon and evening high tide cycles. New Yorkers are asked to exercise caution and be prepared for limited visibility and slick, slippery road conditions.

Please allow for extra travel time during your commutes. New York City residents living in coastal areas expected to experience minor coastal flooding should take action to protect their property.

## **SNOW PREPARATIONS**

### **DSNY**

The New York City Department of Sanitation issued a Snow Alert effective 9:00 AM Monday, February 15, 2016, and will pre-deploy 579 salt spreaders across the five boroughs. In addition, DSNY will have 1,600 plows available in anticipation of any plowing needs (more than 2 inches of accumulation). 1,000 Sanitation workers are being assigned.

### **DOT**

The Department of Transportation will deploy anti-icing units to each of the East River bridges. The Staten Island Ferry is expected to run on a holiday schedule, with crews clearing snow from terminals as needed. JCDecaux has pretreated more than 3,000 bus shelters throughout the city. Citi Bike is expected to remain in service.

Alternate Side Parking rules were suspended Monday, February 15 for President's Day. Parking meters remain in effect throughout the city.

### **DHS**

DHS outreach teams are warning their own vulnerable clients to move indoors and have made placements this past week leading up to the extreme weather (including some involuntarily) because of the risks.

DHS has been in enhanced outreach from 4:00 PM to 8:00 AM every day this weekend and will continue to have 24/7 coverage throughout the cold weather event, including twice as much coverage overnight than usual, with more than 160 outreach workers in the streets.

A Code Blue Weather Emergency notice is issued when the weather drops to 32 degrees or below. No one seeking shelter in New York City will be denied. Anyone who sees a homeless individual or family out in the cold should call 311 immediately and an outreach team will be dispatched to assist them. Code Blue Weather Emergencies includes the following options for the homeless:

**Shelters:** During a Code Blue, homeless adults can access any shelter location for single individuals. Beds are available system-wide to accommodate anyone brought in by outreach teams or walk-ins.

**Drop-in centers:** All drop-in centers are open 24 hours a day when Code Blue procedures are in effect, taking in as many people as possible for the duration of the inclement weather. Drop-in staff also can make arrangements for homeless individuals at other citywide facilities.

**Safe havens and stabilization beds:** Chronically homeless individuals may be transported to these low-threshold housing options, where they may go directly from the street to a bed.

### **Safety Tips**

- New Yorkers are also encouraged to take the following precautions:
- Drive slowly. Vehicles take longer to stop on snow and ice than on dry pavement.

- Four-wheel drive vehicles may make it easier to drive on snow-covered roads, but they do not stop quicker than other vehicles.
- Use major streets or highways for travel whenever possible.
- Know your vehicle's braking system. Vehicles with anti-lock brakes require a different braking technique than vehicles without anti-lock brakes in snowy conditions.
- If you are driving and begin to skid, ease your foot off the gas and steer in the direction you want the front of the car to go. Straighten the wheel when the car moves in the desired direction.
- If you have an anti-lock braking system (ABS), apply steady pressure to the brake pedal. Never pump the brakes on an ABS equipped vehicle.
- Try to keep your vehicle's gas tank as full as possible.
- Keep the name and phone number of at least one local towing service in your car in case you break down or become stuck.
- Exercise caution and avoid slippery surfaces; some ice may not be visible. Wear sturdy boots that provide traction to reduce slipping. Use handrails when using stairs.
- Seniors should take extra care outdoors to avoid slips and falls.

## **COASTAL FLOODING PREPARATIONS**

NYC residents living in coastal areas expected to experience minor coastal flooding should take the following preparedness steps:

- Prepare a Go Bag that you can grab in case you need to leave your home in a hurry.
- Learn the safest route from your home or workplace to safe, high ground in case you have to evacuate. This should be part of your household emergency plan.
- If you live in a flood-susceptible area, keep materials, such as sandbags, plywood, plastic sheeting, and lumber, on hand to help protect your home.
- Stay informed. Before and during an emergency, the City will send emergency alerts and updates to New Yorkers through various channels.
- If you have to walk in water, walk where the water is not moving or use a stick to check the firmness of the ground in front of you.
- Stay out of any building if it is surrounded by floodwaters.
- When outside, avoid walking and driving through flooded areas. As few as six inches of moving water can knock a person over. Six inches of water will reach the bottom of most passenger cars, causing loss of control and possible stalling. One or two feet of water can carry away a vehicle.

## **More Information**

For more safety tips, view NYC Emergency Management's public service [video announcement](#) or visit [NYC.gov/EmergencyManagement](https://www.nyc.gov/EmergencyManagement). New Yorkers are also encouraged to sign up for Notify NYC, the City's free emergency notification system. Through Notify NYC, New Yorkers can receive phone calls, text messages, and/or emails alerts about traffic and transit disruptions and other emergencies. To sign up for Notify NYC, call 311, visit [NYC.gov/notifynyc](https://www.nyc.gov/notifynyc), or follow @NotifyNYC on Twitter.

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**From:** Garcia, Elvin  
**Sent:** Thursday, June 02, 2016 3:48 PM  
**Cc:** 'bdowney@goalny.org'; georgiabrooke.guinan@fdny.nyc.gov  
**Subject:** NYPD + FDNY LGBT PRIDE EVENTS!  
**Attachments:** FDNY-LGBTQ-Pride-Event-Flyer.jpg; IMG\_6820.GIF

Hello community,

Happy Pride! Please check out and support these amazing trailblazing LGBT Pride events from New York's Finest and New York's Bravest – NYPD & FDNY. Flyers are attached and below and event organizer are cc'd above.



Police Commissioner William J. Bratton  
and the Gay Officers Action League present the

# 2016 NYPD PRIDE CELEBRATION

WEDNESDAY, JUNE 15, 2016



DOORS OPEN  
5:00 PM

2016 VISIBILITY AWARD & KEYNOTE SPEAKER



Host of the Nationally Syndicated "Elvis Duran and the Morning Show"

**ELVIS DURAN**



2016 Ally Award

Chief of Department

**James P. O'Neill**

ONE POLICE PLAZA, NEW YORK, NY 10038

For more information visit [www.goalny.org](http://www.goalny.org) or email [info@goalny.org](mailto:info@goalny.org)



###

In solidarity,

**Elvin Garcia**

Bronx Borough Director

Office of the Mayor, Community Affairs Unit

[egarcia@cityhall.nyc.gov](mailto:egarcia@cityhall.nyc.gov)

O: 212-788-1412

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**From:** Garcia, Elvin  
**Sent:** Monday, June 06, 2016 12:34 PM  
**Subject:** Mayor De Blasio Launches First Ever Citywide Ad Campaign Affirming Right To Use Bathrooms Consistent With Gender Identity



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE:** June 6, 2016  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO LAUNCHES FIRST EVER CITYWIDE AD CAMPAIGN AFFIRMING RIGHT TO USE BATHROOMS CONSISTENT WITH GENDER IDENTITY**

*New York City first municipality to launch citywide campaign on bathroom use and gender identity*

*Ads will appear in subway cars, bus shelters, phone booths, NYC TV, ethnic and community newspapers, and on social media*



**NEW YORK**— Mayor Bill de Blasio and the New York City Commission on Human Rights today launched the nation’s first government-led citywide ad campaign affirming every New Yorkers’ right to use the bathroom consistent with their gender identity, regardless of their sex assigned at birth.

“No one deserves to be denied access to bathrooms or discriminated against for being who they are. Every New Yorker has the legal right to use the bathroom consistent with their gender identity, no questions asked – and these powerful ads affirm this right,” said **Mayor Bill de Blasio**. “New York City has long been a leader in the fight for LGBTQ equality, and these ads are further evidence of the City’s unwavering support of our diverse communities. While other cities and states are legislating intolerance and taking away individuals’ right to use

bathrooms consistent with their gender identity, we are proudly standing with our transgender and gender non-conforming New Yorkers.”

“Every New Yorker has the right to use the restroom that matches their gender identity and where they feel comfortable and safe,” said **First Lady Chirlane McCray, Honorary Chair of the Commission on Gender Equity**. “No New Yorker should have to worry about hiding their gender identity to take care of basic human needs. Others may advance hateful agendas that discriminate based on gender or gender identity, but that kind of bigotry will never be acceptable here, and we will keep fighting to root it out until no New Yorker feels discriminated against.”

The campaign, which kicks off LGBTQ Pride Month, includes ads and videos featuring transgender New Yorkers and instructs readers to “look past pink and blue” and to “use the restroom consistent with who you are.” The ads will appear in subway cars, bus shelters, phone booths, ethnic and community newspapers, and in ads in digital publications and across social media in English and Spanish. Ethnic newspaper ads will appear in Spanish, Korean, Chinese, Russian and Bengali. Later this month, the Commission will release two digital videos, also featuring transgender New Yorkers, as part of the campaign affirming the bathroom access rights of transgender and gender non-conforming New Yorkers.

The campaign ads and videos were created following audience research with transgender and cisgender New Yorkers and input from transgender community and legal advocates. The ads feature real transgender New Yorkers, including Alisha King, a Bronx resident and full-time mom; Charlie Solidum, a Brooklyn resident and health care professional; Ky Platt, a Bronx resident and technical theatre professional; and Ariel Murtagh, a transgender rights activist and rising high school student. Participants joined this campaign to raise awareness of transgender rights and the legal right to use bathrooms consistent with their identity in New York City.

“Bathroom discrimination is a regular occurrence for the transgender community,” said **Alisha King**. “So much so that many of us avoid even using public restrooms to begin with. I sincerely hope these ads help people understand that transgender people are people just like you. We just want to use the restroom safely and be treated with respect.”

"Given the recent national rhetoric threatening trans peoples' access to public spaces, I feel privileged to live in New York City, where the laws are explicit about protecting us regardless of our documentation, transition status or gender expression", said **Charles Solidum**. “Harassment and discrimination of trans people in bathrooms happen every day, especially for trans women and gender non-conforming folks. These ads help to ensure trans New Yorkers know that the city stands with us and supports our access to the same rights and opportunities as everyone else.”



## Leading the Nation

New York City continues to lead the nation in protecting the rights of the transgender and gender non-conforming community. In December 2015, the NYC Commission on Human Rights issued legal enforcement guidance defining specific gender identity protections under the City Human Rights Law, including equal

bathroom access. In March, Mayor de Blasio issued an executive order requiring City agencies to ensure that employees and members of the public are given equal access to City single-sex facilities without being required to show identification, medical documentation or any other form of proof or verification of gender. Today, New York City becomes the first municipality to launch a citywide campaign specifically affirming the right of transgender individuals to use the bathroom consistent with their gender identity or expression.

The City's campaign ads come at time when many cities and states continue to deny transgender and gender non-conforming people the right to use bathrooms consistent with their gender identity or expression. At last count, 11 states are suing the U.S. Department of Justice following a letter from the Obama administration directing schools to grant transgender students equal access to bathrooms and locker rooms. To this day, more than 200 bills have been introduced in 32 states this year that would deny LGBT individuals the same rights as everyone else, according to the [Human Rights Campaign](#).

In New York City, equal bathroom access has been policy for years, including in New York City public schools. Despite the often-cited myth that these policies encourage bathroom attacks, there has been no reported incidence in New York City. The New York City Human Rights Law has protected gender identity and expression since 2002 when then-Council Member Bill de Blasio co-sponsored an amendment to add it to the law as a protected category.

Studies show that transgender and gender nonconforming people routinely experience gender identity discrimination in the workplace, at school and in public accommodations. In a [nationwide survey](#) conducted by the National Center for Transgender Equality and the National Gay and Lesbian Task Force, 63 percent of participants said they have experienced a serious act of discrimination, including bullying, loss of job due to bias and physical or sexual assault. Roughly 90 percent reported discrimination in the workplace, including denied access to appropriate bathrooms at work, and 26 percent reported being denied access to bathrooms in an educational setting.

“Safe and equal bathrooms access is essential for everyone,” said **Human Rights Commissioner and Chair Carmelyn P. Malalis**. “And in New York City, it’s the law. We created these ads to remind every New Yorker, cis and transgender alike, that the City protects your right to live and work according to your gender identity and expression, including your right to use bathrooms consistent with their gender identity. Far too often, transgender people suffer bullying, harassment and violence for being who they are. These ads show that transgender people, like everyone else, have the right to use the restroom in peace.”

"In the 14 years that New York City has protected equal access to bathrooms, we know of no incidents where this policy has presented a public safety concern," said **Police Commissioner William J. Bratton**. "The NYPD protects the safety of all New Yorkers."

“New York City is a safe and fair City. Safety and fairness include access to bathrooms. These new ads make clear that gender fairness extends to our City facilities to improve the lives of all New Yorkers,” said **Counsel to the Mayor Maya Wiley**.

“Whether in the bathroom or elsewhere, every person – regardless of their gender identity – has the right to freedom from harassment of any kind, be it insults, bullying or assault,” said **Brooklyn Borough President Eric L. Adams**. “By affirming that all New Yorkers have the right to use the bathroom consistent with their gender identity, as the law requires, this campaign continues our City’s tradition as a leader in protecting the right of each individual to full and equal participation in our civil society.”

"All New Yorkers should have access to the bathrooms, locker rooms and other single-sex facilities they feel are most appropriate to them without the risk of shaming, baseless policing or an unjustified invasion of their

privacy," said **Manhattan Borough President Gale A. Brewer**. "Sending that message loud and clear is the right thing to do."

"New York values mean basic fairness for all," said **State Senator Daniel Squadron**. "As we continue to make progress for transgender and gender non-conforming New Yorkers throughout the state, I thank the City for this step, and continue to urge the state to pass GENDA and codify basic protections for all."

**Assembly Member Felix W. Ortiz** said, "I am proud that New York City is leading the way to ensure that everyone, regardless of their sexual identity, will have equal access to restrooms throughout the five boroughs. A successful advertising campaign will let everyone know that diversity and equality matter. There is no room in New York for the hatred or divisiveness we've seen elsewhere."

"Discrimination against transgender and gender non-conforming people has no place in our city," said **Council Member Daniel Dromm**. "As a Council Member representing one of the largest transgender communities in New York City, I applaud Mayor de Blasio for launching this historic ad campaign which affirms the right to use the bathrooms consistent with one's gender identity. I will continue to support this trailblazing campaign and work to enhance protections for all transgender and non-confirming individuals across the five boroughs."

"This campaign reaffirms our commitment to equality as New Yorkers," said **Council Member Corey Johnson**. "When civil rights are under attack around the country, we in New York emphasize the importance of inclusion and diversity. That's exactly what this campaign is all about. By bringing exposure to this important citywide policy, we are building a culture of acceptance and proclaiming our values as New Yorkers. I thank Mayor de Blasio and NYC Human Rights Commissioner and Chair Carmelyn P. Malalis for this important campaign."

"Once again, New York City continues to be a leader in ensuring rights for all people are protected and enhanced. This campaign is a clear message that our City will protect the right of transgender people to use facilities that are in line with their gender identity and expression. It is an important and visible campaign that speaks loudly to our City's values," said **Council Member Ritchie Torres**.

**Council Member Carlos Menchaca** said, "Every New Yorker deserves equal access to public accommodations. I am proud my city upholds the right of everyone to define their own identity. As the nation's leader in LGBT equality, we share an expectation of safe and equal bathroom access. Now, New York City is showing the nation how to promote equality using an ad campaign featuring authentic individuals. The transgender and gender non-conforming people who have experienced discrimination and faced danger have much to teach us about securing equality for all."

"At a time when transgender people face staggering rates of discrimination and violence, it's critical that they receive the same protections as everybody else, including the basic right to use the bathroom that matches who they are," said **GLAAD President and CEO Sarah Kate Ellis**. "With this groundbreaking ad campaign, New York City and Mayor de Blasio continue their strong legacy of support for LGBT New Yorkers."

"The Center stands firmly behind this powerful ad campaign to reinforce what Mayor de Blasio and Commissioner Malalis stated last March – that all New Yorkers deserve the same rights and protections, including our transgender and gender nonconforming community members," said **Executive Director of The Lesbian, Gay, Bisexual & Transgender Community Center Glenda Testone**. "New York has long been a proud leader in protecting our citizens' rights, and we're thrilled to see the city stepping up to ensure that every person has the freedom to use the bathroom consistent with their gender identity."

"It's so heartening that Mayor de Blasio has consistently shown true leadership in making sure that all of New York City's residents can participate fully in public life," said **Executive Director of the National Center for**

**Transgender Equality Mara Keisling.** “Many Americans still don’t know who transgender people are, which can lead them to form inaccurate conclusions. This ad campaign not only reaffirms that transgender people’s safety and well-being are a priority for the Mayor, but will also help people realize that transgender New Yorkers are just New Yorkers.”

### **Reporting Discrimination**

If a member of the public believes they have been discriminated against on the basis of gender or gender identity at work, in housing, or in public accommodations, they should call 311 and ask for the Commission on Human Rights. Individuals also have the opportunity to go to court and file a claim under the New York City Human Rights Law. For more information, please visit [nyc.gov/humanrights](http://nyc.gov/humanrights) and follow [@NYCCHR](https://twitter.com/NYCCHR) on [Twitter](https://www.facebook.com/NYCCHR), [Facebook](https://www.facebook.com/NYCCHR) and [Instagram](https://www.instagram.com/NYCCHR).

###

### **Elvin Garcia**

Bronx Borough Director

Office of the Mayor, Community Affairs Unit

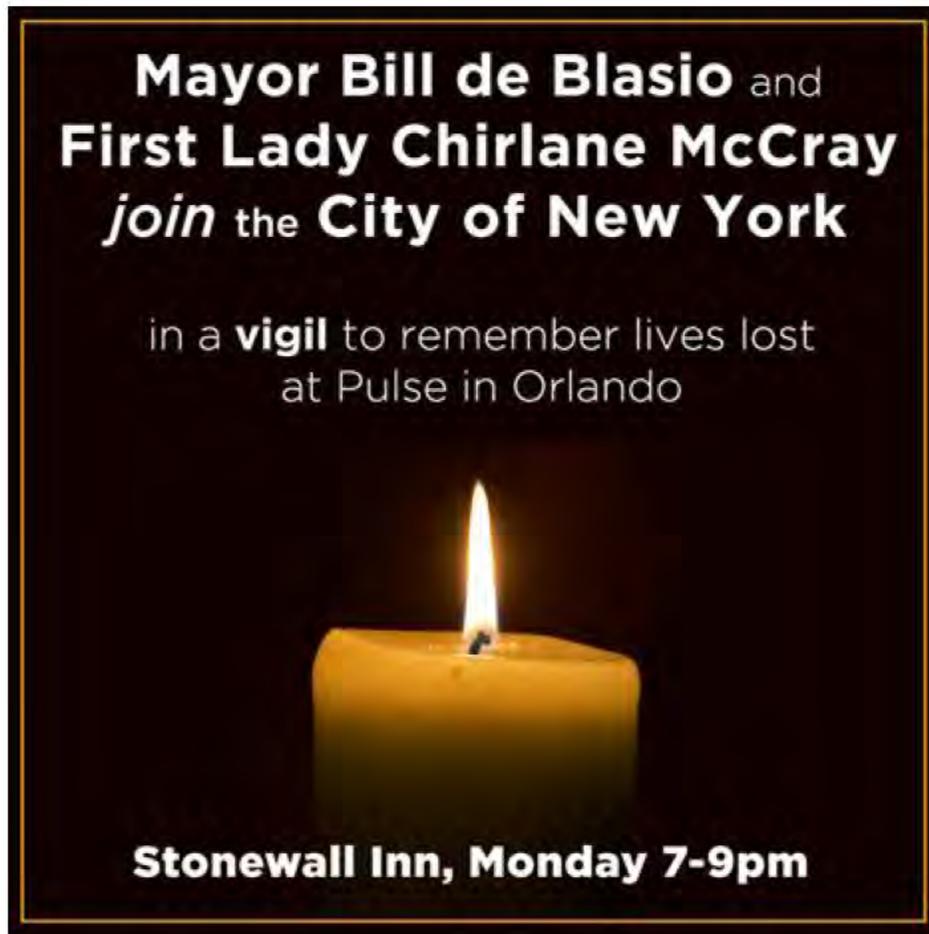
[egarcia@cityhall.nyc.gov](mailto:egarcia@cityhall.nyc.gov)

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**From:** Garcia, Elvin  
**Sent:** Monday, June 13, 2016 12:12 PM  
**Subject:** TONIGHT: Vigil for the lives lost in Orlando  
**Attachments:** vigilfb3.png



## **MEDIA ADVISORY**

**GOVERNOR ANDREW CUOMO, MAYOR BILL DE BLASIO AND LGBT LEADERS JOIN TO STAND IN SOLIDARITY WITH THE SURVIVORS AND VICTIMS OF THE ORLANDO TERRORIST ATTACK**

New York, New York: Governor Andrew Cuomo, Mayor Bill de Blasio, Stonewall Democrats, and leaders of the New York LGBT community will come together to stand in solidarity with the survivors and the victims of the senseless attack in

Orlando. The LGBT community in America and around the world is often the target of hate, but time and again has proven that love conquers hate. We will not run and hide, we will not cower to violence and we will continue to love and fight for full equality for all Americans.

**WHO:** LGBT Community Leaders and elected officials

**WHAT:** Vigil for the lives lost in Orlando

**WHEN:** Monday, June 13, 2016  
6:00 – 8:00 PM

**WHERE:** The Stonewall Inn  
53 Christopher Street  
Between Waverly Place and 7<sup>th</sup> Avenue South

**WHY:** To bring together leaders in the LGBT community to both remembers those we lost, and stand with the survivors of this senseless terrorist attack. Additionally, members of the LGBT community will call on Congress to stop standing in the way of reasonable gun control laws.

###

**Elvin Garcia**

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**From:** Garcia, Elvin  
**Sent:** Friday, June 24, 2016 6:11 PM  
**Subject:** INVITATION: Stonewall National Monument Designation



Dear Friends:

Please join U.S. Secretary of the Interior Sally Jewell, Senior Advisor to the President of the United States Valerie Jarrett, National Park Director Jon Jarvis, Managing Director at the White House Council of Environmental Quality Christy Goldfuss, and other elected officials and Lesbian, Gay, Bisexual and Transgender (LGBT) leaders to designate the Stonewall National Monument, the first national monument that honors the history of the LGBT community in the United States.

**Monday, June 27, 2016**

**12:00PM**

**Christopher Park  
Christopher St, Grove St, W 4 St  
New York, NY 10014**

We hope you are able to join us and we encourage guests to RSVP at their earliest convenience by clicking [HERE](#).

We anticipate that a local celebration for the Stonewall National Monument will be held later this summer.

Please feel free to contact our office if you have any questions.

*\*Please note that this is an official event with the U.S. Department of the Interior. As such, no political activity may take place at the event, including the distribution of literature, placing signs at the venue or fundraising.*

Office of Intergovernmental & External Affairs

Office of the Secretary

U.S. Department of the Interior

202-208-1923

**Elvin Garcia**

Bronx Borough Director

Office of the Mayor, Community Affairs Unit

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**From:** Garcia, Elvin  
**Sent:** Monday, June 27, 2016 2:59 PM  
**Subject:** ICYMI: Mayor Bill de Blasio Delivering for LGBT New Yorkers  
**Attachments:** 2016 LGBT Palm Card FINAL.pdf



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

### **MAYOR BILL DE BLASIO DELIVERING FOR LGBT NEW YORKERS**

**JUNE 2016:** NYC became the first city to launch a citywide media campaign to reaffirm trans and gender non-conforming individuals' right to use of single sex facilities.

**MARCH, APRIL, MAY 2016:** Mayor de Blasio banned all non-essential City travel to North Carolina, Mississippi and Indiana in support of LGBTQ communities facing discrimination at the hands of local elected officials.

**JANUARY 2016:** The City's Commission on Human Rights and the LGBT Center began leading a citywide effort to train City workers, businesses, housing providers and employers on the cultural competencies of working with the transgender communities.

**DECEMBER 2015:** The NYC Plan to End the Epidemic includes a \$23 million investment to increase HIV prevention and health care programming that will benefit nearly 200,000 New Yorkers per year by reducing the number of new annual HIV infections, part of a statewide goal of no more than 750 cases per year by 2020.

**JUNE 2015:** Mayor de Blasio created the first-ever Commission on Gender Equity to promote the economic, social, political and physical security of women and girls regardless of their race, ethnicity, class, gender identity or sexual orientation.

**JANUARY 2015:** IDNYC, now the largest municipal ID program in the country, became the first ID for many where they can designate their own gender, empowering trans and gender non-conforming New Yorkers.

**DECEMBER 2014:** Under Mayor de Blasio, the City's Board of Health approved a regulation change to remove barriers to correcting the gender marker on New York City birth certificates to protect transgender New Yorkers.

**#PrideNYC**

Regards,

**Elvin Garcia**

Bronx Borough Director

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**From:** Mayor's Press Office  
**Sent:** Sunday, September 04, 2016 3:58 PM  
**To:** Mayor's Press Office  
**Subject:** UPDATED PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR SUNDAY, SEPTEMBER 4, 2016



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE**

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**UPDATED PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR SUNDAY, SEPTEMBER 4,  
2016**

***\*\*Updated timing for the Mayor's Univision appearance\*\****

*On Sunday, Mayor de Blasio will appear live on 1010WINS and WCBS-880 to discuss Hermine.*

*Later, the Mayor will appear on Univision to discuss Hermine. This is a taped appearance, and timing is subject to change.*

**Press Schedule**

**Approximately 4:05 PM – Appears Live on 1010WINS**

**Approximately 4:09 PM – Appears Live on WCBS-880**

**Approximately 6:00 PM – Calls in to Univision**

*This is a taped appearance, and timing is subject to change.*

###

**From:** [Perez, Roberto](#)  
**To:** ["Alex Mckay"](#)  
**Subject:** MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS  
**Date:** Monday, April 06, 2015 2:42:43 PM

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## MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS

### *More Than 70 Cities & Counties Sign Texas vs. United States Appeal Urging Immediate Implementation of President Obama's Immigration Executive Action*

**NEW YORK**—New York City Mayor Bill de Blasio and Los Angeles Mayor Eric Garcetti announced today that 73 cities and counties had filed a new friend-of-the-court brief in the Fifth Circuit Court of Appeals in the *Texas vs. United States* lawsuit, urging immediate implementation of President Obama's executive actions on immigration.

“Continuing to delay implementation of the President’s executive action on immigration hurts our economy and puts families at risk,” said **Mayor Bill de Blasio**. “Cities are where immigrants live, and cities are where the President’s executive action will be successfully implemented. Our cities are united, and we will fight for the immigration reform this nation needs and deserves – whether in the courtroom, in Congress, or in our communities. Make no mistake about it: our voices will be heard.”

“Our cities cannot afford delays to immigration reforms that will strengthen our economy and help families,” said **Los Angeles Mayor Eric Garcetti**. “This isn’t a blue or red issue, but a human and economic one.”

The brief demonstrates robust support from the country’s largest cities – as well as suburbs and rural areas – for the President’s reforms, which will temporarily relieve from deportation thousands of immigrants who have longstanding ties to the U.S.

The cities and counties – representing 43 million people across the country – argue that the district court judge who temporarily blocked implementation of the programs failed to consider the significant harm to America’s local governments caused by this delay.

According to an analysis by the City, each month that the implementation of these programs is delayed, New York City and New York State will lose at least \$1.5 million in additional state and local tax revenue that would be generated if 100,000 immigrants in New York City were able to access temporary work permits through executive action.

“New York’s immigrants are vital to our economy and we must do all we can to help them grow and thrive. Mayor de Blasio is correct – instead of putting up barriers, we should be looking at ways to help immigrants climb the ladder of economic opportunity and welcome them into our communities. The New York State Assembly Majority strongly supports President Obama’s executive action on immigration, and further delay by those who would derail this important initiative is unacceptable,” said **New York State Assembly Speaker Carl Heastie**.

“Each day we wait to implement President Obama’s bold immigration reforms, millions of hard-working families remain in legal limbo. Immigrant communities built New York City,

and they are the heart and soul of urban centers across our country,” said **Public Advocate Letitia James**. “As Congress and federal courts stall meaningful progress on immigration, New York City will continue to lead the nation.”

As part of Cities United for Immigration Action, Mayors de Blasio and Garcetti led the effort to organize more than 70 cities and counties, the National League of Cities, and the U.S. Conference of Mayors in arguing that the national public interest is served clearly and overwhelmingly by implementing immigration relief by executive action without delay. Today’s brief more than doubles the number of local governments that had previously voiced opposition to the lawsuit brought by states seeking to block President Obama’s immigration reform efforts.

The brief also argues that the District Court judge’s decision to block executive action with a preliminary injunction is bad for the economy, hurts families, threatens law enforcement priorities, and will stall desperately needed changes to the federal government’s immigration policies.

The de Blasio Administration has a proven track record of spearheading initiatives that integrate immigrants into the civic and economic life of New York City. From the IDNYC municipal identification program to increasing access to federal immigration benefits, New York City is committed to championing pro-immigrant policies that promote equity and create opportunity for all residents.

This collective action to offer the Court the crucial perspective of American cities and counties is an outcome of the organizing efforts of the Cities United for Immigration Action coalition. By filing this brief, America’s mayors and county leaders are making a strong statement in support of the President’s plan to grant administrative relief to over four million undocumented children and adults.

Numerous cities and counties signed on to today’s brief are located in states that brought the lawsuit against the Obama administration or have otherwise indicated support for the lawsuit, including five cities in Texas, six localities in New Jersey, two counties in Arizona, and three municipalities in Wisconsin. Cities and counties signed on to the brief (in formation) include the following local governments:

Alexandria, VA  
Allentown, PA  
Atlanta, GA  
Austin, TX  
Baltimore, MD  
Bell, CA  
Boston, MA  
Bridgeport, CT  
Buffalo, NY  
Cambridge, MA  
Central Falls, RI  
Chapel Hill, NC  
Charleston, SC  
Chicago, IL  
Coconino County, AZ

Columbia, SC  
Columbus, OH  
Dallas County, TX  
Dayton, OH  
Denver, CO  
Dolton, IL  
El Paso County, TX  
Everett, MA  
Gary, IN  
Haledon, NJ  
Hartford, CT  
Highland Park, IL  
Hoboken, NJ  
Holyoke, MA  
Houston, TX  
Jersey City, NJ  
Kansas City, MO  
Little Rock, AR  
Los Angeles, CA  
Los Angeles County, CA  
Lucas County, OH  
Madison, WI  
Milwaukee, WI  
Minneapolis, MN  
Montgomery County, MD  
Newark, NJ  
New York, NY  
Niagara Falls, NY  
North Miami, FL  
Oakland, CA  
Paterson, NJ  
Philadelphia, PA  
Pittsburgh, PA  
Plainfield, NJ  
Portland, OR  
Providence, RI  
Racine, WI  
Ramsey County, MN  
Rochester, NY  
Salt Lake City, UT  
San Francisco, CA  
San Jose, CA  
Santa Ana, CA  
Santa Cruz County, AZ  
Santa Fe, NM  
Santa Monica, CA  
Schenectady, NY  
Seattle, WA  
Skokie, IL  
St. Louis, MO

State College, PA  
Syracuse, NY  
Tacoma, WA  
Tampa, FL  
Travis County, TX  
Washington, D.C.  
West Covina, CA  
Yonkers, NY  
National League of Cities  
U.S. Conference of Mayors

“Brooklyn is what America looks like, with nearly 40 percent of our residents being foreign-born, and when it comes to embracing our immigrant population, it is what America ought to be. President Obama's executive order on immigration is the most significant and meaningful step our nation has taken toward addressing this long-standing crisis and the millions of families who have been stuck in the shadows of our society, including hundreds of thousands right here in New York City. Our diversity is our greatest strength, and I join my fellow urban leaders from coast to coast in making this call to support the President's reforms,” said **Brooklyn Borough President Eric Adams**.

“Legally and morally, the president's executive action on immigration was both within his power and the right thing to do,” said **Manhattan Borough President Gale Brewer**. “Blocking its implementation will do real harm to cities. That’s why joining with other cities and counties across the country urging its implementation is the right thing as well.”

“We stand with New York City Mayor Bill de Blasio’s and Los Angeles Mayor Eric Garcetti’s decision to file a ‘friend-of-the-court’ brief in support of President Barack Obama’s executive action on immigration,” said **Bronx Borough President Ruben Diaz Jr.** “The President’s executive action currently being blocked in the courts hurts The Bronx and New York City, with the borough losing out on potential local tax revenues that would be generated by these hard-working immigrants who just want to come out the shadows and positively contribute to our country. We are the land of opportunity, built on the ideal that we are melting pot that promotes equality for all and we must continue to strive for those ideals that make our country great.”

“President Obama's executive actions were bold and decisive steps toward fixing America's broken immigration system. The Statue of Liberty stands tall in our City, reminding us that America was built by generations of immigrants who came to its shores in search of a better life and a chance to make our country greater,” said **U.S. Representative Charles Rangel**. “I am proud to see that Mayor de Blasio is committed to keeping that promise alive for years to come.”

“The delay in the implementation of DAPA and expanded DACA threatens millions of American families with deportation, as well as the many communities, such as New York City, of which immigrants are an integral part,” said **U.S. Representative Yvette Clarke**. “No serious doubt exists that President Obama had the authority to establish DAPA and DACA. I want to commend Mayor de Blasio and the many community leaders across this nation who have raised their voices on behalf of millions of families who want to pursue the American Dream.”

“In the absence of legislative action by House Republicans, President Obama took decisive action on immigration because he knows that there are real lives at stake in our current broken system,” said **U.S. Representative Joe Crowley**. “It is deeply troubling that a Texas judge known to be hostile to immigrants is delaying the President’s executive measures, especially given the legal precedents set by previous administrations. Halting action that will help keep American families together strikes at the heart of what our country ought to be about, and I thank Mayors de Blasio, Garcetti, and many others for taking a stand and showing the widespread support for the President’s action. I’m confident the Department of Justice will succeed in its appeal of this decision and that we will move forward with this much-needed action that will make such a difference in New York City and elsewhere.”

“I applaud Mayor de Blasio for working with cities across the nation to support President Obama’s executive actions on immigration,” said **U.S. Representative Carolyn Maloney**. “With over 12 million undocumented immigrants living in our country, comprehensive immigration reform is long overdue. Unfortunately, Congress has failed to act. That is why I strongly support President Obama’s executive actions, which will help keep families together, boost our economy and generate new tax revenue. These are common sense steps that mimic similar actions by Presidents Ronald Reagan and George H.W. Bush, and it’s long past time that President Obama’s reforms are implemented.”

“We can’t continue to delay implementing President Obama’s executive action on immigration. With this friend-of-the-court brief, New York City is joined by more than 70 cities nationwide in voicing its strong support for moving ahead with providing administrative deportation relief to more than 4 million immigrants with strong ties to the U.S. As the brief argues, the District Court’s holdup only hurts our economy, harmless immigrant families, and the federal government’s ability to address our broken immigration system. I applaud Mayor de Blasio for once again putting New York City at the forefront of efforts to help the immigrant community, in New York City, and nationwide,” said **U.S. Representative José Serrano, Sr.**

“The President’s immigration reforms make badly needed changes to a broken system and will benefit thousands of our neighbors,” stated **U.S. Representative Nydia Velázquez**. “It is critical for New York City and our nation as a whole that these reforms be implemented without delay.”

“Every day we delay fixing our broken immigration system is a missed opportunity,” said **U.S. Representative Kathleen Rice**. “There’s no question that we need to keep fighting for comprehensive immigration reform at the federal level, but our local communities can’t afford to wait when there’s no sign that this Congress is willing to pass real legislative solutions. Thousands of hard-working Long Island families are ready to come out of the shadows, stop living in fear and start participating fully in our local economies, and there’s no reason to deny them that opportunity any longer. Last week I joined several fellow Members of Congress in signing an amicus brief affirming our support for the government’s appeal, and the brief filed today by Mayors de Blasio and Garcetti shows that local and federal leaders across the country are united in our commitment to implementing the President’s executive actions.”

“Immigrants move New York’s economy forward,” said **State Senator Leroy Comrie**. “I represent a district where over a third of its population is foreign-born, and where many more are the children and grandchildren of the rich immigrant legacy this city – and this

nation – is so proud of. Immigrants are innovators, business owners and job creators: they augment this City's supply of capital and ideas to diversify its narrative and keep it nationally and globally competitive. Not only is it in our best interest to immediately implement the President's platform for immigration reform, but it is the socially and morally responsible thing to do.”

“Every day the President's executive actions on immigration are blocked, is another day hundreds of thousands of young adults and parents, trying to provide for their families, are unable to work. This is not good for anyone, and the leaders of our cities and counties across the country know this first hand. I thank them for standing with undocumented immigrants and working to bring them out of the shadows,” said **State Senator Adriano Espaillat, Chair of the State Senate Puerto Rican/Latino Caucus.**

“This friend-of-the-court brief stands with immigrants in our communities against needless delay in the urgently needed Deferred Action programs. President Obama has charted a course for a more compassionate immigration system – a system that treats our friends and neighbors with the dignity they deserve. I commend this action by Mayor de Blasio and dozens of mayors across the United States in keeping with the vision President Obama outlined. I join these mayors and leaders across the country in reaffirming our commitment to America’s longstanding tradition of welcoming immigrants to our communities,” said **State Senator Jesse Hamilton.**

“It is time to stop intolerant views toward our immigrants. I am in full support of this brief, which is intended to safeguard and implement President Obama’s executive actions on immigration that are intended to keep families together,” said **State Senator Jose Peralta.** “We, as immigrants, live in all cities across our nation, and blocking the implementation of the President’s policies, hurts not just families fighting for the American Dream, but also our ongoing efforts to enrich and repair our economy.”

“I am very proud that New York City is leading the way on a collective *amicus* brief in the *Texas vs. United States* case which calls for swift and sweeping implementation of President Obama’s executive actions concerning rational immigration policy. The lives of millions of people hang in the balance, so many of them New Yorkers who share the same hopes, dreams and aspirations that each successive wave of immigrants harbored generations ago. Each of them found a true home here and it is time for our City and Country to open our arms and our hearts in the name of fundamental human rights,” said **State Senator Bill Perkins.**

“The implementation of President Obama's executive action on immigration is imperative to ensuring we support the countless immigrants that contribute to the social and economic life of our country,” said **State Senator Gustavo Rivera.** “We are a country of immigrants, and this executive action will help us strengthen and protect our diverse population, while honoring our values as Americans. I commend and thank Mayor de Blasio for having New York join cities and counties across our country in taking legal action to support an initial step towards immigration reform.”

“Here in a city and state where we pride ourselves on diversity, we can only benefit from the implementation of President Obama’s executive action on immigration,” said **State Senator James Sanders Jr.** “It will allow for a reprieve from deportation while giving the undocumented a chance to work, providing a much needed boost to the economy. Just this

past week, the state budget failed to include the DREAM Act, which would have given thousands of vibrant young people a chance at success by allowing them to continue their education and creating a pathway to citizenship. Let's not miss another opportunity to help build a stronger New York."

"Unjust deportations have continued to tear apart our families, our schools and our communities. We must act swiftly in implementing President Obama's immigration executive action in order to protect these important populations. Immigrants are the backbone of our communities, and I thank Mayors de Blasio and Garcetti for creating a united front to demonstrate our support for the swift implementation of the President's measures," said **State Senator José Serrano**.

"The delay to President Obama's executive action on immigration is intolerable and comes with a real cost to real people," said **Assembly Member Rodneyse Bichotte**. "Every day, families of aspiring Americans are destroyed by a system badly in need of reform and the President's executive action offers needed help. I join with Mayor de Blasio and Eric Garcetti in the *Texas v. United States* lawsuit to urge immediate implementation of President Obama's executive actions on immigration. As a daughter of Haitian immigrants, and as a proud citizen of the United States and elected official of New York, I have a duty to act on behalf of the social justice of our people—as well as a fiduciary responsibility to ensure our economies gain the benefits immigration brings."

"As a child of Jamaican immigrants, it is personal for me that we stand up for Immigration justice and demand immediate action. The implementation of President Obama's executive actions on immigration is a moral, social, and economic necessity. The delays are inexcusable, and we must move forward. In past years, immigrants in NYC have accounted for more than \$200 billion in economic activity to help revitalize vibrant neighborhoods including the work of Latino, Caribbean and African entrepreneurs in the South Bronx. Through hard work and tireless dedication, Immigrants embody the entrepreneurial spirit that makes our country so beautiful, and the best country in the world," said **Assembly Member Michael Blake**. "Immigrants are our neighbors, our friends, and our family, and I proudly stand with Mayor Bill de Blasio and Eric Garcetti in calling for our judicial system to do the right thing, the humane thing, the compassionate thing, and give our communities the life they deserve."

"I want to commend Mayor de Blasio and all the other mayors for supporting immigration reforms. Implementation of the President's Immigration Executive action will provide much needed relief to immigrant families suffering under our broken system and is a crucial first step on the road to treating our immigrants with the fairness and respect they deserve," said **Assembly Member Guillermo Linares**.

"Every month that goes by without President Obama's executive actions is another month that families can be ripped apart," said **Assembly Member Francisco Moya**. "For those of us who deal with the fallout from our nation's flawed immigration policies on a daily basis, we know how critical the President's executive actions truly are. Keeping families together is not only the right thing to do; it's also in our nation's best interest."

"Mayor de Blasio is taking the right step filing today's court brief," said **Assembly Member Felix Ortiz**. "Without action from the Congress and State Legislature, we must support President Obama's efforts to protect workers and their families from deportation. While we

keep the fight alive in Albany for the Dream Act, driver licenses and state-issued identification cards for non-citizens and better wages for all workers, today's action by our Mayor and by so many others across the nation is a positive step to make life better for millions. We can't wait any longer.”

“We need comprehensive immigration reform immediately,” said **Assembly Member Robert Rodriguez**. “President Obama’s Executive action is a huge step towards creating fair policies that help our growing immigrant communities of New York City thrive, any hindrance to its enactment harms us irreparably.”

“It is clear that our immigration system is broken and comprehensive reform is needed to provide long-term relief for the families who have contributed to the growth and prosperity of our nation,” said **Assembly Member Nily Rozic**. “Filing this brief is reflective of New York City's commitment to advancing immigrants' rights and I commend the Mayor for his continued advocacy and leadership on this urgent issue.

“With an estimated 100,000 undocumented immigrants in New York City who would benefit greatly from President Obama’s executive action this brief sends a strong message on the importance of implementing these reforms,” said **Assembly Member Luis Sepúlveda**. “New York has long been at the forefront of immigration reform. Mayor de Blasio has proven his commitment to immigrants throughout his first year in office and continues to through actions like this. I commend the Mayor and the many other cities and counties for supporting these initiatives, as implementing each one of them will be for the national public interest.”

“Opportunity for families in America to obtain basic rights and a better quality of life should not be dictated by political games. The partisan stalling of President Obama's Immigration Executive Action is sophomoric, and the District Court's preliminary objection undoubtedly has a deleterious effect on our national economy. New York City is, and always has been a city of immigrants, and we have this community to thank for the strength we enjoy as a City and a Nation . I am proud of New York City's participation in the amicus brief filed in Texas vs. United States, and am hopeful that the demand from such a robust list of diverse urban areas will bring us closer to real reform which has been long overdue,” said **Assembly Member Keith Wright**.

“I commend Mayor de Blasio in joining the effort to defend the President’s Administrative Relief that offers potential relief to millions of immigrants with strong ties to our nation, and who already work hard and contribute to make this a better country. While the Court stalls, and Congress fails to enact meaningful immigration reform, New York City will continue to protect the rights of immigrants and ensure that their contributions to our City are recognized—and celebrated. Our City continues to offer affirming spaces for immigrant populations, and I am hopeful that this action from our Mayor—and from his colleagues from around the country—will provide some context about the urgent need for the implementation of the President’s programs,” said **Council Member Carlos Menchaca, Chair of the Committee on Immigration**.

“I support the new friend-of-the-court brief urging immediate implementation of President Obama’s executive actions on immigration. Immigrants are in important part of the fabric of our society and economy and granting administrative relief to those immigrants in need is an act of social responsibility,” said **Council Member Inez Barron**.

“I applaud New York City Mayor Bill de Blasio for joining Los Angeles Mayor Eric Garcetti in filing a friend-of-the-court brief calling for implementation of President Obama’s executive action on immigration. As an elected official representing an area with a significant immigrant population, I join with others across the country in urging the courts to move forward on providing deportation relief. The President’s immigration policies provide a just, sensible solution for millions of immigrants who live in the U.S. and contribute to our nation’s society in myriad ways. From an economic perspective, there is no question that New York stands to benefit from implementation of these policies, as significant tax revenues would be generated by the granting of temporary work permits to our City’s population of 100,000 immigrants,” said **Council Member Fernando Cabrera**.

“President Obama’s executive action on immigration will have a profoundly positive impact on thousands of families in our city, and it must be implemented immediately,” said **Council Member Margaret Chin**. “I strongly support today’s legal action in support of the President’s reforms, and I thank Mayor de Blasio for his continued leadership on this fundamentally important issue.”

“New York City is, was, and always will be a leader in the immigrant rights movement. We stand united in support of President Obama’s Executive Order,” said **Council Member Andrew Cohen**.

“We have waited for federal immigration reform for too long,” said **Council Member Costa Constantinides**. “The current federal laws are broken and lead to families being broken up or to unwarranted detention. President Obama’s executive order will take significant steps to help ameliorate these concerns. We must ensure due process and respect for all. I stand with Mayor De Blasio, Mayor Garcetti, and with 70 other cities across the nation that support the President’s order.”

“The stand the District Court Judge has taken against immigration reform is harming the future of our country, our immigrants,” said **Council Member Daniel Dromm**. “I am glad Mayor de Blasio has signed on to an amicus brief to push back against the court’s anti-immigrant actions. In New York City we support our immigrants not hold them back by putting obstacles to citizenship in their way.”

“I applaud Mayor de Blasio and the Mayors of more than 70 cities across the country for making it clear that they are ready, willing, and able to implement the reforms proposed by President Obama’s executive action. As the son of immigrants, I know firsthand the difficulties faced by those who have come to the United States seeking a better life for themselves and their families. Our immigration system is broken and full implementation of President Obama’s executive action is necessary in order to ensure more families are not harmed by failed policies,” said **Council Member Rafael Espinal**.

“President Obama’s executive action would be a lifeline to many families in our City who only want to work hard and provide more than they had for their children,” said **Council Member Julissa Ferreras**. “The continued delay of immigration reform only hurts our cities by separating families as well as denying our local governments millions of dollars in tax revenue. I commend Mayor de Blasio, Mayor Garcetti and the chief executives of over 70 American cities for championing this issue in our courts and call on Congress to finally do the right thing and recognize that immigration reform makes sense for all.”

“For too long, cities have been trying to navigate a federal immigration policy that is in dire need of reform. The President's executive actions were an important first step toward making sense of those immigration policies. Delaying their implementation creates very real problems for the cities that are on the front lines of the immigration debate,” said **Council Member Dan Garodnick**.

“By delaying the implementation of immigration reform, the court is making a decision that hurts state and local economies and needlessly diverts law enforcement attention,” said **Council Member Vanessa Gibson**. “Spending tax dollars to prosecute otherwise law abiding residents who want to work here, raise families here, and spend money here is a policy that has never made sense and I urge the court to recognize the considerable good immigration reform will bring to our communities. I am proud to stand with legislators within New York and around the country in support of President Obama’s actions and I look forward to a favorable decision that will uphold the ordered relief of nearly 4 million undocumented adults and children.”

“Today, New York City stands with over 70 American municipalities in support of President Obama’s recent executive action on immigration,” said **Council Member Corey Johnson**. “If implemented, the plan would grant much needed administrative relief and protection from deportation to over 4 million undocumented individuals. Our country and New York City were built by immigrants and their families. Barring immigrants from fully participating in American civic and economic life is contrary to our values. It’s time to make a change.”

“We are a nation of immigrants, including my grandparents who came here to escape antisemitism, and the grandparents of so many. We must continue to accept all those 'yearning to breathe free',” said **Council Member Ben Kallos**. “The state invests resources in every person the second they set foot in our soil. By welcoming people with open arms, we guarantee a return on that investment. I applaud Mayors de Blasio and Garcetti for urging the immediate implementation of President Obama's immigration reforms.”

“President Obama has signed an Executive Order and it’s shameful and unheard of for the District Court judge to block the executive action,” said **Council Member Andy King, Co-Chair of the Black, Latino & Asian Caucus**. “New York is and has always been a city of immigrants and President Obama’s vision allows for immediate reform in our communities. I stand with the Mayor and the President and all Americans across the nation committed to justice and our voices will be heard.”

"I see every day the positive impact immigrants have on our communities, as a representative of one of the most diverse areas in the country," said **Council Member Rory Lancman**. "Immigrants start businesses, pay taxes and raise their children here. Unfortunately, current US immigration policies leave far too many of our neighbors afraid that they will be deported from the country that has been their home for years. Mayor de Blasio's brief, joined by so many other cities, sends a clear message to the Court that cities support the President's action and want our immigrants to be able to come out of the shadows."

“New York City can’t wait any longer for implementation of President Obama’s executive action on immigration,” said **Council Member Steve Levin**. “Thank you to Mayor de Blasio and cities and counties around the United States who are taking a stand for smart and needed immigration reforms.”

“Undocumented immigrants and their families have waited far too long for substantive and comprehensive immigration reform. Not only do we need these reforms to be effectuated, we also need more policies that will help bring relief to millions of immigrants, help keep their families together, while strengthening our economy. I’m proud to stand with Mayor de Blasio, my colleagues in City Council, and the cities and counties across the country, who are fighting for the rights of our immigrant communities,” said **Council Member Annabel Palma**.

“I’d like to thank Mayor de Blasio for taking leadership on this important issue. Implementation of President Obama’s executive order would have a major positive impact on the lives of our immigrant communities,” said **Council Member Antonio Reynoso**.

“I am proud to stand with Mayor De Blasio and 70 other municipalities throughout the nation in full support of President Obama’s executive action on immigration,” said **Council Member Donovan Richards**. “The history of the United States is a history of immigrants. Extending temporary relief from deportation for residents that contribute millions of dollars to our domestic economy is common sense.

“President Obama’s actions will bring 5 million immigrants out of the shadows. For years these families have lived with the constant anxiety and fear of deportation. But no longer. Now undocumented immigrants can apply to receive services that they’ve long deserved. By receiving social security cards and work permits so many will be able to legally work towards the American Dream they came to pursue,” said **Council Member Ydanis Rodriguez**. “However, some among us want to push these families back into the shadows. Today we, the cities that drive our country’s economy forward, stand united in support of the President’s actions.”

“The temporary work permits granted by President Barack Obama’s executive action are essential to the daily functions of New York City and cities nationwide. We are a nation of immigrants, and delaying implementation of this program is, frankly, un-American. I stand with Mayors Bill de Blasio and Eric Garcetti and the 72 cities and counties throughout the US (list in formation), in urging immediate implementation of this executive action,” said **Council Member Helen Rosenthal**.

“Immigrants make critical contributions our local economies and civic infrastructure, but cannot continue doing so if they are living in the shadows. The growing list of municipalities and counties signed onto the brief further underscores the importance and urgency of administrative relief for millions of undocumented children and adults. The Mayor has been a tireless champion of New York’s immigrant communities and I commend him for spearheading this effort,” said **Council Member Richie Torres**.

“I support the immediate implementation of President Obama’s executive order,” said **Council Member Mark Weprin**. “Immigrants have always played a vital role in shaping our nation’s economy and continue to contribute every day to the vitality of New York City.”

“Delaying President Obama’s executive orders to implement real immigration reform only puts New York City’s efforts to provide countless families economic opportunity they need on hold,” said **New York City Council Majority Leader Jimmy Van Bramer**. “Now is the time to act and our City is prepared to. I support Mayor de Blasio and numerous other cities throughout our nation’s efforts to begin implementing much-needed reforms for the millions

of families who are looking to us for assistance to become included and engaged citizens of New York City and our great nation.”

“The time for a rational immigration policy has long been overdue. Where Congress has failed to act in the collective interest of the American people, President Obama has sought to step into the breach. The use of executive authority on this issue is with precedent, and this unfortunate maneuver by the State of Texas to stymie him ignores the greater economic, security, and familial needs of all our citizens. Mayor de Blasio recognizes these plain truths, and I support the amicus brief he and so many other municipalities, nationwide, have filed in support of the President’s action,” said **Council Member Ruben Wills**.

“In cities across the country, hard-working men and women are waiting for President Obama’s Executive Action to go into effect so they can live and work without fear of deportation and separation from their families,” said **Hector Figueroa, President of 32BJ SEIU**. “In Boston, New York, Philadelphia, Washington DC and many more cities up and down the East Coast, 32BJ members have long been part of the fight for immigration reform and we will continue to take action in Congress and on the streets until these reforms are implemented. It is the humane and just thing to do for immigrants and the right path forward for our country.”

“Immigrants are essential to local economies and industries throughout our country, especially the hospitality industry. Today’s actions show that local governments recognize that delaying the President’s Executive Action not only harms millions of working families but also jeopardizes recovering local economies,” said **Peter Ward, President of the Hotel Trades Council**.

“Workers and their families desperately need the immediate implementation of President Obama’s Executive Action for immigration reform. We commend these cities and their elected officials for submitting an amicus brief in support of President Obama’s Executive Action, the most far reaching immigration reform initiative in decades. Cities make up the backbone of the U.S. economy, much of it based on the work of immigrants. Millions of hard working immigrant families stand to benefit from this action, and they deserve this administrative relief,” said **Stuart Appelbaum, President of Retail, Wholesale and Department Store Union**.

“The AFL-CIO has made supporting real immigration reform one of our top priorities because we understand the importance of ensuring that all workers receive the wages and benefits to which they are entitled,” said **Vincent Alvarez, President of the New York City Central Labor Council, AFL-CIO**. “By allowing undocumented workers to come out of the shadows, we will be working to eradicate the tools that allow unscrupulous employers to drive down wages, and rob workers of fair pay, benefits, and workplace rights. The implementation of President Obama’s immigration recommendations is already long overdue. Let’s make this happen for New York City’s workers.”

“Immigrants, including many who would be eligible for work permits under President Obama’s Executive Action, contribute every day to the vibrancy and health of our cities. The Executive Action will keep families together, boost our economy and focus law enforcement resources. We applaud Mayor de Blasio’s advocacy on behalf of these hard-working New Yorkers and join him in calling for immediate implementation of the action,” said **Maria Castaneda, Secretary-Treasurer of 1199 SEIU**.

"We applaud Mayors de Blasio and Garcetti for leading the charge to demand immediate implementation of immigration relief to keep families together across the United States. As our communities demand action, scores of cities from coast to coast are stepping up and saying with one voice that the Court of Appeals must allow President Obama's administrative actions, which are grounded in strong legal precedent, to move forward," said **Javier H. Valdés, co-Executive Director of Make the Road New York.**

"Very much like every major city in America, New York City is a strong and vibrant city thanks to our immigrant population," said **Jonathan Westin, Executive Director of New York Communities for Change.** "Our cities are better when our immigrant brothers and sisters can thrive. Therefore, we urge the immediate implementation of the President's Immigration Executive Action. Our cities have too much to lose if action is not taken now."

"We are proud that our city's Mayor Bill de Blasio is setting a precedent by taking legal action and making it known that the delays to President Obama's executive actions are unacceptable," said **Steven Choi, executive director of the New York Immigration Coalition.** "The NYIC and our membership, along with our city and state partners including the Mayor's Office of Immigrant Affairs, continue our efforts to prepare the 100,000 plus New Yorkers who can benefit from these programs. We stand with Mayors Bill de Blasio and Eric Garcetti in the call for immediate implementation of immigration relief."

"At a time when anti-immigrant voices are using myths about immigrants and the effects of immigration to derail a constructive national policy debate, few actions are more important than local governments uniting to fight for immediate relief and implementation of President Obama's Immigration Executive Actions. In outlining the economic and fiscal benefits of deferred action policies, New York City is a key stakeholder. Mayor Bill de Blasio has underscored once again our city's courage in the fight for justice and we stand in solidarity to see administrative relief programs take full-effect immediately," said **Lucia Gomez, Executive Director of La Fuente.**

"The Asian American Federation fully supports Mayors de Blasio and Garcetti's appeal to implement President Obama's executive action without any further delay. Immigrants and their families, who have made valuable contributions to the U.S., deserve the temporary relief and protection that this immigration reform provides. We stand with our community to ensure that the President's executive action sees the light of day," said **Jo-Ann Yoo, Executive Director of the Asian American Federation.**

"Millions of lives are on hold as President Obama's legal Executive Action is being dragged through the courts. Northern Manhattan Coalition for Immigrant Rights commends Mayors de Blasio and Garcetti for supporting legal action urging immediate implementation of Executive Action," said **Angela Fernandez, Executive Director of Northern Manhattan Coalition for Immigrant Rights.**

"Immigration reform is vital for New York's African immigrant communities," said **Amaha Kassa, Executive Director of African Communities Together.** "All of our members have heard about President Obama's executive actions, many are qualified and ready to apply for relief, and none of them can understand why progress has been put on hold. This filing sends an important message that New York City has immigrants' backs, even if some states have chosen to send the opposite message."

“President Obama’s November, 2014 Deferred Action programs – both the DACA extension and DAPA – should be implemented now. With each passing day, families continue to be torn apart, leaving behind American children to fend for themselves. Hard-working immigrant parents live in fear and are preyed upon, and cannot become full members of our society. As the child of Mexican immigrant parents whose life dramatically changed after they received legal status via IRCA, the benefits of immigration relief to are society are clear to me. My parents became homeowners and were able to support three college graduates. I applaud Mayors De Blasio and Garcetti, along with the 70 cities and counties who have signed on, for their leadership and for lending their voice to challenge the Texas vs. United States lawsuit, said **Aracelis Lucero, Executive Director of Masa, Inc.**

“Chicago has always been a city of immigrants, and for us to stay true to our history and our values, we must ensure that immigrants can fully participate in all aspects of our economic and cultural life,” said **Chicago Mayor Rahm Emanuel.** “We are proud to join numerous cities in filing this amicus brief to support President Obama’s executive actions on immigration. They will help keep families together, increase safety in our communities, and maximize the contributions that immigrants make every day in every part of our city.”

“Cities are strongly affected by immigration. The old, dysfunctional immigration policies hurt our economies, our neighborhoods, our businesses and our residents. The President is attempting to interject common sense and humanity. We are grateful for his efforts and we stand with him,” said **Portland Mayor Charlie Hales.**

“I am signing onto this brief because as a nation of immigrants, I believe ensuring access to a fair and legal process for people to come to this country and pursue their dreams reflects our highest values,” said **Chapel Hill Mayor Mark Kleinschmidt.**

“We must do better to honor our country's proud immigration tradition. Too many immigrants live in fear, afraid to become members of our society, while Congress fails to take any meaningful action to fix a broken immigration system. Their inaction has real consequences for our communities, which is why I fully support President Obama's leadership and common sense executive actions. I thank Mayor de Blasio for initiating this brief and building this important coalition of leaders,” said **Hoboken Mayor Dawn Zimmer.**

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**From:** [Perez, Roberto](#)  
**To:** "[Andy McDonald](#)"  
**Subject:** MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS  
**Date:** Monday, April 06, 2015 2:43:05 PM

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## MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS

### *More Than 70 Cities & Counties Sign Texas vs. United States Appeal Urging Immediate Implementation of President Obama's Immigration Executive Action*

**NEW YORK**—New York City Mayor Bill de Blasio and Los Angeles Mayor Eric Garcetti announced today that 73 cities and counties had filed a new friend-of-the-court brief in the Fifth Circuit Court of Appeals in the *Texas vs. United States* lawsuit, urging immediate implementation of President Obama's executive actions on immigration.

“Continuing to delay implementation of the President’s executive action on immigration hurts our economy and puts families at risk,” said **Mayor Bill de Blasio**. “Cities are where immigrants live, and cities are where the President’s executive action will be successfully implemented. Our cities are united, and we will fight for the immigration reform this nation needs and deserves – whether in the courtroom, in Congress, or in our communities. Make no mistake about it: our voices will be heard.”

“Our cities cannot afford delays to immigration reforms that will strengthen our economy and help families,” said **Los Angeles Mayor Eric Garcetti**. “This isn’t a blue or red issue, but a human and economic one.”

The brief demonstrates robust support from the country’s largest cities – as well as suburbs and rural areas – for the President’s reforms, which will temporarily relieve from deportation thousands of immigrants who have longstanding ties to the U.S.

The cities and counties – representing 43 million people across the country – argue that the district court judge who temporarily blocked implementation of the programs failed to consider the significant harm to America’s local governments caused by this delay.

According to an analysis by the City, each month that the implementation of these programs is delayed, New York City and New York State will lose at least \$1.5 million in additional state and local tax revenue that would be generated if 100,000 immigrants in New York City were able to access temporary work permits through executive action.

“New York’s immigrants are vital to our economy and we must do all we can to help them grow and thrive. Mayor de Blasio is correct – instead of putting up barriers, we should be looking at ways to help immigrants climb the ladder of economic opportunity and welcome them into our communities. The New York State Assembly Majority strongly supports President Obama’s executive action on immigration, and further delay by those who would derail this important initiative is unacceptable,” said **New York State Assembly Speaker Carl Heastie**.

“Each day we wait to implement President Obama’s bold immigration reforms, millions of hard-working families remain in legal limbo. Immigrant communities built New York City,

and they are the heart and soul of urban centers across our country,” said **Public Advocate Letitia James**. “As Congress and federal courts stall meaningful progress on immigration, New York City will continue to lead the nation.”

As part of Cities United for Immigration Action, Mayors de Blasio and Garcetti led the effort to organize more than 70 cities and counties, the National League of Cities, and the U.S. Conference of Mayors in arguing that the national public interest is served clearly and overwhelmingly by implementing immigration relief by executive action without delay. Today’s brief more than doubles the number of local governments that had previously voiced opposition to the lawsuit brought by states seeking to block President Obama’s immigration reform efforts.

The brief also argues that the District Court judge’s decision to block executive action with a preliminary injunction is bad for the economy, hurts families, threatens law enforcement priorities, and will stall desperately needed changes to the federal government’s immigration policies.

The de Blasio Administration has a proven track record of spearheading initiatives that integrate immigrants into the civic and economic life of New York City. From the IDNYC municipal identification program to increasing access to federal immigration benefits, New York City is committed to championing pro-immigrant policies that promote equity and create opportunity for all residents.

This collective action to offer the Court the crucial perspective of American cities and counties is an outcome of the organizing efforts of the Cities United for Immigration Action coalition. By filing this brief, America’s mayors and county leaders are making a strong statement in support of the President’s plan to grant administrative relief to over four million undocumented children and adults.

Numerous cities and counties signed on to today’s brief are located in states that brought the lawsuit against the Obama administration or have otherwise indicated support for the lawsuit, including five cities in Texas, six localities in New Jersey, two counties in Arizona, and three municipalities in Wisconsin. Cities and counties signed on to the brief (in formation) include the following local governments:

Alexandria, VA  
Allentown, PA  
Atlanta, GA  
Austin, TX  
Baltimore, MD  
Bell, CA  
Boston, MA  
Bridgeport, CT  
Buffalo, NY  
Cambridge, MA  
Central Falls, RI  
Chapel Hill, NC  
Charleston, SC  
Chicago, IL  
Coconino County, AZ

Columbia, SC  
Columbus, OH  
Dallas County, TX  
Dayton, OH  
Denver, CO  
Dolton, IL  
El Paso County, TX  
Everett, MA  
Gary, IN  
Haledon, NJ  
Hartford, CT  
Highland Park, IL  
Hoboken, NJ  
Holyoke, MA  
Houston, TX  
Jersey City, NJ  
Kansas City, MO  
Little Rock, AR  
Los Angeles, CA  
Los Angeles County, CA  
Lucas County, OH  
Madison, WI  
Milwaukee, WI  
Minneapolis, MN  
Montgomery County, MD  
Newark, NJ  
New York, NY  
Niagara Falls, NY  
North Miami, FL  
Oakland, CA  
Paterson, NJ  
Philadelphia, PA  
Pittsburgh, PA  
Plainfield, NJ  
Portland, OR  
Providence, RI  
Racine, WI  
Ramsey County, MN  
Rochester, NY  
Salt Lake City, UT  
San Francisco, CA  
San Jose, CA  
Santa Ana, CA  
Santa Cruz County, AZ  
Santa Fe, NM  
Santa Monica, CA  
Schenectady, NY  
Seattle, WA  
Skokie, IL  
St. Louis, MO

State College, PA  
Syracuse, NY  
Tacoma, WA  
Tampa, FL  
Travis County, TX  
Washington, D.C.  
West Covina, CA  
Yonkers, NY  
National League of Cities  
U.S. Conference of Mayors

“Brooklyn is what America looks like, with nearly 40 percent of our residents being foreign-born, and when it comes to embracing our immigrant population, it is what America ought to be. President Obama's executive order on immigration is the most significant and meaningful step our nation has taken toward addressing this long-standing crisis and the millions of families who have been stuck in the shadows of our society, including hundreds of thousands right here in New York City. Our diversity is our greatest strength, and I join my fellow urban leaders from coast to coast in making this call to support the President's reforms,” said **Brooklyn Borough President Eric Adams**.

“Legally and morally, the president's executive action on immigration was both within his power and the right thing to do,” said **Manhattan Borough President Gale Brewer**. “Blocking its implementation will do real harm to cities. That’s why joining with other cities and counties across the country urging its implementation is the right thing as well.”

“We stand with New York City Mayor Bill de Blasio’s and Los Angeles Mayor Eric Garcetti’s decision to file a ‘friend-of-the-court’ brief in support of President Barack Obama’s executive action on immigration,” said **Bronx Borough President Ruben Diaz Jr.** “The President’s executive action currently being blocked in the courts hurts The Bronx and New York City, with the borough losing out on potential local tax revenues that would be generated by these hard-working immigrants who just want to come out the shadows and positively contribute to our country. We are the land of opportunity, built on the ideal that we are melting pot that promotes equality for all and we must continue to strive for those ideals that make our country great.”

“President Obama's executive actions were bold and decisive steps toward fixing America's broken immigration system. The Statue of Liberty stands tall in our City, reminding us that America was built by generations of immigrants who came to its shores in search of a better life and a chance to make our country greater,” said **U.S. Representative Charles Rangel**. “I am proud to see that Mayor de Blasio is committed to keeping that promise alive for years to come.”

“The delay in the implementation of DAPA and expanded DACA threatens millions of American families with deportation, as well as the many communities, such as New York City, of which immigrants are an integral part,” said **U.S. Representative Yvette Clarke**. “No serious doubt exists that President Obama had the authority to establish DAPA and DACA. I want to commend Mayor de Blasio and the many community leaders across this nation who have raised their voices on behalf of millions of families who want to pursue the American Dream.”

“In the absence of legislative action by House Republicans, President Obama took decisive action on immigration because he knows that there are real lives at stake in our current broken system,” said **U.S. Representative Joe Crowley**. “It is deeply troubling that a Texas judge known to be hostile to immigrants is delaying the President’s executive measures, especially given the legal precedents set by previous administrations. Halting action that will help keep American families together strikes at the heart of what our country ought to be about, and I thank Mayors de Blasio, Garcetti, and many others for taking a stand and showing the widespread support for the President’s action. I’m confident the Department of Justice will succeed in its appeal of this decision and that we will move forward with this much-needed action that will make such a difference in New York City and elsewhere.”

“I applaud Mayor de Blasio for working with cities across the nation to support President Obama’s executive actions on immigration,” said **U.S. Representative Carolyn Maloney**. “With over 12 million undocumented immigrants living in our country, comprehensive immigration reform is long overdue. Unfortunately, Congress has failed to act. That is why I strongly support President Obama’s executive actions, which will help keep families together, boost our economy and generate new tax revenue. These are common sense steps that mimic similar actions by Presidents Ronald Reagan and George H.W. Bush, and it’s long past time that President Obama’s reforms are implemented.”

“We can’t continue to delay implementing President Obama’s executive action on immigration. With this friend-of-the-court brief, New York City is joined by more than 70 cities nationwide in voicing its strong support for moving ahead with providing administrative deportation relief to more than 4 million immigrants with strong ties to the U.S. As the brief argues, the District Court’s holdup only hurts our economy, harmless immigrant families, and the federal government’s ability to address our broken immigration system. I applaud Mayor de Blasio for once again putting New York City at the forefront of efforts to help the immigrant community, in New York City, and nationwide,” said **U.S. Representative José Serrano, Sr.**

“The President’s immigration reforms make badly needed changes to a broken system and will benefit thousands of our neighbors,” stated **U.S. Representative Nydia Velázquez**. “It is critical for New York City and our nation as a whole that these reforms be implemented without delay.”

“Every day we delay fixing our broken immigration system is a missed opportunity,” said **U.S. Representative Kathleen Rice**. “There’s no question that we need to keep fighting for comprehensive immigration reform at the federal level, but our local communities can’t afford to wait when there’s no sign that this Congress is willing to pass real legislative solutions. Thousands of hard-working Long Island families are ready to come out of the shadows, stop living in fear and start participating fully in our local economies, and there’s no reason to deny them that opportunity any longer. Last week I joined several fellow Members of Congress in signing an amicus brief affirming our support for the government’s appeal, and the brief filed today by Mayors de Blasio and Garcetti shows that local and federal leaders across the country are united in our commitment to implementing the President’s executive actions.”

“Immigrants move New York’s economy forward,” said **State Senator Leroy Comrie**. “I represent a district where over a third of its population is foreign-born, and where many more are the children and grandchildren of the rich immigrant legacy this city – and this

nation – is so proud of. Immigrants are innovators, business owners and job creators: they augment this City's supply of capital and ideas to diversify its narrative and keep it nationally and globally competitive. Not only is it in our best interest to immediately implement the President's platform for immigration reform, but it is the socially and morally responsible thing to do.”

“Every day the President's executive actions on immigration are blocked, is another day hundreds of thousands of young adults and parents, trying to provide for their families, are unable to work. This is not good for anyone, and the leaders of our cities and counties across the country know this first hand. I thank them for standing with undocumented immigrants and working to bring them out of the shadows,” said **State Senator Adriano Espaillat, Chair of the State Senate Puerto Rican/Latino Caucus.**

“This friend-of-the-court brief stands with immigrants in our communities against needless delay in the urgently needed Deferred Action programs. President Obama has charted a course for a more compassionate immigration system – a system that treats our friends and neighbors with the dignity they deserve. I commend this action by Mayor de Blasio and dozens of mayors across the United States in keeping with the vision President Obama outlined. I join these mayors and leaders across the country in reaffirming our commitment to America’s longstanding tradition of welcoming immigrants to our communities,” said **State Senator Jesse Hamilton.**

“It is time to stop intolerant views toward our immigrants. I am in full support of this brief, which is intended to safeguard and implement President Obama’s executive actions on immigration that are intended to keep families together,” said **State Senator Jose Peralta.** “We, as immigrants, live in all cities across our nation, and blocking the implementation of the President’s policies, hurts not just families fighting for the American Dream, but also our ongoing efforts to enrich and repair our economy.”

“I am very proud that New York City is leading the way on a collective *amicus* brief in the *Texas vs. United States* case which calls for swift and sweeping implementation of President Obama’s executive actions concerning rational immigration policy. The lives of millions of people hang in the balance, so many of them New Yorkers who share the same hopes, dreams and aspirations that each successive wave of immigrants harbored generations ago. Each of them found a true home here and it is time for our City and Country to open our arms and our hearts in the name of fundamental human rights,” said **State Senator Bill Perkins.**

“The implementation of President Obama's executive action on immigration is imperative to ensuring we support the countless immigrants that contribute to the social and economic life of our country,” said **State Senator Gustavo Rivera.** “We are a country of immigrants, and this executive action will help us strengthen and protect our diverse population, while honoring our values as Americans. I commend and thank Mayor de Blasio for having New York join cities and counties across our country in taking legal action to support an initial step towards immigration reform.”

“Here in a city and state where we pride ourselves on diversity, we can only benefit from the implementation of President Obama’s executive action on immigration,” said **State Senator James Sanders Jr.** “It will allow for a reprieve from deportation while giving the undocumented a chance to work, providing a much needed boost to the economy. Just this

past week, the state budget failed to include the DREAM Act, which would have given thousands of vibrant young people a chance at success by allowing them to continue their education and creating a pathway to citizenship. Let's not miss another opportunity to help build a stronger New York."

"Unjust deportations have continued to tear apart our families, our schools and our communities. We must act swiftly in implementing President Obama's immigration executive action in order to protect these important populations. Immigrants are the backbone of our communities, and I thank Mayors de Blasio and Garcetti for creating a united front to demonstrate our support for the swift implementation of the President's measures," said **State Senator José Serrano**.

"The delay to President Obama's executive action on immigration is intolerable and comes with a real cost to real people," said **Assembly Member Rodneyse Bichotte**. "Every day, families of aspiring Americans are destroyed by a system badly in need of reform and the President's executive action offers needed help. I join with Mayor de Blasio and Eric Garcetti in the *Texas v. United States* lawsuit to urge immediate implementation of President Obama's executive actions on immigration. As a daughter of Haitian immigrants, and as a proud citizen of the United States and elected official of New York, I have a duty to act on behalf of the social justice of our people—as well as a fiduciary responsibility to ensure our economies gain the benefits immigration brings."

"As a child of Jamaican immigrants, it is personal for me that we stand up for Immigration justice and demand immediate action. The implementation of President Obama's executive actions on immigration is a moral, social, and economic necessity. The delays are inexcusable, and we must move forward. In past years, immigrants in NYC have accounted for more than \$200 billion in economic activity to help revitalize vibrant neighborhoods including the work of Latino, Caribbean and African entrepreneurs in the South Bronx. Through hard work and tireless dedication, Immigrants embody the entrepreneurial spirit that makes our country so beautiful, and the best country in the world," said **Assembly Member Michael Blake**. "Immigrants are our neighbors, our friends, and our family, and I proudly stand with Mayor Bill de Blasio and Eric Garcetti in calling for our judicial system to do the right thing, the humane thing, the compassionate thing, and give our communities the life they deserve."

"I want to commend Mayor de Blasio and all the other mayors for supporting immigration reforms. Implementation of the President's Immigration Executive action will provide much needed relief to immigrant families suffering under our broken system and is a crucial first step on the road to treating our immigrants with the fairness and respect they deserve," said **Assembly Member Guillermo Linares**.

"Every month that goes by without President Obama's executive actions is another month that families can be ripped apart," said **Assembly Member Francisco Moya**. "For those of us who deal with the fallout from our nation's flawed immigration policies on a daily basis, we know how critical the President's executive actions truly are. Keeping families together is not only the right thing to do; it's also in our nation's best interest."

"Mayor de Blasio is taking the right step filing today's court brief," said **Assembly Member Felix Ortiz**. "Without action from the Congress and State Legislature, we must support President Obama's efforts to protect workers and their families from deportation. While we

keep the fight alive in Albany for the Dream Act, driver licenses and state-issued identification cards for non-citizens and better wages for all workers, today's action by our Mayor and by so many others across the nation is a positive step to make life better for millions. We can't wait any longer.”

“We need comprehensive immigration reform immediately,” said **Assembly Member Robert Rodriguez**. “President Obama’s Executive action is a huge step towards creating fair policies that help our growing immigrant communities of New York City thrive, any hindrance to its enactment harms us irreparably.”

“It is clear that our immigration system is broken and comprehensive reform is needed to provide long-term relief for the families who have contributed to the growth and prosperity of our nation,” said **Assembly Member Nily Rozic**. “Filing this brief is reflective of New York City's commitment to advancing immigrants' rights and I commend the Mayor for his continued advocacy and leadership on this urgent issue.

“With an estimated 100,000 undocumented immigrants in New York City who would benefit greatly from President Obama’s executive action this brief sends a strong message on the importance of implementing these reforms,” said **Assembly Member Luis Sepúlveda**. “New York has long been at the forefront of immigration reform. Mayor de Blasio has proven his commitment to immigrants throughout his first year in office and continues to through actions like this. I commend the Mayor and the many other cities and counties for supporting these initiatives, as implementing each one of them will be for the national public interest.”

“Opportunity for families in America to obtain basic rights and a better quality of life should not be dictated by political games. The partisan stalling of President Obama's Immigration Executive Action is sophomoric, and the District Court's preliminary objection undoubtedly has a deleterious effect on our national economy. New York City is, and always has been a city of immigrants, and we have this community to thank for the strength we enjoy as a City and a Nation . I am proud of New York City's participation in the amicus brief filed in Texas vs. United States, and am hopeful that the demand from such a robust list of diverse urban areas will bring us closer to real reform which has been long overdue,” said **Assembly Member Keith Wright**.

“I commend Mayor de Blasio in joining the effort to defend the President’s Administrative Relief that offers potential relief to millions of immigrants with strong ties to our nation, and who already work hard and contribute to make this a better country. While the Court stalls, and Congress fails to enact meaningful immigration reform, New York City will continue to protect the rights of immigrants and ensure that their contributions to our City are recognized—and celebrated. Our City continues to offer affirming spaces for immigrant populations, and I am hopeful that this action from our Mayor—and from his colleagues from around the country—will provide some context about the urgent need for the implementation of the President’s programs,” said **Council Member Carlos Menchaca, Chair of the Committee on Immigration**.

“I support the new friend-of-the-court brief urging immediate implementation of President Obama’s executive actions on immigration. Immigrants are in important part of the fabric of our society and economy and granting administrative relief to those immigrants in need is an act of social responsibility,” said **Council Member Inez Barron**.

“I applaud New York City Mayor Bill de Blasio for joining Los Angeles Mayor Eric Garcetti in filing a friend-of-the-court brief calling for implementation of President Obama’s executive action on immigration. As an elected official representing an area with a significant immigrant population, I join with others across the country in urging the courts to move forward on providing deportation relief. The President’s immigration policies provide a just, sensible solution for millions of immigrants who live in the U.S. and contribute to our nation’s society in myriad ways. From an economic perspective, there is no question that New York stands to benefit from implementation of these policies, as significant tax revenues would be generated by the granting of temporary work permits to our City’s population of 100,000 immigrants,” said **Council Member Fernando Cabrera**.

“President Obama’s executive action on immigration will have a profoundly positive impact on thousands of families in our city, and it must be implemented immediately,” said **Council Member Margaret Chin**. “I strongly support today’s legal action in support of the President’s reforms, and I thank Mayor de Blasio for his continued leadership on this fundamentally important issue.”

“New York City is, was, and always will be a leader in the immigrant rights movement. We stand united in support of President Obama’s Executive Order,” said **Council Member Andrew Cohen**.

“We have waited for federal immigration reform for too long,” said **Council Member Costa Constantinides**. “The current federal laws are broken and lead to families being broken up or to unwarranted detention. President Obama’s executive order will take significant steps to help ameliorate these concerns. We must ensure due process and respect for all. I stand with Mayor De Blasio, Mayor Garcetti, and with 70 other cities across the nation that support the President’s order.”

“The stand the District Court Judge has taken against immigration reform is harming the future of our country, our immigrants,” said **Council Member Daniel Dromm**. “I am glad Mayor de Blasio has signed on to an amicus brief to push back against the court’s anti-immigrant actions. In New York City we support our immigrants not hold them back by putting obstacles to citizenship in their way.”

“I applaud Mayor de Blasio and the Mayors of more than 70 cities across the country for making it clear that they are ready, willing, and able to implement the reforms proposed by President Obama’s executive action. As the son of immigrants, I know firsthand the difficulties faced by those who have come to the United States seeking a better life for themselves and their families. Our immigration system is broken and full implementation of President Obama’s executive action is necessary in order to ensure more families are not harmed by failed policies,” said **Council Member Rafael Espinal**.

“President Obama’s executive action would be a lifeline to many families in our City who only want to work hard and provide more than they had for their children,” said **Council Member Julissa Ferreras**. “The continued delay of immigration reform only hurts our cities by separating families as well as denying our local governments millions of dollars in tax revenue. I commend Mayor de Blasio, Mayor Garcetti and the chief executives of over 70 American cities for championing this issue in our courts and call on Congress to finally do the right thing and recognize that immigration reform makes sense for all.”

“For too long, cities have been trying to navigate a federal immigration policy that is in dire need of reform. The President's executive actions were an important first step toward making sense of those immigration policies. Delaying their implementation creates very real problems for the cities that are on the front lines of the immigration debate,” said **Council Member Dan Garodnick**.

“By delaying the implementation of immigration reform, the court is making a decision that hurts state and local economies and needlessly diverts law enforcement attention,” said **Council Member Vanessa Gibson**. “Spending tax dollars to prosecute otherwise law abiding residents who want to work here, raise families here, and spend money here is a policy that has never made sense and I urge the court to recognize the considerable good immigration reform will bring to our communities. I am proud to stand with legislators within New York and around the country in support of President Obama’s actions and I look forward to a favorable decision that will uphold the ordered relief of nearly 4 million undocumented adults and children.”

“Today, New York City stands with over 70 American municipalities in support of President Obama’s recent executive action on immigration,” said **Council Member Corey Johnson**. “If implemented, the plan would grant much needed administrative relief and protection from deportation to over 4 million undocumented individuals. Our country and New York City were built by immigrants and their families. Barring immigrants from fully participating in American civic and economic life is contrary to our values. It’s time to make a change.”

“We are a nation of immigrants, including my grandparents who came here to escape antisemitism, and the grandparents of so many. We must continue to accept all those 'yearning to breathe free',” said **Council Member Ben Kallos**. “The state invests resources in every person the second they set foot in our soil. By welcoming people with open arms, we guarantee a return on that investment. I applaud Mayors de Blasio and Garcetti for urging the immediate implementation of President Obama's immigration reforms.”

“President Obama has signed an Executive Order and it’s shameful and unheard of for the District Court judge to block the executive action,” said **Council Member Andy King, Co-Chair of the Black, Latino & Asian Caucus**. “New York is and has always been a city of immigrants and President Obama’s vision allows for immediate reform in our communities. I stand with the Mayor and the President and all Americans across the nation committed to justice and our voices will be heard.”

"I see every day the positive impact immigrants have on our communities, as a representative of one of the most diverse areas in the country," said **Council Member Rory Lancman**. "Immigrants start businesses, pay taxes and raise their children here. Unfortunately, current US immigration policies leave far too many of our neighbors afraid that they will be deported from the country that has been their home for years. Mayor de Blasio's brief, joined by so many other cities, sends a clear message to the Court that cities support the President's action and want our immigrants to be able to come out of the shadows."

“New York City can’t wait any longer for implementation of President Obama’s executive action on immigration,” said **Council Member Steve Levin**. “Thank you to Mayor de Blasio and cities and counties around the United States who are taking a stand for smart and needed immigration reforms.”

“Undocumented immigrants and their families have waited far too long for substantive and comprehensive immigration reform. Not only do we need these reforms to be effectuated, we also need more policies that will help bring relief to millions of immigrants, help keep their families together, while strengthening our economy. I’m proud to stand with Mayor de Blasio, my colleagues in City Council, and the cities and counties across the country, who are fighting for the rights of our immigrant communities,” said **Council Member Annabel Palma**.

“I’d like to thank Mayor de Blasio for taking leadership on this important issue. Implementation of President Obama’s executive order would have a major positive impact on the lives of our immigrant communities,” said **Council Member Antonio Reynoso**.

“I am proud to stand with Mayor De Blasio and 70 other municipalities throughout the nation in full support of President Obama’s executive action on immigration,” said **Council Member Donovan Richards**. “The history of the United States is a history of immigrants. Extending temporary relief from deportation for residents that contribute millions of dollars to our domestic economy is common sense.

“President Obama’s actions will bring 5 million immigrants out of the shadows. For years these families have lived with the constant anxiety and fear of deportation. But no longer. Now undocumented immigrants can apply to receive services that they’ve long deserved. By receiving social security cards and work permits so many will be able to legally work towards the American Dream they came to pursue,” said **Council Member Ydanis Rodriguez**. “However, some among us want to push these families back into the shadows. Today we, the cities that drive our country’s economy forward, stand united in support of the President’s actions.”

“The temporary work permits granted by President Barack Obama’s executive action are essential to the daily functions of New York City and cities nationwide. We are a nation of immigrants, and delaying implementation of this program is, frankly, un-American. I stand with Mayors Bill de Blasio and Eric Garcetti and the 72 cities and counties throughout the US (list in formation), in urging immediate implementation of this executive action,” said **Council Member Helen Rosenthal**.

“Immigrants make critical contributions our local economies and civic infrastructure, but cannot continue doing so if they are living in the shadows. The growing list of municipalities and counties signed onto the brief further underscores the importance and urgency of administrative relief for millions of undocumented children and adults. The Mayor has been a tireless champion of New York’s immigrant communities and I commend him for spearheading this effort,” said **Council Member Richie Torres**.

“I support the immediate implementation of President Obama’s executive order,” said **Council Member Mark Weprin**. “Immigrants have always played a vital role in shaping our nation’s economy and continue to contribute every day to the vitality of New York City.”

“Delaying President Obama’s executive orders to implement real immigration reform only puts New York City’s efforts to provide countless families economic opportunity they need on hold,” said **New York City Council Majority Leader Jimmy Van Bramer**. “Now is the time to act and our City is prepared to. I support Mayor de Blasio and numerous other cities throughout our nation’s efforts to begin implementing much-needed reforms for the millions

of families who are looking to us for assistance to become included and engaged citizens of New York City and our great nation.”

“The time for a rational immigration policy has long been overdue. Where Congress has failed to act in the collective interest of the American people, President Obama has sought to step into the breach. The use of executive authority on this issue is with precedent, and this unfortunate maneuver by the State of Texas to stymie him ignores the greater economic, security, and familial needs of all our citizens. Mayor de Blasio recognizes these plain truths, and I support the amicus brief he and so many other municipalities, nationwide, have filed in support of the President’s action,” said **Council Member Ruben Wills**.

“In cities across the country, hard-working men and women are waiting for President Obama’s Executive Action to go into effect so they can live and work without fear of deportation and separation from their families,” said **Hector Figueroa, President of 32BJ SEIU**. “In Boston, New York, Philadelphia, Washington DC and many more cities up and down the East Coast, 32BJ members have long been part of the fight for immigration reform and we will continue to take action in Congress and on the streets until these reforms are implemented. It is the humane and just thing to do for immigrants and the right path forward for our country.”

“Immigrants are essential to local economies and industries throughout our country, especially the hospitality industry. Today’s actions show that local governments recognize that delaying the President’s Executive Action not only harms millions of working families but also jeopardizes recovering local economies,” said **Peter Ward, President of the Hotel Trades Council**.

“Workers and their families desperately need the immediate implementation of President Obama’s Executive Action for immigration reform. We commend these cities and their elected officials for submitting an amicus brief in support of President Obama’s Executive Action, the most far reaching immigration reform initiative in decades. Cities make up the backbone of the U.S. economy, much of it based on the work of immigrants. Millions of hard working immigrant families stand to benefit from this action, and they deserve this administrative relief,” said **Stuart Appelbaum, President of Retail, Wholesale and Department Store Union**.

“The AFL-CIO has made supporting real immigration reform one of our top priorities because we understand the importance of ensuring that all workers receive the wages and benefits to which they are entitled,” said **Vincent Alvarez, President of the New York City Central Labor Council, AFL-CIO**. “By allowing undocumented workers to come out of the shadows, we will be working to eradicate the tools that allow unscrupulous employers to drive down wages, and rob workers of fair pay, benefits, and workplace rights. The implementation of President Obama’s immigration recommendations is already long overdue. Let’s make this happen for New York City’s workers.”

“Immigrants, including many who would be eligible for work permits under President Obama’s Executive Action, contribute every day to the vibrancy and health of our cities. The Executive Action will keep families together, boost our economy and focus law enforcement resources. We applaud Mayor de Blasio’s advocacy on behalf of these hard-working New Yorkers and join him in calling for immediate implementation of the action,” said **Maria Castaneda, Secretary-Treasurer of 1199 SEIU**.

"We applaud Mayors de Blasio and Garcetti for leading the charge to demand immediate implementation of immigration relief to keep families together across the United States. As our communities demand action, scores of cities from coast to coast are stepping up and saying with one voice that the Court of Appeals must allow President Obama's administrative actions, which are grounded in strong legal precedent, to move forward," said **Javier H. Valdés, co-Executive Director of Make the Road New York.**

"Very much like every major city in America, New York City is a strong and vibrant city thanks to our immigrant population," said **Jonathan Westin, Executive Director of New York Communities for Change.** "Our cities are better when our immigrant brothers and sisters can thrive. Therefore, we urge the immediate implementation of the President's Immigration Executive Action. Our cities have too much to lose if action is not taken now."

"We are proud that our city's Mayor Bill de Blasio is setting a precedent by taking legal action and making it known that the delays to President Obama's executive actions are unacceptable," said **Steven Choi, executive director of the New York Immigration Coalition.** "The NYIC and our membership, along with our city and state partners including the Mayor's Office of Immigrant Affairs, continue our efforts to prepare the 100,000 plus New Yorkers who can benefit from these programs. We stand with Mayors Bill de Blasio and Eric Garcetti in the call for immediate implementation of immigration relief."

"At a time when anti-immigrant voices are using myths about immigrants and the effects of immigration to derail a constructive national policy debate, few actions are more important than local governments uniting to fight for immediate relief and implementation of President Obama's Immigration Executive Actions. In outlining the economic and fiscal benefits of deferred action policies, New York City is a key stakeholder. Mayor Bill de Blasio has underscored once again our city's courage in the fight for justice and we stand in solidarity to see administrative relief programs take full-effect immediately," said **Lucia Gomez, Executive Director of La Fuente.**

"The Asian American Federation fully supports Mayors de Blasio and Garcetti's appeal to implement President Obama's executive action without any further delay. Immigrants and their families, who have made valuable contributions to the U.S., deserve the temporary relief and protection that this immigration reform provides. We stand with our community to ensure that the President's executive action sees the light of day," said **Jo-Ann Yoo, Executive Director of the Asian American Federation.**

"Millions of lives are on hold as President Obama's legal Executive Action is being dragged through the courts. Northern Manhattan Coalition for Immigrant Rights commends Mayors de Blasio and Garcetti for supporting legal action urging immediate implementation of Executive Action," said **Angela Fernandez, Executive Director of Northern Manhattan Coalition for Immigrant Rights.**

"Immigration reform is vital for New York's African immigrant communities," said **Amaha Kassa, Executive Director of African Communities Together.** "All of our members have heard about President Obama's executive actions, many are qualified and ready to apply for relief, and none of them can understand why progress has been put on hold. This filing sends an important message that New York City has immigrants' backs, even if some states have chosen to send the opposite message."

“President Obama’s November, 2014 Deferred Action programs – both the DACA extension and DAPA – should be implemented now. With each passing day, families continue to be torn apart, leaving behind American children to fend for themselves. Hard-working immigrant parents live in fear and are preyed upon, and cannot become full members of our society. As the child of Mexican immigrant parents whose life dramatically changed after they received legal status via IRCA, the benefits of immigration relief to are society are clear to me. My parents became homeowners and were able to support three college graduates. I applaud Mayors De Blasio and Garcetti, along with the 70 cities and counties who have signed on, for their leadership and for lending their voice to challenge the Texas vs. United States lawsuit, said **Aracelis Lucero, Executive Director of Masa, Inc.**

“Chicago has always been a city of immigrants, and for us to stay true to our history and our values, we must ensure that immigrants can fully participate in all aspects of our economic and cultural life,” said **Chicago Mayor Rahm Emanuel.** “We are proud to join numerous cities in filing this amicus brief to support President Obama’s executive actions on immigration. They will help keep families together, increase safety in our communities, and maximize the contributions that immigrants make every day in every part of our city.”

“Cities are strongly affected by immigration. The old, dysfunctional immigration policies hurt our economies, our neighborhoods, our businesses and our residents. The President is attempting to interject common sense and humanity. We are grateful for his efforts and we stand with him,” said **Portland Mayor Charlie Hales.**

“I am signing onto this brief because as a nation of immigrants, I believe ensuring access to a fair and legal process for people to come to this country and pursue their dreams reflects our highest values,” said **Chapel Hill Mayor Mark Kleinschmidt.**

“We must do better to honor our country's proud immigration tradition. Too many immigrants live in fear, afraid to become members of our society, while Congress fails to take any meaningful action to fix a broken immigration system. Their inaction has real consequences for our communities, which is why I fully support President Obama's leadership and common sense executive actions. I thank Mayor de Blasio for initiating this brief and building this important coalition of leaders,” said **Hoboken Mayor Dawn Zimmer.**

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**From:** [Perez, Roberto](#)  
**To:** "[Jonathan Rosen](#)"  
**Subject:** MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS  
**Date:** Monday, April 06, 2015 2:46:25 PM

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## **MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS**

### ***More Than 70 Cities & Counties Sign Texas vs. United States Appeal Urging Immediate Implementation of President Obama's Immigration Executive Action***

**NEW YORK**—New York City Mayor Bill de Blasio and Los Angeles Mayor Eric Garcetti announced today that 73 cities and counties had filed a new friend-of-the-court brief in the Fifth Circuit Court of Appeals in the *Texas vs. United States* lawsuit, urging immediate implementation of President Obama's executive actions on immigration.

“Continuing to delay implementation of the President’s executive action on immigration hurts our economy and puts families at risk,” said **Mayor Bill de Blasio**. “Cities are where immigrants live, and cities are where the President’s executive action will be successfully implemented. Our cities are united, and we will fight for the immigration reform this nation needs and deserves – whether in the courtroom, in Congress, or in our communities. Make no mistake about it: our voices will be heard.”

“Our cities cannot afford delays to immigration reforms that will strengthen our economy and help families,” said **Los Angeles Mayor Eric Garcetti**. “This isn’t a blue or red issue, but a human and economic one.”

The brief demonstrates robust support from the country’s largest cities – as well as suburbs and rural areas – for the President’s reforms, which will temporarily relieve from deportation thousands of immigrants who have longstanding ties to the U.S.

The cities and counties – representing 43 million people across the country – argue that the district court judge who temporarily blocked implementation of the programs failed to consider the significant harm to America’s local governments caused by this delay.

According to an analysis by the City, each month that the implementation of these programs is delayed, New York City and New York State will lose at least \$1.5 million in additional state and local tax revenue that would be generated if 100,000 immigrants in New York City were able to access temporary work permits through executive action.

“New York’s immigrants are vital to our economy and we must do all we can to help them grow and thrive. Mayor de Blasio is correct – instead of putting up barriers, we should be looking at ways to help immigrants climb the ladder of economic opportunity and welcome them into our communities. The New York State Assembly Majority strongly supports President Obama’s executive action on immigration, and further delay by those who would derail this important initiative is unacceptable,” said **New York State Assembly Speaker Carl Heastie**.

“Each day we wait to implement President Obama’s bold immigration reforms, millions of hard-working families remain in legal limbo. Immigrant communities built New York City,

and they are the heart and soul of urban centers across our country,” said **Public Advocate Letitia James**. “As Congress and federal courts stall meaningful progress on immigration, New York City will continue to lead the nation.”

As part of Cities United for Immigration Action, Mayors de Blasio and Garcetti led the effort to organize more than 70 cities and counties, the National League of Cities, and the U.S. Conference of Mayors in arguing that the national public interest is served clearly and overwhelmingly by implementing immigration relief by executive action without delay. Today’s brief more than doubles the number of local governments that had previously voiced opposition to the lawsuit brought by states seeking to block President Obama’s immigration reform efforts.

The brief also argues that the District Court judge’s decision to block executive action with a preliminary injunction is bad for the economy, hurts families, threatens law enforcement priorities, and will stall desperately needed changes to the federal government’s immigration policies.

The de Blasio Administration has a proven track record of spearheading initiatives that integrate immigrants into the civic and economic life of New York City. From the IDNYC municipal identification program to increasing access to federal immigration benefits, New York City is committed to championing pro-immigrant policies that promote equity and create opportunity for all residents.

This collective action to offer the Court the crucial perspective of American cities and counties is an outcome of the organizing efforts of the Cities United for Immigration Action coalition. By filing this brief, America’s mayors and county leaders are making a strong statement in support of the President’s plan to grant administrative relief to over four million undocumented children and adults.

Numerous cities and counties signed on to today’s brief are located in states that brought the lawsuit against the Obama administration or have otherwise indicated support for the lawsuit, including five cities in Texas, six localities in New Jersey, two counties in Arizona, and three municipalities in Wisconsin. Cities and counties signed on to the brief (in formation) include the following local governments:

Alexandria, VA  
Allentown, PA  
Atlanta, GA  
Austin, TX  
Baltimore, MD  
Bell, CA  
Boston, MA  
Bridgeport, CT  
Buffalo, NY  
Cambridge, MA  
Central Falls, RI  
Chapel Hill, NC  
Charleston, SC  
Chicago, IL  
Coconino County, AZ

Columbia, SC  
Columbus, OH  
Dallas County, TX  
Dayton, OH  
Denver, CO  
Dolton, IL  
El Paso County, TX  
Everett, MA  
Gary, IN  
Haledon, NJ  
Hartford, CT  
Highland Park, IL  
Hoboken, NJ  
Holyoke, MA  
Houston, TX  
Jersey City, NJ  
Kansas City, MO  
Little Rock, AR  
Los Angeles, CA  
Los Angeles County, CA  
Lucas County, OH  
Madison, WI  
Milwaukee, WI  
Minneapolis, MN  
Montgomery County, MD  
Newark, NJ  
New York, NY  
Niagara Falls, NY  
North Miami, FL  
Oakland, CA  
Paterson, NJ  
Philadelphia, PA  
Pittsburgh, PA  
Plainfield, NJ  
Portland, OR  
Providence, RI  
Racine, WI  
Ramsey County, MN  
Rochester, NY  
Salt Lake City, UT  
San Francisco, CA  
San Jose, CA  
Santa Ana, CA  
Santa Cruz County, AZ  
Santa Fe, NM  
Santa Monica, CA  
Schenectady, NY  
Seattle, WA  
Skokie, IL  
St. Louis, MO

State College, PA  
Syracuse, NY  
Tacoma, WA  
Tampa, FL  
Travis County, TX  
Washington, D.C.  
West Covina, CA  
Yonkers, NY  
National League of Cities  
U.S. Conference of Mayors

“Brooklyn is what America looks like, with nearly 40 percent of our residents being foreign-born, and when it comes to embracing our immigrant population, it is what America ought to be. President Obama's executive order on immigration is the most significant and meaningful step our nation has taken toward addressing this long-standing crisis and the millions of families who have been stuck in the shadows of our society, including hundreds of thousands right here in New York City. Our diversity is our greatest strength, and I join my fellow urban leaders from coast to coast in making this call to support the President's reforms,” said **Brooklyn Borough President Eric Adams**.

“Legally and morally, the president's executive action on immigration was both within his power and the right thing to do,” said **Manhattan Borough President Gale Brewer**. “Blocking its implementation will do real harm to cities. That’s why joining with other cities and counties across the country urging its implementation is the right thing as well.”

“We stand with New York City Mayor Bill de Blasio’s and Los Angeles Mayor Eric Garcetti’s decision to file a ‘friend-of-the-court’ brief in support of President Barack Obama’s executive action on immigration,” said **Bronx Borough President Ruben Diaz Jr.** “The President’s executive action currently being blocked in the courts hurts The Bronx and New York City, with the borough losing out on potential local tax revenues that would be generated by these hard-working immigrants who just want to come out the shadows and positively contribute to our country. We are the land of opportunity, built on the ideal that we are melting pot that promotes equality for all and we must continue to strive for those ideals that make our country great.”

“President Obama's executive actions were bold and decisive steps toward fixing America's broken immigration system. The Statue of Liberty stands tall in our City, reminding us that America was built by generations of immigrants who came to its shores in search of a better life and a chance to make our country greater,” said **U.S. Representative Charles Rangel**. “I am proud to see that Mayor de Blasio is committed to keeping that promise alive for years to come.”

“The delay in the implementation of DAPA and expanded DACA threatens millions of American families with deportation, as well as the many communities, such as New York City, of which immigrants are an integral part,” said **U.S. Representative Yvette Clarke**. “No serious doubt exists that President Obama had the authority to establish DAPA and DACA. I want to commend Mayor de Blasio and the many community leaders across this nation who have raised their voices on behalf of millions of families who want to pursue the American Dream.”

“In the absence of legislative action by House Republicans, President Obama took decisive action on immigration because he knows that there are real lives at stake in our current broken system,” said **U.S. Representative Joe Crowley**. “It is deeply troubling that a Texas judge known to be hostile to immigrants is delaying the President’s executive measures, especially given the legal precedents set by previous administrations. Halting action that will help keep American families together strikes at the heart of what our country ought to be about, and I thank Mayors de Blasio, Garcetti, and many others for taking a stand and showing the widespread support for the President’s action. I’m confident the Department of Justice will succeed in its appeal of this decision and that we will move forward with this much-needed action that will make such a difference in New York City and elsewhere.”

“I applaud Mayor de Blasio for working with cities across the nation to support President Obama’s executive actions on immigration,” said **U.S. Representative Carolyn Maloney**. “With over 12 million undocumented immigrants living in our country, comprehensive immigration reform is long overdue. Unfortunately, Congress has failed to act. That is why I strongly support President Obama’s executive actions, which will help keep families together, boost our economy and generate new tax revenue. These are common sense steps that mimic similar actions by Presidents Ronald Reagan and George H.W. Bush, and it’s long past time that President Obama’s reforms are implemented.”

“We can’t continue to delay implementing President Obama’s executive action on immigration. With this friend-of-the-court brief, New York City is joined by more than 70 cities nationwide in voicing its strong support for moving ahead with providing administrative deportation relief to more than 4 million immigrants with strong ties to the U.S. As the brief argues, the District Court’s holdup only hurts our economy, harmless immigrant families, and the federal government’s ability to address our broken immigration system. I applaud Mayor de Blasio for once again putting New York City at the forefront of efforts to help the immigrant community, in New York City, and nationwide,” said **U.S. Representative José Serrano, Sr.**

“The President’s immigration reforms make badly needed changes to a broken system and will benefit thousands of our neighbors,” stated **U.S. Representative Nydia Velázquez**. “It is critical for New York City and our nation as a whole that these reforms be implemented without delay.”

“Every day we delay fixing our broken immigration system is a missed opportunity,” said **U.S. Representative Kathleen Rice**. “There’s no question that we need to keep fighting for comprehensive immigration reform at the federal level, but our local communities can’t afford to wait when there’s no sign that this Congress is willing to pass real legislative solutions. Thousands of hard-working Long Island families are ready to come out of the shadows, stop living in fear and start participating fully in our local economies, and there’s no reason to deny them that opportunity any longer. Last week I joined several fellow Members of Congress in signing an amicus brief affirming our support for the government’s appeal, and the brief filed today by Mayors de Blasio and Garcetti shows that local and federal leaders across the country are united in our commitment to implementing the President’s executive actions.”

“Immigrants move New York’s economy forward,” said **State Senator Leroy Comrie**. “I represent a district where over a third of its population is foreign-born, and where many more are the children and grandchildren of the rich immigrant legacy this city – and this

nation – is so proud of. Immigrants are innovators, business owners and job creators: they augment this City's supply of capital and ideas to diversify its narrative and keep it nationally and globally competitive. Not only is it in our best interest to immediately implement the President's platform for immigration reform, but it is the socially and morally responsible thing to do.”

“Every day the President's executive actions on immigration are blocked, is another day hundreds of thousands of young adults and parents, trying to provide for their families, are unable to work. This is not good for anyone, and the leaders of our cities and counties across the country know this first hand. I thank them for standing with undocumented immigrants and working to bring them out of the shadows,” said **State Senator Adriano Espaillat, Chair of the State Senate Puerto Rican/Latino Caucus.**

“This friend-of-the-court brief stands with immigrants in our communities against needless delay in the urgently needed Deferred Action programs. President Obama has charted a course for a more compassionate immigration system – a system that treats our friends and neighbors with the dignity they deserve. I commend this action by Mayor de Blasio and dozens of mayors across the United States in keeping with the vision President Obama outlined. I join these mayors and leaders across the country in reaffirming our commitment to America’s longstanding tradition of welcoming immigrants to our communities,” said **State Senator Jesse Hamilton.**

“It is time to stop intolerant views toward our immigrants. I am in full support of this brief, which is intended to safeguard and implement President Obama’s executive actions on immigration that are intended to keep families together,” said **State Senator Jose Peralta.** “We, as immigrants, live in all cities across our nation, and blocking the implementation of the President’s policies, hurts not just families fighting for the American Dream, but also our ongoing efforts to enrich and repair our economy.”

“I am very proud that New York City is leading the way on a collective *amicus* brief in the *Texas vs. United States* case which calls for swift and sweeping implementation of President Obama’s executive actions concerning rational immigration policy. The lives of millions of people hang in the balance, so many of them New Yorkers who share the same hopes, dreams and aspirations that each successive wave of immigrants harbored generations ago. Each of them found a true home here and it is time for our City and Country to open our arms and our hearts in the name of fundamental human rights,” said **State Senator Bill Perkins.**

“The implementation of President Obama's executive action on immigration is imperative to ensuring we support the countless immigrants that contribute to the social and economic life of our country,” said **State Senator Gustavo Rivera.** “We are a country of immigrants, and this executive action will help us strengthen and protect our diverse population, while honoring our values as Americans. I commend and thank Mayor de Blasio for having New York join cities and counties across our country in taking legal action to support an initial step towards immigration reform.”

“Here in a city and state where we pride ourselves on diversity, we can only benefit from the implementation of President Obama’s executive action on immigration,” said **State Senator James Sanders Jr.** “It will allow for a reprieve from deportation while giving the undocumented a chance to work, providing a much needed boost to the economy. Just this

past week, the state budget failed to include the DREAM Act, which would have given thousands of vibrant young people a chance at success by allowing them to continue their education and creating a pathway to citizenship. Let's not miss another opportunity to help build a stronger New York."

"Unjust deportations have continued to tear apart our families, our schools and our communities. We must act swiftly in implementing President Obama's immigration executive action in order to protect these important populations. Immigrants are the backbone of our communities, and I thank Mayors de Blasio and Garcetti for creating a united front to demonstrate our support for the swift implementation of the President's measures," said **State Senator José Serrano**.

"The delay to President Obama's executive action on immigration is intolerable and comes with a real cost to real people," said **Assembly Member Rodneyse Bichotte**. "Every day, families of aspiring Americans are destroyed by a system badly in need of reform and the President's executive action offers needed help. I join with Mayor de Blasio and Eric Garcetti in the *Texas v. United States* lawsuit to urge immediate implementation of President Obama's executive actions on immigration. As a daughter of Haitian immigrants, and as a proud citizen of the United States and elected official of New York, I have a duty to act on behalf of the social justice of our people—as well as a fiduciary responsibility to ensure our economies gain the benefits immigration brings."

"As a child of Jamaican immigrants, it is personal for me that we stand up for Immigration justice and demand immediate action. The implementation of President Obama's executive actions on immigration is a moral, social, and economic necessity. The delays are inexcusable, and we must move forward. In past years, immigrants in NYC have accounted for more than \$200 billion in economic activity to help revitalize vibrant neighborhoods including the work of Latino, Caribbean and African entrepreneurs in the South Bronx. Through hard work and tireless dedication, Immigrants embody the entrepreneurial spirit that makes our country so beautiful, and the best country in the world," said **Assembly Member Michael Blake**. "Immigrants are our neighbors, our friends, and our family, and I proudly stand with Mayor Bill de Blasio and Eric Garcetti in calling for our judicial system to do the right thing, the humane thing, the compassionate thing, and give our communities the life they deserve."

"I want to commend Mayor de Blasio and all the other mayors for supporting immigration reforms. Implementation of the President's Immigration Executive action will provide much needed relief to immigrant families suffering under our broken system and is a crucial first step on the road to treating our immigrants with the fairness and respect they deserve," said **Assembly Member Guillermo Linares**.

"Every month that goes by without President Obama's executive actions is another month that families can be ripped apart," said **Assembly Member Francisco Moya**. "For those of us who deal with the fallout from our nation's flawed immigration policies on a daily basis, we know how critical the President's executive actions truly are. Keeping families together is not only the right thing to do; it's also in our nation's best interest."

"Mayor de Blasio is taking the right step filing today's court brief," said **Assembly Member Felix Ortiz**. "Without action from the Congress and State Legislature, we must support President Obama's efforts to protect workers and their families from deportation. While we

keep the fight alive in Albany for the Dream Act, driver licenses and state-issued identification cards for non-citizens and better wages for all workers, today's action by our Mayor and by so many others across the nation is a positive step to make life better for millions. We can't wait any longer.”

“We need comprehensive immigration reform immediately,” said **Assembly Member Robert Rodriguez**. “President Obama’s Executive action is a huge step towards creating fair policies that help our growing immigrant communities of New York City thrive, any hindrance to its enactment harms us irreparably.”

“It is clear that our immigration system is broken and comprehensive reform is needed to provide long-term relief for the families who have contributed to the growth and prosperity of our nation,” said **Assembly Member Nily Rozic**. “Filing this brief is reflective of New York City's commitment to advancing immigrants' rights and I commend the Mayor for his continued advocacy and leadership on this urgent issue.

“With an estimated 100,000 undocumented immigrants in New York City who would benefit greatly from President Obama’s executive action this brief sends a strong message on the importance of implementing these reforms,” said **Assembly Member Luis Sepúlveda**. “New York has long been at the forefront of immigration reform. Mayor de Blasio has proven his commitment to immigrants throughout his first year in office and continues to through actions like this. I commend the Mayor and the many other cities and counties for supporting these initiatives, as implementing each one of them will be for the national public interest.”

“Opportunity for families in America to obtain basic rights and a better quality of life should not be dictated by political games. The partisan stalling of President Obama's Immigration Executive Action is sophomoric, and the District Court's preliminary objection undoubtedly has a deleterious effect on our national economy. New York City is, and always has been a city of immigrants, and we have this community to thank for the strength we enjoy as a City and a Nation . I am proud of New York City's participation in the amicus brief filed in Texas vs. United States, and am hopeful that the demand from such a robust list of diverse urban areas will bring us closer to real reform which has been long overdue,” said **Assembly Member Keith Wright**.

“I commend Mayor de Blasio in joining the effort to defend the President’s Administrative Relief that offers potential relief to millions of immigrants with strong ties to our nation, and who already work hard and contribute to make this a better country. While the Court stalls, and Congress fails to enact meaningful immigration reform, New York City will continue to protect the rights of immigrants and ensure that their contributions to our City are recognized—and celebrated. Our City continues to offer affirming spaces for immigrant populations, and I am hopeful that this action from our Mayor—and from his colleagues from around the country—will provide some context about the urgent need for the implementation of the President’s programs,” said **Council Member Carlos Menchaca, Chair of the Committee on Immigration**.

“I support the new friend-of-the-court brief urging immediate implementation of President Obama’s executive actions on immigration. Immigrants are in important part of the fabric of our society and economy and granting administrative relief to those immigrants in need is an act of social responsibility,” said **Council Member Inez Barron**.

“I applaud New York City Mayor Bill de Blasio for joining Los Angeles Mayor Eric Garcetti in filing a friend-of-the-court brief calling for implementation of President Obama’s executive action on immigration. As an elected official representing an area with a significant immigrant population, I join with others across the country in urging the courts to move forward on providing deportation relief. The President’s immigration policies provide a just, sensible solution for millions of immigrants who live in the U.S. and contribute to our nation’s society in myriad ways. From an economic perspective, there is no question that New York stands to benefit from implementation of these policies, as significant tax revenues would be generated by the granting of temporary work permits to our City’s population of 100,000 immigrants,” said **Council Member Fernando Cabrera**.

“President Obama’s executive action on immigration will have a profoundly positive impact on thousands of families in our city, and it must be implemented immediately,” said **Council Member Margaret Chin**. “I strongly support today’s legal action in support of the President’s reforms, and I thank Mayor de Blasio for his continued leadership on this fundamentally important issue.”

“New York City is, was, and always will be a leader in the immigrant rights movement. We stand united in support of President Obama's Executive Order,” said **Council Member Andrew Cohen**.

“We have waited for federal immigration reform for too long,” said **Council Member Costa Constantinides**. “The current federal laws are broken and lead to families being broken up or to unwarranted detention. President Obama’s executive order will take significant steps to help ameliorate these concerns. We must ensure due process and respect for all. I stand with Mayor De Blasio, Mayor Garcetti, and with 70 other cities across the nation that support the President’s order.”

“The stand the District Court Judge has taken against immigration reform is harming the future of our country, our immigrants,” said **Council Member Daniel Dromm**. “I am glad Mayor de Blasio has signed on to an amicus brief to push back against the court’s anti-immigrant actions. In New York City we support our immigrants not hold them back by putting obstacles to citizenship in their way.”

“I applaud Mayor de Blasio and the Mayors of more than 70 cities across the country for making it clear that they are ready, willing, and able to implement the reforms proposed by President Obama’s executive action. As the son of immigrants, I know firsthand the difficulties faced by those who have come to the United States seeking a better life for themselves and their families. Our immigration system is broken and full implementation of President Obama’s executive action is necessary in order to ensure more families are not harmed by failed policies,” said **Council Member Rafael Espinal**.

“President Obama’s executive action would be a lifeline to many families in our City who only want to work hard and provide more than they had for their children,” said **Council Member Julissa Ferreras**. “The continued delay of immigration reform only hurts our cities by separating families as well as denying our local governments millions of dollars in tax revenue. I commend Mayor de Blasio, Mayor Garcetti and the chief executives of over 70 American cities for championing this issue in our courts and call on Congress to finally do the right thing and recognize that immigration reform makes sense for all.”

“For too long, cities have been trying to navigate a federal immigration policy that is in dire need of reform. The President's executive actions were an important first step toward making sense of those immigration policies. Delaying their implementation creates very real problems for the cities that are on the front lines of the immigration debate,” said **Council Member Dan Garodnick**.

“By delaying the implementation of immigration reform, the court is making a decision that hurts state and local economies and needlessly diverts law enforcement attention,” said **Council Member Vanessa Gibson**. “Spending tax dollars to prosecute otherwise law abiding residents who want to work here, raise families here, and spend money here is a policy that has never made sense and I urge the court to recognize the considerable good immigration reform will bring to our communities. I am proud to stand with legislators within New York and around the country in support of President Obama’s actions and I look forward to a favorable decision that will uphold the ordered relief of nearly 4 million undocumented adults and children.”

“Today, New York City stands with over 70 American municipalities in support of President Obama’s recent executive action on immigration,” said **Council Member Corey Johnson**. “If implemented, the plan would grant much needed administrative relief and protection from deportation to over 4 million undocumented individuals. Our country and New York City were built by immigrants and their families. Barring immigrants from fully participating in American civic and economic life is contrary to our values. It’s time to make a change.”

“We are a nation of immigrants, including my grandparents who came here to escape antisemitism, and the grandparents of so many. We must continue to accept all those 'yearning to breathe free',” said **Council Member Ben Kallos**. “The state invests resources in every person the second they set foot in our soil. By welcoming people with open arms, we guarantee a return on that investment. I applaud Mayors de Blasio and Garcetti for urging the immediate implementation of President Obama's immigration reforms.”

“President Obama has signed an Executive Order and it’s shameful and unheard of for the District Court judge to block the executive action,” said **Council Member Andy King, Co-Chair of the Black, Latino & Asian Caucus**. “New York is and has always been a city of immigrants and President Obama’s vision allows for immediate reform in our communities. I stand with the Mayor and the President and all Americans across the nation committed to justice and our voices will be heard.”

"I see every day the positive impact immigrants have on our communities, as a representative of one of the most diverse areas in the country," said **Council Member Rory Lancman**. "Immigrants start businesses, pay taxes and raise their children here. Unfortunately, current US immigration policies leave far too many of our neighbors afraid that they will be deported from the country that has been their home for years. Mayor de Blasio's brief, joined by so many other cities, sends a clear message to the Court that cities support the President's action and want our immigrants to be able to come out of the shadows."

“New York City can’t wait any longer for implementation of President Obama’s executive action on immigration,” said **Council Member Steve Levin**. “Thank you to Mayor de Blasio and cities and counties around the United States who are taking a stand for smart and needed immigration reforms.”

“Undocumented immigrants and their families have waited far too long for substantive and comprehensive immigration reform. Not only do we need these reforms to be effectuated, we also need more policies that will help bring relief to millions of immigrants, help keep their families together, while strengthening our economy. I’m proud to stand with Mayor de Blasio, my colleagues in City Council, and the cities and counties across the country, who are fighting for the rights of our immigrant communities,” said **Council Member Annabel Palma**.

“I’d like to thank Mayor de Blasio for taking leadership on this important issue. Implementation of President Obama’s executive order would have a major positive impact on the lives of our immigrant communities,” said **Council Member Antonio Reynoso**.

“I am proud to stand with Mayor De Blasio and 70 other municipalities throughout the nation in full support of President Obama’s executive action on immigration,” said **Council Member Donovan Richards**. “The history of the United States is a history of immigrants. Extending temporary relief from deportation for residents that contribute millions of dollars to our domestic economy is common sense.

“President Obama's actions will bring 5 million immigrants out of the shadows. For years these families have lived with the constant anxiety and fear of deportation. But no longer. Now undocumented immigrants can apply to receive services that they've long deserved. By receiving social security cards and work permits so many will be able to legally work towards the American Dream they came to pursue,” said **Council Member Ydanis Rodriguez**. “However, some among us want to push these families back into the shadows. Today we, the cities that drive our country's economy forward, stand united in support of the President’s actions.”

“The temporary work permits granted by President Barack Obama's executive action are essential to the daily functions of New York City and cities nationwide. We are a nation of immigrants, and delaying implementation of this program is, frankly, un-American. I stand with Mayors Bill de Blasio and Eric Garcetti and the 72 cities and counties throughout the US (list in formation), in urging immediate implementation of this executive action,” said **Council Member Helen Rosenthal**.

“Immigrants make critical contributions our local economies and civic infrastructure, but cannot continue doing so if they are living in the shadows. The growing list of municipalities and counties signed onto the brief further underscores the importance and urgency of administrative relief for millions of undocumented children and adults. The Mayor has been a tireless champion of New York’s immigrant communities and I commend him for spearheading this effort,” said **Council Member Richie Torres**.

“I support the immediate implementation of President Obama’s executive order,” said **Council Member Mark Weprin**. “Immigrants have always played a vital role in shaping our nation’s economy and continue to contribute every day to the vitality of New York City.”

“Delaying President Obama’s executive orders to implement real immigration reform only puts New York City’s efforts to provide countless families economic opportunity they need on hold,” said **New York City Council Majority Leader Jimmy Van Bramer**. “Now is the time to act and our City is prepared to. I support Mayor de Blasio and numerous other cities throughout our nation’s efforts to begin implementing much-needed reforms for the millions

of families who are looking to us for assistance to become included and engaged citizens of New York City and our great nation.”

“The time for a rational immigration policy has long been overdue. Where Congress has failed to act in the collective interest of the American people, President Obama has sought to step into the breach. The use of executive authority on this issue is with precedent, and this unfortunate maneuver by the State of Texas to stymie him ignores the greater economic, security, and familial needs of all our citizens. Mayor de Blasio recognizes these plain truths, and I support the amicus brief he and so many other municipalities, nationwide, have filed in support of the President’s action,” said **Council Member Ruben Wills**.

“In cities across the country, hard-working men and women are waiting for President Obama’s Executive Action to go into effect so they can live and work without fear of deportation and separation from their families,” said **Hector Figueroa, President of 32BJ SEIU**. “In Boston, New York, Philadelphia, Washington DC and many more cities up and down the East Coast, 32BJ members have long been part of the fight for immigration reform and we will continue to take action in Congress and on the streets until these reforms are implemented. It is the humane and just thing to do for immigrants and the right path forward for our country.”

“Immigrants are essential to local economies and industries throughout our country, especially the hospitality industry. Today’s actions show that local governments recognize that delaying the President’s Executive Action not only harms millions of working families but also jeopardizes recovering local economies,” said **Peter Ward, President of the Hotel Trades Council**.

“Workers and their families desperately need the immediate implementation of President Obama’s Executive Action for immigration reform. We commend these cities and their elected officials for submitting an amicus brief in support of President Obama’s Executive Action, the most far reaching immigration reform initiative in decades. Cities make up the backbone of the U.S. economy, much of it based on the work of immigrants. Millions of hard working immigrant families stand to benefit from this action, and they deserve this administrative relief,” said **Stuart Appelbaum, President of Retail, Wholesale and Department Store Union**.

“The AFL-CIO has made supporting real immigration reform one of our top priorities because we understand the importance of ensuring that all workers receive the wages and benefits to which they are entitled,” said **Vincent Alvarez, President of the New York City Central Labor Council, AFL-CIO**. “By allowing undocumented workers to come out of the shadows, we will be working to eradicate the tools that allow unscrupulous employers to drive down wages, and rob workers of fair pay, benefits, and workplace rights. The implementation of President Obama’s immigration recommendations is already long overdue. Let’s make this happen for New York City’s workers.”

“Immigrants, including many who would be eligible for work permits under President Obama’s Executive Action, contribute every day to the vibrancy and health of our cities. The Executive Action will keep families together, boost our economy and focus law enforcement resources. We applaud Mayor de Blasio’s advocacy on behalf of these hard-working New Yorkers and join him in calling for immediate implementation of the action,” said **Maria Castaneda, Secretary-Treasurer of 1199 SEIU**.

"We applaud Mayors de Blasio and Garcetti for leading the charge to demand immediate implementation of immigration relief to keep families together across the United States. As our communities demand action, scores of cities from coast to coast are stepping up and saying with one voice that the Court of Appeals must allow President Obama's administrative actions, which are grounded in strong legal precedent, to move forward," said **Javier H. Valdés, co-Executive Director of Make the Road New York.**

"Very much like every major city in America, New York City is a strong and vibrant city thanks to our immigrant population," said **Jonathan Westin, Executive Director of New York Communities for Change.** "Our cities are better when our immigrant brothers and sisters can thrive. Therefore, we urge the immediate implementation of the President's Immigration Executive Action. Our cities have too much to lose if action is not taken now."

"We are proud that our city's Mayor Bill de Blasio is setting a precedent by taking legal action and making it known that the delays to President Obama's executive actions are unacceptable," said **Steven Choi, executive director of the New York Immigration Coalition.** "The NYIC and our membership, along with our city and state partners including the Mayor's Office of Immigrant Affairs, continue our efforts to prepare the 100,000 plus New Yorkers who can benefit from these programs. We stand with Mayors Bill de Blasio and Eric Garcetti in the call for immediate implementation of immigration relief."

"At a time when anti-immigrant voices are using myths about immigrants and the effects of immigration to derail a constructive national policy debate, few actions are more important than local governments uniting to fight for immediate relief and implementation of President Obama's Immigration Executive Actions. In outlining the economic and fiscal benefits of deferred action policies, New York City is a key stakeholder. Mayor Bill de Blasio has underscored once again our city's courage in the fight for justice and we stand in solidarity to see administrative relief programs take full-effect immediately," said **Lucia Gomez, Executive Director of La Fuente.**

"The Asian American Federation fully supports Mayors de Blasio and Garcetti's appeal to implement President Obama's executive action without any further delay. Immigrants and their families, who have made valuable contributions to the U.S., deserve the temporary relief and protection that this immigration reform provides. We stand with our community to ensure that the President's executive action sees the light of day," said **Jo-Ann Yoo, Executive Director of the Asian American Federation.**

"Millions of lives are on hold as President Obama's legal Executive Action is being dragged through the courts. Northern Manhattan Coalition for Immigrant Rights commends Mayors de Blasio and Garcetti for supporting legal action urging immediate implementation of Executive Action," said **Angela Fernandez, Executive Director of Northern Manhattan Coalition for Immigrant Rights.**

"Immigration reform is vital for New York's African immigrant communities," said **Amaha Kassa, Executive Director of African Communities Together.** "All of our members have heard about President Obama's executive actions, many are qualified and ready to apply for relief, and none of them can understand why progress has been put on hold. This filing sends an important message that New York City has immigrants' backs, even if some states have chosen to send the opposite message."

“President Obama’s November, 2014 Deferred Action programs – both the DACA extension and DAPA – should be implemented now. With each passing day, families continue to be torn apart, leaving behind American children to fend for themselves. Hard-working immigrant parents live in fear and are preyed upon, and cannot become full members of our society. As the child of Mexican immigrant parents whose life dramatically changed after they received legal status via IRCA, the benefits of immigration relief to are society are clear to me. My parents became homeowners and were able to support three college graduates. I applaud Mayors De Blasio and Garcetti, along with the 70 cities and counties who have signed on, for their leadership and for lending their voice to challenge the Texas vs. United States lawsuit, said **Aracelis Lucero, Executive Director of Masa, Inc.**

“Chicago has always been a city of immigrants, and for us to stay true to our history and our values, we must ensure that immigrants can fully participate in all aspects of our economic and cultural life,” said **Chicago Mayor Rahm Emanuel**. “We are proud to join numerous cities in filing this amicus brief to support President Obama’s executive actions on immigration. They will help keep families together, increase safety in our communities, and maximize the contributions that immigrants make every day in every part of our city.”

“Cities are strongly affected by immigration. The old, dysfunctional immigration policies hurt our economies, our neighborhoods, our businesses and our residents. The President is attempting to interject common sense and humanity. We are grateful for his efforts and we stand with him,” said **Portland Mayor Charlie Hales**.

“I am signing onto this brief because as a nation of immigrants, I believe ensuring access to a fair and legal process for people to come to this country and pursue their dreams reflects our highest values,” said **Chapel Hill Mayor Mark Kleinschmidt**.

“We must do better to honor our country's proud immigration tradition. Too many immigrants live in fear, afraid to become members of our society, while Congress fails to take any meaningful action to fix a broken immigration system. Their inaction has real consequences for our communities, which is why I fully support President Obama's leadership and common sense executive actions. I thank Mayor de Blasio for initiating this brief and building this important coalition of leaders,” said **Hoboken Mayor Dawn Zimmer**.

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**From:** [Perez, Roberto](#)  
**To:** "[Lynsey Kryzwick](#)"  
**Subject:** MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS  
**Date:** Monday, April 06, 2015 2:47:56 PM

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## MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS

### *More Than 70 Cities & Counties Sign Texas vs. United States Appeal Urging Immediate Implementation of President Obama's Immigration Executive Action*

**NEW YORK**—New York City Mayor Bill de Blasio and Los Angeles Mayor Eric Garcetti announced today that 73 cities and counties had filed a new friend-of-the-court brief in the Fifth Circuit Court of Appeals in the *Texas vs. United States* lawsuit, urging immediate implementation of President Obama's executive actions on immigration.

“Continuing to delay implementation of the President’s executive action on immigration hurts our economy and puts families at risk,” said **Mayor Bill de Blasio**. “Cities are where immigrants live, and cities are where the President’s executive action will be successfully implemented. Our cities are united, and we will fight for the immigration reform this nation needs and deserves – whether in the courtroom, in Congress, or in our communities. Make no mistake about it: our voices will be heard.”

“Our cities cannot afford delays to immigration reforms that will strengthen our economy and help families,” said **Los Angeles Mayor Eric Garcetti**. “This isn’t a blue or red issue, but a human and economic one.”

The brief demonstrates robust support from the country’s largest cities – as well as suburbs and rural areas – for the President’s reforms, which will temporarily relieve from deportation thousands of immigrants who have longstanding ties to the U.S.

The cities and counties – representing 43 million people across the country – argue that the district court judge who temporarily blocked implementation of the programs failed to consider the significant harm to America’s local governments caused by this delay.

According to an analysis by the City, each month that the implementation of these programs is delayed, New York City and New York State will lose at least \$1.5 million in additional state and local tax revenue that would be generated if 100,000 immigrants in New York City were able to access temporary work permits through executive action.

“New York’s immigrants are vital to our economy and we must do all we can to help them grow and thrive. Mayor de Blasio is correct – instead of putting up barriers, we should be looking at ways to help immigrants climb the ladder of economic opportunity and welcome them into our communities. The New York State Assembly Majority strongly supports President Obama’s executive action on immigration, and further delay by those who would derail this important initiative is unacceptable,” said **New York State Assembly Speaker Carl Heastie**.

“Each day we wait to implement President Obama’s bold immigration reforms, millions of hard-working families remain in legal limbo. Immigrant communities built New York City,

and they are the heart and soul of urban centers across our country,” said **Public Advocate Letitia James**. “As Congress and federal courts stall meaningful progress on immigration, New York City will continue to lead the nation.”

As part of Cities United for Immigration Action, Mayors de Blasio and Garcetti led the effort to organize more than 70 cities and counties, the National League of Cities, and the U.S. Conference of Mayors in arguing that the national public interest is served clearly and overwhelmingly by implementing immigration relief by executive action without delay. Today’s brief more than doubles the number of local governments that had previously voiced opposition to the lawsuit brought by states seeking to block President Obama’s immigration reform efforts.

The brief also argues that the District Court judge’s decision to block executive action with a preliminary injunction is bad for the economy, hurts families, threatens law enforcement priorities, and will stall desperately needed changes to the federal government’s immigration policies.

The de Blasio Administration has a proven track record of spearheading initiatives that integrate immigrants into the civic and economic life of New York City. From the IDNYC municipal identification program to increasing access to federal immigration benefits, New York City is committed to championing pro-immigrant policies that promote equity and create opportunity for all residents.

This collective action to offer the Court the crucial perspective of American cities and counties is an outcome of the organizing efforts of the Cities United for Immigration Action coalition. By filing this brief, America’s mayors and county leaders are making a strong statement in support of the President’s plan to grant administrative relief to over four million undocumented children and adults.

Numerous cities and counties signed on to today’s brief are located in states that brought the lawsuit against the Obama administration or have otherwise indicated support for the lawsuit, including five cities in Texas, six localities in New Jersey, two counties in Arizona, and three municipalities in Wisconsin. Cities and counties signed on to the brief (in formation) include the following local governments:

Alexandria, VA  
Allentown, PA  
Atlanta, GA  
Austin, TX  
Baltimore, MD  
Bell, CA  
Boston, MA  
Bridgeport, CT  
Buffalo, NY  
Cambridge, MA  
Central Falls, RI  
Chapel Hill, NC  
Charleston, SC  
Chicago, IL  
Coconino County, AZ

Columbia, SC  
Columbus, OH  
Dallas County, TX  
Dayton, OH  
Denver, CO  
Dolton, IL  
El Paso County, TX  
Everett, MA  
Gary, IN  
Haledon, NJ  
Hartford, CT  
Highland Park, IL  
Hoboken, NJ  
Holyoke, MA  
Houston, TX  
Jersey City, NJ  
Kansas City, MO  
Little Rock, AR  
Los Angeles, CA  
Los Angeles County, CA  
Lucas County, OH  
Madison, WI  
Milwaukee, WI  
Minneapolis, MN  
Montgomery County, MD  
Newark, NJ  
New York, NY  
Niagara Falls, NY  
North Miami, FL  
Oakland, CA  
Paterson, NJ  
Philadelphia, PA  
Pittsburgh, PA  
Plainfield, NJ  
Portland, OR  
Providence, RI  
Racine, WI  
Ramsey County, MN  
Rochester, NY  
Salt Lake City, UT  
San Francisco, CA  
San Jose, CA  
Santa Ana, CA  
Santa Cruz County, AZ  
Santa Fe, NM  
Santa Monica, CA  
Schenectady, NY  
Seattle, WA  
Skokie, IL  
St. Louis, MO

State College, PA  
Syracuse, NY  
Tacoma, WA  
Tampa, FL  
Travis County, TX  
Washington, D.C.  
West Covina, CA  
Yonkers, NY  
National League of Cities  
U.S. Conference of Mayors

“Brooklyn is what America looks like, with nearly 40 percent of our residents being foreign-born, and when it comes to embracing our immigrant population, it is what America ought to be. President Obama's executive order on immigration is the most significant and meaningful step our nation has taken toward addressing this long-standing crisis and the millions of families who have been stuck in the shadows of our society, including hundreds of thousands right here in New York City. Our diversity is our greatest strength, and I join my fellow urban leaders from coast to coast in making this call to support the President's reforms,” said **Brooklyn Borough President Eric Adams**.

“Legally and morally, the president's executive action on immigration was both within his power and the right thing to do,” said **Manhattan Borough President Gale Brewer**. “Blocking its implementation will do real harm to cities. That’s why joining with other cities and counties across the country urging its implementation is the right thing as well.”

“We stand with New York City Mayor Bill de Blasio’s and Los Angeles Mayor Eric Garcetti’s decision to file a ‘friend-of-the-court’ brief in support of President Barack Obama’s executive action on immigration,” said **Bronx Borough President Ruben Diaz Jr.** “The President’s executive action currently being blocked in the courts hurts The Bronx and New York City, with the borough losing out on potential local tax revenues that would be generated by these hard-working immigrants who just want to come out the shadows and positively contribute to our country. We are the land of opportunity, built on the ideal that we are melting pot that promotes equality for all and we must continue to strive for those ideals that make our country great.”

“President Obama's executive actions were bold and decisive steps toward fixing America's broken immigration system. The Statue of Liberty stands tall in our City, reminding us that America was built by generations of immigrants who came to its shores in search of a better life and a chance to make our country greater,” said **U.S. Representative Charles Rangel**. “I am proud to see that Mayor de Blasio is committed to keeping that promise alive for years to come.”

“The delay in the implementation of DAPA and expanded DACA threatens millions of American families with deportation, as well as the many communities, such as New York City, of which immigrants are an integral part,” said **U.S. Representative Yvette Clarke**. “No serious doubt exists that President Obama had the authority to establish DAPA and DACA. I want to commend Mayor de Blasio and the many community leaders across this nation who have raised their voices on behalf of millions of families who want to pursue the American Dream.”

“In the absence of legislative action by House Republicans, President Obama took decisive action on immigration because he knows that there are real lives at stake in our current broken system,” said **U.S. Representative Joe Crowley**. “It is deeply troubling that a Texas judge known to be hostile to immigrants is delaying the President’s executive measures, especially given the legal precedents set by previous administrations. Halting action that will help keep American families together strikes at the heart of what our country ought to be about, and I thank Mayors de Blasio, Garcetti, and many others for taking a stand and showing the widespread support for the President’s action. I’m confident the Department of Justice will succeed in its appeal of this decision and that we will move forward with this much-needed action that will make such a difference in New York City and elsewhere.”

“I applaud Mayor de Blasio for working with cities across the nation to support President Obama’s executive actions on immigration,” said **U.S. Representative Carolyn Maloney**. “With over 12 million undocumented immigrants living in our country, comprehensive immigration reform is long overdue. Unfortunately, Congress has failed to act. That is why I strongly support President Obama’s executive actions, which will help keep families together, boost our economy and generate new tax revenue. These are common sense steps that mimic similar actions by Presidents Ronald Reagan and George H.W. Bush, and it’s long past time that President Obama’s reforms are implemented.”

“We can’t continue to delay implementing President Obama’s executive action on immigration. With this friend-of-the-court brief, New York City is joined by more than 70 cities nationwide in voicing its strong support for moving ahead with providing administrative deportation relief to more than 4 million immigrants with strong ties to the U.S. As the brief argues, the District Court’s holdup only hurts our economy, harmless immigrant families, and the federal government’s ability to address our broken immigration system. I applaud Mayor de Blasio for once again putting New York City at the forefront of efforts to help the immigrant community, in New York City, and nationwide,” said **U.S. Representative José Serrano, Sr.**

“The President’s immigration reforms make badly needed changes to a broken system and will benefit thousands of our neighbors,” stated **U.S. Representative Nydia Velázquez**. “It is critical for New York City and our nation as a whole that these reforms be implemented without delay.”

“Every day we delay fixing our broken immigration system is a missed opportunity,” said **U.S. Representative Kathleen Rice**. “There’s no question that we need to keep fighting for comprehensive immigration reform at the federal level, but our local communities can’t afford to wait when there’s no sign that this Congress is willing to pass real legislative solutions. Thousands of hard-working Long Island families are ready to come out of the shadows, stop living in fear and start participating fully in our local economies, and there’s no reason to deny them that opportunity any longer. Last week I joined several fellow Members of Congress in signing an amicus brief affirming our support for the government’s appeal, and the brief filed today by Mayors de Blasio and Garcetti shows that local and federal leaders across the country are united in our commitment to implementing the President’s executive actions.”

“Immigrants move New York’s economy forward,” said **State Senator Leroy Comrie**. “I represent a district where over a third of its population is foreign-born, and where many more are the children and grandchildren of the rich immigrant legacy this city – and this

nation – is so proud of. Immigrants are innovators, business owners and job creators: they augment this City's supply of capital and ideas to diversify its narrative and keep it nationally and globally competitive. Not only is it in our best interest to immediately implement the President's platform for immigration reform, but it is the socially and morally responsible thing to do.”

“Every day the President's executive actions on immigration are blocked, is another day hundreds of thousands of young adults and parents, trying to provide for their families, are unable to work. This is not good for anyone, and the leaders of our cities and counties across the country know this first hand. I thank them for standing with undocumented immigrants and working to bring them out of the shadows,” said **State Senator Adriano Espaillat, Chair of the State Senate Puerto Rican/Latino Caucus.**

“This friend-of-the-court brief stands with immigrants in our communities against needless delay in the urgently needed Deferred Action programs. President Obama has charted a course for a more compassionate immigration system – a system that treats our friends and neighbors with the dignity they deserve. I commend this action by Mayor de Blasio and dozens of mayors across the United States in keeping with the vision President Obama outlined. I join these mayors and leaders across the country in reaffirming our commitment to America’s longstanding tradition of welcoming immigrants to our communities,” said **State Senator Jesse Hamilton.**

“It is time to stop intolerant views toward our immigrants. I am in full support of this brief, which is intended to safeguard and implement President Obama’s executive actions on immigration that are intended to keep families together,” said **State Senator Jose Peralta.** “We, as immigrants, live in all cities across our nation, and blocking the implementation of the President’s policies, hurts not just families fighting for the American Dream, but also our ongoing efforts to enrich and repair our economy.”

“I am very proud that New York City is leading the way on a collective *amicus* brief in the *Texas vs. United States* case which calls for swift and sweeping implementation of President Obama’s executive actions concerning rational immigration policy. The lives of millions of people hang in the balance, so many of them New Yorkers who share the same hopes, dreams and aspirations that each successive wave of immigrants harbored generations ago. Each of them found a true home here and it is time for our City and Country to open our arms and our hearts in the name of fundamental human rights,” said **State Senator Bill Perkins.**

“The implementation of President Obama's executive action on immigration is imperative to ensuring we support the countless immigrants that contribute to the social and economic life of our country,” said **State Senator Gustavo Rivera.** “We are a country of immigrants, and this executive action will help us strengthen and protect our diverse population, while honoring our values as Americans. I commend and thank Mayor de Blasio for having New York join cities and counties across our country in taking legal action to support an initial step towards immigration reform.”

“Here in a city and state where we pride ourselves on diversity, we can only benefit from the implementation of President Obama’s executive action on immigration,” said **State Senator James Sanders Jr.** “It will allow for a reprieve from deportation while giving the undocumented a chance to work, providing a much needed boost to the economy. Just this

past week, the state budget failed to include the DREAM Act, which would have given thousands of vibrant young people a chance at success by allowing them to continue their education and creating a pathway to citizenship. Let's not miss another opportunity to help build a stronger New York."

"Unjust deportations have continued to tear apart our families, our schools and our communities. We must act swiftly in implementing President Obama's immigration executive action in order to protect these important populations. Immigrants are the backbone of our communities, and I thank Mayors de Blasio and Garcetti for creating a united front to demonstrate our support for the swift implementation of the President's measures," said **State Senator José Serrano**.

"The delay to President Obama's executive action on immigration is intolerable and comes with a real cost to real people," said **Assembly Member Rodneyse Bichotte**. "Every day, families of aspiring Americans are destroyed by a system badly in need of reform and the President's executive action offers needed help. I join with Mayor de Blasio and Eric Garcetti in the *Texas v. United States* lawsuit to urge immediate implementation of President Obama's executive actions on immigration. As a daughter of Haitian immigrants, and as a proud citizen of the United States and elected official of New York, I have a duty to act on behalf of the social justice of our people—as well as a fiduciary responsibility to ensure our economies gain the benefits immigration brings."

"As a child of Jamaican immigrants, it is personal for me that we stand up for Immigration justice and demand immediate action. The implementation of President Obama's executive actions on immigration is a moral, social, and economic necessity. The delays are inexcusable, and we must move forward. In past years, immigrants in NYC have accounted for more than \$200 billion in economic activity to help revitalize vibrant neighborhoods including the work of Latino, Caribbean and African entrepreneurs in the South Bronx. Through hard work and tireless dedication, Immigrants embody the entrepreneurial spirit that makes our country so beautiful, and the best country in the world," said **Assembly Member Michael Blake**. "Immigrants are our neighbors, our friends, and our family, and I proudly stand with Mayor Bill de Blasio and Eric Garcetti in calling for our judicial system to do the right thing, the humane thing, the compassionate thing, and give our communities the life they deserve."

"I want to commend Mayor de Blasio and all the other mayors for supporting immigration reforms. Implementation of the President's Immigration Executive action will provide much needed relief to immigrant families suffering under our broken system and is a crucial first step on the road to treating our immigrants with the fairness and respect they deserve," said **Assembly Member Guillermo Linares**.

"Every month that goes by without President Obama's executive actions is another month that families can be ripped apart," said **Assembly Member Francisco Moya**. "For those of us who deal with the fallout from our nation's flawed immigration policies on a daily basis, we know how critical the President's executive actions truly are. Keeping families together is not only the right thing to do; it's also in our nation's best interest."

"Mayor de Blasio is taking the right step filing today's court brief," said **Assembly Member Felix Ortiz**. "Without action from the Congress and State Legislature, we must support President Obama's efforts to protect workers and their families from deportation. While we

keep the fight alive in Albany for the Dream Act, driver licenses and state-issued identification cards for non-citizens and better wages for all workers, today's action by our Mayor and by so many others across the nation is a positive step to make life better for millions. We can't wait any longer.”

“We need comprehensive immigration reform immediately,” said **Assembly Member Robert Rodriguez**. “President Obama’s Executive action is a huge step towards creating fair policies that help our growing immigrant communities of New York City thrive, any hindrance to its enactment harms us irreparably.”

“It is clear that our immigration system is broken and comprehensive reform is needed to provide long-term relief for the families who have contributed to the growth and prosperity of our nation,” said **Assembly Member Nily Rozic**. “Filing this brief is reflective of New York City's commitment to advancing immigrants' rights and I commend the Mayor for his continued advocacy and leadership on this urgent issue.

“With an estimated 100,000 undocumented immigrants in New York City who would benefit greatly from President Obama’s executive action this brief sends a strong message on the importance of implementing these reforms,” said **Assembly Member Luis Sepúlveda**. “New York has long been at the forefront of immigration reform. Mayor de Blasio has proven his commitment to immigrants throughout his first year in office and continues to through actions like this. I commend the Mayor and the many other cities and counties for supporting these initiatives, as implementing each one of them will be for the national public interest.”

“Opportunity for families in America to obtain basic rights and a better quality of life should not be dictated by political games. The partisan stalling of President Obama's Immigration Executive Action is sophomoric, and the District Court's preliminary objection undoubtedly has a deleterious effect on our national economy. New York City is, and always has been a city of immigrants, and we have this community to thank for the strength we enjoy as a City and a Nation . I am proud of New York City's participation in the amicus brief filed in Texas vs. United States, and am hopeful that the demand from such a robust list of diverse urban areas will bring us closer to real reform which has been long overdue,” said **Assembly Member Keith Wright**.

“I commend Mayor de Blasio in joining the effort to defend the President’s Administrative Relief that offers potential relief to millions of immigrants with strong ties to our nation, and who already work hard and contribute to make this a better country. While the Court stalls, and Congress fails to enact meaningful immigration reform, New York City will continue to protect the rights of immigrants and ensure that their contributions to our City are recognized—and celebrated. Our City continues to offer affirming spaces for immigrant populations, and I am hopeful that this action from our Mayor—and from his colleagues from around the country—will provide some context about the urgent need for the implementation of the President’s programs,” said **Council Member Carlos Menchaca, Chair of the Committee on Immigration**.

“I support the new friend-of-the-court brief urging immediate implementation of President Obama’s executive actions on immigration. Immigrants are in important part of the fabric of our society and economy and granting administrative relief to those immigrants in need is an act of social responsibility,” said **Council Member Inez Barron**.

“I applaud New York City Mayor Bill de Blasio for joining Los Angeles Mayor Eric Garcetti in filing a friend-of-the-court brief calling for implementation of President Obama’s executive action on immigration. As an elected official representing an area with a significant immigrant population, I join with others across the country in urging the courts to move forward on providing deportation relief. The President’s immigration policies provide a just, sensible solution for millions of immigrants who live in the U.S. and contribute to our nation’s society in myriad ways. From an economic perspective, there is no question that New York stands to benefit from implementation of these policies, as significant tax revenues would be generated by the granting of temporary work permits to our City’s population of 100,000 immigrants,” said **Council Member Fernando Cabrera**.

“President Obama’s executive action on immigration will have a profoundly positive impact on thousands of families in our city, and it must be implemented immediately,” said **Council Member Margaret Chin**. “I strongly support today’s legal action in support of the President’s reforms, and I thank Mayor de Blasio for his continued leadership on this fundamentally important issue.”

“New York City is, was, and always will be a leader in the immigrant rights movement. We stand united in support of President Obama's Executive Order,” said **Council Member Andrew Cohen**.

“We have waited for federal immigration reform for too long,” said **Council Member Costa Constantinides**. “The current federal laws are broken and lead to families being broken up or to unwarranted detention. President Obama’s executive order will take significant steps to help ameliorate these concerns. We must ensure due process and respect for all. I stand with Mayor De Blasio, Mayor Garcetti, and with 70 other cities across the nation that support the President’s order.”

“The stand the District Court Judge has taken against immigration reform is harming the future of our country, our immigrants,” said **Council Member Daniel Dromm**. “I am glad Mayor de Blasio has signed on to an amicus brief to push back against the court’s anti-immigrant actions. In New York City we support our immigrants not hold them back by putting obstacles to citizenship in their way.”

“I applaud Mayor de Blasio and the Mayors of more than 70 cities across the country for making it clear that they are ready, willing, and able to implement the reforms proposed by President Obama’s executive action. As the son of immigrants, I know firsthand the difficulties faced by those who have come to the United States seeking a better life for themselves and their families. Our immigration system is broken and full implementation of President Obama’s executive action is necessary in order to ensure more families are not harmed by failed policies,” said **Council Member Rafael Espinal**.

“President Obama’s executive action would be a lifeline to many families in our City who only want to work hard and provide more than they had for their children,” said **Council Member Julissa Ferreras**. “The continued delay of immigration reform only hurts our cities by separating families as well as denying our local governments millions of dollars in tax revenue. I commend Mayor de Blasio, Mayor Garcetti and the chief executives of over 70 American cities for championing this issue in our courts and call on Congress to finally do the right thing and recognize that immigration reform makes sense for all.”

“For too long, cities have been trying to navigate a federal immigration policy that is in dire need of reform. The President's executive actions were an important first step toward making sense of those immigration policies. Delaying their implementation creates very real problems for the cities that are on the front lines of the immigration debate,” said **Council Member Dan Garodnick**.

“By delaying the implementation of immigration reform, the court is making a decision that hurts state and local economies and needlessly diverts law enforcement attention,” said **Council Member Vanessa Gibson**. “Spending tax dollars to prosecute otherwise law abiding residents who want to work here, raise families here, and spend money here is a policy that has never made sense and I urge the court to recognize the considerable good immigration reform will bring to our communities. I am proud to stand with legislators within New York and around the country in support of President Obama’s actions and I look forward to a favorable decision that will uphold the ordered relief of nearly 4 million undocumented adults and children.”

“Today, New York City stands with over 70 American municipalities in support of President Obama’s recent executive action on immigration,” said **Council Member Corey Johnson**. “If implemented, the plan would grant much needed administrative relief and protection from deportation to over 4 million undocumented individuals. Our country and New York City were built by immigrants and their families. Barring immigrants from fully participating in American civic and economic life is contrary to our values. It’s time to make a change.”

“We are a nation of immigrants, including my grandparents who came here to escape antisemitism, and the grandparents of so many. We must continue to accept all those 'yearning to breathe free',” said **Council Member Ben Kallos**. “The state invests resources in every person the second they set foot in our soil. By welcoming people with open arms, we guarantee a return on that investment. I applaud Mayors de Blasio and Garcetti for urging the immediate implementation of President Obama's immigration reforms.”

“President Obama has signed an Executive Order and it’s shameful and unheard of for the District Court judge to block the executive action,” said **Council Member Andy King, Co-Chair of the Black, Latino & Asian Caucus**. “New York is and has always been a city of immigrants and President Obama’s vision allows for immediate reform in our communities. I stand with the Mayor and the President and all Americans across the nation committed to justice and our voices will be heard.”

"I see every day the positive impact immigrants have on our communities, as a representative of one of the most diverse areas in the country," said **Council Member Rory Lancman**. "Immigrants start businesses, pay taxes and raise their children here. Unfortunately, current US immigration policies leave far too many of our neighbors afraid that they will be deported from the country that has been their home for years. Mayor de Blasio's brief, joined by so many other cities, sends a clear message to the Court that cities support the President's action and want our immigrants to be able to come out of the shadows."

“New York City can’t wait any longer for implementation of President Obama’s executive action on immigration,” said **Council Member Steve Levin**. “Thank you to Mayor de Blasio and cities and counties around the United States who are taking a stand for smart and needed immigration reforms.”

“Undocumented immigrants and their families have waited far too long for substantive and comprehensive immigration reform. Not only do we need these reforms to be effectuated, we also need more policies that will help bring relief to millions of immigrants, help keep their families together, while strengthening our economy. I’m proud to stand with Mayor de Blasio, my colleagues in City Council, and the cities and counties across the country, who are fighting for the rights of our immigrant communities,” said **Council Member Annabel Palma**.

“I’d like to thank Mayor de Blasio for taking leadership on this important issue. Implementation of President Obama’s executive order would have a major positive impact on the lives of our immigrant communities,” said **Council Member Antonio Reynoso**.

“I am proud to stand with Mayor De Blasio and 70 other municipalities throughout the nation in full support of President Obama’s executive action on immigration,” said **Council Member Donovan Richards**. “The history of the United States is a history of immigrants. Extending temporary relief from deportation for residents that contribute millions of dollars to our domestic economy is common sense.

“President Obama's actions will bring 5 million immigrants out of the shadows. For years these families have lived with the constant anxiety and fear of deportation. But no longer. Now undocumented immigrants can apply to receive services that they've long deserved. By receiving social security cards and work permits so many will be able to legally work towards the American Dream they came to pursue,” said **Council Member Ydanis Rodriguez**. “However, some among us want to push these families back into the shadows. Today we, the cities that drive our country's economy forward, stand united in support of the President’s actions.”

“The temporary work permits granted by President Barack Obama's executive action are essential to the daily functions of New York City and cities nationwide. We are a nation of immigrants, and delaying implementation of this program is, frankly, un-American. I stand with Mayors Bill de Blasio and Eric Garcetti and the 72 cities and counties throughout the US (list in formation), in urging immediate implementation of this executive action,” said **Council Member Helen Rosenthal**.

“Immigrants make critical contributions our local economies and civic infrastructure, but cannot continue doing so if they are living in the shadows. The growing list of municipalities and counties signed onto the brief further underscores the importance and urgency of administrative relief for millions of undocumented children and adults. The Mayor has been a tireless champion of New York’s immigrant communities and I commend him for spearheading this effort,” said **Council Member Richie Torres**.

“I support the immediate implementation of President Obama’s executive order,” said **Council Member Mark Weprin**. “Immigrants have always played a vital role in shaping our nation’s economy and continue to contribute every day to the vitality of New York City.”

“Delaying President Obama’s executive orders to implement real immigration reform only puts New York City’s efforts to provide countless families economic opportunity they need on hold,” said **New York City Council Majority Leader Jimmy Van Bramer**. “Now is the time to act and our City is prepared to. I support Mayor de Blasio and numerous other cities throughout our nation’s efforts to begin implementing much-needed reforms for the millions

of families who are looking to us for assistance to become included and engaged citizens of New York City and our great nation.”

“The time for a rational immigration policy has long been overdue. Where Congress has failed to act in the collective interest of the American people, President Obama has sought to step into the breach. The use of executive authority on this issue is with precedent, and this unfortunate maneuver by the State of Texas to stymie him ignores the greater economic, security, and familial needs of all our citizens. Mayor de Blasio recognizes these plain truths, and I support the amicus brief he and so many other municipalities, nationwide, have filed in support of the President’s action,” said **Council Member Ruben Wills**.

“In cities across the country, hard-working men and women are waiting for President Obama’s Executive Action to go into effect so they can live and work without fear of deportation and separation from their families,” said **Hector Figueroa, President of 32BJ SEIU**. “In Boston, New York, Philadelphia, Washington DC and many more cities up and down the East Coast, 32BJ members have long been part of the fight for immigration reform and we will continue to take action in Congress and on the streets until these reforms are implemented. It is the humane and just thing to do for immigrants and the right path forward for our country.”

“Immigrants are essential to local economies and industries throughout our country, especially the hospitality industry. Today’s actions show that local governments recognize that delaying the President’s Executive Action not only harms millions of working families but also jeopardizes recovering local economies,” said **Peter Ward, President of the Hotel Trades Council**.

“Workers and their families desperately need the immediate implementation of President Obama’s Executive Action for immigration reform. We commend these cities and their elected officials for submitting an amicus brief in support of President Obama’s Executive Action, the most far reaching immigration reform initiative in decades. Cities make up the backbone of the U.S. economy, much of it based on the work of immigrants. Millions of hard working immigrant families stand to benefit from this action, and they deserve this administrative relief,” said **Stuart Appelbaum, President of Retail, Wholesale and Department Store Union**.

“The AFL-CIO has made supporting real immigration reform one of our top priorities because we understand the importance of ensuring that all workers receive the wages and benefits to which they are entitled,” said **Vincent Alvarez, President of the New York City Central Labor Council, AFL-CIO**. “By allowing undocumented workers to come out of the shadows, we will be working to eradicate the tools that allow unscrupulous employers to drive down wages, and rob workers of fair pay, benefits, and workplace rights. The implementation of President Obama’s immigration recommendations is already long overdue. Let’s make this happen for New York City’s workers.”

“Immigrants, including many who would be eligible for work permits under President Obama’s Executive Action, contribute every day to the vibrancy and health of our cities. The Executive Action will keep families together, boost our economy and focus law enforcement resources. We applaud Mayor de Blasio’s advocacy on behalf of these hard-working New Yorkers and join him in calling for immediate implementation of the action,” said **Maria Castaneda, Secretary-Treasurer of 1199 SEIU**.

"We applaud Mayors de Blasio and Garcetti for leading the charge to demand immediate implementation of immigration relief to keep families together across the United States. As our communities demand action, scores of cities from coast to coast are stepping up and saying with one voice that the Court of Appeals must allow President Obama's administrative actions, which are grounded in strong legal precedent, to move forward," said **Javier H. Valdés, co-Executive Director of Make the Road New York.**

"Very much like every major city in America, New York City is a strong and vibrant city thanks to our immigrant population," said **Jonathan Westin, Executive Director of New York Communities for Change.** "Our cities are better when our immigrant brothers and sisters can thrive. Therefore, we urge the immediate implementation of the President's Immigration Executive Action. Our cities have too much to lose if action is not taken now."

"We are proud that our city's Mayor Bill de Blasio is setting a precedent by taking legal action and making it known that the delays to President Obama's executive actions are unacceptable," said **Steven Choi, executive director of the New York Immigration Coalition.** "The NYIC and our membership, along with our city and state partners including the Mayor's Office of Immigrant Affairs, continue our efforts to prepare the 100,000 plus New Yorkers who can benefit from these programs. We stand with Mayors Bill de Blasio and Eric Garcetti in the call for immediate implementation of immigration relief."

"At a time when anti-immigrant voices are using myths about immigrants and the effects of immigration to derail a constructive national policy debate, few actions are more important than local governments uniting to fight for immediate relief and implementation of President Obama's Immigration Executive Actions. In outlining the economic and fiscal benefits of deferred action policies, New York City is a key stakeholder. Mayor Bill de Blasio has underscored once again our city's courage in the fight for justice and we stand in solidarity to see administrative relief programs take full-effect immediately," said **Lucia Gomez, Executive Director of La Fuente.**

"The Asian American Federation fully supports Mayors de Blasio and Garcetti's appeal to implement President Obama's executive action without any further delay. Immigrants and their families, who have made valuable contributions to the U.S., deserve the temporary relief and protection that this immigration reform provides. We stand with our community to ensure that the President's executive action sees the light of day," said **Jo-Ann Yoo, Executive Director of the Asian American Federation.**

"Millions of lives are on hold as President Obama's legal Executive Action is being dragged through the courts. Northern Manhattan Coalition for Immigrant Rights commends Mayors de Blasio and Garcetti for supporting legal action urging immediate implementation of Executive Action," said **Angela Fernandez, Executive Director of Northern Manhattan Coalition for Immigrant Rights.**

"Immigration reform is vital for New York's African immigrant communities," said **Amaha Kassa, Executive Director of African Communities Together.** "All of our members have heard about President Obama's executive actions, many are qualified and ready to apply for relief, and none of them can understand why progress has been put on hold. This filing sends an important message that New York City has immigrants' backs, even if some states have chosen to send the opposite message."

“President Obama’s November, 2014 Deferred Action programs – both the DACA extension and DAPA – should be implemented now. With each passing day, families continue to be torn apart, leaving behind American children to fend for themselves. Hard-working immigrant parents live in fear and are preyed upon, and cannot become full members of our society. As the child of Mexican immigrant parents whose life dramatically changed after they received legal status via IRCA, the benefits of immigration relief to are society are clear to me. My parents became homeowners and were able to support three college graduates. I applaud Mayors De Blasio and Garcetti, along with the 70 cities and counties who have signed on, for their leadership and for lending their voice to challenge the Texas vs. United States lawsuit, said **Aracelis Lucero, Executive Director of Masa, Inc.**

“Chicago has always been a city of immigrants, and for us to stay true to our history and our values, we must ensure that immigrants can fully participate in all aspects of our economic and cultural life,” said **Chicago Mayor Rahm Emanuel**. “We are proud to join numerous cities in filing this amicus brief to support President Obama’s executive actions on immigration. They will help keep families together, increase safety in our communities, and maximize the contributions that immigrants make every day in every part of our city.”

“Cities are strongly affected by immigration. The old, dysfunctional immigration policies hurt our economies, our neighborhoods, our businesses and our residents. The President is attempting to interject common sense and humanity. We are grateful for his efforts and we stand with him,” said **Portland Mayor Charlie Hales**.

“I am signing onto this brief because as a nation of immigrants, I believe ensuring access to a fair and legal process for people to come to this country and pursue their dreams reflects our highest values,” said **Chapel Hill Mayor Mark Kleinschmidt**.

“We must do better to honor our country's proud immigration tradition. Too many immigrants live in fear, afraid to become members of our society, while Congress fails to take any meaningful action to fix a broken immigration system. Their inaction has real consequences for our communities, which is why I fully support President Obama's leadership and common sense executive actions. I thank Mayor de Blasio for initiating this brief and building this important coalition of leaders,” said **Hoboken Mayor Dawn Zimmer**.

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**From:** [Perez, Roberto](#)  
**To:** "Michael Rabinowitz"  
**Subject:** MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS  
**Date:** Monday, April 06, 2015 2:48:42 PM

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## MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS

### *More Than 70 Cities & Counties Sign Texas vs. United States Appeal Urging Immediate Implementation of President Obama's Immigration Executive Action*

**NEW YORK**—New York City Mayor Bill de Blasio and Los Angeles Mayor Eric Garcetti announced today that 73 cities and counties had filed a new friend-of-the-court brief in the Fifth Circuit Court of Appeals in the *Texas vs. United States* lawsuit, urging immediate implementation of President Obama's executive actions on immigration.

"Continuing to delay implementation of the President's executive action on immigration hurts our economy and puts families at risk," said **Mayor Bill de Blasio**. "Cities are where immigrants live, and cities are where the President's executive action will be successfully implemented. Our cities are united, and we will fight for the immigration reform this nation needs and deserves – whether in the courtroom, in Congress, or in our communities. Make no mistake about it: our voices will be heard."

"Our cities cannot afford delays to immigration reforms that will strengthen our economy and help families," said **Los Angeles Mayor Eric Garcetti**. "This isn't a blue or red issue, but a human and economic one."

The brief demonstrates robust support from the country's largest cities – as well as suburbs and rural areas – for the President's reforms, which will temporarily relieve from deportation thousands of immigrants who have longstanding ties to the U.S.

The cities and counties – representing 43 million people across the country – argue that the district court judge who temporarily blocked implementation of the programs failed to consider the significant harm to America's local governments caused by this delay.

According to an analysis by the City, each month that the implementation of these programs is delayed, New York City and New York State will lose at least \$1.5 million in additional state and local tax revenue that would be generated if 100,000 immigrants in New York City were able to access temporary work permits through executive action.

"New York's immigrants are vital to our economy and we must do all we can to help them grow and thrive. Mayor de Blasio is correct – instead of putting up barriers, we should be looking at ways to help immigrants climb the ladder of economic opportunity and welcome them into our communities. The New York State Assembly Majority strongly supports President Obama's executive action on immigration, and further delay by those who would derail this important initiative is unacceptable," said **New York State Assembly Speaker Carl Heastie**.

"Each day we wait to implement President Obama's bold immigration reforms, millions of hard-working families remain in legal limbo. Immigrant communities built New York City,

and they are the heart and soul of urban centers across our country,” said **Public Advocate Letitia James**. “As Congress and federal courts stall meaningful progress on immigration, New York City will continue to lead the nation.”

As part of Cities United for Immigration Action, Mayors de Blasio and Garcetti led the effort to organize more than 70 cities and counties, the National League of Cities, and the U.S. Conference of Mayors in arguing that the national public interest is served clearly and overwhelmingly by implementing immigration relief by executive action without delay. Today’s brief more than doubles the number of local governments that had previously voiced opposition to the lawsuit brought by states seeking to block President Obama’s immigration reform efforts.

The brief also argues that the District Court judge’s decision to block executive action with a preliminary injunction is bad for the economy, hurts families, threatens law enforcement priorities, and will stall desperately needed changes to the federal government’s immigration policies.

The de Blasio Administration has a proven track record of spearheading initiatives that integrate immigrants into the civic and economic life of New York City. From the IDNYC municipal identification program to increasing access to federal immigration benefits, New York City is committed to championing pro-immigrant policies that promote equity and create opportunity for all residents.

This collective action to offer the Court the crucial perspective of American cities and counties is an outcome of the organizing efforts of the Cities United for Immigration Action coalition. By filing this brief, America’s mayors and county leaders are making a strong statement in support of the President’s plan to grant administrative relief to over four million undocumented children and adults.

Numerous cities and counties signed on to today’s brief are located in states that brought the lawsuit against the Obama administration or have otherwise indicated support for the lawsuit, including five cities in Texas, six localities in New Jersey, two counties in Arizona, and three municipalities in Wisconsin. Cities and counties signed on to the brief (in formation) include the following local governments:

Alexandria, VA  
Allentown, PA  
Atlanta, GA  
Austin, TX  
Baltimore, MD  
Bell, CA  
Boston, MA  
Bridgeport, CT  
Buffalo, NY  
Cambridge, MA  
Central Falls, RI  
Chapel Hill, NC  
Charleston, SC  
Chicago, IL  
Coconino County, AZ

Columbia, SC  
Columbus, OH  
Dallas County, TX  
Dayton, OH  
Denver, CO  
Dolton, IL  
El Paso County, TX  
Everett, MA  
Gary, IN  
Haledon, NJ  
Hartford, CT  
Highland Park, IL  
Hoboken, NJ  
Holyoke, MA  
Houston, TX  
Jersey City, NJ  
Kansas City, MO  
Little Rock, AR  
Los Angeles, CA  
Los Angeles County, CA  
Lucas County, OH  
Madison, WI  
Milwaukee, WI  
Minneapolis, MN  
Montgomery County, MD  
Newark, NJ  
New York, NY  
Niagara Falls, NY  
North Miami, FL  
Oakland, CA  
Paterson, NJ  
Philadelphia, PA  
Pittsburgh, PA  
Plainfield, NJ  
Portland, OR  
Providence, RI  
Racine, WI  
Ramsey County, MN  
Rochester, NY  
Salt Lake City, UT  
San Francisco, CA  
San Jose, CA  
Santa Ana, CA  
Santa Cruz County, AZ  
Santa Fe, NM  
Santa Monica, CA  
Schenectady, NY  
Seattle, WA  
Skokie, IL  
St. Louis, MO

State College, PA  
Syracuse, NY  
Tacoma, WA  
Tampa, FL  
Travis County, TX  
Washington, D.C.  
West Covina, CA  
Yonkers, NY  
National League of Cities  
U.S. Conference of Mayors

“Brooklyn is what America looks like, with nearly 40 percent of our residents being foreign-born, and when it comes to embracing our immigrant population, it is what America ought to be. President Obama's executive order on immigration is the most significant and meaningful step our nation has taken toward addressing this long-standing crisis and the millions of families who have been stuck in the shadows of our society, including hundreds of thousands right here in New York City. Our diversity is our greatest strength, and I join my fellow urban leaders from coast to coast in making this call to support the President's reforms,” said **Brooklyn Borough President Eric Adams**.

“Legally and morally, the president's executive action on immigration was both within his power and the right thing to do,” said **Manhattan Borough President Gale Brewer**. “Blocking its implementation will do real harm to cities. That’s why joining with other cities and counties across the country urging its implementation is the right thing as well.”

“We stand with New York City Mayor Bill de Blasio’s and Los Angeles Mayor Eric Garcetti’s decision to file a ‘friend-of-the-court’ brief in support of President Barack Obama’s executive action on immigration,” said **Bronx Borough President Ruben Diaz Jr.** “The President’s executive action currently being blocked in the courts hurts The Bronx and New York City, with the borough losing out on potential local tax revenues that would be generated by these hard-working immigrants who just want to come out the shadows and positively contribute to our country. We are the land of opportunity, built on the ideal that we are melting pot that promotes equality for all and we must continue to strive for those ideals that make our country great.”

“President Obama's executive actions were bold and decisive steps toward fixing America's broken immigration system. The Statue of Liberty stands tall in our City, reminding us that America was built by generations of immigrants who came to its shores in search of a better life and a chance to make our country greater,” said **U.S. Representative Charles Rangel**. “I am proud to see that Mayor de Blasio is committed to keeping that promise alive for years to come.”

“The delay in the implementation of DAPA and expanded DACA threatens millions of American families with deportation, as well as the many communities, such as New York City, of which immigrants are an integral part,” said **U.S. Representative Yvette Clarke**. “No serious doubt exists that President Obama had the authority to establish DAPA and DACA. I want to commend Mayor de Blasio and the many community leaders across this nation who have raised their voices on behalf of millions of families who want to pursue the American Dream.”

“In the absence of legislative action by House Republicans, President Obama took decisive action on immigration because he knows that there are real lives at stake in our current broken system,” said **U.S. Representative Joe Crowley**. “It is deeply troubling that a Texas judge known to be hostile to immigrants is delaying the President’s executive measures, especially given the legal precedents set by previous administrations. Halting action that will help keep American families together strikes at the heart of what our country ought to be about, and I thank Mayors de Blasio, Garcetti, and many others for taking a stand and showing the widespread support for the President’s action. I’m confident the Department of Justice will succeed in its appeal of this decision and that we will move forward with this much-needed action that will make such a difference in New York City and elsewhere.”

“I applaud Mayor de Blasio for working with cities across the nation to support President Obama’s executive actions on immigration,” said **U.S. Representative Carolyn Maloney**. “With over 12 million undocumented immigrants living in our country, comprehensive immigration reform is long overdue. Unfortunately, Congress has failed to act. That is why I strongly support President Obama’s executive actions, which will help keep families together, boost our economy and generate new tax revenue. These are common sense steps that mimic similar actions by Presidents Ronald Reagan and George H.W. Bush, and it’s long past time that President Obama’s reforms are implemented.”

“We can’t continue to delay implementing President Obama’s executive action on immigration. With this friend-of-the-court brief, New York City is joined by more than 70 cities nationwide in voicing its strong support for moving ahead with providing administrative deportation relief to more than 4 million immigrants with strong ties to the U.S. As the brief argues, the District Court’s holdup only hurts our economy, harmless immigrant families, and the federal government’s ability to address our broken immigration system. I applaud Mayor de Blasio for once again putting New York City at the forefront of efforts to help the immigrant community, in New York City, and nationwide,” said **U.S. Representative José Serrano, Sr.**

“The President’s immigration reforms make badly needed changes to a broken system and will benefit thousands of our neighbors,” stated **U.S. Representative Nydia Velázquez**. “It is critical for New York City and our nation as a whole that these reforms be implemented without delay.”

“Every day we delay fixing our broken immigration system is a missed opportunity,” said **U.S. Representative Kathleen Rice**. “There’s no question that we need to keep fighting for comprehensive immigration reform at the federal level, but our local communities can’t afford to wait when there’s no sign that this Congress is willing to pass real legislative solutions. Thousands of hard-working Long Island families are ready to come out of the shadows, stop living in fear and start participating fully in our local economies, and there’s no reason to deny them that opportunity any longer. Last week I joined several fellow Members of Congress in signing an amicus brief affirming our support for the government’s appeal, and the brief filed today by Mayors de Blasio and Garcetti shows that local and federal leaders across the country are united in our commitment to implementing the President’s executive actions.”

“Immigrants move New York’s economy forward,” said **State Senator Leroy Comrie**. “I represent a district where over a third of its population is foreign-born, and where many more are the children and grandchildren of the rich immigrant legacy this city – and this

nation – is so proud of. Immigrants are innovators, business owners and job creators: they augment this City's supply of capital and ideas to diversify its narrative and keep it nationally and globally competitive. Not only is it in our best interest to immediately implement the President's platform for immigration reform, but it is the socially and morally responsible thing to do.”

“Every day the President's executive actions on immigration are blocked, is another day hundreds of thousands of young adults and parents, trying to provide for their families, are unable to work. This is not good for anyone, and the leaders of our cities and counties across the country know this first hand. I thank them for standing with undocumented immigrants and working to bring them out of the shadows,” said **State Senator Adriano Espaillat, Chair of the State Senate Puerto Rican/Latino Caucus.**

“This friend-of-the-court brief stands with immigrants in our communities against needless delay in the urgently needed Deferred Action programs. President Obama has charted a course for a more compassionate immigration system – a system that treats our friends and neighbors with the dignity they deserve. I commend this action by Mayor de Blasio and dozens of mayors across the United States in keeping with the vision President Obama outlined. I join these mayors and leaders across the country in reaffirming our commitment to America’s longstanding tradition of welcoming immigrants to our communities,” said **State Senator Jesse Hamilton.**

“It is time to stop intolerant views toward our immigrants. I am in full support of this brief, which is intended to safeguard and implement President Obama’s executive actions on immigration that are intended to keep families together,” said **State Senator Jose Peralta.** “We, as immigrants, live in all cities across our nation, and blocking the implementation of the President’s policies, hurts not just families fighting for the American Dream, but also our ongoing efforts to enrich and repair our economy.”

“I am very proud that New York City is leading the way on a collective *amicus* brief in the *Texas vs. United States* case which calls for swift and sweeping implementation of President Obama’s executive actions concerning rational immigration policy. The lives of millions of people hang in the balance, so many of them New Yorkers who share the same hopes, dreams and aspirations that each successive wave of immigrants harbored generations ago. Each of them found a true home here and it is time for our City and Country to open our arms and our hearts in the name of fundamental human rights,” said **State Senator Bill Perkins.**

“The implementation of President Obama's executive action on immigration is imperative to ensuring we support the countless immigrants that contribute to the social and economic life of our country,” said **State Senator Gustavo Rivera.** “We are a country of immigrants, and this executive action will help us strengthen and protect our diverse population, while honoring our values as Americans. I commend and thank Mayor de Blasio for having New York join cities and counties across our country in taking legal action to support an initial step towards immigration reform.”

“Here in a city and state where we pride ourselves on diversity, we can only benefit from the implementation of President Obama’s executive action on immigration,” said **State Senator James Sanders Jr.** “It will allow for a reprieve from deportation while giving the undocumented a chance to work, providing a much needed boost to the economy. Just this

past week, the state budget failed to include the DREAM Act, which would have given thousands of vibrant young people a chance at success by allowing them to continue their education and creating a pathway to citizenship. Let's not miss another opportunity to help build a stronger New York."

"Unjust deportations have continued to tear apart our families, our schools and our communities. We must act swiftly in implementing President Obama's immigration executive action in order to protect these important populations. Immigrants are the backbone of our communities, and I thank Mayors de Blasio and Garcetti for creating a united front to demonstrate our support for the swift implementation of the President's measures," said **State Senator José Serrano**.

"The delay to President Obama's executive action on immigration is intolerable and comes with a real cost to real people," said **Assembly Member Rodneyse Bichotte**. "Every day, families of aspiring Americans are destroyed by a system badly in need of reform and the President's executive action offers needed help. I join with Mayor de Blasio and Eric Garcetti in the *Texas v. United States* lawsuit to urge immediate implementation of President Obama's executive actions on immigration. As a daughter of Haitian immigrants, and as a proud citizen of the United States and elected official of New York, I have a duty to act on behalf of the social justice of our people—as well as a fiduciary responsibility to ensure our economies gain the benefits immigration brings."

"As a child of Jamaican immigrants, it is personal for me that we stand up for Immigration justice and demand immediate action. The implementation of President Obama's executive actions on immigration is a moral, social, and economic necessity. The delays are inexcusable, and we must move forward. In past years, immigrants in NYC have accounted for more than \$200 billion in economic activity to help revitalize vibrant neighborhoods including the work of Latino, Caribbean and African entrepreneurs in the South Bronx. Through hard work and tireless dedication, Immigrants embody the entrepreneurial spirit that makes our country so beautiful, and the best country in the world," said **Assembly Member Michael Blake**. "Immigrants are our neighbors, our friends, and our family, and I proudly stand with Mayor Bill de Blasio and Eric Garcetti in calling for our judicial system to do the right thing, the humane thing, the compassionate thing, and give our communities the life they deserve."

"I want to commend Mayor de Blasio and all the other mayors for supporting immigration reforms. Implementation of the President's Immigration Executive action will provide much needed relief to immigrant families suffering under our broken system and is a crucial first step on the road to treating our immigrants with the fairness and respect they deserve," said **Assembly Member Guillermo Linares**.

"Every month that goes by without President Obama's executive actions is another month that families can be ripped apart," said **Assembly Member Francisco Moya**. "For those of us who deal with the fallout from our nation's flawed immigration policies on a daily basis, we know how critical the President's executive actions truly are. Keeping families together is not only the right thing to do; it's also in our nation's best interest."

"Mayor de Blasio is taking the right step filing today's court brief," said **Assembly Member Felix Ortiz**. "Without action from the Congress and State Legislature, we must support President Obama's efforts to protect workers and their families from deportation. While we

keep the fight alive in Albany for the Dream Act, driver licenses and state-issued identification cards for non-citizens and better wages for all workers, today's action by our Mayor and by so many others across the nation is a positive step to make life better for millions. We can't wait any longer.”

“We need comprehensive immigration reform immediately,” said **Assembly Member Robert Rodriguez**. “President Obama’s Executive action is a huge step towards creating fair policies that help our growing immigrant communities of New York City thrive, any hindrance to its enactment harms us irreparably.”

“It is clear that our immigration system is broken and comprehensive reform is needed to provide long-term relief for the families who have contributed to the growth and prosperity of our nation,” said **Assembly Member Nily Rozic**. “Filing this brief is reflective of New York City's commitment to advancing immigrants' rights and I commend the Mayor for his continued advocacy and leadership on this urgent issue.

“With an estimated 100,000 undocumented immigrants in New York City who would benefit greatly from President Obama’s executive action this brief sends a strong message on the importance of implementing these reforms,” said **Assembly Member Luis Sepúlveda**. “New York has long been at the forefront of immigration reform. Mayor de Blasio has proven his commitment to immigrants throughout his first year in office and continues to through actions like this. I commend the Mayor and the many other cities and counties for supporting these initiatives, as implementing each one of them will be for the national public interest.”

“Opportunity for families in America to obtain basic rights and a better quality of life should not be dictated by political games. The partisan stalling of President Obama's Immigration Executive Action is sophomoric, and the District Court's preliminary objection undoubtedly has a deleterious effect on our national economy. New York City is, and always has been a city of immigrants, and we have this community to thank for the strength we enjoy as a City and a Nation . I am proud of New York City's participation in the amicus brief filed in Texas vs. United States, and am hopeful that the demand from such a robust list of diverse urban areas will bring us closer to real reform which has been long overdue,” said **Assembly Member Keith Wright**.

“I commend Mayor de Blasio in joining the effort to defend the President’s Administrative Relief that offers potential relief to millions of immigrants with strong ties to our nation, and who already work hard and contribute to make this a better country. While the Court stalls, and Congress fails to enact meaningful immigration reform, New York City will continue to protect the rights of immigrants and ensure that their contributions to our City are recognized—and celebrated. Our City continues to offer affirming spaces for immigrant populations, and I am hopeful that this action from our Mayor—and from his colleagues from around the country—will provide some context about the urgent need for the implementation of the President’s programs,” said **Council Member Carlos Menchaca, Chair of the Committee on Immigration**.

“I support the new friend-of-the-court brief urging immediate implementation of President Obama’s executive actions on immigration. Immigrants are in important part of the fabric of our society and economy and granting administrative relief to those immigrants in need is an act of social responsibility,” said **Council Member Inez Barron**.

“I applaud New York City Mayor Bill de Blasio for joining Los Angeles Mayor Eric Garcetti in filing a friend-of-the-court brief calling for implementation of President Obama’s executive action on immigration. As an elected official representing an area with a significant immigrant population, I join with others across the country in urging the courts to move forward on providing deportation relief. The President’s immigration policies provide a just, sensible solution for millions of immigrants who live in the U.S. and contribute to our nation’s society in myriad ways. From an economic perspective, there is no question that New York stands to benefit from implementation of these policies, as significant tax revenues would be generated by the granting of temporary work permits to our City’s population of 100,000 immigrants,” said **Council Member Fernando Cabrera**.

“President Obama’s executive action on immigration will have a profoundly positive impact on thousands of families in our city, and it must be implemented immediately,” said **Council Member Margaret Chin**. “I strongly support today’s legal action in support of the President’s reforms, and I thank Mayor de Blasio for his continued leadership on this fundamentally important issue.”

“New York City is, was, and always will be a leader in the immigrant rights movement. We stand united in support of President Obama’s Executive Order,” said **Council Member Andrew Cohen**.

“We have waited for federal immigration reform for too long,” said **Council Member Costa Constantinides**. “The current federal laws are broken and lead to families being broken up or to unwarranted detention. President Obama’s executive order will take significant steps to help ameliorate these concerns. We must ensure due process and respect for all. I stand with Mayor De Blasio, Mayor Garcetti, and with 70 other cities across the nation that support the President’s order.”

“The stand the District Court Judge has taken against immigration reform is harming the future of our country, our immigrants,” said **Council Member Daniel Dromm**. “I am glad Mayor de Blasio has signed on to an amicus brief to push back against the court’s anti-immigrant actions. In New York City we support our immigrants not hold them back by putting obstacles to citizenship in their way.”

“I applaud Mayor de Blasio and the Mayors of more than 70 cities across the country for making it clear that they are ready, willing, and able to implement the reforms proposed by President Obama’s executive action. As the son of immigrants, I know firsthand the difficulties faced by those who have come to the United States seeking a better life for themselves and their families. Our immigration system is broken and full implementation of President Obama’s executive action is necessary in order to ensure more families are not harmed by failed policies,” said **Council Member Rafael Espinal**.

“President Obama’s executive action would be a lifeline to many families in our City who only want to work hard and provide more than they had for their children,” said **Council Member Julissa Ferreras**. “The continued delay of immigration reform only hurts our cities by separating families as well as denying our local governments millions of dollars in tax revenue. I commend Mayor de Blasio, Mayor Garcetti and the chief executives of over 70 American cities for championing this issue in our courts and call on Congress to finally do the right thing and recognize that immigration reform makes sense for all.”

“For too long, cities have been trying to navigate a federal immigration policy that is in dire need of reform. The President's executive actions were an important first step toward making sense of those immigration policies. Delaying their implementation creates very real problems for the cities that are on the front lines of the immigration debate,” said **Council Member Dan Garodnick**.

“By delaying the implementation of immigration reform, the court is making a decision that hurts state and local economies and needlessly diverts law enforcement attention,” said **Council Member Vanessa Gibson**. “Spending tax dollars to prosecute otherwise law abiding residents who want to work here, raise families here, and spend money here is a policy that has never made sense and I urge the court to recognize the considerable good immigration reform will bring to our communities. I am proud to stand with legislators within New York and around the country in support of President Obama’s actions and I look forward to a favorable decision that will uphold the ordered relief of nearly 4 million undocumented adults and children.”

“Today, New York City stands with over 70 American municipalities in support of President Obama’s recent executive action on immigration,” said **Council Member Corey Johnson**. “If implemented, the plan would grant much needed administrative relief and protection from deportation to over 4 million undocumented individuals. Our country and New York City were built by immigrants and their families. Barring immigrants from fully participating in American civic and economic life is contrary to our values. It’s time to make a change.”

“We are a nation of immigrants, including my grandparents who came here to escape antisemitism, and the grandparents of so many. We must continue to accept all those 'yearning to breathe free',” said **Council Member Ben Kallos**. “The state invests resources in every person the second they set foot in our soil. By welcoming people with open arms, we guarantee a return on that investment. I applaud Mayors de Blasio and Garcetti for urging the immediate implementation of President Obama's immigration reforms.”

“President Obama has signed an Executive Order and it’s shameful and unheard of for the District Court judge to block the executive action,” said **Council Member Andy King, Co-Chair of the Black, Latino & Asian Caucus**. “New York is and has always been a city of immigrants and President Obama’s vision allows for immediate reform in our communities. I stand with the Mayor and the President and all Americans across the nation committed to justice and our voices will be heard.”

"I see every day the positive impact immigrants have on our communities, as a representative of one of the most diverse areas in the country," said **Council Member Rory Lancman**. "Immigrants start businesses, pay taxes and raise their children here. Unfortunately, current US immigration policies leave far too many of our neighbors afraid that they will be deported from the country that has been their home for years. Mayor de Blasio's brief, joined by so many other cities, sends a clear message to the Court that cities support the President's action and want our immigrants to be able to come out of the shadows."

“New York City can’t wait any longer for implementation of President Obama’s executive action on immigration,” said **Council Member Steve Levin**. “Thank you to Mayor de Blasio and cities and counties around the United States who are taking a stand for smart and needed immigration reforms.”

“Undocumented immigrants and their families have waited far too long for substantive and comprehensive immigration reform. Not only do we need these reforms to be effectuated, we also need more policies that will help bring relief to millions of immigrants, help keep their families together, while strengthening our economy. I’m proud to stand with Mayor de Blasio, my colleagues in City Council, and the cities and counties across the country, who are fighting for the rights of our immigrant communities,” said **Council Member Annabel Palma**.

“I’d like to thank Mayor de Blasio for taking leadership on this important issue. Implementation of President Obama’s executive order would have a major positive impact on the lives of our immigrant communities,” said **Council Member Antonio Reynoso**.

“I am proud to stand with Mayor De Blasio and 70 other municipalities throughout the nation in full support of President Obama’s executive action on immigration,” said **Council Member Donovan Richards**. “The history of the United States is a history of immigrants. Extending temporary relief from deportation for residents that contribute millions of dollars to our domestic economy is common sense.

“President Obama's actions will bring 5 million immigrants out of the shadows. For years these families have lived with the constant anxiety and fear of deportation. But no longer. Now undocumented immigrants can apply to receive services that they've long deserved. By receiving social security cards and work permits so many will be able to legally work towards the American Dream they came to pursue,” said **Council Member Ydanis Rodriguez**. “However, some among us want to push these families back into the shadows. Today we, the cities that drive our country's economy forward, stand united in support of the President’s actions.”

“The temporary work permits granted by President Barack Obama's executive action are essential to the daily functions of New York City and cities nationwide. We are a nation of immigrants, and delaying implementation of this program is, frankly, un-American. I stand with Mayors Bill de Blasio and Eric Garcetti and the 72 cities and counties throughout the US (list in formation), in urging immediate implementation of this executive action,” said **Council Member Helen Rosenthal**.

“Immigrants make critical contributions our local economies and civic infrastructure, but cannot continue doing so if they are living in the shadows. The growing list of municipalities and counties signed onto the brief further underscores the importance and urgency of administrative relief for millions of undocumented children and adults. The Mayor has been a tireless champion of New York’s immigrant communities and I commend him for spearheading this effort,” said **Council Member Richie Torres**.

“I support the immediate implementation of President Obama’s executive order,” said **Council Member Mark Weprin**. “Immigrants have always played a vital role in shaping our nation’s economy and continue to contribute every day to the vitality of New York City.”

“Delaying President Obama’s executive orders to implement real immigration reform only puts New York City’s efforts to provide countless families economic opportunity they need on hold,” said **New York City Council Majority Leader Jimmy Van Bramer**. “Now is the time to act and our City is prepared to. I support Mayor de Blasio and numerous other cities throughout our nation’s efforts to begin implementing much-needed reforms for the millions

of families who are looking to us for assistance to become included and engaged citizens of New York City and our great nation.”

“The time for a rational immigration policy has long been overdue. Where Congress has failed to act in the collective interest of the American people, President Obama has sought to step into the breach. The use of executive authority on this issue is with precedent, and this unfortunate maneuver by the State of Texas to stymie him ignores the greater economic, security, and familial needs of all our citizens. Mayor de Blasio recognizes these plain truths, and I support the amicus brief he and so many other municipalities, nationwide, have filed in support of the President’s action,” said **Council Member Ruben Wills**.

“In cities across the country, hard-working men and women are waiting for President Obama’s Executive Action to go into effect so they can live and work without fear of deportation and separation from their families,” said **Hector Figueroa, President of 32BJ SEIU**. “In Boston, New York, Philadelphia, Washington DC and many more cities up and down the East Coast, 32BJ members have long been part of the fight for immigration reform and we will continue to take action in Congress and on the streets until these reforms are implemented. It is the humane and just thing to do for immigrants and the right path forward for our country.”

“Immigrants are essential to local economies and industries throughout our country, especially the hospitality industry. Today’s actions show that local governments recognize that delaying the President’s Executive Action not only harms millions of working families but also jeopardizes recovering local economies,” said **Peter Ward, President of the Hotel Trades Council**.

“Workers and their families desperately need the immediate implementation of President Obama’s Executive Action for immigration reform. We commend these cities and their elected officials for submitting an amicus brief in support of President Obama’s Executive Action, the most far reaching immigration reform initiative in decades. Cities make up the backbone of the U.S. economy, much of it based on the work of immigrants. Millions of hard working immigrant families stand to benefit from this action, and they deserve this administrative relief,” said **Stuart Appelbaum, President of Retail, Wholesale and Department Store Union**.

“The AFL-CIO has made supporting real immigration reform one of our top priorities because we understand the importance of ensuring that all workers receive the wages and benefits to which they are entitled,” said **Vincent Alvarez, President of the New York City Central Labor Council, AFL-CIO**. “By allowing undocumented workers to come out of the shadows, we will be working to eradicate the tools that allow unscrupulous employers to drive down wages, and rob workers of fair pay, benefits, and workplace rights. The implementation of President Obama’s immigration recommendations is already long overdue. Let’s make this happen for New York City’s workers.”

“Immigrants, including many who would be eligible for work permits under President Obama’s Executive Action, contribute every day to the vibrancy and health of our cities. The Executive Action will keep families together, boost our economy and focus law enforcement resources. We applaud Mayor de Blasio’s advocacy on behalf of these hard-working New Yorkers and join him in calling for immediate implementation of the action,” said **Maria Castaneda, Secretary-Treasurer of 1199 SEIU**.

"We applaud Mayors de Blasio and Garcetti for leading the charge to demand immediate implementation of immigration relief to keep families together across the United States. As our communities demand action, scores of cities from coast to coast are stepping up and saying with one voice that the Court of Appeals must allow President Obama's administrative actions, which are grounded in strong legal precedent, to move forward," said **Javier H. Valdés, co-Executive Director of Make the Road New York.**

"Very much like every major city in America, New York City is a strong and vibrant city thanks to our immigrant population," said **Jonathan Westin, Executive Director of New York Communities for Change.** "Our cities are better when our immigrant brothers and sisters can thrive. Therefore, we urge the immediate implementation of the President's Immigration Executive Action. Our cities have too much to lose if action is not taken now."

"We are proud that our city's Mayor Bill de Blasio is setting a precedent by taking legal action and making it known that the delays to President Obama's executive actions are unacceptable," said **Steven Choi, executive director of the New York Immigration Coalition.** "The NYIC and our membership, along with our city and state partners including the Mayor's Office of Immigrant Affairs, continue our efforts to prepare the 100,000 plus New Yorkers who can benefit from these programs. We stand with Mayors Bill de Blasio and Eric Garcetti in the call for immediate implementation of immigration relief."

"At a time when anti-immigrant voices are using myths about immigrants and the effects of immigration to derail a constructive national policy debate, few actions are more important than local governments uniting to fight for immediate relief and implementation of President Obama's Immigration Executive Actions. In outlining the economic and fiscal benefits of deferred action policies, New York City is a key stakeholder. Mayor Bill de Blasio has underscored once again our city's courage in the fight for justice and we stand in solidarity to see administrative relief programs take full-effect immediately," said **Lucia Gomez, Executive Director of La Fuente.**

"The Asian American Federation fully supports Mayors de Blasio and Garcetti's appeal to implement President Obama's executive action without any further delay. Immigrants and their families, who have made valuable contributions to the U.S., deserve the temporary relief and protection that this immigration reform provides. We stand with our community to ensure that the President's executive action sees the light of day," said **Jo-Ann Yoo, Executive Director of the Asian American Federation.**

"Millions of lives are on hold as President Obama's legal Executive Action is being dragged through the courts. Northern Manhattan Coalition for Immigrant Rights commends Mayors de Blasio and Garcetti for supporting legal action urging immediate implementation of Executive Action," said **Angela Fernandez, Executive Director of Northern Manhattan Coalition for Immigrant Rights.**

"Immigration reform is vital for New York's African immigrant communities," said **Amaha Kassa, Executive Director of African Communities Together.** "All of our members have heard about President Obama's executive actions, many are qualified and ready to apply for relief, and none of them can understand why progress has been put on hold. This filing sends an important message that New York City has immigrants' backs, even if some states have chosen to send the opposite message."

“President Obama’s November, 2014 Deferred Action programs – both the DACA extension and DAPA – should be implemented now. With each passing day, families continue to be torn apart, leaving behind American children to fend for themselves. Hard-working immigrant parents live in fear and are preyed upon, and cannot become full members of our society. As the child of Mexican immigrant parents whose life dramatically changed after they received legal status via IRCA, the benefits of immigration relief to are society are clear to me. My parents became homeowners and were able to support three college graduates. I applaud Mayors De Blasio and Garcetti, along with the 70 cities and counties who have signed on, for their leadership and for lending their voice to challenge the Texas vs. United States lawsuit, said **Aracelis Lucero, Executive Director of Masa, Inc.**

“Chicago has always been a city of immigrants, and for us to stay true to our history and our values, we must ensure that immigrants can fully participate in all aspects of our economic and cultural life,” said **Chicago Mayor Rahm Emanuel**. “We are proud to join numerous cities in filing this amicus brief to support President Obama’s executive actions on immigration. They will help keep families together, increase safety in our communities, and maximize the contributions that immigrants make every day in every part of our city.”

“Cities are strongly affected by immigration. The old, dysfunctional immigration policies hurt our economies, our neighborhoods, our businesses and our residents. The President is attempting to interject common sense and humanity. We are grateful for his efforts and we stand with him,” said **Portland Mayor Charlie Hales**.

“I am signing onto this brief because as a nation of immigrants, I believe ensuring access to a fair and legal process for people to come to this country and pursue their dreams reflects our highest values,” said **Chapel Hill Mayor Mark Kleinschmidt**.

“We must do better to honor our country's proud immigration tradition. Too many immigrants live in fear, afraid to become members of our society, while Congress fails to take any meaningful action to fix a broken immigration system. Their inaction has real consequences for our communities, which is why I fully support President Obama's leadership and common sense executive actions. I thank Mayor de Blasio for initiating this brief and building this important coalition of leaders,” said **Hoboken Mayor Dawn Zimmer**.

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**From:** [Perez, Roberto](mailto:raymond@berlinrosen.com)  
**To:** "raymond@berlinrosen.com"  
**Subject:** MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS  
**Date:** Monday, April 06, 2015 2:50:17 PM

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## MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS

### *More Than 70 Cities & Counties Sign Texas vs. United States Appeal Urging Immediate Implementation of President Obama's Immigration Executive Action*

**NEW YORK**—New York City Mayor Bill de Blasio and Los Angeles Mayor Eric Garcetti announced today that 73 cities and counties had filed a new friend-of-the-court brief in the Fifth Circuit Court of Appeals in the *Texas vs. United States* lawsuit, urging immediate implementation of President Obama's executive actions on immigration.

“Continuing to delay implementation of the President’s executive action on immigration hurts our economy and puts families at risk,” said **Mayor Bill de Blasio**. “Cities are where immigrants live, and cities are where the President’s executive action will be successfully implemented. Our cities are united, and we will fight for the immigration reform this nation needs and deserves – whether in the courtroom, in Congress, or in our communities. Make no mistake about it: our voices will be heard.”

“Our cities cannot afford delays to immigration reforms that will strengthen our economy and help families,” said **Los Angeles Mayor Eric Garcetti**. “This isn’t a blue or red issue, but a human and economic one.”

The brief demonstrates robust support from the country’s largest cities – as well as suburbs and rural areas – for the President’s reforms, which will temporarily relieve from deportation thousands of immigrants who have longstanding ties to the U.S.

The cities and counties – representing 43 million people across the country – argue that the district court judge who temporarily blocked implementation of the programs failed to consider the significant harm to America’s local governments caused by this delay.

According to an analysis by the City, each month that the implementation of these programs is delayed, New York City and New York State will lose at least \$1.5 million in additional state and local tax revenue that would be generated if 100,000 immigrants in New York City were able to access temporary work permits through executive action.

“New York’s immigrants are vital to our economy and we must do all we can to help them grow and thrive. Mayor de Blasio is correct – instead of putting up barriers, we should be looking at ways to help immigrants climb the ladder of economic opportunity and welcome them into our communities. The New York State Assembly Majority strongly supports President Obama’s executive action on immigration, and further delay by those who would derail this important initiative is unacceptable,” said **New York State Assembly Speaker Carl Heastie**.

“Each day we wait to implement President Obama’s bold immigration reforms, millions of hard-working families remain in legal limbo. Immigrant communities built New York City,

and they are the heart and soul of urban centers across our country,” said **Public Advocate Letitia James**. “As Congress and federal courts stall meaningful progress on immigration, New York City will continue to lead the nation.”

As part of Cities United for Immigration Action, Mayors de Blasio and Garcetti led the effort to organize more than 70 cities and counties, the National League of Cities, and the U.S. Conference of Mayors in arguing that the national public interest is served clearly and overwhelmingly by implementing immigration relief by executive action without delay. Today’s brief more than doubles the number of local governments that had previously voiced opposition to the lawsuit brought by states seeking to block President Obama’s immigration reform efforts.

The brief also argues that the District Court judge’s decision to block executive action with a preliminary injunction is bad for the economy, hurts families, threatens law enforcement priorities, and will stall desperately needed changes to the federal government’s immigration policies.

The de Blasio Administration has a proven track record of spearheading initiatives that integrate immigrants into the civic and economic life of New York City. From the IDNYC municipal identification program to increasing access to federal immigration benefits, New York City is committed to championing pro-immigrant policies that promote equity and create opportunity for all residents.

This collective action to offer the Court the crucial perspective of American cities and counties is an outcome of the organizing efforts of the Cities United for Immigration Action coalition. By filing this brief, America’s mayors and county leaders are making a strong statement in support of the President’s plan to grant administrative relief to over four million undocumented children and adults.

Numerous cities and counties signed on to today’s brief are located in states that brought the lawsuit against the Obama administration or have otherwise indicated support for the lawsuit, including five cities in Texas, six localities in New Jersey, two counties in Arizona, and three municipalities in Wisconsin. Cities and counties signed on to the brief (in formation) include the following local governments:

Alexandria, VA  
Allentown, PA  
Atlanta, GA  
Austin, TX  
Baltimore, MD  
Bell, CA  
Boston, MA  
Bridgeport, CT  
Buffalo, NY  
Cambridge, MA  
Central Falls, RI  
Chapel Hill, NC  
Charleston, SC  
Chicago, IL  
Coconino County, AZ

Columbia, SC  
Columbus, OH  
Dallas County, TX  
Dayton, OH  
Denver, CO  
Dolton, IL  
El Paso County, TX  
Everett, MA  
Gary, IN  
Haledon, NJ  
Hartford, CT  
Highland Park, IL  
Hoboken, NJ  
Holyoke, MA  
Houston, TX  
Jersey City, NJ  
Kansas City, MO  
Little Rock, AR  
Los Angeles, CA  
Los Angeles County, CA  
Lucas County, OH  
Madison, WI  
Milwaukee, WI  
Minneapolis, MN  
Montgomery County, MD  
Newark, NJ  
New York, NY  
Niagara Falls, NY  
North Miami, FL  
Oakland, CA  
Paterson, NJ  
Philadelphia, PA  
Pittsburgh, PA  
Plainfield, NJ  
Portland, OR  
Providence, RI  
Racine, WI  
Ramsey County, MN  
Rochester, NY  
Salt Lake City, UT  
San Francisco, CA  
San Jose, CA  
Santa Ana, CA  
Santa Cruz County, AZ  
Santa Fe, NM  
Santa Monica, CA  
Schenectady, NY  
Seattle, WA  
Skokie, IL  
St. Louis, MO

State College, PA  
Syracuse, NY  
Tacoma, WA  
Tampa, FL  
Travis County, TX  
Washington, D.C.  
West Covina, CA  
Yonkers, NY  
National League of Cities  
U.S. Conference of Mayors

“Brooklyn is what America looks like, with nearly 40 percent of our residents being foreign-born, and when it comes to embracing our immigrant population, it is what America ought to be. President Obama's executive order on immigration is the most significant and meaningful step our nation has taken toward addressing this long-standing crisis and the millions of families who have been stuck in the shadows of our society, including hundreds of thousands right here in New York City. Our diversity is our greatest strength, and I join my fellow urban leaders from coast to coast in making this call to support the President's reforms,” said **Brooklyn Borough President Eric Adams**.

“Legally and morally, the president's executive action on immigration was both within his power and the right thing to do,” said **Manhattan Borough President Gale Brewer**. “Blocking its implementation will do real harm to cities. That’s why joining with other cities and counties across the country urging its implementation is the right thing as well.”

“We stand with New York City Mayor Bill de Blasio’s and Los Angeles Mayor Eric Garcetti’s decision to file a ‘friend-of-the-court’ brief in support of President Barack Obama’s executive action on immigration,” said **Bronx Borough President Ruben Diaz Jr.** “The President’s executive action currently being blocked in the courts hurts The Bronx and New York City, with the borough losing out on potential local tax revenues that would be generated by these hard-working immigrants who just want to come out the shadows and positively contribute to our country. We are the land of opportunity, built on the ideal that we are melting pot that promotes equality for all and we must continue to strive for those ideals that make our country great.”

“President Obama's executive actions were bold and decisive steps toward fixing America's broken immigration system. The Statue of Liberty stands tall in our City, reminding us that America was built by generations of immigrants who came to its shores in search of a better life and a chance to make our country greater,” said **U.S. Representative Charles Rangel**. “I am proud to see that Mayor de Blasio is committed to keeping that promise alive for years to come.”

“The delay in the implementation of DAPA and expanded DACA threatens millions of American families with deportation, as well as the many communities, such as New York City, of which immigrants are an integral part,” said **U.S. Representative Yvette Clarke**. “No serious doubt exists that President Obama had the authority to establish DAPA and DACA. I want to commend Mayor de Blasio and the many community leaders across this nation who have raised their voices on behalf of millions of families who want to pursue the American Dream.”

“In the absence of legislative action by House Republicans, President Obama took decisive action on immigration because he knows that there are real lives at stake in our current broken system,” said **U.S. Representative Joe Crowley**. “It is deeply troubling that a Texas judge known to be hostile to immigrants is delaying the President’s executive measures, especially given the legal precedents set by previous administrations. Halting action that will help keep American families together strikes at the heart of what our country ought to be about, and I thank Mayors de Blasio, Garcetti, and many others for taking a stand and showing the widespread support for the President’s action. I’m confident the Department of Justice will succeed in its appeal of this decision and that we will move forward with this much-needed action that will make such a difference in New York City and elsewhere.”

“I applaud Mayor de Blasio for working with cities across the nation to support President Obama’s executive actions on immigration,” said **U.S. Representative Carolyn Maloney**. “With over 12 million undocumented immigrants living in our country, comprehensive immigration reform is long overdue. Unfortunately, Congress has failed to act. That is why I strongly support President Obama’s executive actions, which will help keep families together, boost our economy and generate new tax revenue. These are common sense steps that mimic similar actions by Presidents Ronald Reagan and George H.W. Bush, and it’s long past time that President Obama’s reforms are implemented.”

“We can’t continue to delay implementing President Obama’s executive action on immigration. With this friend-of-the-court brief, New York City is joined by more than 70 cities nationwide in voicing its strong support for moving ahead with providing administrative deportation relief to more than 4 million immigrants with strong ties to the U.S. As the brief argues, the District Court’s holdup only hurts our economy, harmless immigrant families, and the federal government’s ability to address our broken immigration system. I applaud Mayor de Blasio for once again putting New York City at the forefront of efforts to help the immigrant community, in New York City, and nationwide,” said **U.S. Representative José Serrano, Sr.**

“The President’s immigration reforms make badly needed changes to a broken system and will benefit thousands of our neighbors,” stated **U.S. Representative Nydia Velázquez**. “It is critical for New York City and our nation as a whole that these reforms be implemented without delay.”

“Every day we delay fixing our broken immigration system is a missed opportunity,” said **U.S. Representative Kathleen Rice**. “There’s no question that we need to keep fighting for comprehensive immigration reform at the federal level, but our local communities can’t afford to wait when there’s no sign that this Congress is willing to pass real legislative solutions. Thousands of hard-working Long Island families are ready to come out of the shadows, stop living in fear and start participating fully in our local economies, and there’s no reason to deny them that opportunity any longer. Last week I joined several fellow Members of Congress in signing an amicus brief affirming our support for the government’s appeal, and the brief filed today by Mayors de Blasio and Garcetti shows that local and federal leaders across the country are united in our commitment to implementing the President’s executive actions.”

“Immigrants move New York’s economy forward,” said **State Senator Leroy Comrie**. “I represent a district where over a third of its population is foreign-born, and where many more are the children and grandchildren of the rich immigrant legacy this city – and this

nation – is so proud of. Immigrants are innovators, business owners and job creators: they augment this City's supply of capital and ideas to diversify its narrative and keep it nationally and globally competitive. Not only is it in our best interest to immediately implement the President's platform for immigration reform, but it is the socially and morally responsible thing to do.”

“Every day the President's executive actions on immigration are blocked, is another day hundreds of thousands of young adults and parents, trying to provide for their families, are unable to work. This is not good for anyone, and the leaders of our cities and counties across the country know this first hand. I thank them for standing with undocumented immigrants and working to bring them out of the shadows,” said **State Senator Adriano Espaillat, Chair of the State Senate Puerto Rican/Latino Caucus.**

“This friend-of-the-court brief stands with immigrants in our communities against needless delay in the urgently needed Deferred Action programs. President Obama has charted a course for a more compassionate immigration system – a system that treats our friends and neighbors with the dignity they deserve. I commend this action by Mayor de Blasio and dozens of mayors across the United States in keeping with the vision President Obama outlined. I join these mayors and leaders across the country in reaffirming our commitment to America’s longstanding tradition of welcoming immigrants to our communities,” said **State Senator Jesse Hamilton.**

“It is time to stop intolerant views toward our immigrants. I am in full support of this brief, which is intended to safeguard and implement President Obama’s executive actions on immigration that are intended to keep families together,” said **State Senator Jose Peralta.** “We, as immigrants, live in all cities across our nation, and blocking the implementation of the President’s policies, hurts not just families fighting for the American Dream, but also our ongoing efforts to enrich and repair our economy.”

“I am very proud that New York City is leading the way on a collective *amicus* brief in the *Texas vs. United States* case which calls for swift and sweeping implementation of President Obama’s executive actions concerning rational immigration policy. The lives of millions of people hang in the balance, so many of them New Yorkers who share the same hopes, dreams and aspirations that each successive wave of immigrants harbored generations ago. Each of them found a true home here and it is time for our City and Country to open our arms and our hearts in the name of fundamental human rights,” said **State Senator Bill Perkins.**

“The implementation of President Obama's executive action on immigration is imperative to ensuring we support the countless immigrants that contribute to the social and economic life of our country,” said **State Senator Gustavo Rivera.** “We are a country of immigrants, and this executive action will help us strengthen and protect our diverse population, while honoring our values as Americans. I commend and thank Mayor de Blasio for having New York join cities and counties across our country in taking legal action to support an initial step towards immigration reform.”

“Here in a city and state where we pride ourselves on diversity, we can only benefit from the implementation of President Obama’s executive action on immigration,” said **State Senator James Sanders Jr.** “It will allow for a reprieve from deportation while giving the undocumented a chance to work, providing a much needed boost to the economy. Just this

past week, the state budget failed to include the DREAM Act, which would have given thousands of vibrant young people a chance at success by allowing them to continue their education and creating a pathway to citizenship. Let's not miss another opportunity to help build a stronger New York."

"Unjust deportations have continued to tear apart our families, our schools and our communities. We must act swiftly in implementing President Obama's immigration executive action in order to protect these important populations. Immigrants are the backbone of our communities, and I thank Mayors de Blasio and Garcetti for creating a united front to demonstrate our support for the swift implementation of the President's measures," said **State Senator José Serrano**.

"The delay to President Obama's executive action on immigration is intolerable and comes with a real cost to real people," said **Assembly Member Rodneyse Bichotte**. "Every day, families of aspiring Americans are destroyed by a system badly in need of reform and the President's executive action offers needed help. I join with Mayor de Blasio and Eric Garcetti in the *Texas v. United States* lawsuit to urge immediate implementation of President Obama's executive actions on immigration. As a daughter of Haitian immigrants, and as a proud citizen of the United States and elected official of New York, I have a duty to act on behalf of the social justice of our people—as well as a fiduciary responsibility to ensure our economies gain the benefits immigration brings."

"As a child of Jamaican immigrants, it is personal for me that we stand up for Immigration justice and demand immediate action. The implementation of President Obama's executive actions on immigration is a moral, social, and economic necessity. The delays are inexcusable, and we must move forward. In past years, immigrants in NYC have accounted for more than \$200 billion in economic activity to help revitalize vibrant neighborhoods including the work of Latino, Caribbean and African entrepreneurs in the South Bronx. Through hard work and tireless dedication, Immigrants embody the entrepreneurial spirit that makes our country so beautiful, and the best country in the world," said **Assembly Member Michael Blake**. "Immigrants are our neighbors, our friends, and our family, and I proudly stand with Mayor Bill de Blasio and Eric Garcetti in calling for our judicial system to do the right thing, the humane thing, the compassionate thing, and give our communities the life they deserve."

"I want to commend Mayor de Blasio and all the other mayors for supporting immigration reforms. Implementation of the President's Immigration Executive action will provide much needed relief to immigrant families suffering under our broken system and is a crucial first step on the road to treating our immigrants with the fairness and respect they deserve," said **Assembly Member Guillermo Linares**.

"Every month that goes by without President Obama's executive actions is another month that families can be ripped apart," said **Assembly Member Francisco Moya**. "For those of us who deal with the fallout from our nation's flawed immigration policies on a daily basis, we know how critical the President's executive actions truly are. Keeping families together is not only the right thing to do; it's also in our nation's best interest."

"Mayor de Blasio is taking the right step filing today's court brief," said **Assembly Member Felix Ortiz**. "Without action from the Congress and State Legislature, we must support President Obama's efforts to protect workers and their families from deportation. While we

keep the fight alive in Albany for the Dream Act, driver licenses and state-issued identification cards for non-citizens and better wages for all workers, today's action by our Mayor and by so many others across the nation is a positive step to make life better for millions. We can't wait any longer.”

“We need comprehensive immigration reform immediately,” said **Assembly Member Robert Rodriguez**. “President Obama’s Executive action is a huge step towards creating fair policies that help our growing immigrant communities of New York City thrive, any hindrance to its enactment harms us irreparably.”

“It is clear that our immigration system is broken and comprehensive reform is needed to provide long-term relief for the families who have contributed to the growth and prosperity of our nation,” said **Assembly Member Nily Rozic**. “Filing this brief is reflective of New York City's commitment to advancing immigrants' rights and I commend the Mayor for his continued advocacy and leadership on this urgent issue.

“With an estimated 100,000 undocumented immigrants in New York City who would benefit greatly from President Obama’s executive action this brief sends a strong message on the importance of implementing these reforms,” said **Assembly Member Luis Sepúlveda**. “New York has long been at the forefront of immigration reform. Mayor de Blasio has proven his commitment to immigrants throughout his first year in office and continues to through actions like this. I commend the Mayor and the many other cities and counties for supporting these initiatives, as implementing each one of them will be for the national public interest.”

“Opportunity for families in America to obtain basic rights and a better quality of life should not be dictated by political games. The partisan stalling of President Obama's Immigration Executive Action is sophomoric, and the District Court's preliminary objection undoubtedly has a deleterious effect on our national economy. New York City is, and always has been a city of immigrants, and we have this community to thank for the strength we enjoy as a City and a Nation . I am proud of New York City's participation in the amicus brief filed in Texas vs. United States, and am hopeful that the demand from such a robust list of diverse urban areas will bring us closer to real reform which has been long overdue,” said **Assembly Member Keith Wright**.

“I commend Mayor de Blasio in joining the effort to defend the President’s Administrative Relief that offers potential relief to millions of immigrants with strong ties to our nation, and who already work hard and contribute to make this a better country. While the Court stalls, and Congress fails to enact meaningful immigration reform, New York City will continue to protect the rights of immigrants and ensure that their contributions to our City are recognized—and celebrated. Our City continues to offer affirming spaces for immigrant populations, and I am hopeful that this action from our Mayor—and from his colleagues from around the country—will provide some context about the urgent need for the implementation of the President’s programs,” said **Council Member Carlos Menchaca, Chair of the Committee on Immigration**.

“I support the new friend-of-the-court brief urging immediate implementation of President Obama’s executive actions on immigration. Immigrants are in important part of the fabric of our society and economy and granting administrative relief to those immigrants in need is an act of social responsibility,” said **Council Member Inez Barron**.

“I applaud New York City Mayor Bill de Blasio for joining Los Angeles Mayor Eric Garcetti in filing a friend-of-the-court brief calling for implementation of President Obama’s executive action on immigration. As an elected official representing an area with a significant immigrant population, I join with others across the country in urging the courts to move forward on providing deportation relief. The President’s immigration policies provide a just, sensible solution for millions of immigrants who live in the U.S. and contribute to our nation’s society in myriad ways. From an economic perspective, there is no question that New York stands to benefit from implementation of these policies, as significant tax revenues would be generated by the granting of temporary work permits to our City’s population of 100,000 immigrants,” said **Council Member Fernando Cabrera**.

“President Obama’s executive action on immigration will have a profoundly positive impact on thousands of families in our city, and it must be implemented immediately,” said **Council Member Margaret Chin**. “I strongly support today’s legal action in support of the President’s reforms, and I thank Mayor de Blasio for his continued leadership on this fundamentally important issue.”

“New York City is, was, and always will be a leader in the immigrant rights movement. We stand united in support of President Obama’s Executive Order,” said **Council Member Andrew Cohen**.

“We have waited for federal immigration reform for too long,” said **Council Member Costa Constantinides**. “The current federal laws are broken and lead to families being broken up or to unwarranted detention. President Obama’s executive order will take significant steps to help ameliorate these concerns. We must ensure due process and respect for all. I stand with Mayor De Blasio, Mayor Garcetti, and with 70 other cities across the nation that support the President’s order.”

“The stand the District Court Judge has taken against immigration reform is harming the future of our country, our immigrants,” said **Council Member Daniel Dromm**. “I am glad Mayor de Blasio has signed on to an amicus brief to push back against the court’s anti-immigrant actions. In New York City we support our immigrants not hold them back by putting obstacles to citizenship in their way.”

“I applaud Mayor de Blasio and the Mayors of more than 70 cities across the country for making it clear that they are ready, willing, and able to implement the reforms proposed by President Obama’s executive action. As the son of immigrants, I know firsthand the difficulties faced by those who have come to the United States seeking a better life for themselves and their families. Our immigration system is broken and full implementation of President Obama’s executive action is necessary in order to ensure more families are not harmed by failed policies,” said **Council Member Rafael Espinal**.

“President Obama’s executive action would be a lifeline to many families in our City who only want to work hard and provide more than they had for their children,” said **Council Member Julissa Ferreras**. “The continued delay of immigration reform only hurts our cities by separating families as well as denying our local governments millions of dollars in tax revenue. I commend Mayor de Blasio, Mayor Garcetti and the chief executives of over 70 American cities for championing this issue in our courts and call on Congress to finally do the right thing and recognize that immigration reform makes sense for all.”

“For too long, cities have been trying to navigate a federal immigration policy that is in dire need of reform. The President's executive actions were an important first step toward making sense of those immigration policies. Delaying their implementation creates very real problems for the cities that are on the front lines of the immigration debate,” said **Council Member Dan Garodnick**.

“By delaying the implementation of immigration reform, the court is making a decision that hurts state and local economies and needlessly diverts law enforcement attention,” said **Council Member Vanessa Gibson**. “Spending tax dollars to prosecute otherwise law abiding residents who want to work here, raise families here, and spend money here is a policy that has never made sense and I urge the court to recognize the considerable good immigration reform will bring to our communities. I am proud to stand with legislators within New York and around the country in support of President Obama’s actions and I look forward to a favorable decision that will uphold the ordered relief of nearly 4 million undocumented adults and children.”

“Today, New York City stands with over 70 American municipalities in support of President Obama’s recent executive action on immigration,” said **Council Member Corey Johnson**. “If implemented, the plan would grant much needed administrative relief and protection from deportation to over 4 million undocumented individuals. Our country and New York City were built by immigrants and their families. Barring immigrants from fully participating in American civic and economic life is contrary to our values. It’s time to make a change.”

“We are a nation of immigrants, including my grandparents who came here to escape antisemitism, and the grandparents of so many. We must continue to accept all those 'yearning to breathe free',” said **Council Member Ben Kallos**. “The state invests resources in every person the second they set foot in our soil. By welcoming people with open arms, we guarantee a return on that investment. I applaud Mayors de Blasio and Garcetti for urging the immediate implementation of President Obama's immigration reforms.”

“President Obama has signed an Executive Order and it’s shameful and unheard of for the District Court judge to block the executive action,” said **Council Member Andy King, Co-Chair of the Black, Latino & Asian Caucus**. “New York is and has always been a city of immigrants and President Obama’s vision allows for immediate reform in our communities. I stand with the Mayor and the President and all Americans across the nation committed to justice and our voices will be heard.”

"I see every day the positive impact immigrants have on our communities, as a representative of one of the most diverse areas in the country," said **Council Member Rory Lancman**. "Immigrants start businesses, pay taxes and raise their children here. Unfortunately, current US immigration policies leave far too many of our neighbors afraid that they will be deported from the country that has been their home for years. Mayor de Blasio's brief, joined by so many other cities, sends a clear message to the Court that cities support the President's action and want our immigrants to be able to come out of the shadows."

“New York City can’t wait any longer for implementation of President Obama’s executive action on immigration,” said **Council Member Steve Levin**. “Thank you to Mayor de Blasio and cities and counties around the United States who are taking a stand for smart and needed immigration reforms.”

“Undocumented immigrants and their families have waited far too long for substantive and comprehensive immigration reform. Not only do we need these reforms to be effectuated, we also need more policies that will help bring relief to millions of immigrants, help keep their families together, while strengthening our economy. I’m proud to stand with Mayor de Blasio, my colleagues in City Council, and the cities and counties across the country, who are fighting for the rights of our immigrant communities,” said **Council Member Annabel Palma**.

“I’d like to thank Mayor de Blasio for taking leadership on this important issue. Implementation of President Obama’s executive order would have a major positive impact on the lives of our immigrant communities,” said **Council Member Antonio Reynoso**.

“I am proud to stand with Mayor De Blasio and 70 other municipalities throughout the nation in full support of President Obama’s executive action on immigration,” said **Council Member Donovan Richards**. “The history of the United States is a history of immigrants. Extending temporary relief from deportation for residents that contribute millions of dollars to our domestic economy is common sense.

“President Obama's actions will bring 5 million immigrants out of the shadows. For years these families have lived with the constant anxiety and fear of deportation. But no longer. Now undocumented immigrants can apply to receive services that they've long deserved. By receiving social security cards and work permits so many will be able to legally work towards the American Dream they came to pursue,” said **Council Member Ydanis Rodriguez**. “However, some among us want to push these families back into the shadows. Today we, the cities that drive our country's economy forward, stand united in support of the President’s actions.”

“The temporary work permits granted by President Barack Obama's executive action are essential to the daily functions of New York City and cities nationwide. We are a nation of immigrants, and delaying implementation of this program is, frankly, un-American. I stand with Mayors Bill de Blasio and Eric Garcetti and the 72 cities and counties throughout the US (list in formation), in urging immediate implementation of this executive action,” said **Council Member Helen Rosenthal**.

“Immigrants make critical contributions our local economies and civic infrastructure, but cannot continue doing so if they are living in the shadows. The growing list of municipalities and counties signed onto the brief further underscores the importance and urgency of administrative relief for millions of undocumented children and adults. The Mayor has been a tireless champion of New York’s immigrant communities and I commend him for spearheading this effort,” said **Council Member Richie Torres**.

“I support the immediate implementation of President Obama’s executive order,” said **Council Member Mark Weprin**. “Immigrants have always played a vital role in shaping our nation’s economy and continue to contribute every day to the vitality of New York City.”

“Delaying President Obama’s executive orders to implement real immigration reform only puts New York City’s efforts to provide countless families economic opportunity they need on hold,” said **New York City Council Majority Leader Jimmy Van Bramer**. “Now is the time to act and our City is prepared to. I support Mayor de Blasio and numerous other cities throughout our nation’s efforts to begin implementing much-needed reforms for the millions

of families who are looking to us for assistance to become included and engaged citizens of New York City and our great nation.”

“The time for a rational immigration policy has long been overdue. Where Congress has failed to act in the collective interest of the American people, President Obama has sought to step into the breach. The use of executive authority on this issue is with precedent, and this unfortunate maneuver by the State of Texas to stymie him ignores the greater economic, security, and familial needs of all our citizens. Mayor de Blasio recognizes these plain truths, and I support the amicus brief he and so many other municipalities, nationwide, have filed in support of the President’s action,” said **Council Member Ruben Wills**.

“In cities across the country, hard-working men and women are waiting for President Obama’s Executive Action to go into effect so they can live and work without fear of deportation and separation from their families,” said **Hector Figueroa, President of 32BJ SEIU**. “In Boston, New York, Philadelphia, Washington DC and many more cities up and down the East Coast, 32BJ members have long been part of the fight for immigration reform and we will continue to take action in Congress and on the streets until these reforms are implemented. It is the humane and just thing to do for immigrants and the right path forward for our country.”

“Immigrants are essential to local economies and industries throughout our country, especially the hospitality industry. Today’s actions show that local governments recognize that delaying the President’s Executive Action not only harms millions of working families but also jeopardizes recovering local economies,” said **Peter Ward, President of the Hotel Trades Council**.

“Workers and their families desperately need the immediate implementation of President Obama’s Executive Action for immigration reform. We commend these cities and their elected officials for submitting an amicus brief in support of President Obama’s Executive Action, the most far reaching immigration reform initiative in decades. Cities make up the backbone of the U.S. economy, much of it based on the work of immigrants. Millions of hard working immigrant families stand to benefit from this action, and they deserve this administrative relief,” said **Stuart Appelbaum, President of Retail, Wholesale and Department Store Union**.

“The AFL-CIO has made supporting real immigration reform one of our top priorities because we understand the importance of ensuring that all workers receive the wages and benefits to which they are entitled,” said **Vincent Alvarez, President of the New York City Central Labor Council, AFL-CIO**. “By allowing undocumented workers to come out of the shadows, we will be working to eradicate the tools that allow unscrupulous employers to drive down wages, and rob workers of fair pay, benefits, and workplace rights. The implementation of President Obama’s immigration recommendations is already long overdue. Let’s make this happen for New York City’s workers.”

“Immigrants, including many who would be eligible for work permits under President Obama’s Executive Action, contribute every day to the vibrancy and health of our cities. The Executive Action will keep families together, boost our economy and focus law enforcement resources. We applaud Mayor de Blasio’s advocacy on behalf of these hard-working New Yorkers and join him in calling for immediate implementation of the action,” said **Maria Castaneda, Secretary-Treasurer of 1199 SEIU**.

"We applaud Mayors de Blasio and Garcetti for leading the charge to demand immediate implementation of immigration relief to keep families together across the United States. As our communities demand action, scores of cities from coast to coast are stepping up and saying with one voice that the Court of Appeals must allow President Obama's administrative actions, which are grounded in strong legal precedent, to move forward," said **Javier H. Valdés, co-Executive Director of Make the Road New York.**

"Very much like every major city in America, New York City is a strong and vibrant city thanks to our immigrant population," said **Jonathan Westin, Executive Director of New York Communities for Change.** "Our cities are better when our immigrant brothers and sisters can thrive. Therefore, we urge the immediate implementation of the President's Immigration Executive Action. Our cities have too much to lose if action is not taken now."

"We are proud that our city's Mayor Bill de Blasio is setting a precedent by taking legal action and making it known that the delays to President Obama's executive actions are unacceptable," said **Steven Choi, executive director of the New York Immigration Coalition.** "The NYIC and our membership, along with our city and state partners including the Mayor's Office of Immigrant Affairs, continue our efforts to prepare the 100,000 plus New Yorkers who can benefit from these programs. We stand with Mayors Bill de Blasio and Eric Garcetti in the call for immediate implementation of immigration relief."

"At a time when anti-immigrant voices are using myths about immigrants and the effects of immigration to derail a constructive national policy debate, few actions are more important than local governments uniting to fight for immediate relief and implementation of President Obama's Immigration Executive Actions. In outlining the economic and fiscal benefits of deferred action policies, New York City is a key stakeholder. Mayor Bill de Blasio has underscored once again our city's courage in the fight for justice and we stand in solidarity to see administrative relief programs take full-effect immediately," said **Lucia Gomez, Executive Director of La Fuente.**

"The Asian American Federation fully supports Mayors de Blasio and Garcetti's appeal to implement President Obama's executive action without any further delay. Immigrants and their families, who have made valuable contributions to the U.S., deserve the temporary relief and protection that this immigration reform provides. We stand with our community to ensure that the President's executive action sees the light of day," said **Jo-Ann Yoo, Executive Director of the Asian American Federation.**

"Millions of lives are on hold as President Obama's legal Executive Action is being dragged through the courts. Northern Manhattan Coalition for Immigrant Rights commends Mayors de Blasio and Garcetti for supporting legal action urging immediate implementation of Executive Action," said **Angela Fernandez, Executive Director of Northern Manhattan Coalition for Immigrant Rights.**

"Immigration reform is vital for New York's African immigrant communities," said **Amaha Kassa, Executive Director of African Communities Together.** "All of our members have heard about President Obama's executive actions, many are qualified and ready to apply for relief, and none of them can understand why progress has been put on hold. This filing sends an important message that New York City has immigrants' backs, even if some states have chosen to send the opposite message."

“President Obama’s November, 2014 Deferred Action programs – both the DACA extension and DAPA – should be implemented now. With each passing day, families continue to be torn apart, leaving behind American children to fend for themselves. Hard-working immigrant parents live in fear and are preyed upon, and cannot become full members of our society. As the child of Mexican immigrant parents whose life dramatically changed after they received legal status via IRCA, the benefits of immigration relief to are society are clear to me. My parents became homeowners and were able to support three college graduates. I applaud Mayors De Blasio and Garcetti, along with the 70 cities and counties who have signed on, for their leadership and for lending their voice to challenge the Texas vs. United States lawsuit, said **Aracelis Lucero, Executive Director of Masa, Inc.**

“Chicago has always been a city of immigrants, and for us to stay true to our history and our values, we must ensure that immigrants can fully participate in all aspects of our economic and cultural life,” said **Chicago Mayor Rahm Emanuel.** “We are proud to join numerous cities in filing this amicus brief to support President Obama’s executive actions on immigration. They will help keep families together, increase safety in our communities, and maximize the contributions that immigrants make every day in every part of our city.”

“Cities are strongly affected by immigration. The old, dysfunctional immigration policies hurt our economies, our neighborhoods, our businesses and our residents. The President is attempting to interject common sense and humanity. We are grateful for his efforts and we stand with him,” said **Portland Mayor Charlie Hales.**

“I am signing onto this brief because as a nation of immigrants, I believe ensuring access to a fair and legal process for people to come to this country and pursue their dreams reflects our highest values,” said **Chapel Hill Mayor Mark Kleinschmidt.**

“We must do better to honor our country's proud immigration tradition. Too many immigrants live in fear, afraid to become members of our society, while Congress fails to take any meaningful action to fix a broken immigration system. Their inaction has real consequences for our communities, which is why I fully support President Obama's leadership and common sense executive actions. I thank Mayor de Blasio for initiating this brief and building this important coalition of leaders,” said **Hoboken Mayor Dawn Zimmer.**

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**From:** [Perez, Roberto](#)  
**To:** "[Valerie Berlin](#)"  
**Subject:** MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS  
**Date:** Monday, April 06, 2015 2:51:56 PM

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## MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS

### *More Than 70 Cities & Counties Sign Texas vs. United States Appeal Urging Immediate Implementation of President Obama's Immigration Executive Action*

**NEW YORK**—New York City Mayor Bill de Blasio and Los Angeles Mayor Eric Garcetti announced today that 73 cities and counties had filed a new friend-of-the-court brief in the Fifth Circuit Court of Appeals in the *Texas vs. United States* lawsuit, urging immediate implementation of President Obama's executive actions on immigration.

"Continuing to delay implementation of the President's executive action on immigration hurts our economy and puts families at risk," said **Mayor Bill de Blasio**. "Cities are where immigrants live, and cities are where the President's executive action will be successfully implemented. Our cities are united, and we will fight for the immigration reform this nation needs and deserves – whether in the courtroom, in Congress, or in our communities. Make no mistake about it: our voices will be heard."

"Our cities cannot afford delays to immigration reforms that will strengthen our economy and help families," said **Los Angeles Mayor Eric Garcetti**. "This isn't a blue or red issue, but a human and economic one."

The brief demonstrates robust support from the country's largest cities – as well as suburbs and rural areas – for the President's reforms, which will temporarily relieve from deportation thousands of immigrants who have longstanding ties to the U.S.

The cities and counties – representing 43 million people across the country – argue that the district court judge who temporarily blocked implementation of the programs failed to consider the significant harm to America's local governments caused by this delay.

According to an analysis by the City, each month that the implementation of these programs is delayed, New York City and New York State will lose at least \$1.5 million in additional state and local tax revenue that would be generated if 100,000 immigrants in New York City were able to access temporary work permits through executive action.

"New York's immigrants are vital to our economy and we must do all we can to help them grow and thrive. Mayor de Blasio is correct – instead of putting up barriers, we should be looking at ways to help immigrants climb the ladder of economic opportunity and welcome them into our communities. The New York State Assembly Majority strongly supports President Obama's executive action on immigration, and further delay by those who would derail this important initiative is unacceptable," said **New York State Assembly Speaker Carl Heastie**.

"Each day we wait to implement President Obama's bold immigration reforms, millions of hard-working families remain in legal limbo. Immigrant communities built New York City,

and they are the heart and soul of urban centers across our country,” said **Public Advocate Letitia James**. “As Congress and federal courts stall meaningful progress on immigration, New York City will continue to lead the nation.”

As part of Cities United for Immigration Action, Mayors de Blasio and Garcetti led the effort to organize more than 70 cities and counties, the National League of Cities, and the U.S. Conference of Mayors in arguing that the national public interest is served clearly and overwhelmingly by implementing immigration relief by executive action without delay. Today’s brief more than doubles the number of local governments that had previously voiced opposition to the lawsuit brought by states seeking to block President Obama’s immigration reform efforts.

The brief also argues that the District Court judge’s decision to block executive action with a preliminary injunction is bad for the economy, hurts families, threatens law enforcement priorities, and will stall desperately needed changes to the federal government’s immigration policies.

The de Blasio Administration has a proven track record of spearheading initiatives that integrate immigrants into the civic and economic life of New York City. From the IDNYC municipal identification program to increasing access to federal immigration benefits, New York City is committed to championing pro-immigrant policies that promote equity and create opportunity for all residents.

This collective action to offer the Court the crucial perspective of American cities and counties is an outcome of the organizing efforts of the Cities United for Immigration Action coalition. By filing this brief, America’s mayors and county leaders are making a strong statement in support of the President’s plan to grant administrative relief to over four million undocumented children and adults.

Numerous cities and counties signed on to today’s brief are located in states that brought the lawsuit against the Obama administration or have otherwise indicated support for the lawsuit, including five cities in Texas, six localities in New Jersey, two counties in Arizona, and three municipalities in Wisconsin. Cities and counties signed on to the brief (in formation) include the following local governments:

Alexandria, VA  
Allentown, PA  
Atlanta, GA  
Austin, TX  
Baltimore, MD  
Bell, CA  
Boston, MA  
Bridgeport, CT  
Buffalo, NY  
Cambridge, MA  
Central Falls, RI  
Chapel Hill, NC  
Charleston, SC  
Chicago, IL  
Coconino County, AZ

Columbia, SC  
Columbus, OH  
Dallas County, TX  
Dayton, OH  
Denver, CO  
Dolton, IL  
El Paso County, TX  
Everett, MA  
Gary, IN  
Haledon, NJ  
Hartford, CT  
Highland Park, IL  
Hoboken, NJ  
Holyoke, MA  
Houston, TX  
Jersey City, NJ  
Kansas City, MO  
Little Rock, AR  
Los Angeles, CA  
Los Angeles County, CA  
Lucas County, OH  
Madison, WI  
Milwaukee, WI  
Minneapolis, MN  
Montgomery County, MD  
Newark, NJ  
New York, NY  
Niagara Falls, NY  
North Miami, FL  
Oakland, CA  
Paterson, NJ  
Philadelphia, PA  
Pittsburgh, PA  
Plainfield, NJ  
Portland, OR  
Providence, RI  
Racine, WI  
Ramsey County, MN  
Rochester, NY  
Salt Lake City, UT  
San Francisco, CA  
San Jose, CA  
Santa Ana, CA  
Santa Cruz County, AZ  
Santa Fe, NM  
Santa Monica, CA  
Schenectady, NY  
Seattle, WA  
Skokie, IL  
St. Louis, MO

State College, PA  
Syracuse, NY  
Tacoma, WA  
Tampa, FL  
Travis County, TX  
Washington, D.C.  
West Covina, CA  
Yonkers, NY  
National League of Cities  
U.S. Conference of Mayors

“Brooklyn is what America looks like, with nearly 40 percent of our residents being foreign-born, and when it comes to embracing our immigrant population, it is what America ought to be. President Obama's executive order on immigration is the most significant and meaningful step our nation has taken toward addressing this long-standing crisis and the millions of families who have been stuck in the shadows of our society, including hundreds of thousands right here in New York City. Our diversity is our greatest strength, and I join my fellow urban leaders from coast to coast in making this call to support the President's reforms,” said **Brooklyn Borough President Eric Adams**.

“Legally and morally, the president's executive action on immigration was both within his power and the right thing to do,” said **Manhattan Borough President Gale Brewer**. “Blocking its implementation will do real harm to cities. That’s why joining with other cities and counties across the country urging its implementation is the right thing as well.”

“We stand with New York City Mayor Bill de Blasio’s and Los Angeles Mayor Eric Garcetti’s decision to file a ‘friend-of-the-court’ brief in support of President Barack Obama’s executive action on immigration,” said **Bronx Borough President Ruben Diaz Jr.** “The President’s executive action currently being blocked in the courts hurts The Bronx and New York City, with the borough losing out on potential local tax revenues that would be generated by these hard-working immigrants who just want to come out the shadows and positively contribute to our country. We are the land of opportunity, built on the ideal that we are melting pot that promotes equality for all and we must continue to strive for those ideals that make our country great.”

“President Obama's executive actions were bold and decisive steps toward fixing America's broken immigration system. The Statue of Liberty stands tall in our City, reminding us that America was built by generations of immigrants who came to its shores in search of a better life and a chance to make our country greater,” said **U.S. Representative Charles Rangel**. “I am proud to see that Mayor de Blasio is committed to keeping that promise alive for years to come.”

“The delay in the implementation of DAPA and expanded DACA threatens millions of American families with deportation, as well as the many communities, such as New York City, of which immigrants are an integral part,” said **U.S. Representative Yvette Clarke**. “No serious doubt exists that President Obama had the authority to establish DAPA and DACA. I want to commend Mayor de Blasio and the many community leaders across this nation who have raised their voices on behalf of millions of families who want to pursue the American Dream.”

“In the absence of legislative action by House Republicans, President Obama took decisive action on immigration because he knows that there are real lives at stake in our current broken system,” said **U.S. Representative Joe Crowley**. “It is deeply troubling that a Texas judge known to be hostile to immigrants is delaying the President’s executive measures, especially given the legal precedents set by previous administrations. Halting action that will help keep American families together strikes at the heart of what our country ought to be about, and I thank Mayors de Blasio, Garcetti, and many others for taking a stand and showing the widespread support for the President’s action. I’m confident the Department of Justice will succeed in its appeal of this decision and that we will move forward with this much-needed action that will make such a difference in New York City and elsewhere.”

“I applaud Mayor de Blasio for working with cities across the nation to support President Obama’s executive actions on immigration,” said **U.S. Representative Carolyn Maloney**. “With over 12 million undocumented immigrants living in our country, comprehensive immigration reform is long overdue. Unfortunately, Congress has failed to act. That is why I strongly support President Obama’s executive actions, which will help keep families together, boost our economy and generate new tax revenue. These are common sense steps that mimic similar actions by Presidents Ronald Reagan and George H.W. Bush, and it’s long past time that President Obama’s reforms are implemented.”

“We can’t continue to delay implementing President Obama’s executive action on immigration. With this friend-of-the-court brief, New York City is joined by more than 70 cities nationwide in voicing its strong support for moving ahead with providing administrative deportation relief to more than 4 million immigrants with strong ties to the U.S. As the brief argues, the District Court’s holdup only hurts our economy, harmless immigrant families, and the federal government’s ability to address our broken immigration system. I applaud Mayor de Blasio for once again putting New York City at the forefront of efforts to help the immigrant community, in New York City, and nationwide,” said **U.S. Representative José Serrano, Sr.**

“The President’s immigration reforms make badly needed changes to a broken system and will benefit thousands of our neighbors,” stated **U.S. Representative Nydia Velázquez**. “It is critical for New York City and our nation as a whole that these reforms be implemented without delay.”

“Every day we delay fixing our broken immigration system is a missed opportunity,” said **U.S. Representative Kathleen Rice**. “There’s no question that we need to keep fighting for comprehensive immigration reform at the federal level, but our local communities can’t afford to wait when there’s no sign that this Congress is willing to pass real legislative solutions. Thousands of hard-working Long Island families are ready to come out of the shadows, stop living in fear and start participating fully in our local economies, and there’s no reason to deny them that opportunity any longer. Last week I joined several fellow Members of Congress in signing an amicus brief affirming our support for the government’s appeal, and the brief filed today by Mayors de Blasio and Garcetti shows that local and federal leaders across the country are united in our commitment to implementing the President’s executive actions.”

“Immigrants move New York’s economy forward,” said **State Senator Leroy Comrie**. “I represent a district where over a third of its population is foreign-born, and where many more are the children and grandchildren of the rich immigrant legacy this city – and this

nation – is so proud of. Immigrants are innovators, business owners and job creators: they augment this City's supply of capital and ideas to diversify its narrative and keep it nationally and globally competitive. Not only is it in our best interest to immediately implement the President's platform for immigration reform, but it is the socially and morally responsible thing to do.”

“Every day the President's executive actions on immigration are blocked, is another day hundreds of thousands of young adults and parents, trying to provide for their families, are unable to work. This is not good for anyone, and the leaders of our cities and counties across the country know this first hand. I thank them for standing with undocumented immigrants and working to bring them out of the shadows,” said **State Senator Adriano Espaillat, Chair of the State Senate Puerto Rican/Latino Caucus.**

“This friend-of-the-court brief stands with immigrants in our communities against needless delay in the urgently needed Deferred Action programs. President Obama has charted a course for a more compassionate immigration system – a system that treats our friends and neighbors with the dignity they deserve. I commend this action by Mayor de Blasio and dozens of mayors across the United States in keeping with the vision President Obama outlined. I join these mayors and leaders across the country in reaffirming our commitment to America’s longstanding tradition of welcoming immigrants to our communities,” said **State Senator Jesse Hamilton.**

“It is time to stop intolerant views toward our immigrants. I am in full support of this brief, which is intended to safeguard and implement President Obama’s executive actions on immigration that are intended to keep families together,” said **State Senator Jose Peralta.** “We, as immigrants, live in all cities across our nation, and blocking the implementation of the President’s policies, hurts not just families fighting for the American Dream, but also our ongoing efforts to enrich and repair our economy.”

“I am very proud that New York City is leading the way on a collective *amicus* brief in the *Texas vs. United States* case which calls for swift and sweeping implementation of President Obama’s executive actions concerning rational immigration policy. The lives of millions of people hang in the balance, so many of them New Yorkers who share the same hopes, dreams and aspirations that each successive wave of immigrants harbored generations ago. Each of them found a true home here and it is time for our City and Country to open our arms and our hearts in the name of fundamental human rights,” said **State Senator Bill Perkins.**

“The implementation of President Obama's executive action on immigration is imperative to ensuring we support the countless immigrants that contribute to the social and economic life of our country,” said **State Senator Gustavo Rivera.** “We are a country of immigrants, and this executive action will help us strengthen and protect our diverse population, while honoring our values as Americans. I commend and thank Mayor de Blasio for having New York join cities and counties across our country in taking legal action to support an initial step towards immigration reform.”

“Here in a city and state where we pride ourselves on diversity, we can only benefit from the implementation of President Obama’s executive action on immigration,” said **State Senator James Sanders Jr.** “It will allow for a reprieve from deportation while giving the undocumented a chance to work, providing a much needed boost to the economy. Just this

past week, the state budget failed to include the DREAM Act, which would have given thousands of vibrant young people a chance at success by allowing them to continue their education and creating a pathway to citizenship. Let's not miss another opportunity to help build a stronger New York."

"Unjust deportations have continued to tear apart our families, our schools and our communities. We must act swiftly in implementing President Obama's immigration executive action in order to protect these important populations. Immigrants are the backbone of our communities, and I thank Mayors de Blasio and Garcetti for creating a united front to demonstrate our support for the swift implementation of the President's measures," said **State Senator José Serrano**.

"The delay to President Obama's executive action on immigration is intolerable and comes with a real cost to real people," said **Assembly Member Rodneyse Bichotte**. "Every day, families of aspiring Americans are destroyed by a system badly in need of reform and the President's executive action offers needed help. I join with Mayor de Blasio and Eric Garcetti in the *Texas v. United States* lawsuit to urge immediate implementation of President Obama's executive actions on immigration. As a daughter of Haitian immigrants, and as a proud citizen of the United States and elected official of New York, I have a duty to act on behalf of the social justice of our people—as well as a fiduciary responsibility to ensure our economies gain the benefits immigration brings."

"As a child of Jamaican immigrants, it is personal for me that we stand up for Immigration justice and demand immediate action. The implementation of President Obama's executive actions on immigration is a moral, social, and economic necessity. The delays are inexcusable, and we must move forward. In past years, immigrants in NYC have accounted for more than \$200 billion in economic activity to help revitalize vibrant neighborhoods including the work of Latino, Caribbean and African entrepreneurs in the South Bronx. Through hard work and tireless dedication, Immigrants embody the entrepreneurial spirit that makes our country so beautiful, and the best country in the world," said **Assembly Member Michael Blake**. "Immigrants are our neighbors, our friends, and our family, and I proudly stand with Mayor Bill de Blasio and Eric Garcetti in calling for our judicial system to do the right thing, the humane thing, the compassionate thing, and give our communities the life they deserve."

"I want to commend Mayor de Blasio and all the other mayors for supporting immigration reforms. Implementation of the President's Immigration Executive action will provide much needed relief to immigrant families suffering under our broken system and is a crucial first step on the road to treating our immigrants with the fairness and respect they deserve," said **Assembly Member Guillermo Linares**.

"Every month that goes by without President Obama's executive actions is another month that families can be ripped apart," said **Assembly Member Francisco Moya**. "For those of us who deal with the fallout from our nation's flawed immigration policies on a daily basis, we know how critical the President's executive actions truly are. Keeping families together is not only the right thing to do; it's also in our nation's best interest."

"Mayor de Blasio is taking the right step filing today's court brief," said **Assembly Member Felix Ortiz**. "Without action from the Congress and State Legislature, we must support President Obama's efforts to protect workers and their families from deportation. While we

keep the fight alive in Albany for the Dream Act, driver licenses and state-issued identification cards for non-citizens and better wages for all workers, today's action by our Mayor and by so many others across the nation is a positive step to make life better for millions. We can't wait any longer.”

“We need comprehensive immigration reform immediately,” said **Assembly Member Robert Rodriguez**. “President Obama’s Executive action is a huge step towards creating fair policies that help our growing immigrant communities of New York City thrive, any hindrance to its enactment harms us irreparably.”

“It is clear that our immigration system is broken and comprehensive reform is needed to provide long-term relief for the families who have contributed to the growth and prosperity of our nation,” said **Assembly Member Nily Rozic**. “Filing this brief is reflective of New York City's commitment to advancing immigrants' rights and I commend the Mayor for his continued advocacy and leadership on this urgent issue.

“With an estimated 100,000 undocumented immigrants in New York City who would benefit greatly from President Obama’s executive action this brief sends a strong message on the importance of implementing these reforms,” said **Assembly Member Luis Sepúlveda**. “New York has long been at the forefront of immigration reform. Mayor de Blasio has proven his commitment to immigrants throughout his first year in office and continues to through actions like this. I commend the Mayor and the many other cities and counties for supporting these initiatives, as implementing each one of them will be for the national public interest.”

“Opportunity for families in America to obtain basic rights and a better quality of life should not be dictated by political games. The partisan stalling of President Obama's Immigration Executive Action is sophomoric, and the District Court's preliminary objection undoubtedly has a deleterious effect on our national economy. New York City is, and always has been a city of immigrants, and we have this community to thank for the strength we enjoy as a City and a Nation . I am proud of New York City's participation in the amicus brief filed in Texas vs. United States, and am hopeful that the demand from such a robust list of diverse urban areas will bring us closer to real reform which has been long overdue,” said **Assembly Member Keith Wright**.

“I commend Mayor de Blasio in joining the effort to defend the President’s Administrative Relief that offers potential relief to millions of immigrants with strong ties to our nation, and who already work hard and contribute to make this a better country. While the Court stalls, and Congress fails to enact meaningful immigration reform, New York City will continue to protect the rights of immigrants and ensure that their contributions to our City are recognized—and celebrated. Our City continues to offer affirming spaces for immigrant populations, and I am hopeful that this action from our Mayor—and from his colleagues from around the country—will provide some context about the urgent need for the implementation of the President’s programs,” said **Council Member Carlos Menchaca, Chair of the Committee on Immigration**.

“I support the new friend-of-the-court brief urging immediate implementation of President Obama’s executive actions on immigration. Immigrants are in important part of the fabric of our society and economy and granting administrative relief to those immigrants in need is an act of social responsibility,” said **Council Member Inez Barron**.

“I applaud New York City Mayor Bill de Blasio for joining Los Angeles Mayor Eric Garcetti in filing a friend-of-the-court brief calling for implementation of President Obama’s executive action on immigration. As an elected official representing an area with a significant immigrant population, I join with others across the country in urging the courts to move forward on providing deportation relief. The President’s immigration policies provide a just, sensible solution for millions of immigrants who live in the U.S. and contribute to our nation’s society in myriad ways. From an economic perspective, there is no question that New York stands to benefit from implementation of these policies, as significant tax revenues would be generated by the granting of temporary work permits to our City’s population of 100,000 immigrants,” said **Council Member Fernando Cabrera**.

“President Obama’s executive action on immigration will have a profoundly positive impact on thousands of families in our city, and it must be implemented immediately,” said **Council Member Margaret Chin**. “I strongly support today’s legal action in support of the President’s reforms, and I thank Mayor de Blasio for his continued leadership on this fundamentally important issue.”

“New York City is, was, and always will be a leader in the immigrant rights movement. We stand united in support of President Obama’s Executive Order,” said **Council Member Andrew Cohen**.

“We have waited for federal immigration reform for too long,” said **Council Member Costa Constantinides**. “The current federal laws are broken and lead to families being broken up or to unwarranted detention. President Obama’s executive order will take significant steps to help ameliorate these concerns. We must ensure due process and respect for all. I stand with Mayor De Blasio, Mayor Garcetti, and with 70 other cities across the nation that support the President’s order.”

“The stand the District Court Judge has taken against immigration reform is harming the future of our country, our immigrants,” said **Council Member Daniel Dromm**. “I am glad Mayor de Blasio has signed on to an amicus brief to push back against the court’s anti-immigrant actions. In New York City we support our immigrants not hold them back by putting obstacles to citizenship in their way.”

“I applaud Mayor de Blasio and the Mayors of more than 70 cities across the country for making it clear that they are ready, willing, and able to implement the reforms proposed by President Obama’s executive action. As the son of immigrants, I know firsthand the difficulties faced by those who have come to the United States seeking a better life for themselves and their families. Our immigration system is broken and full implementation of President Obama’s executive action is necessary in order to ensure more families are not harmed by failed policies,” said **Council Member Rafael Espinal**.

“President Obama’s executive action would be a lifeline to many families in our City who only want to work hard and provide more than they had for their children,” said **Council Member Julissa Ferreras**. “The continued delay of immigration reform only hurts our cities by separating families as well as denying our local governments millions of dollars in tax revenue. I commend Mayor de Blasio, Mayor Garcetti and the chief executives of over 70 American cities for championing this issue in our courts and call on Congress to finally do the right thing and recognize that immigration reform makes sense for all.”

“For too long, cities have been trying to navigate a federal immigration policy that is in dire need of reform. The President's executive actions were an important first step toward making sense of those immigration policies. Delaying their implementation creates very real problems for the cities that are on the front lines of the immigration debate,” said **Council Member Dan Garodnick**.

“By delaying the implementation of immigration reform, the court is making a decision that hurts state and local economies and needlessly diverts law enforcement attention,” said **Council Member Vanessa Gibson**. “Spending tax dollars to prosecute otherwise law abiding residents who want to work here, raise families here, and spend money here is a policy that has never made sense and I urge the court to recognize the considerable good immigration reform will bring to our communities. I am proud to stand with legislators within New York and around the country in support of President Obama’s actions and I look forward to a favorable decision that will uphold the ordered relief of nearly 4 million undocumented adults and children.”

“Today, New York City stands with over 70 American municipalities in support of President Obama’s recent executive action on immigration,” said **Council Member Corey Johnson**. “If implemented, the plan would grant much needed administrative relief and protection from deportation to over 4 million undocumented individuals. Our country and New York City were built by immigrants and their families. Barring immigrants from fully participating in American civic and economic life is contrary to our values. It’s time to make a change.”

“We are a nation of immigrants, including my grandparents who came here to escape antisemitism, and the grandparents of so many. We must continue to accept all those 'yearning to breathe free',” said **Council Member Ben Kallos**. “The state invests resources in every person the second they set foot in our soil. By welcoming people with open arms, we guarantee a return on that investment. I applaud Mayors de Blasio and Garcetti for urging the immediate implementation of President Obama's immigration reforms.”

“President Obama has signed an Executive Order and it’s shameful and unheard of for the District Court judge to block the executive action,” said **Council Member Andy King, Co-Chair of the Black, Latino & Asian Caucus**. “New York is and has always been a city of immigrants and President Obama’s vision allows for immediate reform in our communities. I stand with the Mayor and the President and all Americans across the nation committed to justice and our voices will be heard.”

"I see every day the positive impact immigrants have on our communities, as a representative of one of the most diverse areas in the country," said **Council Member Rory Lancman**. "Immigrants start businesses, pay taxes and raise their children here. Unfortunately, current US immigration policies leave far too many of our neighbors afraid that they will be deported from the country that has been their home for years. Mayor de Blasio's brief, joined by so many other cities, sends a clear message to the Court that cities support the President's action and want our immigrants to be able to come out of the shadows."

“New York City can’t wait any longer for implementation of President Obama’s executive action on immigration,” said **Council Member Steve Levin**. “Thank you to Mayor de Blasio and cities and counties around the United States who are taking a stand for smart and needed immigration reforms.”

“Undocumented immigrants and their families have waited far too long for substantive and comprehensive immigration reform. Not only do we need these reforms to be effectuated, we also need more policies that will help bring relief to millions of immigrants, help keep their families together, while strengthening our economy. I’m proud to stand with Mayor de Blasio, my colleagues in City Council, and the cities and counties across the country, who are fighting for the rights of our immigrant communities,” said **Council Member Annabel Palma**.

“I’d like to thank Mayor de Blasio for taking leadership on this important issue. Implementation of President Obama’s executive order would have a major positive impact on the lives of our immigrant communities,” said **Council Member Antonio Reynoso**.

“I am proud to stand with Mayor De Blasio and 70 other municipalities throughout the nation in full support of President Obama’s executive action on immigration,” said **Council Member Donovan Richards**. “The history of the United States is a history of immigrants. Extending temporary relief from deportation for residents that contribute millions of dollars to our domestic economy is common sense.

“President Obama’s actions will bring 5 million immigrants out of the shadows. For years these families have lived with the constant anxiety and fear of deportation. But no longer. Now undocumented immigrants can apply to receive services that they’ve long deserved. By receiving social security cards and work permits so many will be able to legally work towards the American Dream they came to pursue,” said **Council Member Ydanis Rodriguez**. “However, some among us want to push these families back into the shadows. Today we, the cities that drive our country’s economy forward, stand united in support of the President’s actions.”

“The temporary work permits granted by President Barack Obama’s executive action are essential to the daily functions of New York City and cities nationwide. We are a nation of immigrants, and delaying implementation of this program is, frankly, un-American. I stand with Mayors Bill de Blasio and Eric Garcetti and the 72 cities and counties throughout the US (list in formation), in urging immediate implementation of this executive action,” said **Council Member Helen Rosenthal**.

“Immigrants make critical contributions our local economies and civic infrastructure, but cannot continue doing so if they are living in the shadows. The growing list of municipalities and counties signed onto the brief further underscores the importance and urgency of administrative relief for millions of undocumented children and adults. The Mayor has been a tireless champion of New York’s immigrant communities and I commend him for spearheading this effort,” said **Council Member Richie Torres**.

“I support the immediate implementation of President Obama’s executive order,” said **Council Member Mark Weprin**. “Immigrants have always played a vital role in shaping our nation’s economy and continue to contribute every day to the vitality of New York City.”

“Delaying President Obama’s executive orders to implement real immigration reform only puts New York City’s efforts to provide countless families economic opportunity they need on hold,” said **New York City Council Majority Leader Jimmy Van Bramer**. “Now is the time to act and our City is prepared to. I support Mayor de Blasio and numerous other cities throughout our nation’s efforts to begin implementing much-needed reforms for the millions

of families who are looking to us for assistance to become included and engaged citizens of New York City and our great nation.”

“The time for a rational immigration policy has long been overdue. Where Congress has failed to act in the collective interest of the American people, President Obama has sought to step into the breach. The use of executive authority on this issue is with precedent, and this unfortunate maneuver by the State of Texas to stymie him ignores the greater economic, security, and familial needs of all our citizens. Mayor de Blasio recognizes these plain truths, and I support the amicus brief he and so many other municipalities, nationwide, have filed in support of the President’s action,” said **Council Member Ruben Wills**.

“In cities across the country, hard-working men and women are waiting for President Obama’s Executive Action to go into effect so they can live and work without fear of deportation and separation from their families,” said **Hector Figueroa, President of 32BJ SEIU**. “In Boston, New York, Philadelphia, Washington DC and many more cities up and down the East Coast, 32BJ members have long been part of the fight for immigration reform and we will continue to take action in Congress and on the streets until these reforms are implemented. It is the humane and just thing to do for immigrants and the right path forward for our country.”

“Immigrants are essential to local economies and industries throughout our country, especially the hospitality industry. Today’s actions show that local governments recognize that delaying the President’s Executive Action not only harms millions of working families but also jeopardizes recovering local economies,” said **Peter Ward, President of the Hotel Trades Council**.

“Workers and their families desperately need the immediate implementation of President Obama’s Executive Action for immigration reform. We commend these cities and their elected officials for submitting an amicus brief in support of President Obama’s Executive Action, the most far reaching immigration reform initiative in decades. Cities make up the backbone of the U.S. economy, much of it based on the work of immigrants. Millions of hard working immigrant families stand to benefit from this action, and they deserve this administrative relief,” said **Stuart Appelbaum, President of Retail, Wholesale and Department Store Union**.

“The AFL-CIO has made supporting real immigration reform one of our top priorities because we understand the importance of ensuring that all workers receive the wages and benefits to which they are entitled,” said **Vincent Alvarez, President of the New York City Central Labor Council, AFL-CIO**. “By allowing undocumented workers to come out of the shadows, we will be working to eradicate the tools that allow unscrupulous employers to drive down wages, and rob workers of fair pay, benefits, and workplace rights. The implementation of President Obama’s immigration recommendations is already long overdue. Let’s make this happen for New York City’s workers.”

“Immigrants, including many who would be eligible for work permits under President Obama’s Executive Action, contribute every day to the vibrancy and health of our cities. The Executive Action will keep families together, boost our economy and focus law enforcement resources. We applaud Mayor de Blasio’s advocacy on behalf of these hard-working New Yorkers and join him in calling for immediate implementation of the action,” said **Maria Castaneda, Secretary-Treasurer of 1199 SEIU**.

"We applaud Mayors de Blasio and Garcetti for leading the charge to demand immediate implementation of immigration relief to keep families together across the United States. As our communities demand action, scores of cities from coast to coast are stepping up and saying with one voice that the Court of Appeals must allow President Obama's administrative actions, which are grounded in strong legal precedent, to move forward," said **Javier H. Valdés, co-Executive Director of Make the Road New York.**

"Very much like every major city in America, New York City is a strong and vibrant city thanks to our immigrant population," said **Jonathan Westin, Executive Director of New York Communities for Change.** "Our cities are better when our immigrant brothers and sisters can thrive. Therefore, we urge the immediate implementation of the President's Immigration Executive Action. Our cities have too much to lose if action is not taken now."

"We are proud that our city's Mayor Bill de Blasio is setting a precedent by taking legal action and making it known that the delays to President Obama's executive actions are unacceptable," said **Steven Choi, executive director of the New York Immigration Coalition.** "The NYIC and our membership, along with our city and state partners including the Mayor's Office of Immigrant Affairs, continue our efforts to prepare the 100,000 plus New Yorkers who can benefit from these programs. We stand with Mayors Bill de Blasio and Eric Garcetti in the call for immediate implementation of immigration relief."

"At a time when anti-immigrant voices are using myths about immigrants and the effects of immigration to derail a constructive national policy debate, few actions are more important than local governments uniting to fight for immediate relief and implementation of President Obama's Immigration Executive Actions. In outlining the economic and fiscal benefits of deferred action policies, New York City is a key stakeholder. Mayor Bill de Blasio has underscored once again our city's courage in the fight for justice and we stand in solidarity to see administrative relief programs take full-effect immediately," said **Lucia Gomez, Executive Director of La Fuente.**

"The Asian American Federation fully supports Mayors de Blasio and Garcetti's appeal to implement President Obama's executive action without any further delay. Immigrants and their families, who have made valuable contributions to the U.S., deserve the temporary relief and protection that this immigration reform provides. We stand with our community to ensure that the President's executive action sees the light of day," said **Jo-Ann Yoo, Executive Director of the Asian American Federation.**

"Millions of lives are on hold as President Obama's legal Executive Action is being dragged through the courts. Northern Manhattan Coalition for Immigrant Rights commends Mayors de Blasio and Garcetti for supporting legal action urging immediate implementation of Executive Action," said **Angela Fernandez, Executive Director of Northern Manhattan Coalition for Immigrant Rights.**

"Immigration reform is vital for New York's African immigrant communities," said **Amaha Kassa, Executive Director of African Communities Together.** "All of our members have heard about President Obama's executive actions, many are qualified and ready to apply for relief, and none of them can understand why progress has been put on hold. This filing sends an important message that New York City has immigrants' backs, even if some states have chosen to send the opposite message."

“President Obama’s November, 2014 Deferred Action programs – both the DACA extension and DAPA – should be implemented now. With each passing day, families continue to be torn apart, leaving behind American children to fend for themselves. Hard-working immigrant parents live in fear and are preyed upon, and cannot become full members of our society. As the child of Mexican immigrant parents whose life dramatically changed after they received legal status via IRCA, the benefits of immigration relief to are society are clear to me. My parents became homeowners and were able to support three college graduates. I applaud Mayors De Blasio and Garcetti, along with the 70 cities and counties who have signed on, for their leadership and for lending their voice to challenge the Texas vs. United States lawsuit, said **Aracelis Lucero, Executive Director of Masa, Inc.**

“Chicago has always been a city of immigrants, and for us to stay true to our history and our values, we must ensure that immigrants can fully participate in all aspects of our economic and cultural life,” said **Chicago Mayor Rahm Emanuel**. “We are proud to join numerous cities in filing this amicus brief to support President Obama’s executive actions on immigration. They will help keep families together, increase safety in our communities, and maximize the contributions that immigrants make every day in every part of our city.”

“Cities are strongly affected by immigration. The old, dysfunctional immigration policies hurt our economies, our neighborhoods, our businesses and our residents. The President is attempting to interject common sense and humanity. We are grateful for his efforts and we stand with him,” said **Portland Mayor Charlie Hales**.

“I am signing onto this brief because as a nation of immigrants, I believe ensuring access to a fair and legal process for people to come to this country and pursue their dreams reflects our highest values,” said **Chapel Hill Mayor Mark Kleinschmidt**.

“We must do better to honor our country's proud immigration tradition. Too many immigrants live in fear, afraid to become members of our society, while Congress fails to take any meaningful action to fix a broken immigration system. Their inaction has real consequences for our communities, which is why I fully support President Obama's leadership and common sense executive actions. I thank Mayor de Blasio for initiating this brief and building this important coalition of leaders,” said **Hoboken Mayor Dawn Zimmer**.

###

**From:** [Perez, Roberto](#)  
**To:** "Alex Mckay"  
**Subject:** Are you ready to do your part? Sign up for our day of action on April 18th.  
**Date:** Wednesday, April 08, 2015 4:55:47 PM

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Hi there,

New York City is about to take a historic step: This fall, the City will provide free, full-day, high-quality pre-K to all 4-year-olds in the five boroughs.

We need to make sure every family knows about this great opportunity.

**[Are you ready to do your part? Sign up for our day of action on April 18th.](#)**

Your commitment and passion led to our shared success in expanding pre-K last year.

We need that same dedication this year to make sure every parent of a four year-old in New York City knows about this incredible opportunity for kids and their families.

**Sign up now to volunteer on April 18th -- there will be opportunities to get involved in all five boroughs:**

**[on.nyc.gov/prek-action](http://on.nyc.gov/prek-action)**

Thanks,

Marco Carrión  
Commissioner, Mayor's Community Affairs Unit

P.S. If you'd prefer to sign up by phone, you can call this number during business hours: (212) 637-8000

**From:** [Perez, Roberto](#)  
**To:** ["Andy McDonald"](#)  
**Subject:** Are you ready to do your part? Sign up for our day of action on April 18th.  
**Date:** Wednesday, April 08, 2015 4:56:07 PM

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**From:** [Perez, Roberto](#)  
**To:** "[Jonathan Rosen](#)"  
**Subject:** Are you ready to do your part? Sign up for our day of action on April 18th.  
**Date:** Wednesday, April 08, 2015 5:00:05 PM

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**From:** [Perez, Roberto](#)  
**To:** "[Lynsey Kryzwick](#)"  
**Subject:** Are you ready to do your part? Sign up for our day of action on April 18th.  
**Date:** Wednesday, April 08, 2015 5:00:56 PM

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**From:** [Perez, Roberto](#)  
**To:** "Michael Rabinowitz"  
**Subject:** Are you ready to do your part? Sign up for our day of action on April 18th.  
**Date:** Wednesday, April 08, 2015 5:01:20 PM

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Commissioner, Mayor's Community Affairs Unit

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**From:** [Perez, Roberto](#)  
**To:** ["raymond@berlinrosen.com"](mailto:raymond@berlinrosen.com)  
**Subject:** Are you ready to do your part? Sign up for our day of action on April 18th.  
**Date:** Wednesday, April 08, 2015 5:02:13 PM

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Commissioner, Mayor's Community Affairs Unit

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**From:** [Perez, Roberto](#)  
**To:** "[Valerie Berlin](#)"  
**Subject:** Are you ready to do your part? Sign up for our day of action on April 18th.  
**Date:** Wednesday, April 08, 2015 5:03:22 PM

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**From:** [The Office of Mayor de Blasio](#)  
**To:** [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)  
**Subject:** You are cordially invited to a reception celebrating Jewish Heritage  
**Date:** Wednesday, May 13, 2015 11:40:36 AM

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The Mayor of the City of New York

**Bill de Blasio**

cordially invites you to  
a reception celebrating

# Jewish Heritage

Thursday, June 11, 2015  
5:30 PM to 7:00 PM

Museum of Jewish Heritage  
36 Battery Place, Manhattan

*The museum will be open to guests  
starting at 4:30 PM.*



RSVP (212) 788-2569 or  
email: [RSVP@cityhall.nyc.gov](mailto:RSVP@cityhall.nyc.gov)

Glatt kosher food provided

Bill de Blasio

cordially invites you to a reception celebrating

Jewish Heritage

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36 Battery Place, Manhattan

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Glatt kosher food provided

RSVP by Thursday, June 4, 2015.

Space is limited.

This invitation is non-transferable.

**[Yes, I am attending](#)**

**[No, I will not attend](#)**

**From:** [Perez, Roberto](#)  
**To:** ["Alex Mckay"](#)  
**Subject:** Today The Mayor's Community Affairs Unit presents Flushing Town Hall for Businesses  
**Date:** Monday, June 22, 2015 10:44:00 AM

---

## The Mayor's Community Affairs Unit presents

# Town Hall for Businesses

Learn about City programs and services to help businesses start, operate, and grow.

**John Choe**, Executive Director, **Greater Flushing Chamber of Commerce**, will moderate the Town Hall meeting.  
Speakers include:

- **Julie Menin**, Commissioner,  
Department of Consumer Affairs
- **Maria Torres-Springer**, Commissioner,  
Department of Small Business Services
- **Nicole Garcia**, Queens Borough Commissioner,  
Department of Transportation
- **Roberto Perez**, Deputy Commissioner,  
Mayor's Community Affairs Unit
- **Sonia Lin**, General Counsel,  
Mayor's Office of Immigrant Affairs
- **Jeffrey Lee**, Senior Vice President,  
Strategic Investments Group,  
NYC Economic Development Corporation
- **Charles Sturcken**,  
Director of Environmental Compliance Outreach Unit,  
Department of Environmental Protection
- **John Young**, Director of Queens Office,  
Department of City Planning
- **Magda Desdunes**,  
FSE Ombudsperson/Industry Relationship Coordinator,  
Department of Health and Mental Hygiene
- **Jason Chen**, Community Affairs Liaison,  
Department of Sanitation
- **Sue Too**, Asian Liaison,  
NYPD Community Affairs Bureau,  
New Immigrant Outreach Unit
- **Anthony Iuliano**,  
Government and Community Affairs Officer,  
Department of Buildings

**Time:** 6:00 p.m. – 8:00 p.m.  
**Date:** Monday, June 22, 2015  
**Place:** PS 20  
142-30 Barclay Avenue  
Flushing, NY 11355

**To RSVP:** Call (212) 436-0178 or email [Townhall@cityhall.nyc.gov](mailto:Townhall@cityhall.nyc.gov).

**Honoree Host:**  
Congresswoman Grace Meng

**Cosponsors include:**  
Queens Borough President Melinda Katz, State Senator Tony Avella, State Senator Toby Ann Stavisky, Assemblymember Ron Kim, Council Member Peter Koo, Greater Flushing Chamber of Commerce, Flushing Chinese Business Association, Asian Americans for Equality, NAACP Northeast Queens Branch, and Flushing Business Improvement District



**From:** [Perez, Roberto](#)  
**To:** ["Andy McDonald"](#)  
**Subject:** Today The Mayor's Community Affairs Unit presents Flushing Town Hall for Businesses  
**Date:** Monday, June 22, 2015 10:46:33 AM

---

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**From:** [Perez, Roberto](#)  
**To:** ["Jonathan Rosen"](#)  
**Subject:** Today The Mayor's Community Affairs Unit presents Flushing Town Hall for Businesses  
**Date:** Monday, June 22, 2015 11:21:45 AM

---

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**From:** [Perez, Roberto](#)  
**To:** ["Lynsey Kryzwick"](#)  
**Subject:** Today The Mayor's Community Affairs Unit presents Flushing Town Hall for Businesses  
**Date:** Monday, June 22, 2015 11:33:48 AM

---

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**From:** [Perez, Roberto](#)  
**To:** ["Michael Rabinowitz"](#)  
**Subject:** Today The Mayor's Community Affairs Unit presents Flushing Town Hall for Businesses  
**Date:** Monday, June 22, 2015 11:39:34 AM

---

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**From:** [Perez, Roberto](#)  
**To:** ["raymond@berlinrosen.com"](mailto:raymond@berlinrosen.com)  
**Subject:** Today The Mayor's Community Affairs Unit presents Flushing Town Hall for Businesses  
**Date:** Monday, June 22, 2015 11:51:17 AM

---

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**From:** [Perez, Roberto](#)  
**To:** "Valerie Berlin"  
**Subject:** Today The Mayor's Community Affairs Unit presents Flushing Town Hall for Businesses  
**Date:** Monday, June 22, 2015 12:04:46 PM

---

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**From:** [The Office of Mayor de Blasio](#)  
**To:** [Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)  
**Subject:** You are cordially invited to the 2016 State of the City Address  
**Date:** Thursday, January 21, 2016 4:59:17 PM

---



The Mayor of the City of New York

**Bill de Blasio**

cordially invites you to the

## 2016 STATE OF THE CITY ADDRESS

Thursday, February 4, 2016

Doors open at 6:00 PM  
Program begins promptly at 7:00 PM

Lehman Center for the Performing Arts  
Concert Hall  
250 Bedford Park Boulevard West  
Bronx

RSVP by Friday, January 29, 2016  
(212) 788-2569 or  
email: [invitation@cityhall.nyc.gov](mailto:invitation@cityhall.nyc.gov)

Space is limited

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Space is limited

Seating is on first come first serve basis.

**THIS INVITATION IS NON-TRANSFERABLE.**

**Yes, I am attending**

**No, I will not attend**



**From:** [The Office of Mayor de Blasio](#)  
**To:** [Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)  
**Subject:** You are cordially invited to the 2016 State of the City Address  
**Date:** Friday, January 22, 2016 2:31:04 PM

---



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**Yes, I am attending**

**No, I will not attend**



**From:** [The Office of Mayor de Blasio](mailto:dan@berlinrosen.com)  
**To:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** REMINDER: You are cordially invited to the 2016 State of the City Address  
**Date:** Monday, January 25, 2016 1:03:10 PM

---



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**No, I will not attend**



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**To:** [Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)  
**Subject:** REMINDER: You are cordially invited to the 2016 State of the City Address  
**Date:** Monday, January 25, 2016 1:09:40 PM

---



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**Subject:** REMINDER: You are cordially invited to the 2016 State of the City Address  
**Date:** Monday, January 25, 2016 1:09:42 PM

---



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**No, I will not attend**



**From:** [Perez, Roberto](#)  
**To:** ["Alex Mckay"](#)  
**Subject:** Mayor's Community Affairs Unit & Southside United HDFC- Los Sures Present THRIVE NYC A Roadmap for Mental Health for All  
**Date:** Tuesday, January 26, 2016 10:09:20 AM

---

Mayor's Community Affairs Unit & Southside United HDFC – Los Sures® Present:

# Thrive

# NYC

A Roadmap for  
Mental Health  
for All

## BROOKLYN INFO SESSION

Special Presentation by Deputy Mayor For Strategic Policy Initiatives, **Richard Buery**



**Thursday February 11th at 9:00AM**  
**145 South 3rd Street, Brooklyn, NY 11211**

Learn more about the benefits of the **IDNYC** & schedule an appointment

Come for a unique opportunity to keep your family safe!  
Get a **Free alarm** installed in your home. **#GetAlarmedNYC**

**Co-Sponsors:**  
Brooklyn Borough President **Eric Adams**  
Congresswoman **Nydia Velazquez**

Council Member **Antonio Reynoso**  
Assembly Member **Maritza Davila**  
State Senator **Martin Dilan**



**From:** [Perez, Roberto](#)  
**To:** ["Andy McDonald"](#)  
**Subject:** Mayor's Community Affairs Unit & Southside United HDFC- Los Sures Present THRIVE NYC A Roadmap for Mental Health for All  
**Date:** Tuesday, January 26, 2016 10:09:53 AM

---

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**From:** [Perez, Roberto](#)  
**To:** ["Jonathan Rosen"](#)  
**Subject:** Mayor's Community Affairs Unit & Southside United HDFC- Los Sures Present THRIVE NYC A Roadmap for Mental Health for All  
**Date:** Tuesday, January 26, 2016 10:18:54 AM

---

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**From:** [Perez, Roberto](#)  
**To:** ["Lynsey Kryzwick"](#)  
**Subject:** Mayor's Community Affairs Unit & Southside United HDFC- Los Sures Present THRIVE NYC A Roadmap for Mental Health for All  
**Date:** Tuesday, January 26, 2016 10:22:06 AM

---

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# NYC

A Roadmap for  
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Council Member **Antonio Reynoso**  
Assembly Member **Maritza Davila**  
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**From:** [Perez, Roberto](#)  
**To:** ["Michael Rabinowitz"](#)  
**Subject:** Mayor's Community Affairs Unit & Southside United HDFC- Los Sures Present THRIVE NYC A Roadmap for Mental Health for All  
**Date:** Tuesday, January 26, 2016 10:23:18 AM

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Mayor's Community Affairs Unit & Southside United HDFC – Los Sures® Present:

# Thrive

# NYC

A Roadmap for  
Mental Health  
for All

## BROOKLYN INFO SESSION

Special Presentation by Deputy Mayor For Strategic Policy Initiatives, **Richard Buery**



**Thursday February 11th at 9:00AM**  
**145 South 3rd Street, Brooklyn, NY 11211**

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**From:** [Perez, Roberto](#)  
**To:** ["Valerie Berlin"](#)  
**Subject:** Mayor's Community Affairs Unit & Southside United HDFC- Los Sures Present THRIVE NYC A Roadmap for Mental Health for All  
**Date:** Tuesday, January 26, 2016 10:29:08 AM

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**From:** [Perez, Roberto](#)  
**To:** ["Alex Mckay"](#)  
**Subject:** Mayor's Community Affairs Unit & Southside United HDFC- Los Sures Present: THRIVE NYC Brooklyn INFO Session  
**Date:** Friday, January 29, 2016 2:05:23 PM

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**From:** [Perez, Roberto](#)  
**To:** ["Andy McDonald"](#)  
**Subject:** Mayor's Community Affairs Unit & Southside United HDFC- Los Sures Present: THRIVE NYC Brooklyn INFO Session  
**Date:** Friday, January 29, 2016 2:06:39 PM

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**From:** [Perez, Roberto](#)  
**To:** ["Jonathan Rosen"](#)  
**Subject:** Mayor's Community Affairs Unit & Southside United HDFC- Los Sures Present: THRIVE NYC Brooklyn INFO Session  
**Date:** Friday, January 29, 2016 2:16:25 PM

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**From:** [Perez, Roberto](#)  
**To:** ["Lynsey Kryzwick"](#)  
**Subject:** Mayor's Community Affairs Unit & Southside United HDFC- Los Sures Present: THRIVE NYC Brooklyn INFO Session  
**Date:** Friday, January 29, 2016 2:19:47 PM

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State Senator **Martin Dilan**



**From:** [Perez, Roberto](#)  
**To:** ["Michael Rabinowitz"](#)  
**Subject:** Mayor's Community Affairs Unit & Southside United HDFC- Los Sures Present: THRIVE NYC Brooklyn INFO Session  
**Date:** Friday, January 29, 2016 2:21:11 PM

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# NYC

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**From:** [Perez, Roberto](#)  
**To:** ["Valerie Berlin"](#)  
**Subject:** Mayor's Community Affairs Unit & Southside United HDFC- Los Sures Present: THRIVE NYC Brooklyn INFO Session  
**Date:** Friday, January 29, 2016 2:27:06 PM

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Council Member **Antonio Reynoso**  
Assembly Member **Maritza Davila**  
State Senator **Martin Dilan**



**From:** [The Office of the Mayor and the First Lady](#)  
**To:** [valerie@berlinrosen.com](mailto:valerie@berlinrosen.com)  
**Subject:** You are cordially invited to a reception celebrating LGBT Pride Month  
**Date:** Friday, June 17, 2016 4:31:12 PM

---



**Bill de Blasio**

The Mayor of the City of New York

and

**Chirlane McCray**

The First Lady of the City of New York

cordially invite you to a reception celebrating

## **LGBT PRIDE MONTH**

Thursday, June 23, 2016

6:00 PM to 8:00 PM

Queens Museum

Flushing Meadows Corona Park

Queens, NY 11368

RSVP (212) 788-2569

or email: [event@cityhall.nyc.gov](mailto:event@cityhall.nyc.gov)

This invitation is non-transferable.

Bill de Blasio  
The Mayor of the City of New York

and

Chirlane McCray  
The First Lady of the City of New York

cordially invite you to a reception celebrating

**LGBT PRIDE MONTH**

Thursday, June 23, 2016  
6:00 PM to 8:00 PM

Queens Museum  
Flushing Meadows Corona Park  
Queens, NY 11368

RSVP (212) 788-2569  
or email: [event@cityhall.nyc.gov](mailto:event@cityhall.nyc.gov)

This invitation is non-transferable.

Space is limited.

RSVP by Monday, June 20, 2016.

**Yes, I am attending**

**No, I will not attend**



**From:** [Pham, Linda](#)  
**To:** [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)  
**Subject:** RE: Save the Date: Gracie Mansion Conservancy Benefit, October 17  
**Date:** Monday, September 12, 2016 4:38:00 PM

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Good afternoon Jonathan Rosen,

I hope your week is starting out well. We wanted to follow up with you on your attendance to our **Gracie Mansion Conservancy Benefit Dinner** on Monday, October 17<sup>th</sup>, 2016. For your convenience please select your tickets and let us know how you like to be listed as in our program directly at <http://www1.nyc.gov/site/gracie/donate/donate.page>.

Thank you so much for your time and generosity in preserving Gracie Mansion.

We look most forward to hearing from you.

Warm Regards,

***Linda Pham***

*The Gracie Mansion Conservancy*

181 East End Avenue @ 88<sup>th</sup> Street

direct 212-676-3060 | [gracie tours](#)

**From:** [Fialkoff, Gabrielle](#)  
**To:** ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Subject:** \$20 Million in Private Donations Raised for Mayor de Blasio's Computer Science for All Initiative  
**Date:** Thursday, September 22, 2016 4:23:22 PM  
**Attachments:** [image001.png](#)

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**MAYOR'S OFFICE OF STRATEGIC PARTNERSHIPS  
CITY HALL  
NEW YORK, NY 10007**

Dear Jonathan --

Today, we are proud to announce that in one year, we have raised \$20 million, trained over 450 teachers, and have expanded Computer Science education to nearly 250 schools as part of Computer Science for All, a landmark ten-year public-private initiative to bring CS education to all 1.1 million NYC public school students.

Please see below for the full release and for more information on CS4All.

Warm regards,  
Gabrielle

**\$20 MILLION IN PRIVATE DONATIONS RAISED FOR MAYOR DE BLASIO'S  
COMPUTER SCIENCE FOR ALL INITIATIVE**

*Program has already reached 246 schools and trained more than 450 teachers*

*Goal of universal access to computer science education for 1.1 million students ahead of  
progress*

**NEW YORK**—Mayor Bill de Blasio, Schools Chancellor Carmen Fariña and Gabrielle Fialkoff, Senior Advisor and Director of the Office of Strategic Partnerships, announced today that Mayor de Blasio's Computer Science for All (CS4All) initiative has raised \$20 million in private funding. The fundraising campaign is half-way toward meeting a \$40 million goal that will ultimately be matched in public funding for one of the cornerstones of the Mayor's Equity and Excellence education reforms.

Today, 246 elementary, middle and high schools across the city are participating in CS4All. More than 450 teachers are receiving rigorous training to bring computer science instruction to their schools. CS4All gives students the computational thinking, problem solving and critical thinking skills necessary for college and professional success. Last September, the Mayor announced that the City would be bringing the program to every elementary, middle, and high school by 2025.

“Last year we announced an ambitious plan to bring computer science education to every public school student by 2025 – making New York City the largest school district in the country to do so. Today, we are announcing real strides in completing our goal,” said **Mayor Bill de Blasio**. “The city’s tech industry is growing, yet before Computer Science for All, fewer than five percent of our public school students had even the most basic skills necessary to apply for these jobs. Through this program, we’re laying the groundwork today so that our kids can apply for these jobs tomorrow.”

The initiative is a model for effective public-private partnerships, with the City of New York and the private sector bearing programmatic costs equally. Today the Mayor announced new commitments from: Math for America (MfA); Robin Hood Education and Technology Fund, co-chaired by David Siegel and John Overdeck; Paulson Family Foundation; Alexandria Real Estate Equities, Inc.; the Hutchins Family Foundation; Association for a Better New York and the Rudin Family Foundation; Wachtell, Lipton, Rosen & Katz; Ron Conway, Founder, SV Angel; and Nancy and Alan Schwartz. Founding partners Fred Wilson and CSNYC, Robin Hood and the AOL Charitable Foundation, as well as early investment from AT&T that helped make the initiative possible. Public dollars support the infrastructure and human capital needed to pull off what is the largest effort of its kind. Private dollars support the training of nearly 5,000 teachers over the next ten years. These funds are overseen and administered by the New York City Fund for Public Schools.

“Computer Science for All is a cornerstone of equity and excellence in our public schools – these are the skills our students need to be successful in high school, college, and careers in the 21st century,” said **Schools Chancellor Carmen Fariña**. “This isn’t just for particular students from particular backgrounds; learning how to think critically and computationally, and how to create with technology, must be for all students. I thank our private partners for recognizing the importance of this initiative and for their investment.”

“The Mayor’s vision for New York City schools will put a new generation on the path toward success,” said **Gabrielle Fialkoff, Senior Advisor to the Mayor and Director of the Office of Strategic Partnerships**. “Through this landmark public-private partnership, we will level the playing field for every student in every borough. Computer Science for All is an investment in creating opportunities for all of our young people, particularly in a global economy where technology is integral to every industry.”

Through the implementation of this ten-year initiative, New York City will be the largest school district in the country to provide computer science education to all students, particularly populations underrepresented in tech including girls, African-American and Latino students and students from low-income families. Most students in public schools traditionally either lack access to computer science or gain these skills too late. Early and widespread exposure to computer science is key to breaking down gender and racial

barriers, leading to greater diversity and equality in the tech sector and relevant industries. The initiative promotes critical skills like thinking creatively, working as a team, and interacting with technology, as well as technical skills that will power the 21st century economy.

Computer science education at the scale of New York City's public school system, encompassing 1.1 million students, will allow a new generation to be active creators of technology. By expanding access to computer science throughout NYC public schools, CS4All will also promote the cultivation of local and diverse talent for the City's own workforce, including technology, and have a ripple effect across the country, where only a quarter of professional computing jobs are held by women and less than ten percent are held by African-Americans and Latinos.

Of the 246 schools participating in Computer Science for All programs, 98 are offering full-year courses or multi-year sequences including AP Computer Science Principles, the Software Engineering Program (SEP) and the SEP Jr. program for elementary schools. Teachers from the remaining schools have participated in the "CS Track" of the Department of Education's STEM Institute and received intensive training to implement rigorous, hands-on CS lessons and units in their schools. Through teachers' participation in these programs, students in elementary, middle and high school will learn the fundamentals of computer science, such as coding, robotics and web design.

By 2025, all New York City public school students will receive at least one meaningful, high-quality computer science unit or course at each school level: elementary, middle, and high school. The centerpiece of the initiative is the training of nearly 5,000 teachers who will, by year ten, bring computer science to more than 245,000 students each year.

Importantly, many of these students will be prepared to fill the 200,000 additional technology jobs that New York City's employers will create over the next decade while *all* graduates will be equipped with soft skills needed to successfully navigate the 21st century economy. Together, the Equity and Excellence initiatives will support progress across all schools so that, by 2026, 80 percent of students graduate high school on time, two-thirds of graduates are college ready and all students are reading on grade level by the end of 2nd grade. More information on Equity and Excellence is available [online](#).

"I am very gratified to see so many leaders of the private sector in NYC get behind CS4All. This is the kind of transformational effort that requires the support of both government and the private sector. Together we are making sure that all of our students in NYC are trained in the skills that they need to be successful in the private sector and really any sector. So it makes sense that everyone is coming together to support this work," said **Fred Wilson, Founder and Chairman of CSNYC Partner and Union Square Ventures.**

"Computer Science is a spectacularly rich and beautiful subject, closely connected to mathematics and science, and nowadays to everyday life as well," said **John Ewing, MfA President.** "MfA's one thousand math and science teachers are enthusiastic about the computer science initiative, and many are already involved. We are delighted to support an effort at the frontiers of education – one that offers exciting opportunities not only for students but for teachers as well."

“CS4ALL is about helping our students develop the necessary skills and competencies to be successful in the 21st century. Access to high-quality computer science education will increase the demand for our city’s students in higher education and in the job market,” said **John Paulson, President of Paulson and Co. Inc.**

“We are incredibly pleased to support the City’s commitment to providing computer science and technology skills to a new generation of innovative thinkers,” said **Joel S. Marcus, Chairman, CEO and Founder of Alexandria Real Estate Equities, Inc.** “As the leading provider of science and technology campuses, and the developer of the City’s first and only world-class science and technology campus in Manhattan, Alexandria feels strongly about creating the knowledge workforce of the future and supporting the recruitment of highly skilled talent for our tenants who work day-in and day-out to treat, cure, and manage disease.”

"Just as accounting is the language of business and calculus is the language of physics, computer science is the language of innovation. The vision of Computer Science for All to teach teachers is a uniquely powerful means to equip the students of New York City to participate and prosper in the innovation economy of the future. The Hutchins Family Foundation is pleased to be able to play a part in this invaluable initiative." **Debbie and Glenn Hutchins, co-Founders of the Hutchins Family Foundation.**

“CS4All is the largest public sector effort to educate our children in computer science and to match their skills with the needs and the opportunities of tomorrow,” said **William C. Rudin, Chairman of the Association for a Better New York.** “The May and Samuel Rudin Family Foundation and the ABNY Foundation are proud to be supporters of Mayor de Blasio and the New York City Department of Education in taking on bold initiatives for our children and for the future of our city.”

“Wachtell Lipton has been proud to join with leaders in every sector of our city to support CS4All. Its progress in just the first year, and its transformative vision for the years to come, will make a powerful difference in the lives of children across this city who will be given the opportunity to learn, and ultimately themselves to lead, in a critical business sector and in an indispensable language of the future,” said **Kevin S. Schwartz, Partner at Wachtell, Lipton and Rosen & Katz.**

"CS4All is an initiative that I hope spreads across the country fast, including Silicon Valley! Computer science is a ‘basic’ goal for all students now, and the sooner we make the curriculum available to all, the better,” said **Ron Conway, Founder of SV Angel.**

“As a founding partner of CS4All, Robin Hood is proud of what has been accomplished in just a year. With professional development opportunities for hundreds of teachers and schools, this was a strong start to what is already an important initiative. We all share a commitment that all of New York City’s students should be graduating from high school having received a strong education and with the skills and tools they need to succeed,” **Reynold Levy, President of Robin Hood.**

“We know that many young people miss out on careers in technology, because they just don’t have the chance to uncover their passion for it,” said **Sara Link, President of the AOL Charitable Foundation.** “By giving NYC students from all backgrounds the exposure to computer science, they are gaining skills and experiences they will need to

achieve success in their academic careers and beyond in our tech-enabled world. The AOL Charitable Foundation is proud to support this groundbreaking program alongside CSNYC, Robin Hood, the DOE and other leading partners to make a real difference in the lives of NYC students.”

"Tech jobs are growing faster than any other sector, and yet we do not have enough skilled workers to fill them. CS4All ensures that the next generation of New Yorkers will be fully prepared for the jobs of the future," said **Kathryn S. Wylde, President and CEO of the Partnership for New York City**.

“We often say that genius is evenly distributed across zip codes, but opportunity is not. This is particularly true when it comes to access to Computer Science education – skills that are increasingly critical to the well-paying jobs of the future,” said **Mitch Kapor, tech pioneer and partner at Kapor Capital**. “We’ve seen in Oakland that these types of public-private partnerships can help tap the genius that is often overlooked in underrepresented students, and we are enthusiastic supporters of New York’s CS4ALL efforts.”

"More than at any time in our history, it is critical for companies like AT&T to invest in developing a diverse talent pipeline, providing our young people with the skills that they need to succeed and that will help our society prosper. That’s why AT&T is so proud to be a longtime supporter of STEM education in New York City, starting with our investment in the Software Engineering Pilot program that laid the groundwork for Computer Science for All,” said **Marissa Shorenstein, New York State President of AT&T**. "We are thrilled to watch our commitment come to life in more than 250 schools during just the first year of this initiative, and we look forward to seeing hundreds more following suit next year.”

"As a partner in this effort, we applaud the work of NYC schools to expand access to computer science for all students, especially for underrepresented minorities. It's inspiring to see educators rise up to bring this opportunity to classrooms and to students who would otherwise be left behind,” said **Hadi Partovi, Founder of [Code.org](https://code.org)**.

“Facebook applauds Mayor de Blasio’s important effort to provide all 1.1 million New York City public school children access to a computer science education. By equipping every single student with the skills and knowledge to compete in today’s economy, Computer Science for All will help create a new generation of talented, creative leaders,” said **Will Castleberry, Vice President of State and Local Policy of Facebook**.

"Accenture is delighted to support New York City’s Computer Science For All initiative – which has the potential to fundamentally change the future of the tech industry through its scale and scope,” said **Lynn McMahon, New York Metro Managing Director of Accenture**. “Technology is changing the workplace in many ways, and we are committed to helping the next generation build skills that will help them succeed in the digital economy.”

“Computer Science for All demonstrates the power of public private partnerships,” said **Sarah Geisenheimer, Executive Director of the Fund for Public Schools**. “With commitments from the City and private funders we are able to move quickly to ensure that every single NYC student has access to an education that will equip them with the skills to

succeed in the future. We are grateful for this partnership and the investments that will create opportunities for all our students.”

“New York's CS4All initiative is an essential program for preparing students to live and work in a world where technologies are increasingly pervasive. The New York Hall of Science is proud to stand as a partner with the Department of Education to help give New York City students every advantage in acquiring the skills and knowledge that will enable them to play an active role in shaping the future of technology,” said **Margaret Honey, President and CEO of the New York Hall of Science.**

"I congratulate Mayor de Blasio's ambitious effort to integrate computer science as a new subject matter into the public schools in New York. In this digital era it is more critical than ever before for every student in our city to have exposure to the fundamentals of computers. I am thrilled to support the work of this initiative,” said **Eliot Horowitz, Chief Technology Officer and co-Founder at MongoDB.**

"Code/Interactive is proud to partner with the NYC Department of Education to develop computer science programs in schools across the city. We trained over 100 computer science teachers this summer through the NYC Department of Education's STEM Institute, Exploring Computer Science professional development, and [Code.org](https://code.org)'s AP Computer Science Principles course. Our work with students, teachers, and schools would not be possible without support and leadership from the Mayor's Office and the NYC Department of Education," said **Michael Denton, Executive Director of Code/Interactive.**

“By integrating computer science into existing math classes through our introductory course, schools across NYC have been able to introduce computer science to their entire student body – without having to create a dedicated class. We’re proud to continue our work with thousands of students across NYC,” said **Emmanuel Schanzer, Founder of Bootstrap.**

“The K-5 teachers in our workshop at the STEM Institute have been amazing. It's exciting to see educators at different points in their careers designing and coding their own robots and lessons to bring back to their classrooms. At only a couple weeks into the New Year, our early ed teachers are already starting to introduce robotics and coding into their classrooms, integrating their new skills and knowledge with their regular lessons and classroom activities. This level of buy-in and integration is paramount to the success of computer science education, and we're thrilled to be working with the NYC Department of Education to help teachers channel this enthusiasm into high quality and engaging lessons,” said **Gaelen Hadlett, co-Director of Sunset Spark.**

“Computer Science for All is enabling our students to become better thinkers, problem-solvers, and builders of ideas and technology – as opposed to just consumers. It’s thrilling to see our educators expanding their toolbox, as they collaborate across the city to bring innovative lessons to their classrooms. Our partners are essential in making all of this possible, and we will continue to work hand-in-hand to achieve equity and excellence for all students,” said **Phil Weinberg, Deputy Chancellor for Teaching and Learning.**

“We are excited to partner with nearly 5,000 innovative, committed and creative teachers and their administrators to bring computer science to all NYC students. The 450-plus teachers we’ve worked with have shown tremendous dedication to learning new content,

embracing their students' and their own creativity, and expanding opportunities for all students," said **Debbie Marcus, Executive Director of Computer Science for the New York City Department of Education.**

"We recognize that all children, regardless of socioeconomic status or background, need to have access to the computer science skills that will help them to thrive in the marketplace and we applaud City leaders for taking the necessary action to make this a reality for students across New York" said **Leecia Eve, Vice President of New York State Government Affairs at Verizon.** "Programs like these are vital to our communities and mirror our commitment to providing equal access to technology and STEM education for underserved students. And in the spirit of this mission, through the White House ConnectEd program, we are proud to donate tablets and Internet access for students, along with professional development for the teachers through Verizon Innovative Learning to three City schools. The work being done in NYC is a model example of what we need to see nationwide."

"Classroom teachers are essential allies in democratizing access to computing education – and I admire CS4All's strong commitment to supporting teachers as part of this initiative. Our research team has been delighted to support NYC teachers through professional development events, curriculum, and building connections to an international community of educators who are passionate about computing as a creative medium," said **Karen Brennan, Associate Professor and Director of the Creative Computing Lab at the Harvard Graduate School of Education.**

"CS4All is an important step in expanding access for girls, who have been left behind in computer science education. As we continue to grow CS4All in New York City, we look forward to seeing more public and private investment to ensure that we're meeting the needs of girls and other underrepresented minorities," said **Reshma Saujani, Founder and CEO of Girls Who Code.**

"New York City is moving towards computer science being considered a core subject, as necessary as history and literature for our students' success. By working together, we are helping more students gain critical skills and be better prepared for the careers and demands of an information economy," said **Michael Mulgrew, President of the United Federation of Teachers.**

"Technology and computer literacy has quickly become an integral part of the 21st century workforce, and our schools must adapt quickly to teach our students the skills they need to succeed in college and to get good paying jobs. That's why I am a strong supporter of STEM initiatives and computer science programs to close the digital gap that disproportionately affects low income students and students of color," said **Congressman José E. Serrano.** "I applaud Mayor de Blasio's leadership on this issue and for making the right investments to make sure all our kids have the best opportunity to thrive in life."

**Council Member Daniel Dromm, Chair of the New York City Council Committee on Education** said, "These donations are equipping our students with skills that will benefit them their entire lives. Computer science education teaches students to think creatively and strategically. Those who wish to major in computer science in college will be better prepared for this course of study. I am pleased that the Administration is prioritizing Computer Science for All and will continue to work with them to further expand this

initiative."

"Computer science is the cornerstone of the modern economy and therefore should be a major component of our education curriculum," said **Council Member James Vacca, Chair of the New York City Council Committee on Technology**. "CS4All is a great leap towards providing computer science training for all of our students. I'm pleased that we've reached this important funding benchmark and look forward to the full implementation of the initiative. I applaud Mayor de Blasio, Chancellor Fariña and Director Fialkoff for their commitment to this cause."

"New York's fastest growing business sector is the tech industry, only second in the country to Silicon Valley and accounting for over 300,000 new jobs with median salaries of \$100,000. Computer science is no longer a niche discipline as the subject has become an integral part of nearly every aspect of our lives, and it's time our classrooms caught up with that trend. 21st century schools should have 21st century curricula, and we owe it to the 1.1 million NYC public school students to prepare them for the 21st century job market," said **Council Member Mark Levine**. "We've taken a big step forward by adding computer science curricula to over 246 schools. I applaud the Mayor for his CS4ALL campaign, and look forward to seeing the positive effects it will have in the years to come."

#### **About the Fund for Public Schools**

The Fund for Public Schools (FPS) is a nonprofit partner to the NYC Department of Education, building public-private partnerships to strengthen our city's public schools and create opportunities for its 1.1 million students. The Fund secures private dollars for critical system-wide education initiatives, develops partnerships, and encourages broad public engagement both in our schools and in the lives of our students.

###

**From:** [Fialkoff, Gabrielle](mailto:Fialkoff_Gabrielle)  
**To:** ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Subject:** ICYMI: In New York, an Explosion of Partnerships Between Philanthropy and Government  
**Date:** Monday, October 17, 2016 3:39:04 PM  
**Attachments:** [image001.png](#)

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**MAYOR'S OFFICE OF STRATEGIC PARTNERSHIPS  
CITY HALL  
NEW YORK, NY 10007**

**Inside Philanthropy**

Wednesday, October 12, 2016

**In New York, an Explosion of Partnerships Between  
Philanthropy and Government**

Alyssa Ochs



Credit: Momos via Wikimedia Commons (CC BY-SA 3.0)

Mayoral funds represent an interesting development in local philanthropy, and not one without controversy. In the recent past, we've written about the Mayor's Fund for Los Angeles and the Mayor's Fund to Advance New York City, which are both public-private efforts aimed at mobilizing extra resources—from foundations, corporations, and major individual donors—to address challenges in those cities.

But in New York City, there's another entity that's linked to the mayor connected with philanthropy and is all about strengthening new types of partnerships for the good of the city. It's called the NYC Mayor's Office of Strategic Partnerships, and it's at the nexus of a rapidly expanding set of initiatives bringing together philanthropic funders and city agencies, touching on multiple areas of life in the city.

Before saying more about this effort, it's worth noting that partnerships between government and philanthropy have really blossomed at the national level under the Obama administration. The White House Office of Social Innovation and Civic Participation has been at the center of this action. The administration's best-known effort to work with philanthropy, My Brother's Keeper, boosts boys and young men of color. But there have been other initiatives, too, including one focused on young women of color, as we've reported.

So what's happening along these lines in New York?

Well, a few weeks ago, Mayor de Blasio [announced](#) the success of Computer Science for All, or CS4All, one of the top initiatives of his Office of Strategic Partnerships. The aim of this effort is to bring computer science education to 1.1 million public school kids. Right now, 95 percent of students in New York—who are mostly low-income kids of color—don't have access to CS education.

A key to CS4All has been rallying private funders to pitch in, and over the past year, many have stepped up, donating an impressive \$20 million. As you would hope, the tech community has gotten behind CS4All, and founding partners including the venture capitalist Fred Wilson, the AOL

Charitable Foundation and AT&T. Also, as you'd expect, the Robin Hood Foundation has been involved from the start. Meanwhile, new commitments have come in from the Paulson Family Foundation, Math for America, the Rudin Family Foundation and several other funders.

This strong philanthropic support in New York for computer science education comes amid a flurry of funder-backed initiatives around the U.S. to teach kids to code and bolster tech skills overall. Quite a bit of this work is focused on bringing more diversity to the STEM field by engaging girls and young people of color.

These efforts draw in a diverse array of funders and stakeholders because they advance several goals at once, including promoting equity, meeting future employer needs, and strengthening local economies.

“The city’s tech industry is growing, yet before Computer Science for All, fewer than 5 percent of our public school students had even the most basic skills necessary to apply for these jobs,” Mayor de Blasio said. “Through this program, we’re laying the groundwork today so that our kids can apply for these jobs tomorrow.”

CS4ALL has already reached 246 schools and trained more than 450 teachers, and interestingly, the City of New York and the private sector are bearing costs of the program equally.

But there’s much more to NYC’s Office of Strategic Partnerships (OSP) than just this one relevant and timely program. It’s a new division that Mayor de Blasio created to mobilize philanthropic support behind a range of efforts to address inequities in the city. It was also designed to oversee the various funds set up to support city programs, namely the [Mayor’s Fund](#), [Fund for Public Health](#), and [Fund for Public Schools](#).

[Gabrielle Fialkoff](#) has been the woman in charge of this ambitious effort since March 2014. As senior advisor to the Mayor of New York City and the director of OSP, she oversees the activities of these and other city-affiliated nonprofits. The Fund for Public Housing and the Gracie Mansion Conservancy are also on this list.

As well, the Office of Strategic Partnerships recently launched a brand new initiative called [Building Healthy Communities](#) (BHC), so this is another effort to keep an eye on around town. The goal is to improve health outcomes in 12 underserved neighborhoods, and this public-private partnership encompasses things like physical activity, access to healthy food, and public safety in communities notorious for poverty.

The leaders at work on BHC are OSP and the Fund for Public Health, which is doing the grants management and ongoing fundraising. Current funding is coming from the following sources, several of which we cover regularly here at IP: Unilever North America, the Laurie M. Tisch Illumination Fund, New York State Health Foundation, Target, Aetna Foundation, Astoria Energy, Empire Blue Cross Blue Shield HealthPlus, the New York Community Trust, the Durst Organization, Merck Family Fund, Pure Edge, Inc. Success Through Focus, KaBOOM!, New York City FC, the U.S. Soccer Foundation, and Adidas. So far, this effort has at least \$12 million to work with.

The neighborhoods of East Harlem, Brownsville, Canarsie, Mott Haven, Hunts Point, Morrisania, Bedford-Stuyvesant, Central Harlem, Corona, Flushing, Mariners Harbor, and Stapleton were chosen to be part of BHC because of their lack of parks and access to safe public spaces and healthy foods.

There’s so much inter-agency collaboration involved in this effort that it can be difficult to wrap your head around it all at times. For example, BHC funds are paying for five urban farms at developments of the New York City Housing Authority, the building of 50 new soccer fields is underway with the US Soccer Foundation, and BHC is working with the Department of Transportation to improve public

walking paths and signage. Check out this [press release](#) for full details.

Although it's not what we think of as a traditional philanthropic funder, OSP is definitely an entity to watch and get involved with, given its connectedness and impressive influence. NYN Media's [interview](#) with Fialkoff is worth a read to get a sense of her perspective, and the Office of the Mayor's [news page](#) is a good way to keep up with what these partnerships are doing.

**From:** [The Office of the Mayor and First Lady](#)  
**To:** [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)  
**Subject:** TEST: You are cordially invited to a reception in honor of The Harry S. Truman Scholarship Foundation 40th Anniversary  
**Date:** Friday, October 21, 2016 6:41:48 PM

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**Bill de Blasio**, 1981 Truman Scholar  
The Mayor of the City of New York

and

**Chirlane McCray**  
The First Lady of the City of New York

cordially invite you to a reception in honor of

**The Harry S. Truman Scholarship Foundation  
40th Anniversary**

Wednesday, November 16, 2016  
6:30 PM to 8:30 PM

Gracie Mansion  
88th Street and East End Avenue

RSVP: (212) 788-2569  
or email: [invitation@cityhall.nyc.gov](mailto:invitation@cityhall.nyc.gov)

This invitation is non-transferable.



**Bill de Blasio**, 1981 Truman Scholar  
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and

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or email: [invitation@cityhall.nyc.gov](mailto:invitation@cityhall.nyc.gov)

This invitation is non-transferable.

Business attire is recommended.

Space is limited.

RSVP by Wednesday, November 9.

**Yes, I am attending**

**No, I will not attend**



**From:** [The Office of the Mayor and First Lady](#)  
**To:** [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)  
**Subject:** REMINDER: You are cordially invited to a reception in honor of The Harry S. Truman Scholarship Foundation 40th Anniversary  
**Date:** Friday, November 04, 2016 11:10:26 AM

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**Bill de Blasio**, 1981 Truman Scholar  
The Mayor of the City of New York

and

**Chirlane McCray**  
The First Lady of the City of New York

cordially invite you to a reception in honor of

**The Harry S. Truman Scholarship Foundation  
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Space is limited.

RSVP by Wednesday, November 9.

**Yes, I am attending**

**No, I will not attend**



**From:** [Fialkoff, Gabrielle](mailto:Gabi@berlinrosen.com)  
**To:** ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Subject:** Macy's Thanksgiving Day Parade  
**Date:** Wednesday, November 16, 2016 10:55:47 AM

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Dear Jonathan—

It's that time of year again! We are pleased to be part of the world famous Macy's Thanksgiving Day Parade.

The Mayor's office would like to offer you tickets to this year's parade. The City's viewing area is located on Central Park West and Columbus Circle (please see diagram below)

If you would like to attend, please email Matt Everett at [meverett@cityhall.nyc.gov](mailto:meverett@cityhall.nyc.gov) with the number of tickets you are requesting. Please note that there is a limited number available, and tickets must be picked up from the Mayor's Fund offices at 253 Broadway, 6th floor from Thursday, November 17 through Wednesday, November 23.

Wishing you a wonderful Thanksgiving.



**IMPORTANT CHECK-IN INSTRUCTIONS**

Entry begins at 6:30 AM.  
All attendees **MUST** be seated by 8:15 AM.  
No admission after 8:15 AM.

**DIRECTIONS TO THE BLEACHERS:**

Enter at 62<sup>ND</sup> Street.  
All participants must enter the bleacher area via 62nd Street at Columbus Avenue. There is no other entry point to the NYC bleachers.

Gabrielle Fialkoff  
Senior Advisor to the Mayor  
Director of the Office of Strategic Partnerships  
212-341-5084  
[gfialkoff@cityhall.nyc.gov](mailto:gfialkoff@cityhall.nyc.gov)

**From:** [Fialkoff, Gabrielle](#)  
**To:** ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Subject:** A Year of Partnership  
**Date:** Monday, December 19, 2016 5:04:41 PM  
**Attachments:** [image001.png](#)

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**MAYOR'S OFFICE OF STRATEGIC PARTNERSHIPS  
CITY HALL  
NEW YORK, NY 10007**

Dear Jonathan—

I hope you and your loved ones are having a wonderful holiday season. As we find ourselves at the end of another successful year, I wanted to share with you some of the partnerships the de Blasio Administration has developed with the private sector to further the Mayor's goals of fighting inequality across the five boroughs. Below are a few highlights; we are especially proud of our success in securing a record number of summer jobs for NYC's young people, the First Lady's continued steadfast leadership on the issue of Mental Health, the expansion of our Building Healthy Communities Initiative, and the early success of Computer Science for All.

None of this would have been possible without the support and commitment of our partners – the companies, foundations, and individuals who are just as dedicated to making this an even better City for all 8.5 million New Yorkers.

Many thanks, and I look forward to continued partnership in 2017.

Happy Holidays,  
Gabrielle

**Center for Youth Employment: Announced Record Number of Summer Jobs and Employers**

- 475 employers participated in Ladders for Leaders internships, double the number from the previous summer.
- Launched Industry Partnerships to support jobs in five of New York's most vital sectors: media and entertainment, real estate, hospitality, business services, and fashion.
- The Summer Youth Employment Program, the nation's largest summer jobs program, enrolled a record 60,113 participants in 2016.
- Created an Employer Best Practices Playbook, to share strategies for businesses to host interns and build a pool of diverse talent.

**Fund for Public Schools: 250 Schools Now Have Computer Science Education, with 450 Teachers Trained**

- Secured 50% of the private funding needed in the first 12 months for Computer Science for All, a ten-year citywide initiative to create universal computer science education in public schools.
- Training and implementation ahead of schedule in the initiative's first year.

**Fund for Public Health: Building Healthy Communities (BHC), 3 Urban Farms Launched – 8000 Pounds of Food Delivered to NYCHA Residents**

- Built 3 urban farms at NYCHA developments in East Harlem, Brownsville, and Canarsie, training and employing NYCHA youth.
- Activated programming to improve health outcomes in the underserved neighborhoods of East Harlem, Hunts Point, Morrisania, Mott Haven, Brownville, Stapleton, Corona, and Flushing.
- Developed and distributed BHC maps and guides for Brownsville and South Bronx to increase knowledge and awareness of key health assets for the community.

**City Soccer Initiative: Funded 50 New Soccer Fields and Programming for 10,000 Kids**

- \$3-million public-private partnership with NYCFC, adidas, the US Soccer Foundation to build 50 mini-soccer fields and the “Soccer for Success” mentorship programming to 10,000 kids across the five boroughs.

**ThriveNYC: Celebrated First Anniversary of First Lady’s Mental Health Plan with Major Milestones**

- Trained 578 employees at 15 Community-Based Organizations in the first year of Connections to Care, a \$30-million public-private partnership with the White House to train service providers in low-income communities to address clients’ mental health needs.
- Launched NYC Well, a free, confidential service to connect New Yorkers to support for mental health and substance use.
- Hosted CitiesThrive, a conference that brought together representatives from over 60 cities to promote mental health policy and action.

**Created Fund for Public Housing**

- Developed this year to form public-private partnerships to serve the City’s 500,000 NYCHA residents, the Fund for Public Housing has raised \$900,000.
- Created youth leadership development opportunities for hundreds of NYCHA teens.
- Provided scholarships to 10 CUNY-City College students who live in public housing.

**Gracie Mansion Conservancy: 21,000 New Yorkers Visit the People’s House**

- Between weekly tours, special events, and heritage receptions, Gracie Mansion welcomed over 21,000 visitors through its doors in 2016.
- The First Lady launched the Gracie Book Club, with its inaugural theme, “Envisioning Distant Neighbors.”

**BerlinRosen**

Identities of those whose personal email addresses were redacted pursuant to Public Officers Law §87(2)(b), effectively concealing the identities of the senders and/or recipients. Please note that the Mayor’s Office is not aware of all identities of email recipients and senders. Those email senders and recipients who could not be identified are marked as “Unknown.”

*If only one name is listed for a page, then all fully redacted names on that page are that same person.*

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20	Josh Gold
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	Peter Ragone
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423	Josh Gold
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436	Adam Cohen
770	Andrea Hagelgans
804	Azi Paybarah
1045	Rebecca Katz
1188	Emma Wolfe
1215	Emma Wolfe
1450	Bill de Blasio
1454	Wiley Norvell
1605	Geri Prado
1903	Matt Tepper
1904	Matt Tepper
1905	Matt Tepper
1907	Matt Tepper
1912	Matt Tepper
1917	Matt Tepper
1975	Erika Lindsey
2973	Laura Toole
2982	Laura Toole
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3013	Laura Toole
3014	Laura Toole
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3016	Laura Toole
3207	Laura Toole, Julia Kerson
	Laura Toole, Julia Kerson
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3221	Laura Toole
3222	Laura Toole, Julia Kerson
3223	Laura Toole
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