



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.

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"](mailto:Jonathan@berlinrosen.com); [REDACTED] ["dan@berlinrosen.com"](mailto:dan@berlinrosen.com); ["emma@berlinrosen.com"](mailto:emma@berlinrosen.com); ["Rabinowitz@berlinrosen.com"](mailto: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

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

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

From: "Ragone, Peter" <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

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

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

-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

From: De Blasio Clips <clips@transition2013.com>
Sender: bdbclips@googlegroups.com
Date: Mon, 13 Jan 2014 19:02:10 -0500
To: Bdbclips@googlegroups.com <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

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

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.

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

+ Jonathan who is dealing w/ this for upknyc

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

Emma see below, are you our point for this?

Thanks

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

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 UPKNYC? 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

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]

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

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.

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]

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]]
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>]
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

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***** (NJ)

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

beyootiful

From: Adams, Marti
Sent: Thursday, January 16, 2014 6:29 PM
To: Walzak, Phil; [REDACTED] "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

From: Walzak, Phil
Sent: Thursday, January 16, 2014 06:27 PM
To: [REDACTED] <[REDACTED]> Adams, Marti; 'Jonathan Rosen' <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

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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

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*****NJ)

From: [Wolfe, Emma](#)
To: [REDACTED] "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)

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>
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

To unsubscribe from this group and stop receiving emails from it, send an email to 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 <[\[REDACTED\]](mailto:[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]

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[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> 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]

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
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> 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]
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]
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]
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

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
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>; [Mike Rabinowitz](#)<Rabinowitz@berlinrosen.com>; [Emma Woods](#)<emma@berlinrosen.com>; [Jonathan Rosen](#)<jonathan@berlinrosen.com>; [Matt Tepper](#)<matt@berlinrosen.com>; [Josh Wallack](#)<[REDACTED]>; [Thompson, Ashley](#)<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>; [Mike Rabinowitz](#)<Rabinowitz@berlinrosen.com>; [Emma Woods](#)<emma@berlinrosen.com>; [Jonathan Rosen](#)<Jonathan@berlinrosen.com>; [Matt Tepper](#)<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> 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@berlinrosen.com)

On Tue, Mar 25, 2014 at 4:57 PM, Jonathan Rosen
<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> 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]
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]
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]
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

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]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[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]

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] combined with my deep understanding of the legal framework governing policing, would make me an excellent board member. [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



From: [Wolfe, Emma](#)
To: 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]
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]
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
[@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> wrote:

From: Saul, Michael [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]
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
[@RebeccaKKatz](#)

From: [Litvak, Gwendolyn](#)
To: ["Jason Chiusano"](#); [Connie Chung](#)
Cc: [Daria Siegel](#); [REDACTED]; 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
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> 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]
Sent: Monday, April 07, 2014 10:57 AM
To: Litvak, Gwendolyn; [REDACTED]; [REDACTED]
Cc: 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]
Sent: Monday, April 07, 2014 10:54 AM
To: [REDACTED]; [REDACTED]
Cc: Nicole.Kolinsky@berlinrosen.com; Daria Siegel; 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>; dsiegel@downtownny.com <dsiegel@downtownny.com>; cchung@hraadvisors.com <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>:

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)

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Jason Chiusano
Art Direction + Design



www.jasonqsano.com

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

--

Jason Chiusano
Art Direction + Design



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 9th. 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); 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); 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); 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



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> 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); 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

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]
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 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); 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); 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

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]
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> 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 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> 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); 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>

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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
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]
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> 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 | 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; 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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Wells Fargo Community

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 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

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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"; [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; 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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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

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Liz Eisenberg

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COMMUNICATIONS**

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National Equity Fund/LISC

Jolie Andler Milstein

New York Association for

Affordable Housing

Maygen Moore

Community Solutions

Jackie Moynahan

NYC Housing Development

Corporation

Liz Oakley

Wells Fargo Community

Lending & Investment

Kathleen Parisi

Hudson Housing Capital

Nancy Solomon

New Destiny Housing

Corporation

Rose Karon Tilley

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Time:

6PM - 8PM

Where:

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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 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
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From: [Litvak, Gwendolyn](#)
To: dsiegel@downtownny.com; Nicole.Kolinsky@berlinrosen.com; 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 | nyc.gov/planyc

From: [Litvak, Gwendolyn](mailto:Litvak.Gwendolyn)
To: "dsiegel@downtownny.com"; "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>; 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 30th 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 <CChung@hraadvisors.com>; dsiegel@downtownny.com <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> 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>; Nicole Kolinsky (Nicole.Kolinsky@berlinrosen.com) <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

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253 Broadway - 10th floor | New York, NY 10007
212-442-6332 | glitvak@cityhall.nyc.gov | 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
646-200-5310

From: sweetgreen <vip@sweetgreen.com>
Reply-To: sweetgreen <vip@sweetgreen.com>
Date: Thursday, August 14, 2014 10:00 AM
To: Emily Walsh <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
|

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 9th?

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

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Reply-To: sweetgreen <vip@sweetgreen.com>
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ride with flywheel
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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

Want to receive passport alerts for a different region? [Update your preferences.](#)



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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> 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

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Emily Walsh
BerlinRosen Public Affairs
Emily@berlinrosen.com
646-200-5310

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Reply-To: sweetgreen <vip@sweetgreen.com>

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

To: Emily Walsh <emily@berlinrosen.com>

Subject: Your August passport is here



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sunday, september 7 · 9:30 am
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sunset yoga
tuesday, september 9 · 7:00 pm
pier 25

Want to receive passport alerts for a different region? [Update your preferences.](#)

august passport
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[unsubscribe](#) | [view in browser](#)

From: [Scola, Lindsay](mailto:Scola.Lindsay)
To: "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, 16th Floor
New York, NY 10038
Cathy.rought@berlinrosen.com
Direct line: 646-200-5287
C: 202-263-9097

From: [Scola, Lindsay](#)
To: "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>
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, 16th Floor
New York, NY 10038
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]
Sent: Wednesday, September 10, 2014 4:44 PM
To: Connie Chung; Daria Siegel; Fred Sham; Litvak, Gwendolyn; 'Morris, Deborah'; Jarrod Grim; 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>]
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
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"; [REDACTED]
Cc: [REDACTED]; [REDACTED]; "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>]
Sent: Thursday, January 02, 2014 03:16 PM
To: Frankie Martinez <[REDACTED]>
Cc: Josh Gold <[REDACTED]>; Stefan Grybauskas <[REDACTED]>; Dan Gross <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

From: Frankie Martinez [[mailto:\[REDACTED\]](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
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

From: Josh Gold [[mailto:\[REDACTED\]](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> 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 113th Street)

New York, New York 10029

The center is in the NYCHA Johnson Houses, which are between 112th and 115th Streets. The child care center is on the east side of Lexington Avenue, about a block north of the corner of 112th 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

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

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"
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]
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

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

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- 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>
Date: 01/05/2014 15:27 (GMT-05:00)
To: "'Jonathan@berlinrosen.com'" <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
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
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.nyc.gov , '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.

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 113th Street)
New York, New York 10029

The center is in the NYCHA Johnson Houses, which are between 112th and 115th Streets. The child care center is on the east side of Lexington Avenue, about a block north of the corner of 112th 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
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>
Date: 01/05/2014 15:27 (GMT-05:00)
To: "'Jonathan@berlinrosen.com'" <Jonathan@berlinrosen.com>
Cc: "PhilWalzak (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.

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

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 - UPK NYC Labor Leaders Press Conf v4

Michael Rabinowitz-Gold
646.200.5308 (office)
646.342.3469 (cell)
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

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: [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

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	TBD based on RSVP <u>Peter Ward speaks</u>
10:09AM – 10:11AM	TBD based on RSVP <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]
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

From: Negash, Dabash [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]
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)
646.342.3469 (cell)
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.

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> wrote:

+Dabash

Michael Rabinowitz-Gold

[646.200.5308](tel:646.200.5308) (office)

[646.342.3469](tel:646.342.3469) (cell)

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

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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, 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 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.

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: [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> wrote:

+Dabash

Michael Rabinowitz-Gold

[646.200.5308](tel:646.200.5308) (office)

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<120513 UPKLaborLeaders.v2.doc>

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Subject: Re: 120513 UPKLaborLeaders - mr edits
Date: Sunday, January 05, 2014 8:35:44 PM

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

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Date: Sunday, January 05, 2014 8:42:35 PM

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Cc: [WileyJNorvell \(gmail\)](#); [Negash, Dabash](#); [Josh Gold](#); [Emma Woods](#)
Subject: Alvarez TPs
Date: Sunday, January 05, 2014 9:43:30 PM
Attachments: [Alvarez Talking Points v3.doc](#)

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Talking Points

Thank you everyone for coming.

The New York City Labor Movement and its 1.3 million members is proud to join UPK NYC.

New York City's unions will spend the next few months educating our state legislators about why New York City needs to be able to raise taxes on the wealthiest New Yorkers to pay for universal pre-K and afterschool programs.

Nobody disputes the benefits of universal pre-K and afterschool.

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 tell 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

As all-too-many working parents know, the time between when school ends and when parents get home is a time when many parents worry.

According to the Afterschool Alliance: 1 in 4 children is left alone and unsupervised after-school in NYC

- 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

Well, Mayor de Blasio has provided a stable funding source – a small tax on the wealthiest New Yorkers.

For the cost of a soy latte a day, people making over \$500,000 a year can help invest in our children.

Several weeks ago, leaders from the business, philanthropic and nonprofit communities came together and launched UPK NYC.

We're proud to join them to making sure that elected officials in Albany hear us loud and clear and pass this plan.

We can't wait.

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. The people of New York want it and Albany should let us get it done.

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.

From: [Negash, Dabash](#)
To: ["Mike Rabinowitz"](#); [Monica Klein](#); [Jonathan Rosen](#)
Cc: [WileyJNorvell \(gmail\)](#); [Josh Gold](#); [Emma Woods](#)
Subject: RE: Alvarez TPs
Date: Sunday, January 05, 2014 10:02:51 PM

Monica – can you incorporate and send me final?

Thanks,
Dabash

From: Mike Rabinowitz [mailto:Rabinowitz@berlinrosen.com]
Sent: Sunday, January 05, 2014 9:43 PM
To: Monica Klein; Jonathan Rosen
Cc: WileyJNorvell (gmail); Negash, Dabash; Josh Gold; Emma Woods
Subject: Alvarez TPs

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Cc: [WileyJNorvell \(gmail\)](#); [Negash, Dabash](#); [Josh Gold](#); [Emma Woods](#)
Subject: Revised Alvarez TPs
Date: Sunday, January 05, 2014 10:26:29 PM
Attachments: [Alvarez Talking Points v4.doc](#)

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Cc: [Jonathan Rosen](#); [WileyJNorvell \(gmail\)](#); [Negash, Dabash](#); [Josh Gold](#); [Emma Woods](#)
Subject: Re: Revised Alvarez TPs
Date: Sunday, January 05, 2014 10:46:11 PM
Attachments: [120513.UPKLaborLeaders.v4.doc](#)

Dabash - please see updated brief attached, includes Alvarez tps & Rosen's revised Capital NY answer for BdB.

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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

Thank you everyone for coming.

The New York City Labor Movement and its 1.3 million members is proud to join UPK NYC.

New York City's unions will spend the next few months educating our state legislators about why New York City needs to be able to raise taxes on the wealthiest New Yorkers to pay for universal pre-K and afterschool programs.

Nobody disputes the benefits of universal pre-K and afterschool.

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 tell 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

As all-too-many working parents know, the time between when school ends and when parents get home is a time when many parents worry.

According to the Afterschool Alliance: 1 in 4 children is left alone and unsupervised after-school in NYC

- 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

Well, Mayor de Blasio has provided a stable funding source – a small tax on the wealthiest New Yorkers.

For the cost of a soy latte a day, people making over \$500,000 a year can help invest in our children.

Several weeks ago, leaders from the business, philanthropic and nonprofit communities came together and launched UPKNYC.

We're proud to join them to making sure that elected officials in Albany hear us loud and clear and pass this plan.

We can't wait.

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:████████████████████]
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> 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

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

From: Monica Klein [mailto:████████████████████]
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> 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> wrote:

+Dabash

Michael Rabinowitz-Gold
[646.200.5308](tel:646.200.5308) (office)
[646.342.3469](tel:646.342.3469) (cell)
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.

<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]
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

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.

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646.200.5308 (office)
646.342.3469 (cell)
rabinowitz@berlinrosen.com

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Sent: Sunday, January 05, 2014 9:43 PM
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Cc: Wiley Norvell; Negash, Dabash; Josh Gold; Emma Woods
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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.)

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rabinowitz@berlinrosen.com

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Sent: Sunday, January 05, 2014 8:42 PM
To: Jonathan Rosen
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Sent from my iPhone

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Missing:

- Schumer q&a
- final Alvarez Tps

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<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

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> 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.

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> 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'
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>
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

-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> 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]
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

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>
Cc: Emma Wolfe <[REDACTED]> Schnake-Mahl,
Gabriel <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> 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

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> 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> 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


From: Josh Gold <[REDACTED]>
Date: Tue, 21 Jan 2014 14:04:54 -0500
To: Jonathan Rosen <Jonathan@berlinrosen.com>
Cc: Emma Wolfe <[REDACTED]> Schnake-Mahl, Gabriel <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> 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
()
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](tel:646.452.5637)
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"; [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>; [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>
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

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]
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

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> 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

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> 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

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> 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

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> 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

On Tue, Jan 28, 2014 at 8:21 AM, Sevilla, Max
<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

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> 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

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> 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

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

> 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

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>
>
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

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@upknyc.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

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.

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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> 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

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-
Profit, Clergy and Academic Leaders*

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

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.

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@levitandan

On Wed, Jan 29, 2014 at 2:32 AM, Sevilla, Max
<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
Nadler - Done, Quote in
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Crowley - Done, Quote in
Engel -Waiting for Quote
Jeffies - Maybe (Max)

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

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> wrote:
Revised release in alpha order with new Meng quote:

FOR IMMEDIATE RELEASE: January 30, 2014

CONTACT: press@upkny.org

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Reps. Joe Crowley, Eliot Engel, Grace Meng, Jerrold Nadler, Charlie Rangel, Jose Serrano, & Nydia Velazquez Call on State to Pass Plan

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"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)**.

"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> wrote:

Here's the updated release:

FOR IMMEDIATE RELEASE: January 30, 2014

CONTACT: press@upknyc.org

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O: [646.200.5315](tel:646.200.5315)
C: [201.674.7475](tel:201.674.7475)
@levitandan

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

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>
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

**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.

###

--

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

On Wed, Jan 29, 2014 at 2:32 AM, Sevilla, Max
<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>
Date: January 29, 2014 at 11:19:53 PM EST
To: "Schnake-Mahl, Gabriel" <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> 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> 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> 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>; 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> 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]
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

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

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
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>]
>>> 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> 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>]

>>>> 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 4:37:15 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]
>>>>> 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> 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
>
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>
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>On 2/4/14 4:31 PM, "Rebekah Milford" <RMilford@gqrr.com> wrote:
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>>From: Rebekah Milford
>>Sent: Tuesday, February 04, 2014 4:25 PM
>>To: 'Seignious, Sandy'
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>>Subject: RE: Survey
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>>-----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
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>>Good afternoon,
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>>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
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>>Based on the times Emily mentioned, GQRR can only do 10am to 10:30am
>>tomorrow.
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>>Let us know if this will work.
>>Rebekah
>>
>>Sent from my iPhone
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>>> 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
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>>> 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
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>>>> BerlinRosen Public Affairs
>>>> Emily@berlinrosen.com
>>>> 646-200-5310
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>>>>> 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>]
>>>>>> 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]
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
646-200-5310

From: Rebekah Milford <RMilford@gqrr.com>
Date: Tuesday, February 4, 2014 6:55 PM
To: "Seignious, Sandy" <sseignious@cityhall.nyc.gov>
Cc: Emily Walsh <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> 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

646-200-5310

On 2/4/14 4:39 PM, "Seignious, Sandy" <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

>646-200-5310

>

>

>

>
>On 2/4/14 4:38 PM, "Rebekah Milford" <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
>>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

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>>>Based on the times Emily mentioned, GQRR can only do 10am to 10:30am

>>>tomorrow.

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>>>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
>>>>>
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>>>>>> <RMilford@gqrr.com>
>>>>>> wrote:
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>>>>>> Jonathan,
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>>>>>> 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?
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>>>>>> We can use one of our conference call lines:
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>>>>>> [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>]

>>>>>> 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

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>>>>>> 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

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>>>>>> Jonathan & Peter,

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>>>>>> 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

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>>>>>>> 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
646-200-5310

From: <Seignious>, Sandy <sseignious@cityhall.nyc.gov>
Date: Wednesday, February 5, 2014 3:44 PM
To: Emily Walsh <emily@berlinrosen.com>
Cc: Rebekah Milford <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

646-200-5310

From: Rebekah Milford <RMilford@gqrr.com>
Date: Tuesday, February 4, 2014 6:55 PM
To: "Seignious, Sandy" <sseignious@cityhall.nyc.gov>
Cc: Emily Walsh <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> 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
646-200-5310

On 2/4/14 4:39 PM, "Seignious, Sandy" <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

>646-200-5310

>

>

>

>

>On 2/4/14 4:38 PM, "Rebekah Milford" <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
>>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@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> 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@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]
>>>>>> 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>]

>>>>>>> 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

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 [\[mailto:jfermino@nydailynews.com\]](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 [\[mailto:emma@berlinrosen.com\]](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

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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]
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>
Date: 6 Dec 2013 17:53
Subject: draft memo, as requested
To: "Bill Hyers (bhyers@billdeblasio.com)" <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.
Direct Dial: [212.566.2702](tel:212.566.2702)
Main Line: [212.566.7188](tel:212.566.7188) Ext. 3001
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Thank you.

MEMORANDUM

GENOVA BURNS GIANTOMASI WEBSTER LLC

ATTORNEYS AT LAW
TRINITY CENTER
115 BROADWAY, 15TH FLOOR
NEW YORK, NEW YORK 10006
(212) 566-2702 DIRECT DIAL
(212) 566-7116 FACSIMILE

WWW.GENOVABURNS.COM

CONFIDENTIAL ATTORNEY WORK PRODUCT ATTORNEY-CLIENT COMMUNICATION

TO: BILL HYERS
FROM: LAURENCE LAUFER
DATE: DECEMBER 6, 2013
RE: 501(C)(4) ORGANIZATION

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.¹

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.² 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 activities³ meet the relevant financial thresholds, the 501(c)(4), as a separate not-for-profit organization, must also register and file

¹ 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.

² 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>.

³New 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.⁴ 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.

⁴ 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.⁵

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

⁵ 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.

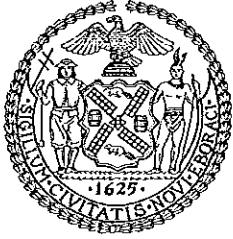
Thus, the preferable approach may be an argument that if 501(c)(4)’s grassroots lobbying expenditures could have been paid for with governmental funds, the expenditures are nevertheless insulated from treatment as in-kind contributions under CFB AO 2007-6. A letter

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

2 Lafayette Street, Suite 1010

New York, New York 10007

(212) 442-1400

Fax: (212) 442-1407 TDD: (212) 442-1443

Steven B. Rosenfeld
Chair/Board Member

Monica Blum
Board Member

Kevin B. Frawley
Board Member

Angela Mariana Freyre
Board Member

Andrew Irving
Board Member

Mark Davies
Executive Director

Wayne G. Hawley
*Deputy Executive Director
& General Counsel*

Julia Davis
*Special Counsel &
Director of Financial
Disclosure*

Carolyn Lisa Miller
Director of Enforcement

Alex Kipp
*Director of Training &
Education*

Ute O'Malley
*Director of
Administration*

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.¹ 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),

¹ 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.²

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

² 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).³ 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

³ 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.⁴ 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

⁴ 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.⁵ 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.⁶

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

⁵ 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.

⁶ 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.⁷

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.

⁷ 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

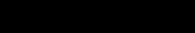
From: [Phillip Walzak](#)
To: [Schnake-Mahl, Gabriel](#)
Cc: [Dan Levitan](#); [Emma Wolfe](#); [Jonathan Rosen](#)
Subject: Re: Can we huddle before interview
Date: Friday, February 07, 2014 4:27:01 PM

this call is supposed to be @430

On Fri, Feb 7, 2014 at 4:25 PM, Schnake-Mahl, Gabriel
<GSchnakeMahl@cityhall.nyc.gov> wrote:

Budget briefing with the Mayor now at 6:15pm.

Can we do tomorrow or have to be tonight?

From: Phillip Walzak [mailto:
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> 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

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
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C: [201.674.7475](tel:201.674.7475)
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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> wrote:

No doubt.

From: Schnake-Mahl, Gabriel [mailto:GSchnakeMahl@cityhall.nyc.gov]
Sent: Friday, February 07, 2014 4:31 PM
To: Jonathan Rosen; PhilWalzak (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]
Sent: Friday, February 07, 2014 4:31 PM
To: Schnake-Mahl, Gabriel; 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>]
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

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The 4 of us

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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> 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?

On Fri, Feb 7, 2014 at 4:37 PM, Dan Levitan <Dan@berlinrosen.com> wrote:
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> wrote:

No doubt.

From: Schnake-Mahl, Gabriel [mailto:GSchnakeMahl@cityhall.nyc.gov]
Sent: Friday, February 07, 2014 4:31 PM
To: Jonathan Rosen; PhilWalzak ([gmail.com](mailto:philwalzak@gmail.com)); 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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Cc: Emma Wolfe
Subject: RE: Can we huddle before 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: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?

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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

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
- 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> wrote:

Please let the reporter know

--

Dan Levitan
BerlinRosen Public Affairs
O: [646.200.5315](tel:646.200.5315)
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On Fri, Feb 7, 2014 at 4:31 PM, Jonathan Rosen
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No doubt.

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Sent: Friday, February 07, 2014 4:31 PM
To: Jonathan Rosen; PhilWalzak (gmail.com); Dan Levitan

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Subject: RE: Can we huddle before interview

Thx. She's swamped.

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From: Phillip Walzak [<mailto:> [REDACTED]]
Sent: Friday, February 07, 2014 4:24 PM
To: Dan Levitan; Schnake-Mahl, Gabriel
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Subject: Re: Can we huddle before interview

sure happy to

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The 4 of us

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Dan Levitan

BerlinRosen Public Affairs

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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:

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Peter Ragone/[REDACTED]

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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

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> wrote:

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

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The 4 of us

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Dan Levitan

BerlinRosen Public Affairs

O: [646.200.5315](tel:646.200.5315)

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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> 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> 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]"
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here are his qs

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Please let the reporter know

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From: Schnake-Mahl, Gabriel
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Sent: Friday, February 07, 2014 4:31 PM

To: Jonathan Rosen; PhilWalzak ([gmail.com](mailto:philwalzak@gmail.com)); Dan Levitan

Cc: Emma Wolfe
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The 4 of us

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[@levitandan](https://twitter.com/levitandan)

From: [REDACTED] on behalf of [Dan Levitan](#)
To: [PhilWalzak \(gmail.com\)](mailto: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

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> 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
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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Dan Levitan
BerlinRosen Public Affairs
O: [646.200.5315](tel:646.200.5315)
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Dan Levitan
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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> 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

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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:

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Cc: [Emma Wolfe](#); [Dan Levitan](#); [Schnake-Mahl, Gabriel](#)
Subject: Re: Can we huddle before interview
Date: Friday, February 07, 2014 8:24:40 PM

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]

From: Jonathan Rosen
Sent: Friday, February 7, 2014 8:23 PM
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Cc: Emma Wolfe; Dan Levitan; [REDACTED] Schnake-Mahl, Gabriel
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Ok.

Sent from my iPhone

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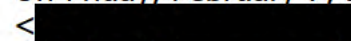
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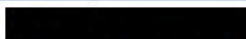
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@levitandan

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

From: Stephanie Yazgi <syazgi@hilltoppublicsolutions.com>
Date: Mon, 10 Feb 2014 17:58:27 -0500
To: Emma <emma@berlinrosen.com>, Rachel Noerdlinger <rachel@noerdlingermedia.com>, "Ko, Eunice" <EKo@cityhall.nyc.gov>, Michael Rabinowitz <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]
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

From: "Ko, Eunice" <EKo@cityhall.nyc.gov>
Date: Tue, 11 Feb 2014 14:56:13 +0000
To: Emma <emma@berlinrosen.com>
Cc: Rachel Noerdlinger <rachel@noerdlingermedia.com>, Stephanie Yazgi <syazgi@hilltoppublicsolutions.com>, Michael Rabinowitz <Rabinowitz@berlinrosen.com>
Subject: RE: Can you draft talk points for CMC for Women's Presser?

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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]
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> 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?

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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>

Date: Mon, February 10, 2014 5:58 pm

To: Emma Woods <emma@berlinrosen.com>, Rachel Noerdlinger

<rachel@noerdlingermedia.com>, "Ko, Eunice"

<EKo@cityhall.nyc.gov> ,

Michael Rabinowitz <Rabinowitz@berlinrosen.com>

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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

From: "Ko, Eunice" <EKo@cityhall.nyc.gov>
Date: Tue, 11 Feb 2014 15:03:50 +0000
To: Emma <emma@berlinrosen.com>
Cc: Rachel Noerdlinger <rachel@noerdlingermedia.com>, Stephanie Yazgi <syazgi@hilltoppublicsolutions.com>, Michael Rabinowitz <Rabinowitz@berlinrosen.com>
Subject: RE: Can you draft talk points for CMC for Women's Presser?

Great, thank you so much!

From: Emma Woods [<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?

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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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If we do Friday we should preview all our big new names.

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Our recommendation is to move it to Friday.

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Pls let us know decision regarding whether you want us to cancel w/ release/
quotes, reschedule, or keep time and location for women's press conference
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We have phone banks and e blasts out there so we need to know as soon as
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Thanks!

From: [Wolfe, Emma](#)
To: [REDACTED] "jonathan@berlinrosen.com"
Subject: Re: pre-k tp
Date: Wednesday, February 12, 2014 11:24:52 AM

+1

From: [REDACTED] [mailto:[REDACTED]]
Sent: Wednesday, February 12, 2014 11:23 AM
To: Jonathan Rosen <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); [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

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> 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

[646.200.5308](tel:646.200.5308) (office)

[646.342.3469](tel:646.342.3469) (cell)

rabinowitz@berlinrosen.com

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

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Event would be ideal.

Peter Ragone [REDACTED]

From: Phillip Walzak

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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

why not push it back and do paper and event

On Wed, Feb 12, 2014 at 11:58 AM, Josh Gold <[REDACTED]> wrote:

Paper, no? Lots of big names

Sent from my iPhone

On Feb 12, 2014, at 11:55 AM, Rebecca Katz <[REDACTED]> wrote:

Per Ragone, Thursday event not happening.

Can it be moved to Friday or Monday?

Sent from my iPhone

On Feb 11, 2014, at 3:36 PM, "Josh Gold" <[REDACTED]> wrote:

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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> 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

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On Wed, Feb 12, 2014 at 11:58 AM, Josh Gold <[REDACTED]> wrote:

Paper, no? Lots of big names

Sent from my iPhone

On Feb 12, 2014, at 11:55 AM, Rebecca Katz <[REDACTED]> wrote:

Per Ragone, Thursday event not happening.

Can it be moved to Friday or Monday?

Sent from my iPhone

On Feb 11, 2014, at 3:36 PM, "Josh Gold" <[REDACTED]> wrote:

If we do Friday we should preview all our big new names.

Sent from my iPhone

On Feb 11, 2014, at 3:29 PM, "Katz, Rebecca" <RKKatz@cityhall.nyc.gov> wrote:

With a caveat that if you want to wait until after the 6PM forecast tonight - or the morning forecast tomorrow – to make the final call, that works on our end.

Not trying to be difficult over here – trying to figure out what makes most sense. If we are telling everyone on Thursday to stay off roads, can't have Chirlane show up at a presser....

From: Katz, Rebecca
Sent: Tuesday, February 11, 2014 3:28 PM
To: 'Stephanie Yazgi'; PhilWalzak ([gmail.com](mailto:PhilWalzak@gmail.com))
Cc: Josh Gold; Jon Paul Lupo; WileyJNorvell (gmail); Rachel Noerdlinger; Ko, Eunice; Mike Rabinowitz
Subject: RE: Women's presser on Thursday

Our recommendation is to move it to Friday.

From: Stephanie Yazgi
[\[mailto:syazgi@hilltoppublicsolutions.com\]](mailto:syazgi@hilltoppublicsolutions.com)
Sent: Tuesday, February 11, 2014 3:26 PM
To: PhilWalzak ([gmail.com](mailto:PhilWalzak@gmail.com)); Katz, Rebecca
Cc: Josh Gold; Jon Paul Lupo; WileyJNorvell (gmail); Rachel Noerdlinger; Ko, Eunice; Mike Rabinowitz
Subject: Re: Women's presser on Thursday

That's fine. I'm just waiting for a recommendation from you all.

On Tue, Feb 11, 2014 at 3:20 PM, Phillip Walzak <PhillipWalzak@hilltoppublicsolutions.com> wrote:

if we get 10 inches of snow Thurs nobody is going to cover this

On Tue, Feb 11, 2014 at 1:30 PM, SY Hilltop <syazgi@hilltoppublicsolutions.com> wrote:

Pls let us know decision regarding whether you want us to cancel w/ release/ quotes, reschedule, or keep time and location for women's press conference Thursday at 12pm at City Hall Steps

We have phone banks and e blasts out there so we need to know as soon as possible.
Thanks!

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> 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.

Michael Rabinowitz-Gold
646.200.5308 (office)
646.342.3469 (cell)
rabinowitz@berlinrosen.com

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]
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 26th. I will have somewhat limited access to email the 2nd 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

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]
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

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: [UPKNYC One Pagers.pdf](#)
[About the Plan - UPKNYC 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

From: Rachel Noerdlinger <rachel@noerdlingermedia.com>
Date: Mon, 24 Feb 2014 12:21:10 -0700
To: Emma <emma@berlinrosen.com>
Cc: Katz Rebecca <RKKatz@cityhall.nyc.gov>, Emma Wolfe <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)
TOTAL FULL-DAY HIGH-QUALITY PRE-K SEATS	55,804	73,250 ³
New seats	11,880	1,965
Converted and upgraded seats ¹	43,924	15,481
COST OF UPK NYC PLAN²	\$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
f /upknyc
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



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[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

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]
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>
Date: Sun, 2 Mar 2014 16:57:50 -0500
To: Emma Wolfe <[REDACTED]>
Cc: Phil Walzak <PWalzak@cityhall.nyc.gov>, Wiley Norvell <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

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> 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/>

--


Stephanie Yazgi
Field and Organizing Director
UPKNYC
stephanie@upknyc.org

*Please add my email address to your contacts

From: [Mike Rabinowitz](#)
To: [Josh Gold](#); [Miller, Harold](#)
Cc: 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

From: Josh Gold [mailto: 
Sent: Thursday, March 06, 2014 11:06 AM
To: Miller, Harold
Cc: 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> 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

From: Stephanie Yazgi [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/UPKNYC

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> 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; [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 11th 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, 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> 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> 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

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]
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

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>; Dan Levitan <dan@berlinrosen.com>; Matt Tepper <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

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 (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

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

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Min. Donna Schaper – Judson Memorial Church [REDACTED] 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> 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> 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> 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> 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>
Date: Wednesday, March 12, 2014 9:31 AM
To: Josh Gold <[REDACTED]> "Shapiro, Leigh"
<LShapiro@cityhall.nyc.gov>
Cc: Matt Tepper <matt@berlinrosen.com>
Subject: RE: Validators list

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Matt – Can you call Leigh?

Michael Rabinowitz-Gold
646.200.5308 (office)
646.342.3469 (cell)
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

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Josh,

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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> 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> 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

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<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

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From: Michael Rabinowitz
<Rabinowitz@berlinrosen.com>
Date: Wednesday, March 12, 2014 9:31 AM
To: Josh Gold <[REDACTED]> "Shapiro, Leigh"
<LShapiro@cityhall.nyc.gov>
Cc: Matt Tepper <matt@berlinrosen.com>
Subject: RE: Validators list

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Michael Rabinowitz-Gold
646.200.5308 (office)
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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

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(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>
Date: Wednesday, March 12, 2014 1:40 PM
To: Matt Tepper <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>
Date: Wednesday, March 12, 2014 1:33 PM
To: "Shapiro, Leigh" <LShapiro@cityhall.nyc.gov>
Subject: Re: Validators list

No problem — almost done.

From: <Shapiro>, Leigh <LShapiro@cityhall.nyc.gov>
Date: Wednesday, March 12, 2014 1:33 PM
To: Matt Tepper <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

UPK NYC 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 UPK NYC: 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>

Date: Wednesday, March 12, 2014 1:13 PM

To: Matt Tepper <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>
Date: Wednesday, March 12, 2014 12:52 PM
To: Matt Tepper <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>
Date: Wednesday, March 12, 2014 9:31 AM
To: Josh Gold <[REDACTED]> "Shapiro,
Leigh" <LShapiro@cityhall.nyc.gov>
Cc: Matt Tepper <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

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"
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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> 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

Ben Chapman at Daily News writing up the first meeting today of the Interagency UPK Implementation Task Force. Did on-record interview with Richard Buey.

From: Josh Gold [mailto:[REDACTED]]
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](#)
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Very short window here.

Sent from my iPhone

On Mar 17, 2014, at 11:50 AM, "Wolfe, Emma" <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; 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; 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> 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; 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> 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>
wrote:

Jonathan Rosen
BerlinRosen Public Affairs, Ltd.
15 Maiden Lane, Suite 1600
New York, NY 10038
t. 646.452.5637
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 6th Floor Community Space

6:00 pm: Reception on 6th 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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Sincerely,

A handwritten signature in black ink, appearing to read "Alan van Capelle", written over a horizontal line.

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

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]
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

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

**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.

NYU School of Law Juvenile Rights Clinic, New York, New York, 2000-2001

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.

Neighborhood Defender Service of Harlem, New York, New York, Fall 1999

Legal Intern, Civil Team

Assisted attorneys in family and housing court matters and in police brutality

cases.

Legal Aid Society, Juvenile Rights Division, Brooklyn, New York, Summer

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Legal Intern

Interviewed clients and guardians in juvenile delinquency and abuse/neglect cases. Drafted motions to suppress and dismiss in the interests of justice.

California Appellate Project, San Francisco, California, 1996-1998

Investigator

Investigated capital petitioners' state and federal habeas corpus claims.

Maintained

client relationships. Interviewed and drafted declarations for witnesses.

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

Interviewed and drafted declarations for potential class members in employment discrimination case. Reviewed and organized discovery and maintained contact with plaintiffs in products liability, securities, and pyramid scheme class actions.

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Root-Tilden-Kern Public Service Scholarship Program, Soros Justice Fellow
New York University Review of Law and Social Change, Articles Selection

Editor

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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Center for Research in Crime and Justice, New York University School of Law,
Delay in the Bronx Criminal Justice System, Invited Presenter (2013)

Lawyering Scholarship Colloquium, New York University School of Law,
Re-Conceptualizing Juvenile Liberty Interests, Presenter (2011)

Law and Society Association, *In the Shadows of the Community: Legal Barriers to Full and Equal Membership in the American Community*, Moderator (2011)

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



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]
Sent: Friday, March 28, 2014 4:23 PM
To: Drew, Chloe
Subject: Lily Shapiro/Department of Probation

Hey Chloe,

Sorry to bombard this week, but this one's special.

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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

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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

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-pupilbasis 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

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

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

Thank you!

Sent from my iPad

On Apr 9, 2014, at 6:20 PM, "Canfield, Ellyn" <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 | (w)212-788-2567 | (c) 718.536.4359

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> 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 | (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

From Rosen.

From: Jonathan Rosen [mailto:Jonathan@berlinrosen.com]
Sent: Wednesday, April 09, 2014 08:02 PM
To: Ragone, Peter
Cc: [REDACTED] <[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> 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...

... On creating a "Progressive City."

So without further ado:

Ladies and gentlemen, please join me in welcoming the 109th Mayor of the City of New York:

The Honorable Bill de Blasio. ###

From: Adam Cohen [mailto:████████████████████]
Sent: Wednesday, April 09, 2014 06:13 PM
To: Ragone, Peter
Subject: Fwd: JJA intro

Sent from my iPhone

Begin forwarded message:

From: "Cory, Bruce" <BCory@cityhall.nyc.gov>
Date: April 9, 2014 at 3:15:26 PM EDT
To: "████████████████████" <████████████████████>
Subject: JJA intro

See draft, attached.

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

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

No worries at all. Appreciate it.

Sent from my iPhone

On Apr 25, 2014, at 10:53 AM, "Canfield, Ellyn" <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 | (w)212-788-2567 | (c) 718.536.4359

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.

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 | (w)212-788-2567 | (c) 718.536.4359

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

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

Excellent. We'll take a close look at for CPC!

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> wrote:

Hmm - we have her w/ a [REDACTED] home address.

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> 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

Thanks! I'll call you in a bit.

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.

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.

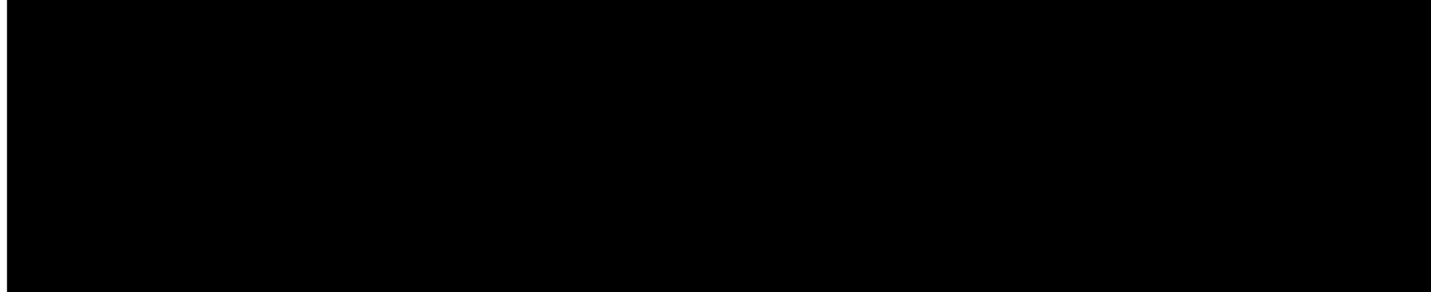
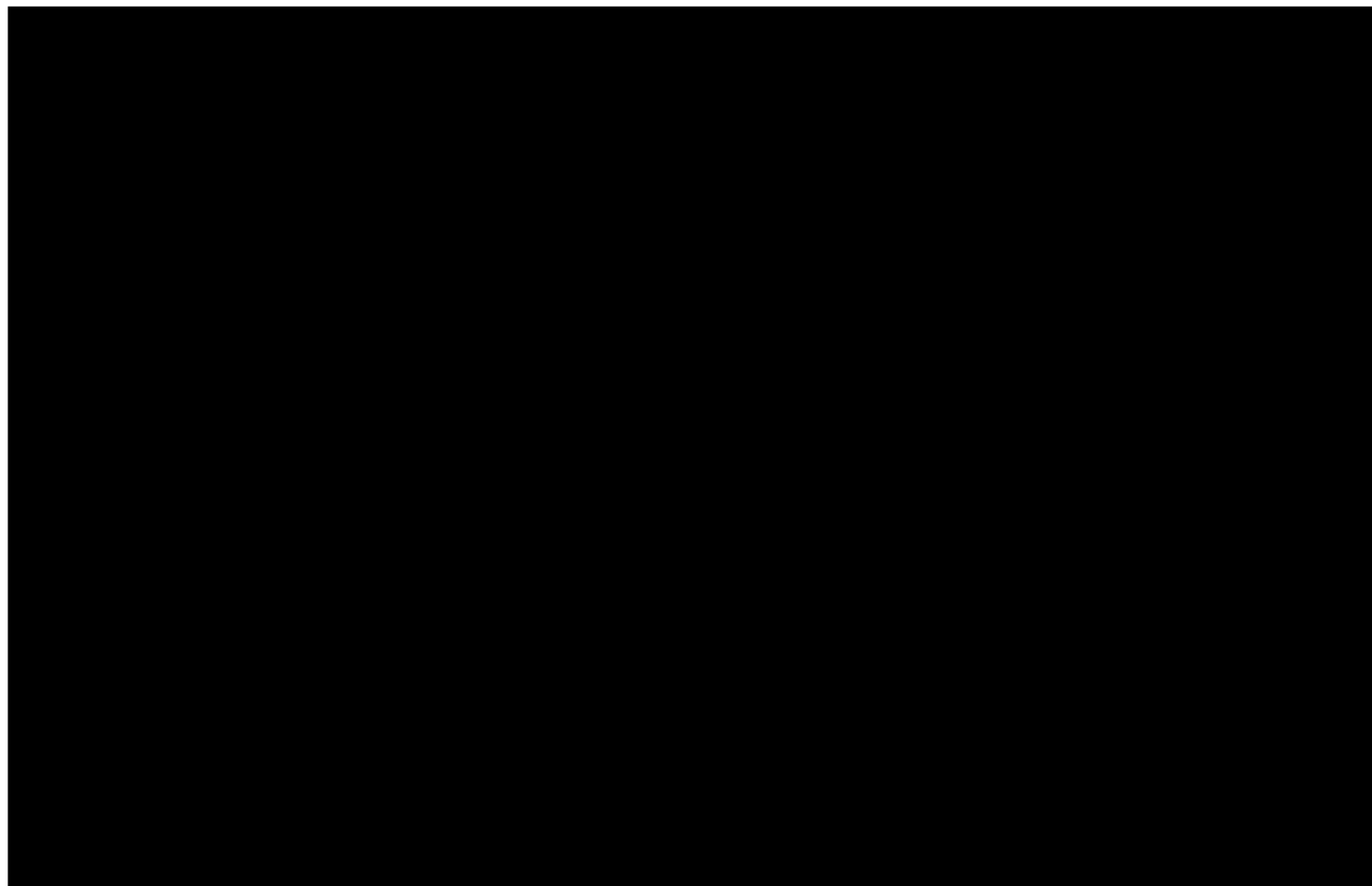
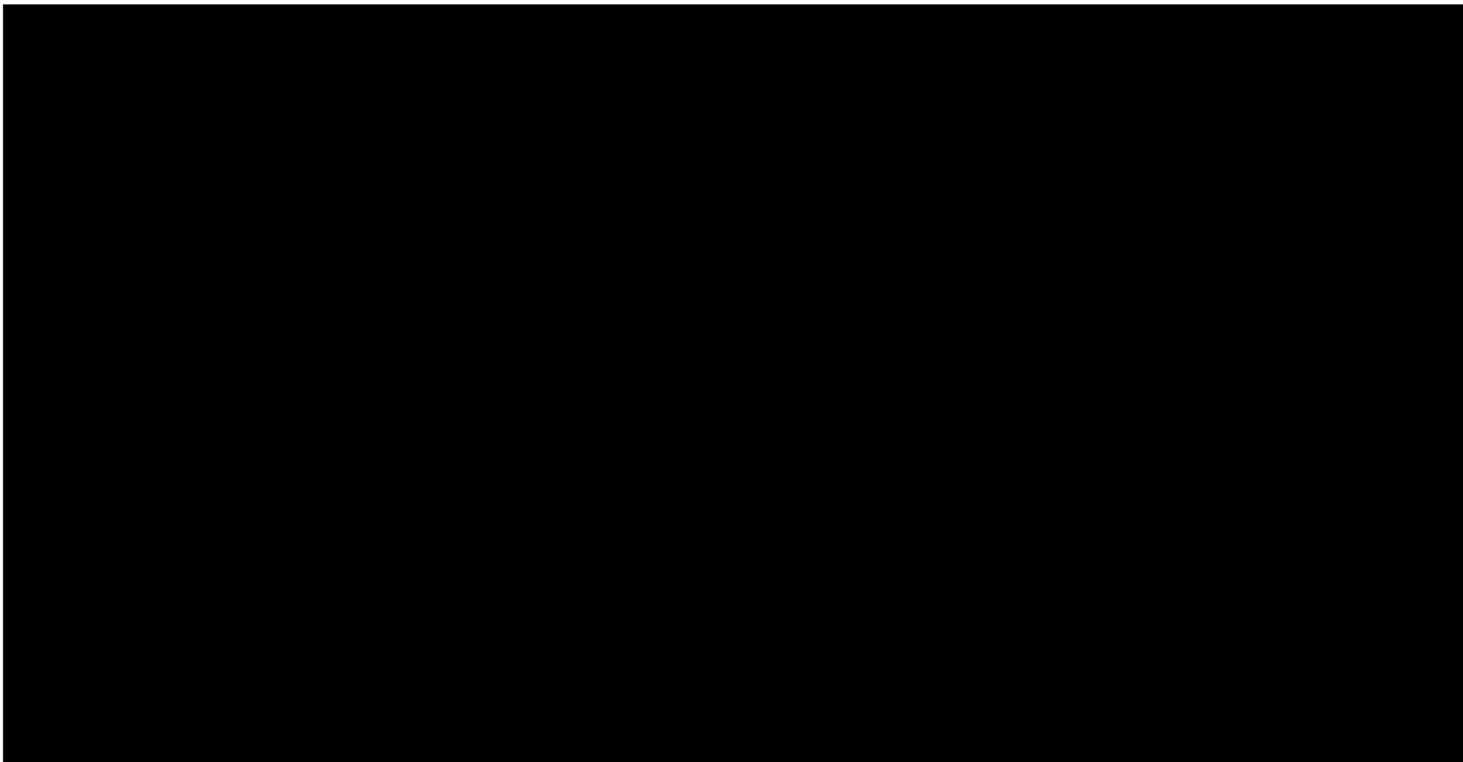
Chloe

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](#)

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

Wonderful and thank you!!!

Really appreciate it.

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](#)

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

Email Contact
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[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.

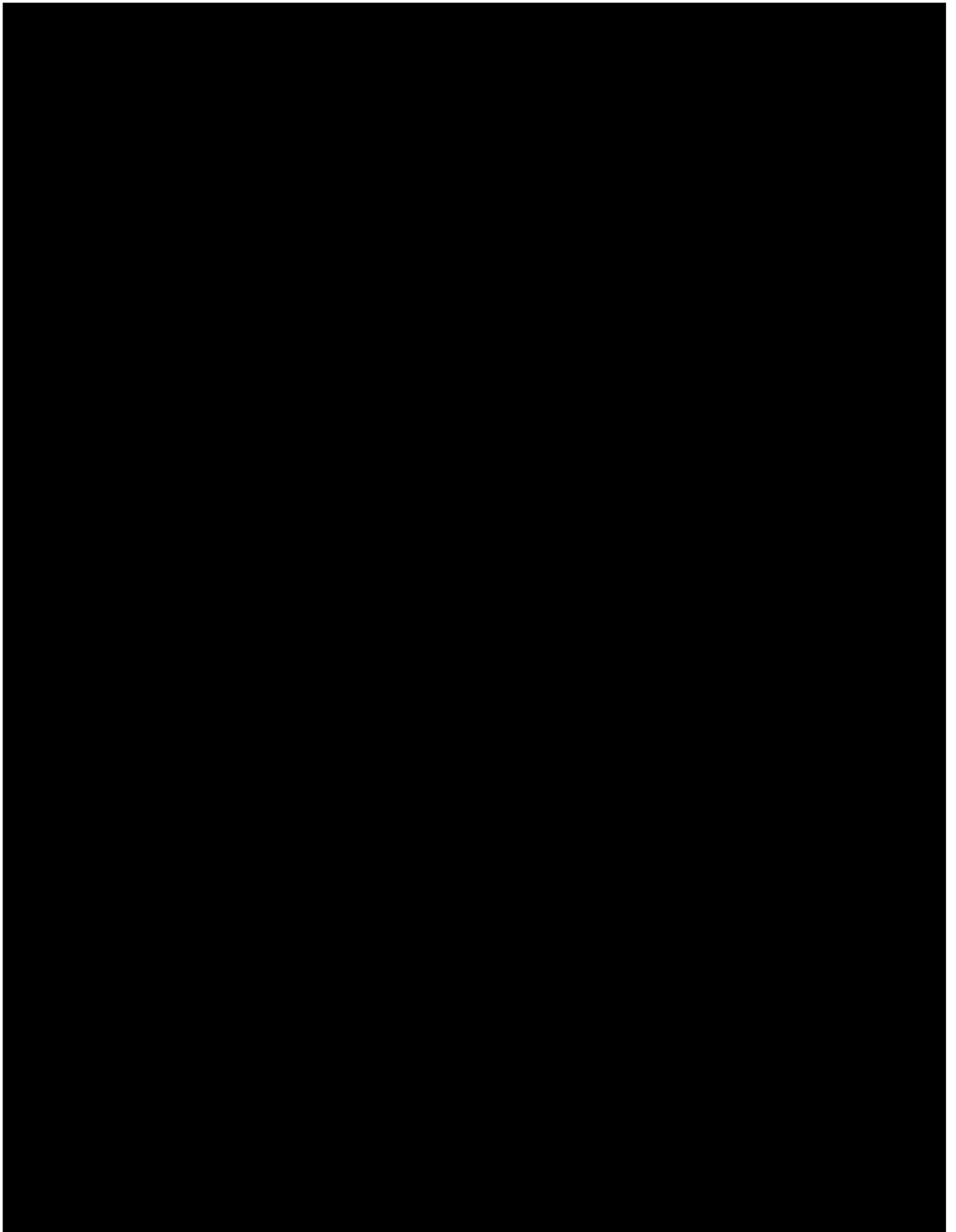
Blogger, Huffington Post – Material primary concerning South Asian identity and political representation.

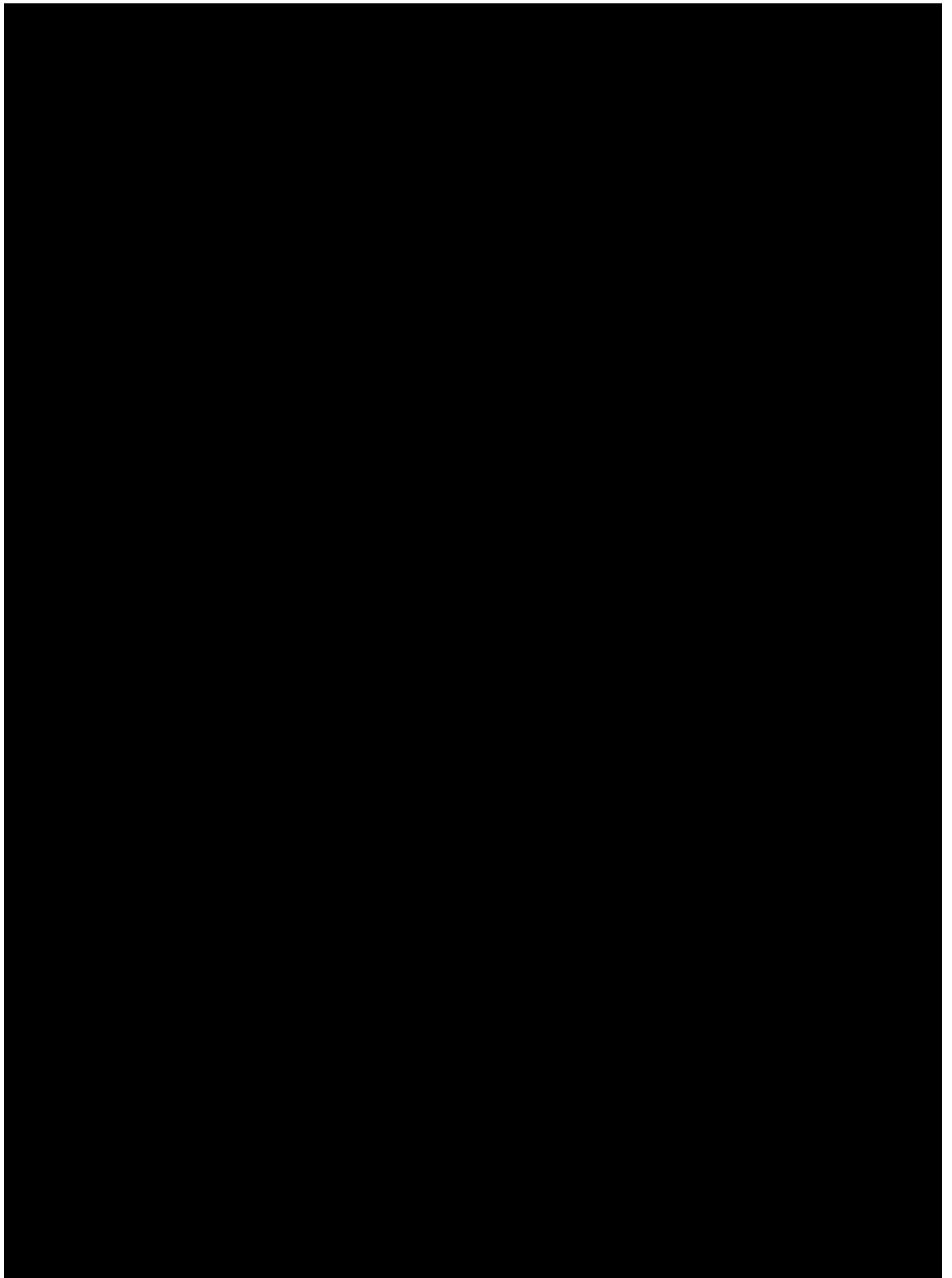
Education

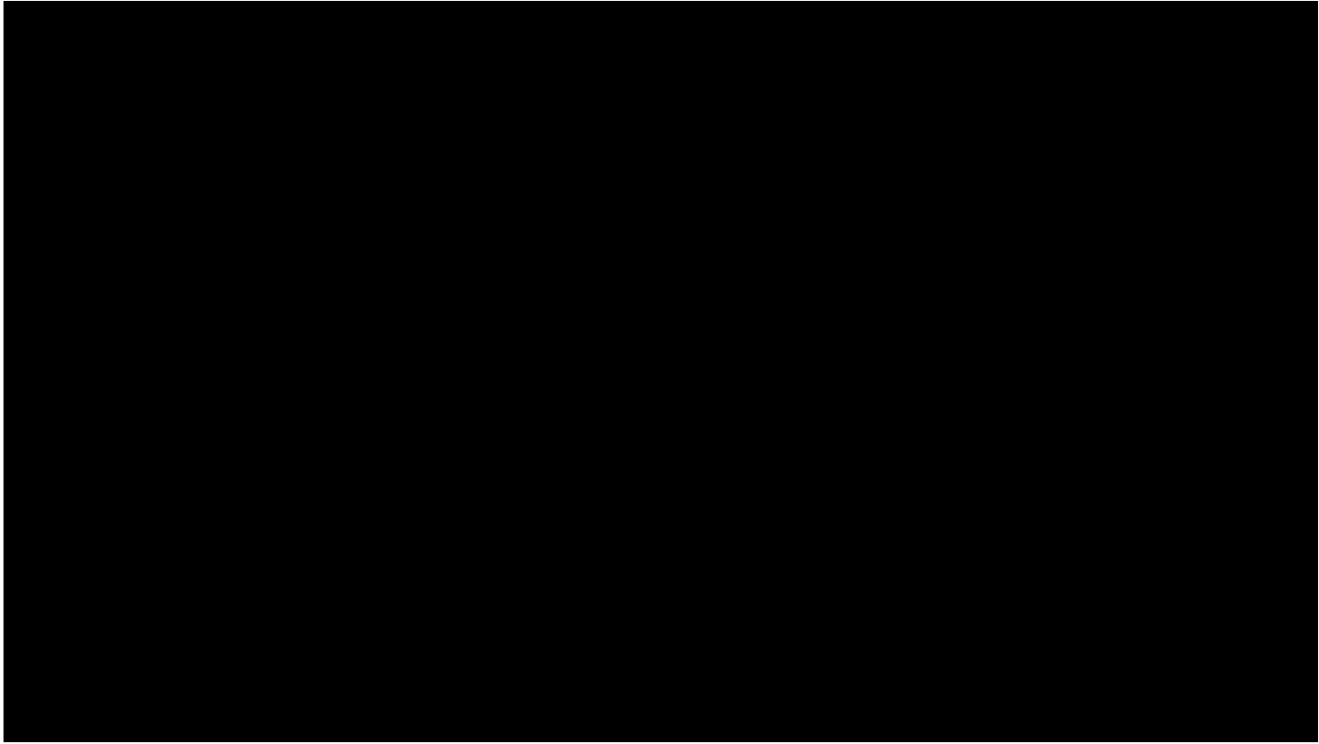
2003-2007 **McGill University** **Montreal, Canada**
B.A., International Development; Minors in South Asian Studies, Hinduism – publication of thesis in *Canons*; engaged in HIV prevention education in S. Africa

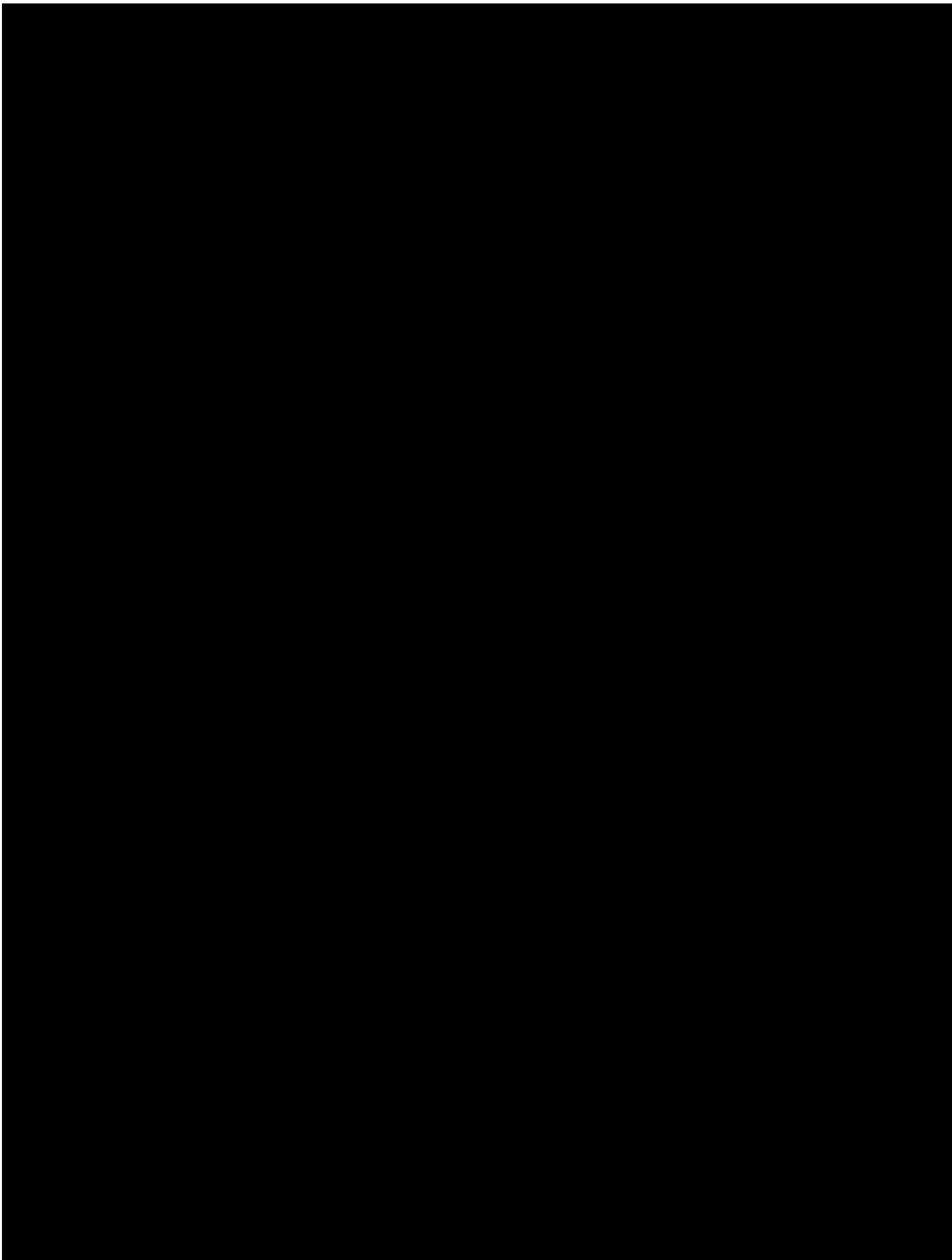
Languages & General Experience

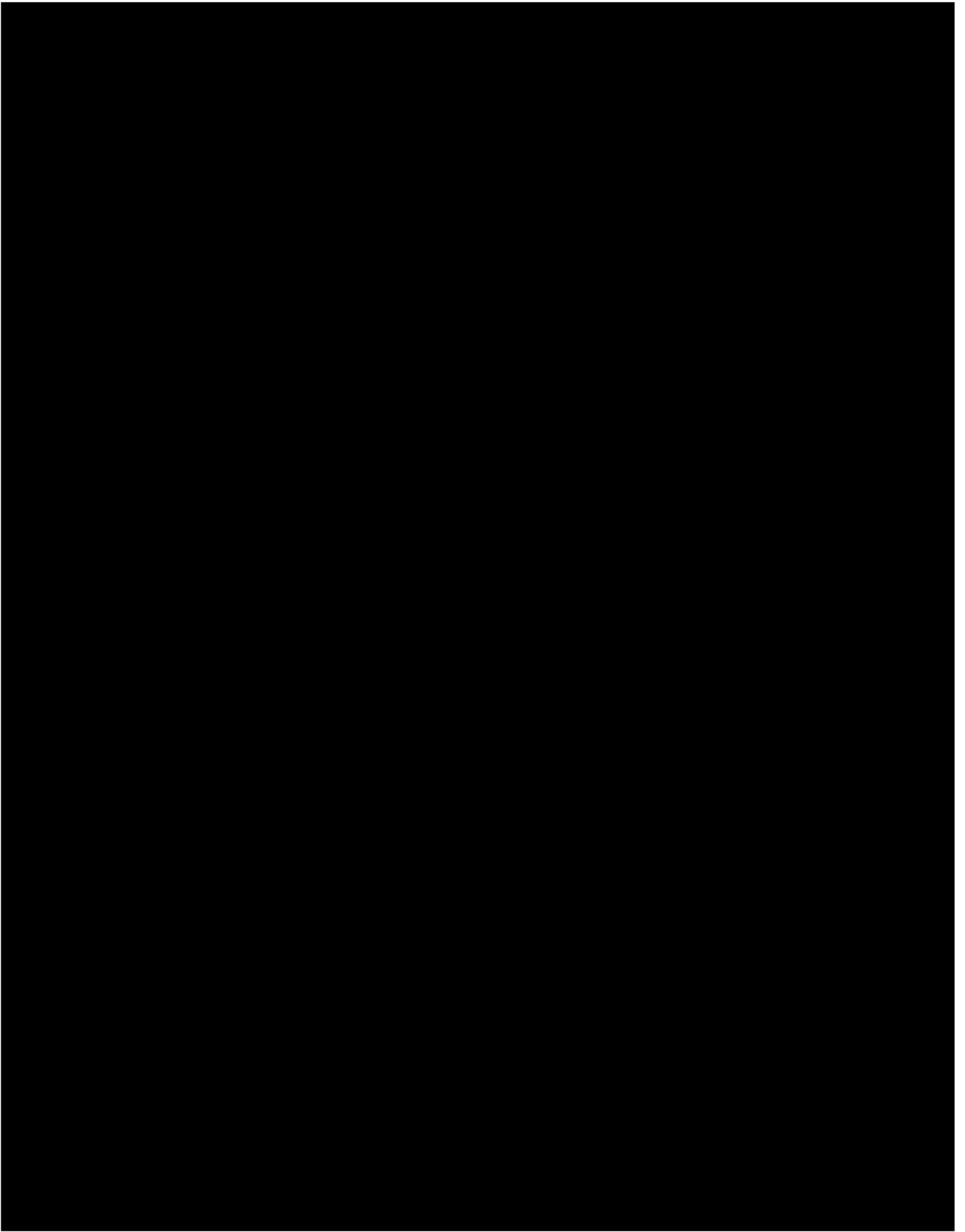
- Languages: **Hindi**: full fluency; **Punjabi**: spoken fluency; **Spanish, German, French**: varying degrees of proficiency
- Technical skills: Facebook, Twitter, NGP/VAN, Intranet Quorum, Microsoft Windows, Microsoft Office suite, and Mac OS systems

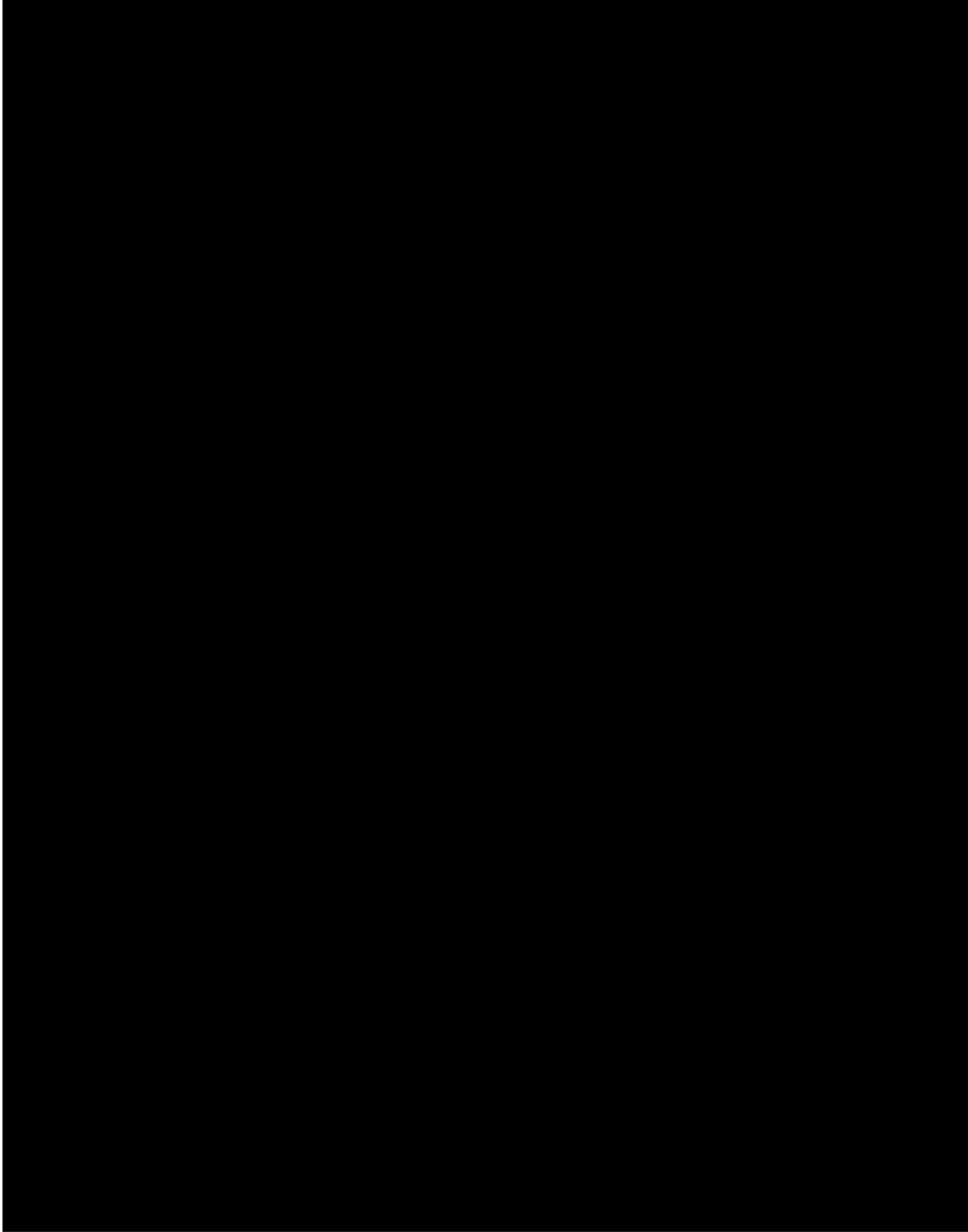


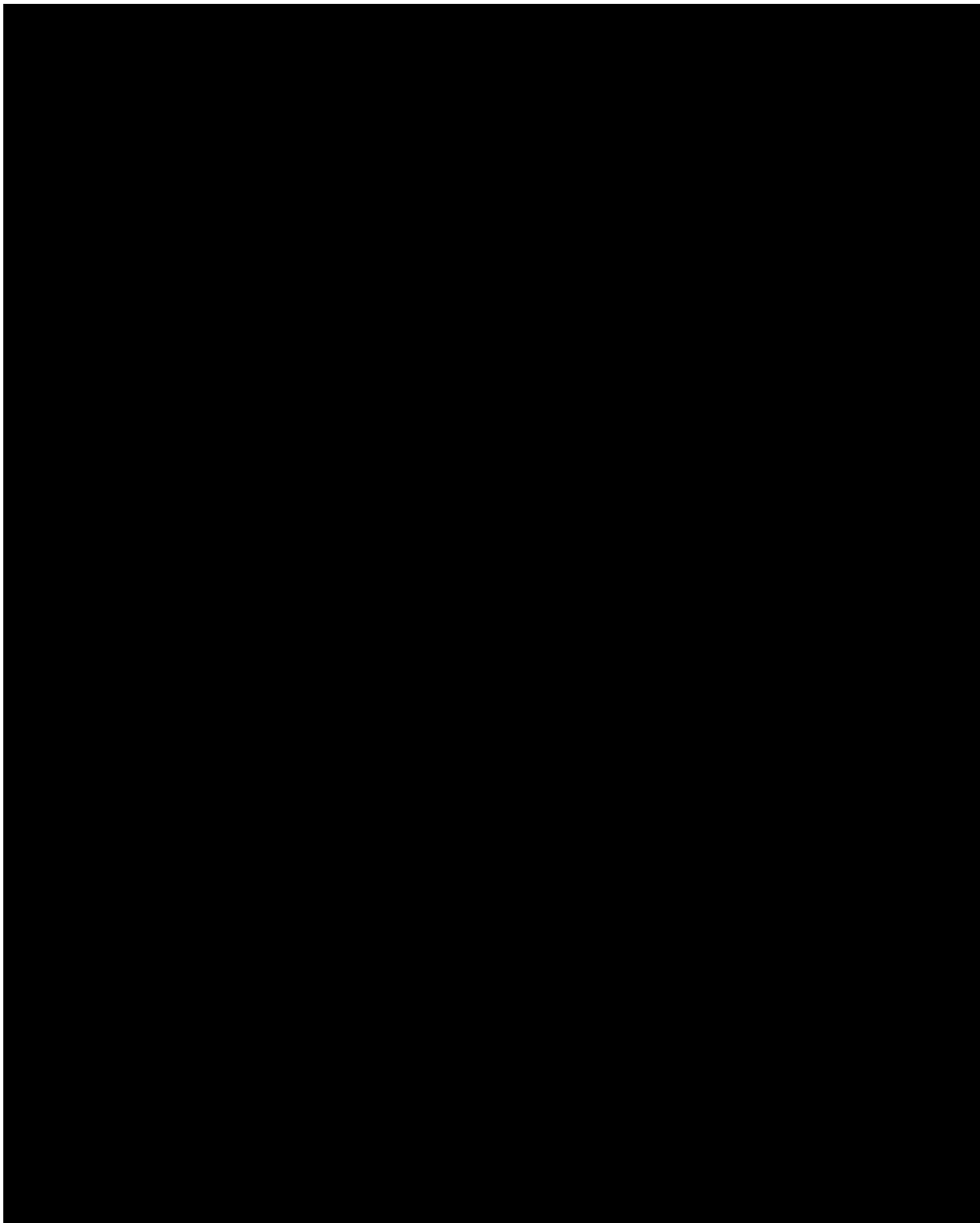


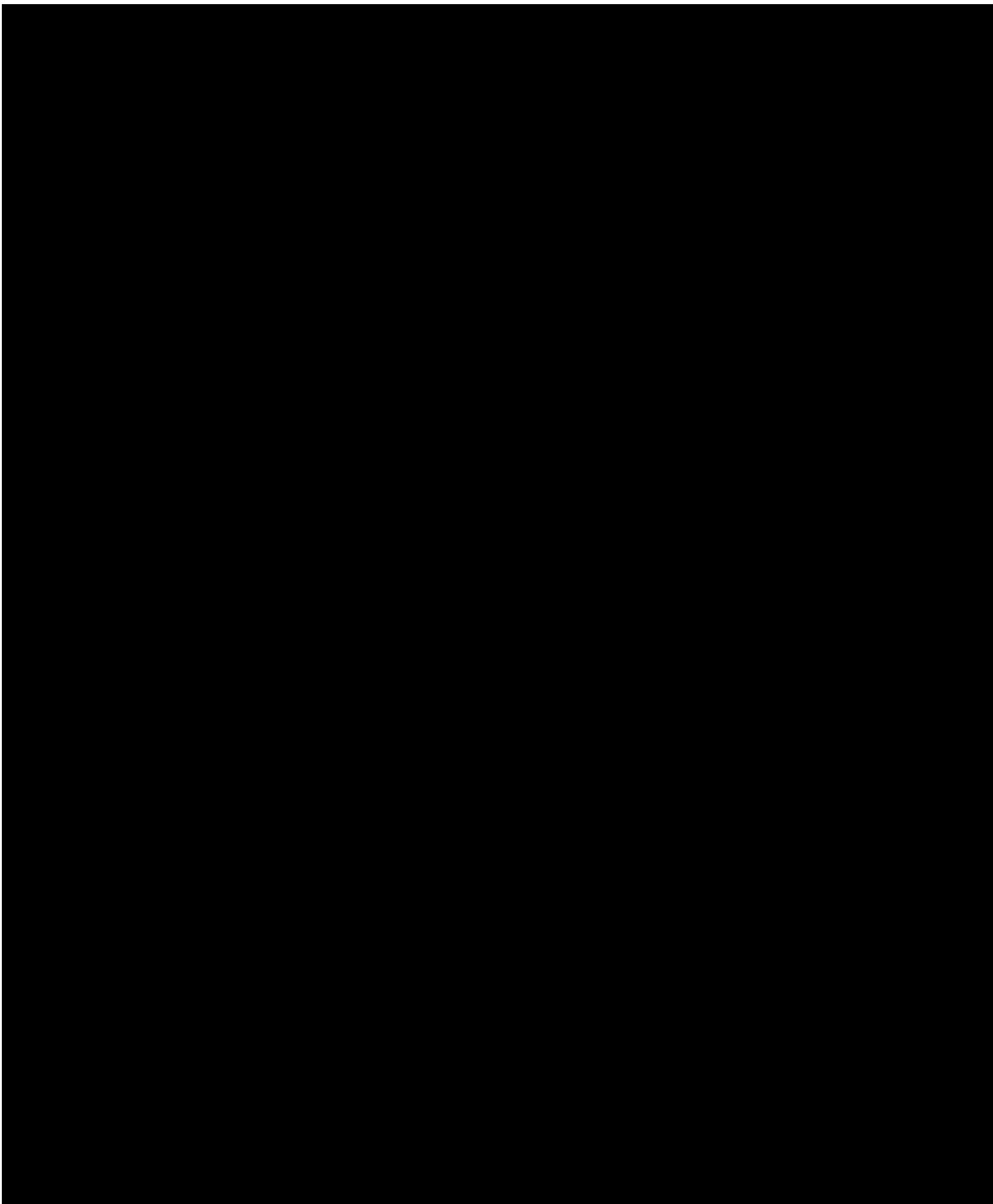


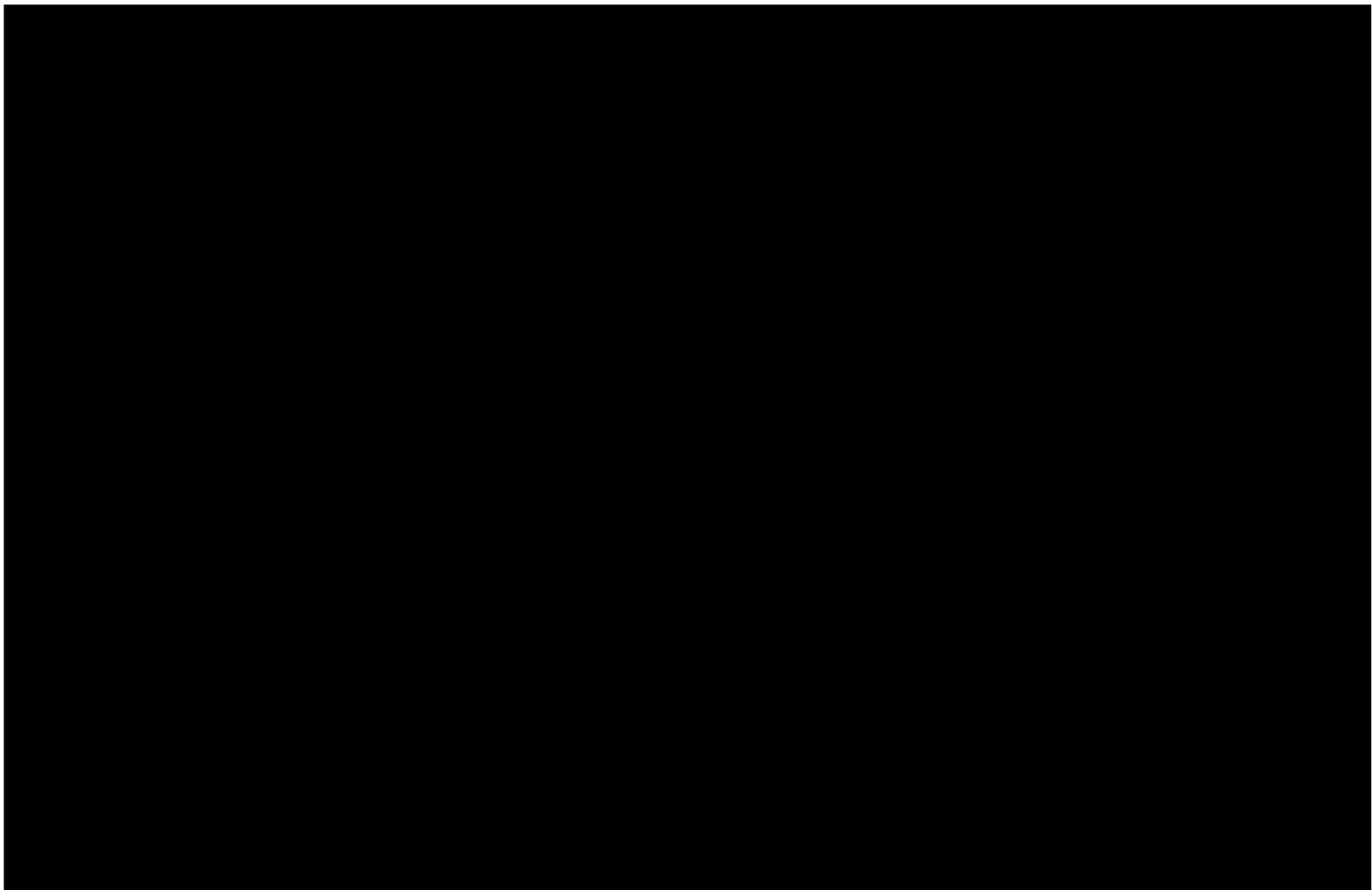


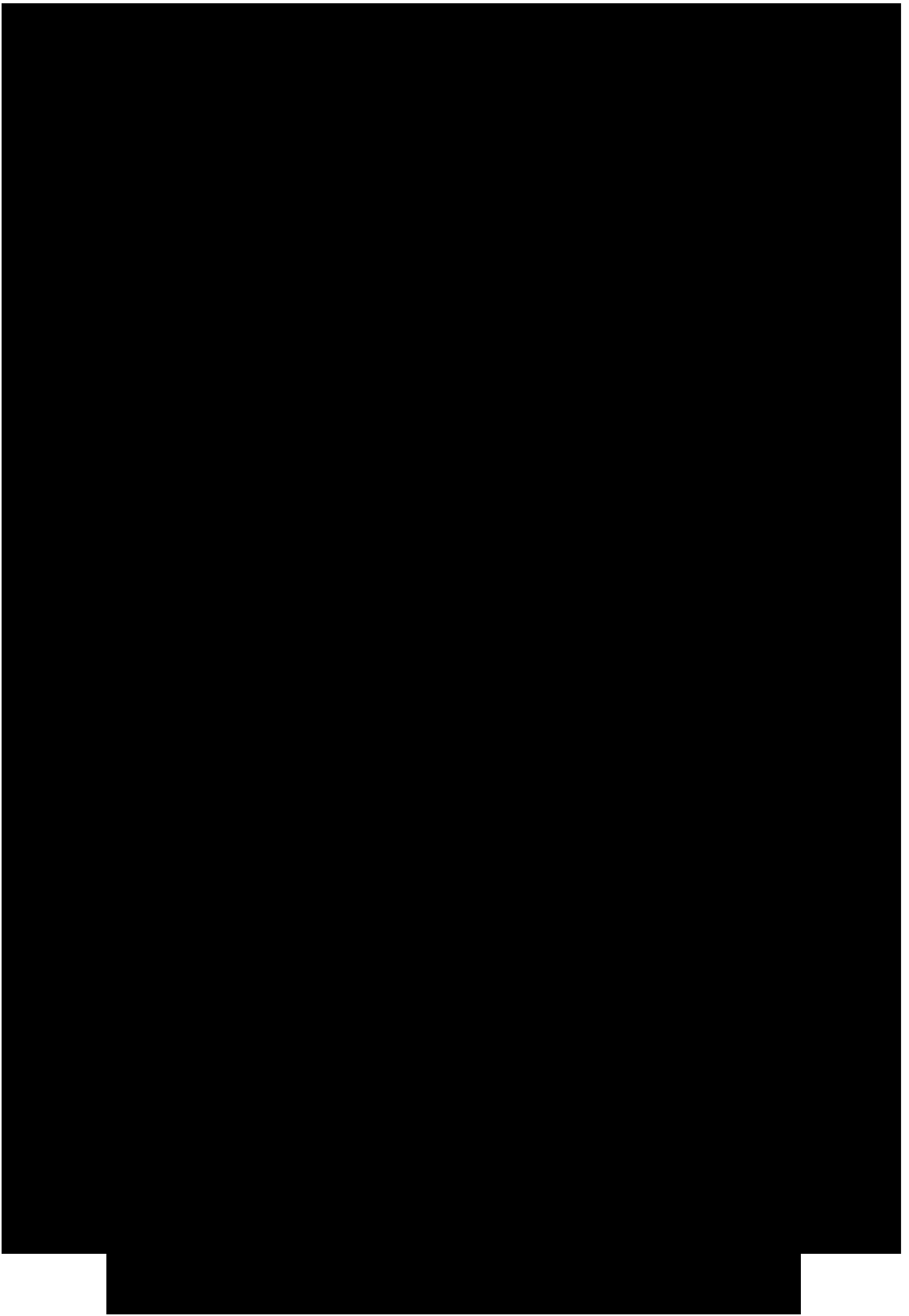


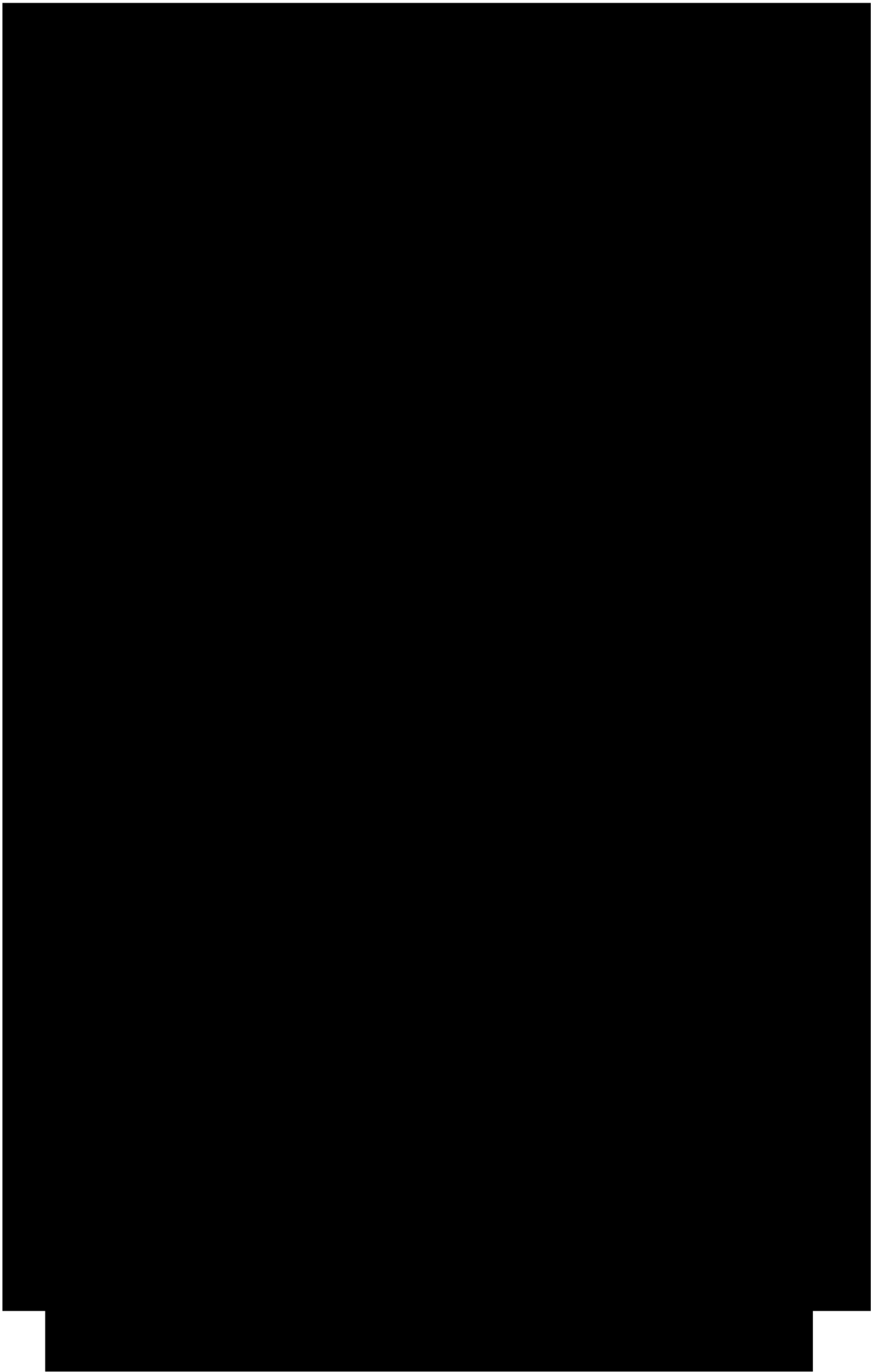


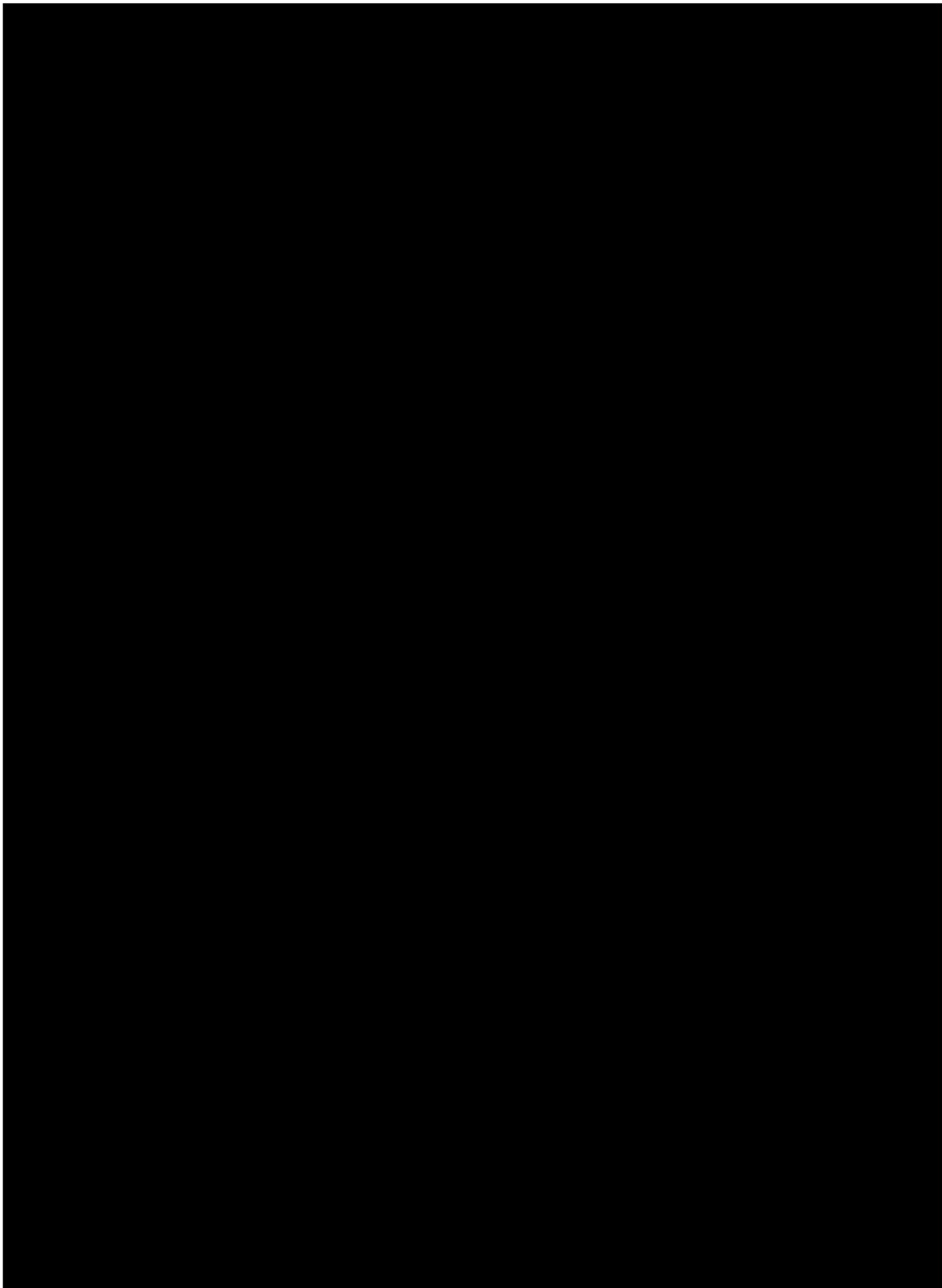


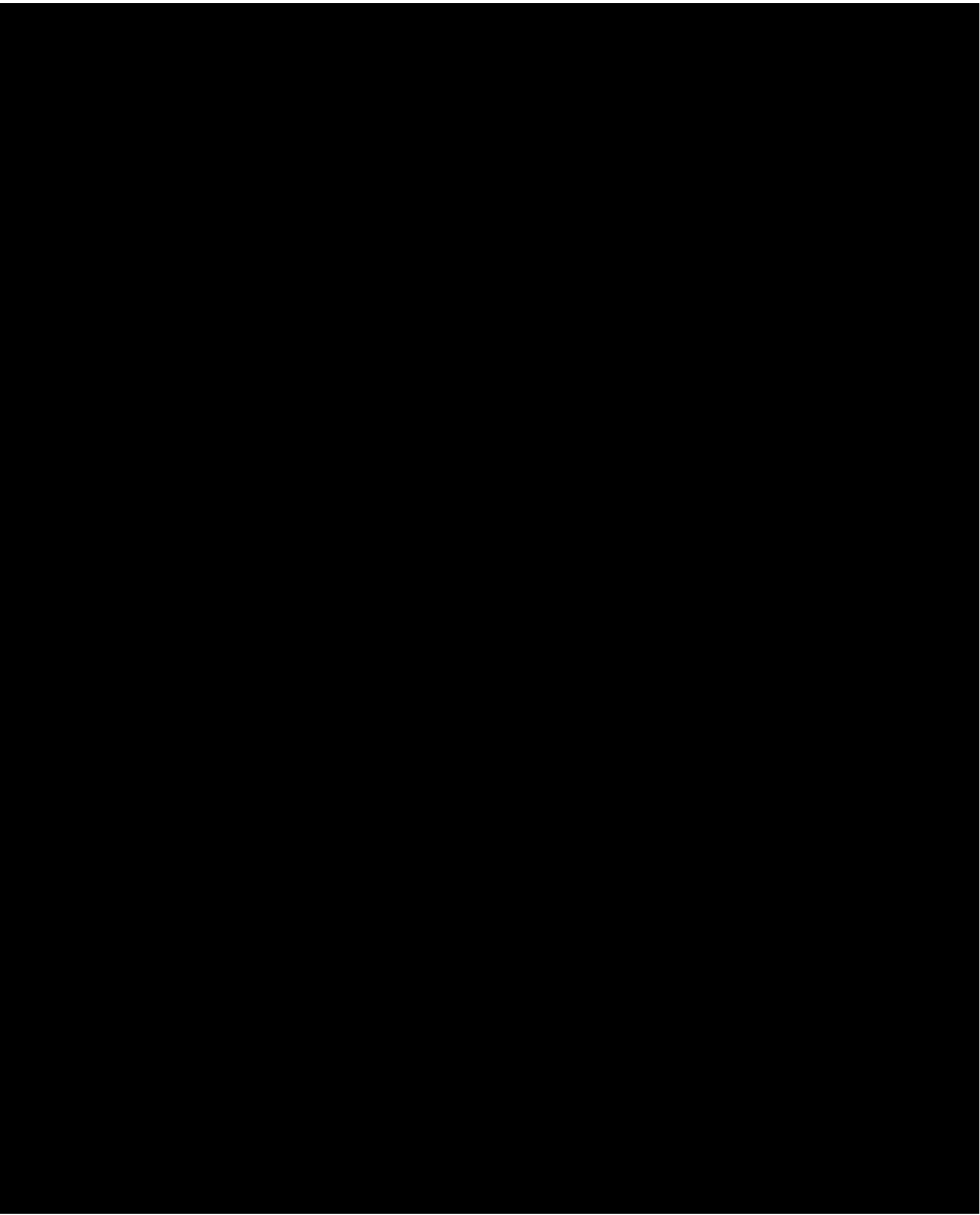


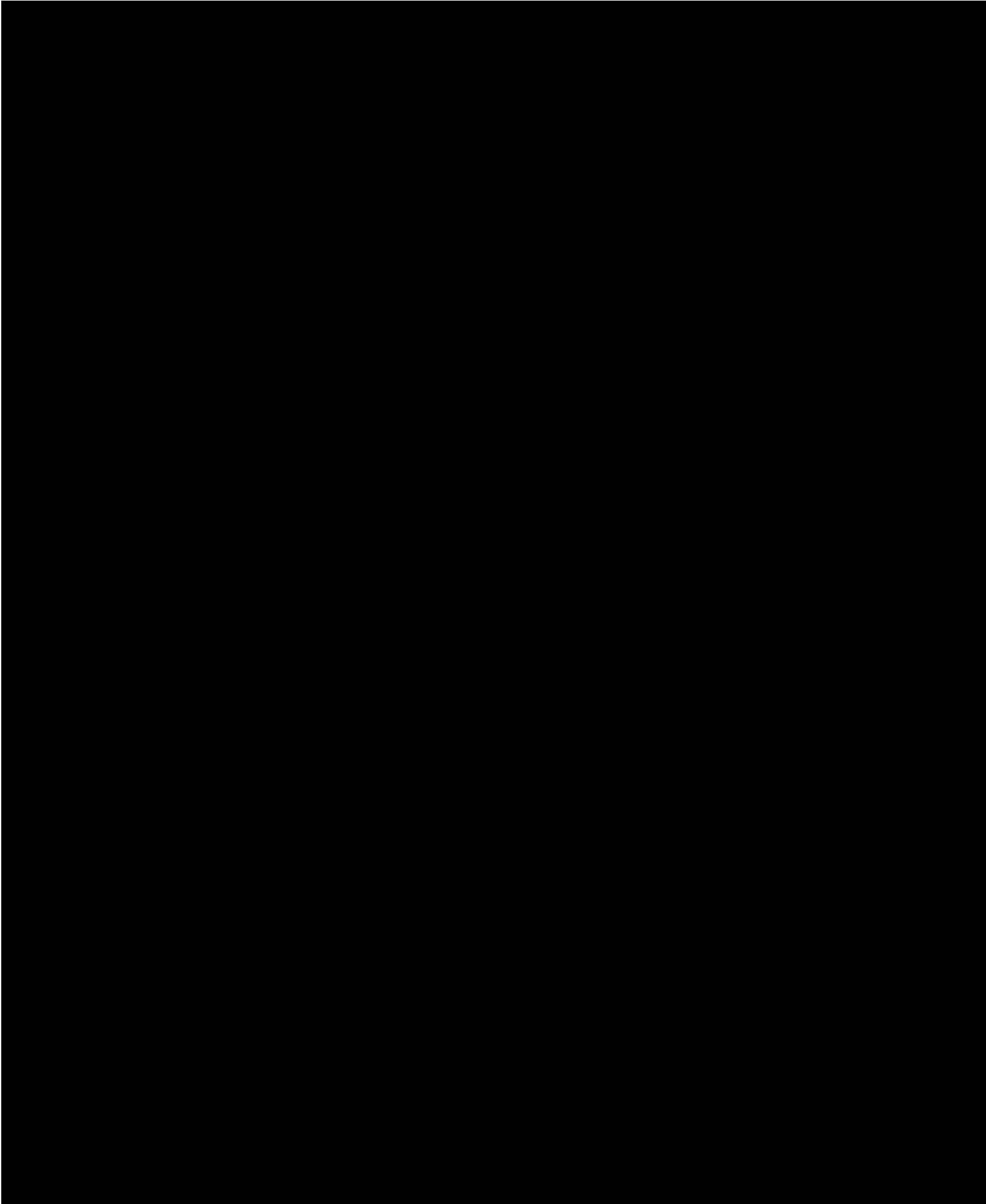


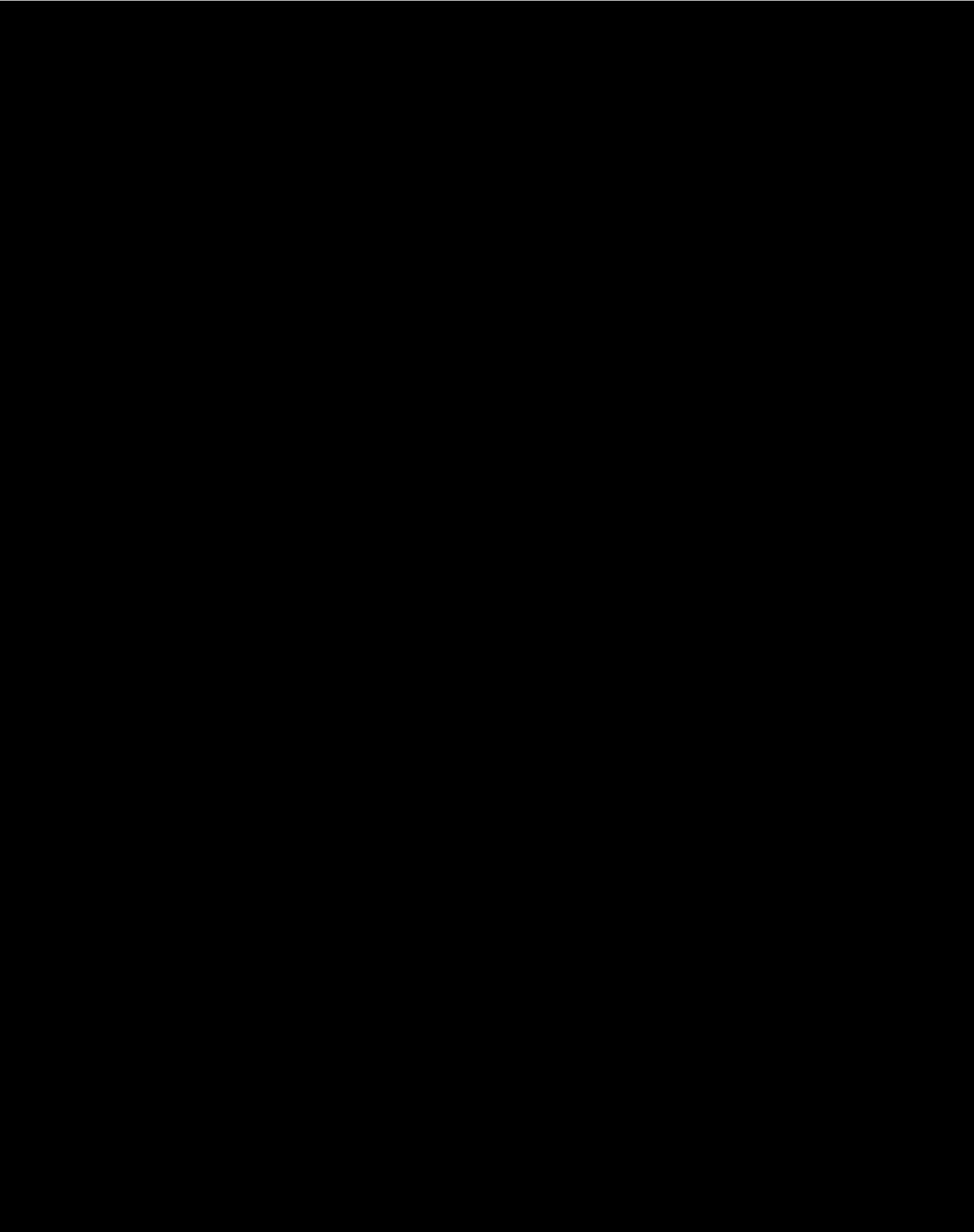


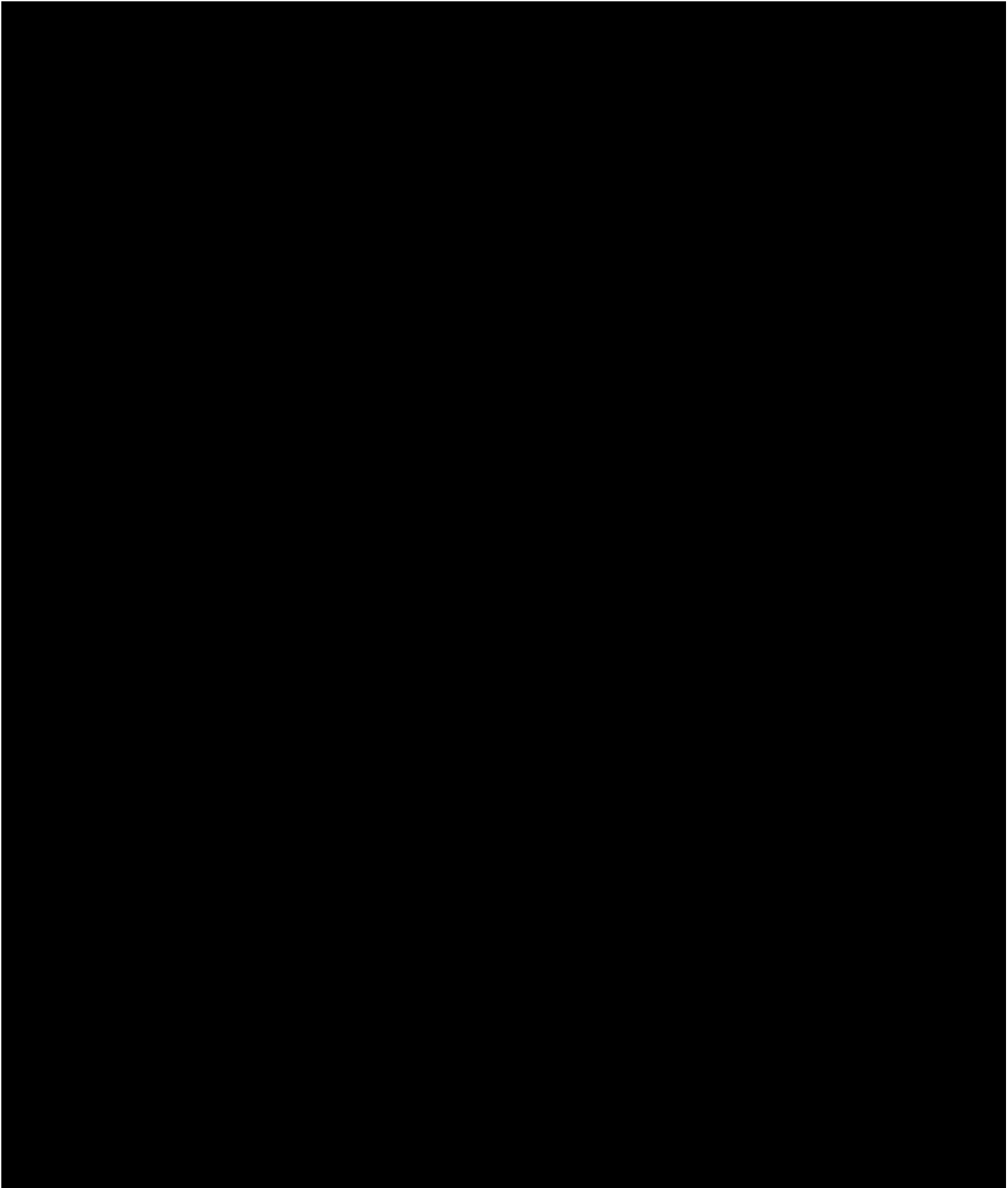












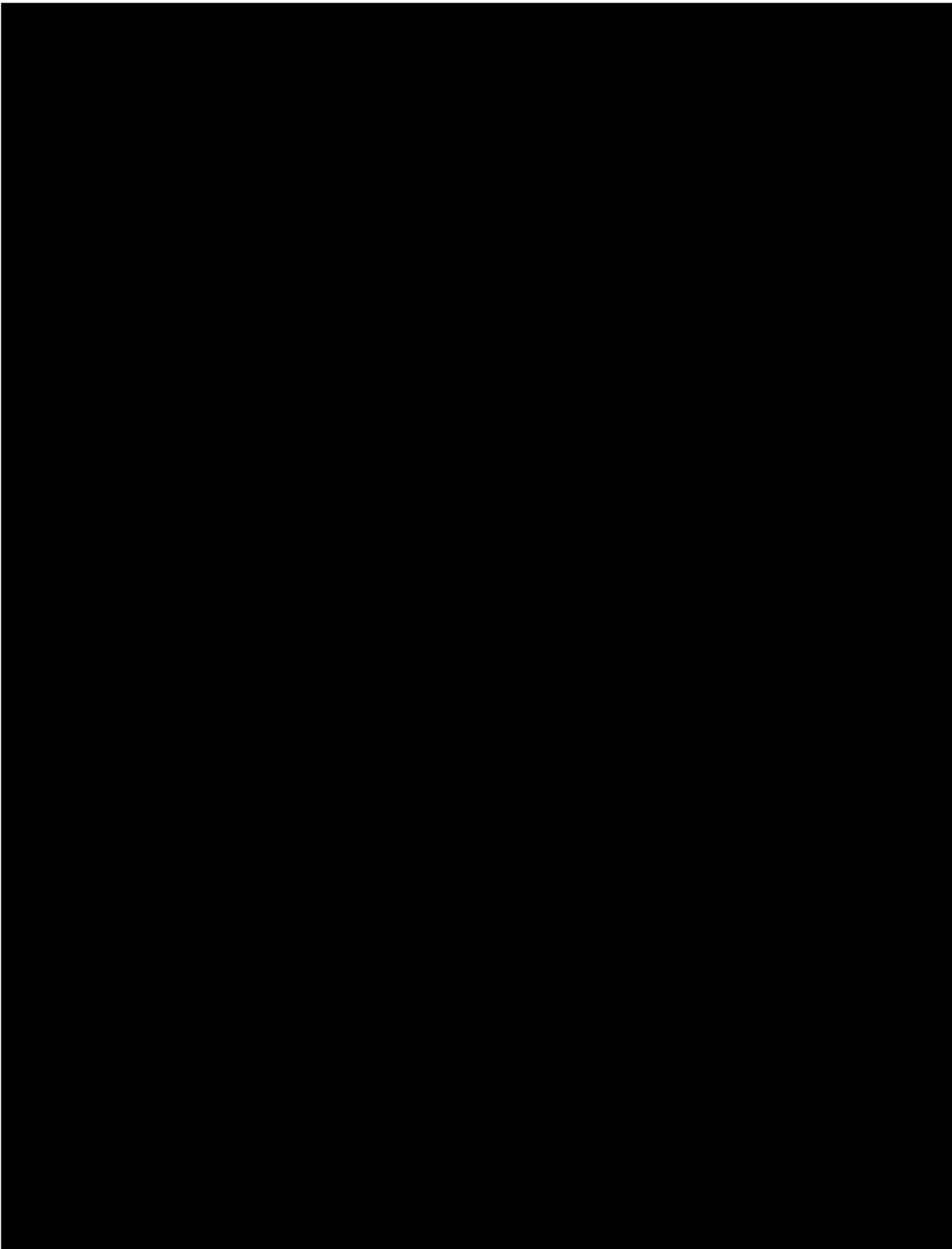
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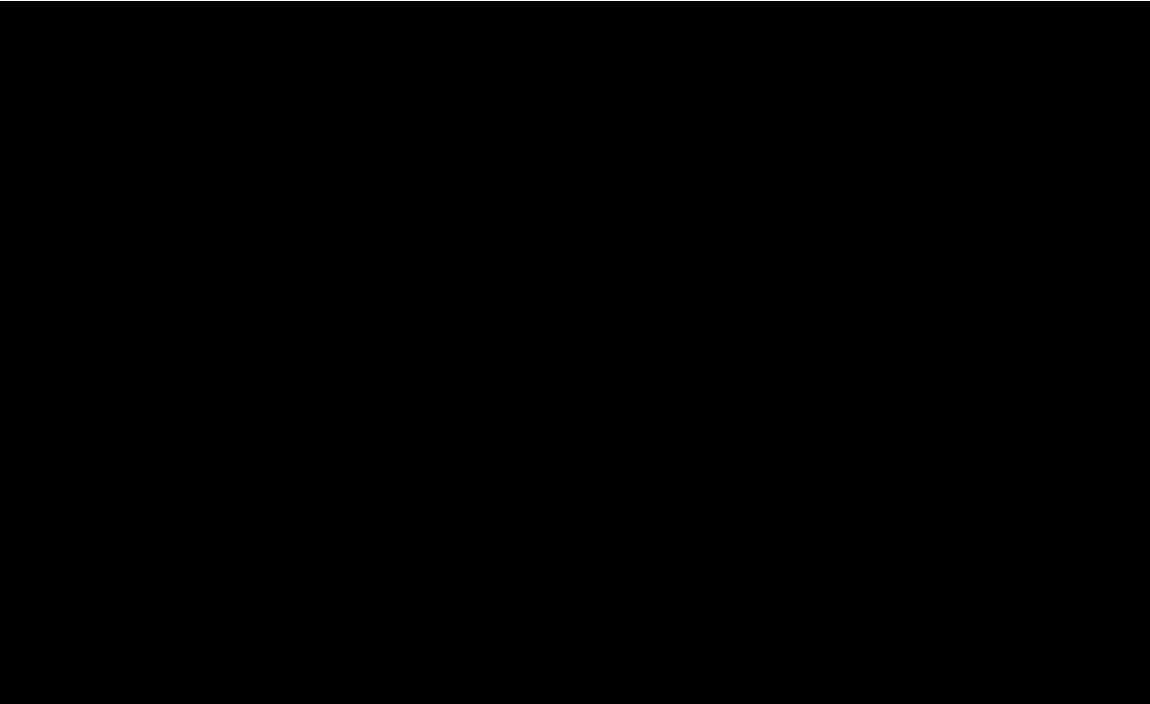
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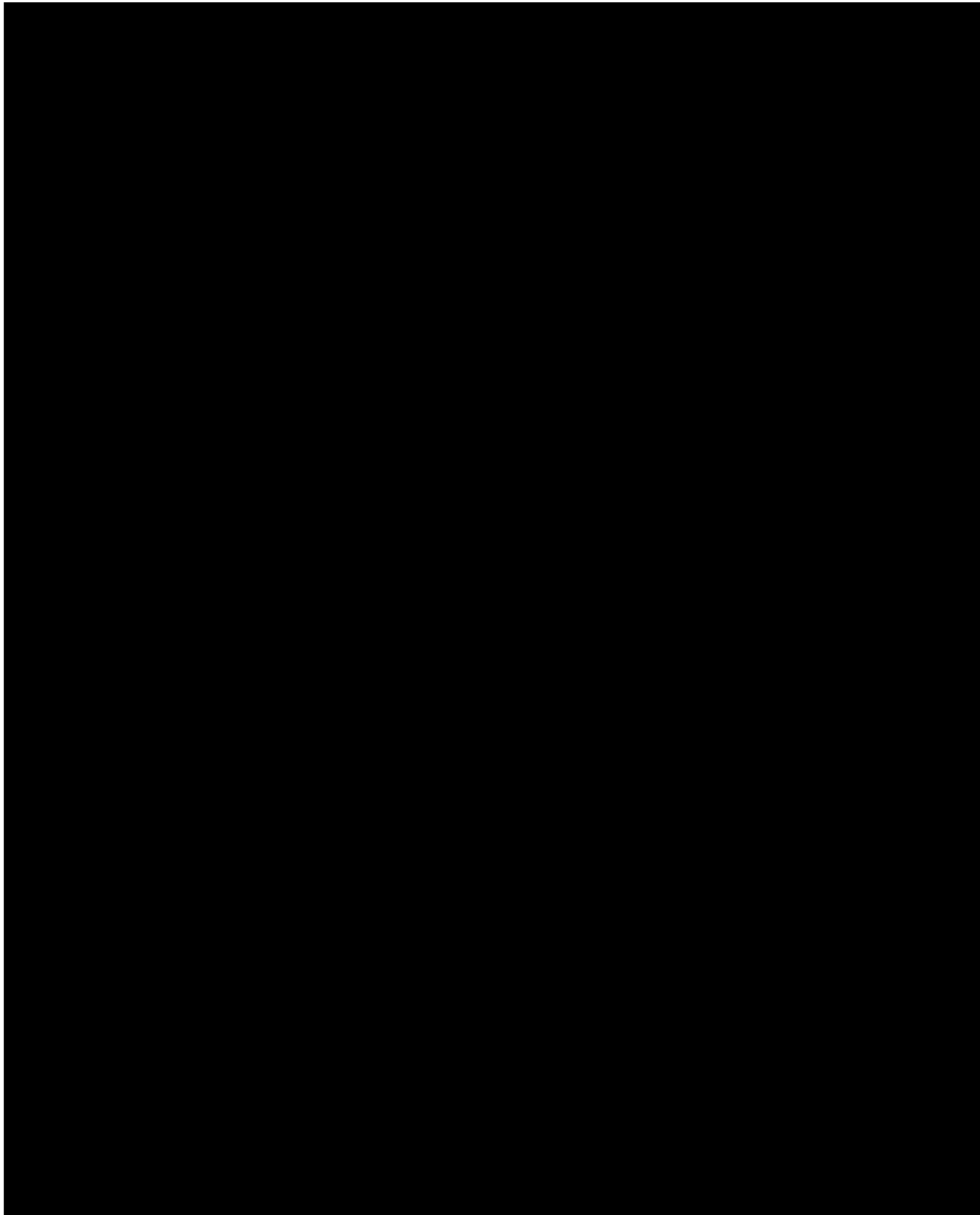
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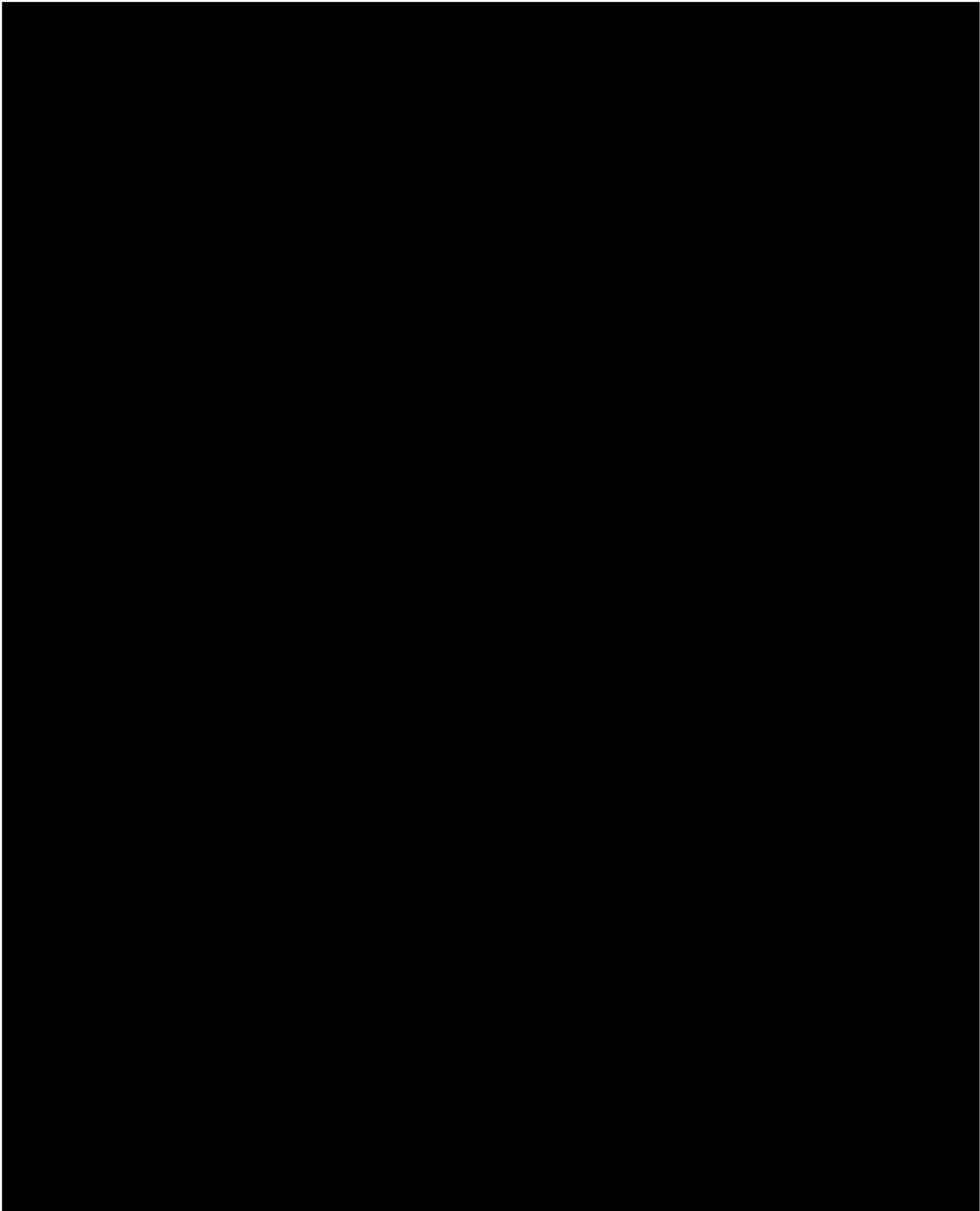
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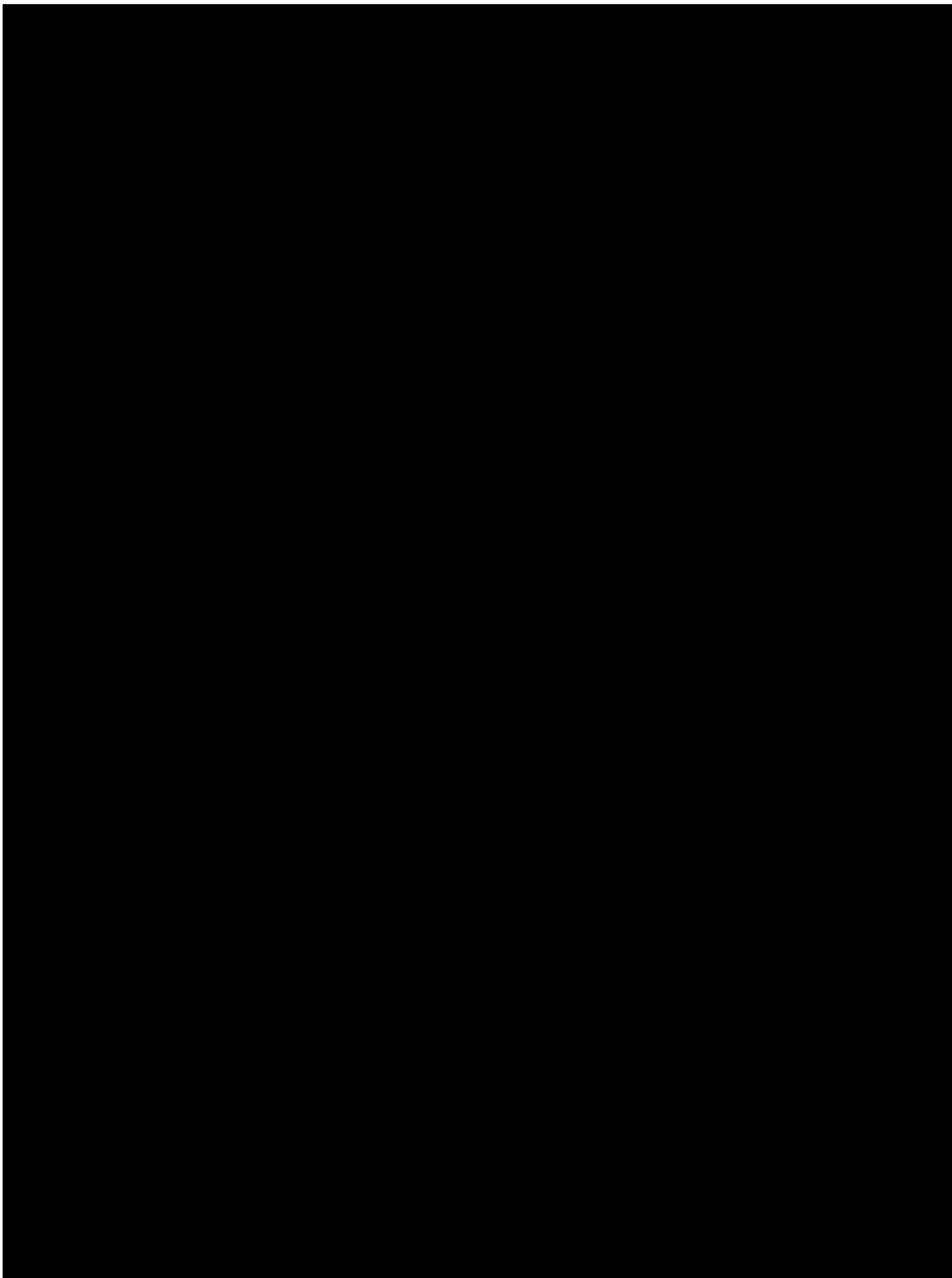


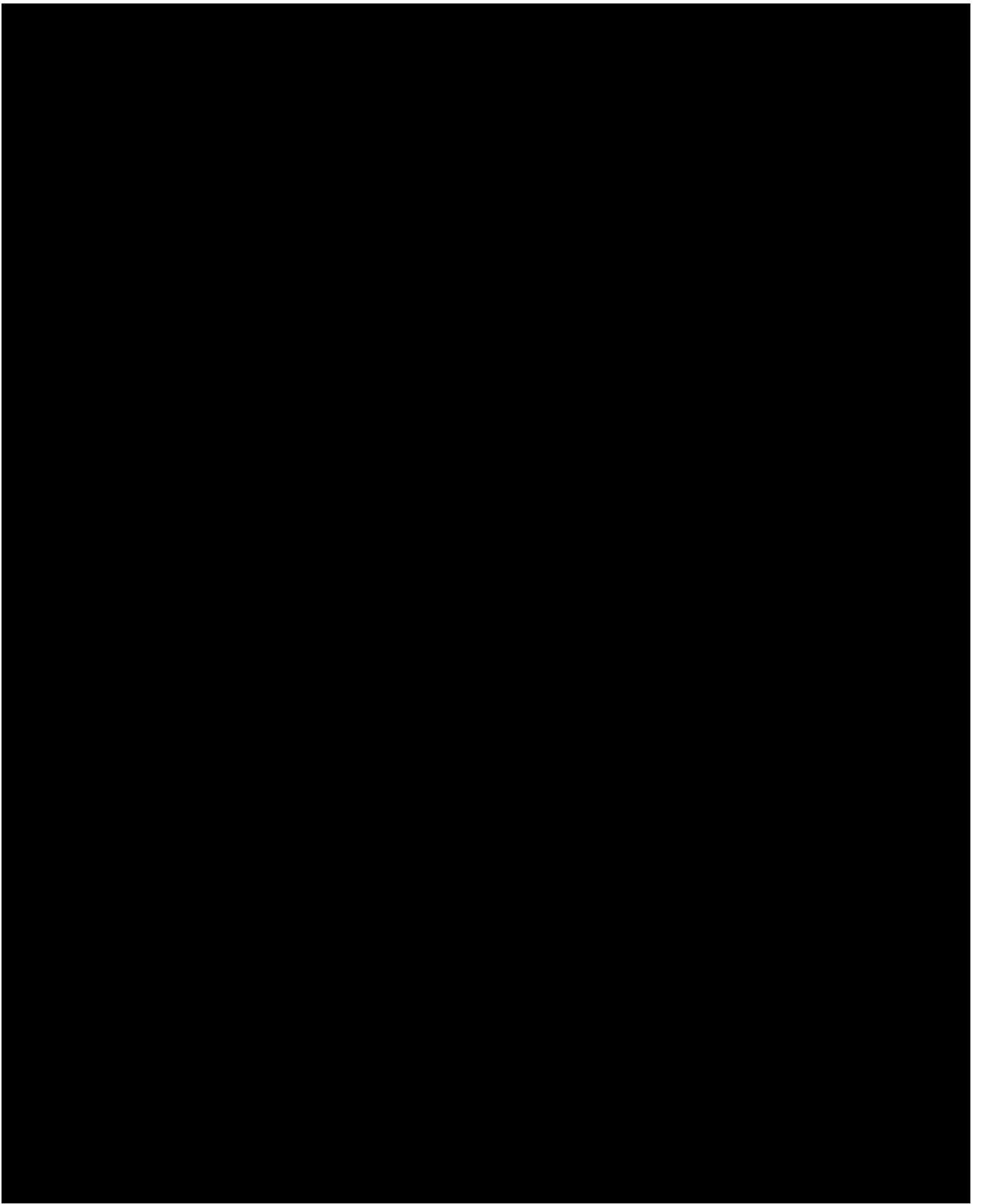












From: [Ebie, Ken](#)
To: jonathan@berlinrosen.com
Cc: [Drew, Chloe](#); [Washington, Alex](#); [Poe-Kest, Anna](#)
Subject: FW: For your review - DCA Senior Communications Posts
Date: Thursday, May 08, 2014 10:27:39 PM
Attachments: [DCA DC External Affairs Coversheet - External.xlsx](#)
[DCA - DC External 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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- Deputy Commissioner for External Affairs
- Assistant Commissioner for Communications

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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

Email Contact
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Amit S. Bagga

Employment

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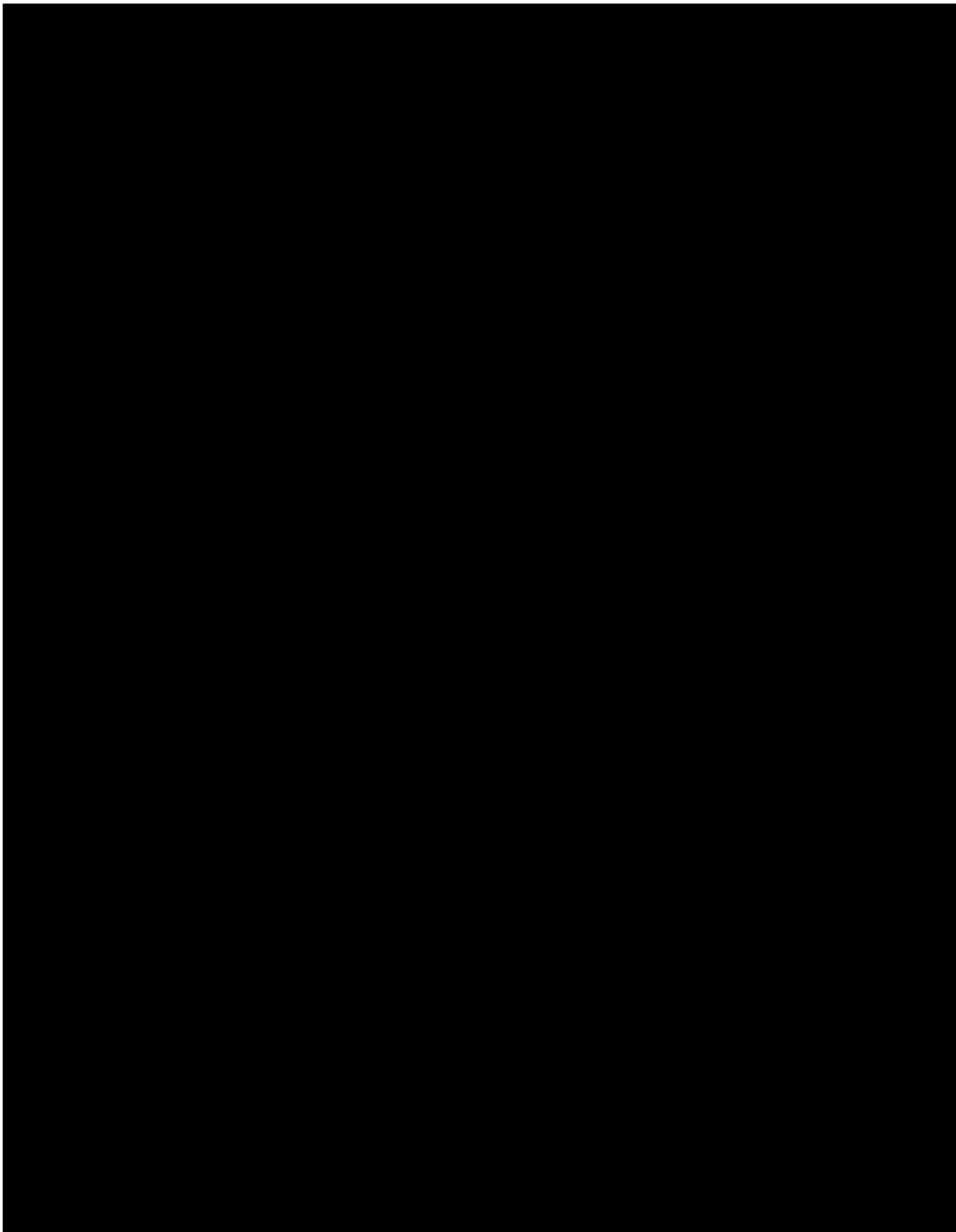
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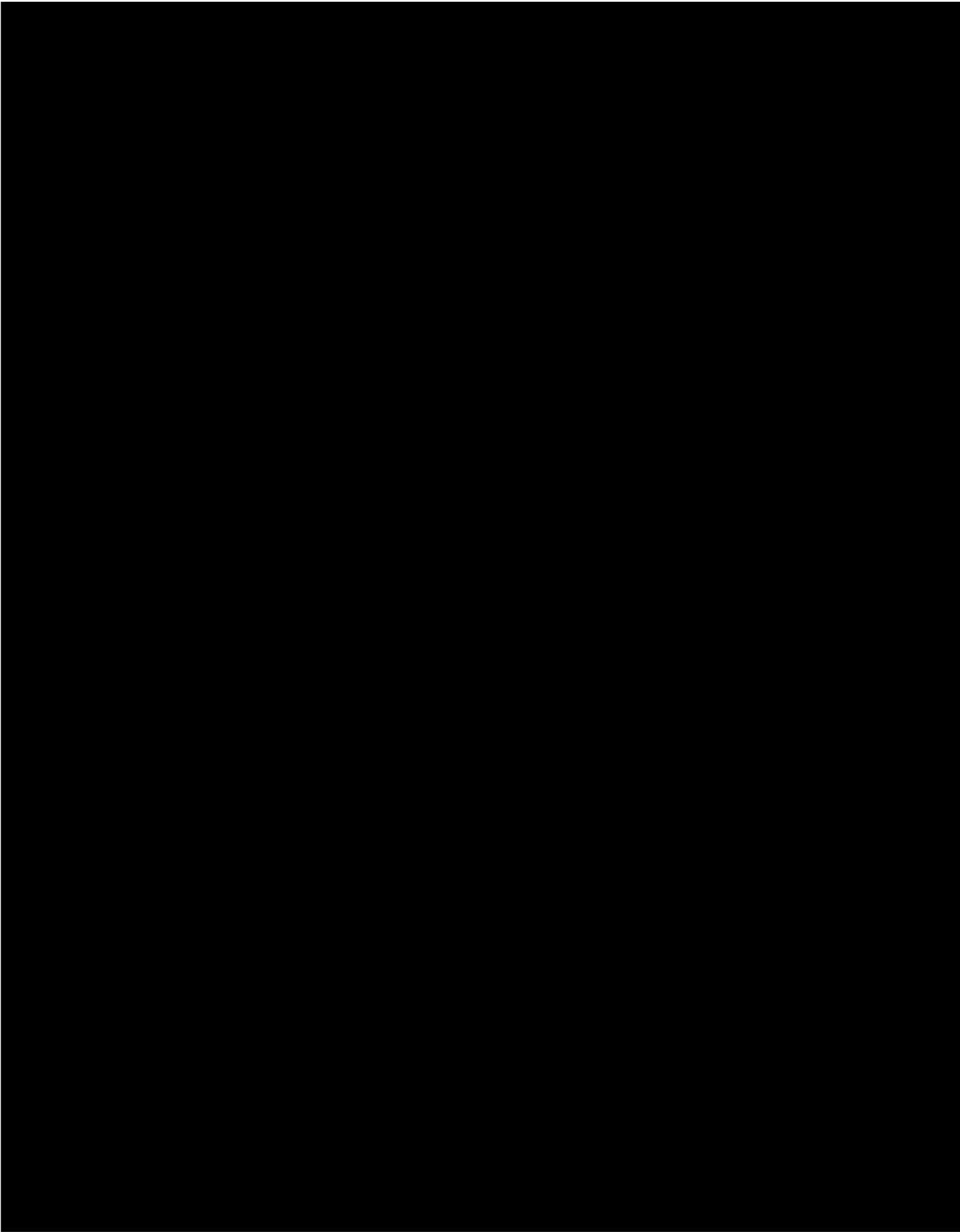
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B.A., International Development; Minors in South Asian Studies, Hinduism – publication of thesis in *Canons*; engaged in HIV prevention education in S. Africa

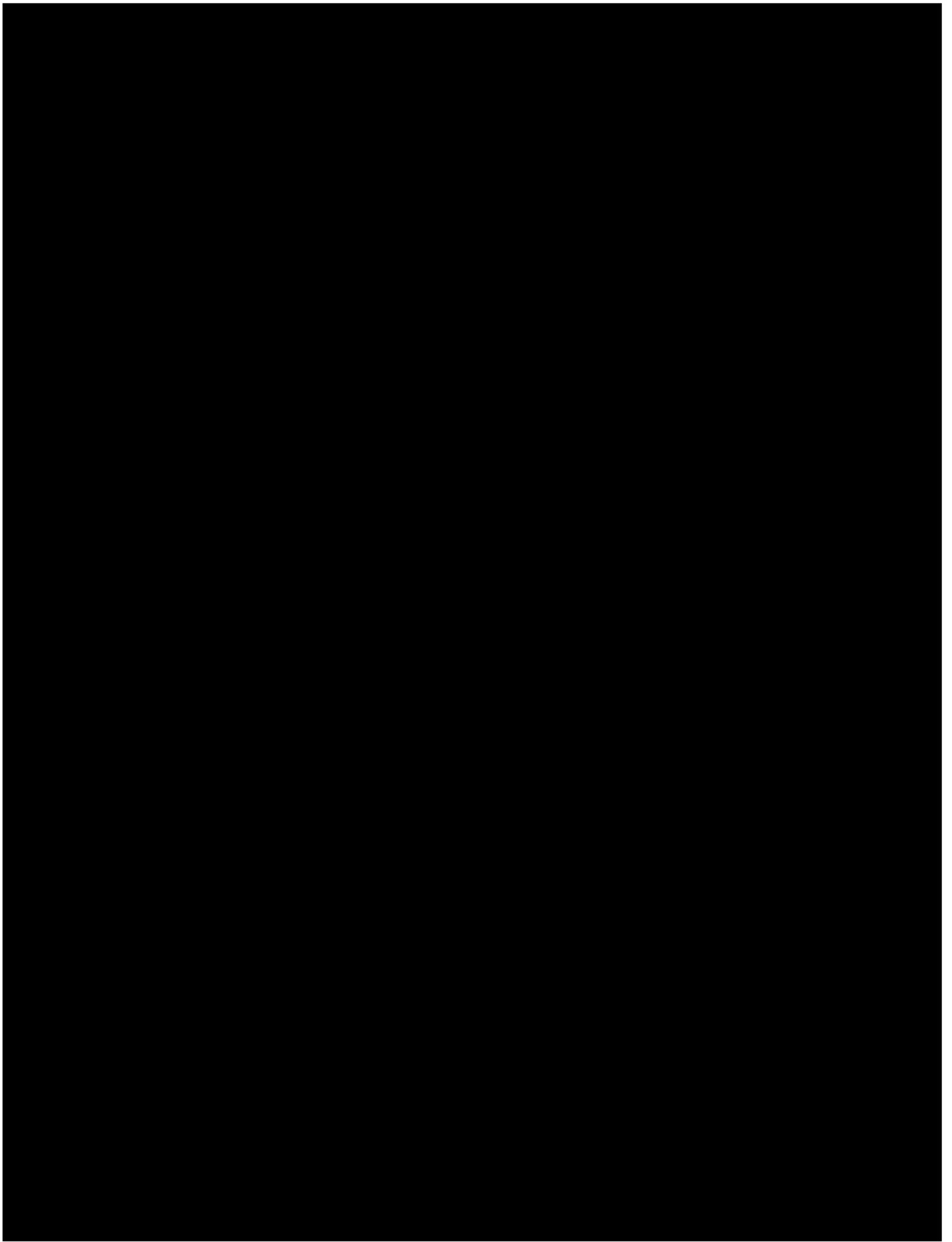
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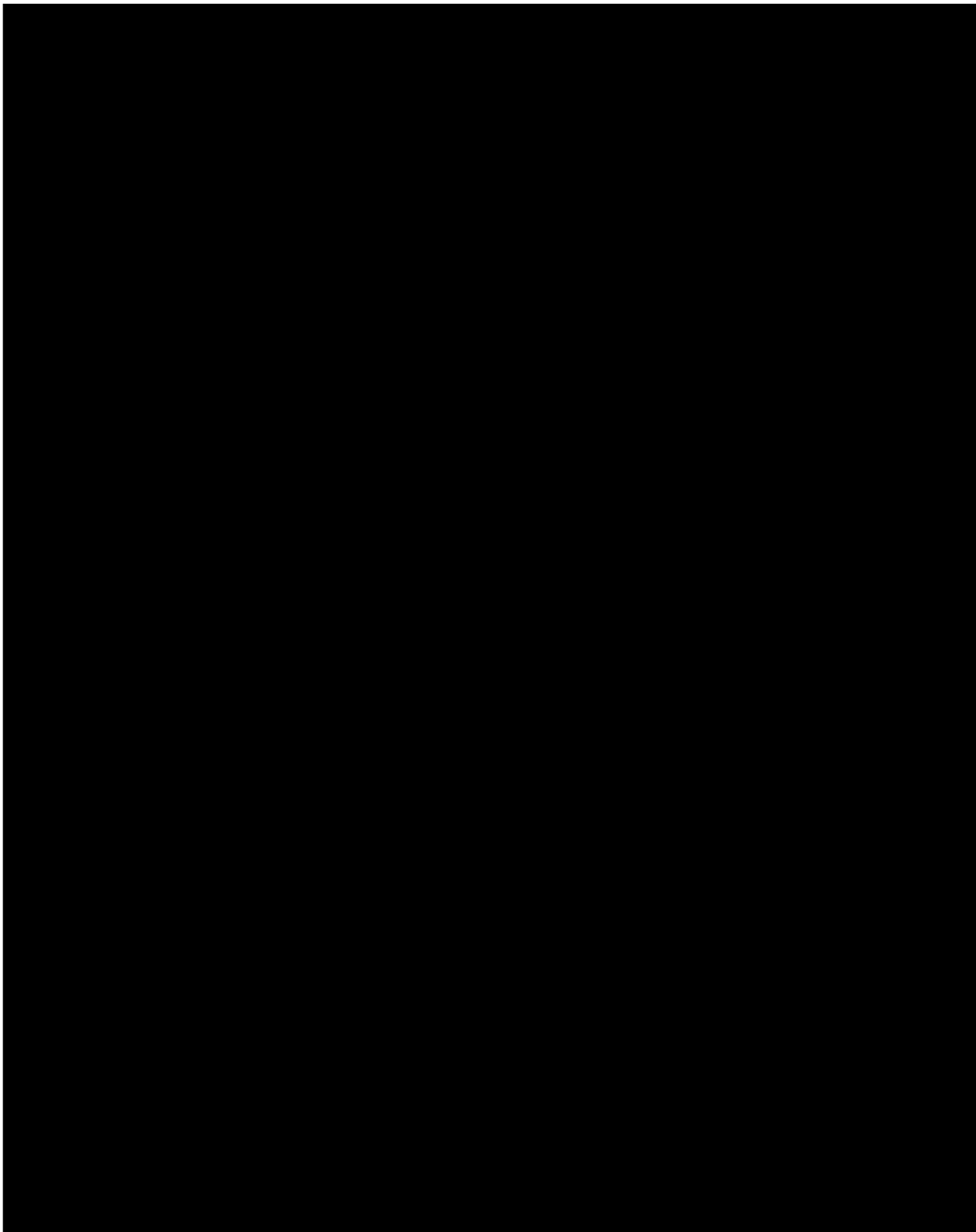
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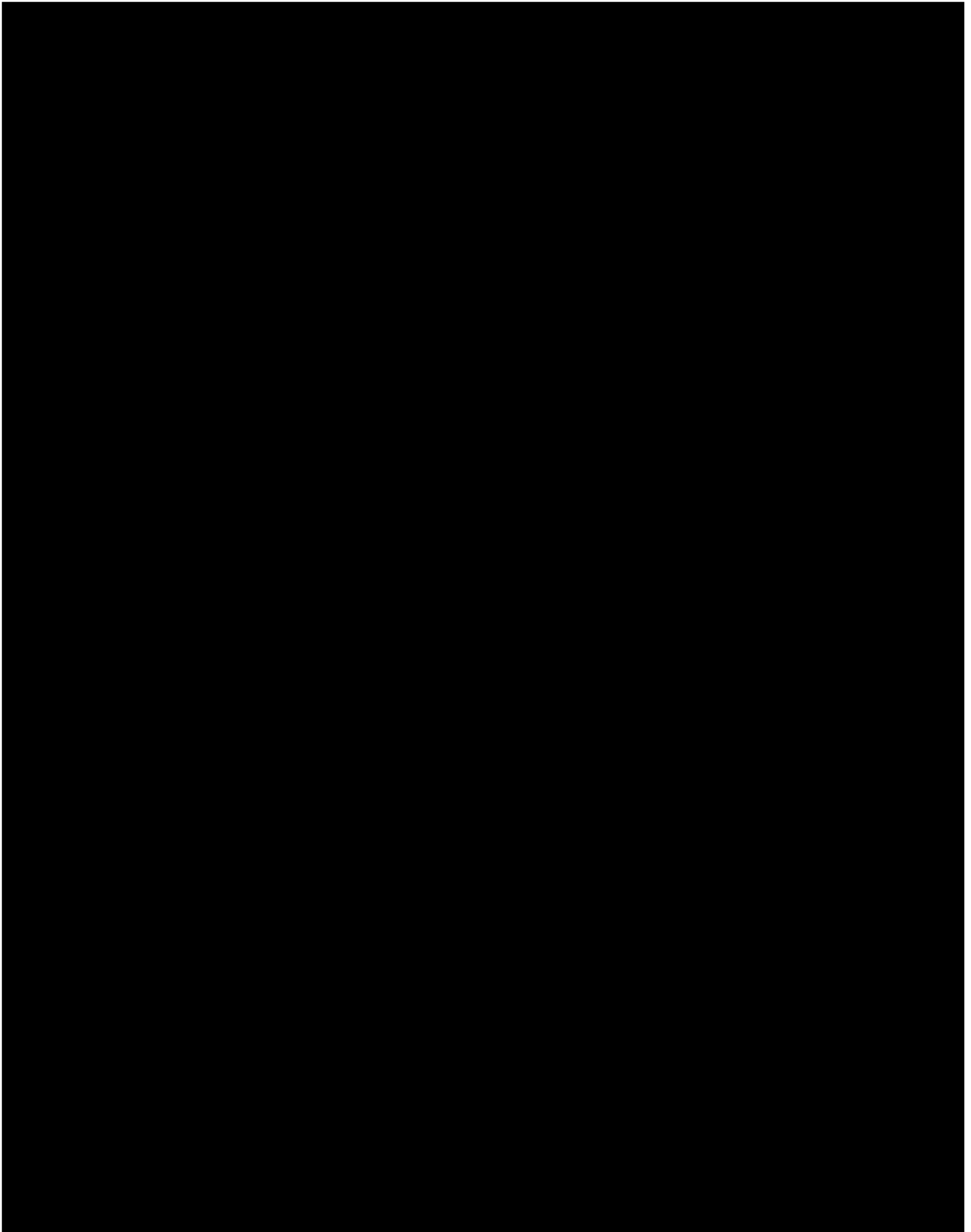


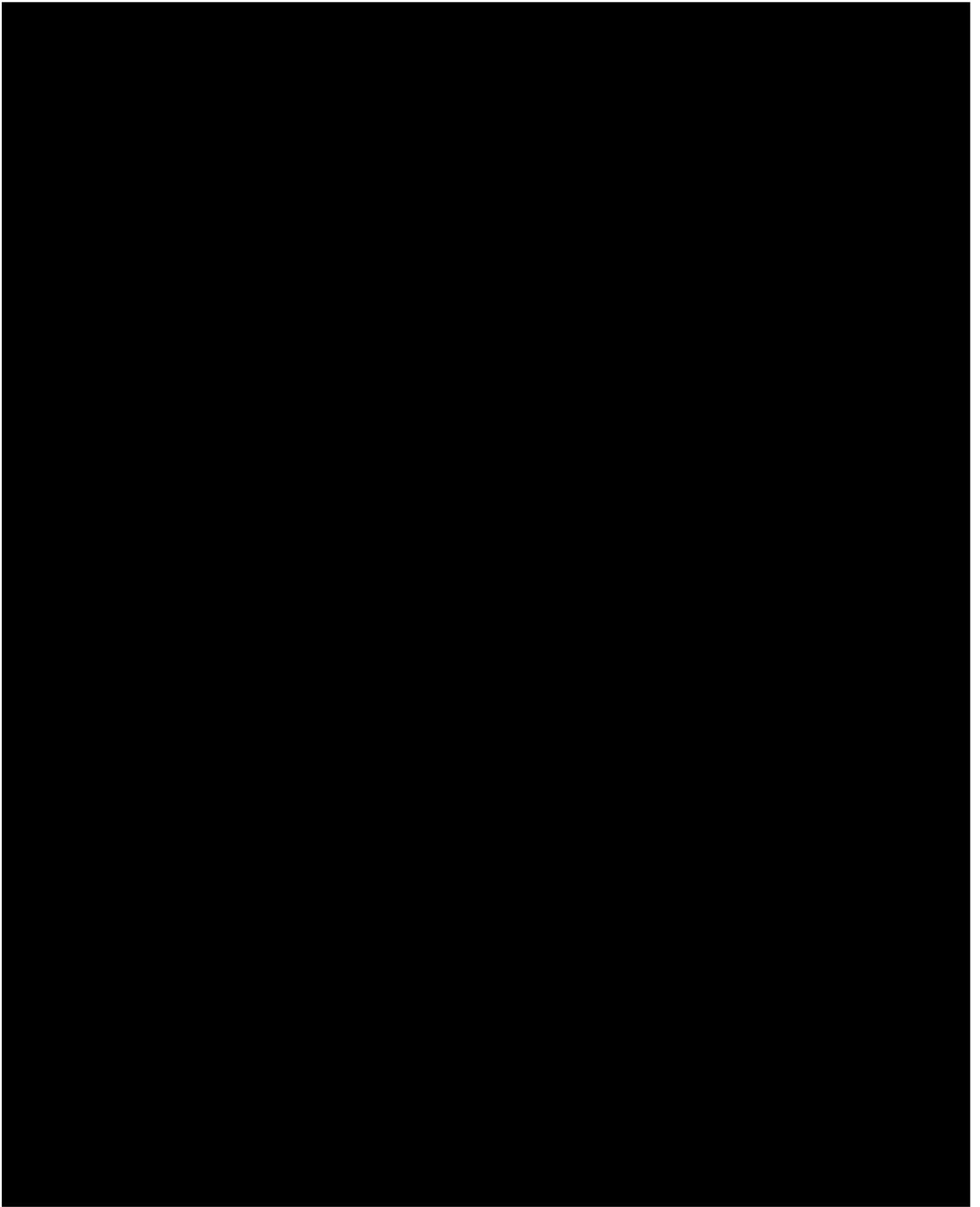


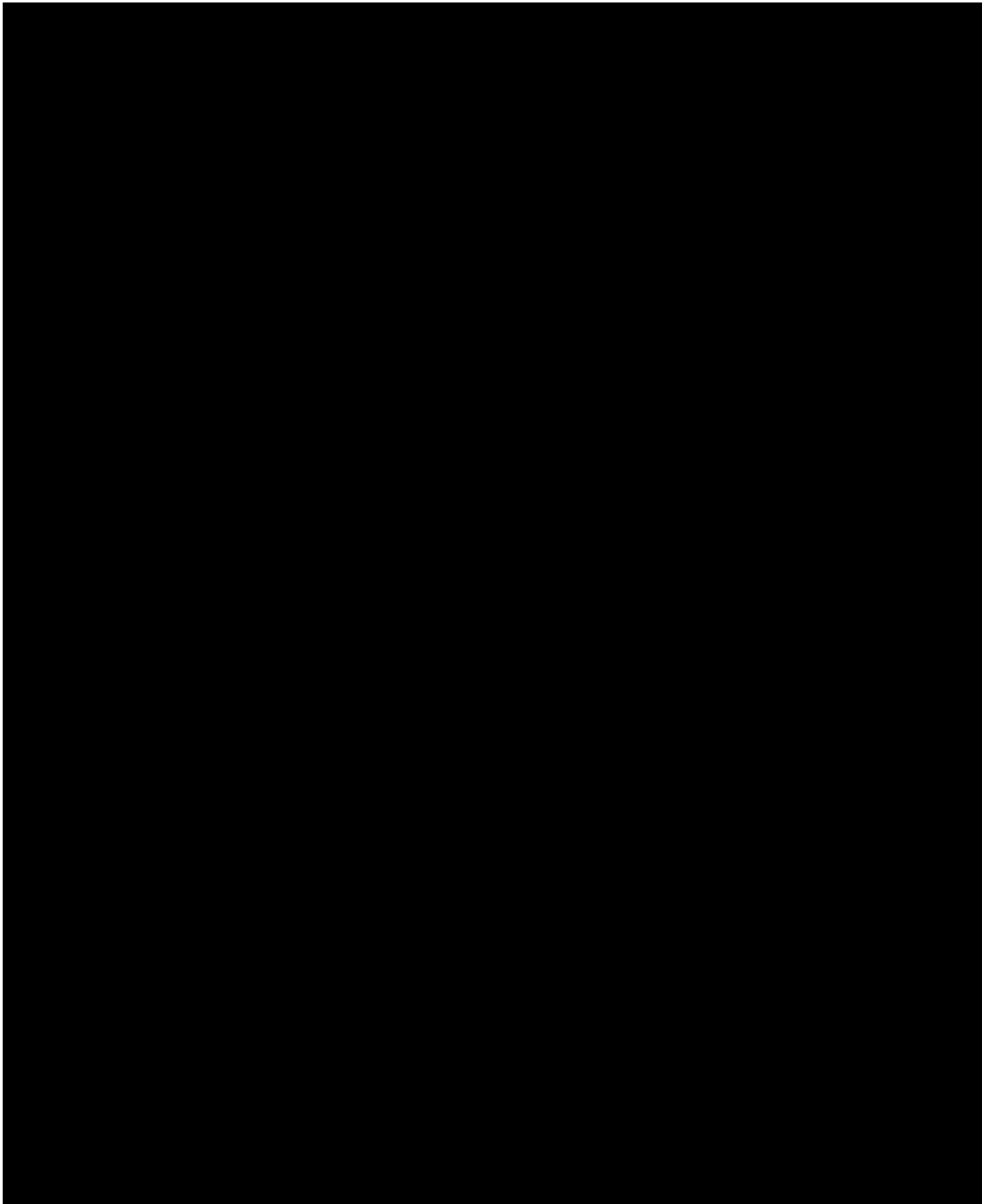


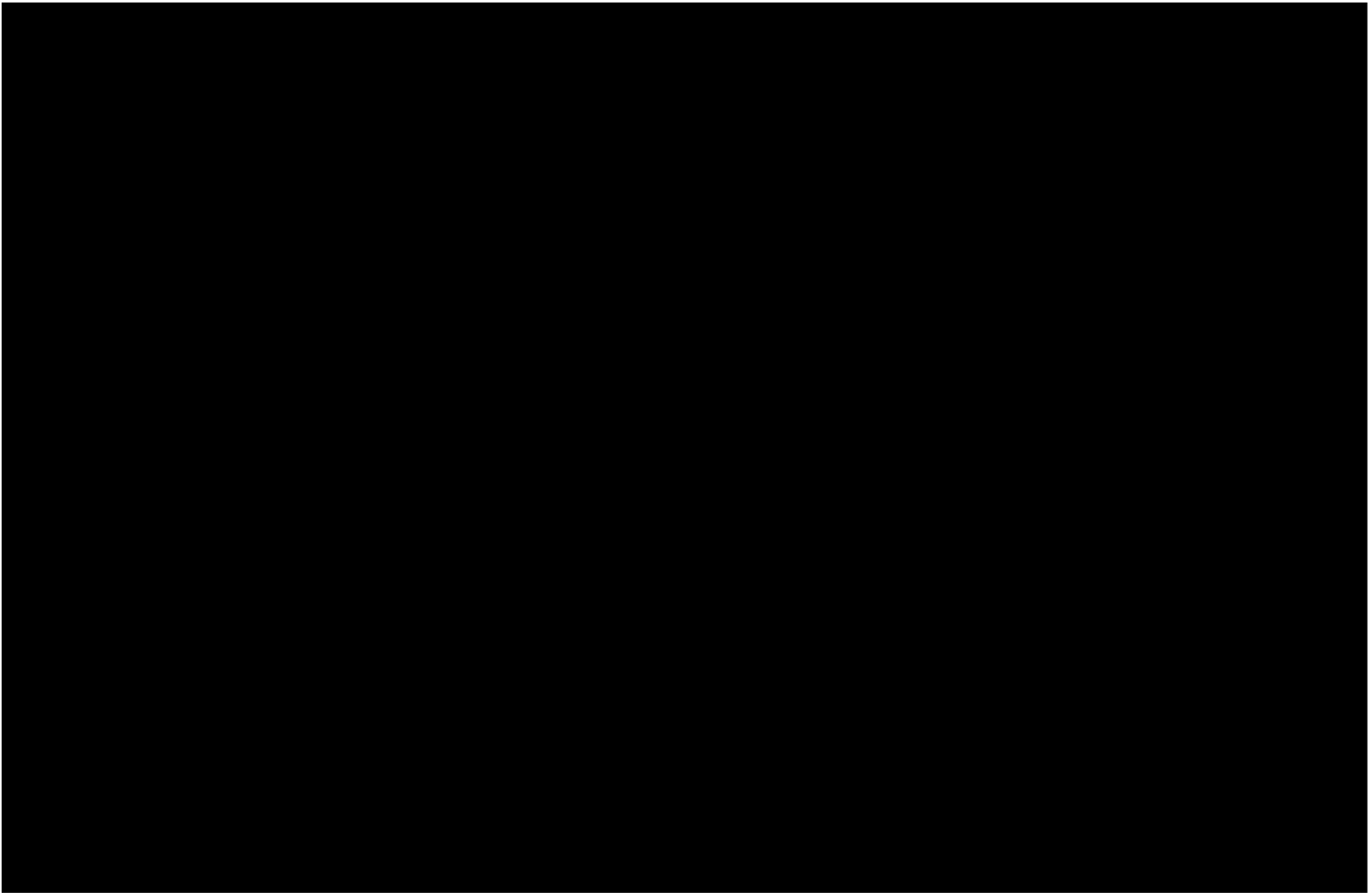


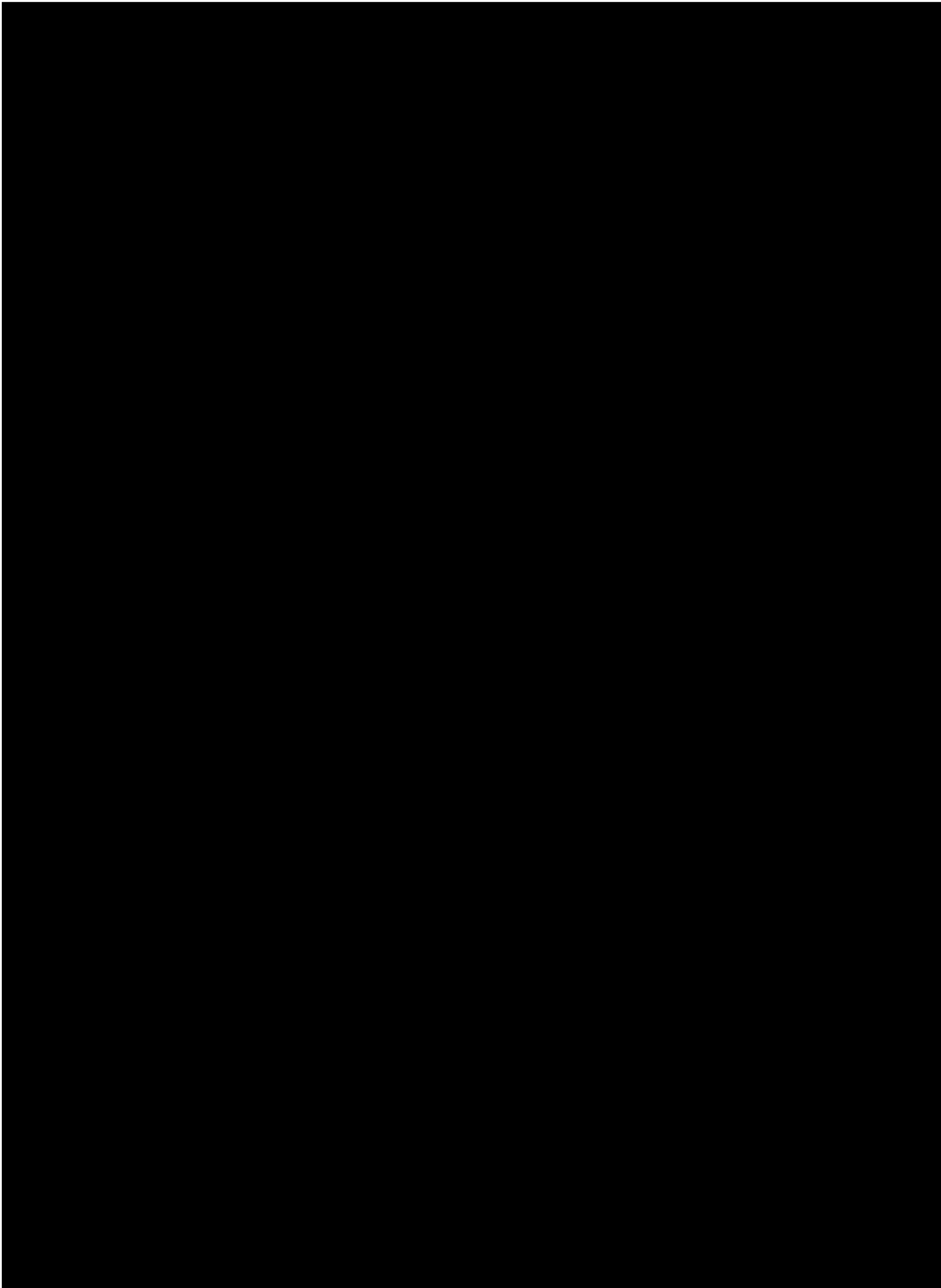


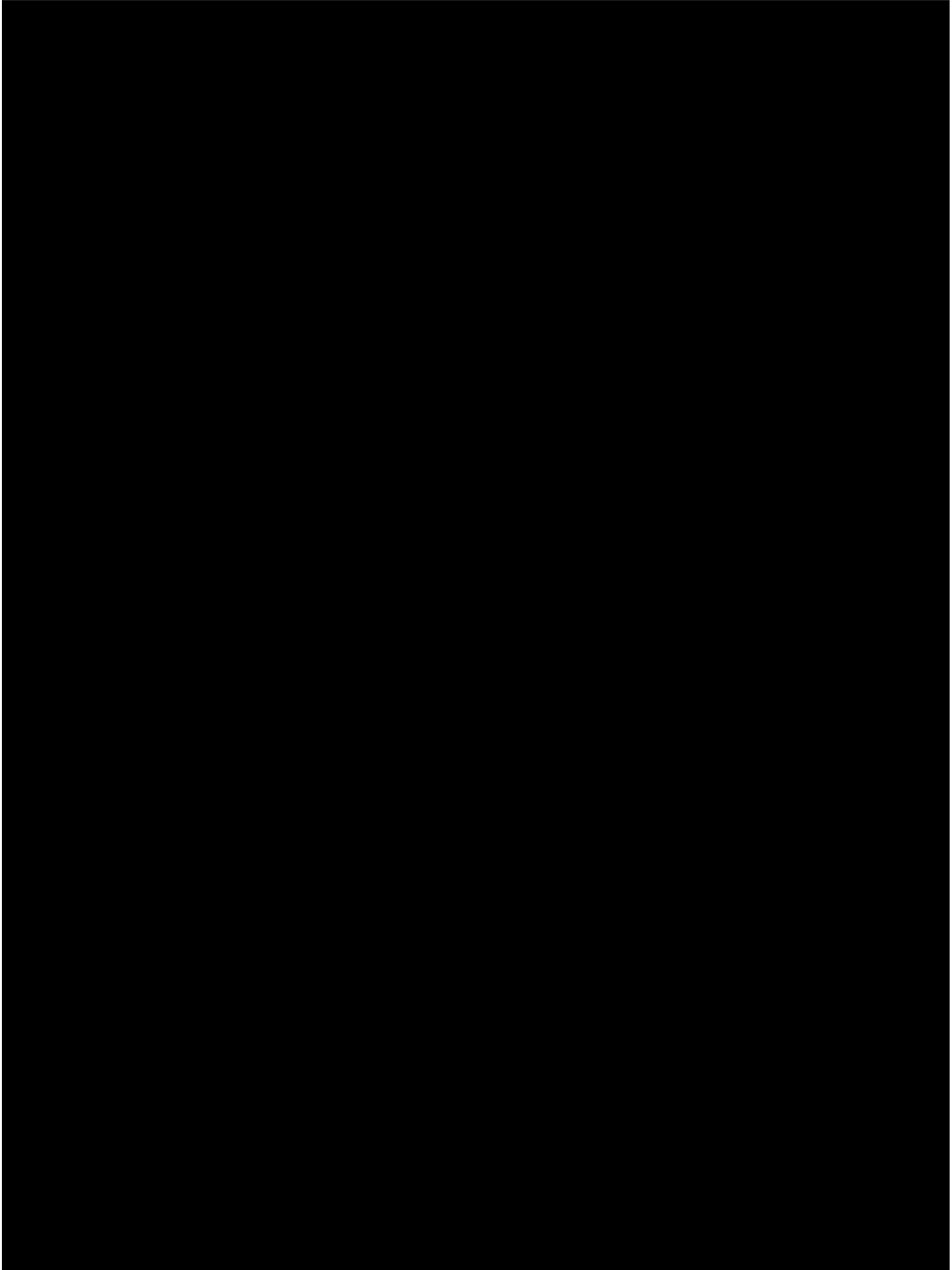


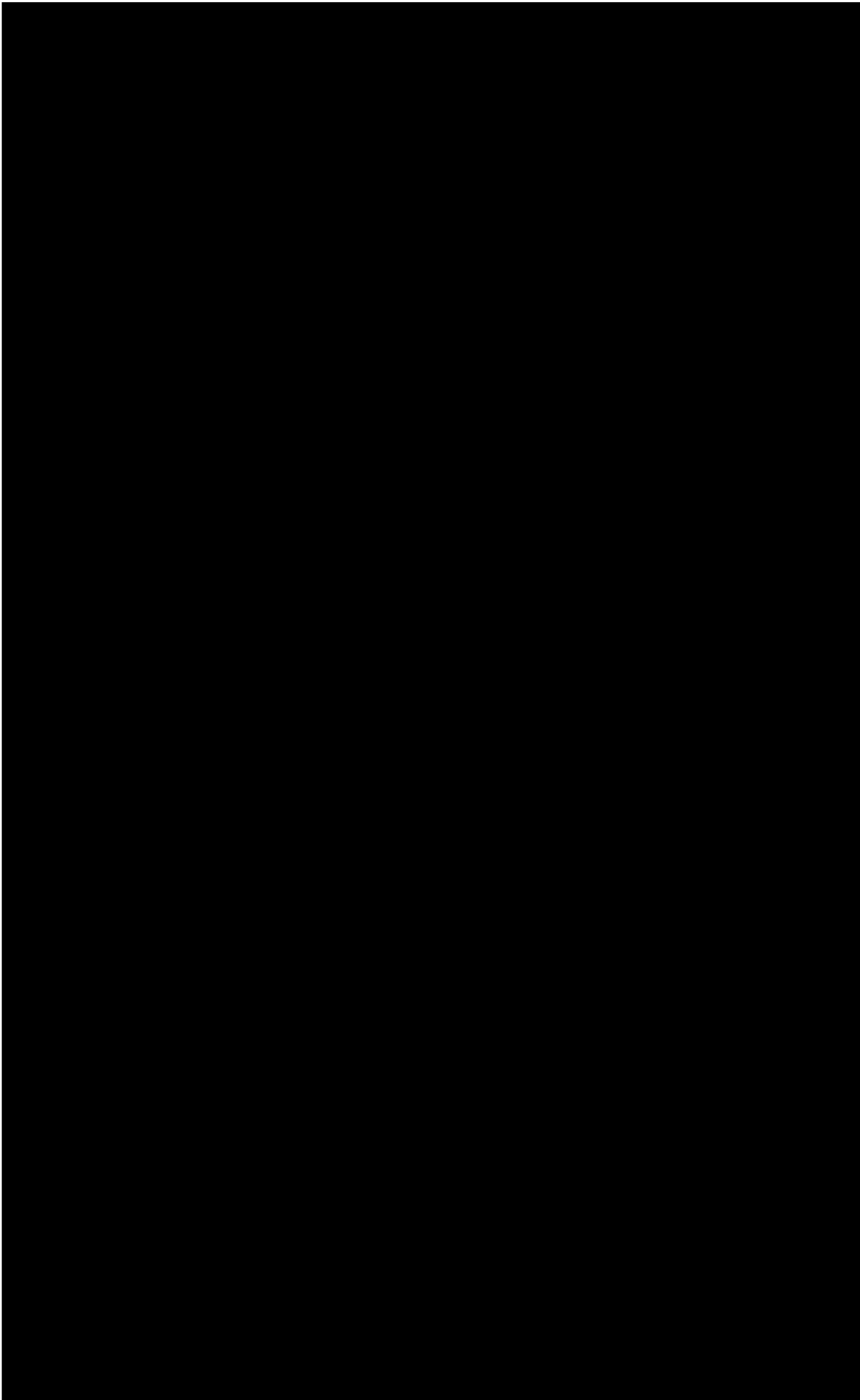


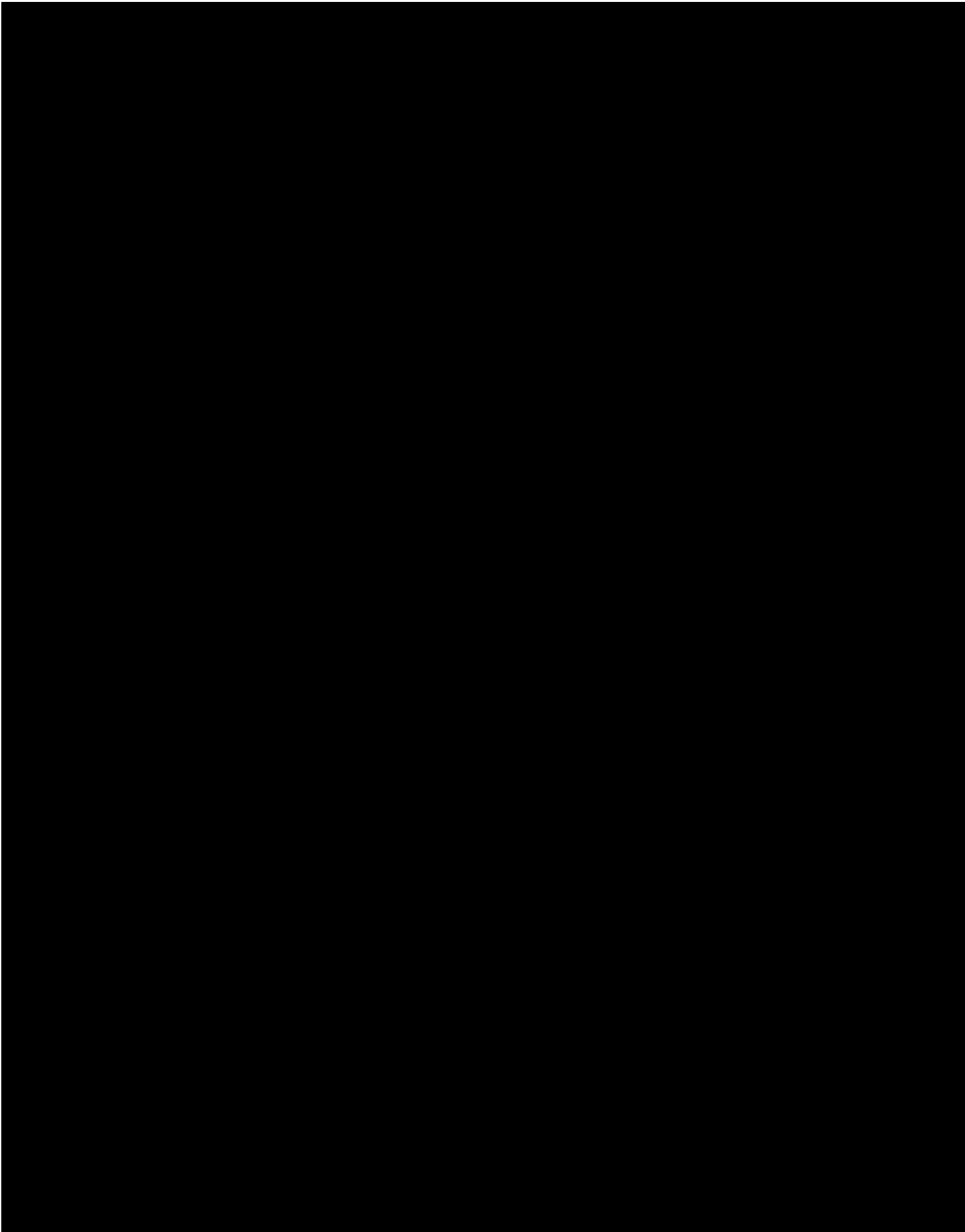


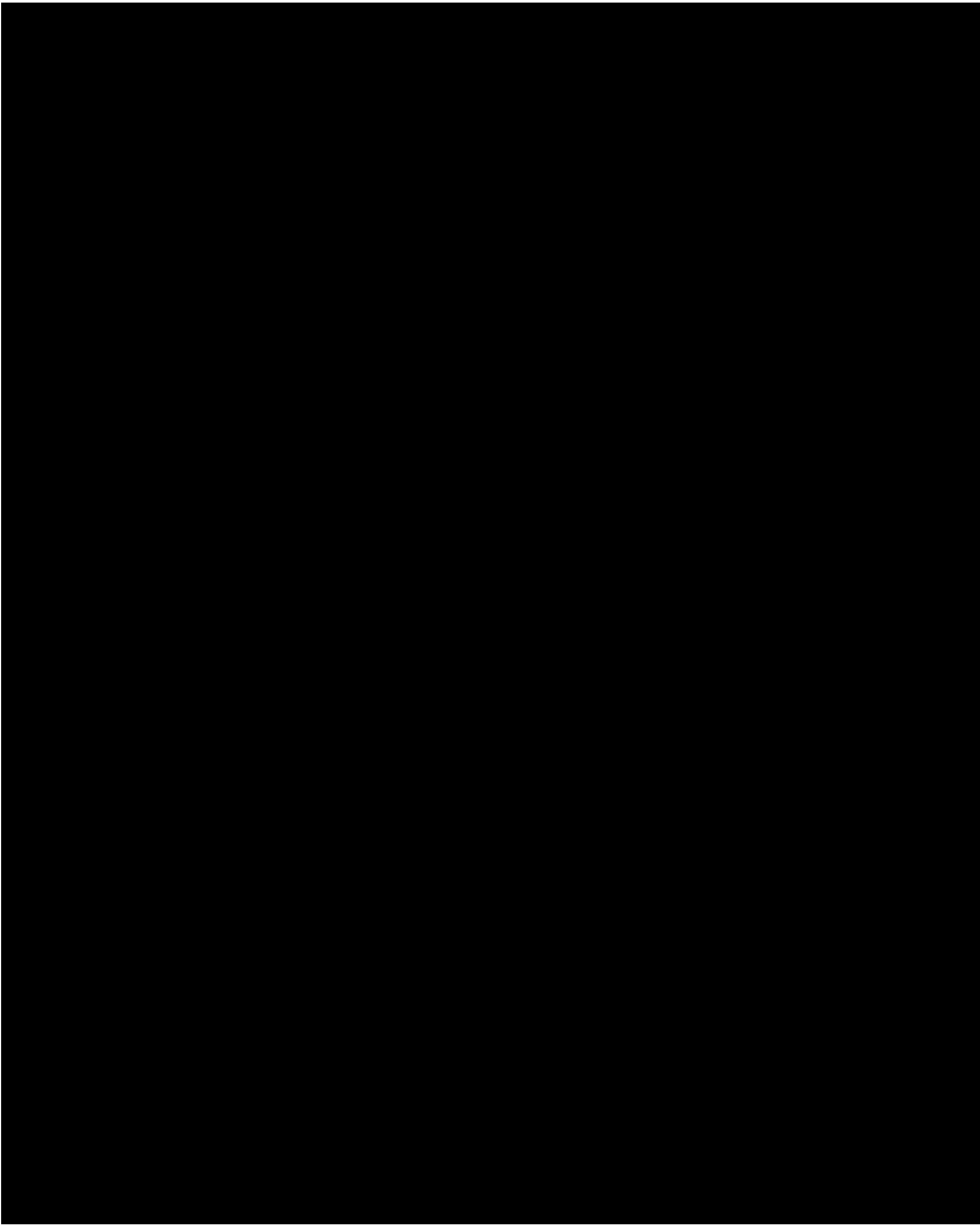


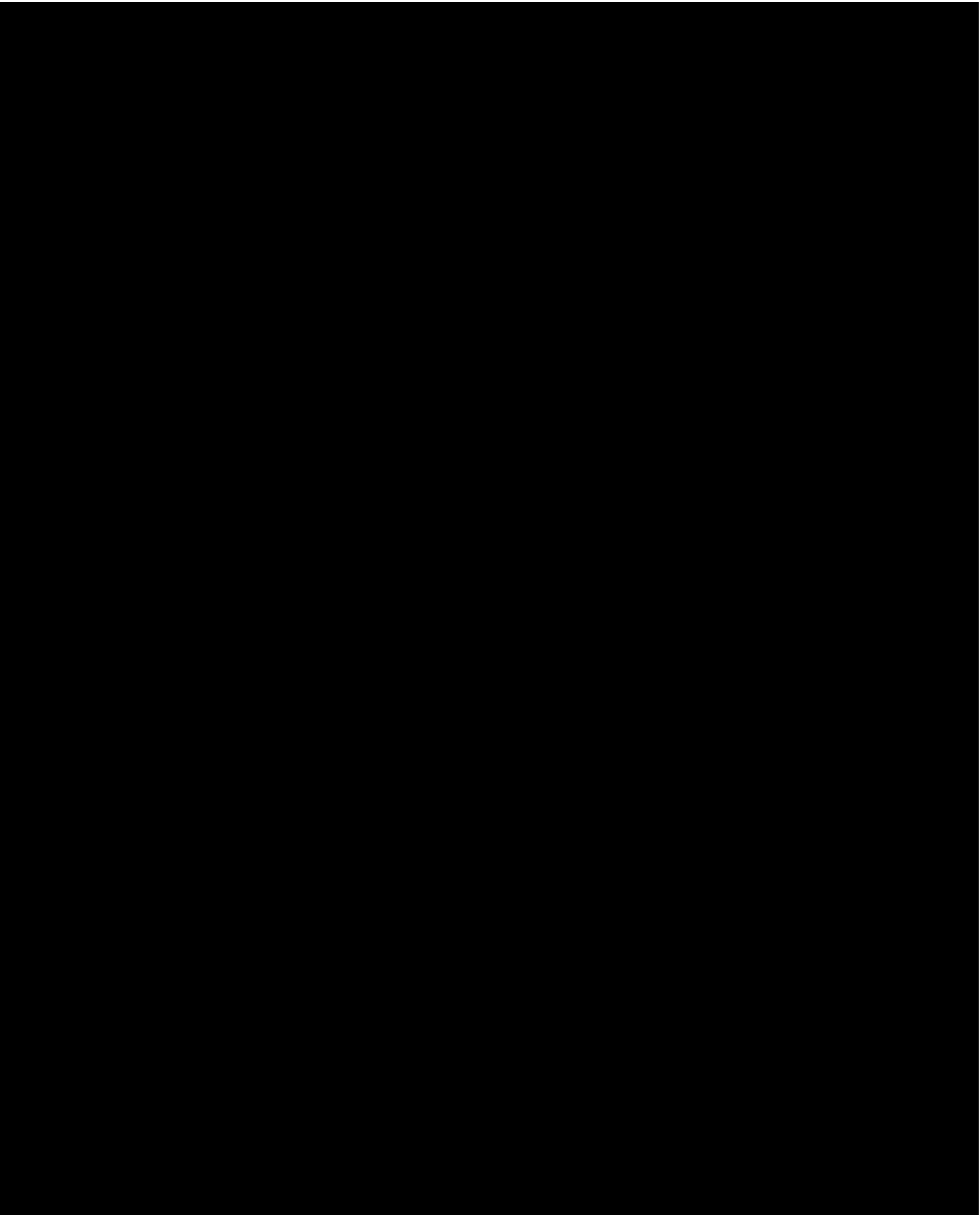


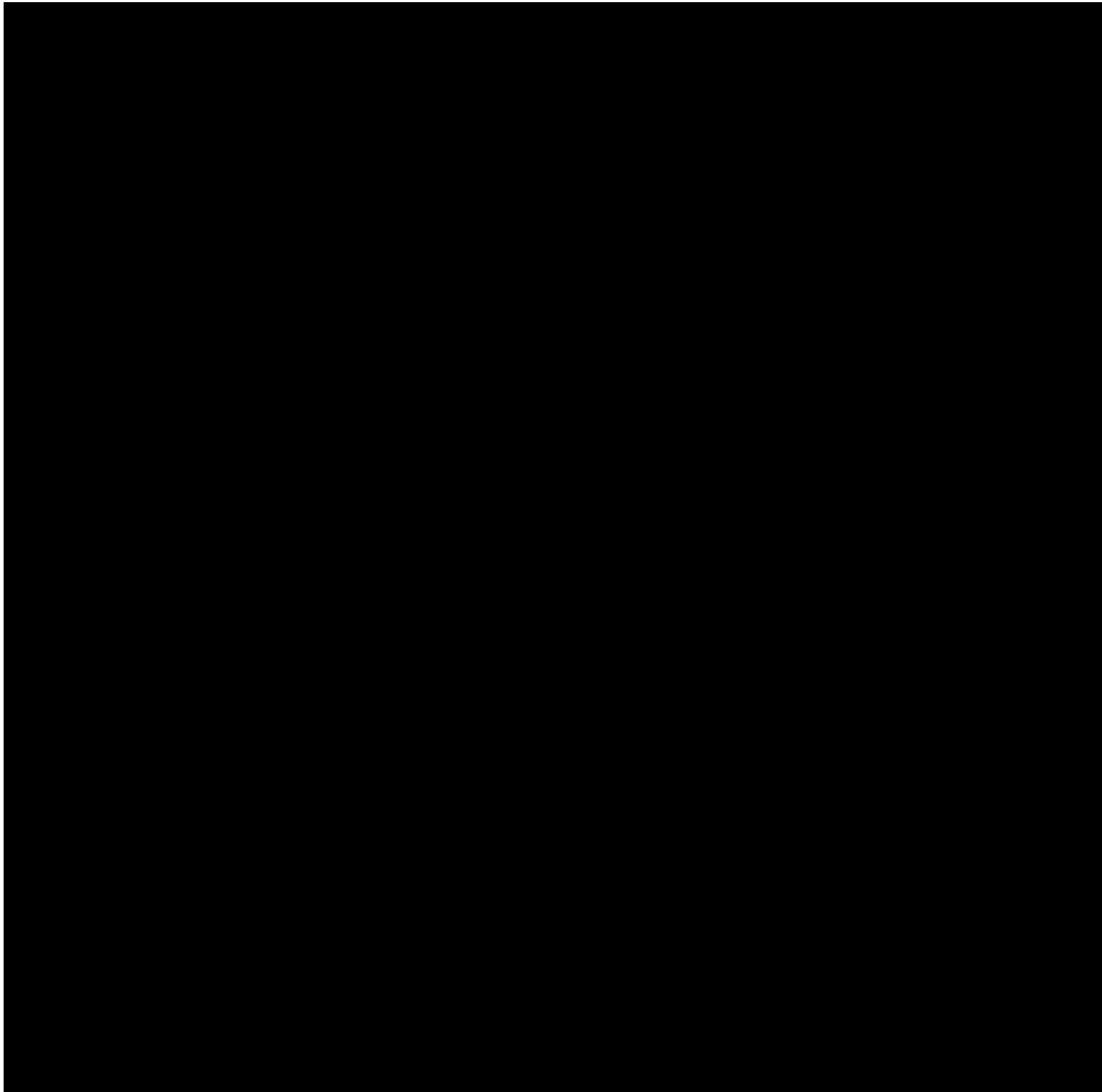












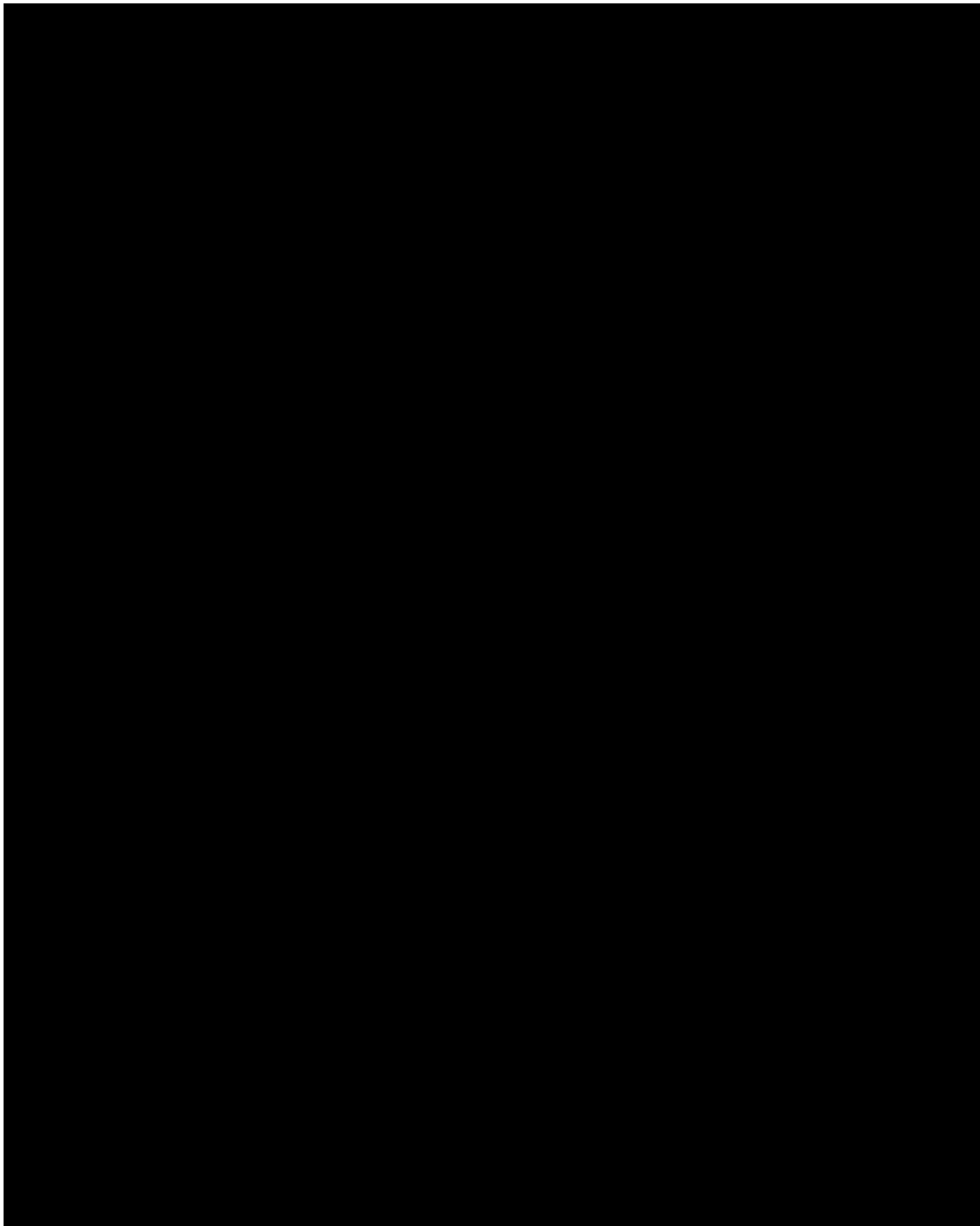
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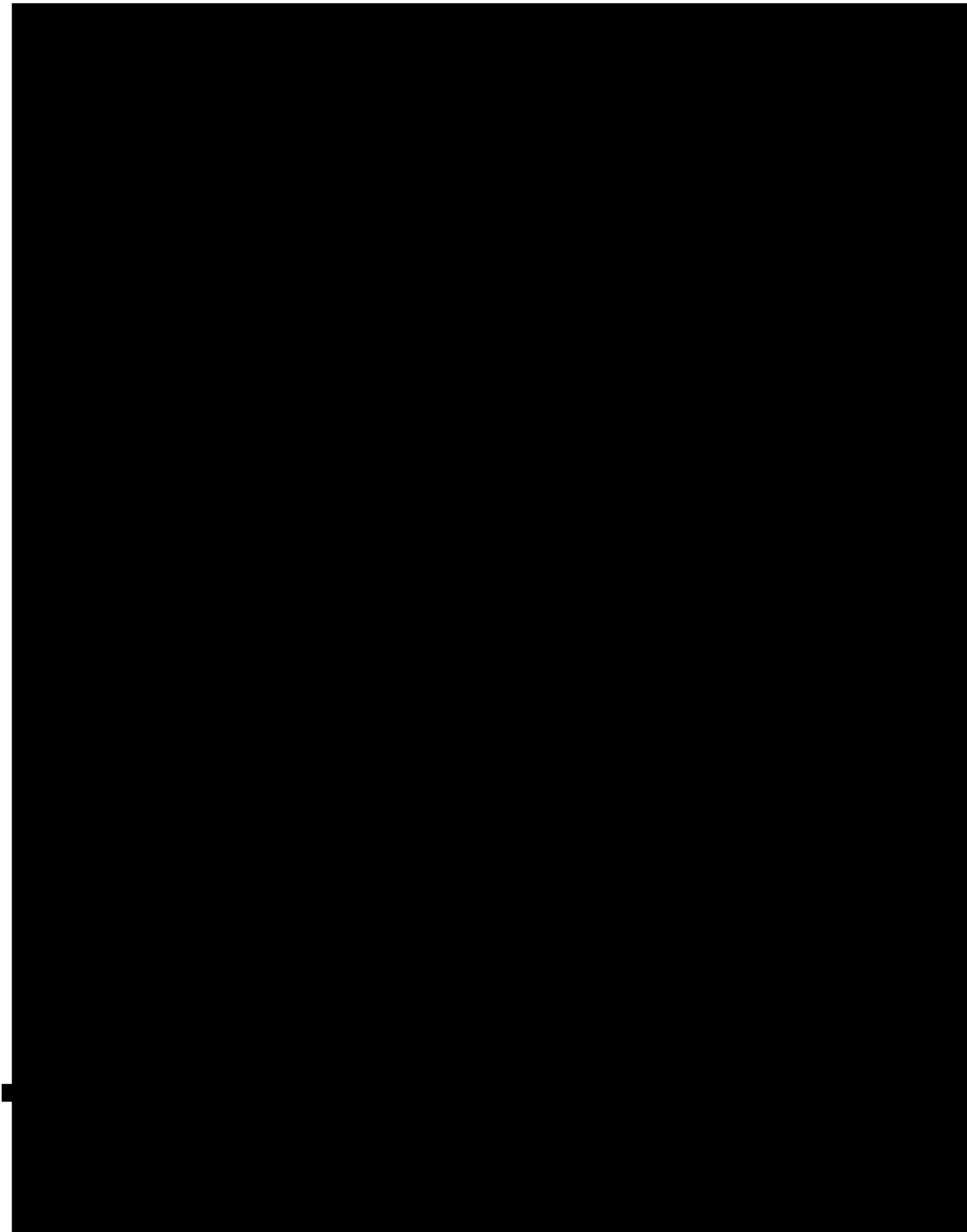
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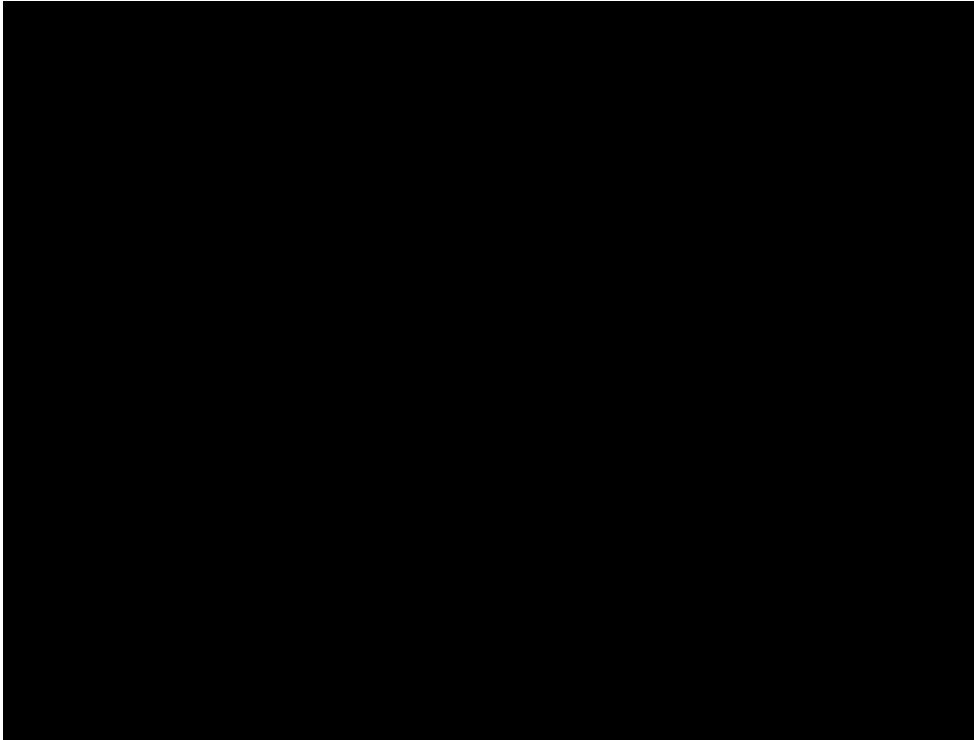
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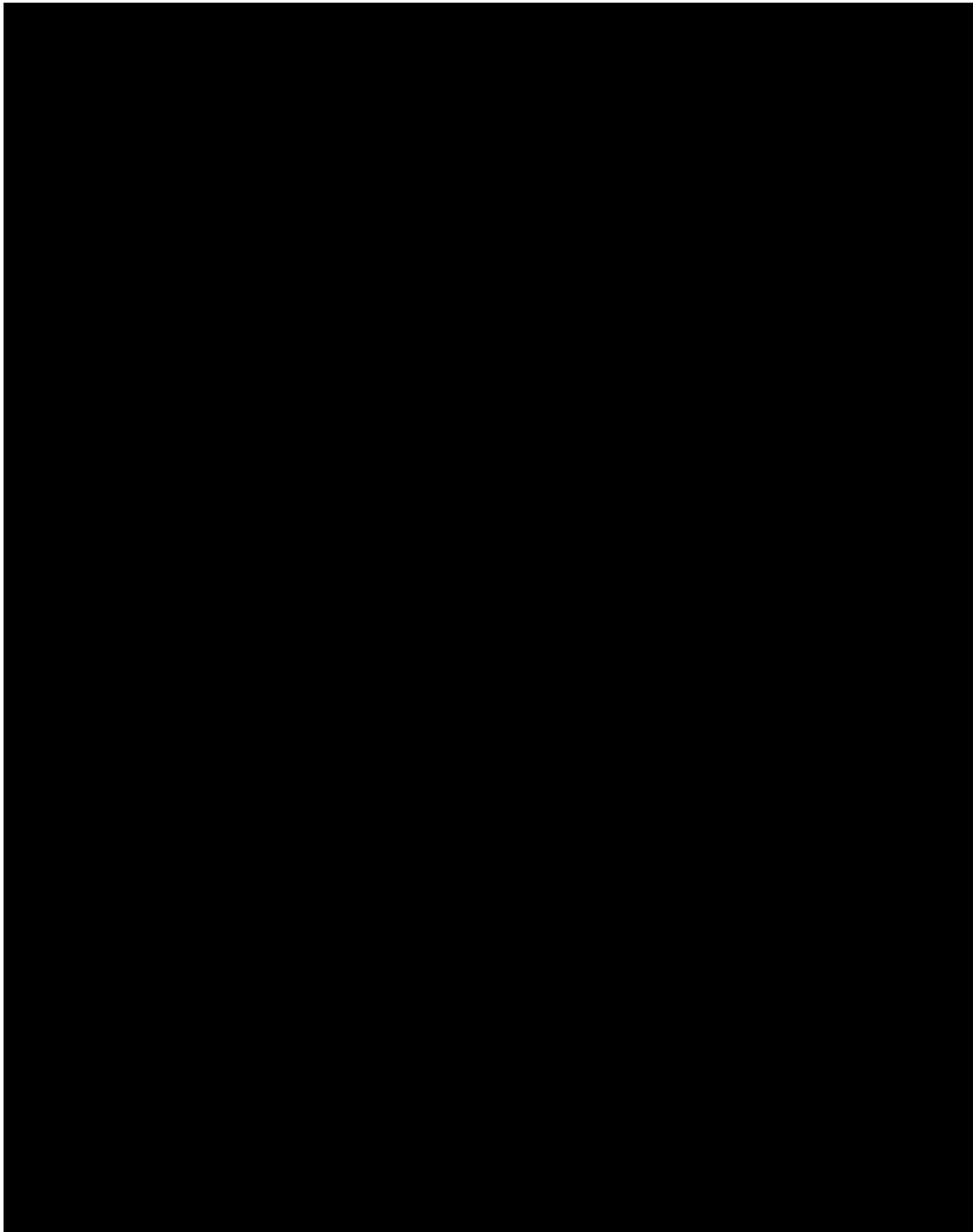
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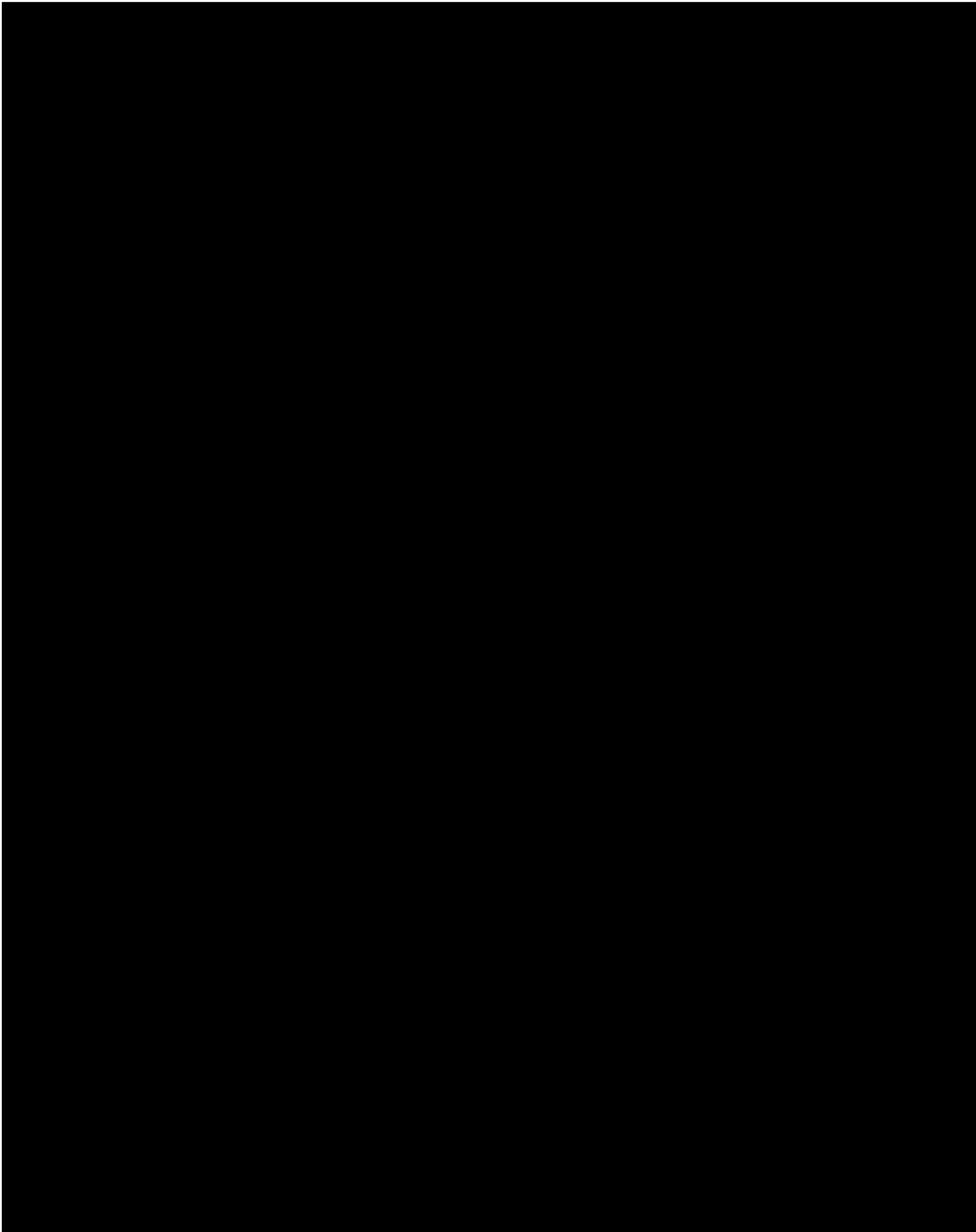
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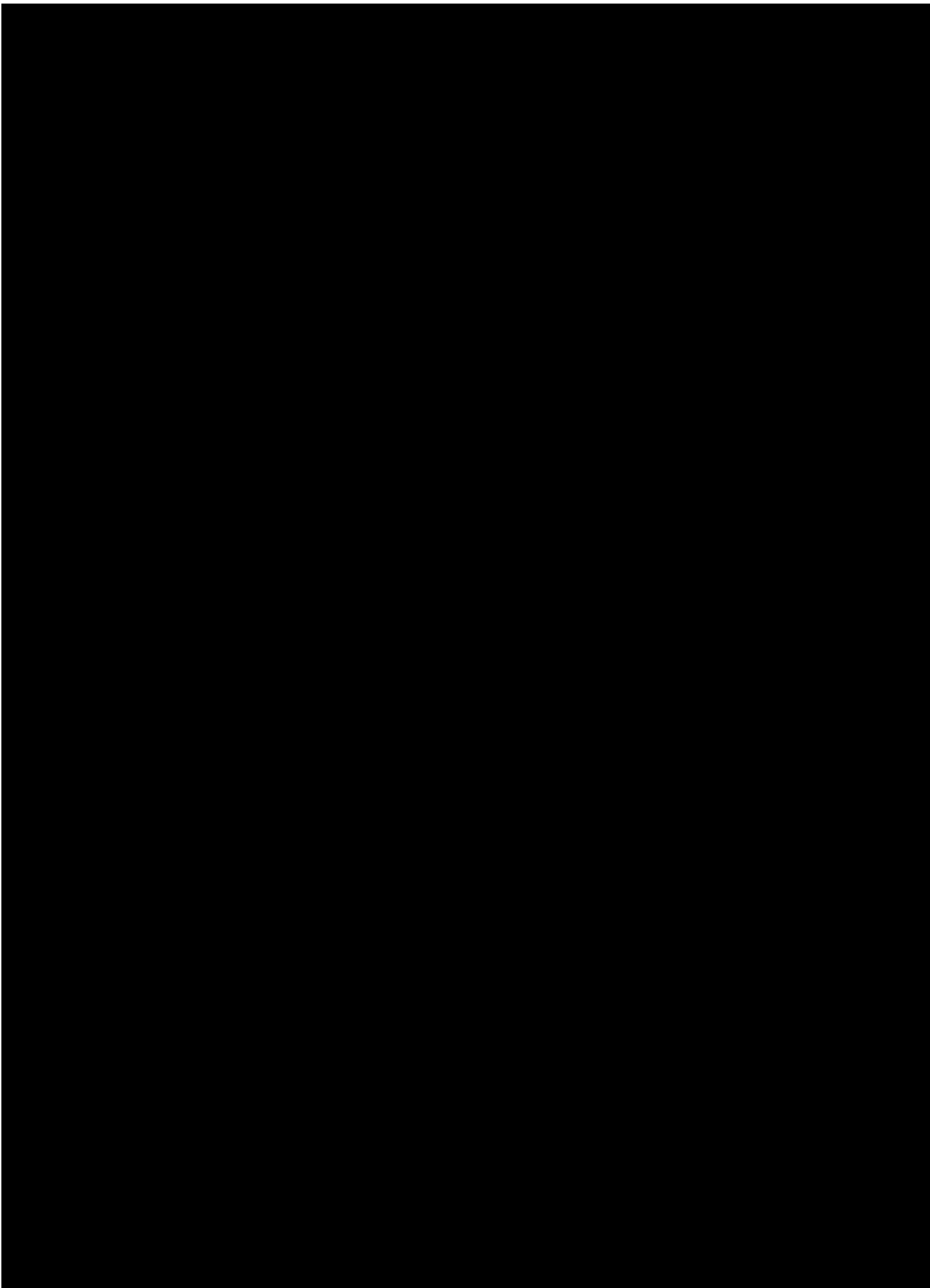


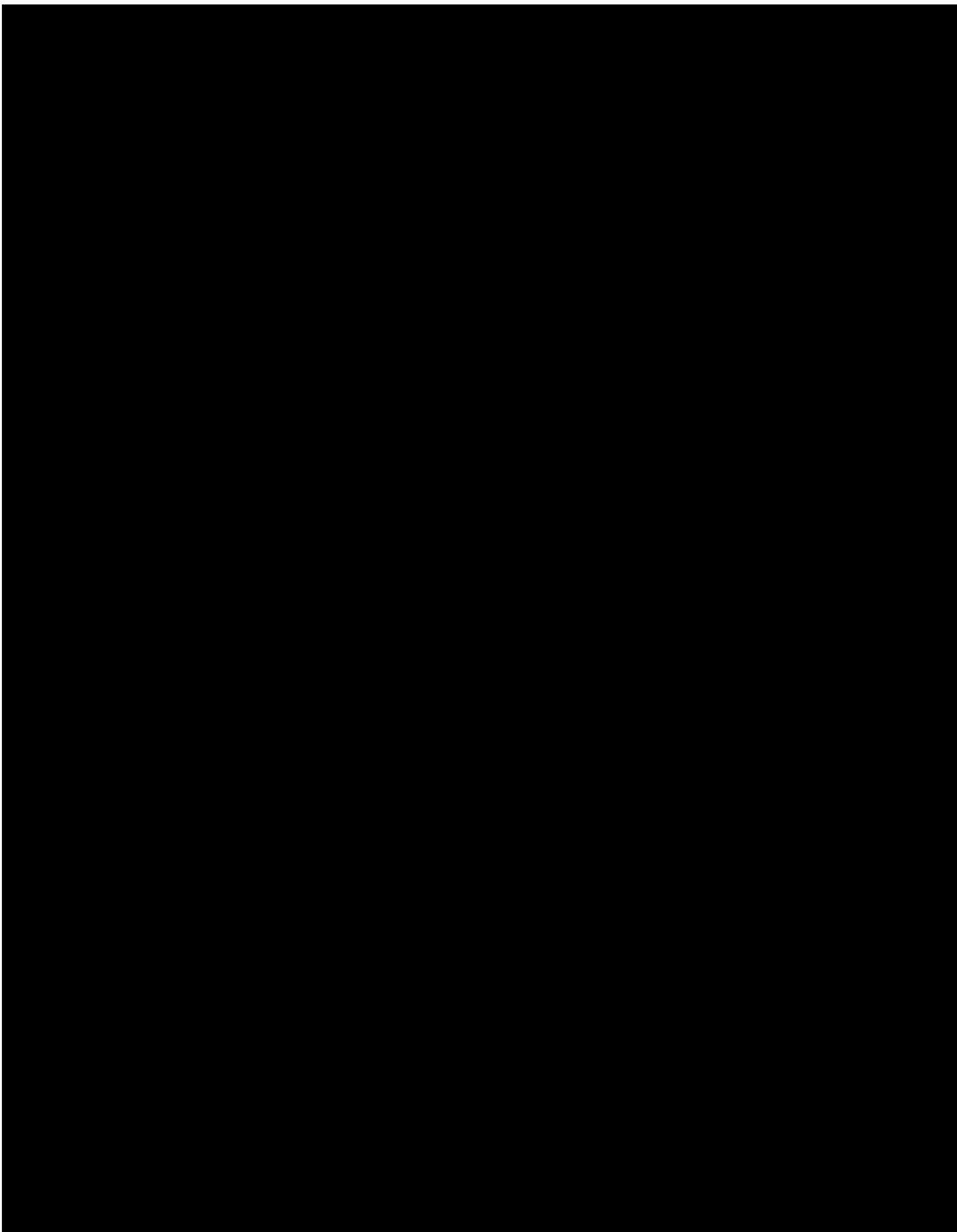












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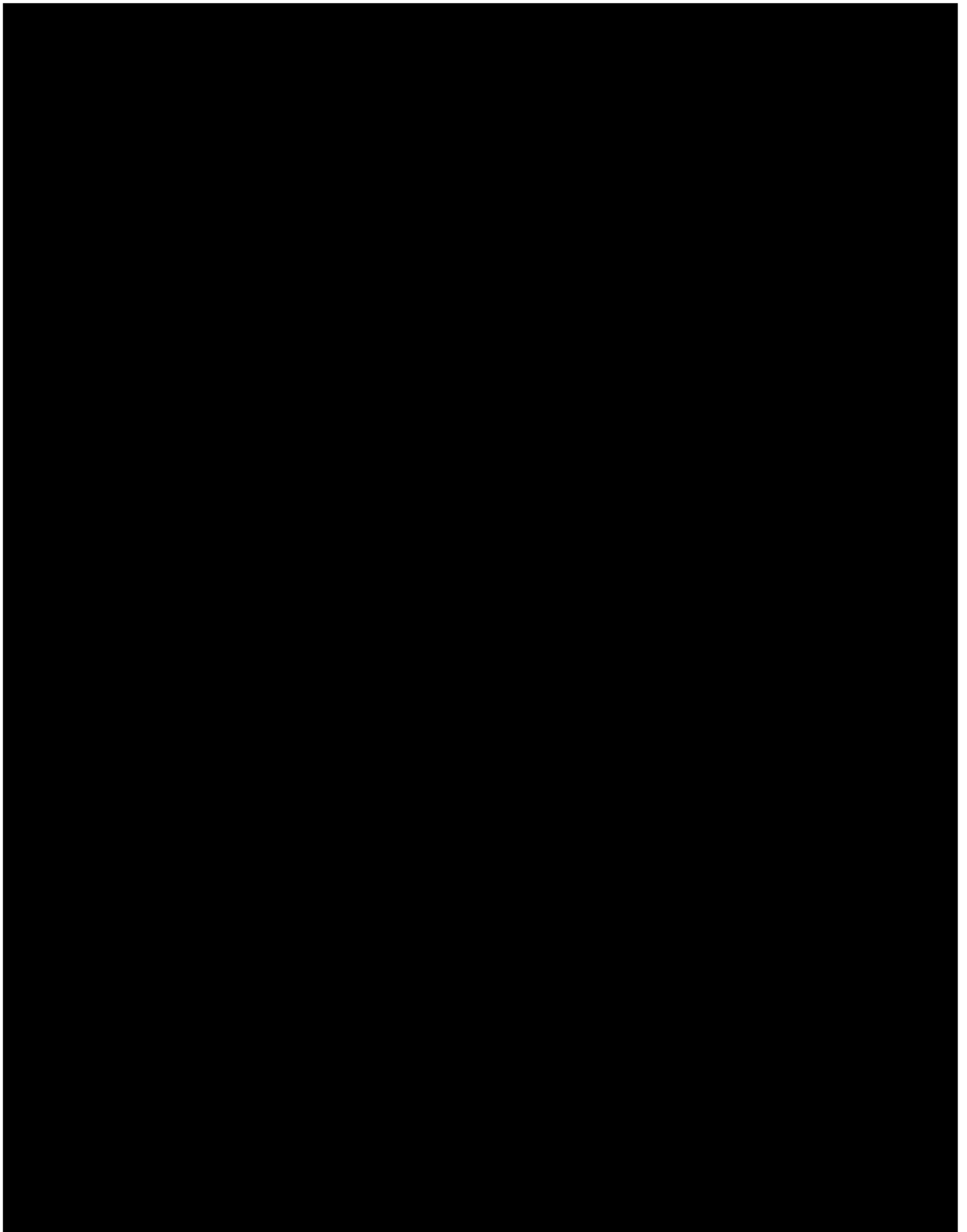
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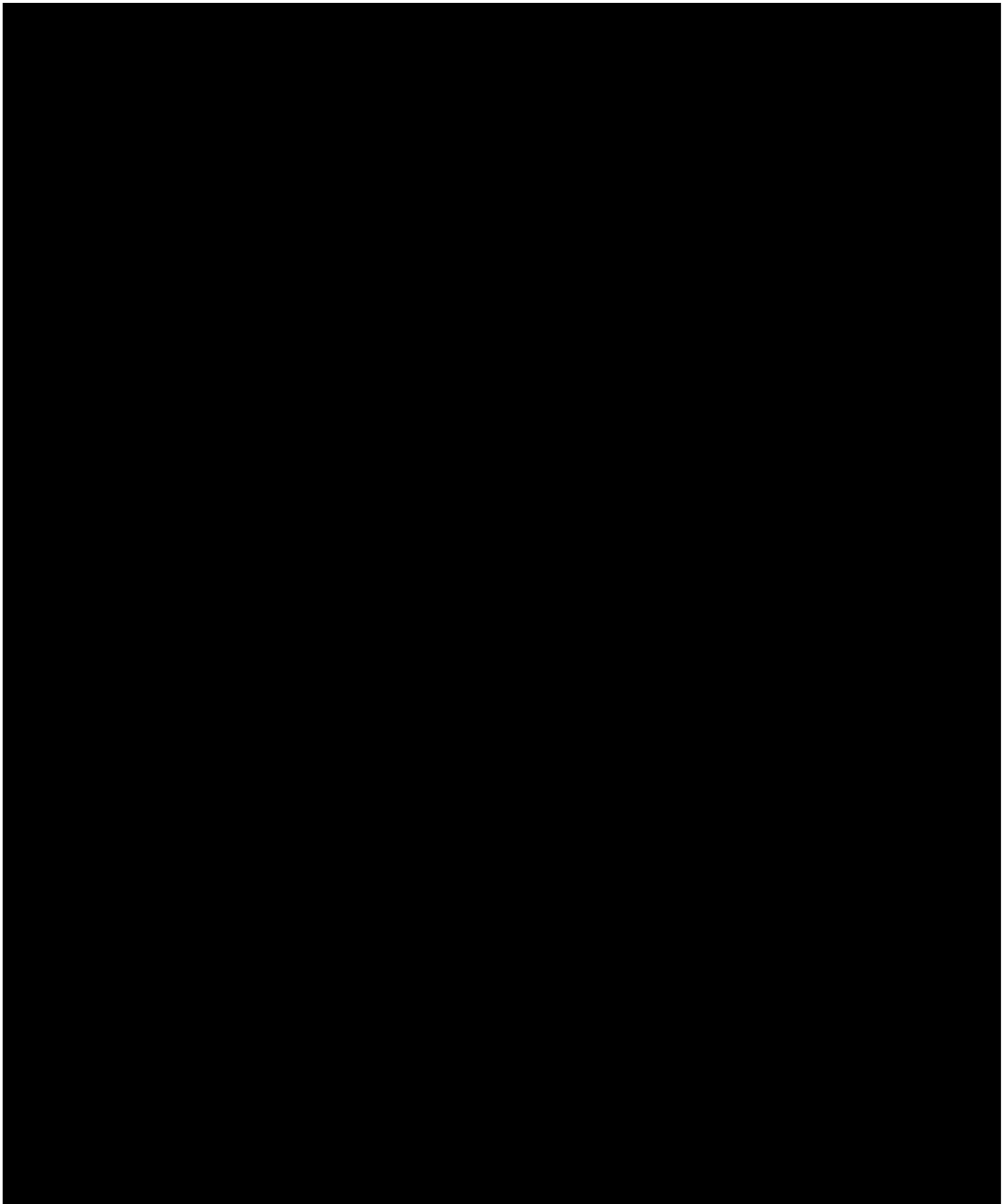
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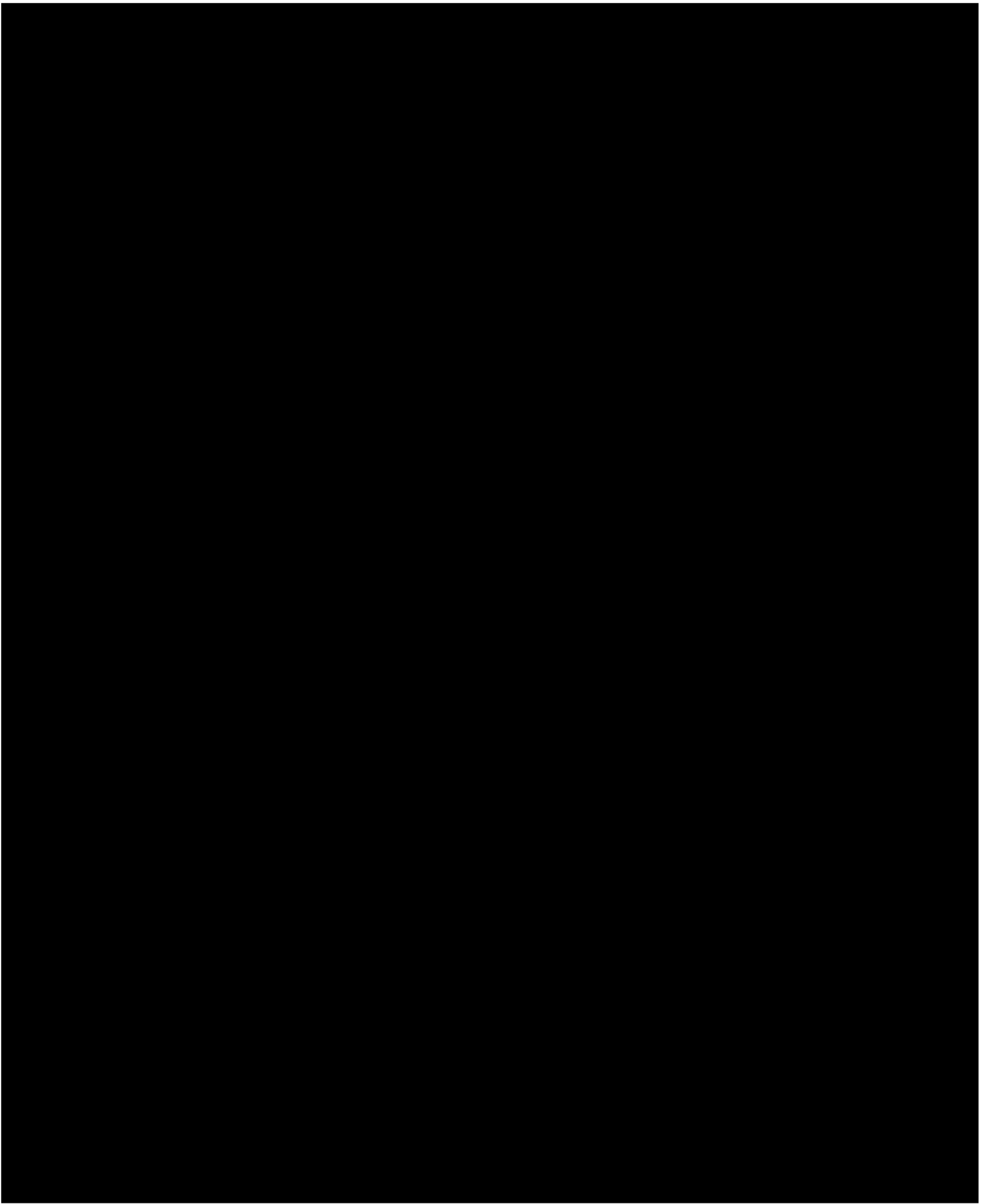
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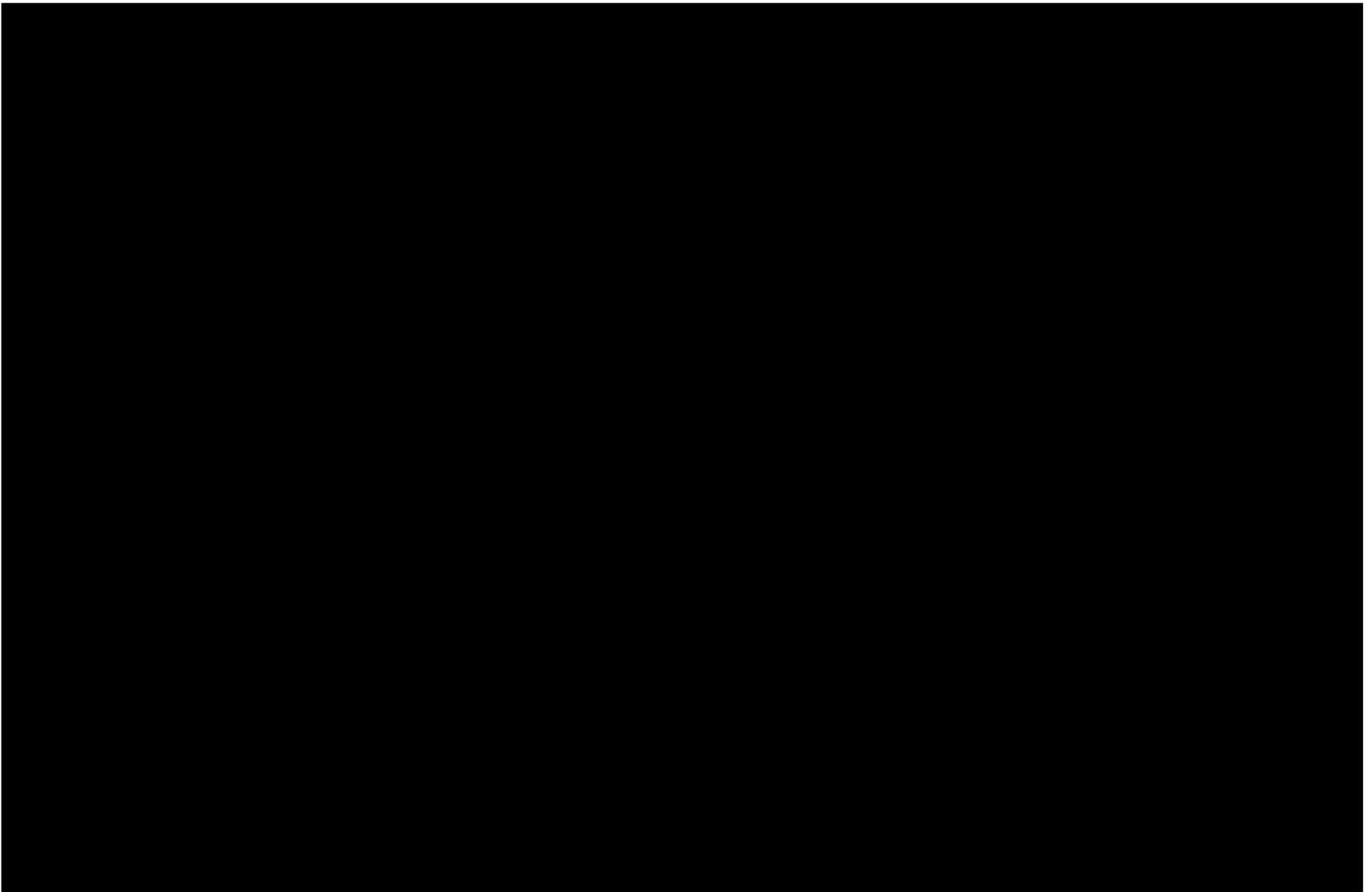
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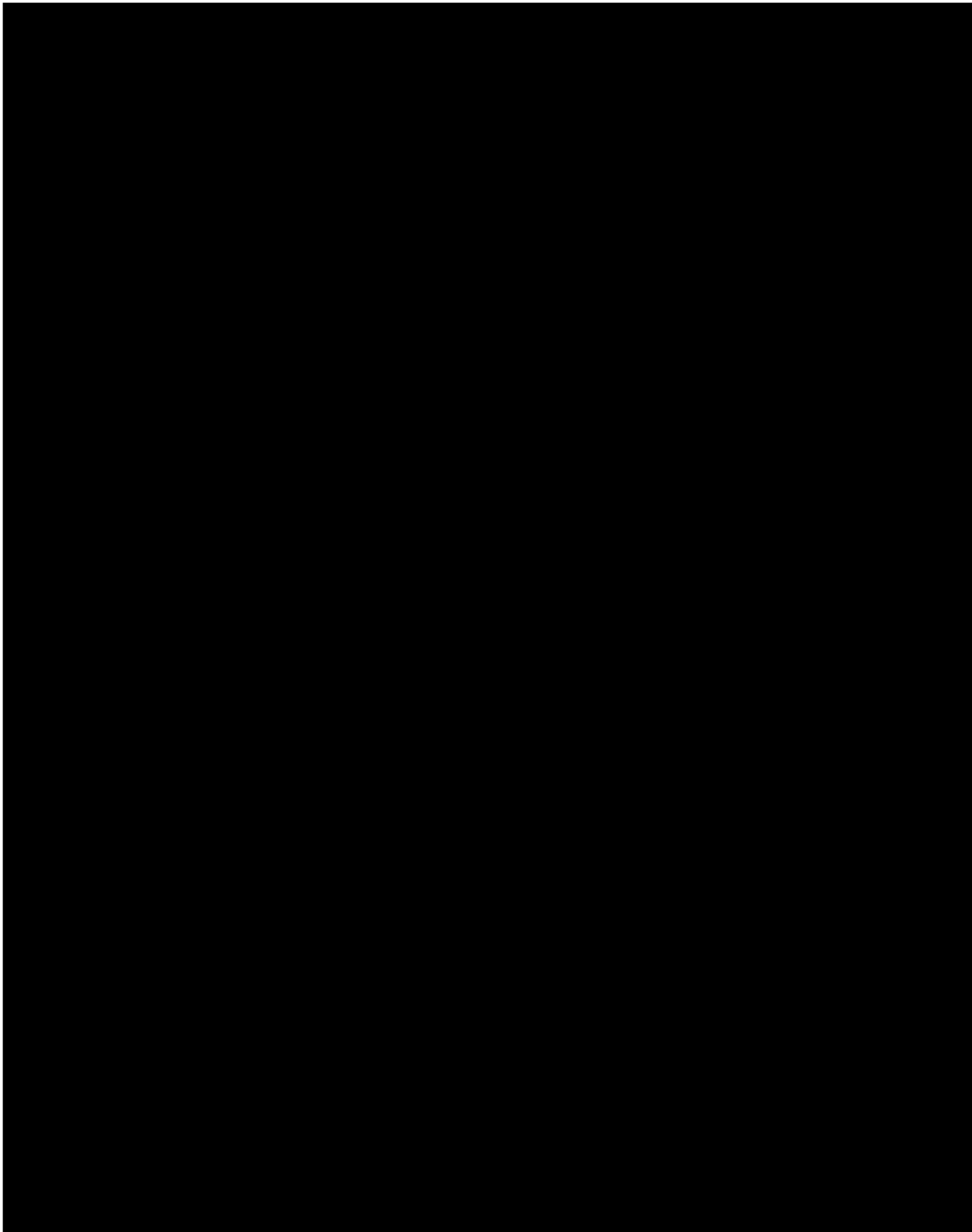
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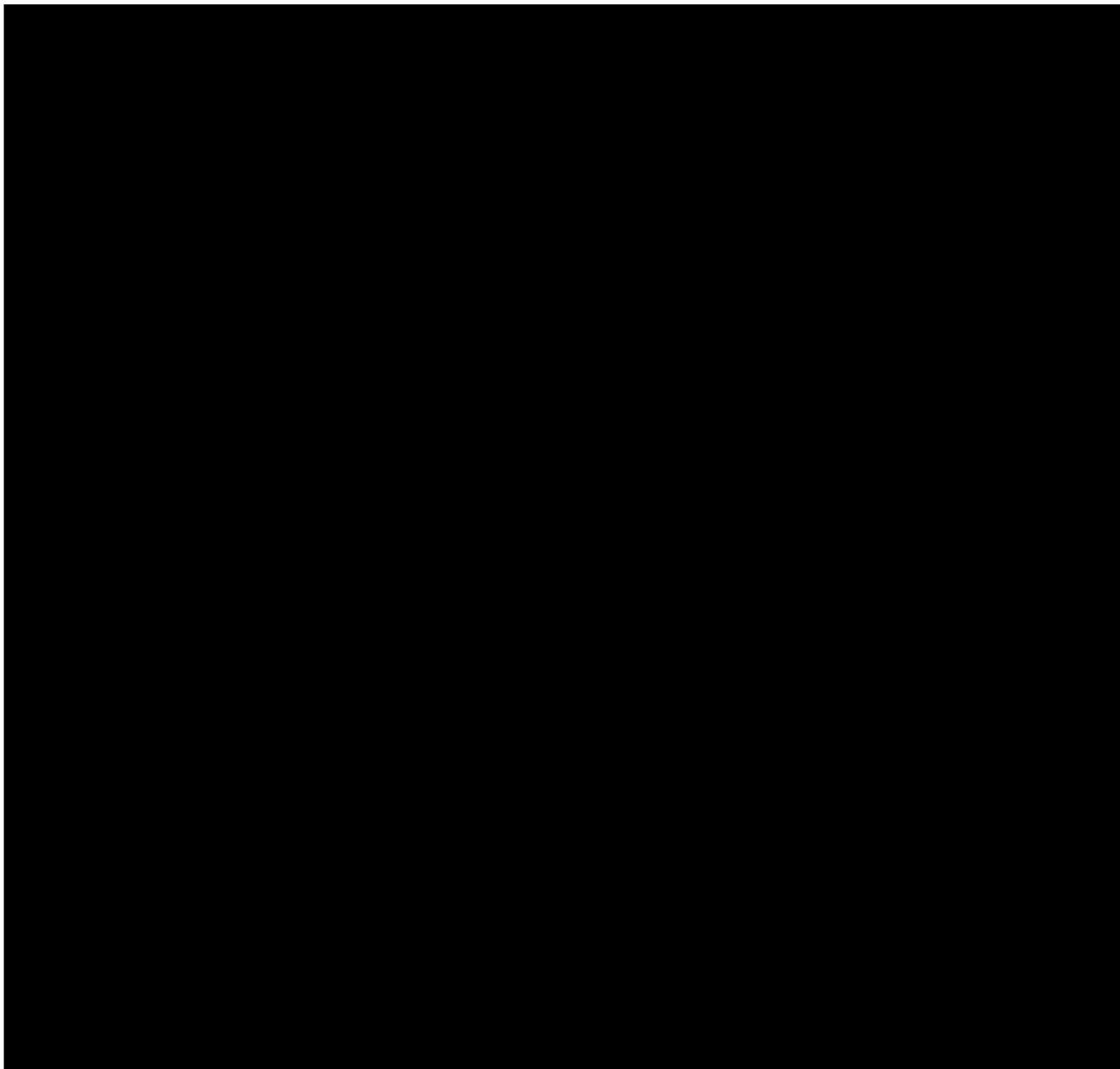


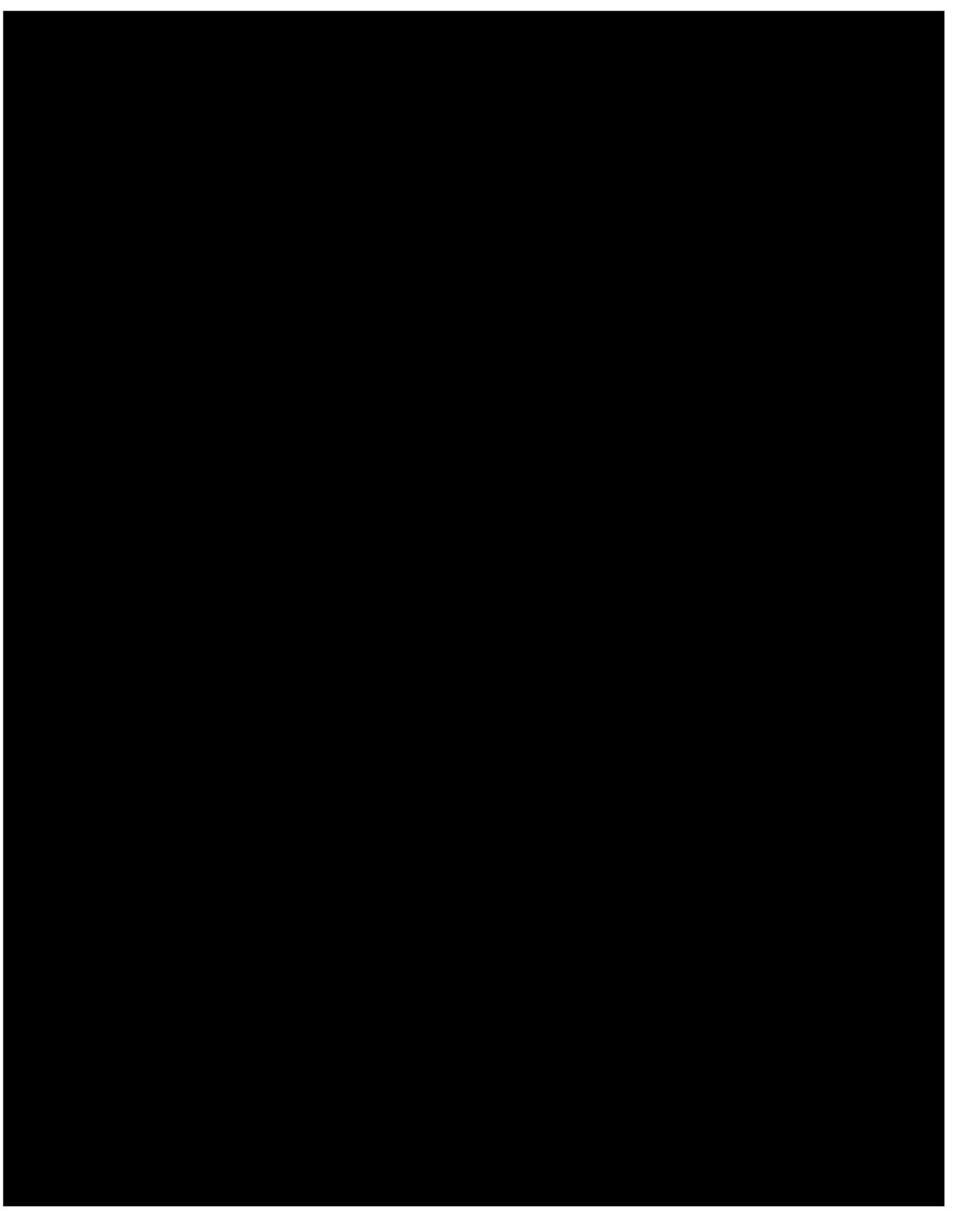


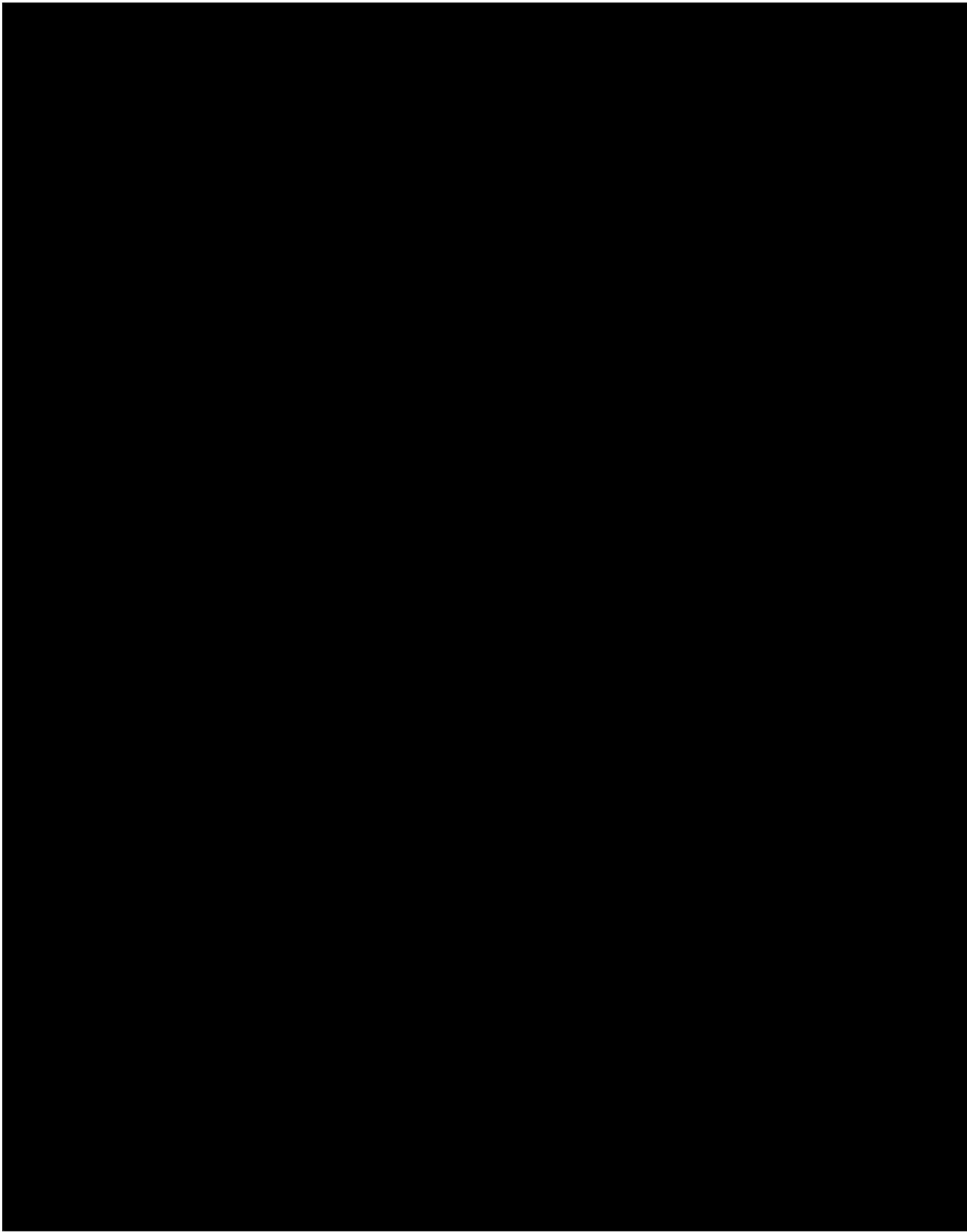


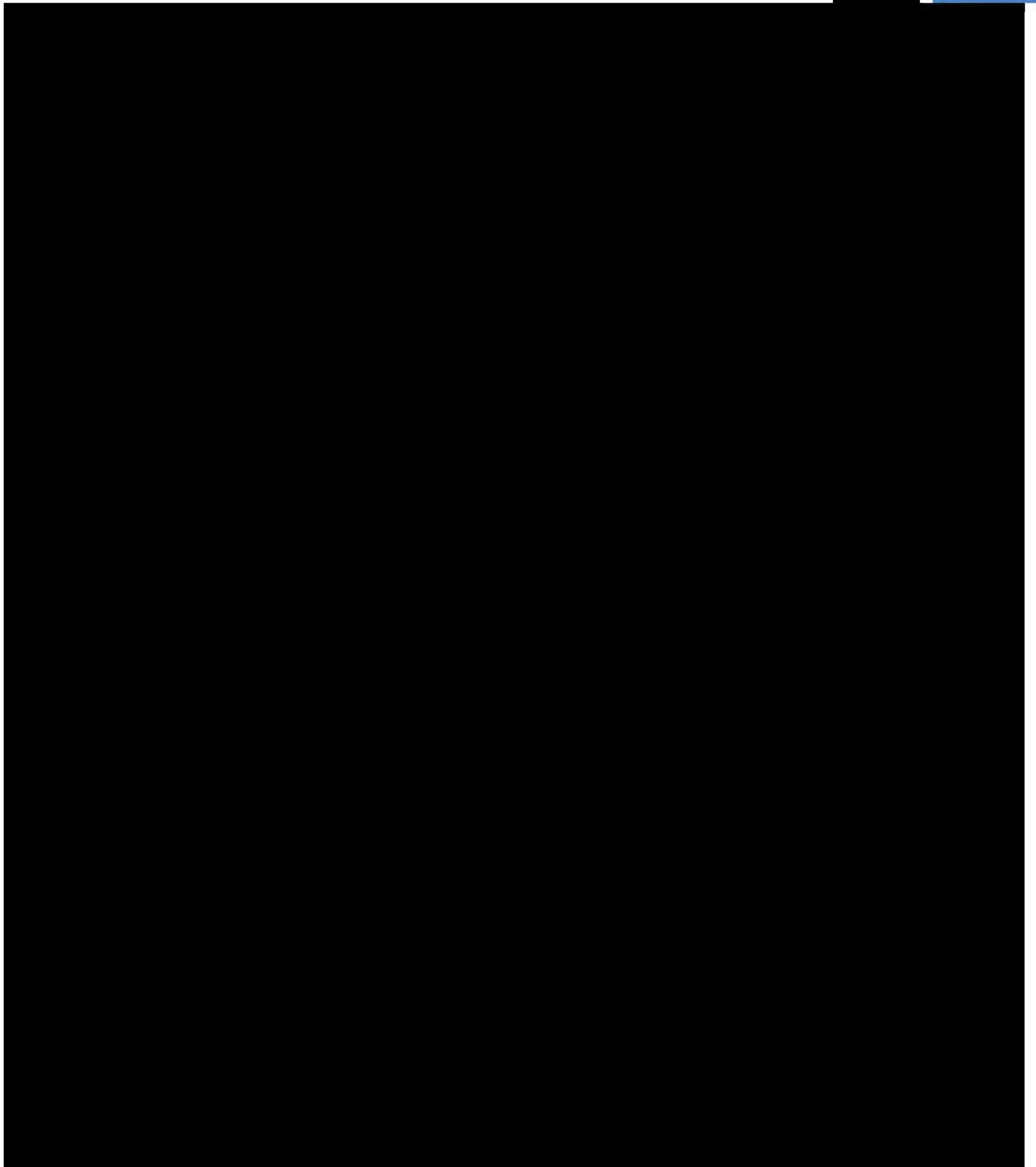


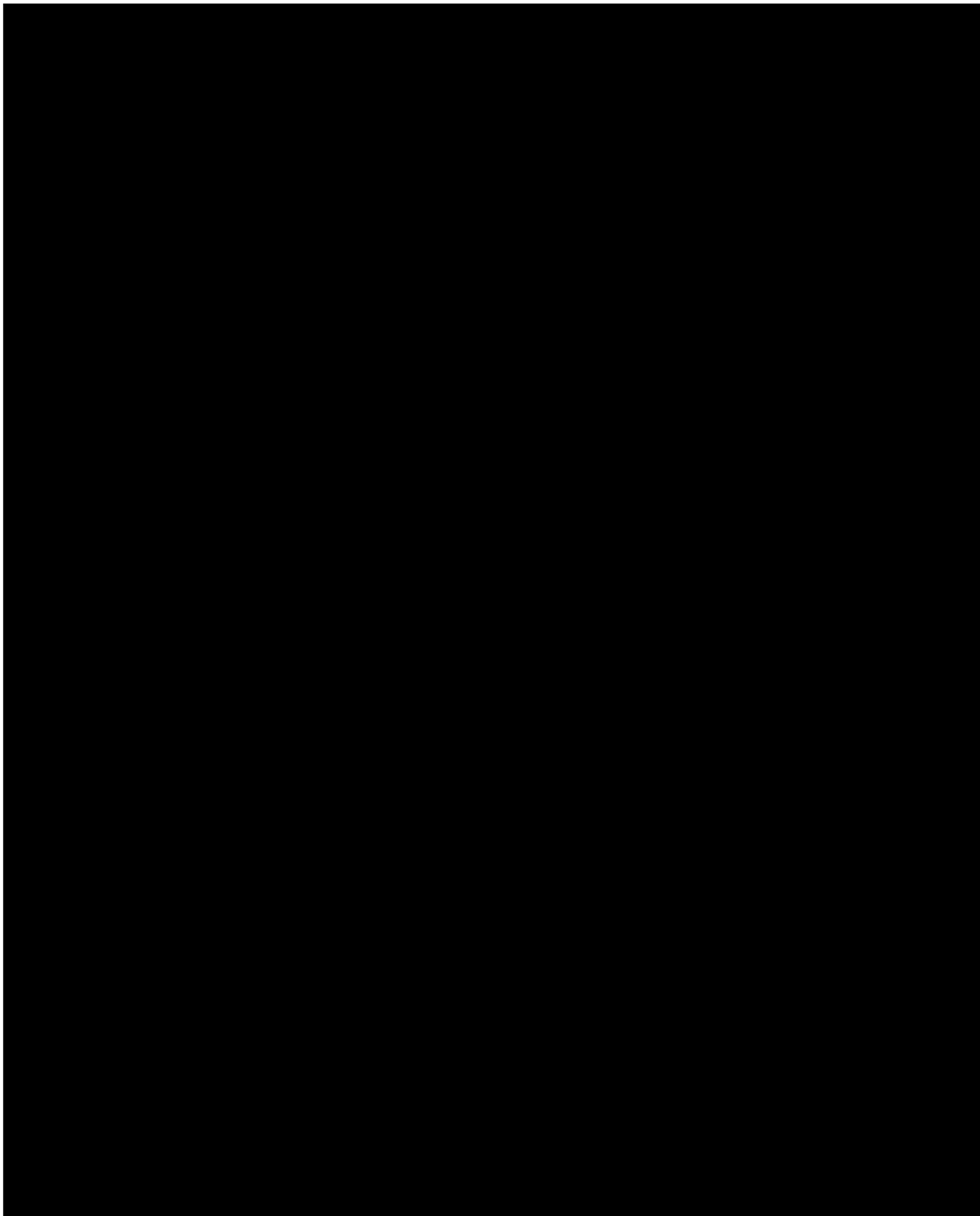


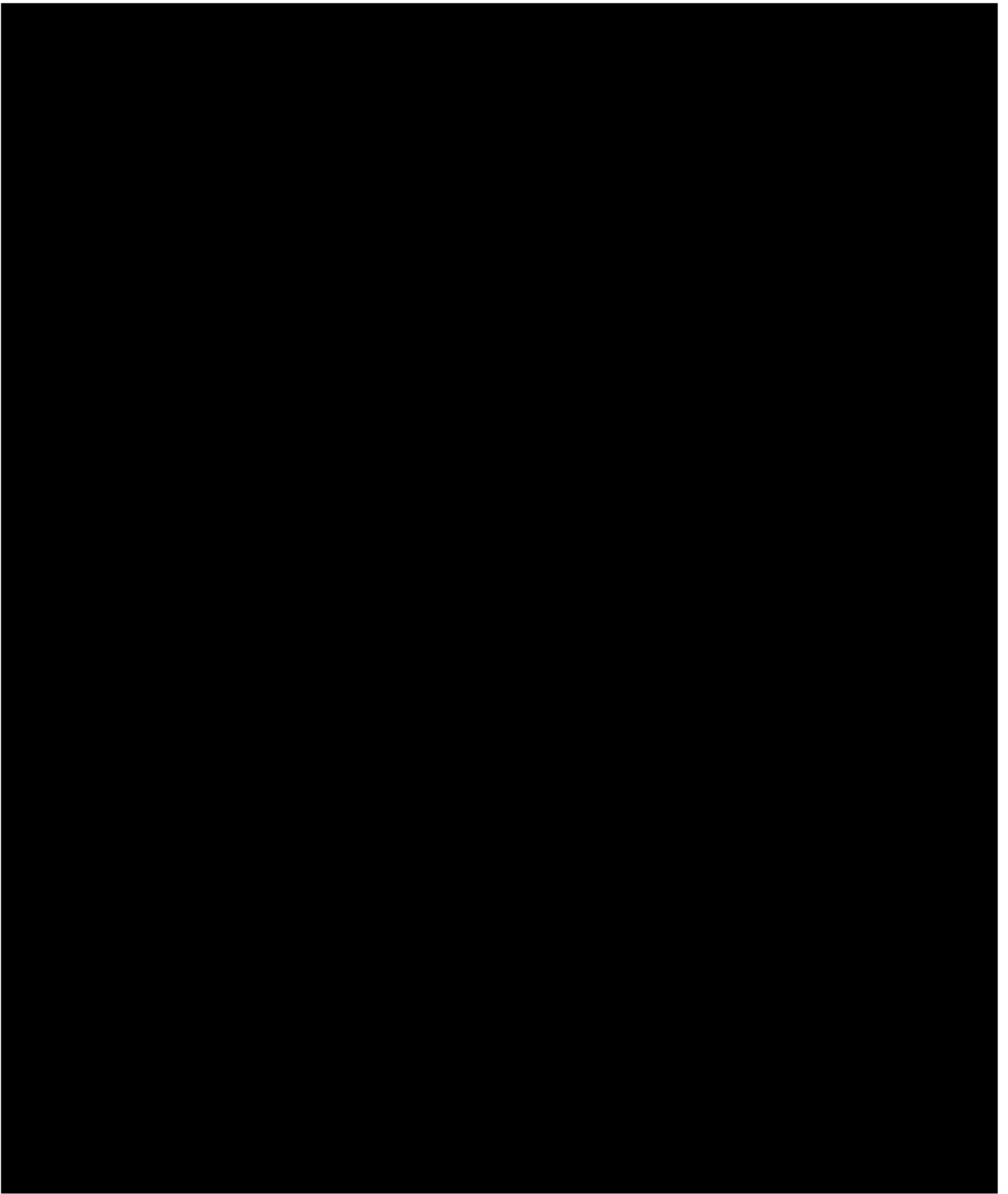


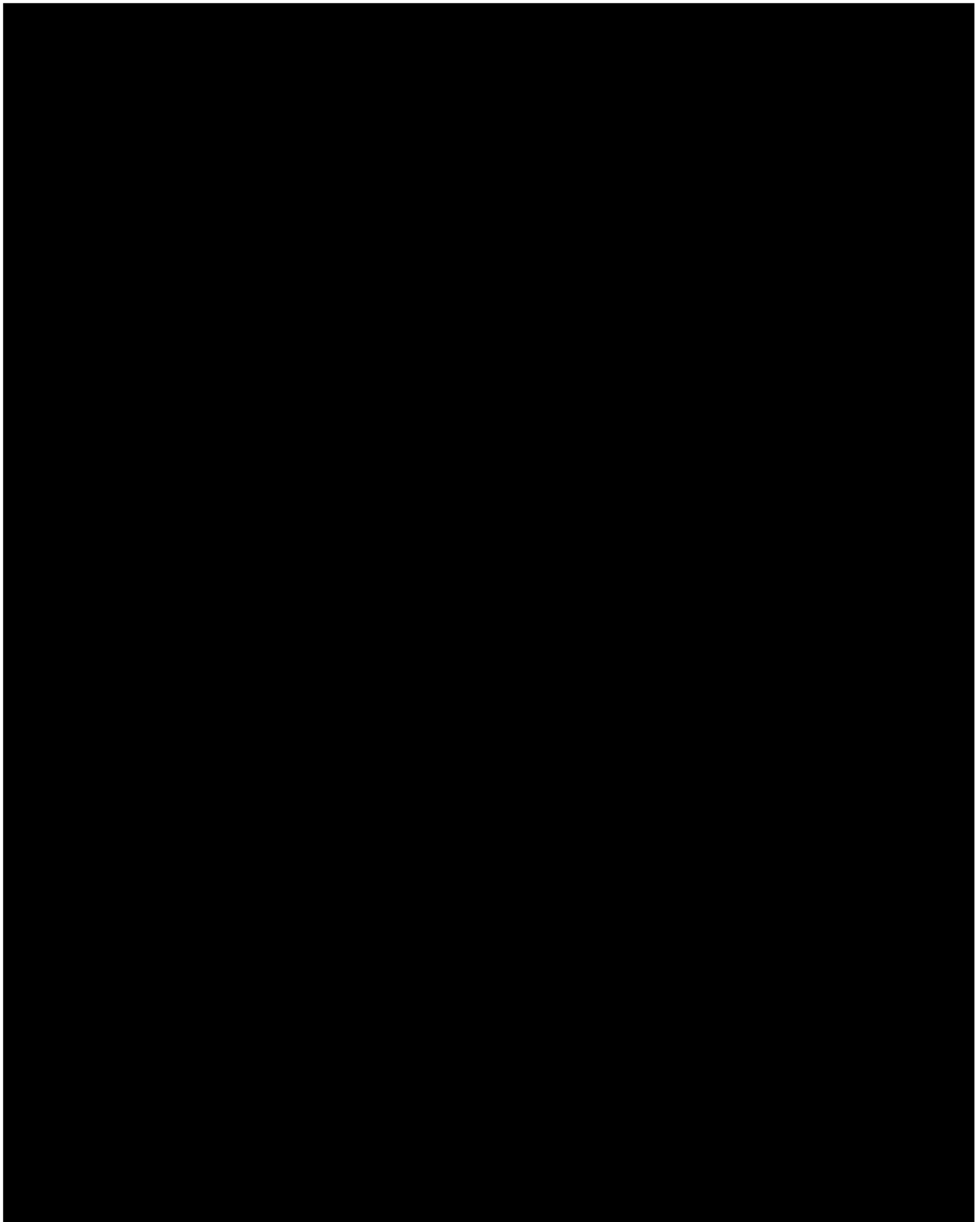












From: [Drew, Chloe](#)
To: "Jonathan@berlinrosen.com"
Subject: Re: For your review - DCA Senior Communications Posts
Date: Friday, May 09, 2014 8:13:58 AM

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.)

From: Ebie, Ken
Sent: Thursday, May 08, 2014 10:24 PM
To: 'jonathan@berlinrosen.com' <jonathan@berlinrosen.com>
Cc: Drew, Chloe; Washington, Alex; Poe-Kest, Anna
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Ken

 (cell)

Kenneth Ebie
Mayor's Office of Appointments
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

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> 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

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Ben Wyskida
BerlinRosen Public Affairs
646.200.5320 desk // 917.825.1289 cell
Ben@berlinrosen.com

** See our new website, 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

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

From: Rebecca Katz <RKKatz@cityhall.nyc.gov>
Date: Fri, 9 May 2014 16:42:05 +0000
To: Ben <ben@berlinrosen.com>
Cc: Jonathan Rosen <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
[@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

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From: Rebecca Katz <RKKatz@cityhall.nyc.gov>

Date: Fri, 9 May 2014 16:31:45 +0000

To: Ben <ben@berlinrosen.com>

Cc: Jonathan Rosen <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

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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!

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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

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> 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> 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'
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

<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
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.¹

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

¹ 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

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

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

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

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

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Thanks.

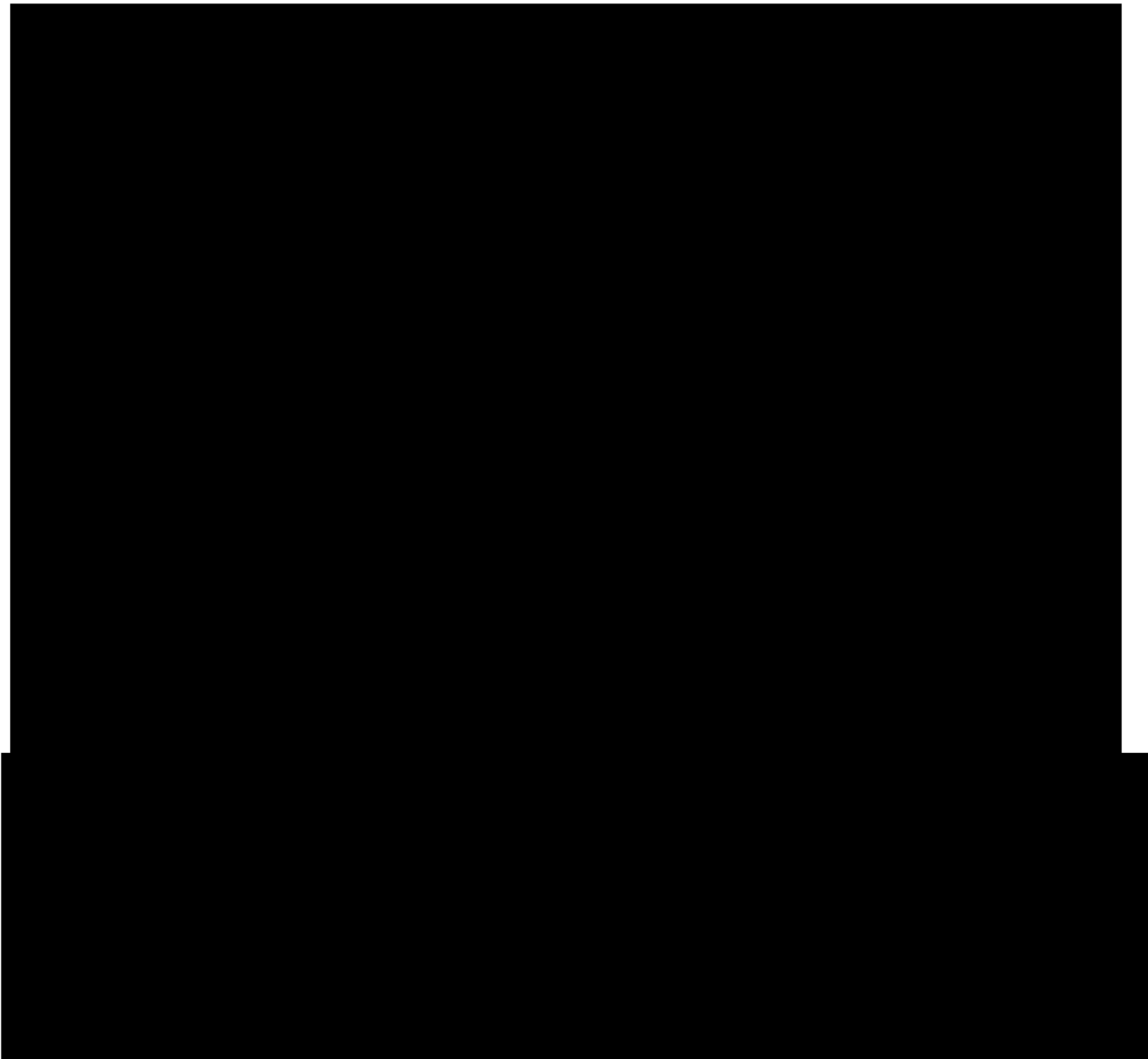
Michael Rabinowitz-Gold
646.200.5308 (office)
646.342.3469 (cell)
rabinowitz@berlinrosen.com

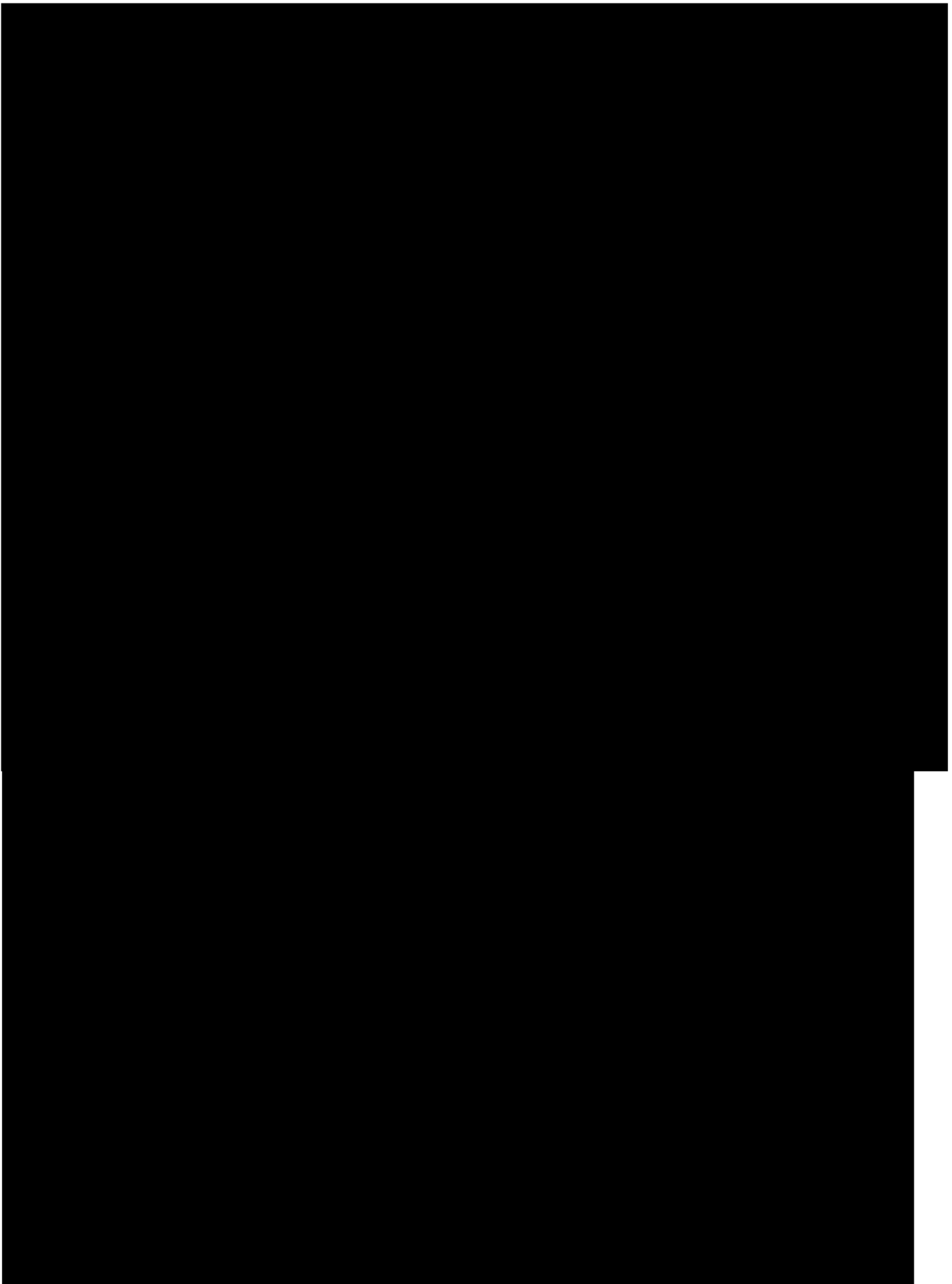
From: [Jonathan Rosen](#)
To: [Drew, Chloe](#); [Poe-Kest, Anna](#); [Hatch, Peter](#)
Subject: Dept of Cultural Affairs - Deputy Commissioner [REDACTED]
Date: Wednesday, June 04, 2014 1:54:44 PM
Attachments: [REDACTED] [resume\[1\].docx](#)

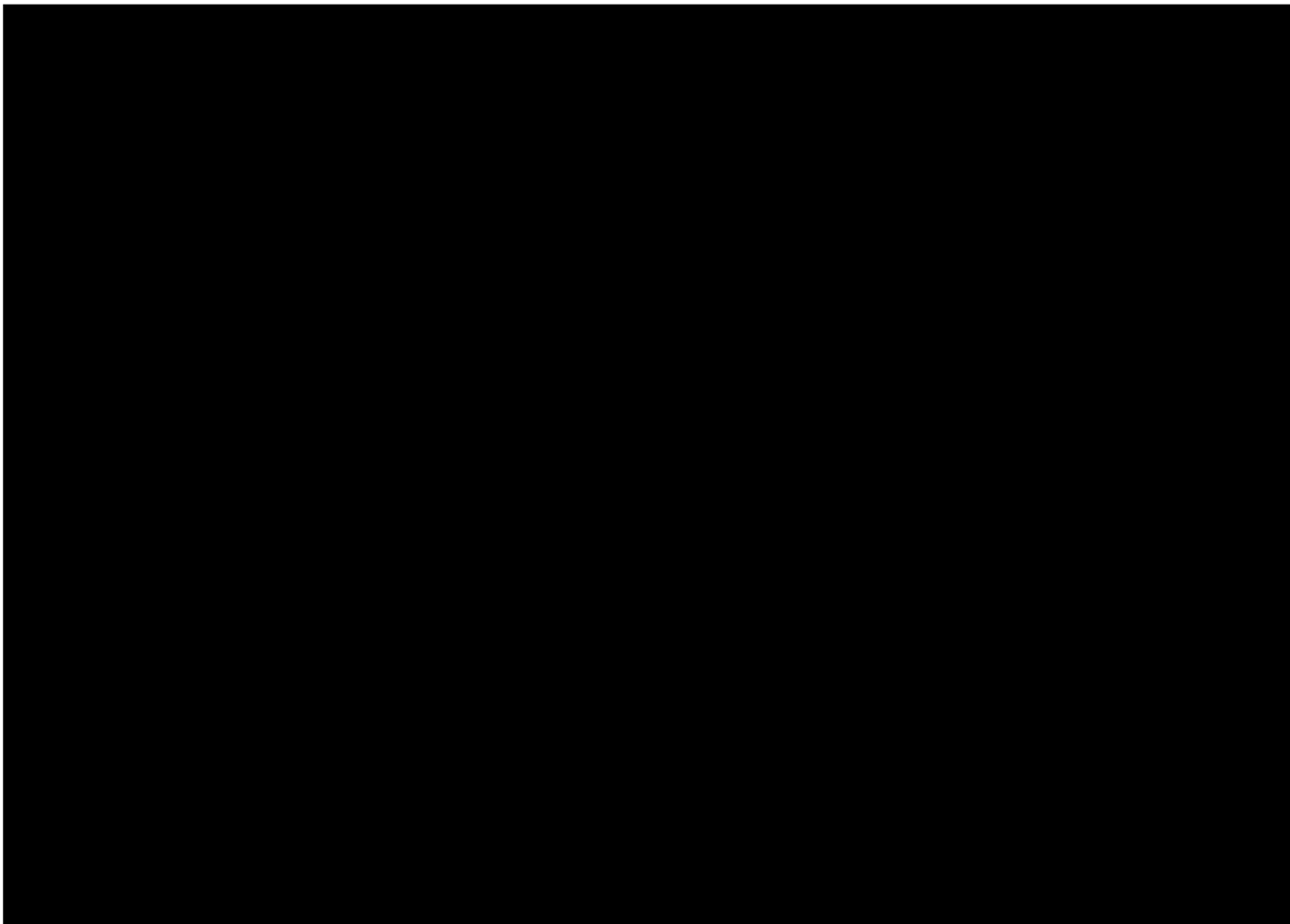
Hey guys-

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.

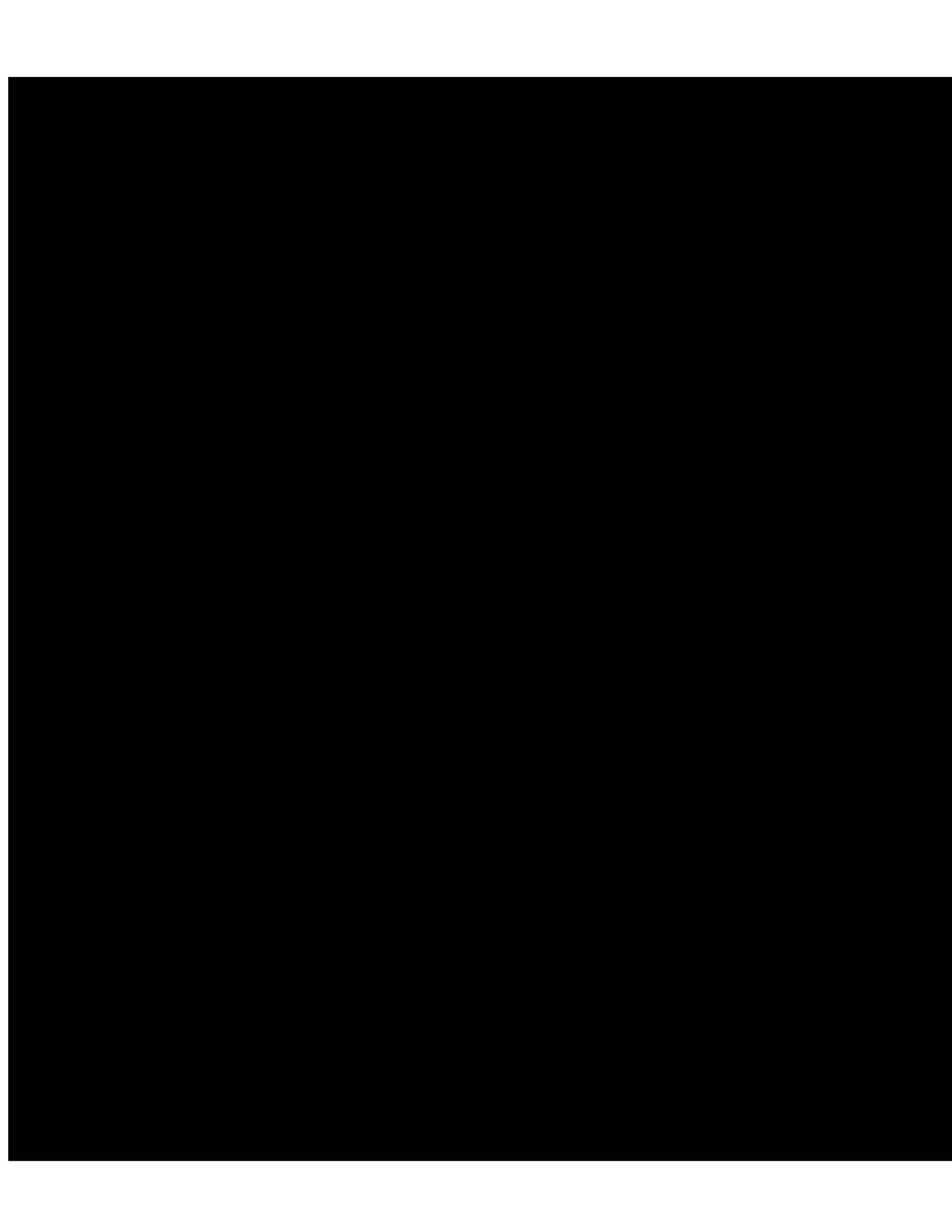
-jr











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.

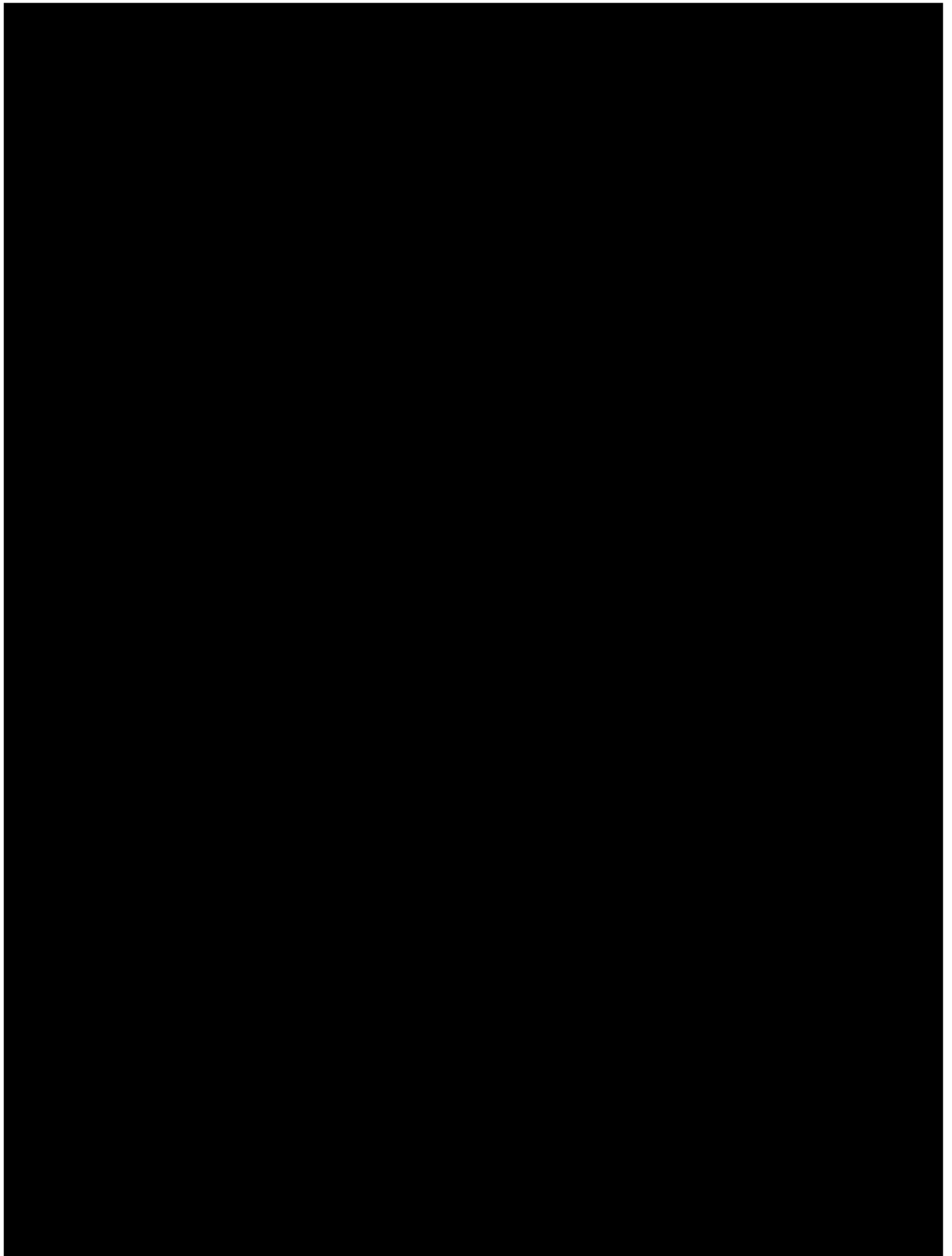
From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]
Sent: Wednesday, June 04, 2014 1:55 PM
To: Drew, Chloe; Poe-Kest, Anna; Hatch, Peter
Subject: Dept of Cultural Affairs - Deputy Commissioner - [REDACTED]

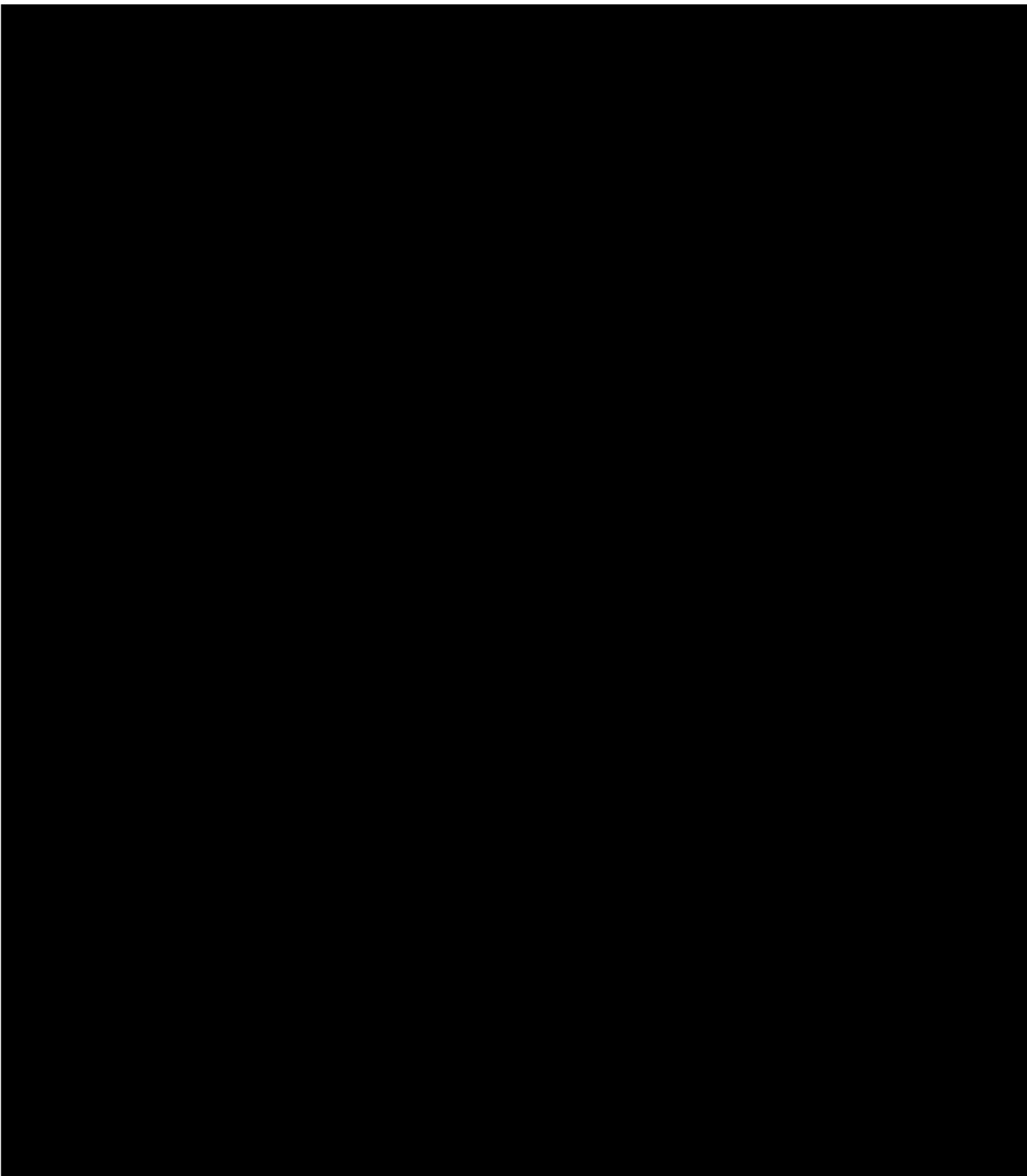
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-jr







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> wrote:

Any luck?

From: Norvell, Wiley
Sent: Tuesday, June 24, 2014 10:03 AM
To: 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
@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> 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
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"; FLONYC
Cc: [B; Walzak, Phil](#); "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
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
@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> 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
@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> 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> 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
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> 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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To: Goldmark, Karin
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To: Goldmark, Karin; 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

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Subject: Re: Connecting re: Schools

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Sent from my iPhone

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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
Subject: Connecting re: Schools

Thanks!
EMma

From: 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>
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>
Date: October 8, 2014 at 5:05:58 PM EDT
To: "jonathan@berlinrosen.com" <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
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

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> 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'
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 21st 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
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> 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>; 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> 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."

>>

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>>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.

>>

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>>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."

>>

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>>

>>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.

>>

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>>

>>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"; "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 <Jonathan@berlinrosen.com>; jfdc@akpdmedia.com <jfdc@akpdmedia.com>; Wolfe, Emma; Leopold, Elana; Carey, Michael
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Sent from my iPhone

On Dec 6, 2014, at 7:24 PM, Ragone, Peter <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' <Jonathan@berlinrosen.com>
Cc: 'jfdc@akpdmedia.com' <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:

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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 <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> 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; 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> 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

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To: Ragone, Peter
Cc: B; Hagelgans, Andrea; Jonathan@berlinrosen.com <Jonathan@berlinrosen.com>; jfdc@akpdmedia.com <jfdc@akpdmedia.com>; Wolfe, Emma; Leopold, Elana; Carey, Michael
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Sent from my iPhone

On Dec 6, 2014, at 7:24 PM, Ragone, Peter <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' <Jonathan@berlinrosen.com>

Cc: 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; Ragone, Peter; Wolfe, Emma; Leopold, Elana; Carey, Michael

Subject: Re: Natl/local data

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From: [Hagelgans, Andrea](#)
To: [Gunaratna, Mahen](#); B
Cc: [Ragone, Peter](#); Jonathan@berlinrosen.com; jfdc@akpdmedia.com; [Wolfe, Emma](#); [Leopold, Elana](#); [Carey, Michael](#)
Subject: Notes from Call
Date: Saturday, December 06, 2014 8:49:34 PM

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.

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<http://historymatters.gmu.edu/d/5105/>

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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' <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> 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: [Ragone, Peter](#)
To: [Hagelgans, Andrea](#); "jfdc@akpdmedia.com"; "Jonathan@berlinrosen.com"
Cc: [B; Wolfe, Emma](#)
Subject: Re: Natl/local data
Date: Sunday, December 07, 2014 8:21:07 AM

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.

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.

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> 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> 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"
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

- 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

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
- 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
- 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

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
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

who can do that research
 MArti can you find a couple of things on PA, OH

On Mon, Jan 26, 2015 at 10:37 AM, Jonathan Rosen <Jonathan@berlinrosen.com> wrote:

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
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

Celeste is about to post an expanded version of the below story online shortly with this comment from RNC: "The optics of Hillary having her coronation in a city where her former campaign manager is becoming the poster boy for failed progressive governance and where her friends are on trial for corruption would be especially bad," said Republican National Committee spokesman Mike Short.

Realize this is more sensitive compared to other convention bids we've been dealing with. Want to get some guidance from you on how we should respond. Do you want to give a standard line on how our unmatched fundraising capabilities, transportation network, venues and attractions make NYC the best venue to showcase the nominee and help propel that person to the White House?

Sheldon Silver corruption probe is blow to DNC hopes

CELESTE KATZ
Today, 12:44 AM

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.

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"It's not the image that the Democratic Party would want to cultivate."

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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 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> wrote:

Great – can you make it happen?

From: Howe, Amanda [<mailto:AMHowe@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?

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; 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

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
- 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

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
- 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
- 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

From: Phillip Walzak [<mailto:> [REDACTED]]
Sent: Monday, January 26, 2015 10:45 AM
To: Jonathan Rosen
Cc: Marti Adams; peter ragone; Dan Levitan; santucci@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

who can do that research
 MArti can you find a couple of things on PA, OH

On Mon, Jan 26, 2015 at 10:37 AM, Jonathan Rosen <Jonathan@berlinrosen.com> wrote:

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:████████████████████]
Sent: Monday, January 26, 2015 10:32 AM
To: Marti Adams; peter ragone; Jonathan Rosen; Dan Levitan; 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

Celeste is about to post an expanded version of the below story online shortly with this comment from RNC: "The optics of Hillary having her coronation in a city where her former campaign manager is becoming the poster boy for failed progressive governance and where her friends are on trial for corruption would be especially bad," said Republican National Committee spokesman Mike Short.

Realize this is more sensitive compared to other convention hits we've been dealing with. Want to get some guidance from you on how we should respond. Do you want to give a standard line on how our unmatched fundraising capabilities, transportation network, venues and attractions make NYC the best venue to showcase the nominee and help propel that person to the White House?

Sheldon Silver corruption probe is blow to DNC hopes

CELESTE KATZ
Today, 12:44 AM

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: [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](#)

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, (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

How do we get invited to friends and family night?

From: Nicole Kolinsky [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

From: [Drew, Chloe](#)
To: [Jonathan Rosen](#)
Subject: RE: Rockefeller Brothers guy I mentioned yesterday
Date: Wednesday, October 22, 2014 10:19:00 AM

Jonathan,

I would love to talk to him – he looks great.

Thanks so much for everything.

Chloe

From: Jonathan Rosen [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

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]
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]
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

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

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

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

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 | www.hraadvisors.com

From: [Litvak, Gwendolyn](mailto:Litvak.Gwendolyn)
To: "[Connie Chung](mailto:Connie.Chung)"; "[Nicole Kolinsky](mailto:Nicole.Kolinsky)"; [Daria Siegel](mailto: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.

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

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

CChung@hraadvisors.com | 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> 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> 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 Kirszner 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]
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]
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]
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]
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]
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> 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> 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
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> 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> 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> 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
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 from 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 | (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 | (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

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

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

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

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
www.berlinrosen.com

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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
www.berlinrosen.com

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]



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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](#)

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.

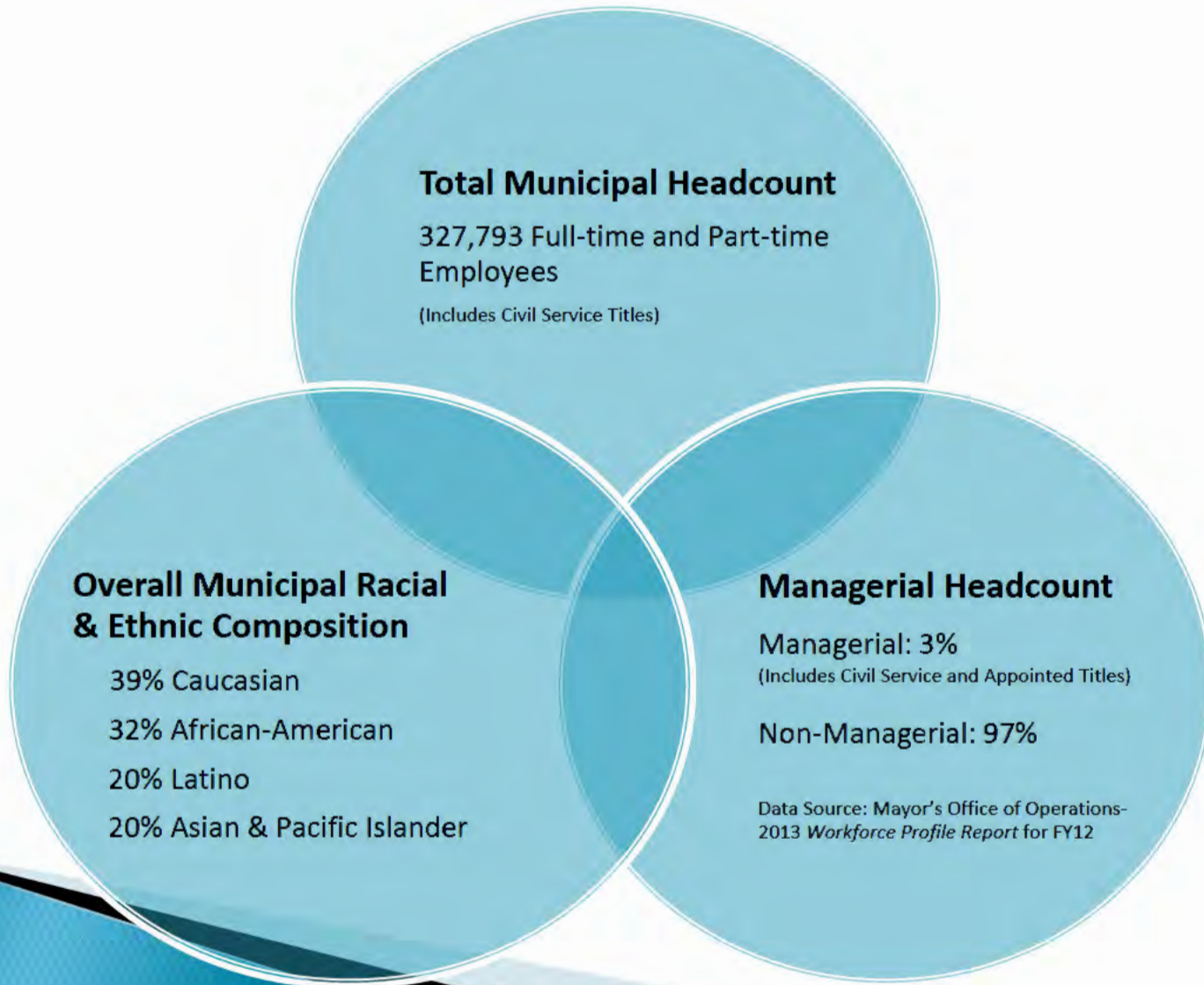
Relevant City Workforce Benchmarks

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

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 66th Street
New York, NY

FROM: PETER RAGONE

<!--[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
Stephanapoulos
George will welcome you and start the questions

<!--[if !supportLists]--> V. <!--[endif]-->ATTACHMENTS

- George Stephanapoulos 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

From: <Hagelgans>, Andrea Hagelgans <AHagelgans@cityhall.nyc.gov>
Date: Saturday, December 6, 2014 at 3:09 PM
To: Elana Leopold <ELeopold@cityhall.nyc.gov>
Cc: Michael Carey <mpcarey@cityhall.nyc.gov>, "'Jonathan@berlinrosen. com'" <Jonathan@berlinrosen.com>, "Wolfe, Emma" <EWolfe@cityhall.nyc.gov>, "Schnake-Mahl, Gabriel" <GSchnakeMahl@cityhall.nyc.gov>, "Walzak, Phil" <PWalzak@cityhall.nyc.gov>, "Ragone, Peter" <pragone@cityhall.nyc.gov>, Sandy Seignious <sseignious@cityhall.nyc.gov>, John Del Cecato <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 <Jonathan@berlinrosen.com>; Wolfe, Emma; Schnake-Mahl, Gabriel; Walzak, Phil; Ragone, Peter; Seignious, Sandy; jfdc@akpdmedia.com <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> 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) <Jonathan@berlinrosen.com>; Wolfe, Emma; Schnake-Mahl, Gabriel; Walzak, Phil; Ragone, Peter; Seignious, Sandy; Hagelgans, Andrea; jfdc@akpdmedia.com <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:MP Carey@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
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> 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]

> 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>>> 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> wrote:

Did you talk to them yet? If not can I join?

From: [Carey, Michael](#)
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
Date: Friday, December 19, 2014 2:43:50 PM

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

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

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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 | @ilanaozernoy

From: Mike Rabinowitz [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 | @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 | @ilanaozernoy

From: Mike Rabinowitz [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)

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Cc: "Spitalnick, Amy (OMB)"
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W: (212) 788-7775 | C: (347) 291-4407 | 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.

On Jan 3, 2015, at 11:11 AM, John Del Cecato <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>
Cc: Phil Walzak [REDACTED], Emma Wolfe [REDACTED], Jonathan Rosen <jonathan@berlinrosen.com>, Andrea Hagelgans [REDACTED], "Cohen, Adam" <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.

On Dec 29, 2014, at 5:06 PM, John Del Cecato <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> 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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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

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 | [@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

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- EVENTS NEXT WEEK – BOYS AND GIRLS, OP-EDS

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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> wrote:

DOES ANYONE HAVE THE ROSEN EXAMPLES OF RECEIVERSHIP MIXED ELECTRONICALLY??

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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
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Importance: High

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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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To: [Wolfe, Emma](#); [Fuleihan, Dean \(OMB\)](#); [Walzak, Phil](#); [Hagelgans, Andrea](#); [Shorris, Anthony](#); [Williams, Dominic](#); [Norvell, Wiley](#); [Soliman, Sherif](#); [Schnake-Mahl, Gabriel](#); 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
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

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 \(URamirez@schools.nyc.gov\)](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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Importance: High

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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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Subject: RE: Receivership/State takeover of Struggling schools
Date: Friday, March 06, 2015 9:02:08 PM
Attachments: [State Takeover of Failing Schools.docx](#)

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; [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

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

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- Allow NYC to appoint receivers
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 - Mayor, Chancellor, SED Commissioner appoint receivers together (less appetizing)
- 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

From: [Wolfe, Emma](#)
To: [Goldmark, Karin](#)
Cc: [Fuleihan, Dean \(OMB\)](#); [Walzak, Phil](#); [Hagelgans, Andrea](#); [Shorris, Anthony](#); [Williams, Dominic](#); [Norvell, Wiley](#); [Soliman, Sherif](#); [Schnake-Mahl, Gabriel](#); 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

On Mar 6, 2015, at 9:02 PM, Goldmark, Karin <KGoldmark@cityhall.nyc.gov> wrote:

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; 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

Options NYC Could Propose as Softeners:

NYC Exemptions

- <!--[if !supportLists]-->• <!--[endif]-->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

- <!--[if !supportLists]-->• <!--[endif]-->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)

- <!--[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; 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

- <!--[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> 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:

1. We have one child in college and we pay much of her costs
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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.
6. We feel very fortunate to have the resources we have. And our first focus is providing for our children. But even with all the blessings we have, the cost of college is daunting.

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

He lives rent-free in an Upper East Side mansion, owns two homes in a prime Brooklyn neighborhood and earns a six-figure salary supervising hundreds of thousands of employees.

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, 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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It remains unclear whether Dante will join their ranks. His father joked last week that he wanted "smoke, all sorts of stuff" to accompany the announcement of his son's choice.

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Where, Mrs. Clinton asked, is Dante going to college?

From: [Katz, Rebecca](#)
To: [B](#)
Cc: jfdc@akpdmedia.com; [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 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

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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

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 <MPCCarey@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"
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

646.200.5296 (o)

646.263.1527 (c)

From: [Walzak, Phil](#)
To: [B; Hagelgans, Andrea](#); "[Jonathan@berlinrosen.com](#)"; "[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; chung@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; chung@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: chung@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
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
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 | 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 | cnycn.org



From: <Spitalnick>, "Amy (OMB)" <SpitalnickA@omb.nyc.gov>
Date: Wednesday, April 29, 2015 11:40 AM
To: Matthew Hassett <matthew.hassett@cnycn.org>, "Greig, Katherine" <KGreig@cityhall.nyc.gov>
Cc: Jovana Rizzo <jovana@berlinrosen.com>, Sage Henry Erskine <Sage.Erskine@cnycn.org>, Caroline Nagy <Caroline.Nagy@cnycn.org>, Michael Deloach <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 16th 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>
Date: Wednesday, April 29, 2015 11:32 AM
To: Matthew Hassett <matthew.hassett@cnycn.org>, "Greig, Katherine" <KGreig@cityhall.nyc.gov>
Cc: Jovana Rizzo <jovana@berlinrosen.com>, Sage Henry Erskine <Sage.Erskine@cnycn.org>, Caroline Nagy <Caroline.Nagy@cnycn.org>, Michael Deloach <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>
Date: Wednesday, April 29, 2015 11:26 AM
To: Matthew Hassett <matthew.hassett@cnycn.org>, "Greig, Katherine" <KGreig@cityhall.nyc.gov>
Cc: Jovana Rizzo <jovana@berlinrosen.com>, Sage Henry Erskine <Sage.Erskine@cnycn.org>, Caroline Nagy <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 | cnycn.org



From: Catherine Diaz <[REDACTED]>
Date: Wednesday, April 29, 2015 11:04 AM
To: Matthew Hassett <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 8th 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"
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> 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> 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"; "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>
Date: Wednesday, May 6, 2015 at 10:37 AM
To: John Del Cecato <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>

Cc: John Del Cecato <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> 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>
Date: Wednesday, May 6, 2015 at 7:36 AM
To: John Del Cecato <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>
Date: May 6, 2015 at 7:31:24 AM EDT
To: Dan Levitan <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

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"; "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> 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 <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: ³No more tax breaks without

>building affordable housing in return,² Mr. de Blasio, a Democrat, said

>in a statement. ³This 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.²

>

>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 ³mansion tax² 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> wrote:

Yes open - right MPC?

On May 9, 2015, at 6:20 PM, Dan Levitan <dan@berlinrosen.com> wrote:

Assume so?

- mobile -

Begin forwarded message:

From: "Grynbaum, Michael"
<grynbaum@nytimes.com>
Date: May 9, 2015 at 5:12:07 PM EDT
To: Dan Levitan <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> wrote:

Didn't they put out a fppo thingy?

- mobile -

> On May 9, 2015, at 1:28 PM, Michael
> Grynbaum <grynbaum@nytimes.com> wrote:

>

> for photographers etc.

--

Michael M. Grynbaum
City Hall Bureau Chief
The New York Times
212.556.7047 / 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> wrote:
And actual Tom.

Been emailing tooooo many congressional offices.

On Sun, May 10, 2015 at 8:12 PM, Hayley Prim
<hprim@hilltoppublicsolutions.com> wrote:
whoops, plus actual Jessie

On Sun, May 10, 2015 at 8:02 PM, Hayley Prim
<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"; [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>
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>
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]
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> wrote:

Wanna meet @ like noon outside on the latter?

From: Yoav Gonen [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"; Mayor's Press Office; "dan@berlinrosen.com"
Subject: Re: Chiara
Date: Sunday, May 17, 2015 3:23:38 PM

Decline

From: Michael Gartland [mailto:mgartland@nypost.com]
Sent: Sunday, May 17, 2015 03:20 PM
To: Walzak, Phil; Mayor's Press Office; Dan Levitan <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
@michaelgartland

From: [Klein, Meredith](#)
To: [Solon, Sarah](#); [Dansky, Kara](#)
Cc: 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
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

 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> 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)
<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" <ELeopold@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" (Jonathan@berlinrosen.com)' , John, Roxanne , Carey, Michael , Ko, Eunice , Thornton, Demetrius , Darlington, Mandy (OMB) , 'Liz Hegarty' , Chao, Raymond , "jfdc@akpdmedia.com" (jfdc@akpdmedia.com)' , Schnake-Mahl, Gabriel , Griffith, Chantell , Walzak, Phil , Snyder, Thomas , Shorris, Anthony

Sent from my iPhone

From: [Mark Ro Beyersdorf](mailto:Mark.Ro.Beyersdorf@berlinrosen.com)
To: [Solon, Sarah](mailto:Solon.Sarah@cityhall.nyc.gov)
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

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

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

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

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

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

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

From: [Jonathan Rosen](#)
To: [B](#)
Cc: 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> 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>
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> 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> 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' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com' <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' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com' <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

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"
Cc: Wolfe, Emma; Hagelgans, Andrea; Snyder, Thomas; Carey, Michael; Leopold, Elana; 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

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>

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

> From: Jeffrey Sachs

> To: Bill de Blasio

> Subject: Confidential

> Sent: May 25, 2015 9:37 AM

>

> Dear Bill,

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> 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!

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> 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

-----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

-----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

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

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 26th. 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 26th 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 26th 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; [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>
Date: Friday, May 29, 2015 at 10:05 AM
To: John Del Cecato <jfdc@akpdmedia.com>, Jonathan Rosen <jonathan@berlinrosen.com>, "Wolfe, Emma" <EWolfe@cityhall.nyc.gov>, Dominic Williams <DWilliams@cityhall.nyc.gov>, "Hagelgans, Andrea" <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; Wolfe, Emma; Williams, Dominic; Hagelgans, Andrea
Subject: Re:

Love it

From: <Walzak>, Phil <PWalzak@cityhall.nyc.gov>
Date: Friday, May 29, 2015 at 9:54 AM
To: John Del Cecato <jfdc@akpdmedia.com>, Jonathan Rosen <jonathan@berlinrosen.com>, "Wolfe, Emma" <EWolfe@cityhall.nyc.gov>, Dominic Williams <DWilliams@cityhall.nyc.gov>, "Hagelgans, Andrea" <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 34th to East 39th
- There is no pedestrian access on Madison Ave from East 38th to East 39th
- 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]
Sent: Wednesday, June 03, 2015 11:56 AM
To: Ozernoy, Ilana
Subject: RE: Congrats!

Thursday the 19th?

Michael Rabinowitz-Gold
646.200.5308 (office)
646.342.3469 (cell)
rabinowitz@berlinrosen.com

From: Ozernoy, Ilana [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]
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

From: Ozernoy, Ilana [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; 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; 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; 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; 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; 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> 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'; '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' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com' <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'; '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"; [Walzak, Phil](#); "jonathan@berlinrosen.com"; [Williams, Dominic](#)
Subject: Fw: May Breakdown
Date: Thursday, June 04, 2015 2:43:15 PM
Attachments: [May 2015 Events Breakdown.pdf](#)

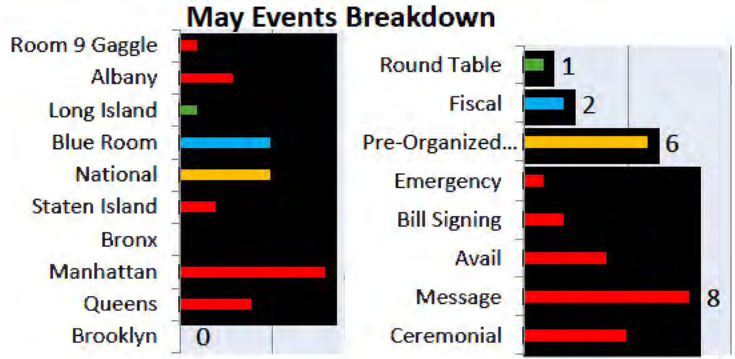
Fyi- breakdown of may events

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> 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)
Subject: Re: Cornell logistics

lets talk at 130?

On Wed, Jun 10, 2015 at 9:58 AM, Jeremy Soffin <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); 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]
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]
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]
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>
Date: 06/11/2015 12:54 PM (GMT-05:00)
To: Mike Rabinowitz <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>
Date: 06/11/2015 12:52 PM (GMT-05:00)
To: Mike Rabinowitz <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]
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

From: Ozernoy, Ilana [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]
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

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>
Date: 06/11/2015 12:54 PM (GMT-05:00)
To: Mike Rabinowitz <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>
Date: 06/11/2015 12:52 PM (GMT-05:00)
To: Mike Rabinowitz <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); 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); 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
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

From: [Ozernoy, Ilana](#)
To: ["Mike Rabinowitz"](#)
Subject: RE: Follow up
Date: Thursday, June 11, 2015 6:09:52 PM

Thanks Mike – really appreciate it.

From: Mike Rabinowitz [mailto:Rabinowitz@berlinrosen.com]
Sent: Thursday, June 11, 2015 5:55 PM
To: Ozernoy, Ilana
Subject: Follow up

[REDACTED] No idea if he wants to leave private practice. I worked with him on [REDACTED] stuff and he seemed smart and well-connected and hard-working.

[REDACTED] (but check with Emma or Marco before approaching him, for sure) - [REDACTED],
[REDACTED].

See you next week.

Michael Rabinowitz-Gold
646.200.5308 (office)
646.342.3469 (cell)
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 26th. 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 26th 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 26th 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.
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 - Open space complements the five acres of public parks the City is building at Newtown Barge Park, Greenpoint Playground, and Box Street Park.
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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

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

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 26th. 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 26th 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 26th 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.
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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: [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!

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, 10th Floor | New York, NY 10038
☎ 212.227.2644 (main) | 212.815.7313(fax)
✉ Csanchez@nychdc.com | 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

646.200.5296 (o)

646.263.1527 (c)

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917-860-9076

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To: Blumm, Kate

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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
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 - Greenpoint Gazette
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 - Brooklyn Magazine
 - News 12
 - NY1 – Jeanine Ramirez
 - NY Times – Vivian Yee
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 - Architect’s Newspaper
 - Architectural Record
 - Bloomberg – David Levitt
 - Capital NY – Dana Rubenstein
 - Crains – Joe Anuta
 - Curbed
 - Daily News – Kathy Clarke
 - Dezeen – Alan Brake
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Key Messages

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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> 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)
(646) 789-2453 (m)

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> 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
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Office of the Mayor
(212) 341-5383 (o)
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-----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.

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- * 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>
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: [Davis, Tanyanika](#)
To: "[Jeremy Soffin](#)"
Subject: RE: Quick q
Date: Friday, June 12, 2015 4:54:29 PM

Great. Thank you so much. Really appreciate it.

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 4:46 PM
To: Davis, Tanyanika
Subject: RE: Quick q

[REDACTED] (Hack Roosevelt Island) - [REDACTED] / [REDACTED]
[REDACTED]

Jeremy Soffin
BerlinRosen Public Affairs
646-200-5318
917-860-9076

From: Davis, Tanyanika [<mailto:TDavis2@cityhall.nyc.gov>]
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Jeremy Soffin
BerlinRosen Public Affairs
646-200-5318
917-860-9076

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Cc: Davis, Tanyanika

Subject: Re: Quick q

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>

> Jeremy Soffin

> BerlinRosen Public Affairs

> 646-200-5318

> 917-860-9076

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> 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: [Carey, Michael](#)
To: 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> 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]
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> wrote:

In 20-30? doing bedtime routine

From: Jeremy Soffin [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> wrote:

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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.

“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 21st 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.

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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:Michael.Carey@cityhall.nyc.gov)
To: [Jeremy Soffin](mailto:Jeremy.Soffin@berlinrosen.com)
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> 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> 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]
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]
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

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](mailto:levitandan@berlinrosen.com)

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> 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>
Date: June 15, 2015 at 1:27:35 PM EDT
To: Meghan French <meghan.french@cornell.edu>
Cc: Jeremy Soffin <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
[facebook](#) | [twitter](#) | [linkedin](#)
www.productionglue.com

On Jun 15, 2015, at 12:50 PM, Meghan French
<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"
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> 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> 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
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

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>
Date: June 15, 2015 at 2:34:37 PM EDT
To: Jeremy Soffin <jeremy@berlinrosen.com>
Subject: Re: Pls send updated ROS

Attached.

On 6/15/15 2:30 PM, "Jeremy Soffin" <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

Danielle Schlanger
BerlinRosen Public Affairs
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> 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)
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> wrote:

<image001.png>
THE CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK, NY 10007

FOR IMMEDIATE RELEASE

CONTACT: 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 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 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> 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, (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 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, and a live feed will be available on Encompass Port CTY- 4205. Official photos will be available at flickr.com/nycmayorsoffice shortly following the event.

###

On Mon, Jun 15, 2015 at 7:08 PM, Jeremy Soffin <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 < 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 shortly following the event.

On Mon, Jun 15, 2015 at 6:52 PM, Jeremy Soffin

<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> 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 shortly following the event.

On Mon, Jun 15, 2015 at 6:33 PM, Jeremy Soffin <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>
Date: June 15, 2015 at 5:30:20 PM EDT
To: Jeremy Soffin
<jeremy@berlinrosen.com>, Jovana Rizzo
<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

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> wrote:

FYI

--

Dan Levitan
BerlinRosen Public Affairs
O: [646.200.5315](tel:646.200.5315)
C: [201.674.7475](tel:201.674.7475)
[@levitandan](https://www.instagram.com/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) or Tolu Onafowokan (tolu.o@berlinrosen.com),

BerlinRosen, [646-452-5637](tel:646-452-5637)

--

Amy Spitalnick

[REDACTED]

--

Amy Spitalnick

[REDACTED]

--

Amy Spitalnick

[REDACTED]

--

Amy Spitalnick

[REDACTED]

--

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 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

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"
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> 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> 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> 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]
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]
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

From: Ozernoy, Ilana [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]
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

From: Ozernoy, Ilana [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

-----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]
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]
Sent: Friday, June 19, 2015 12:11 PM
To: Mike Rabinowitz <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

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
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
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

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

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

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

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
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

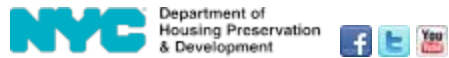
Juliet Morris

Deputy Press Secretary

NYC Department of Housing Preservation and Development (HPD)

Phone: 212-863-5682

Email: morrisj@hpd.nyc.gov



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

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, 10th Floor | New York, NY 10038
☎ 212.227.2644 (main) | 212.815.7313(fax)
✉ Csanchez@nychdc.com | 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
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 26th. 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 26th 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 26th 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)**

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) or Danielle Schlanger (Danielle.Schlanger@berlinrosen.com) (646) 452-5637 (**Greenpoint Landing Associates**)
Delaney Kempner, 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
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
[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

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>
Date: Thursday, June 25, 2015 5:02 PM
To: Jovana <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

From: <Bruch>, Mary <MBruch@cityhall.nyc.gov>
Date: Thursday, June 25, 2015 4:48 PM

To: "Morris, Juliet (HPD)" <morrisj@hpd.nyc.gov>, "Bederman, Eric (HPD)" <bedermae@hpd.nyc.gov>, Nicole Kolinsky <Nicole.Kolinsky@berlinrosen.com>, "Norvell, Wiley" <WNorvell@cityhall.nyc.gov>, 'Christina Sanchez' <csanchez@nychdc.com>, Kim Stroman <kstroman@nychdc.com>, "Seabrook, Margie (HPD)" <seabroom@hpd.nyc.gov>, Elizabeth Rohlfing <erohlfing@nychdc.com>
Cc: Jovana <jovana@berlinrosen.com>, Danielle Schlanger <Danielle.Schlanger@berlinrosen.com>, Johanna Greenbaum <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

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

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

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

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

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
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

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
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



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

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, 10th Floor | New York, NY 10038

☎ 212.227.2644 (main) | 212.815.7313(fax)

✉ Csanchez@nychdc.com | 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

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 26th. 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 26th 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 26th 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

From: <Bruch>, Mary <MBruch@cityhall.nyc.gov>
Date: Thursday, June 25, 2015 4:48 PM
To: "Morris, Juliet (HPD)" <morrisj@hpd.nyc.gov>, "Bederman, Eric (HPD)" <bedermae@hpd.nyc.gov>, Nicole Kolinsky <Nicole.Kolinsky@berlinrosen.com>, "Norvell, Wiley" <WNorvell@cityhall.nyc.gov>, 'Christina Sanchez' <csanchez@nychdc.com>, Kim Stroman <kstroman@nychdc.com>, "Seabrook, Margie (HPD)" <seabroom@hpd.nyc.gov>, Elizabeth Rohlfing <erohlfing@nychdc.com>
Cc: Jovana <jovana@berlinrosen.com>, Danielle Schlanger <Danielle.Schlanger@berlinrosen.com>, Johanna Greenbaum <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

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

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

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

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

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

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

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

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

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

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, 10th Floor | New York, NY 10038
☎ 212.227.2644 (main) | 212.815.7313(fax)
✉ csanchez@nychdc.com | 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
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 26th. 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 26th 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 26th 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](#)

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

From: <Bruch>, Mary <MBruch@cityhall.nyc.gov>

Date: Thursday, June 25, 2015 4:48 PM

To: "Morris, Juliet (HPD)" <morrisj@hpd.nyc.gov>, "Bederman, Eric (HPD)" <bedermae@hpd.nyc.gov>, Nicole Kolinsky <Nicole.Kolinsky@berlinrosen.com>, "Norvell, Wiley" <WNorvell@cityhall.nyc.gov>, 'Christina Sanchez' <csanchez@nychdc.com>, Kim Stroman <kstroman@nychdc.com>, "Seabrook, Margie (HPD)" <seabroom@hpd.nyc.gov>, Elizabeth Rohlfing <erohlfing@nychdc.com>

Cc: Jovana <jovana@berlinrosen.com>, Danielle Schlanger <Danielle.Schlanger@berlinrosen.com>, Johanna Greenbaum <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

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

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

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

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

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
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

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

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



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

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, 10th Floor | New York, NY 10038
☎ 212.227.2644 (main) | 212.815.7313(fax)
✉ Csanchez@nychdc.com | 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
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 Rohlfig, 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 26th. 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 26th 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 26th 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> 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'; Seignious, Sandy
Cc: Goldmark, Karin
Subject: RE: Education Speech

Josh can do the 15th 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'; Seignious, Sandy; Barbagallo Joy
Cc: 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 15th 9-11.

From: Da Costa, Ricky
Sent: Tuesday, June 30, 2015 10:31 AM
To: Griffith, Chantell; 'Schaeffer Molly'; 'jonathan@berlinrosen.com'; Seignious, Sandy; Barbagallo Joy (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'; Seignious, Sandy; Da Costa, Ricky; Barbagallo Joy (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

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> 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>; [Jonathan@berlinrosen.com](#) <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> 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
646-200-5310

From: Griffith, Chantell [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
646-200-5310

From: Barbagallo Joy [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

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

Office: 646-517-1823

Cell: 774-218-6664

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]
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> 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]
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> 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

Office: 646-517-1823

Cell: 774-218-6664

From: Julia Haselmayer <jh@citymart.com>

Date: Monday, July 20, 2015 at 2:36 PM

To: Jordan Smith <jordan.smith@berlinrosen.com>, Andrew Fitzgerald <andrew.fitzgerald@berlinrosen.com>

Cc: "Brack, Ryan" <rbrack@cto.nyc.gov>, Jonathan Lipman <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]

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 5th Avenue, 2nd 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>
> 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> 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> 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', 'URamirez@schools.nyc.gov', 'Wallack Josh
(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> 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
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
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
646-200-5310

From: Khanyile-Lynch, Celi [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 7th – 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
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
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 5th 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
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>
Subject: RE: Connecting

How about:

Coffee Wednesday the 5th 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
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
646-200-5310

From: Khanyile-Lynch, Celi [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
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
646-200-5310

From: Khanyile-Lynch, Celi [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 7th – 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
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
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 5th 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
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>
Subject: RE: Connecting

How about:

Coffee Wednesday the 5th 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
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> 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; [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>
Date: Wednesday, August 5, 2015 at 8:03 PM
To: "Walzak, Phil" <PWalzak@cityhall.nyc.gov>, Jonathan Rosen <jonathan@berlinrosen.com>, "Wolfe, Emma" <EWolfe@cityhall.nyc.gov>, "Hagelgans, Andrea" <AHagelgans@cityhall.nyc.gov>, John Del Cecato <jfdc@akpdmedia.com>, Rebecca Katz <rkatz@cityhall.nyc.gov>, Peter Ragone <pragone@cityhall.nyc.gov>, "Leopold, Elana" <LEopold@cityhall.nyc.gov>, "Carey, Michael" <MPCarey@cityhall.nyc.gov>
Cc: "Gindler, Maria (Media)" <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](https://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

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

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" (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>
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

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 (7th 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; Jonathan Rosen <jonathan@berlinrosen.com>; Wallack Josh <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!
16th 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.

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: [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
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)
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)
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); 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
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)
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)
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); 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; [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
646-200-5310

From: Salazar-Rodriguez, Prisca [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
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>]
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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
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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>]
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Thanks!

Prisca Salazar-Rodriguez
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