




GO VOTE NYC POST-PRIMARY CONVENING REPORT BACK



On August 6th, 2021, Hester Street held a convening of [Go Vote NYC](#) Grantees and Constituents to learn about the successes, challenges and opportunities of voter outreach for the NYC 2021 Elections. This document is a synthesis of that feedback, and provides goals and ideas for successful voter outreach and future coordination.

Thank you to all the insightful feedback from the attendees of this convening: [Brooklyn Public Library](#), [Center for Independence of the Disabled NY](#), [Hispanic Federation](#), [MinKwon Center for Community Action](#), [New York Immigration Coalition](#), [New York Public Library](#), [Northwest Bronx Community and Clergy Coalition](#), and [Queens Public Library](#).

	 Outreach	 Collaboration	 Messaging
Success Stories	<p>Internet access data was helpful to identify harder to reach voters</p> <p>Rank Choice Voting (RCV) was well understood due to outreach efforts</p> <p>Street canvassing was successful once it was safe to start doing so</p>	<p>Virtual events offered better access and better attendance</p>	<p>Included voter messaging into unrelated public events</p>
Challenges	<p>Virtual/digital space can leave some communities out (especially youth)</p> <p>Outdoor programming complicated by COVID protocols</p> <p>RCV skepticism from older, more seasoned voters</p> <p>Voter accessibility issues. Many disabled voters could not get to the polls, and not all poll sites were fully equipped to deal with disabled or non-english speaking voters</p>	<p>Virtual meeting fatigue</p> <p>Digital divide throughout the city amongst different race/age groups</p>	<p>Text banking was not always successful</p> <p>Time was wasted on informing voters about election results, length of delay and Board of Elections tabulation errors</p> <p>Too many election mailers, which can lead to exhaustion/confusion with multiple elections with different voting processes</p>



Outreach



Collaboration



Messaging

Goals + Opportunities

Change gears from how RCV works to general GOTV messaging

More in-person events like street fairs, block parties, etc

Reintroduce canvassing

Direct outreach to disabled and non-english speaking communities

Events partnering with community-based organizations were successful.
Could streamline GOTV efforts with organizations to reach critical mass of outreach

GoVote grantees should partner and hold events together

Library branches want to be more aligned for next several months to get high voter turnout

Focus on ballot questions and less on elected positions

Ballot questions make it easier to do civic engagements on direct issues

Encourage patience: counting ballots takes time. Need to abandon the idea that election results will be instant

Language Justice* is an all-around issue in voter engagement.

Participants emphasized a need for language justice in city-wide GOTV efforts. Three actions items are:



Create GOTV materials and provide translations for additional languages so organizations can engage with a range of residents during events, workshops, and door knocking.



Spatialize languages on the GoVote Map for organizations to plan voter outreach and use strategic GOTV materials based on location, demographics and outreach activities.



Locate in-depth language data such as data on less populous languages and where they are specifically needed. Some NYC community-based organizations have conducted surveys based on language needs.

***Language Justice** describes individuals' fundamental right to have their voices heard no matter the language and dialect they speak. For voting, this includes voter outreach materials, PSAs, workshops, ballot questions, signage and more in any individual's respective language.

Go Vote NYC Map



Use the Go Vote digital map to support your voter outreach and strategy. Explore demographic information, voter participation, and community assets across NYC!
[Click here for access.](#)

Technical Assistance

Set up a 1-hour technical assistance office hour with Hester Street at our [Calendly](#) to discuss the map and outreach techniques.

Contact Us

Want to get in touch?
Email us at vote@hesterstreet.org.

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